

Structured Data / Schema.org and Google Rich Snippets



BRUCE JACKSON

SEOCOACH

Lassen Sie sich finden!

Structured Data Crash Course



1. What is Structured data / Schema.org?
2. Why use Schema? SEO Benefits...
3. Google Rich Snippets / Rich Results
4. Adding Structured data to WordPress
5. Google Tools
6. Best practices and pitfalls

What is structured data?



- Structured data markup provides additional context around content similar to `<H1>`
- Schema.org – started in 2011 - Google, Bing, Yandex & Yahoo
- Microdata, RDFa, JSON-LD
- **Use JSON-LD format**
- Schema is supported by all major search engines

Why use Structured Data?



- Structured Data helps search engines better understand your content
- Rich Snippets are more eye-catching than normal search results, and often in Position 0, leads to a higher CTR
= more traffic
- Structured Data is not a ranking signal !
- Helps with accessibility & voice search

Google Rich Results



- Rich Snippets / Rich Cards / Knowledge Graph
- You need to use structured data as specified in the Google Developer documentation to be eligible to be shown as a rich result !
- Requirements constantly change!
- There's no guarantee that Structured Data will result in Rich Snippets... even if you have everything set up PERFECTLY.

Most common Rich Snippets



- Reviews
- Recipes
- Events
- Products
- FAQ
- How-To
- Top Stories
- Video / Podcasts

WordPress Plugins for Structured Data



- [Schema & Structured Data for WP & AMP](#)
- [Schema](#)
- [Rich Reviews](#)
- Schema – All In One Schema Rich Snippets
- Google recommends adding JSON-LD to the `<head>` section of page

Schema Tools



- Test Tool
 - <https://search.google.com/structured-data/testing-tool?hl=en>
 - <https://search.google.com/test/rich-results>
- Gallery of all Rich Snippets (and Codelab)
 - <https://developers.google.com/search/docs/guides/search-gallery>
- Manually create JSON-LD
 - <https://hallanalysis.com/json-ld-generator/>

