magmodules



Social Markup

Rich Snippets Suite for Magento 2

Configure OpenGraph and Twitter Cards with the Rich Snippets Suite extension. These markup types control how your pages appear when shared on social media platforms.

What Is Social Markup?

When someone shares a link to your store on social media, the platform reads special meta tags to create a rich preview. Without these tags, shares may show:

- Generic or missing images
- Truncated or wrong titles
- No description

With proper social markup, your shared links display:

- The correct product image
- Proper title and description
- Your brand information

OpenGraph

OpenGraph is used by Facebook, LinkedIn, Pinterest, and many other platforms.

How It Works

OpenGraph adds meta tags to your page's `<head>`:

```
<meta property="og:title" content="Product Name" />
<meta property="og:description" content="Product description" />
<meta property="og:image" content="https://store.com/product.jpg" />
<meta property="og:url" content="https://store.com/product" />
<meta property="og:type" content="product" />
```

Configuration

Location: Magmodules → Rich Snippets Suite → Additional Markup

Product Pages

Setting	Description
OpenGraph	Enable OpenGraph tags on product pages

Product pages automatically use:

- Product name as title
- Product description
- Product image
- Product URL

Category Pages

Setting	Description
OpenGraph	Enable OpenGraph tags on category pages

Category pages use:

- Category name as title
- Category description (if set)
- Category image or store logo

CMS Pages

Setting	Description
OpenGraph	Enable OpenGraph tags on CMS pages
OpenGraph: Title	Include page title
OpenGraph: Description	Include meta description
OpenGraph: Logo	Use store logo as image

Facebook App ID

Setting	Description
Facebook App ID	Your Facebook application ID

Adding your Facebook App ID enables:

- Facebook analytics for shares
- Additional debugging tools
- Enhanced integration features

Twitter Cards

Twitter Cards provide rich previews when your pages are shared on Twitter/X.

Card Types

The extension uses **Summary Cards** which display:

- Title
- Description
- Thumbnail image

Configuration

Product Pages

Setting	Description
Twitter Summary Cards	Enable Twitter Cards on product pages

Category Pages

Setting	Description
Twitter Summary Cards	Enable Twitter Cards on category pages

CMS Pages

Setting	Description
Twitter Summary	Enable Twitter Cards on CMS pages

Twitter Username

Setting	Description
Twitter Username	Your Twitter/X handle

Enter with or without @:

- `@yourstore`
- `yourstore`

This attributes shared content to your Twitter account.

Output Examples

OpenGraph (Product Page)

```
<meta property="og:type" content="product" />
<meta property="og:title" content="Premium Wireless Headphones" />
<meta property="og:description" content="High-quality wireless headphones" />
<meta property="og:image" content="https://store.com/media/headphones.jpg" />
<meta property="og:url" content="https://store.com/headphones" />
<meta property="og:site_name" content="Your Store" />
<meta property="fb:app_id" content="123456789" />
```

Twitter Cards (Product Page)

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="@yourstore" />
<meta name="twitter:title" content="Premium Wireless Headphones" />
<meta name="twitter:description" content="High-quality wireless headphones" />
<meta name="twitter:image" content="https://store.com/media/headphones.jpg" />
```

Image Requirements

For best results on social platforms:

Facebook/OpenGraph

- Minimum: 200 x 200 pixels
- Recommended: 1200 x 630 pixels
- Maximum file size: 8 MB
- Supported formats: JPG, PNG, GIF

Twitter

- Minimum: 144 x 144 pixels
- Recommended: 800 x 418 pixels (for large images)
- Maximum file size: 5 MB
- Supported formats: JPG, PNG, GIF, WEBP

Best Practice

Use product images at least **1200 x 630 pixels** to meet all platform requirements.

Testing Your Markup

Facebook Sharing Debugger

1. Go to Facebook Sharing Debugger
2. Enter your page URL
3. Click "Debug"
4. Review the preview and any warnings
5. Click "Scrape Again" to refresh cached data

Twitter Card Validator

1. Go to Twitter Card Validator
2. Enter your page URL
3. Click "Preview Card"
4. Verify the card displays correctly

LinkedIn Post Inspector

1. Go to LinkedIn Post Inspector
2. Enter your page URL
3. Review the preview

Troubleshooting

Wrong Image Showing

Problem: Social platforms show old or wrong images.

Solution:

- Use the platform's debugger to clear cache
- Ensure image URL is absolute (starts with https://)
- Check image meets size requirements

No Preview Appearing

Problem: Share shows plain link without preview.

Solution:

- Verify OpenGraph/Twitter Cards are enabled
- Check page source for meta tags
- Test with platform debuggers
- Ensure page is publicly accessible

Truncated Description

Problem: Description is cut off.

Solution:

- Keep descriptions under 200 characters
- Put important information first
- Avoid special characters at cut-off points

Best Practices

Content

- Write compelling titles (60 characters max)
- Create engaging descriptions (155 characters ideal)
- Use high-quality, relevant images

Technical

- Use absolute URLs for images
- Ensure HTTPS for all resources
- Test after making changes
- Clear platform caches when updating

Consistency

- Match social preview with page content
- Use consistent branding
- Update when products change

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
4	Product Schema
5	Organization & Local Business
6	Shipping & Returns
7	**Social Markup (current)**

Troubleshooting

1	Google Validation
2	Rich Results Visibility in Google
3	Troubleshooting

Background

1	Review Sources
2	About Structured Data
3	CLI Commands

