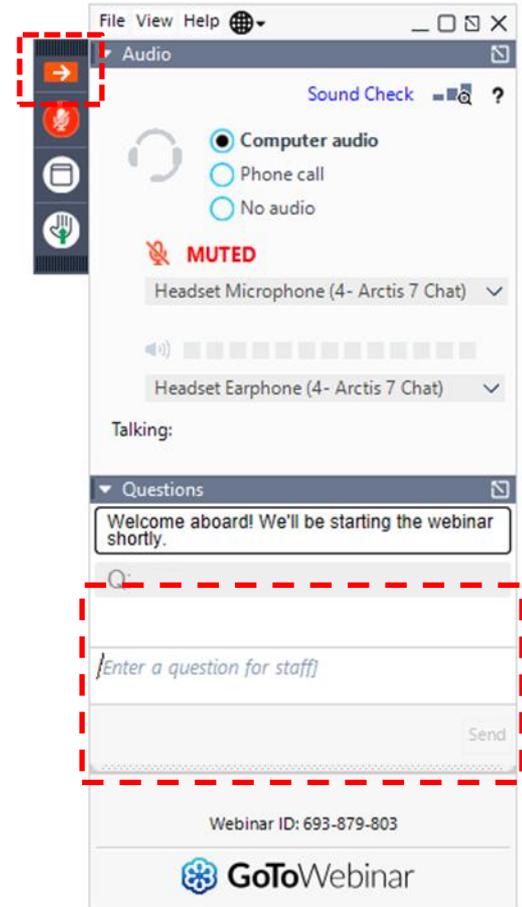

Structured Data Review and Implementation

Thomas Williams

24/06/2020

Answering your questions

- Feel free to submit questions during the session using the GoToWebinar Questions box.
- Debbie will ask all your questions in a Q&A session at the end of the webinar.



Getting your feedback

- At the end, you'll see a short feedback survey.
- **Please fill this in** – it tells us what you think and improves these webinars.

SURVEY PREVIEW

..... Start survey

Hi. I'd really appreciate your honest feedback on today's webinar. Don't worry - you can tell me like it is.

1. First, can you tell me which organisation you work for.

2. Did you find this webinar useful?

Yes, I found it useful.

No, I didn't find it useful.

3. If you did find it useful, which part did you find MOST useful?

Head of SEO

- 9 years at ClickThrough Marketing
- Professional Diploma in Digital Marketing
- BrightEdge Certified

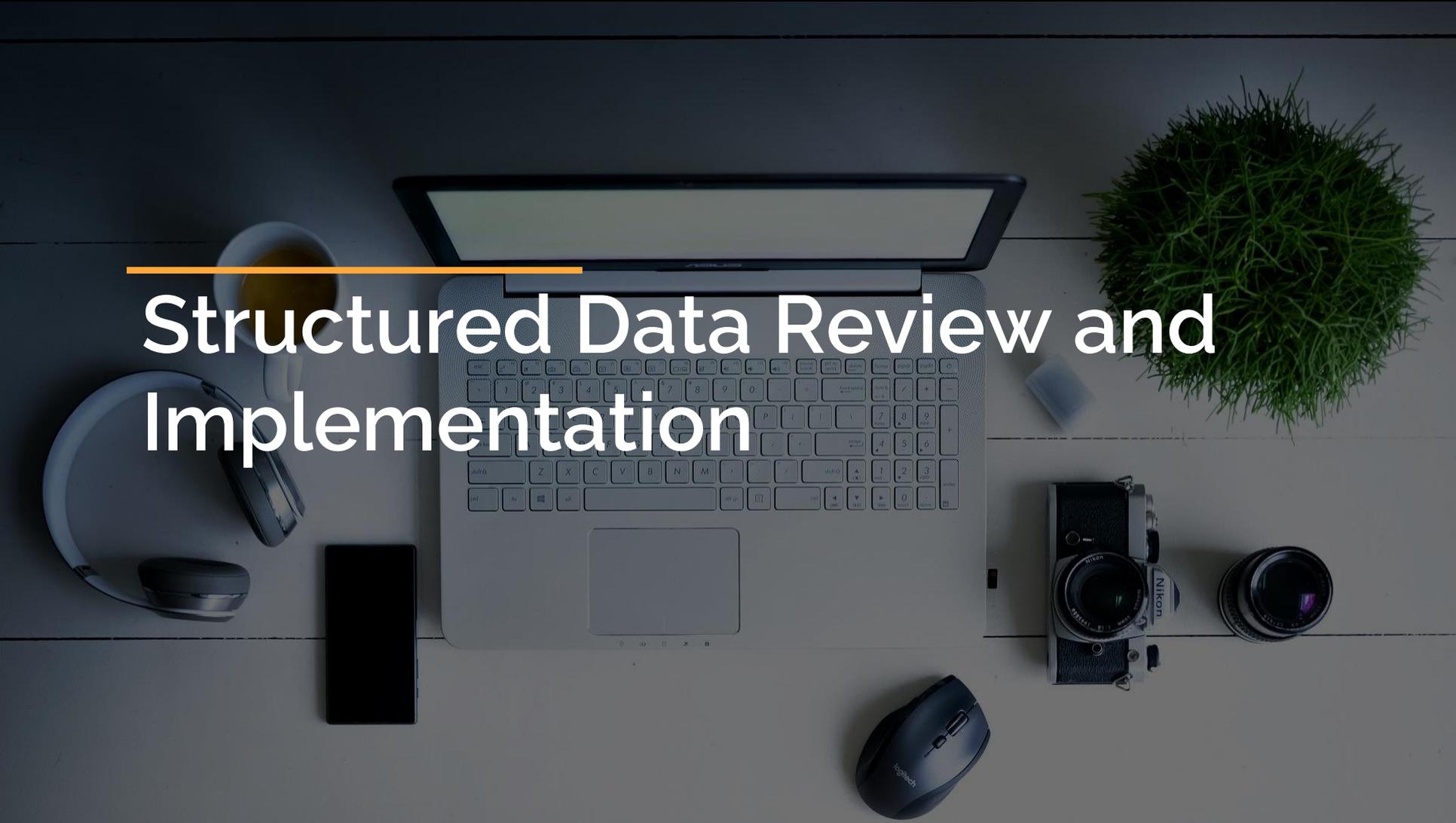
Specialisms include:

