magmodules

Quick Start Guide

Rich Snippets Suite for Magento 2

Get the Rich Snippets Suite extension running in your Magento 2 store. This guide covers the essential steps to start generating structured data that helps Google display rich results for your products and business.

Prerequisites

Before you begin, ensure you have:

- Rich Snippets Suite extension installed
- Admin access to your Magento store
- Your store logo URL ready
- Basic company information (name, contact details)

Step 1: Enable the Module

1. Go to **Magmodules → Rich Snippets Suite**
2. Under **General**:
    - Set **Enabled** to **Yes**
3. Click **Save Config**

Step 2: Configure Store Information

1. Under **Store Information**:
    - Enter your **Sitename** (official company name)
    - Enter an **Alternative Sitename** (common name people use)
    - Enter your **Logo URL** (full URL to your logo image)
2. Click **Save Config**

Step 3: Enable Product Schema

This is the most important schema for e-commerce:

1. Under **Schema: Products**:
    - Set **Enable** to **Yes**
    - Set **Show Stock** to **Yes**
    - Set **Show Condition** to your preference
    - Set **Display Rating** to **Yes** (if you have reviews)

2. Under **Attributes**:
   - Select **Description** attribute (recommended: Short Description)
   - Select **Brand** attribute (recommended: Manufacturer)
3. Click **Save Config**

Step 4: Enable Website Schema

1. Under **Schema: WebSite**:
   - Set **Enable Sitename** to **Yes**
   - Set **Enable SiteSearch** to **Yes** (adds searchbox in Google results)
2. Click **Save Config**

Step 5: Enable Breadcrumbs

1. Under **Schema: BreadCrumbs**:
   - Set **Enable Breadcrumbs** to **Yes**
2. Click **Save Config**

Step 6: Clear Cache and Verify

1. Clear Magento cache:

   ```
   bin/magento cache:flush
   ```

2. Visit a product page on your storefront
3. View page source (right-click → View Page Source)
4. Search for `application/ld+json` to find the structured data

What You Should See

After configuration, your product pages will contain JSON-LD structured data like:

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Product Name",
  "image": "https://yourstore.com/media/product.jpg",
  "description": "Product description",
  "brand": {
    "@type": "Brand",
    "name": "Brand Name"
  },
  "offers": {
    "@type": "Offer",
    "price": "99.99",
    "priceCurrency": "EUR",
    "availability": "https://schema.org/InStock"
  }
}
```

Validate Your Markup

Test your structured data with Google's tools:

1. Go to Rich Results Test
2. Enter a product page URL
3. Check for errors or warnings
4. Fix any issues in configuration

Next Steps

After basic setup, consider:

- Configure **Organization Schema** for Knowledge Panel
- Add **Local Business** locations if you have physical stores
- Set up **Shipping Details** and **Return Policy** schemas
- Enable **OpenGraph** and **Twitter Cards** for social sharing
- Configure **Configurable Product** handling for variants

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 (current)**
3	Configuration
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

Background

1	Review Sources
2	About Structured Data
3	CLI Commands