

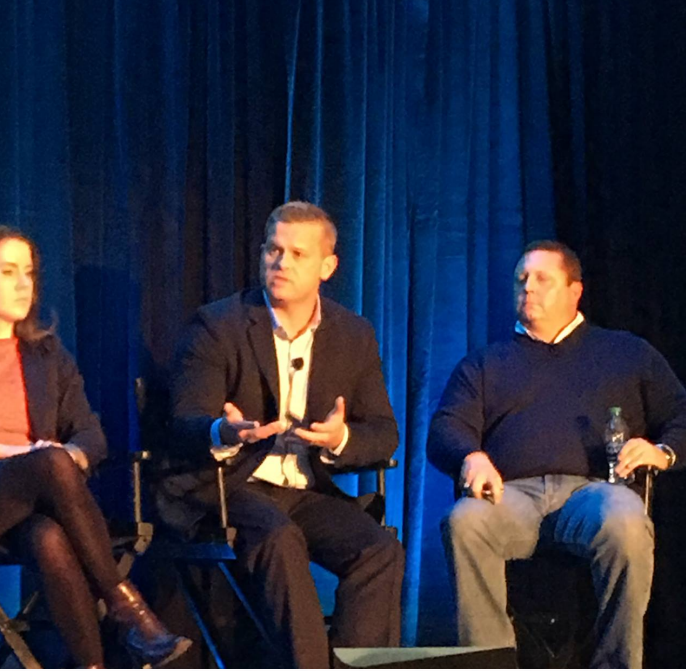
6.28.2018

**SCHEMA! BENEFITING USERS  
AND ROBOTS ALIKE**

**JOSH MCCOY**

**DIRECTOR, INTEGRATED CHANNEL DELIVERY**



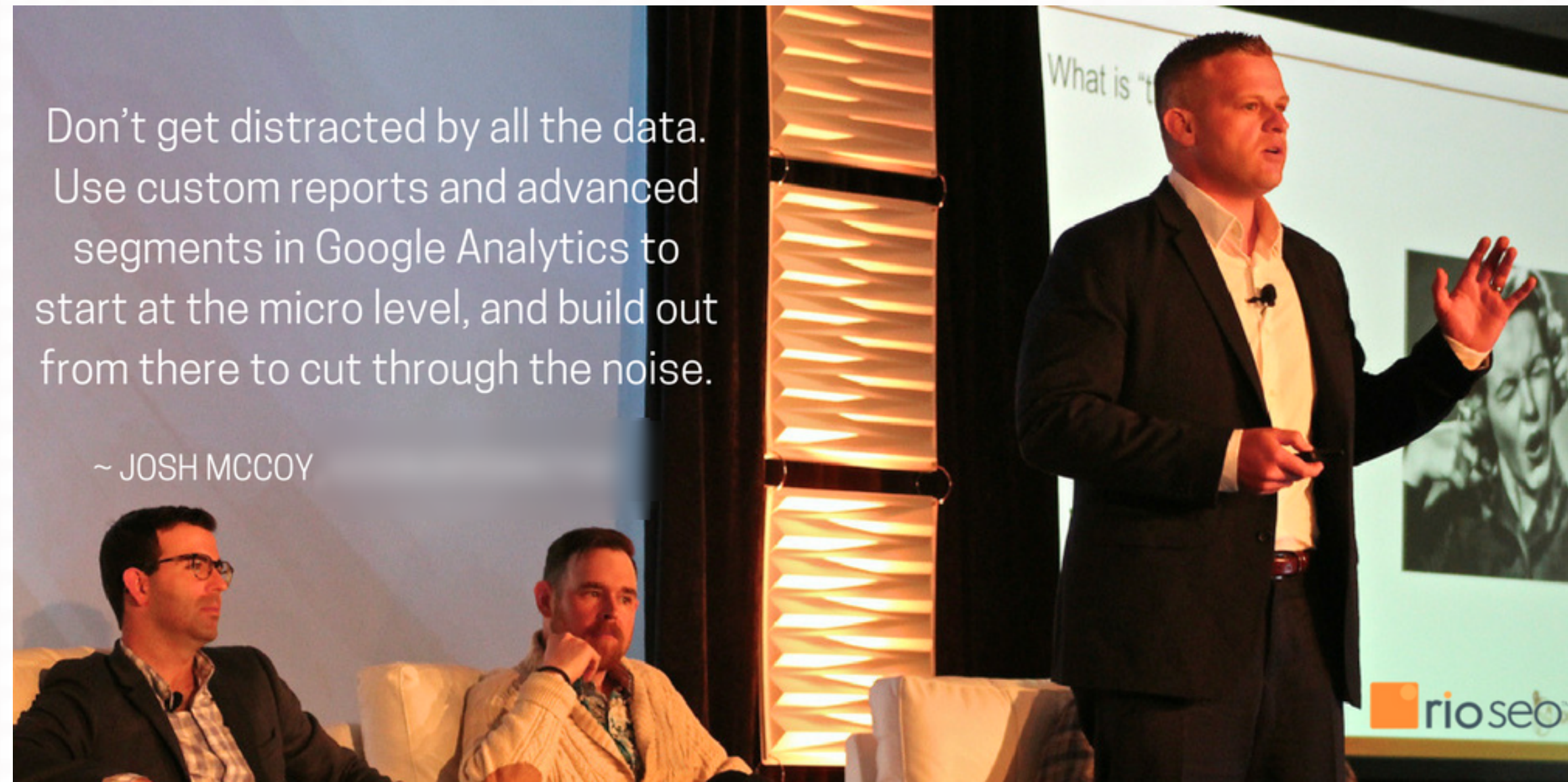


# SEJ

## A LITTLE ABOUT ME



A digital fanatic ...



... who likes to talk about it!





# LET'S TALK ABOUT

- **What is Schema Markup**
- **Schema's History**
- **Webmasters, Meet Schema.org**
- **Why we use Schema Markup**
- **Where Schema is Headed**
- **Deployment In/Outside of WordPress**
- **Schema on Down the Road**

**WHAT IS SCHEMA MARKUP?**



# WHAT IS SCHEMA

- Schema markup is code (semantic vocabulary) that you put on your website to help the search engines return more informative results for users.
- Schema tells the search engines what your data means, not just what it says.

# SCHEMA VS. STRUCTURED DATA VS. MICRODATA VS. RICH SNIPPETS

- **Schema**, a data vocabulary that provides a particular set of agreed-upon definitions for microdata tags.
- **Structured data**, a system of pairing a name with a value that helps search engines categorize and index your content.
- **Microdata**, a one form of structured data that works with HTML.
- **Rich Snippet**, a visual feature that search engines show in search results





## **SCHEMA'S HISTORY**

# SCHEMA'S HISTORY

- **2011 - Google/Yahoo/Bing come together, later Yandex**
- **2015 - Google begins supporting JSON-LD**
- **2017 - Google acknowledges JSON-LD as preferred format**
- **2017 - Google rolls Structured Data Testing Tool**



# SCHEMA'S HISTORY - ADDING CONTEXT TO YOUR CONTENT

Where it began...

The Knowledge Graph (2012)




All Images Videos Shopping News More Settings Tools

About 59,200,000 results (0.51 seconds)

World's Best Lasagna Recipe - Allrecipes.com

<https://www.allrecipes.com/recipe/23600/worlds-best-lasagna/>

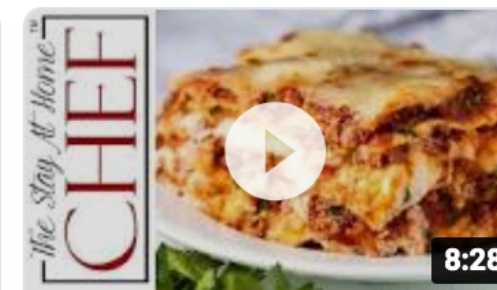
 ★★★★★ Rating: 4.8 - 12,236 reviews - 3 hr 15 min - 448 cal  
12 lasagna noodles. ... In a Dutch oven, cook sausage, ground beef, onion, and garlic over medium heat until well browned. ... Spoon 1 1/2 cups meat sauce over mozzarella, and sprinkle with 1/4 cup Parmesan cheese.

Videos



World's Best Lasagna Video

Allrecipes - Feb 26, 2018



The Most Amazing Lasagna

The Stay At Home Chef  
YouTube - Aug 25, 2017




Easy Lasagna | Video

Allrecipes - Oct 10, 2012

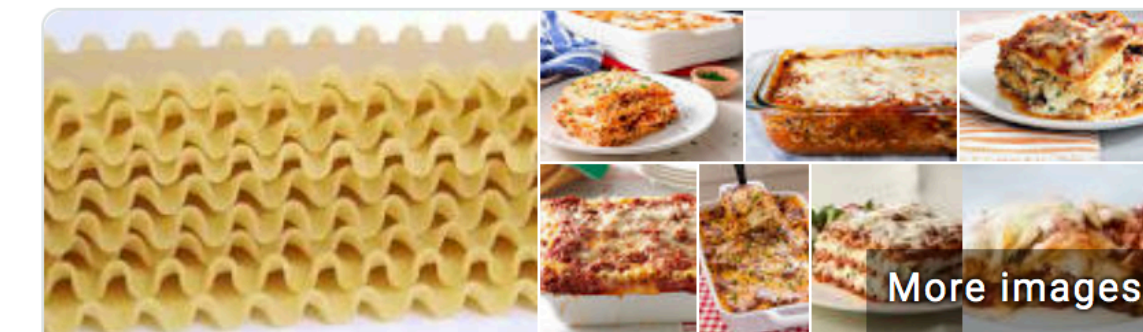
The Best Lasagna Recipe {Simple & Classic} | SimplyRecipes.com

<https://www.simplyrecipes.com/recipes/lasagna/>

 ★★★★★ Rating: 5 - 194 reviews - 1 hr 45 min  
Feb 19, 2019 - Spread the remaining sauce over the top layer of noodles and sprinkle with the remaining Mozzarella cheese. 8 Bake: Cover the lasagna pan with aluminum foil, tented slightly so it doesn't touch the noodles or sauce). Bake at 375°F for 45 minutes.  
[Lasagna Recipes](#) · [Lasagna Bolognese](#) · [Vegetarian Spinach and ...](#)

Easy Classic Lasagna Recipe - How To Make Traditional Lasagna ...

<https://www.delish.com/cooking/recipe-ideas/recipes/a51337/classic-lasagna-recipe/>



Lasagne

Pasta dish

Lasagne are a type of wide, flat pasta, possibly one of the oldest types of pasta. Lasagne, or the singular lasagna, commonly refers to a culinary dish made with stacked layers of pasta alternated with sauces and ingredients such as meats, vegetables and cheese, and sometimes topped with melted grated cheese. [Wikipedia](#)

Nutrition Facts

Lasagna, with meat sauce

Amount Per 1 piece side (123 g)

Calories 166

	% Daily Value*
<b>Total Fat</b> 6 g	9%
Saturated fat 2.9 g	14%
Polyunsaturated fat 0.5 g	
Monounsaturated fat 2.2 g	
Trans fat 0.2 g	
<b>Cholesterol</b> 21 mg	7%
<b>Sodium</b> 459 mg	19%
<b>Potassium</b> 241 mg	6%
<b>Total Carbohydrate</b> 19 g	6%



# SCHEMA'S HISTORY - ADDING CONTEXT TO YOUR CONTENT

Then came...

