

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

Note: Breadcrumb structured data is only rendered on pages with a catalog path (category and product pages). Pages without one (home, cart, search) get no BreadcrumbList, since a one-item "Home" trail adds nothing.

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
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

Videos are output as `subjectOf` on the Product schema.

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.

Google Product Category

Setting	Description
Google Product Category	Attribute holding the Google product taxonomy ID or path

A numeric taxonomy ID (e.g. `2271`) is output as a `CategoryCode` in the Google Product Taxonomy; a text path is output as a plain `category`. When set, it takes precedence over a `category` extra attribute.

Extra Attributes

Setting	Description
Extra Attributes	Map additional attributes

Available schema properties:

- `description`, `model`, `sku`
- `category`, `material`, `color`
- `size`, `pattern`
- `gender` and `age_group` → `audience` (PeopleAudience)
- `adult` → `hasAdultConsideration`
- `energy_class` → `hasEnergyConsumptionDetails`
- `numberOfItems` → `additionalProperty`

See the Product Schema documentation, section "Extra Attributes", for the value mapping of each type.

Tip: GTIN and MPN have their own fields above; they 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 Simples	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

Setting	Description
Return Days	Default number of days customers can return (`merchantReturnDays`), used when a row has no own value
Return Policy URL	Full URL of your return policy page (`merchantReturnLink`). With a URL the Country column may stay empty, for example when you sell worldwide
Returns	One row per policy

Columns of a row:

- **Country:** every country the policy applies to (multiselect, ISO codes). Several countries become one `applicableCountry` list. Empty without a Return Policy URL falls back to the country in Stores → Configuration → General → Store Information.
- **Policy:** Finite Return Window (with the return days), Unlimited Window (no days) or Not Permitted (only country and category are output).
- **Method:** By Mail, In Store, At Kiosk, or Not applicable (leaves `returnMethod` out, for digital goods).
- **Fee Type:** Free Return, Return Shipping Fees (enter the amount in the Amount column) or Customer Responsibility.
- **Refund Type:** Full Refund, Exchange or Store Credit (`refundType`), or not specified.

Google requires either `applicableCountry` or `merchantReturnLink` on every policy; a wildcard for "all countries" does not exist.

Example setup:

- Physical goods, EU: one row with NL, BE and DE, Finite Return Window, 30 days, By Mail, Free Return, Full Refund
- Digital goods sold worldwide: Return Policy URL set, one row without country, Finite Return Window, 14 days, Method "Not applicable", Free Return, Full Refund

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

Troubleshooting

1	Google Validation
2	Rich Results Visibility in Google
3	Troubleshooting

Other

1	Rich Snippets — Schema.org Reference

Background

1	Review Sources
2	About Structured Data
3	CLI Commands

