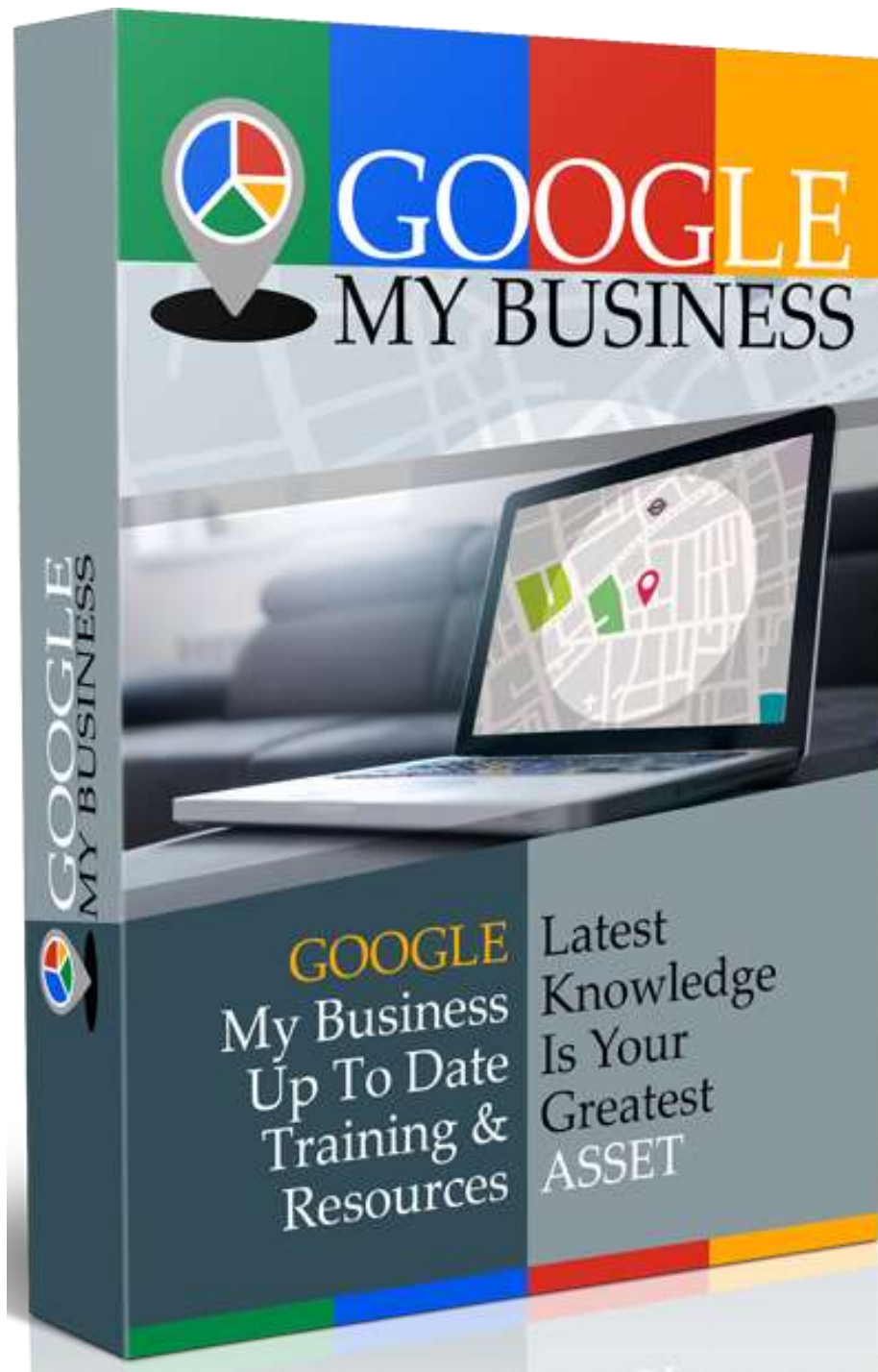


GOOGLE MY BUSINESS

Schema



What is schema?

Schema is data or information that describes your business - primarily business name, address, phone number - that is added to your website meta data - to tell Google Bots what your website is about so that Google may add the info to the structured data that has been indexed from your website. The job of schema is to assist Google in defining and describing who you are, where you are located, what reviews there are of your business.