Google Hummingbird (2013)

“Real-world entities and their relationships to one another”

Google

italian

All

Maps

Images

News

Videos

More

Settings

Tools

About 5,420,000,000 results (1.35 seconds)



Rating Price Hours

Sort by

Anthony's

4.5 ★★★★★ (797) · \$\$ · Italian

0.3 mi · 701 Grand Blvd

Closed · Opens 11AM

Hearty plates of classic Italian cooking



Johnny C's Deli & Pasta

4.5 ★★★★★ (69) · Italian

0.3 mi · 1111 Main St #115

Comfort food · Quick bite · Casual



Tavernonna

4.1 ★★★★★ (168) · \$\$\$ · Italian

0.3 mi · 106 W 12th St

Chic Italian eatery in a hotel setting





# SCHEMA'S HISTORY - ADDING CONTEXT TO YOUR CONTENT

**Followed by...**

**Google RankBrain (2016, all queries)**

**Location, Personalization,  
Words in query**



**WEBMASTERS, MEET SCHEMA.ORG**



# GET FAMILIAR WITH

**schema.org**

schema.org

Custom Search



Home Schemas Documentation

## Getting started with schema.org using Microdata

Most webmasters are familiar with HTML tags on their pages. Usually, HTML tags tell the browser how to display the information included in the tag. For example, `<h1>Avatar</h1>` tells the browser to display the text string "Avatar" in a heading 1 format. However, the HTML tag doesn't give any information about what that text string means—"Avatar" could refer to the hugely successful 3D movie, or it could refer to a type of profile picture—and this can make it more difficult for search engines to intelligently display relevant content to a user.

Schema.org provides a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be understood by the major search engines: Google, Microsoft, Yandex and Yahoo!

You use the [schema.org](#) vocabulary along with the [Microdata](#), [RDFa](#), or [JSON-LD](#) formats to add information to your Web content. This guide will help get you up to speed with Microdata and schema.org so that you can start adding markup to your web pages.

Although this guide focuses on [Microdata](#), most examples on the [schema.org](#) site show examples in [RDFa](#) and [JSON-LD](#) too. The basic ideas (types, properties etc.) introduced here are relevant beyond Microdata – take a look at the examples to see how the details compare.

1. [How to mark up your content using microdata](#)
  - a. [Why use microdata?](#)
  - b. [itemscope and itemtype](#)
  - c. [itemprop](#)
  - d. [Embedded items](#)
2. [Using the schema.org vocabulary](#)
  - a. [schema.org types and properties](#)
  - b. [Expected types, text, and URLs](#)
  - c. [Testing your markup](#)
3. [Advanced topic: Machine-understandable versions of information](#)

A mutual effort by the top search engines,  
Google, Yahoo, Bing, Yandex

get it. together. 

# HOW MANY SCHEMA CHOICES ARE THERE?

Hundreds!!!

- Creative works: CreativeWork, Book, Movie, MusicRecording, Recipe, TVSeries ...
- Embedded non-text objects: AudioObject, ImageObject, VideoObject
- Event
- Health and medical types: notes on the health and medical types under MedicalEntity.
- Organization
- Person
- Place, LocalBusiness, Restaurant ...
- Product, Offer, AggregateOffer
- Review, AggregateRating
- Action

<https://schema.org/docs/full.html>



# UNDERSTANDING THE HIERARCHY

## LocalBusiness

[Thing](#) > [Organization](#) > [LocalBusiness](#)

[Thing](#) > [Place](#) > [LocalBusiness](#)

A particular physical business or branch of an organization. Examples of LocalBusiness include a restaurant, a particular branch of a restaurant chain, a branch of a bank, a medical practice, a club, a bowling alley, etc.

[more...]

Property	Expected Type	Description
<b>Properties from <a href="#">LocalBusiness</a></b>		
<a href="#">currenciesAccepted</a>	<a href="#">Text</a>	The currency accepted.  Use standard formats: <a href="#">ISO 4217 currency format</a> e.g. "USD"; <a href="#">Ticker symbol</a> for cryptocurrencies e.g. "BTC"; well known names for <a href="#">Local Exchange Tradings Systems</a> (LETS) and other currency types e.g. "Ithaca HOUR".
<a href="#">openingHours</a>	<a href="#">Text</a>	The general opening hours for a business. Opening hours can be specified as a weekly time range, starting with days, then times per day. Multiple days can be listed with commas ',' separating each day. Day or time ranges are specified using a hyphen '-'. <ul style="list-style-type: none"><li>• Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa, Su.</li><li>• Times are specified using 24:00 time. For example, 3pm is specified as 15:00.</li><li>• Here is an example: &lt;time&gt;</li></ul>



# UNDERSTANDING THE HIERARCHY

## ItemScope

**An element with the itemscope attribute specified creates a new item, a group of name-value pairs.**

```
<div itemscope>  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August 16, 1954) </span>  
  <span>Science fiction</span>  
  <a href=" ../movies/avatar-theatrical-trailer.html" >Trailer</a>  
</div>
```



# UNDERSTANDING THE HIERARCHY

## ItemType

**This specifies that the item contained in the div is in fact Schema type and is defined by URL.**

```
<div itemscope itemtype="http://schema.org/Movie">  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August 16, 1954)</span>  
  <span>Science fiction</span>  
  <a href=" ../movies/avatar-theatrical-trailer.html" >Trailer</a>  
</div>
```

# UNDERSTANDING THE HIERARCHY

**ItemProperty**  
Additional information  
about itemtype categories  
deployed through span  
tags.

```
<div itemscope itemtype = "http://schema.org/Movie">  
  <h1 itemprop="name">Avatar</h1>  
  <span>Director: <span itemprop="director">James  
Cameron</span> (born August 16, 1954)</span>  
  <span itemprop="genre">Science fiction</span>  
  <a href=" ../movies/avatar-theatrical-  
trailer.html" itemprop="trailer">Trailer</a>  
</div>
```



# SCHEMA IN ACTION - FROM MICRODATA TO JSON-LD

```
<div itemscope itemtype="http://schema.org/Event">
  <a itemprop="url" href="nba-miami-philidelphia-game3.html">
    NBA Eastern Conference First Round Playoff Tickets:
    <span itemprop="name"> Miami Heat at Philadelphia 76ers - Game 3 (Home Game 1) </span>
  </a>
  <meta itemprop="startDate" content="2016-04-21T20:00">
    Thu, 04/21/16
    8:00 p.m.
  <div itemprop="location" itemscope itemtype="http://schema.org/Place">
    <a itemprop="url" href="wells-fargo-center.html">
      Wells Fargo Center
    </a>
    <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
      <span itemprop="addressLocality">Philadelphia</span>,
      <span itemprop="addressRegion">PA</span>
    </div>
  </div>
</div>
```

