



Configuration

Rich Snippets Suite for Magento 2

Complete configuration reference for the [Rich Snippets Suite](#) extension. This guide covers all settings for generating structured data that enhances your search visibility with rich results like star ratings, prices, and availability badges.

Location: Magmodules → Rich Snippets Suite

General

| Setting | Description |
|---------|---------------------------------|
| Enabled | Master switch for the extension |

When disabled, no structured data is output. Useful for testing or troubleshooting.

Store Information

Basic information used across multiple schemas. Getting this right is crucial as it appears in Google's Knowledge Panel.

Sitename

| Setting | Description |
|----------|----------------------------------|
| Sitename | Your official company/brand name |

What Google expects: The name people would search for to find your business. Use your registered business name or brand name.

Examples:

- Good: "ACME Electronics" or "The Coffee Shop"
- Bad: "ACME Electronics - Best Deals on TVs and More!"

Alternative Sitename

| Setting | Description |
|----------------------|-------------------------------------|
| Alternative Sitename | Common shorthand name for your site |

Use this if people commonly refer to your site by a different name than the official one. Should be recognizable and similar to your domain.

Example: If your site is "Electronic Superstore International", people might search for "ESI" or "E-Superstore".

Logo URL

| Setting | Description |
|----------|-------------------------------|
| Logo URL | Full URL to your company logo |

Requirements:

- Must be a full URL (<https://yourstore.com/media/logo.png>)
- Recommended: 112x112 pixels minimum
- PNG or JPG format
- Used in Organization schema and OpenGraph

Schema: WebSite

Controls the WebSite schema on your homepage. This enables the Sitelinks Search Box feature in Google.

Enable Sitename

| Setting | Description |
|-----------------|--------------------------------|
| Enable Sitename | Add WebSite schema to homepage |

Recommended: Yes

This tells Google the official name of your website. Required for proper brand display in search results.

Enable SiteSearch

| Setting | Description |
|-------------------|---------------------------------|
| Enable SiteSearch | Add Sitelinks Search Box schema |

Recommended: Yes (if you have site search)

When Google shows your site with sitelinks, users can search your site directly from the search results page. This requires a working search function on your site.

Result in Google:

Your Store Name
yourstore.com
[Search box: Search yourstore.com]

Schema: LocalBusiness

For businesses with physical locations. Helps you appear in Google Maps and local search results.

When to Use

Enable if you have:

- Physical retail stores
- Showrooms
- Pickup locations
- Service areas customers can visit

Settings

| Setting | Description |
|-----------------------|--|
| Enable | Enable LocalBusiness schema |
| Local Business | Show all locations or select specific ones |

Managing Locations: Marketing → Rich Snippets → Local Business

Each location needs:

- Business name
- Address (street, city, postal code, country)
- Phone number
- Opening hours
- Geo coordinates (latitude/longitude)

Tip: Use Google Maps to find exact coordinates. Right-click on your location and copy the coordinates.

Schema: Organization

Corporate-level information for Google's Knowledge Panel. This is what appears in the sidebar when someone searches your company name.

Enable

| Setting | Description |
|---------|----------------------------|
| Enable | Enable Organization schema |

Recommended: Yes for all businesses

Contact Information

| Setting | Description |
|---------------------|-------------------------------------|
| Contact Information | Add customer service contact points |

Add contact points with:

- **Type:** Customer Service, Technical Support, Sales, etc.
- **Phone:** International format (+31 20 123 4567)
- **Countries:** Which countries this number serves

Tip: Add your main customer service number. Google may display this in search results.

Social Links

| Setting | Description |
|--------------|--------------------------------|
| Social Links | Your social media profile URLs |

Add full URLs to your profiles:

- Facebook page (not personal profile)
- Twitter/X
- LinkedIn company page
- Instagram
- YouTube channel
- Pinterest

Why it matters: Helps Google connect your social profiles to your brand in the Knowledge Panel.