- SEO Strategy
- Technical SEO
- Competitive Analysis
- Google Analytics & Search Console



BRIGHTEDGE
CERTIFIED PROFESSIONAL





Structured Data Review and Implementation

What we'll cover today

- What is structured data and why is it important?
- Most common types of structured data
- Review existing structured data to flag errors and opportunities
- Ways of implementation
- Monitoring the impact and continuous review



What is Structured Data?

“Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general.”

www.bbc.co.uk › breaded_chicken_nuggets_35643 ▾

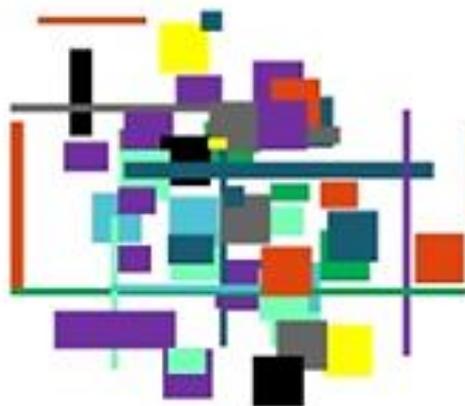
Chicken nuggets recipe - BBC Food



You can pan-fry or oven-cook these **chicken nuggets** to make an easy dinner the whole family will love. Serve with **homemade** chips and your family's favourite ...

★★★★★ Rating: 3.7 - 6 votes - 1 hr

Unstructured Data



(e.g., text)