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Event",
  "name": "Miami Heat at Philadelphia 76ers - Game 3 (Home Game 1)",
  "location": {
    "@type": "Place",
    "address": {
      "@type": "PostalAddress",
      "addressLocality": "Philadelphia",
      "addressRegion": "PA"
    },
    "url": "wells-fargo-center.html"
  },
  "offers": {
    "@type": "AggregateOffer",
    "lowPrice": "$35",
    "offerCount": "1938"
  },
  "startDate": "2016-04-21T20:00",
  "url": "nba-miami-philidelphia-game3.html"
}
</script>
```

**PLAYING BY THE RULES**



# UNDERSTANDING THE RULES

Pages or sites that violate these content guidelines may receive less favorable ranking or be marked as ineligible for rich results in Google Search in order to maintain a high-quality search experience for our users.

<https://developers.google.com/search/docs/guides/sd-policies>

# UNDERSTANDING THE RULES

## Content

- Follow the [Google webmasters quality guidelines](#).
- Provide up-to-date information. We won't show a rich result for time-sensitive content that is no longer relevant.
- Provide original content that you or your users have generated.
- Don't mark up content that is not visible to readers of the page. For example, if the JSON-LD markup describes a performer, the HTML body should describe that same performer.
- Don't mark up irrelevant or misleading content, such as fake reviews or content unrelated to the focus of a page.
- Don't use structured data to deceive or mislead users. Don't impersonate any person or organization, or misrepresent your ownership, affiliation, or primary purpose.

**BE HELPFUL, BE RESOURCEFUL!**



# UNDERSTANDING THE RULES

## Relevance & Specificity

Your structured data should be a true representation of the page content. Here are some examples of irrelevant data:

- A sports live streaming site labeling broadcasts as local events.
- A woodworking site labeling instructions as recipes.
- Try to use the most specific applicable type and property names defined by schema.org for your markup.
- Follow all additional guidelines given in the [documentation for your specific rich result type](#).

**STUDY THE [SCHEMA.ORG](#) LIST AND CHOOSE THE APPROPRIATE SCHEMA PROPERTIES!**

# UNDERSTANDING THE RULES

## Completeness

- Specify all required properties for your rich result type. Items that are missing required properties are not eligible for rich results.
- The more recommended properties that you provide, the higher quality the result is to users. For example: users prefer job postings with explicitly stated salaries than those without; users prefer recipes with actual user reviews and genuine star ratings (note that reviews or ratings not by actual users are considered [spammy](#)). Rich result ranking takes extra information into consideration.

**THE MORE YOU GIVE, THE MORE YOU ARE REWARDED, EDUCATE THE ENGINES!**



# UNDERSTANDING THE RULES

## Location

- Put the structured data on the page that it describes, unless specified otherwise by the documentation. Put structured data on a summary page that links to other detail pages, whether on your own site or another website (unless this is a summary carousel page). For example, the following pages should not host structured data (other than carousel markup): Don't mark up a page that describes "10 best ideas for cooking turkey," with links out to each recipe.

Don't mark up a page that lists all engineering jobs in Mountain View, CA, with links to individual job pages.

- If you have duplicate pages for the same content, we recommend placing the same structured data on all page duplicates, not just on the canonical page.

**KNOW WHEN TO MARKUP!**

# UNDERSTANDING THE RULES

## Images

- When specifying an image as a structured data property, make sure that the image actually belongs to the instance of that type. For example, if you define the the image property of `schema.org/NewsArticle.image`, the marked-up image must directly belong to that news article.
- All image URLs must be crawlable and indexable. Otherwise, we will not be able to display them on the search results page.

**BE RELEVANT AND REMEMBER TO WEAR YOUR SEO HAT!**

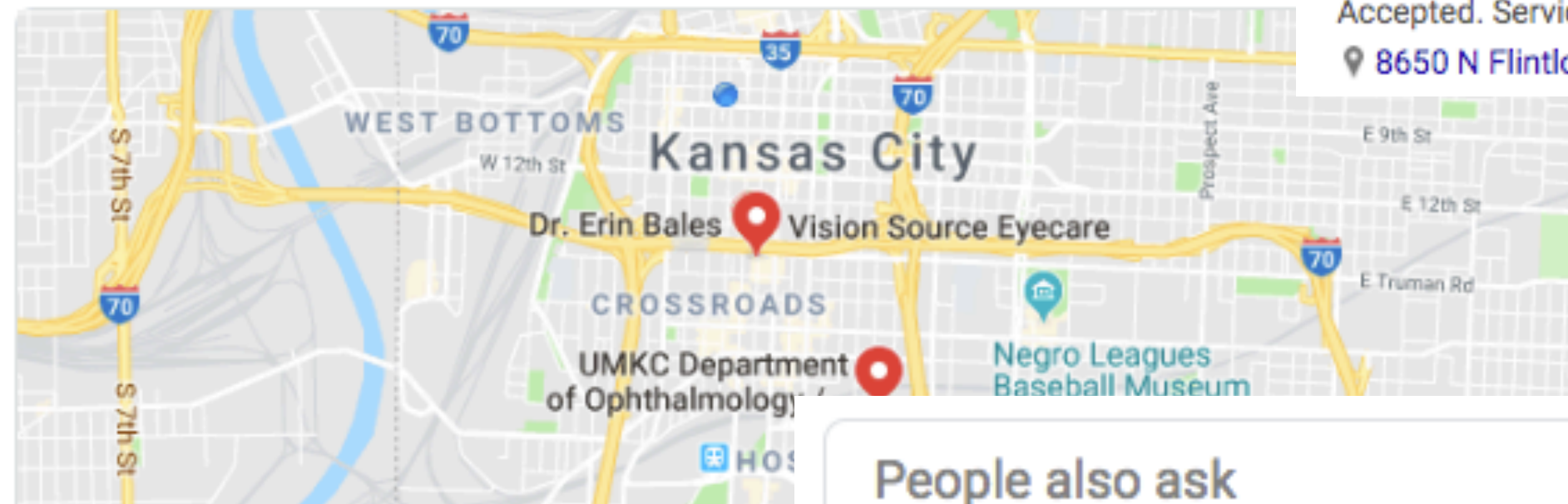


**SCHEMA, WHY USE IT?**

# WHY USE SCHEMA?

WE ARE ALL COMPETING FOR THE CLICK!

Considering...



Find an Eye Doctor | Locate an Eye Doctor Near You | AmericasBest.com

[www.americasbest.com/](http://www.americasbest.com/)

★★★★★ Rating for americasbest.com: 4.8 - 239 reviews

Schedule an Eye Exam Online Today! Free Eye Exam w/ 2 Pairs. Contact Lens - \$14.99/box. 2 Pairs for \$69.95. Contact Lens Club for \$99. 50% off 2nd Pair with Ins. Contacts Plan: 3 Yrs, \$99. Vision Insurance Accepted. Services: Glasses Eye Exam, Contact Lens Exam, Visual Field Test.

📍 8650 N Flintlock Rd, Kansas City, MO - Open today · 9:00 AM – 7:00 PM

Kansas City Eye Clinic: Eye Doctor Overland Park

<https://www.kceyeclinic.com/>

The Kansas City Eye Clinic is one of the most trusted eye care facilities serving the Kansas City area. Since the early 1900's, we have provided routine and ...

[Our Doctors](#) · [KC Eye Clinic Optical Shop](#) · [Eye Care and Eye Health](#) · [Contact us](#)

Rating ▾ Hours ▾

**Vision Source Eyecare**

3.5 ★★★★★ (40) · Optometrist

0.6 mi · 1518 Walnut St · (816) 474-1916

Open · Closes 5PM

🗣️ "Moved here from out of town and desperately n ..."

**Dr. Erin Bales**

5.0 ★★★★★ (2) · Optometrist

0.6 mi · 1518 Walnut St · (816) 474-1916

🗣️ "Moved here from out of town and desperately needed an eye doctor I ..."

**UMKC Department of Ophthalmology / Eye Foundatio...**

2.0 ★★☆☆☆ (3) · Eye care center

1.3 mi · 2634, 2101 Charlotte St · (816) 404-1780

Open · Closes 5PM

People also ask

What doctor do I see for eye problems? ▾

What is the difference between an optometrist and an ophthalmologist? ▾

Do optometrists get paid well? ▾

When should you see optometrist? ▾



WEBSITE



DIRECTIONS



WEBSITE



DIRECTIONS

get it. together.



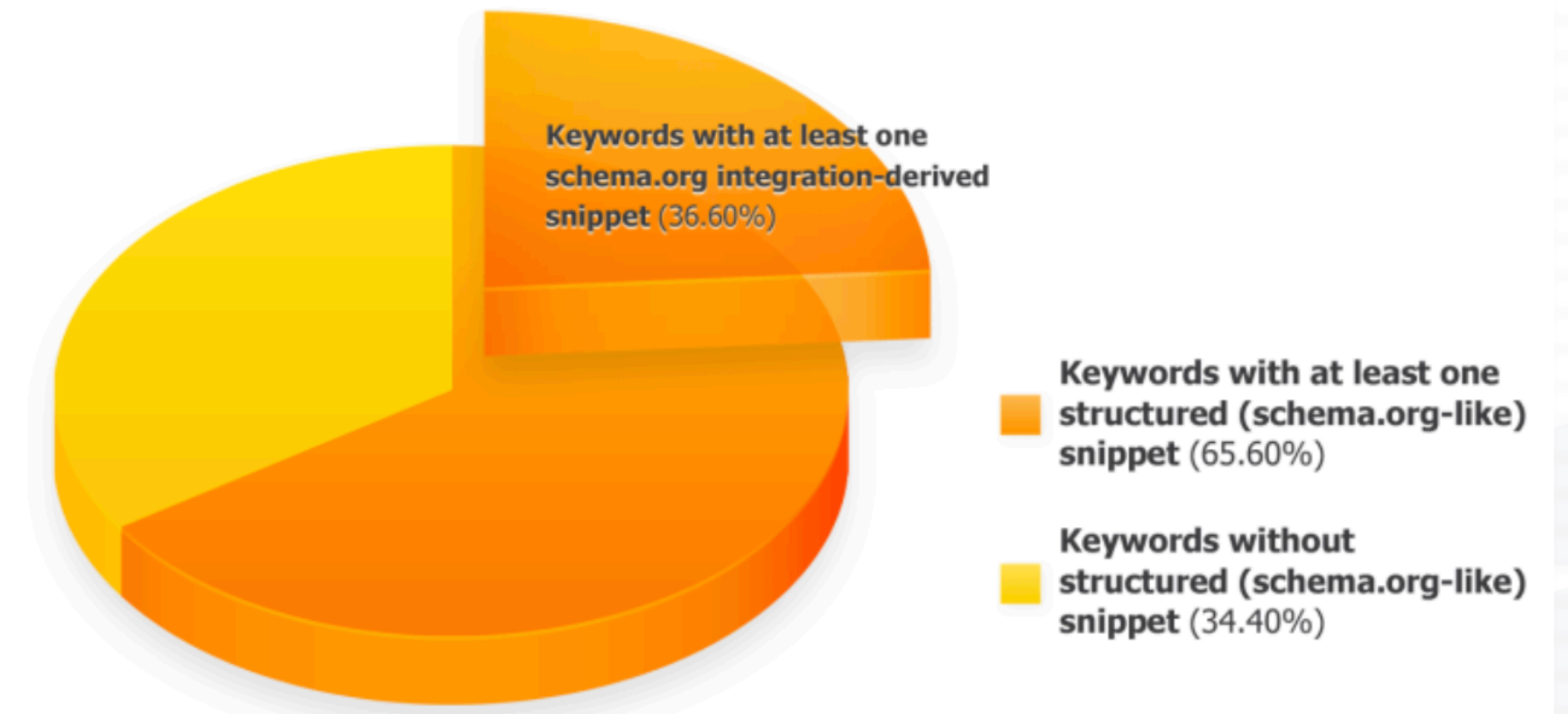
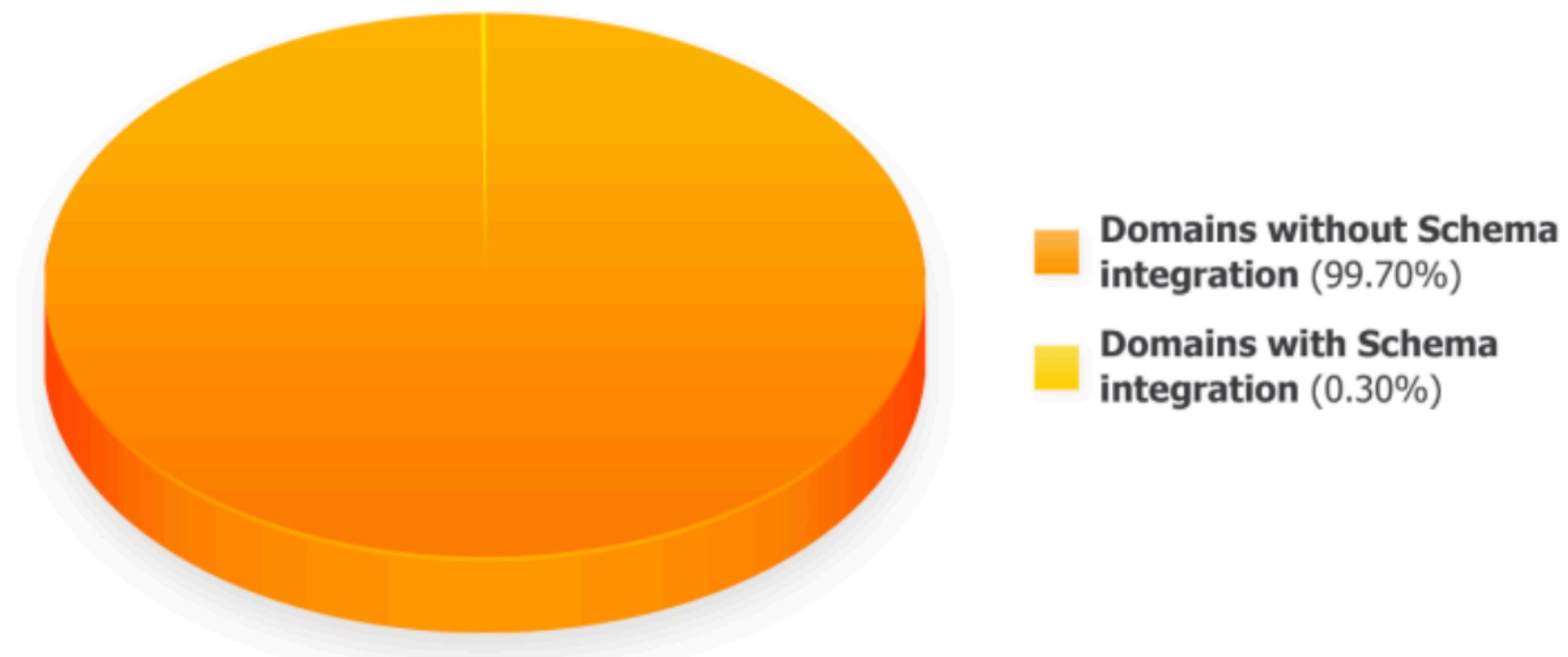


# WHY USE SCHEMA?

Right now, one-third of Google's search results incorporate rich snippets, which includes schema markup. However, less than one-third of websites use schema markup.

There is at least one rich snippet in a massive [36.60% of searches](#):

Only 0.30% of domains regularly use schema markup (that's about 1 in 330):



# WHY USE SCHEMA? - KNOWLEDGE GRAPH

## Essential Business / Person Information

**IBM Official Site | Expect More From Technology**  
[www.ibm.com/](http://www.ibm.com/)  
Find The Right Solutions To Build Smarter Businesses With **IBM** Technology. See How Industry Leaders Are Building Their Business With Help From **IBM**. Solutions By Industry. Developer Tools. Artificial Intelligence. Enterprise Technology. Brands: Watson, Cloud, Blockchain, Services, Security.


**The IBM Cloud**  
Manage Data & Apps Across Multicloud & Existing IT. Learn How

**IBM Watson**  
Automate The AI Lifecycle & Build From Scratch With Watson. Learn How





**IBM Power On IBM Cloud**  
Expand Your IBM Power Resources Into The Cloud - Scale Up & Out.

**Explain & Govern AI**  
Learn More About IBM Leadership In Explainable AI


**IBM - United States**  
<https://www.ibm.com/>  
For more than a century **IBM** has been dedicated to every client's success and to creating innovations that matter for the world.  
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Hours ▾ Sort by ▾

<b>A IBM</b> 12.5 mi · Leawood, KS Open · Closes 5PM	 WEBSITE	 DIRECTIONS
<b>B IBM Ring -129</b> 5.9 mi · Lenexa, KS · (913) 217-1000	 WEBSITE	 DIRECTIONS

**IBM**  
Computer hardware company



[ibm.com](http://ibm.com)

International Business Machines Corporation is an American multinational information technology company headquartered in Armonk, New York, with operations in over 170 countries. [Wikipedia](#)

**Stock price:** **IBM** (NYSE) \$139.20 +0.11 (+0.08%)  
Jun 21, 4:01 PM EDT - Disclaimer

**Headquarters:** Armonk, NY

**Customer service:** 1 (877) 426-6006






**Sales:** 1 (888) 746-7426

**CEO:** Ginni Rometty (Jan 1, 2012–)






**Subsidiaries:** FileNet, Trusteer, Aspera, SoftLayer, Kenexa, MORE

**Did you know:** International Business Machines is the seventh-largest private employer in the United States (366,000 employees). [wikipedia.org](#)

**Profiles**

 LinkedIn  Twitter  YouTube  Instagram  Facebook

**People also search for** View 15+ more

Lenovo Microsoft Corporation Intel Hewlett-P... Oracle Corporation

Disclaimer Feedback

<https://developers.google.com/search/docs/guides/enhance-site>





# WHY USE SCHEMA? - ECOMMERCE/PRODUCT-OFFER

Provide product info  
"before the click"

Google coleman sleeping bag

Results 1 - 24 of 25 - **Coleman® Oak Point™ Cool Weather Sleeping Bag**. 4.5 out of 5 ... Adjustable Comfort Big and Tall **Sleeping Bag**.

**Coleman Sunridge 40-60 Degree Sleeping Bag ... - Amazon.com**  
<https://www.amazon.com/Coleman-Adult-Sleeping-Bag/dp/B07G5LGRCL> ▼  
★★★★★ Rating: 4.3 - 4,108 reviews  
Amazon.com : **Coleman Sunridge 40-60 Degree Sleeping Bag** : Summer **Sleeping Bags** : Sports & Outdoors.

**Coleman Brazos 30-Degree Sleeping Bag - Walmart.com**  
<https://www.walmart.com> > ... > **Coleman Sleeping Bags** ▼  
★★★★★ Rating: 4.4 - 172 reviews - \$26.99 - In stock  
Free 2-day shipping on qualified orders over \$35. Buy **Coleman Brazos 30-Degree Sleeping Bag** at Walmart.com.

**Coleman Sleeping Bags | Best Price Guarantee at DICK'S**  
<https://www.dickssportinggoods.com> > ... > **Sleeping Bags** > **Sleeping Bags** ▼  
**Coleman sleeping bags** from DICK'S Sporting Goods offer comfort and protection for any climate or condition, from family sleepovers to camping in the height of ...

**Images for coleman sleeping bag**

→ [More images for coleman sleeping bag](#) [Report images](#)

**Coleman : Sleeping Bags : Target**  
<https://www.target.com> > **Sports & Outdoors** > **Camping & Outdoors** ▼  
Shop Target for **Coleman Sleeping Bags** you will love at great low prices. Spend \$35+ or use your REDcard & get free 2-day shipping on most items or ...

Two red arrows point from the right side of the search results to the Amazon and Walmart product listings.

# WHY USE SCHEMA? - EVENTS

Opportunity for  
enhanced SERP real-  
estate

Google

Today Tomorrow This Week This Weekend Next Week Next Month

- 21** JUL **Khalid**  
Sun, 7:30 PM  
Sprint Center, 1407 Grand Blvd  
Kansas City, MO
- 26** JUN **Hamilton Kansas City Tickets**  
Tomorrow, 7:30 PM  
Kansas City Music Hall, 301 W 13th St  
Kansas City, MO
- 19** JUL **Shawn Mendes**  
Fri, 6:30 PM  
Sprint Center, 1407 Grand Blvd  
Kansas City, MO

[→ Search more events](#)

[Learn more](#) [Feedback](#)

**Kansas City Concert Tickets - Upcoming event tickets in KC ...**  
<https://www.ticketmaster.com/discover/concerts/kansas-city> ▼  
Buy **Kansas City** concert tickets on Ticketmaster. Find your favorite Music event tickets, schedules and seating charts in the **Kansas City** area.

**Kansas City Concerts, Festivals, Tickets, Gigs & Tour Dates 2019 ...**  
[https://www.songkick.com/metro\\_areas/5961-us-kansas-city](https://www.songkick.com/metro_areas/5961-us-kansas-city) ▼  
Comprehensive listings and tickets for every upcoming **concert**, festival, gig and tour date taking place in **Kansas City** in 2019.

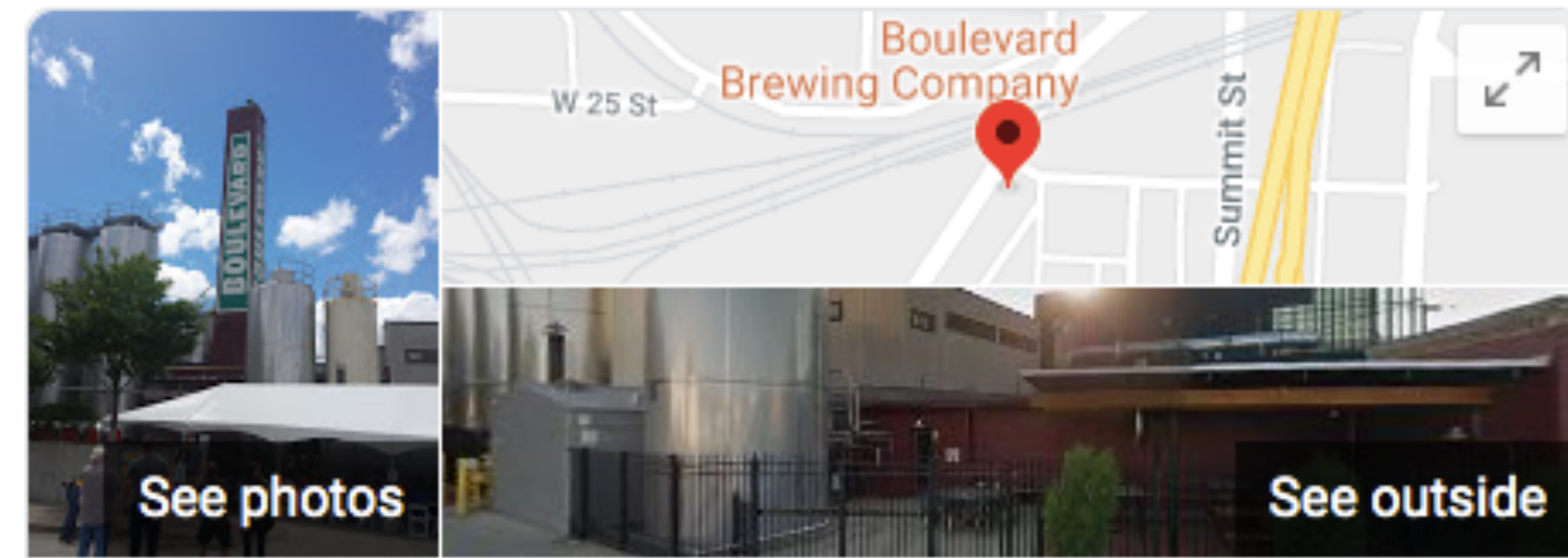
Fri, Jun 28	<b>Calvin Arsenia</b>	Kansas City, Kansas City, MO ...
Sat, Jun 29	<b>Eef Barzelay</b>	Kansas City, Kansas City, MO ...
Sat, Jun 29	<b>Grupo H-100</b>	Kansas City, Kansas City, KS ...

**Kansas City Concert Schedule - upcoming dates**  
[concertcalendarusa.com/kansas-city-concert-schedule](http://concertcalendarusa.com/kansas-city-concert-schedule) ▼  
View updated **Kansas City** Concert Schedule for upcoming **concerts** happening in your area.

**Kansas City Concert - Vivid Seats**  
<https://www.vividseats.com/region/kansas-city/concert-tickets.html> ▼  
Find **Kansas City** concert tickets and an updated **Kansas City** concert schedule for upcoming shows in



# WHY USE SCHEMA? - LOCATION



## Boulevard Brewing Company

Website

Directions

Save

4.8 ★★★★★ 761 Google reviews

Brewery

Sprawling, established local brewery featuring tours, free beer samples & other offerings.

**Address:** 2501 Southwest Blvd, Kansas City, MO 64108

**Hours:** Open · Closes 8PM ▾

**Phone:** (816) 474-7095

[Suggest an edit](#)

## More than a local listing!

get it. together.



trozzolo communications group



All News Maps Images Shopping More Settings Tools

About 16,800 results (0.45 seconds)

### Trozzolo Communications Group | A Creative Advertising Agency

[www.trozzolo.com/](http://www.trozzolo.com/) (816) 754-6593

Kansas City's leading advertising, PR, digital and branding agency. Services: Branding, Advertising, Public Relations, Digital.

811 Wyandotte St, Kansas City, MO

#### Advertising

A full service Kansas City advertising agency.

#### Branding

Inspiring action to ensure your brand comes to life.

#### Digital

A fully integrated digital marketing agency.

#### Public Relations

Solutions developed w/o bias toward method or media.

### Trozzolo | A Kansas City Advertising Agency & Public Relations Firm

<https://www.trozzolo.com/>

We are Trozzolo - a full-service, integrated advertising agency and public relations firm located in the heart ... **Trozzolo Communications Group** | (816) 842-8111

#### Careers

Careers.

#### About

Recent accolades include Kansas City Business Journal ranked us ...

#### People

Home > People. Bobbleheads need not apply. At Trozzolo, no ...

#### News

Trozzolo Communications Group is pleased to announce that ...

#### Contact

Phone: 816-842-8111. Office location: 811 Wyandotte ...

#### Agency Snapshot

But it doesn't take more than one agency. Just the right agency ...

[More results from trozzolo.com »](#)

### Trozzolo Communications Group

Company



[trozzolo.com](http://trozzolo.com)

**Headquarters:** Kansas City, MO

**Founded:** 1989

**Subsidiaries:** Proventus Consulting LLC, Prairie Dog | TCG, River City Studio, Inc.

?

#### Profiles



Instagram

[Disclaimer](#)

[Feedback](#)



# WHY USE SCHEMA? - WEBPAGE (SITE LINKS SEARCH BOX)

Assisting the searcher before a site visit!

The screenshot shows a Google search for 'walmart'. The top result is for Walmart.com, with a search box on the page highlighted by a red box. Below the search box are several departmental links: All Departments, Electronics, Walmart Grocery, Clothing, Kansas City, and Grocery Pickup. At the bottom, a map of Kansas City shows several Walmart locations marked with red pins. Below the map, two specific locations are listed: 'A Walmart' at Roeland Park Shopping Center and 'B Walmart Supercenter' at Blue Ridge Crossing. Each location includes its address, phone number, and hours, along with 'WEBSITE' and 'DIRECTIONS' links.

Google walmart

**Walmart.com | Save Money. Live Better.**  
<https://www.walmart.com/> ▾  
Shop **Walmart.com** for Every Day Low Prices. Free Shipping on Orders \$35+ or Pickup In-Store and get a Pickup Discount. Open a **Walmart Credit Card** to Save ...

Search walmart.com

**All Departments**  
All Departments. Savings Center.  
Summer Shop. Electronics ...

**Walmart Grocery**  
Go to Walmart Grocery home · Shop  
Walmart.com · Hello ...

**Kansas City**  
Find your local Kansas City, MO  
Walmart's hours and driving ...

**Electronics**  
Shop for Electronics at Walmart.com.  
Shop for the best selection ...

**Clothing**  
Shop for Clothing at Walmart.com.  
Find Mens, Womens, Juniors ...

**Grocery Pickup**  
That's why we're offering free grocery pickup: shop Walmart's ...

Hours ▾ Sort by ▾

**A Walmart**  
Roeland Park Shopping Center  
5.7 mi · Roeland Park, KS · (913) 236-8898  
Open · Closes 11PM

**B Walmart Supercenter**  
Blue Ridge Crossing  
8.7 mi · Kansas City, MO · (816) 313-1183  
Open · Closes 12AM



# WHY USE SCHEMA? - BREADCRUMB

Enhanced click-through-rate!

The image shows a Google search for "air conditioners". The search results include:

- Air Conditioners - Walmart.com**  
URL: [https://www.walmart.com/browse/home.../air-conditioners/1072864\\_133032\\_133026](https://www.walmart.com/browse/home.../air-conditioners/1072864_133032_133026)  
Description: Shop for Air Conditioners in Heating, Cooling, & Air Quality. Buy products such as TCL 5000 BTU Mechanical Window Air Conditioner, White at Walmart and ...  
Breadcrumb: [Window Air Conditioners](#) · [Portable Air Conditioners](#) · [LG Air Conditioners](#)
- Air Conditioners & Fans – The Home Depot**  
URL: <https://www.homedepot.com/b/Heating-Venting...Air-Conditioners/N-5yc1vZc4me>  
Description: Portable Air Conditioners. ... Use our calculator to help you determine the right cooling capacity (BTUs) for your AC unit. ... Cool several rooms with ductless mini-split air conditioning units – all without opening up your walls.  
Breadcrumb: [Window Air Conditioners](#) · [Portable Air Conditioners](#) · [Wall Air Conditioners](#)
- People also search for**
  - air conditioner window    frigidaire ffra0511r1
  - honeywell mn10ces        central air conditioner
  - air conditioner portable    air conditioner on sale
- Air Conditioner: Window & Portable Air Conditioners - Best Buy**  
URL: <https://www.bestbuy.com/site/heating-cooling-air.../air-conditioners/abcat0907001.c?...>  
Description: Items 1 - 24 of 192 - Shop air conditioners at BestBuy.com. Discover portable, window, and in-wall AC units shipped to you or pick up in-store.  
Breadcrumb: [Window Air Conditioners](#) · [Portable Air Conditioners](#) · [In Wall Air Conditioners](#)
- Air Conditioners | Amazon.com**  
URL: <https://www.amazon.com/air-conditioners/b?node=14554126011>  
Description: Discover Room Air Conditioners on Amazon.com at a great price. Our Air Conditioners & Accessories category offers a great selection of Room Air Conditioners ...



# WHY USE SCHEMA? - JOB POSTING

Google search results for "wordpress developer job near me". The search bar shows the query and a microphone icon. Below the search bar are filters for All, Maps, News, Images, Videos, and More. The results show approximately 157,000,000 results in 0.79 seconds. An advertisement for sociallift.io is visible. The "Jobs" section is highlighted in blue and shows three job listings: Senior WordPress Developer at Resolvit, Wordpress Developer at Unruh Furniture, and Senior WordPress Developer at MMGY Global. A link for "11 more jobs" is at the bottom.

Job listings on a platform like Indeed. The top navigation bar includes categories like All, Sales & Retail, Management, Customer Service, Accounting & Finance, Advertising & Marketing, Admin & Office, and Transportation & Logistics. The main content area shows several job listings: "Outside Sales Representative - Accepting Applications" by UniFirst Corporation, "Retail Sales Associate - 399" by Hallmark, and "MO Social Media Marketing Expert" by VF. A detailed view of the UniFirst job is shown on the right, including the company logo, name, location, and application buttons for UniFirst, Glassdoor, and VetJobs.

Expanded visibility for open positions





**WHERE SCHEMA IS HEADED**

# WHERE SCHEMA IS HEADED - FAQ/Q&A/HOW-TO

## Example Site - Frequently Asked Questions(FAQ)

[Your site title here](#) > [support](#) > [answer](#)

Welcome to our support center. Here you can find the most frequently asked questions. If you cannot find an answer below, please call us at 1-800-555-5555.

What is the return policy? ▾

How long does it take to process a refund? ▾

What is the policy for late/non-delivery of items ordered online? ▾

▾ [Show more](#)

## How do I remove a cable that is stuck in a USB port ...

[Example.com](#) > [questions](#)

Nov 28, 2012 · 4 answers

I inserted the plug from my USB cable that came with my phone into a USB hub. When I tried to unplug the cable, it seemed impossible ...

✓ **Top answer** · 2 votes

I had a similar issue recently with my phone. The cable wouldn't come out, so I grabbed my utility multi-tool ... [More](#)

0 votes

I used an eyelash better grip on the sticking out [More](#)

## How to tile a kitchen backsplash

[Example site](#) > [kitchen renovation](#) > [backsplash](#)

Any kitchen can be much more sophisticated with a great tile backsplash. This guide will help you install one with beautiful results, like our example kitchen seen here.



☰ 5 steps

🕒 3 days

Tools & Materials ▾

1. Prepare the surface ▾

2. Plan your layout ▾

3. Prepare and apply your mortar ▾

[View all 5 steps on example.com](#)

get it. together.





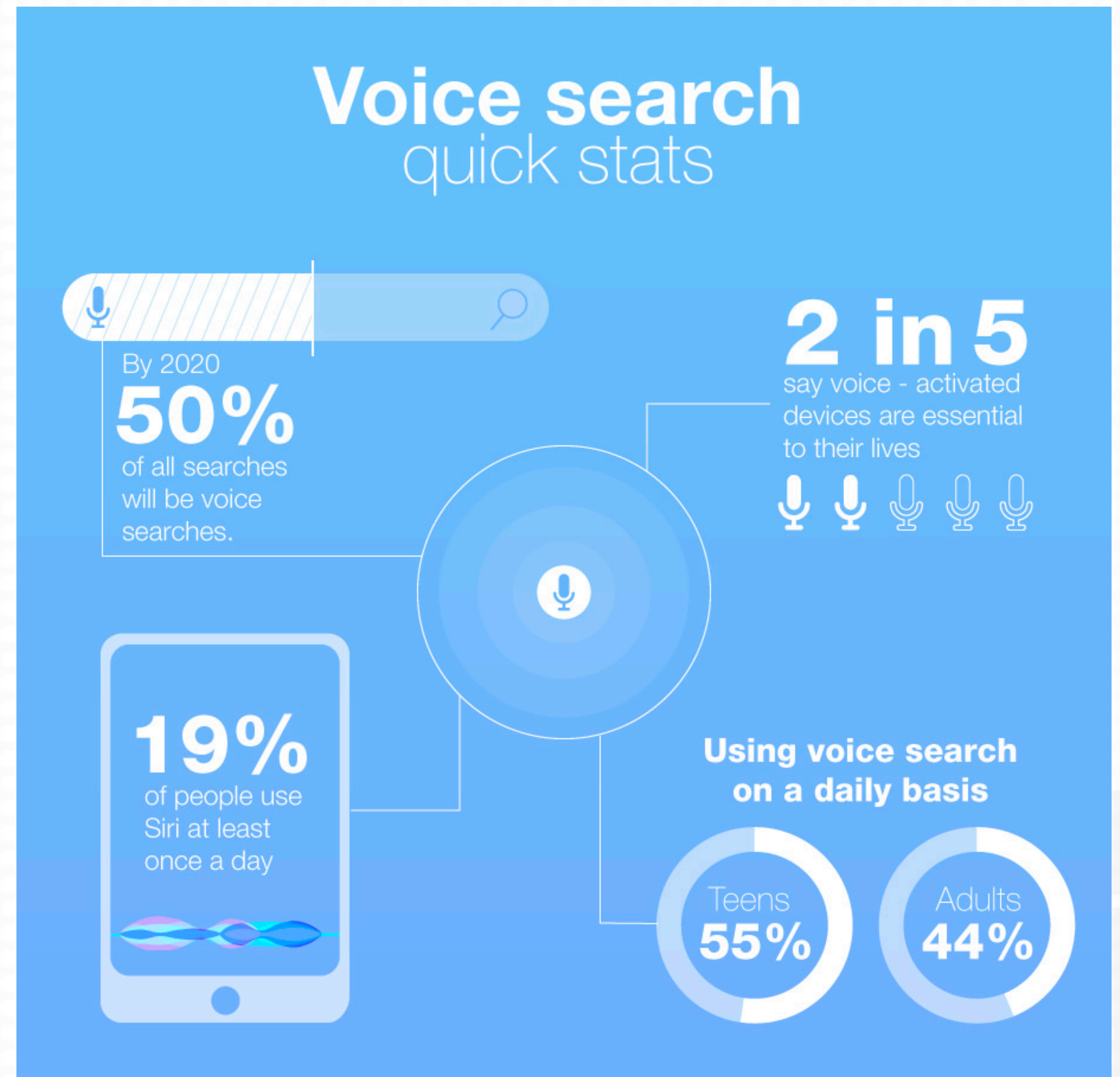
# WHERE SCHEMA IS HEADED - EX. HOW-TO GUIDELINES

- **Advertising:** Don't use HowTo structured data for advertising purposes.
- **Ineligible Content:** How-to rich results may not be displayed if the content is obscene, profane, sexually explicit, or graphically violent; or if it promotes dangerous or illegal activities or has hateful or harassing language.
- **Source:** All HowTo content must be visible to the user on the source page. The how-to should be the main focus of the source page. Don't include more than one HowTo for a certain page.
- **Materials and Tools:** Add structured data to all materials and tools necessary to complete the task.
- **Steps:** Each HowToStep must include the entire contents of the source step. Don't mark up non-step data such as a summary or introduction section as a step.
- **Step images:** If the steps are best represented visually, ensure the images in these steps are marked up for each HowToStep. Only mark up the instructional step images that are specific for each step and don't use the same image in multiple steps for the same how-to. Use the same images that correspond to the content on your page. Don't use images that don't reflect the how-to content, or use different images to optimize the rich-result.
- **Final image:** If the end result can be accurately described by an image, ensure this image is present on the page, and your HowTo markup includes it using the image property. This image may be the same as the one marked up for the last step.



# VOICE SEARCH

Voice Search is not to be ignored!





**CREATING STRUCTURED DATA  
(OUTSIDE OF WORDPRESS)**

# GOOGLE STRUCTURED DATA HELPER

## Assistance in marking up data on your site

Google Structured Data Markup Helper

Enter Page

Tag Data

View HTML

### Structured Data Markup Helper

Website

Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

- |                                   |   |  |
|-----------------------------------|---|--|
| <input type="radio"/> Articles    | <input type="radio"/> Book Reviews            | <input type="radio"/> Datasets               |
| <input type="radio"/> Events      | <input checked="" type="radio"/> Job Postings | <input type="radio"/> Local Businesses       |
| <input type="radio"/> Movies      | <input type="radio"/> Products                | <input type="radio"/> Question & Answer Page |
| <input type="radio"/> Restaurants | <input type="radio"/> Software Applications   | <input type="radio"/> TV Episodes            |

URL

HTML

[Start Tagging](#)

get it. together.





# GOOGLE STRUCTURED DATA HELPER



CREATE HTML >

Home > Careers > **Account Executive**

## Account Executive

The account executive is an important position on the account service team. This position is mostly responsible for tactical account work; however, the account executive also interacts directly with the client, and does provide counsel and recommendations. This position conducts research and contributes to the strategic planning process. Ideal candidates have a thirst for knowledge, all-in attitude, unparalleled energy and a knack for coordinating teams in an ever-changing fast-paced environment.

### Primary Responsibilities

- Coordinates teams (creative, digital, media) to complete tactical assignments.
- Contributes to strategy development and conducts research.
- Manages tactical implementation. This includes:
  - Meets with clients.
  - Delivers recommendations and smart counsel on a daily basis.
  - Participates in client presentations.
  - Develops and implements plan tactics.
  - Develops and monitors project budgets.
  - Reports value and results to clients.
  - Writes news releases, service reports, and a variety of other communication materials.
- Participates in new business meetings and presentations.

### My Data Items (1)

#### Job Posting

<b>Title:</b>	Account Executive
<b>Hiring organization:</b>	required
<b>Job location</b>	required
Address:	
<b>Date posted:</b>	required
<b>Base salary</b>	
Currency:	
Value:	
<b>Description:</b>	The account executive is an important position on the account service team. This...
<b>Employment type:</b>	
<b>Valid through:</b>	

Add missing tags

# GOOGLE STRUCTURED DATA HELPER

Add highlighted text to your html



## Account Executive

The account executive is an important position on the account service team. This position is mostly responsible for tactical account work; however, the account executive also interacts directly with the client, and does provide counsel and recommendations. This position conducts research and contributes to the strategic planning process. Ideal candidates have a thirst for knowledge, all-in attitude, unparalleled energy and a knack for coordinating teams in an ever-changing fast-paced environment.

### Primary Responsibilities

- Coordinates teams (creative, digital, media) to complete tactical assignments.
- Contributes to strategy development and conducts research.
- Manages tactical implementation. This includes:
  - Meets with clients.
  - Delivers recommendations and smart counsel on a daily basis.

### Structured data as JSON-LD Markup

Add the script block below to the head section of your html:

```
<!-- JSON-LD markup generated by Google Structured Data Markup Helper. -->
<script type="application/ld+json">
{
  "@context" : "http://schema.org",
  "@type" : "JobPosting",
  "title" : "Account Executive",
  "description" : "The account executive is an important position on the account service team. This position is mostly responsible for tactical account work; however, the account executive also interacts directly with the client, and does provide counsel and recommendations. This position conducts research and contributes to the strategic planning process. Ideal candidates have a thirst for knowledge, all-in attitude, unparalleled energy and a knack for coordinating teams in an ever-changing fast-paced environment"
}
</script>
```





# GOOGLE STRUCTURED DATA HELPER (2ND EXAMPLE)

Google Structured Data Markup Helper

Enter Page Tag Data View HTML

## Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

- Articles
- Events
- Movies
- Restaurants
- Book Reviews
- Job Postings
- Products
- Software Applications
- Datasets
- Local Businesses
- Question & Answer Page
- TV Episodes

URL HTML

# GOOGLE STRUCTURED DATA HELPER (2ND EXAMPLE)

CREATE HTML >

## WORDCAMP KANSAS CITY SCHEDULE

[Purchase your ticket now!](#)

### TUESDAY, JUNE 11TH

Join the WordPress KC Meetup group at 7pm for – [How to Rock WordCamp KC for Beginners \(and a Refresher for Everyone Else\)](#)

- [iModules Software](#)
- [8330 Ward Parkway, Kansas City, MO 64114](#) → [Map](#)

### THURSDAY, JUNE 27TH

[“Welcome to WordCamp KC” Pre-party](#) at 6pm.

Come hang out with WordCamp KC attendees, organizers, speakers and sponsors.

- [Tanner’s Bar & Grill](#)
- [13350 College Blvd., Lenexa, Kansas 66210](#) → [Map](#)

### FRIDAY, JUNE 28TH

- All sessions are located at [Johnson County Community College](#) in the [Regnier Center](#) (RC) & [Nerman Museum of Contemporary Art](#) (NMOCA)
- [12345 College Blvd Overland Park, KS 66210](#) → [Map](#)

My Data Items (2)

#### Event ?

**Name:** How to Rock WordCamp KC for Beginners (and a Refresher for Everyone Else)

**Start date:** 7pm  
**Day:** TUESDAY  
**Month:**

7pm  
**Day:** 11TH  
**Month:** JUNE  
**Year:** required

#### Location

**Name:** iModules Software  
**Address**  
**Street address:** 8330 Ward Parkway  
**Locality/City:** Kansas City  
**Region/State:** MO  
**Country:**  
**Postal code:** 64114

**Image:**

**Description:**

**URL:**

**Performer:**

**Offer**

**Price:**

#### Event ?

**Name:** “Welcome to WordCamp KC” Pre-party

**Start date:** required

**Location**



# GOOGLE STRUCTURED DATA TESTING TOOL

It's time to check your work!

The screenshot shows a Target product page for Jack Link's Original Beef Jerky Megapack - 8oz. The page features a red navigation bar at the top with the Target logo, navigation links (Categories, Deals, Trending, Same Day Delivery), a search bar containing 'beef jerky', and a 'Sign in' button. Below the navigation bar, there is a location indicator 'You're shopping (closes at 10pm): Shawnee' and a list of links (Registries & Lists, Weekly Ad, REDcard, Gift Cards, Find Stores, Orders). The product title is 'Jack Link's Original Beef Jerky Megapack - 8oz' with a link to 'Shop all Jack Link's'. The product image is a large bag of Jack Link's Original Beef Jerky. The price is \$10.49 with a 4.5-star rating. Delivery options include 'Same Day Delivery to 66216' with a 'Deliver it' button, and 'Free order pickup' with a 'Pick it up' button. The page also includes a 'Get it delivered as soon as tomorrow with restock' option and a 'Quantity' dropdown set to 1.

<https://search.google.com/structured-data/testing-tool/>

# GOOGLE STRUCTURED DATA TESTING TOOL

Google Structured Data Testing Tool



1

NEW TEST

### Test your structured data

FETCH URL CODE SNIPPET

[www.target.com/p/jack-links-original-beef-jerky-megapack-8oz/-/A-14717583](http://www.target.com/p/jack-links-original-beef-jerky-megapack-8oz/-/A-14717583)

RUN TEST

Explore the [Search Gallery](#). [Learn more about this tool.](#)



# GOOGLE STRUCTURED DATA TESTING TOOL

Google Structured Data Testing Tool



https://www.target.com/p/jack-links-original-beef-jerky-megapack-8oz/-/A-14717583

NEW TEST