Organization Rating

| Setting | Description |
|---------|-------------|
|---------|-------------|

| | |
|---------------|-------------------------------------|
| Source | Rating source for your organization |
|---------------|-------------------------------------|

Options depend on installed review modules:

- Native Magento reviews
- Google Reviews (if module installed)
- Other review platforms

Note: This adds an aggregate star rating to your Organization schema. Google may show this in your Knowledge Panel.

Schema: BreadCrumbs

Navigation breadcrumbs help Google understand your site structure and may display as rich results.

Settings

| Setting | Description |
|---------------------------|---------------------------------|
| Enable Breadcrumbs | Enable BreadcrumbList schema |
| Custom Home Title | Replace "Home" with custom text |
| Custom Home Title | The custom text to use |

Recommended: Enable breadcrumbs

Result in Google:

yourstore.com > Electronics > Televisions > Samsung 55" OLED

Custom Home Title: Use your store name instead of generic "Home" for better branding.

Schema: Products

The most important schema for e-commerce. This is what creates rich product results with price, availability, and ratings in Google Shopping and regular search.

Basic Settings

| Setting | Description |
|---------|-------------|
|---------|-------------|

| | |
|---------------|-----------------------|
| Enable | Enable Product schema |
|---------------|-----------------------|

Recommended: Yes - this is essential for e-commerce SEO.

Schema: Offer

The Offer contains price and availability information. This is what Google displays in search results.

Show Stock

| Setting | Description |
|-------------------|--------------------------------|
| Show Stock | Include availability in schema |

Recommended: Yes

Outputs `InStock`, `OutOfStock`, or `PreOrder` based on your inventory. Google uses this to show availability badges.

Condition Settings

| Setting | Description |
|----------------------------|------------------------------------|
| Show Condition | How to determine product condition |
| Default Condition | Fixed condition value |
| Condition Attribute | Attribute containing condition |

Options:

- **Fixed value:** All products use the same condition (most common)
- **Use attribute:** Read condition from a product attribute

Condition values:

- `NewCondition` - New products (default for most stores)
- `RefurbishedCondition` - Refurbished/renewed
- `UsedCondition` - Second-hand products

Price Valid Until

| Setting | Description |
|-------------------------------|----------------------------|
| Price Valid Until Mode | How to set priceValidUntil |

| Setting | Description |
|-------------------------|--------------------------|
| Custom Fallback in Days | Days until price expires |

Options:

- **Use special price date:** Uses the special price end date from product
- **Custom fallback:** Set a fixed number of days (e.g., 30 days)

Why it matters: Google requires `priceValidUntil` for price drop rich results. Without it, you may get validation warnings.

Recommended: Use special price date when available, with a 30-day fallback.

Schema: Rating & Reviews

Star ratings are powerful for CTR in search results.

Display Rating

| Setting | Description |
|----------------|-------------------------|
| Display Rating | Include aggregateRating |

Recommended: Yes (if you have reviews)

Only enable if products actually have reviews. Empty ratings can trigger Google warnings.

Rating Source

| Setting | Description |
|---------------|-------------------------|
| Rating Source | Where ratings come from |

Options:

- Native Magento reviews
- Third-party platforms (Trustpilot, Kiyoh, etc. - requires respective modules)

Rating Metric

| Setting | Description |
|---------------|---------------------|
| Rating Metric | Rating scale format |

Usually 1-5 stars. Match this to your review system's scale.

Individual Reviews

| Setting | Description |
|-------------------------------|-----------------------------------|
| Add Separate Review(s) | Include individual Review schemas |
| Number of reviews | How many reviews to include |

Recommended: Yes, with 5-10 reviews

Adding individual reviews gives Google more content to index and may show review snippets in search results.

Schema: Video Object

| Setting | Description |
|----------------------------|--|
| Video Object Enable | Include VideoObject for product videos |
| Video Object Source | Parent or child product videos |

Enable if your products have videos. Video thumbnails can appear in search results and increase CTR significantly.