Why add schema to your site?

It is simple and easy to add schema to your site and, it helps with the following:

- Rich Snippets stand out in the Search Engine Results Pages (SERPs) for Author and Review schema markups. Third party applications other than Google, Bing etc., can pull your data in structured format if you follow schema.org's markup conventions
- As data is added to applications and platforms, schema will be integrated and, any business that has taken the time to properly add schema will come out ahead.

How does schema work?

Schema is entered into your website and it tells the bots what your site is about, by the specific markup and the bots classify your site accordingly.

There are multiple forms of schema that include event, organization, local business, person, phone etc.,

You begin each schema block by mentioning what your schema is about – is it about a place? is it about a person? or, is it about an event? For all practical purposes, we'll only be

using the Person, Place, Local Business, Product, Offer and HReview schema markup methods.

When you have informed the Search Engine Bots the type of schema you are referring to, you add different components and qualities that your site is offering. The following is schema for LocalBusiness:

```
<!-- start the localbusiness schema object -->
<div itemscope itemtype="http://schema.org/LocalBusiness">
    <!-- mark up the business name with the itemprop name
    attribute -->
    <span itemprop="name">Beachwalk Beachwear &
Giftware</span>
    <!-- mark up the description for the business -->
    <span itemprop="description"> A superb collection of
fine gifts and clothing to accent your stay in Mexico
Beach.</span>
    <!-- start the address schema object -->
    <div itemprop="address" itemscope
itemtype="http://schema.org/PostalAddress">
    <!-- street address marked up -->
    <span itemprop="streetAddress">3102 Highway
98</span>
    <!-- city marked up -->
    <span itemprop="addressLocality">Mexico
Beach</span>
    <!-- state marked up -->
    <span itemprop="addressRegion">FL</span>
    <!-- end postaladdress schema object -->
    </div>
    <!-- telephone marked up -->
    Phone: <span itemprop="telephone">850-648-
4200</span>
    <!-- end localbusiness object -->
</div>
```

The Search Engines will collect this information once you've laid it out in the appropriate format and will classify your site according to the data it gathers.

Check your website for existing schema

Google has a wonderful Structured Data Testing Tool that will let you know if there is Schema on your website.

[*https://developers.google.com/structured-data/testing-tool*](https://developers.google.com/structured-data/testing-tool)

What Google's tool does for you is:

It will display whatever structured data is on your website. It will also let you know if there are any errors or omissions in your schema data <http://Synup.com/tools/schema/> Using this tool you can quickly run any website to find out whether you have relevant schema marked up content and can also get a list of pages that do not have schema installed. If you want to generate schema you can use [Schema Creator](http://schema-creator.org/): <http://schema-creator.org/>

Just enter the url for your website and you will quickly see what, if any, schema exists on your site. Below is a sample of structured data..

http://nolan-law.com	Schema Found▼
<pre> @context:http://schema.org @type:WebSite url:http://nolan-law.com/ name:Nolan Law Group @type:SearchAction target:http://nolan-law.com/?s={search_term} query-input:required name=search_term </pre>	
http://nolan-law.com	Schema Found▼
<pre> @context:http://schema.org @type:Organization name:Nolan Law Group url:http://nolan-law.com logo: 0:https://www.facebook.com/nolanlawgroup 1:https://www.linkedin.com/company/nolan-law-group 2:https://plus.google.com/117915450905300374844/about </pre>	
http://nolan-law.com/cdn-cgi//email-protection	No Schema Found
http://nolan-law.com/practice-areas/	Schema Found▼
<pre> @context:http://schema.org @type:WebSite url:http://nolan-law.com/ name:Nolan Law Group </pre>	

Google did not locate any errors or omissions in this search.

If your site currently has errors in the schema, it's a good idea to:

Start over and get the info correct (if you have the time)
Fix the errors and run the url back through the testing tool.

Types of schema to add to your website

Now that you've seen how schema works, it's time to learn about the various types of schema and how to put them to use. While we are discussing schema that is specific to "local, not all of this will be of value to your business website.

