

SCHEMA MARKUP: WHY STRUCTURED DATA IS IMPORTANT TO GOOGLE

GOOGLE USES STRUCTURED DATA TO:

- Understand the content of the page
- Gather information about the web and the world in general
- Enable special search result features and enhancements

WHEN INCLUDING SCHEMA MARKUPS:

✓ DO...

- Provide up-to-date information
- Provide original content
- Accurately describe the content of the page

✗ DON'T...

- Mark up content that is not visible to readers
- Mark up irrelevant or misleading content
- Create blank or empty pages just to hold structured data

👍 ALWAYS...

- Include the main type of mark up that reflects the main focus
- Test the markup with the Rich Results Test tool