Requirements:

- Video must be on product page
- Needs thumbnail, title, and description

Attributes

Map your Magento attributes to schema.org properties.

Description

| Setting | Description |
|--------------------|-----------------------------------|
| Description | Attribute for product description |

Recommended: Short Description

Short descriptions work better for snippets - they're concise and don't contain HTML.

Brand

| Setting | Description |
|---------|-------------|
|---------|-------------|

| | |
|--------------|-----------------------------|
| Brand | Attribute for product brand |
|--------------|-----------------------------|

Recommended: Manufacturer attribute

Brand is important for product matching and Shopping results. Make sure this attribute is filled for all products.

Extra Attributes

| Setting | Description |
|-------------------------|---------------------------|
| Extra Attributes | Map additional attributes |

Map attributes like:

- `gtin` (EAN/UPC barcode)
- `mpn` (Manufacturer Part Number)
- `sku`
- `color`
- `size`
- `material`

Tip: GTIN and MPN help Google match your products and can improve Shopping performance.

Split Configurable Products

How to handle configurable products with variants.

| Setting | Description |
|-----------------------------------|-----------------------------------|
| Enabled | Enable ProductGroup with variants |
| Use reviews from parent | Apply parent reviews to variants |
| Use Parent Data for Simple | Attributes to inherit |

Recommended: Use Variants

This creates a ProductGroup schema with individual variant offers. Google can then show specific variants (size, color) in search results.

Use Parent Data: Enable for name, description, and image if your simple products don't have their own complete data.

Split Bundle Products

| Setting | Description |
|------------------------------------|-----------------------------------|
| Enabled | Generate schemas for bundle items |
| Use reviews from parent | Apply parent reviews |
| Use Parent Data for Simples | Attributes to inherit |

Enable if you want individual bundle components to appear in search results.

Split Grouped Products

| Setting | Description |
|------------------------------------|------------------------------------|
| Enabled | Generate schemas for grouped items |
| Use reviews from parent | Apply parent reviews |
| Use Parent Data for Simples | Attributes to inherit |

Enable if you want individual grouped items to appear separately in search results.

Advanced Settings

Hide Offer When Price is Zero

| Setting | Description |
|--------------------------------------|---|
| Hide Offer When Price is Zero | Exclude free products from Offer schema |

Recommended: Yes

Products with zero price often indicate configuration issues. Hiding the Offer prevents confusing data.

Custom Price Attribute

| Setting | Description |
|--|----------------------------|
| Use non-default attribute for price | Use custom price attribute |
| Select price attribute | Which attribute to use |

Use this if your displayed price comes from a custom attribute rather than standard Magento price fields.

Schema: Category

Category page structured data.

| Setting | Description |
|--------------------------|-------------------------------|
| Enable | Enable category schema |
| Schema Type | Type of schema for categories |
| Hide on empty categories | Skip empty categories |
| Display Rating | Include aggregateRating |
| Rating Metric | Rating scale format |
| Add Separate Review(s) | Include product reviews |

Warning: Google advises against rich snippets on listing/category pages. They prefer rich results on product detail pages only. Enable with caution - may be ignored or flagged by Google.

Recommended: Disabled for most stores

Schema: Return Policy

MerchantReturnPolicy tells Google about your return terms. This can appear in Shopping results.

| Setting | Description |
|---------|---------------------------------------|
| Enable | Enable return policy schema |
| Returns | Configure return policies per country |

Configuration per country:

- **Country:** Which country/region
- **Return days:** How many days for returns (e.g., 30)
- **Return fee:** Cost of returns

For free returns: Use <https://schema.org/FreeReturn> as the fee value.