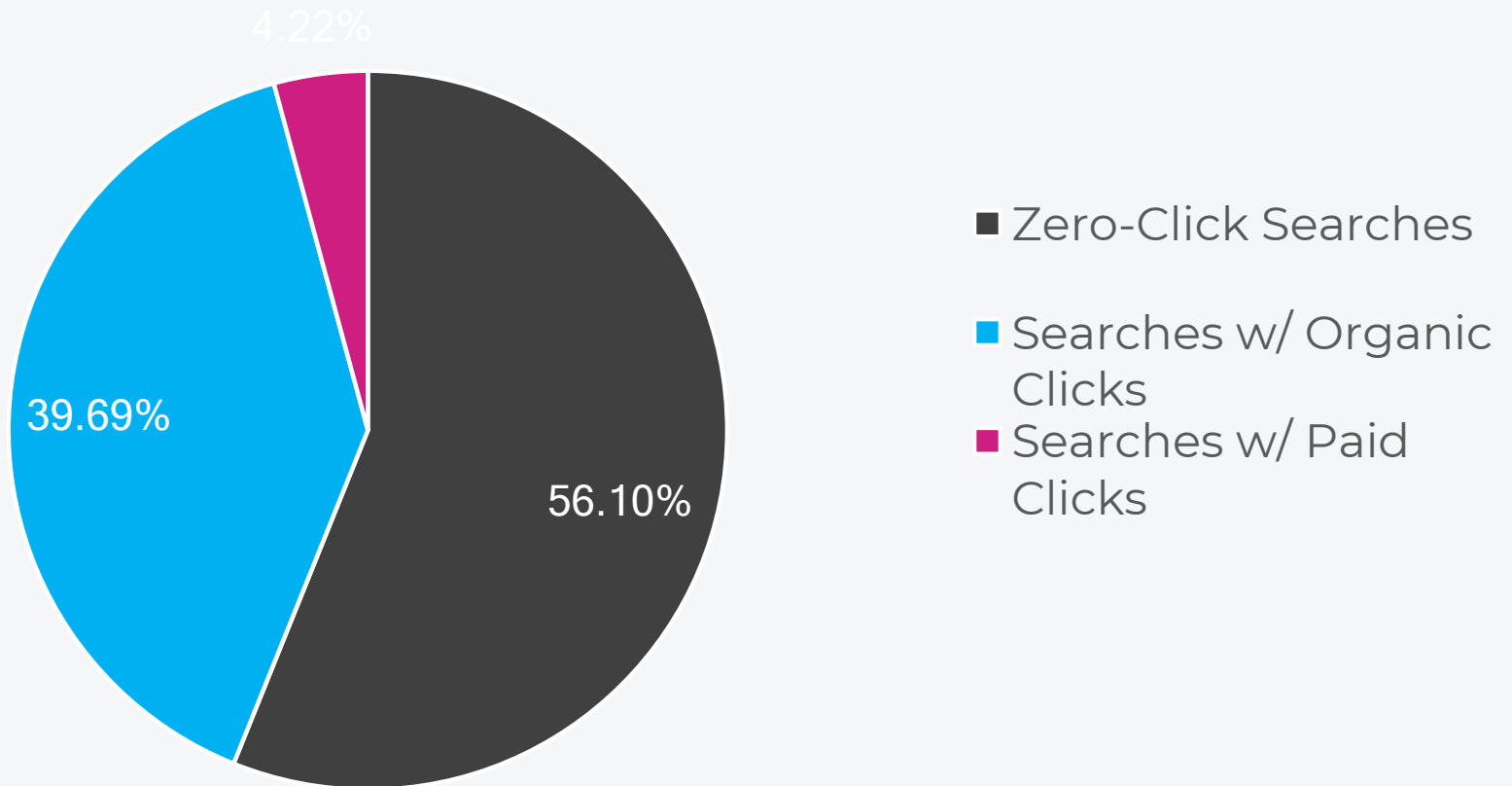
Best practices and pitfalls



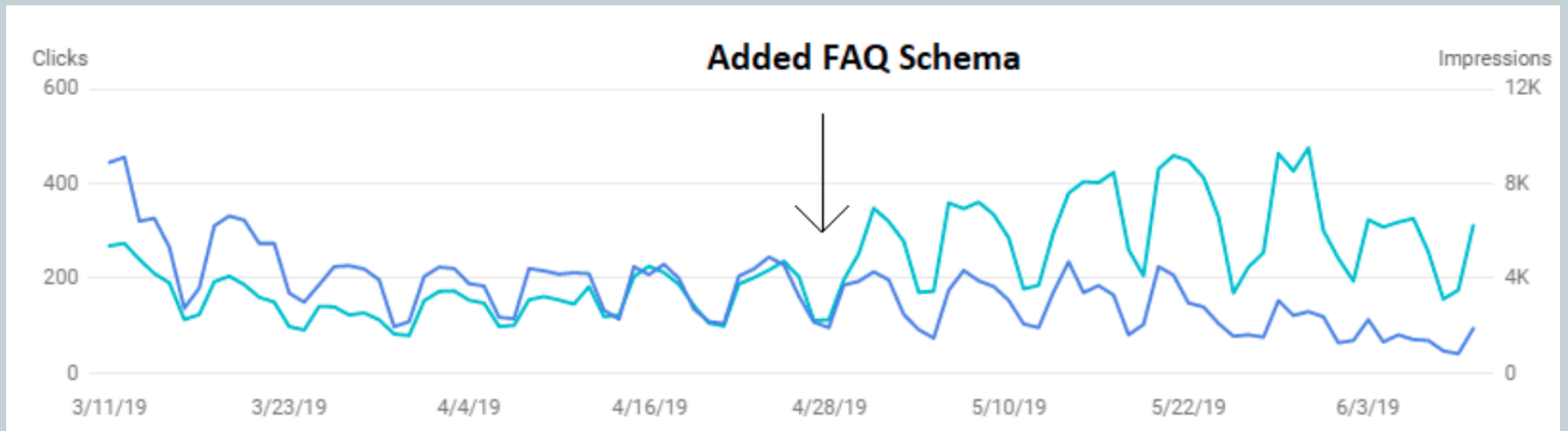
- Always think about users!
- Content must match the Structured data
 - Otherwise can be marked as Spam
 - <https://support.google.com/webmasters/answer/9044175?hl=en>
- Zero-Click problem, giving data to Google

Google Mobile Browser Search Clicks

September 2019



Best practices and pitfalls



- Google supports links and other HTML within the answers in FAQ Schema.
- Add links to your website for traffic

Where to optimise for quick wins?



- In Search Console find Keywords with many impressions but few clicks
 - Look for good keywords / phrases ranking #8 to #12
 - Add FAQ section with “People Also Ask” data to target these on best ranking page
 - Also add bulleted lists and images

