magmodules

About Structured Data

Rich Snippets Suite for Magento 2

Understanding structured data fundamentals for the Rich Snippets Suite extension. This guide explains what structured data is, why it matters for SEO, and how Google uses it.

What Is Structured Data?

Structured data is a standardized format for providing information about a page and its content. It helps search engines understand what your page is about, not just what words appear on it.

Without structured data: Google sees: "Widget Pro - €99.99 - In Stock - 4.5 stars"

With structured data: Google understands:

- This is a **Product**
- Named "Widget Pro"
- Priced at €99.99 EUR
- Currently available
- Rated 4.5 out of 5

Why Structured Data Matters

Rich Results

Structured data enables rich results in Google Search:

- **Star ratings** visible in search listings
- **Price** displayed before clicking
- **Availability** shown (In Stock/Out of Stock)
- **Product images** in search results
- **Breadcrumb navigation** in listings

Better Understanding

Search engines better understand:

- What your business offers
- Product details and specifications
- Business location and hours
- Content relationships

Competitive Advantage

Pages with rich results typically see:

- Higher click-through rates
- Better visibility in search results
- Improved user experience
- More qualified traffic

JSON-LD Format

The extension uses JSON-LD (JavaScript Object Notation for Linked Data), Google's recommended format for structured data.

Why JSON-LD?

Format	Pros	Cons
JSON-LD	Easy to add/remove, doesn't affect HTML	Separate from content
Microdata	Inline with content	Complex, affects HTML
RDFa	Detailed	Very complex

How It Looks

JSON-LD is added as a script tag in your page's HTML:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Example Product",
  "price": "99.99"
}
</script>
```

This script is:

- Invisible to users
- Read by search engines
- Easy to validate
- Doesn't affect page layout

Schema.org Vocabulary

Schema.org is a collaborative vocabulary for structured data, supported by Google, Bing, Yahoo, and Yandex.

Common Types

Type	Use Case
`Product`	Products you sell
`Organization`	Your company
`LocalBusiness`	Physical store locations
`WebSite`	Your website information
`BreadcrumbList`	Navigation path
`Offer`	Product pricing and availability
`Review`	Customer reviews
`AggregateRating`	Overall rating

Properties

Each type has specific properties:

Product:

- name
- description
- image
- brand
- sku
- offers

Offer:

- price
- priceCurrency
- availability
- itemCondition

How Google Uses Structured Data

Crawling

1. Googlebot visits your page
2. Finds JSON-LD scripts
3. Parses the structured data
4. Validates against schema.org

Processing

1. Google processes the data
2. Associates it with your page
3. Determines eligibility for rich results
4. Stores for future queries

Display

1. User searches relevant query
2. Google matches your page
3. If eligible, displays rich result
4. User sees enhanced listing

Rich Results Types

Different structured data enables different rich results:

Product Rich Results

- Price and currency
- Availability status
- Star ratings
- Review count
- Product images

Organization Knowledge Panel

- Company name and logo
- Contact information

- Social profiles
- Company description

Local Pack (Maps)

- Business locations
- Opening hours
- Phone numbers
- Directions link

Breadcrumbs

- Navigation hierarchy
- Clickable path in search results

Sitelinks Search Box

- Search your site from Google
- Direct navigation to content

What Structured Data Cannot Do

Not a Ranking Factor

Structured data itself doesn't directly improve rankings. It:

- Enables rich results (which may improve CTR)
- Helps Google understand content
- Doesn't guarantee better positions

Not Guaranteed Display

Google may not show rich results because:

- Page quality doesn't meet requirements
- Query doesn't warrant rich results
- Google algorithms decide otherwise
- Testing and variations

Not a Fix for Bad Content

Structured data works best with:

- Quality content
- Good user experience
- Accurate information
- Trusted websites

Best Practices

Accuracy

- Structured data must match visible content
- Don't include hidden or misleading information
- Keep data up to date

Completeness

- Include all relevant properties
- More data gives Google more to work with
- Follow Google's guidelines

Validation

- Always test your markup
- Fix errors before publishing
- Monitor Search Console

Consistency

- Use consistent formats
- Match website information
- Keep NAP (Name, Address, Phone) identical everywhere

Google's Guidelines

Google has strict guidelines for structured data:

Do

- Mark up content visible on the page
- Use accurate, current information
- Follow the schema.org specification
- Test and validate markup

Don't

- Mark up hidden or invisible content
- Use misleading or fake information
- Stuff irrelevant keywords
- Duplicate markup unnecessarily

Violating guidelines can result in:

- Rich results not showing
- Manual actions from Google
- Reduced search visibility

Learning More

Official Resources

- Google Search Central - Structured Data
- Schema.org
- Rich Results Test

Types Documentation

- Product Schema
- Organization Schema
- LocalBusiness Schema

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
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 (current)**
2	CLI Commands