```
1 <!doctype html> <html lang="en"> <head> <meta charset=utf-8> <meta http-equiv=x-ua-compatible content="IE=edge"> <meta name=viewport content="width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=2"> <link href=https://target.scene7.com rel=preconnect crossorigin> <link href=https://assets.targetimg1.com rel=preconnect crossorigin>
  <script>!function(){if("PerformanceLongTaskTiming"in window){var n=window.__tti={e:[]};n.o=new PerformanceObserver(function(e){n.e=n.e.concat(e.getEntries())}),n.o.observe({entryTypes:["longtask"]})}()}</script> <script>!function(c,f){var t,o,i,e=[],r={passive:!0,capture:!0},n=new Date,a="pointerup",u="pointercancel";function p(n,e){t||(t=e,o=n,i=new Date,w(f),s())}function s(){0<=o&&o<i-n&&(e.forEach(function(n){n(o,t)}),e=[])}function l(n){if(n.cancelable){var e=(1e12<n.timeStamp?new Date:performance.now())-n.timeStamp;"pointerdown"==n.type?function(n,e){function t(){p(n,e),i()}function o(){i()}function i(){f(a,t,r),f(u,o,r)}c(a,t,r),c(u,o,r)}(e,n):p(e,n)}function w(e){["click","mousedown","keydown","touchstart","pointerdown"].forEach(function(n){e(n,l,r)})}w(c),self.perfMetrics=self.perfMetrics||{},{},self.perfMetrics.onFirstInputDelay=function(n){e.push(n),s()}}(addEventListener,removeEventListener)</script> <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/nicollet.5005e4aa.js">
2 <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/vendor.4d92e45a.js">
3 <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/client.f0c58e92.js">
```

## Detected

0 ERRORS 22 WARNINGS 6 ITEMS

BreadcrumbList

0 ERRORS 0 WARNINGS 2 ITEMS

Product

0 ERRORS 22 WARNINGS 4 ITEMS

get it. together.





# GOOGLE STRUCTURED DATA TESTING TOOL