Core Business Information (Name, Address & Phone)

- The obvious schema data that's important to your site is: NAP plus: Business Name
- Business Address
- Business Phone
- Business Lat / Long
- Business Logo
- Business Description

The best way to add all of the data is to use the "LocalBusiness" type of schema. If you have trouble locating the latitude and longitude for your business, you may simply add your business address to:

```
http://itouchmap.com/latlong.html  <!-- Start by initiating the
schema type -->
<div itemscope itemtype="http://schema.org/LocalBusiness">
<!-- Add the identifier for business name -->
<span itemprop="name">{Your Business Name Here}</span>
<!-- Add the identifier for business description -->
<span itemprop="description">{Your description here}</span>
<!-- Initiate the address sub-type -->
<div itemprop="address" itemscope
itemtype="http://schema.org/PostalAddress">
<!-- Add street address -->
<span itemprop="streetAddress">{Your street address
here}</span>
<!-- Add city -->
<span itemprop="addressLocality">{Your city here}</span>,
<!-- Add state and zip -->
```

```

<span itemprop="addressRegion">{Your state here}</span>
<span itemprop="postalCode">{Your zip here}</span>
<!-- End address sub-type -->
</div>
<!-- Add the lat/long geo sub-type -->
<div itemprop="geo" itemscope
itemtype="http://schema.org/GeoCoordinates">
<!-- Add Latitude -->
<meta itemprop="latitude" content="{Your Latitude here}" />
<!-- Add Longitude -->
<meta itemprop="longitude" content="{Your Longitude here}" />
<!-- End sub schema block -->
</div>
<!-- Add phone -->
<span itemprop="telephone">{Your telephone here}</span>
<!-- End schema block -->
</div>

```

Schema needs the Business Address split into three elements:
Street Address, City, State & Zip Code.

Author Markup **NEEDS NEW IMAGE**

Gillece Pittsburgh Plumbing, Heating, Cooling.
gillece.com/ ▼

by Tom Gillece - in 29 Google+ circles

For over 30 years, quality, reliable Plumbing, **Heating**, Cooling, & Waterproofing services to **Pittsburgh**. Always Here to Take

Google seems to be moving toward ranking pages higher that contain Author schema. It gives your site more credibility. Here are two way to enable author schema on your site.

How valid is this information? Is Google+ still a useful tool for businesses?

1 – Link your Google+ profile

This is the easiest way to get your author data marked up, and it involves linking out to your Google+ profile from within your page to tell them who you are.

The process of doing this is as simple as adding this link anywhere in your page and replacing {google_url} with your Google+ profile URL:

```
<a href="[google_url]?rel=author">Google</a>
```

TIP: Read [The Ultimate Guide To Google Authorship Markup](#) for more useful info.

Second method – Use schema.org format to reference author information

If you don't have a Google+ profile or for some reason don't want to link to your G+ profile from your website, there is another way in which you can add author information as structured. This method isn't as effective as including your Google+ profile URL, but is still better than having no author markup.

The code you'd have to insert in your page would be:

```
<!-- Initiate person schema -->
<div itemscope itemtype="http://schema.org/Person">
<!-- Add Author name -->
<span itemprop="name">Jane Doe</span>
<!-- Add Author image -->

<!-- Add your job title -->
<span itemprop="jobTitle">Professor</span>
<!-- Add your email (optional) -->
```


jane-doe@xyz.edu

Review Markup

Associated Heating of San Francisco - Crocke

[www.yelp.com](#) › [Home Services](#) › [Contractors](#) ▼ [Yelp](#)

★★★★★ Rating: 5 - 109 reviews

109 Reviews of Associated Heating of San Francisco "I h
companies come by. Both told me I had to replace my furn

If your reviews are added to the schema format, they will display rich snippets that will show the review rating and the count on the SERPs. Adding this sort of Schema data will require the use of two schema tools: “aggregaterating” and “review”.

The aggregaterating method displays the rating scores– which includes the average rating from all reviews as well as the total number of reviews. The review object will display your review text and content.