Markup types

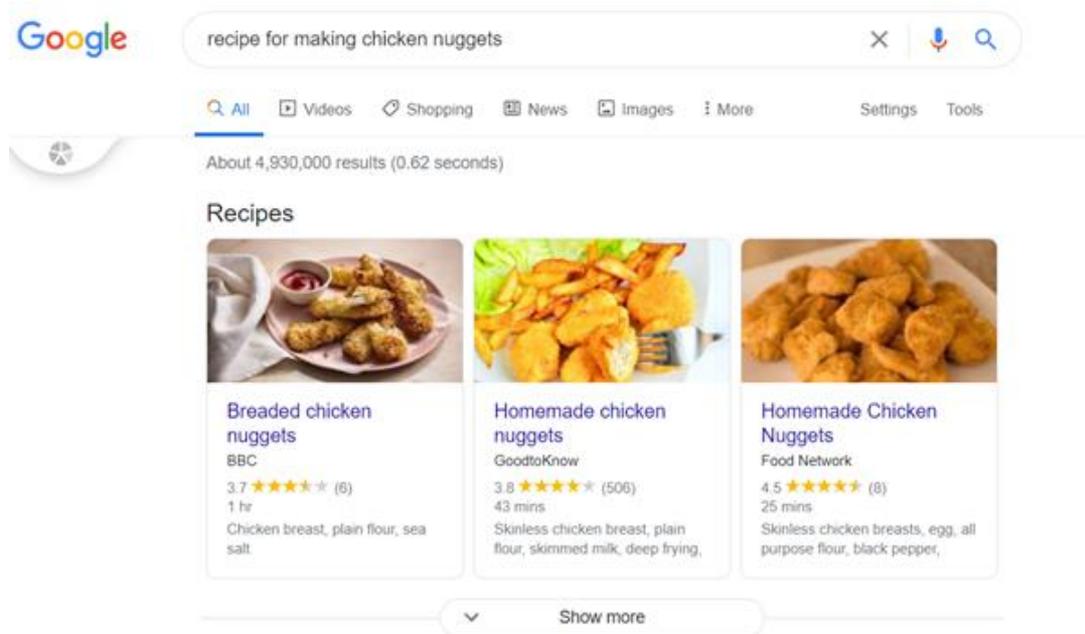


JSON-LD
Microdata
Microformats
RDFa

Structured Data



Rich Results



The image shows a Google search interface for the query "recipe for making chicken nuggets". The search bar is at the top, with the Google logo on the left and search, voice, and close icons on the right. Below the search bar are navigation tabs for "All", "Videos", "Shopping", "News", "Images", and "More", along with "Settings" and "Tools". The search results indicate "About 4,930,000 results (0.62 seconds)". A "Recipes" section is highlighted, displaying three recipe cards. Each card includes a photo of the dish, the recipe title, the source, a star rating with the number of reviews, the preparation time, and a list of ingredients.

Recipe Title	Source	Rating (Stars)	Reviews	Time	Ingredients
Breaded chicken nuggets	BBC	3.7	(6)	1 hr	Chicken breast, plain flour, sea salt
Homemade chicken nuggets	GoodtoKnow	3.8	(506)	43 mins	Skinless chicken breast, plain flour, skimmed milk, deep frying,
Homemade Chicken Nuggets	Food Network	4.5	(8)	25 mins	Skinless chicken breasts, egg, all purpose flour, black pepper,

www.samsung.com › mobile-accessories

Wired In-Ear Headphones (Red) | Bluetooth, NFC, ANC ...

The supremely comfortable In-ear Fit hybrid **headphones** are designed to deliver a rich sound with deeper bass and high quality voice calls with reduced noise.

★★★☆☆ Rating: 3.1 - 87 reviews

Which listing would you click?

A



www.wayfair.co.uk › Textiles & Bedding › Bedding ▾

[Red Duvet Covers & Sets You'll Love | Wayfair.co.uk](#)

Buy **Red Duvet Covers & Sets** online! Free delivery over £40 to most of the UK ✓ Great Selection ✓ Excellent customer service ✓ Find everything for a beautiful ...

★★★★★ Rating: 4.5 - 33 votes - £16.99 - In stock

B



www.amazon.co.uk › Duvet-Covers-Red-Duvets ▾

[Red - Duvet Covers / Duvets & Duvet Covers ... - Amazon.co.uk](#)

Online shopping from a great selection at Home & Kitchen Store.

| Format

★ JSON-LD →

```
<script type="application/ld+json">
(
  "@context": "http://schema.org",
  "@type": "MusicGroup",
  "event": [
    {
      "@type": "Event",
      "location": "Memphis, TN, US",
      "offers": "ticketmaster.com/foofighters/may20-2011",
      "startDate": "2011-05-20",
      "url": "foo-fighters-may20-fedexforum"
    },
  ],
)
```

Microdata →

```
<div itemscope itemtype="http://schema.org/MusicGroup">
  <h1 itemprop="name">
    Foo Fighters
  </h1>
  <div itemprop="subjectOf" itemscope itemtype="http://schema.org/Video">
    <h2>
      Video: <span itemprop="name">Interview with the Foo Fighters<
    </h2>
    <meta itemprop="duration" content="T1M33S">
    <meta itemprop="thumbnail" content="foo-fighters-interview-thumb.
    <param>
      <embed type="application/x-shockwave-flash">
    </object> <span itemprop="description">Catch this exclusive inter
```

Most Common Types

Explore the search gallery

[Send feedback](#)

Google uses structured data to understand the content on the page. You can help us by providing specific information about your site, which can help your site display in richer features in search results. If you're just getting started, visit [Understand how structured data works](#).