Example setup:

- Netherlands: 30 days, FreeReturn
- Germany: 14 days, FreeReturn
- Rest of EU: 14 days, €5.95

Schema: Shipping Details

OfferShippingDetails shows shipping costs and times in Google Shopping.

| Setting | Description |
|------------------|-----------------------------|
| Enable | Enable shipping schema |
| Shipping Details | Show all or select specific |

Managing Shipping Details: Marketing → Rich Snippets → Shipping Details

Configure:

- Shipping destination (countries)
- Delivery time (min/max days)
- Shipping cost

Tip: Accurate shipping information improves Google Shopping performance and reduces cart abandonment.

Additional Markup

Social media meta tags for better sharing appearance.

OpenGraph (Facebook, LinkedIn)

| Setting | Description |
|-----------|----------------------|
| OpenGraph | Enable og: meta tags |

When someone shares your page on Facebook or LinkedIn, these tags control:

- Title shown
- Description shown
- Image displayed

Recommended: Enable for all page types

Twitter Cards

| Setting | Description |
|-----------------------|--------------------------|
| Twitter Summary Cards | Enable Twitter Card tags |

Controls how your links appear when shared on Twitter/X.

Recommended: Enable for all page types

CMS Pages Settings

| Setting | Description |
|-------------------------------|--------------------------|
| OpenGraph: Title | Include page title |
| OpenGraph: Description | Include meta description |
| OpenGraph: Logo | Use store logo as image |
| Twitter Summary | Enable Twitter Cards |

Tip: Enable all for complete social sharing coverage.

Social Accounts

| Setting | Description |
|-------------------------|----------------|
| Twitter Username | Your @username |
| Facebook App ID | Your FB App ID |

Twitter Username: Used for Twitter Card attribution (e.g., @yourstore)

Facebook App ID: Optional, enables Facebook Insights for your shared links. Get from Facebook Developer portal.

Advanced

Remove Theme Snippets

| Setting | Description |
|------------------------------|--------------------------------------|
| Remove Theme Snippets | Remove conflicting schema from theme |

When to enable:

- You see "duplicate structured data" warnings in Google Search Console
- Your theme already outputs JSON-LD schemas
- Rich Results Test shows multiple Product schemas

This removes any schema markup added by your theme, leaving only the extension's optimized output.

Debug & Logging

| Setting | Description |
|------------|-------------------------------|
| Debug Mode | Enable detailed logging |
| Selftest | Run configuration diagnostics |

Debug Mode: Logs schema generation to `var/log/`. Enable when troubleshooting issues.

Selftest: Checks your configuration for common problems:

- Missing required fields
- Invalid URLs
- Configuration conflicts

Run selftest after initial setup and when making changes.

Validation

After configuring, validate your structured data:

Google Rich Results Test

1. Go to [Rich Results Test](#)
2. Enter a product page URL
3. Check for errors and warnings

Schema Markup Validator

1. Go to [Schema.org Validator](#)
2. Enter URL or paste JSON-LD
3. Review all detected schemas

Common Issues

"Missing field 'priceValidUntil'"

- Enable price valid until with a fallback

"Review snippet not eligible"

- Only enable reviews if products have actual reviews

"Duplicate structured data"

- Enable "Remove Theme Snippets"

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Rich Snippets Suite extension on magmodules.eu

All articles for Rich Snippets Suite

Installation

| | |
|---|---|
| 1 | Installation using Composer (recommended) |
| 2 | Installation using the Adobe Marketplace |
| 3 | Install through FTP and SSH |

Configuration

| | |
|---|---|
| 1 | Quick Start Guide |
| 2 | Configuration (current) |
| 3 | Product Schema |
| 4 | Organization & Local Business |
| 5 | Shipping & Returns |
| 6 | Social Markup |

Troubleshooting

| | |
|---|---|
| 1 | Google Validation |
| 2 | Rich Results Visibility in Google |
| 3 | Troubleshooting |

Background

| | |
|---|---------------------------------------|
| 1 | About Structured Data |
| 2 | CLI Commands |

