

Schema Markup

A Complete Guide for Website Integration

schema.org · JSON-LD · SEO · Structured Data

What is Schema Markup?

Schema markup (also called structured data) is a standardised vocabulary of tags defined by **schema.org** that you add to your HTML. It helps search engines understand the content of your pages — producing rich results in Google, Bing, and other search engines — and enables knowledge panels, carousels, FAQs, breadcrumbs, and more.

■ **Quick win:** Websites with structured data receive on average **20–30% higher click-through rates** compared to plain blue-link results.

Why Use Schema Markup?

Benefit	Description
Rich Snippets	Star ratings, price ranges, and availability shown directly in SERPs.
Knowledge Panels	Google displays an info panel for your brand, product, or person.
Voice Search Ready	Structured data is a key signal for voice assistants like Google Assistant.
Higher CTR	Enhanced SERP listings attract more clicks without additional ad spend.
Better Indexing	Crawlers understand your content faster and more accurately.
Event & FAQ Cards	Events, FAQs, and How-To steps can appear as expandable cards.

Implementation Formats

Schema.org data can be added in three formats. **JSON-LD is Google's recommended format** because it is placed in a <script> tag and does not interfere with your visible HTML.

Format	Notes
JSON-LD	■ Recommended by Google. Placed in a <script> tag in <head> or <body>. Easy to maintain.
Microdata	Inline attributes added directly to HTML elements. Harder to maintain at scale.
RDFa	Attribute-based like Microdata but supports more complex linked-data use cases.

Common Schema Types

Schema Type	Use Case
Organization	Company name, logo, contact, social profiles.
LocalBusiness	Address, opening hours, phone — ideal for brick-and-mortar.
Product	Name, SKU, offers, reviews, availability for e-commerce.
Article / BlogPosting	Headline, author, datePublished for news and blogs.
FAQPage	Question-and-answer pairs shown as expandable cards in Google.
Event	Name, date, location, ticket URL for upcoming events.
BreadcrumbList	Breadcrumb trail shown in search results and browser.
Review / AggregateRating	Star ratings for products, services, or recipes.
Recipe	Ingredients, prep time, nutrition — shown in rich recipe cards.
VideoObject	Video metadata including thumbnail, duration, and upload date.

JSON-LD Code Examples

1. Organization

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Acme Corp",
  "url": "https://www.acmecorp.com",
  "logo": "https://www.acmecorp.com/logo.png",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+91-22-1234-5678",
    "contactType": "customer service"
  },
  "sameAs": [
    "https://twitter.com/acmecorp",
    "https://www.linkedin.com/company/acmecorp"
  ]
}
</script>
```

2. FAQ Page

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is Schema Markup?",
      "acceptedAnswer": {
```

```

"@type": "Answer",
"text": "Schema markup is structured data vocabulary"
"text": "that helps search engines understand your content."
}
},
{
"@type": "Question",
"name": "Is Schema Markup required for SEO?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Not required, but strongly recommended for rich results."
}
}
]
}
</script>

```

3. Product (E-commerce)

JSON-LD

```

<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Product",
"name": "Premium Wireless Headphones",
"image": "https://example.com/headphones.jpg",
"description": "High-quality noise-cancelling wireless headphones.",
"brand": { "@type": "Brand", "name": "SoundPro" },
"offers": {
"@type": "Offer",
"priceCurrency": "INR",
"price": "4999",

```

```
"availability": "https://schema.org/InStock"
},
"aggregateRating": {
"@type": "AggregateRating",
"ratingValue": "4.5",
"reviewCount": "128"
}
}
</script>
```

4. Local Business

JSON-LD

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "LocalBusiness",
"name": "Spice Garden Restaurant",
"address": {
"@type": "PostalAddress",
"streetAddress": "42 Marine Drive",
"addressLocality": "Mumbai",
"addressRegion": "MH",
"postalCode": "400002",
"addressCountry": "IN"
},
"telephone": "+91-22-9876-5432",
"openingHours": ["Mo-Fr 11:00-22:00", "Sa-Su 10:00-23:00"],
"url": "https://www.spicegarden.in"
}
</script>
```

Where to Place Schema Markup

Location	Details
<head> section	Best practice. Place JSON-LD scripts here for fast parsing.
<body> section	Also valid — Google reads the full page before processing.
CMS Plugins	WordPress: use Yoast SEO, Rank Math, or Schema Pro plugins.
Google Tag Manager	Inject JSON-LD via custom HTML tag — no developer required.
Page-specific placement	Only include schema relevant to that specific page's content.

Testing & Validation Tools

Tool	URL	Purpose
Google Rich Results Test	https://search.google.com/test/rich-results	Official Google tool. Shows which rich results your page is eligible for.
Schema Markup Validator	https://validator.schema.org	Open-source validator from schema.org. Tests any URL or code snippet.
Google Search Console	https://search.google.com/search-console	Monitor structured data errors and impressions in production.

Best Practices

- Only mark up content that is **visible on the page** — do not hide schema data from users.
- Use **specific types** (e.g., Restaurant) rather than generic ones (LocalBusiness) when available.
- Keep schema **accurate and up-to-date**; outdated data can trigger Google manual actions.
- Add schema to **every relevant page**, not just the homepage.
- Include **required properties** for each type — missing required fields prevent rich results.

- Test with Google Rich Results Test **before and after** deploying any changes.
- Do not use schema to **spam or mislead** — this violates Google's Webmaster Guidelines.
- Do not add **fake reviews** or inflated ratings via AggregateRating.

Implementation Checklist

- Identify which schema types apply to each page type on your site.
- Write or generate JSON-LD for each type (use Google's Structured Data Markup Helper).
- Place JSON-LD in the <head> of the relevant pages.
- Validate using the Rich Results Test and Schema Markup Validator.
- Deploy to production and monitor Google Search Console for errors.
- Set a quarterly reminder to review and update schema for accuracy.

■ **Official Reference:** schema.org · developers.google.com/search/docs/appearance/structured-data/intro-structured-data