Choose a category that describes your website

Filter by... ▾

Features

Article

A news, sports, or blog article displayed with Top stories carousel and rich result features, such as headline text and larger-than-thumbnail images.

[Get started](#)

Top stories

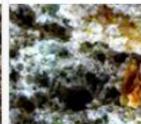
Example Space Science



New photos of the red planet yield surprising results

AMP - 1 hour ago

Example News



Martian desert car food for explorers

AMP - 8 hours ago

<https://developers.google.com/search/docs/guides/search-gallery>

FAQ

<https://developers.google.com/search/docs/data-types/faqpage>

```
<html>
<head>
  <title>Example Site - Frequently Asked Questions(FAQ)</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "FAQPage",
    "mainEntity": [{
      "@type": "Question",
      "name": "What is the return policy?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Most unopened items in new condition and returned
      }
    }
  ]
}
```

[www.avogel.co.uk](#) › health › why-hayfever-symptoms-... ▼

Why hayfever symptoms can get worse at night - A.Vogel

21 Jul 2017 - **Hayfever** symptoms can get **worse at night** for a number of reasons. There may be a high pollen count, pollen can get trapped indoors, and ...

[www.thewoolroom.com](#) › blog › is-your-night-time-all... ▼

Is Your Hay Fever Worse In The Evening? - Woolroom

17 May 2019 - While it can happen at any time of day, allergic rhinitis is mainly triggered by indoor allergens such as dust mite allergens and mould spores ...

What is hay fever? ▼

What is allergic rhinitis? ▼

What's causing your night time allergies? ▼

[www.nhs.uk](#) › conditions › hay-fever ▼

Hay fever - NHS

Hay fever is usually **worse** between late March and September, especially when it's warm, humid and windy. This is when the pollen count is at its highest.

Article

<https://developers.google.com/search/docs/data-types/article>

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "NewsArticle",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://google.com/article"
  },
  "headline": "Article headline",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "datePublished": "2015-02-05T08:00:00+08:00",
  "dateModified": "2015-02-05T09:20:00+08:00",
  "author": {
    "@type": "Person",
    "name": "John Doe"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Google",
    "logo": {
      "@type": "ImageObject",
      "url": "https://google.com/logo.jpg"
    }
  }
}
```

In the news

**Christina Aguilera Belts
New York Medley at NBA
All-Star Game: Video**

Us Magazine - 1 day ago



**David Letterman's intern asks NBA All-Stars
the tough questions**

SI.com - 1 day ago



75th over: Australia 277-4
(Voges 112, Nevill 0) Voges is ...

13 mins ago - [View more](#)

74th over: Australia 2
(Voges 112, Nevill 0)
Phwoar, Dougie Brace
is giving Peter Nevill a
sorts of bother in the
stages of his innings |
moving the ball in off
long, gaping crack a f
feet outside off stump

19 mins ago - [View mo](#)

Product

<https://developers.google.com/search/docs/data-types/product>

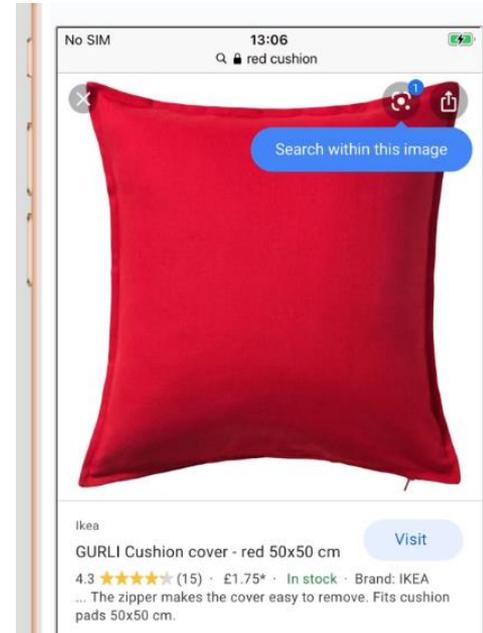
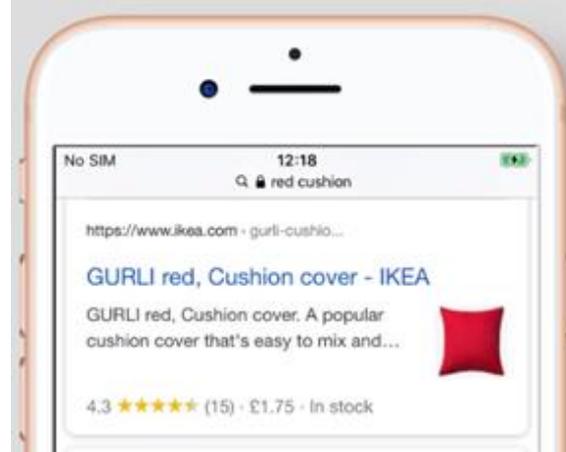
```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Anvil",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "description": "Sleeker than ACME's Classic An",
  "sku": "0446310786",
  "mpn": "925872",
  "brand": {
    "@type": "Brand",
    "name": "ACME"
  },
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": "4",
      "bestRating": "5"
    }
  }
}
```

www.ikea.com > ... > Cushion covers ▾

GURLI red, Cushion cover - IKEA

GURLI red, Cushion cover. A popular cushion cover that's easy to mix and match with other solid-coloured or patterned cushions. Available in many colours ...

★★★★★ Rating: 4.3 - 15 reviews - £1.75 - In stock



HowTo

<https://developers.google.com/search/docs/data-types/how-to>