```
1 <!doctype html> <html lang="en"> <head> <meta charset=utf-8> <meta http-equiv=x-ua-compatible content="IE=edge"> <meta name=viewport content="width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=2"> <link href=https://target.scene7.com rel=preconnect crossorigin> <link href=https://assets.targetimg1.com rel=preconnect crossorigin> <script>!function(){if("PerformanceLongTaskTiming"in window){var n=window.__tti={e:[]};n.o=new PerformanceObserver(function(e){n.e=n.e.concat(e.getEntries())},n.o.observe({entryTypes:["longtask"]})})}()</script> <script>!function(c,f){var t,o,i,e=[],r={passive:!0,capture:!0},n=new Date,a="pointerup",u="pointercancel";function p(n,e){t||(t=e,o=n,i=new Date,w(f),s())}function s(){0<=o&&o<i-n&&(e.forEach(function(n){n(o,t)}),e=[])}function l(n){if(n.cancelable){var e=(1e12<n.timeStamp?new Date:performance.now())-n.timeStamp;"pointerdown"==n.type?function(n,e){function t(){p(n,e),i()}function o(){i()}function i(){f(a,t,r),f(u,o,r)}c(a,t,r),c(u,o,r)}(e,n):p(e,n)}function w(e){["click","mousedown","keydown","touchstart","pointerdown"].forEach(function(n){e(n,l,r)})}w(c),self.perfMetrics=self.perfMetrics||{self.perfMetrics.onFirstInputDelay=function(n){e.push(n),s()}}(addEventListener,removeEventListener)</script> <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/nicollet.5005e4aa.js">2 <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/vendor.4d92e45a.js">3 <link data-chunk="client" rel="preload" as="script" href="https://assets.targetimg1.com/ui/client.f0c58e92.js">
```

← Product

All (4) ▾

Product	0 ERRORS	5 WARNINGS	▾
Product	0 ERRORS	6 WARNINGS	▾
Product	0 ERRORS	5 WARNINGS	▾
Product	0 ERRORS	6 WARNINGS	▾