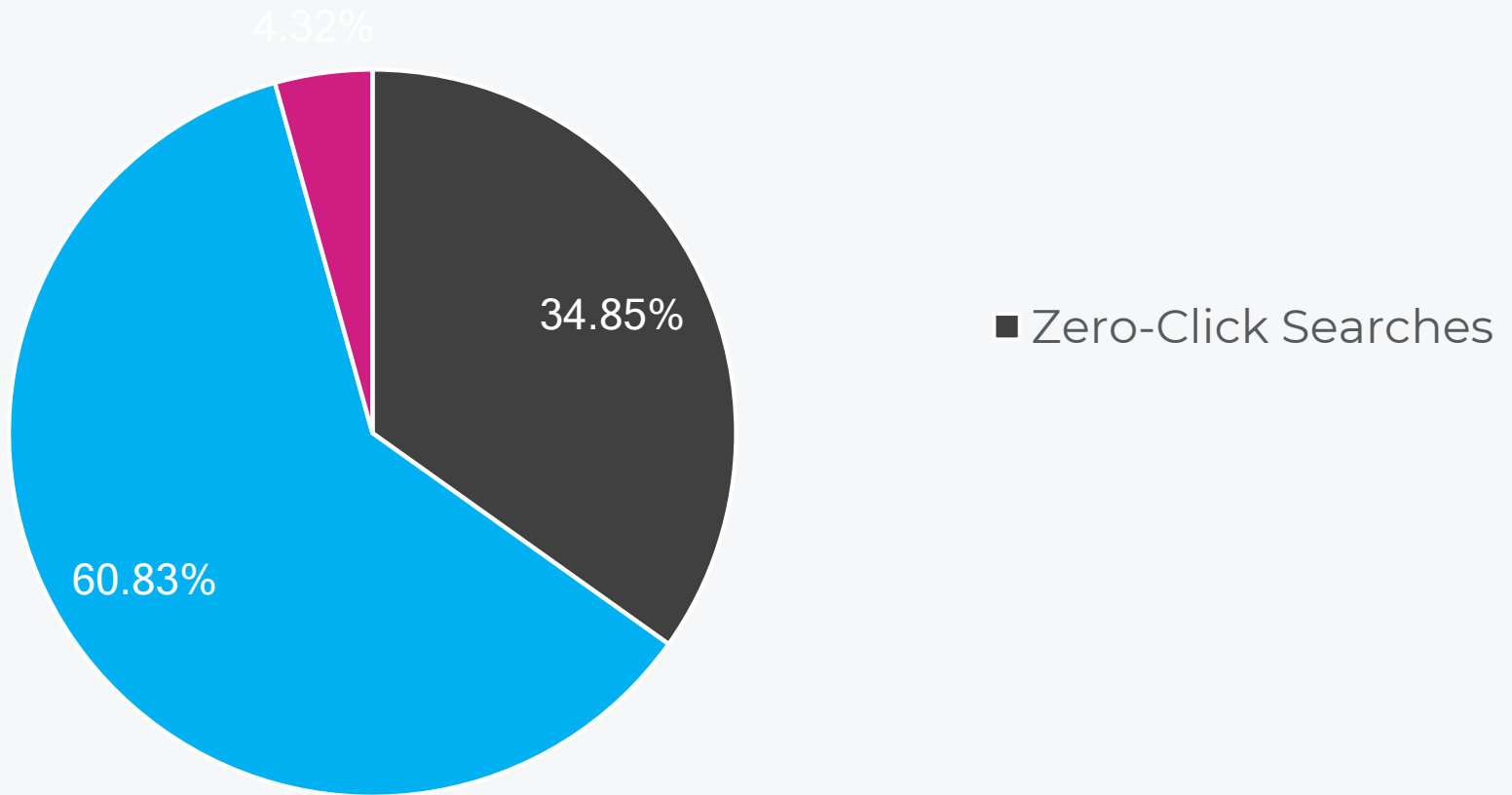
Where to optimise for quick wins...



- In Google Analytics find Landing Pages driving traffic and conversions:
 - *Behaviours > Site Content > Landing Pages*
- Optimise your good content to drive more Conversions
 - Add Schema:
FAQ, Video, etc. to drive even more traffic

Google Desktop Search Clicks

September 2019



Other Problems to watch out for ...



- If using JavaScript to create content or lazy load for images – make sure Google can see it!!
- Google Bot doesn't scroll
 - Use [URL inspection tool](#) in Search Console, Check the screenshot and the rendered HTML to make sure your images are loaded.

Other Problems to watch out for ...



Martin Splitt @  

@g33konaut

Antwort an [@jessyseonoob](#) und [@VeryDanNutter](#)

Let me reiterate for clarity:

- > Googlebot runs an evergreen Chromium
- > Our testing tools aren't updated YET

That means: Search Console etc. give you false negatives (don't show content) when using modern JS while Googlebot will see the content. 1/2

[Tweet übersetzen](#)

6:49 nachm. · 5. Aug. 2019 · [Twitter Web App](#)

More Information



- Google Introduction & Guidelines
 - <https://developers.google.com/search/docs/guides/intro-structured-data?hl=en>
 - <http://schema.org/docs/schemas.html>
- Posts to learn more
 - <https://moz.com/learn/seo/schema-structured-data>
 - <https://backlinko.com/hub/seo/snippets>
 - <https://searchengineland.com/google-stick-to-structured-data-guidelines-if-you-want-the-rich-result-323222>
 - <https://moz.com/blog/new-schema-types-to-create-interactive-rich-results>

Thanks for your attention!



QUESTIONS?

SLIDES DOWNLOAD

<https://www.seocoach.at/schema-talk>

SEOCOACH

Lassen Sie sich finden!