```
"@type": "HowToStep",
"url": "https://example.com/kitchen#step1",
"name": "Prepare the surfaces",
"itemListElement": [{
  "@type": "HowToDirection",
  "text": "Turn off the power to the kitchen and then re
}, {
  "@type": "HowToDirection",
  "text": "Then clean the surface thoroughly to remove a
}],
"image": {
  "@type": "ImageObject",
  "url": "https://example.com/photos/1x1/photo-step1.jpg",
  "height": "406",
  "width": "305"
}
}, {
"@type": "HowToStep",
"name": "Plan your layout",
"url": "https://example.com/kitchen#step2",
"itemListElement": [{
  "@type": "HowToTip",
  "text": "The creases created up until this point will
}, {
  "@type": "HowToDirection",
  "text": "Lift one side at a 90-degree angle, and fold
}, {
```

How to tile a kitchen backsplash

[Example site](#) › [kitchen renovation](#) › [backsplash](#)

Any kitchen can be much more sophisticated with a great tile backsplash. This guide will help you install one with beautiful results, like our example kitchen seen here.



☰ 5 steps ⌚ 3 days

Tools & Materials

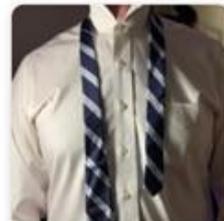
1. Prepare the surface
2. Plan your layout
3. Prepare and apply your mortar

[View all 5 steps on example.com](#)

How to Tie a Tie

[Example.com](#) › [fashion](#) › [neckwear](#)

The four-in-hand knot is a great look for any occasion. From formal suits to casual jacket and tie affairs, it's a simple way to quickly look great. Once you have mastered the knot you can tie it in just a minute, so it's also great when you're in a pinch too.



1. Make one end about your neck...



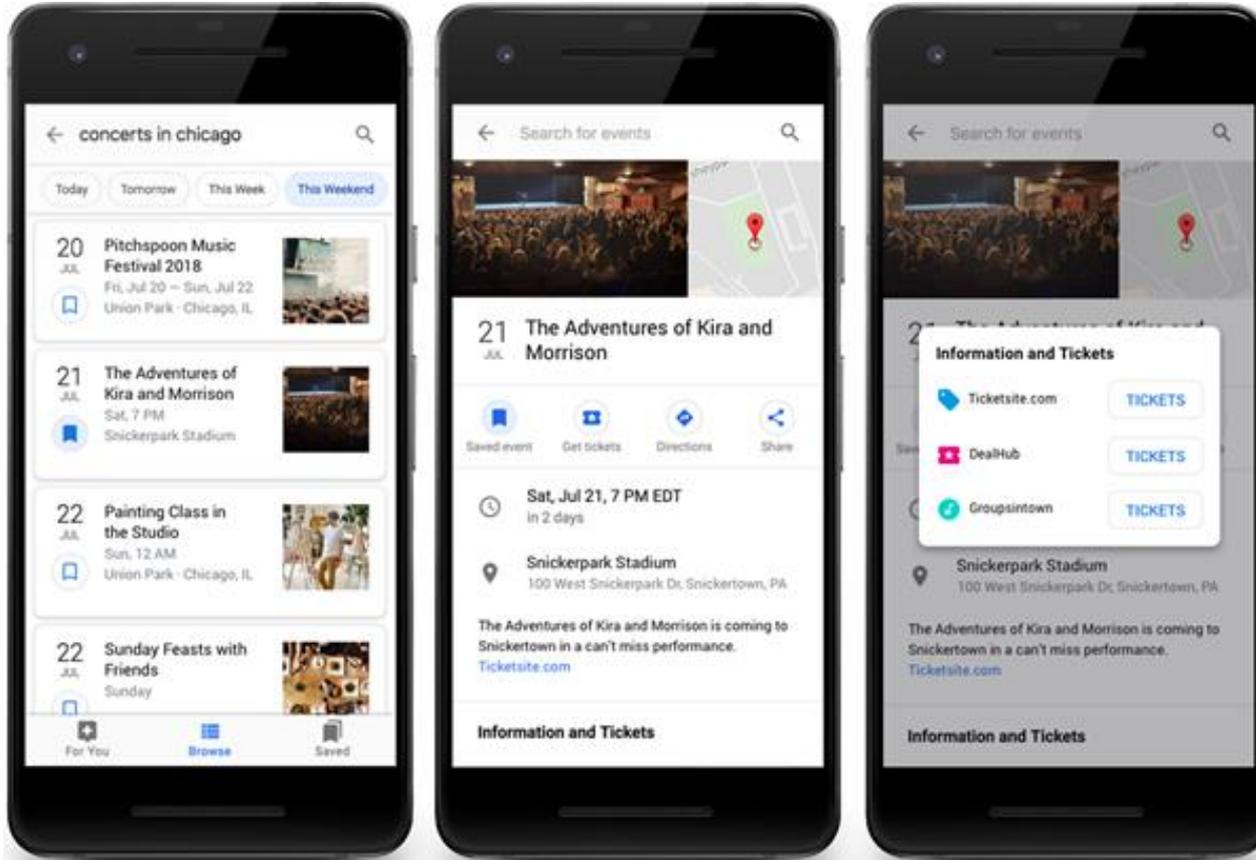
2. Cross the short end over the...



3. Cro your t

Event

<https://developers.google.com/search/docs/data-types/event>



Recipe

<https://developers.google.com/search/docs/data-types/recipe>

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Recipe",
  "name": "Party Coffee Cake",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "author": {
    "@type": "Person",
    "name": "Mary Stone"
  },
  "datePublished": "2018-03-10",
  "description": "This coffee cake is awesome and perfe",
  "prepTime": "PT20M",
  "cookTime": "PT30M",
  "totalTime": "PT50M",
  "keywords": "cake for a party, coffee",
  "recipeYield": "10",
  "recipeCategory": "Dessert",
  "recipeCuisine": "American",
  "nutrition": {
    "@type": "NutritionInformation",
    "calories": "270 calories"
  }
}
```