```

1 <!doctype html> <html lang="en"> <head> <meta charset=utf-8> <meta http-equiv=x-
ua-compatible content="IE=edge"> <meta name=viewport content="width=device-
width,initial-scale=1,minimum-scale=1,maximum-scale=2"> <link
href=https://target.scene7.com rel=preconnect crossorigin> <link
href=https://assets.targetimg1.com rel=preconnect crossorigin>
  <script>!function(){if("PerformanceLongTaskTiming" in window){var n=window.__tti=
{e:[]};n.o=new PerformanceObserver(function(e)
{n.e=n.e.concat(e.getEntries())},n.o.observe({entryTypes:["longtask"]})})}()
</script> <script>!function(c,f){var t,o,i,e=[],r={passive:!0,capture:!0},n=new
Date,a="pointerup",u="pointercancel";function p(n,e){t||(t=e,o=n,i=new
Date,w(f),s())}function s(){0<=o&&o<i-n&&(e.forEach(function(n){n(o,t)}),e=
[])}}function l(n){if(n.cancelable){var e=(1e12<n.timeStamp?new
Date:performance.now()-n.timeStamp;"pointerdown"==n.type?function(n,e){function
t(){p(n,e),i()}function o(){i()}function i(){f(a,t,r),f(u,o,r)}c(a,t,r),c(u,o,r)}
(e,n):p(e,n))}function w(e)
{["click","mousedown","keydown","touchstart","pointerdown"].forEach(function(n)
{e(n,l,r)})}w(c),self.perfMetrics=self.perfMetrics||
{},self.perfMetrics.onFirstInputDelay=function(n){e.push(n),s()}}
(addEventListener,removeEventListener)</script> <link data-chunk="client"
rel="preload" as="script"
href="https://assets.targetimg1.com/ui/nicollet.5005e4aa.js">
2 <link data-chunk="client" rel="preload" as="script"
href="https://assets.targetimg1.com/ui/vendor.4d92e45a.js">
3 <link data-chunk="client" rel="preload" as="script"
href="https://assets.targetimg1.com/ui/client.f0c58e92.js">
4 <link data-chunk="pdp" rel="preload" as="script"
href="https://assets.targetimg1.com/ui/vendors~brands~buy-it-again~content~fit-
finder~fit-finder~content~mix-and-match~container~my-
target~~94409563.648e852d.js">
5 <link data-chunk="pdp" rel="preload" as="script"
href="https://assets.targetimg1.com/ui/vendors~content~pdp.b57a40ca.js">
6 <link data-chunk="pdp" rel="preload" as="script"
href="https://assets.targetimg1.com/ui/pdp.d795fd00.js"> <link rel=manifest
href="https://assets.targetimg1.com/ui/manifest.json?v1"> <link

```

← Product

All (4) ▾

Product		0 ERRORS 5 WARNINGS ^
@type	Product	
name	Jack Links Original Beef Jerky Megapack - 8oz	
image	https://target.scene7.com/is/image/Target/GUEST_9e9bb6b1-ea73-4fd3-b0cd-b14067f81386	
brand		
@type	Thing	
name	Jack Link's	
aggregateRating		
@type	AggregateRating	
bestRating	5	
ratingValue	3.5	
reviewCount	2	
worstRating	1	
reviews		
@type	Review	
description	this item is getting hard to find so was very glad to see it at Target I and my little poodle love this	
name	jerky treats	
author		





# GOOGLE STRUCTURED DATA TESTING TOOL

Google Structured Data Testing Tool



https://www.target.com/p/jack-links-original-beef-jerky-megapack-8oz/-/A-14717583

NEW TEST