Here's an example of the schema:

```
<!-- Initiate the aggregaterating block -->
<div itemprop="aggregateRating" itemscope
itemtype="http://schema.org/AggregateRating">
<!-- Include average rating and total reviews -->
Rated <span itemprop="ratingValue">{insert average
rating}</span>/5 based on <span
itemprop="reviewCount">{insert review count}</span>
customer reviews
<!-- End aggregaterating block -->
</div>
<!-- Start review block -->
```

```

<div itemprop="review" itemscope
itemtype="http://schema.org/Review">
<!-- Include review title and author -->
<span itemprop="name">Not a happy camper</span> - by
<span itemprop="author">Ellie</span>,
<!-- Include review date -->
<meta itemprop="datePublished" content="2011-04-01">April
1, 2011
<!-- Start reviewrating object -->
<div itemprop="reviewRating" itemscope
itemtype="http://schema.org/Rating">
<!-- Add worstrating (usually 1) -->
<meta itemprop="worstRating" content = "1">
<!-- Add review's actual rating and best rating (usually 5) -->
<span itemprop="ratingValue">5</span>/<span
itemprop="bestRating">5</span>stars
<!-- End reviewrating object -->
</div>
<!-- Add review text / description -->
<span itemprop="description">{Actual review text}</span>
<!-- End review object -->
</div>

```

To add additional reviews, just initiate a new “review” block with more reviews.

TIP: Mark up your testimonials page to make the whole experience seamless. And, add hidden schema on all of your other pages so that the rich snippets show up for all the pages on your website.

Products Markup

If you offer products and or services on your website, it's a great idea to add schema for them to make it easier for the search engines to locate them. Here's what product schema object looks like:

```

<!-- Initiate the block -->
<div itemscope itemtype="http://schema.org/Product">
<!-- Add product name -->
<span itemprop="name">{Name}</span>
<!-- Add product image -->

<!-- End product block -->
</div>

```

You can add the various services you offer to the product schema object if you don't sell specific products.

Offers Markup

This schema object is used to mark up the prices of the products and or services that you offer on your website. It's not intended for coupons. It just shows prices of services.

The object can be used as:

```

<!-- Initiate the object -->
<div itemprop="offers" itemscope
itemtype="http://schema.org/Offer">
<!-- Add price -->
<span itemprop="price">$55.00</span>
<!-- Add availability -->
<link itemprop="availability" href="http://schema.org/InStock"
/>In stock
</div>

```

How does schema-ed content display to regular users?

The content that has Schema mark up reads just as any site does. Schema is adding tags so that the Search Engine Bots will be able to read your content in a way that is most useful to them.

Displaying “invisible” schema

You may want to show aggregaterating throughout your site yet not display this to your visitors.

This is accomplished by using quotation marks around the "content" and keeping it out of indexable content. This is what the aggregaterating block usually looks like:

```
<div itemprop="aggregateRating" itemscope
itemtype="http://schema.org/AggregateRating">
Rated <span itemprop="ratingValue">{insert average
rating}</span>/5 based on <span
itemprop="reviewCount">{insert review count}</span>
customer reviews
</div>
```

Will be modified to this:

```
<div itemprop="aggregateRating" itemscope
itemtype="http://schema.org/AggregateRating">
Rated <span itemprop="ratingValue" content="{insert average
rating}"></span>
<span itemprop="reviewCount" content="{insert review
count}"></span></div>
```

As you can see from the two examples, the content which is within span and /span is instead adding to a new attribute called content.

Understanding how schema relates to a page

It's useful to understand how structured data relates to a page. Schema added to a page relates to that page only. When shcema is added to the company address, the search engine bots will connect that data to your contact page only. Schema added to reviews will display ONLY rich snippets of the reviews and no other info from your site. In that case, it's useful to add your aggregaterating and author markup to your entire

website.. This can be accomplished by adding an invisible schema block to a header or footer that is common to the entire site

Tools & Additional Reading Material

- [Google Local Tool](#) from [Travis Van Slooten](#) is a great tool that helps you generate local schema for name, address and phone number.
- The [Reviews Schema Generator](#) makes marking up your reviews easy!
- Hallam Internet Marketing has a short, yet insightful guide about [Schema Markup for Local Businesses](#).
- [Schema.org](#) has all the different schema types and documentation about them

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display

at any given time to any given individual) may have changed since this document was published.

While the steps outlined below were working for us at the time we published this document,

Google may have changed its procedures since then.