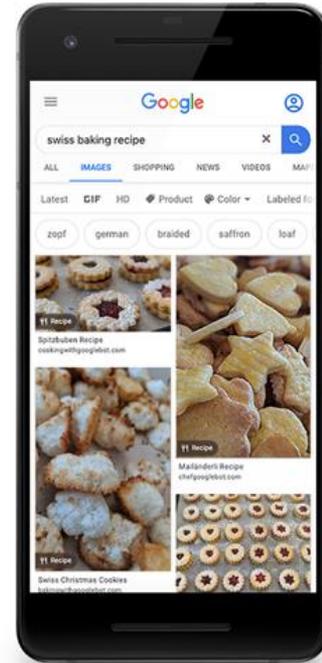
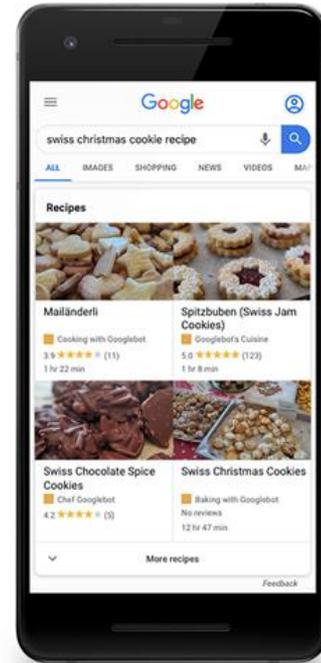
www.bbcgoodfood.com › recipes › strawberry-cheesec...

Strawberry cheesecake in 4 easy steps recipe | BBC Good Food



Make a classic strawberry cheesecake with this easy recipe, perfect for everyday baking and occasions. Find more cake recipes at BBC Good Food.