```
</path></svg></a></div></div><div></div></div><div class="h-position-relative">
<div data-test="Toast" class="styles__Toast-h3myfk-0 lnVpsB"><div role="alert"
class="styles__ToastContent-h3myfk-1 hWreYc"><div tabIndex="-1"></div></div>
</div></div></div><div id="mainContainer" class="Grid-sc-1825pi3-0 dUwxNs"><div
data-component=""><script class="" type="application/ld+json">{"@graph":
[{"@context":"http://schema.org","@type":"Product","name":"Jack Links Original
Beef Jerky Megapack - 8oz","brand":"Jack
Link's","image":"https://target.scene7.com/is/image/Target/GUEST_9e9bb6b1-ea73-
4fd3-b0cd-b14067f81386","@graph":[{"@type":"Product","name":"Jack Links Original
Beef Jerky Megapack -
8oz","image":"https://target.scene7.com/is/image/Target/GUEST_9e9bb6b1-ea73-4fd3-
b0cd-b14067f81386","sku":"14717583","offers":
{"@type":"Offer","price":"10.49","priceCurrency":"USD","availability":"InStock","
availableDeliveryMethod":"OnSitePickup","deliveryLeadTime":
{"@type":"QuantitativeValue","value":"0"},"potentialAction":
{"@type":"BuyAction"}}, {"@type":"aggregateRating":
{"@type":"aggregateRating","bestRating":5,"ratingValue":3.5,"reviewCount":2,"wors
tRating":1}]}], "aggregateRating":
{"@type":"aggregateRating","bestRating":5,"ratingValue":3.5,"reviewCount":2,"wors
tRating":1},"reviews":[{"@type":"Review","description":"this item is getting hard
to find so was very glad to see it at Target I and my little poodle love
this","author":"punk","name":"jerky treats","reviewRating":
{"@type":"Rating","worstRating":"1","ratingValue":5,"bestRating":5}},
{"@type":"Review","description":"The first problem, I ordered a 10oz package
which was confirmed through email. An 8oz package was sent and the invoice said
9oz. This is already an overpriced product so shorting the bag 20 percent is a
lot. The second problem, This package had tough, grizzled jerky that after
chewing had to be spit out. Unfortunately I ordered a mega bag for myself and had
a mega bag shipped to someone as a gift. I hope they got a better batch, how
embarrassing. I had Jack Link's jerky before when someone serve it at a party,
Theirs wasn't grizzly and may have been the tender cuts
variety.","author":"Donna","name":"Jack Link's jerky is hit or miss on
quality","reviewRating":
{"@type":"Rating","worstRating":"1","ratingValue":2,"bestRating":5}}]}],
{"@context":"http://schema.org","@type":"BreadcrumbList","itemListElement":
```

name	Jack Links jerky is hit or miss on quality
author	
@type	Thing
name	Donna
reviewRating	
@type	Rating
worstRating	1
ratingValue	2
bestRating	5

- description** The *description* field is recommended. Please provide a value if available.
- offers** The *offers* field is recommended. Please provide a value if available.
- review** The *review* field is recommended. Please provide a value if available.
- sku** The *sku* field is recommended. Please provide a value if available.
- This Product is missing a global identifier (e.g. isbn, mpn or gtin8). Please see documentation for valid identifiers.

Product 0 ERRORS 6 WARNINGS

Product 0 ERRORS 5 WARNINGS





# SCHEMA DEPLOYMENT IN WORDPRESS

# SCHEMA VS. SCHEMA - ALL IN ONE RICH SNIPPETS VS. SCHEMA APP



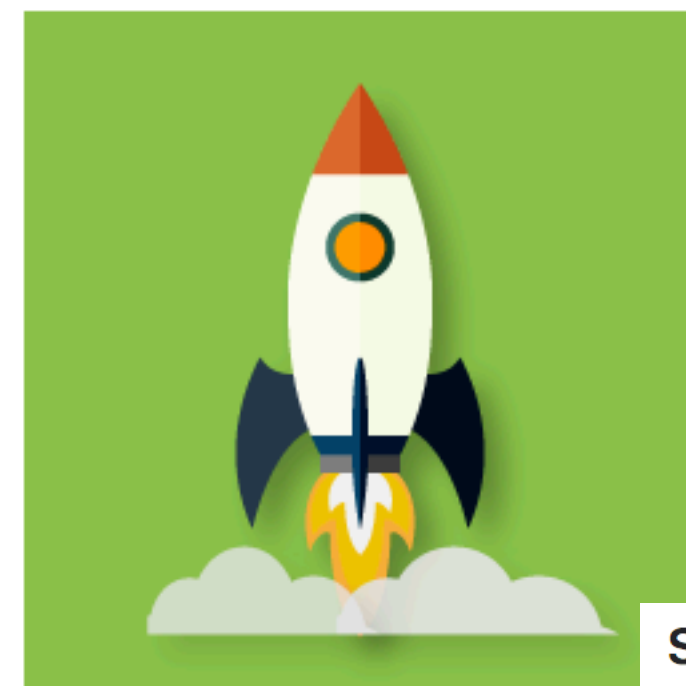
## Schema

Get the next generation of Schema Structured Data to enhance your WordPress site presentation in Google search results.

### schema.org supported types

Article

Blog Posting



## Schema – All In One Schema Rich Snippets

Get eye catching results in search engines with the most popular schema markup plugin. Easy...

### Supported types of Schemas:

- Review
- Event
- Services
- Person
- Product
- Video
- Articles
- Recipe
- Software Application



Schema App

## Schema App Structured Data

Get Schema.org structured data for all pages, posts, categories and profile pages on activation. Use...

By Hunch Manifest

### What type of markup is automatically created with this plugin?

- Page : <http://schema.org/Article>
- Post : <http://schema.org/BlogPosting>
- Search : <http://search.org/SearchResultsPage>
- Author : <http://schema.org/ProfilePage>
- Category : <http://schema.org/CollectionPage>
- Tag : <http://schema.org/CollectionPage>
- Blog : <http://schema.org/Blog>
- BreadcrumbList : <http://schema.org/BreadcrumbList>
- WebSite : <http://schema.org/WebSite>

ther.





# SCHEMA

Schema Ver 1.7.5

General

Knowledge Graph

Schemas

Advanced

Quick Configuration Wizard

Organization Info | [Search Results](#) | [Social Profiles](#) | [Corporate Contacts](#)

Person or Organization

This information will be used in Google's Knowledge Graph Card, t

This Website Represent

Organization

Person

Organization Name

The Bridge

Website URL

https://

Logo

Upload Fi

Specify the image of your organization's logo to be used in Google  
Learn more about [Logo guidelines](#)



Good for Knowledge Graph optimization

Site-wide implementation

Sitelinks Searchbox integration

get it. together.




# SCHEMA

From \$99.00

## Key Features

- Easy to use, set it and forget it, with minimal settings.
- Quick settings Configuration Wizard.
- Enable Schema types at once per target location.
- Comprehensive Structured Data on archives and custom post types.
- Valid markup, test it in Google Structured Data Testing Tool.
- Output markup in JSON-LD format, the most recommended by Google.

schema.org supported types	Free	Premium
Article	Yes	Yes
Blog Posting	Yes	Yes
Course	-	Yes
Event	-	Yes
Job Posting	-	Yes
Local Business	-	Yes
Person	-	Yes
Product	-	Yes
Recipe	-	Yes
Review	-	Yes
	-	Yes
	-	Yes

get it. together. 



# SCHEMA - ALL IN ONE RICH SNIPPETS

## Rich Snippets - Products

Please provide the following information.

Your Rating 

Rate this product or aggregate rating.

Brand Name

Bonobos

Enter the products brand name

Product Name

Travel Jeans

Enter the product name.

Product Image

/bonobos-mens.png

Upload File

Upload the product image or select from library. Medium size is recommended (300px X 300px)

Product Price

75.99

Enter the product Price.

Currency

USD

Enter the Currency Code(e.g USD, INR, AUD, EUR, GBP). [Know your currency code](#)

Availability

In Stock

Select the products availability.

Ease of deployment for  
individual page needs

get it. together.

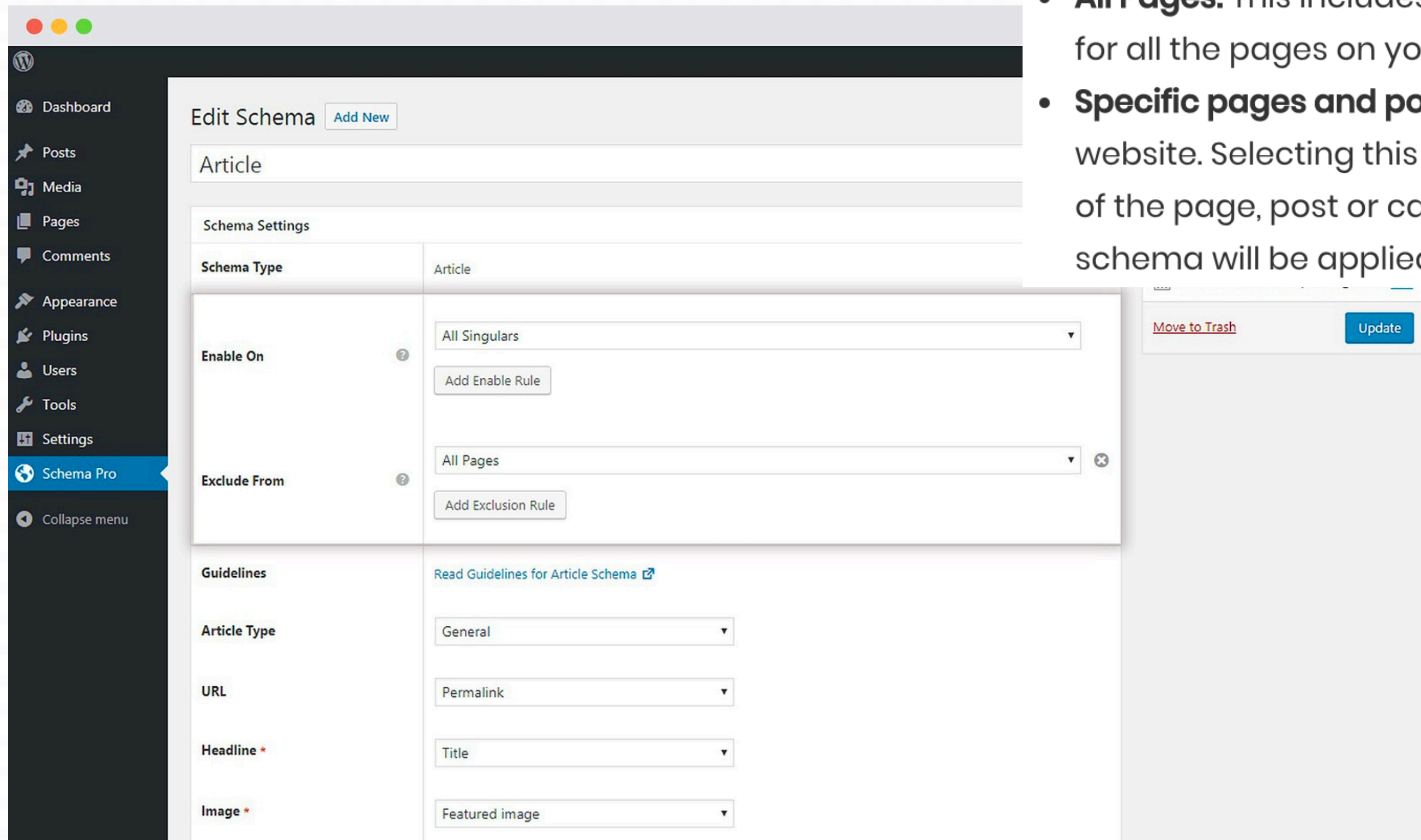


# SCHEMA - ALL IN ONE RICH SNIPPETS

# SCHEMA PRO

# \$79

- **All Singulars:** This includes all custom type posts and pages you have on your website. Selecting this option will enable the schema on all your custom type pages and posts.
- **All Posts:** This includes all your posts; including custom type posts. When you select this option, this schema will be enabled for all the posts on your website.
- **All Pages:** This includes all the pages in your website. When selected, this option enables this schema for all the pages on your website.
- **Specific pages and posts:** This option lets you target particular pages/posts or categories on your website. Selecting this option will give you another box below where you can start entering the name of the page, post or category and select it from the list that appears. This will make sure that the schema will be applied to only the selected pages/posts/ category.



## Top Features:

- ✓ Display Rules Freedom
- ✓ Advanced Schema Types
- ✓ Article Guidelines
- ✓ 100% ACF compatible
- ✓ Live Schema Testing



# SCHEMA APP

**Post Default Schema Type**

**Page Default Schema Type**

**Default Image**    
Default image for BlogPosting (Posts) or Article (Pages) when none is available.

**Other Schema Options**

**Show Test Schema**   
Add a "Test Schema" button to the top of your Wordpress pages when in edit mode

**Show Breadcrumb**   
Add Schema.org [Breadcrumb](#) Markup to your pages.

**Show WebSite**   
Add [WebSite](#) Markup to your homepage to enable [Site Search](#) feature.

**Publisher Settings**  
Publisher information is required for AMP Articles and used in Page and Post structured data.

**Publisher Type**

**Publisher Name**

**Publisher Logo**

Site-wide page type schema

Breadcrumb and Webpage(searchbox schema) offering



# SCHEMA APP



- 1 Load Page
- 2 Tag first page
- 3 Create page set
- 4 Review Highlights
- 5 Summary

Next

Fit Width Click to Highlight



- Solutions
- ROI
- Customers
- Pricing
- Resources
- Blog
- About
- Contact

Categories

- > Announcement
- > Coding
- > Features
- > Future of Search
- > Google Feature Updates
- > How To
- > json-ld
- > News
- > Opinion
- > PR News



## Schema Markup News Feb 5th, 2019

February 7, 2019 Schema App Team News

We've curated some of the big news surrounding Schema markup for the week to help you stay on top of changes and news.

FREE 5-day Schema Markup Email Course

Save

Highlight content:  
We've curated some of the big news surrounding Schema markup for the week to help you stay on top of changes and news.

Property: article body

Save Clone

Highlight content:  
Schema Markup News Feb 5th, 2019

Property: name

Save Clone

Highlight content:  
February 7, 2019

Pro  
\$30  
USD

Editor | Structured data editor

Class Tree Baker Street

Look up Class

- Thing
  - Action
  - Creative work
  - Event
  - Intangible
  - Medical entity
  - Organization
  - Person
  - Place
  - Product

Instances of Organization

Organization	Type
Atmosphere Stone Roa	Sporting goods store
Baker Street	Bar or pub
Bank 1	Bank or credit union
BCI	Organization
Bianchi Cafe and Cycle	Cafe or coffee shop
Booster Juice	Organization
Brothers Brewery	Brewery
Canadian Government	Government organization
Canadian Tire	Organization
CCLC	Child care

Required Properties

address ? +

street address ?	76 Baker Street	▼	✕
post office box # ?		▼	✕
locality ?	Guelph	▼	✕
state/region ?	Ontario	▼	✕
postal code ?	N1H 4G1	▼	✕
country ?	Canada	▼	✕
image ? +	Select Image object	▼	✕
url ? +	https://bakerstreetsstation.ca/	▼	✕
name ? +	Baker Street	▼	✕

Recommended Properties

opening hours specification ? +	Baker Street - Saturday and Sunday	▼	✕
	Baker Street Normal Hours	▼	✕
contact point ? +	Baker Street Main Number	▼	✕
menu ? +	https://bakerstreetsstation.ca/menu/	▼	✕
potential action ? +	Select Action	▼	✕
description ? +	Quaint, English-style tavern with 2 levels, craft beers & i	▼	✕
geo ? +	Geo Location Baker Street	▼	✕
telephone ? +	+1-519-265-7960	▼	✕
accepts reservations ? +	No	▼	✕
same as ? +	http://bakerststation.tumblr.com/	▼	✕

Print View Save Changes Cancel

Robust, pricier monthly solution yet geared to assist and craft a scalable management of markup overtime

get it. together.



**NOW WHAT?**

# GOOGLE SEARCH CONSOLE (MONITORING)

**Performance**

Search type: Web | Date: Last 12 months | Search appearance: Event listing | + NEW

Total clicks	Total impressions	Average CTR	Average position
5.73K	315K	1.8%	35.6

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Search Appearance				↓ Clicks   Impressions
Event listing				5,726   315,079



# GOOGLE SEARCH CONSOLE (MONITORING)

**Performance**

Search type: Web | Date: Last 12 months | Search appearance: Event listing | + NEW

Clicks | Impressions

6/24/18 | 8/10/18 | 9/25/18 | 11/11/18 | 12/27/18 | 2/12/19 | 3/31/19 | 5/17/19

**QUERIES** | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE

Query	Clicks	Impressions
hot country nights power and light	186	8,630
things to do in kansas city this weekend	80	6,460
events in kansas city	78	4,206

# WHERE DO YOU SIT?

<https://search.google.com/test/rich-results>

← Rich Results Test

http://trozzolo.com/

### Test results

✓ No loading issues [VIEW DETAILS](#)

ⓘ This is a beta version. Not all rich results and error types are supported yet. [Learn more](#)

Tested on: Jun 26, 2019 at 12:19 PM

## Not all markup is eligible for rich results

Fix these issues to make the page eligible for relevant rich results in Google Search

[VIEW RENDERED HTML](#)

#### Errors in unknown type

✗ Incorrect value type	1 instance	▼
✗ Parsing error: Missing '}' or object member name	2 instances	▼



# TOOLS

<https://www.schemaapp.com/60-structured-data-tools-create-test-plugins-more/>

THANK YOU

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