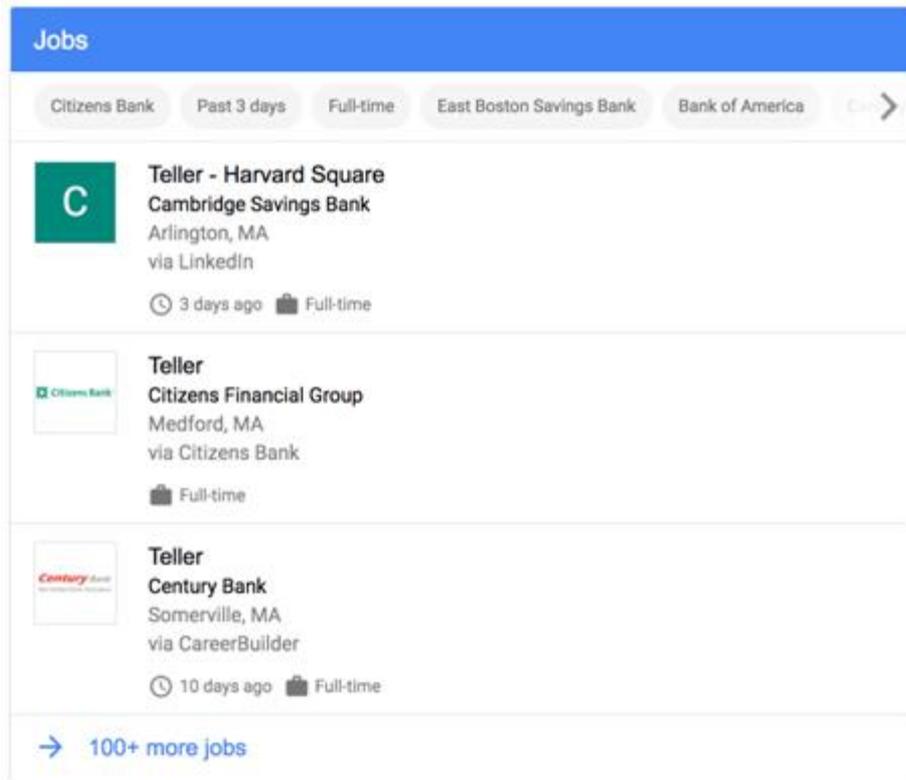
★★★★★ Rating: 4.6 - 344 votes - 1 hr 30 mins - Calories: 393



Job Posting

<https://developers.google.com/search/docs/data-types/job-posting>

```
<script type="application/ld+json">
{
  "@context" : "https://schema.org/",
  "@type" : "JobPosting",
  "title" : "Software Engineer",
  "description" : "<p>Google aspires to be an organization</p>",
  "identifier": {
    "@type": "PropertyValue",
    "name": "Google",
    "value": "1234567"
  },
  "datePosted" : "2017-01-18",
  "validThrough" : "2017-03-18T00:00",
  "employmentType" : "CONTRACTOR",
  "hiringOrganization" : {
    "@type" : "Organization",
    "name" : "Google",
    "sameAs" : "http://www.google.com",
    "logo" : "http://www.example.com/images/logo.png"
  },
  "jobLocation": {
    "@type": "Place",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "1600 Amphitheatre Pkwy",
      "addressLocality": "Mountain View",
      "addressRegion": "CA",
```

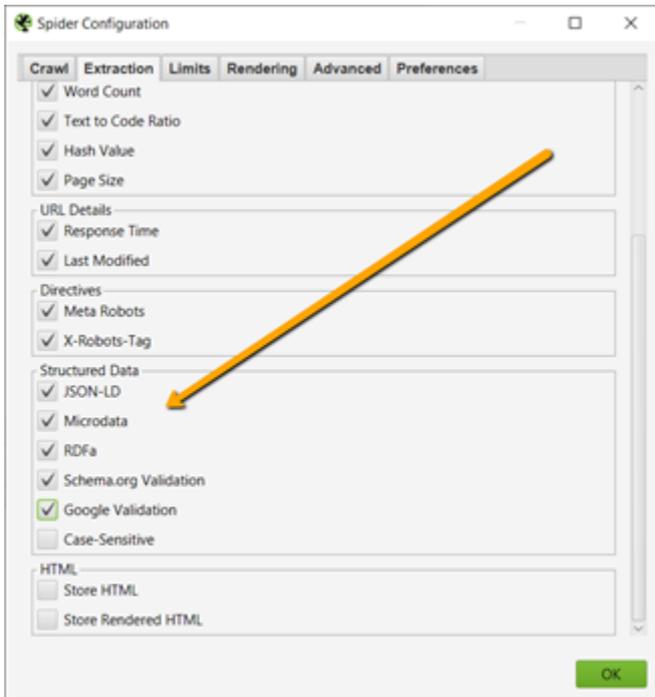


The screenshot shows a 'Jobs' section with a blue header. Below the header is a navigation bar with filters: 'Citizens Bank', 'Past 3 days', 'Full-time', 'East Boston Savings Bank', and 'Bank of America'. There are three job listings:

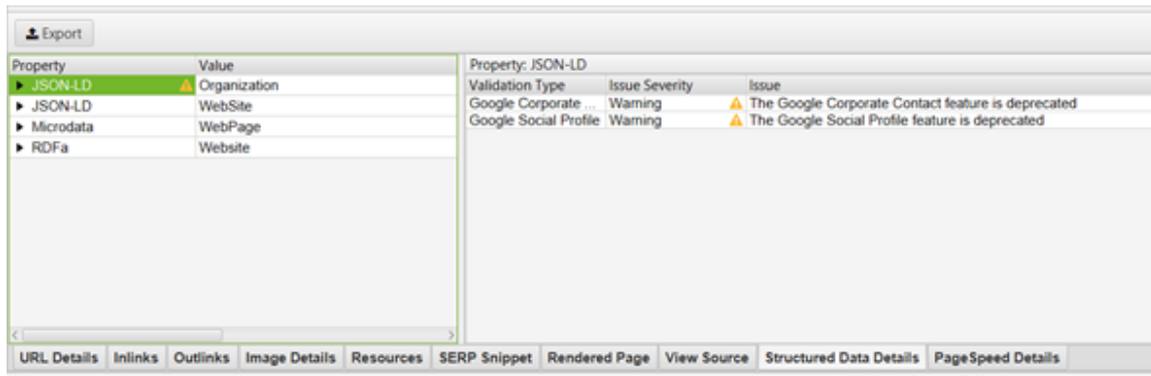
- Teller - Harvard Square**
Cambridge Savings Bank
Arlington, MA
via LinkedIn
3 days ago Full-time
- Teller**
Citizens Financial Group
Medford, MA
via Citizens Bank
Full-time
- Teller**
Century Bank
Somerville, MA
via CareerBuilder
10 days ago Full-time

At the bottom, there is a link: [→ 100+ more jobs](#)

Review Existing Structured Data - #1

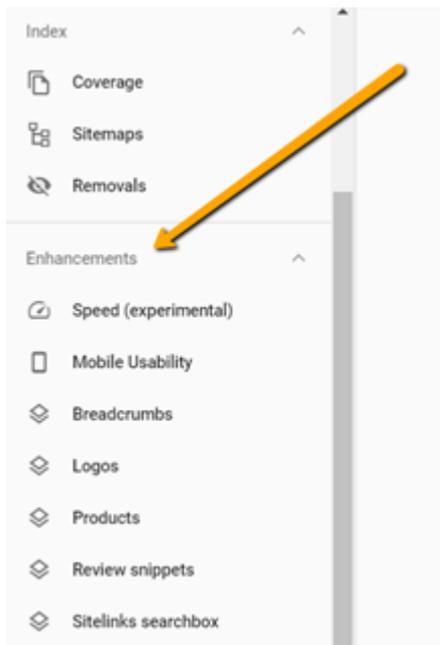


Screaming Frog



Review Existing Structured Data - #2

Google Search Console



Identify Further Opportunities

Competitive Analysis

Map pages to each structured data type

- Blog Posts >> BlogPosting structured data
- FAQ Page >> FAQ structured data
- Product Pages >> Product structured data
- How to blog post >> HowTo structured data

Schema.org

Ways of Implementation - #1

HTML Editing

```
05 fbq('init', '349747035415015');
06 fbq('track', "PageView");</script>
07 <noscript></noscript>
10 <!-- End Facebook Pixel Code -->
11
12 <script type="application/ld+json">
13 {
14   "@context" : "http://schema.org",
15   "@type" : "Organization",
16   "name" : "SPAR UK Ltd",
17   "url" : "https://www.spar.co.uk",
18   "logo": "https://www.spar.co.uk/img/logo-box.svg",
19   "foundingDate": "1932",
20   "address": {
21     "@type": "PostalAddress",
22     "streetAddress": "SPAR (UK) Limited Hygeia Building, 66-68 College Road Harrow",
23     "addressRegion": "Middlesex",
24     "postalCode": "HA1 1BE",
25     "addressCountry": "UK"
26   },
27   "contactPoint": {
28     "@type": "ContactPoint",
29     "contactType": "customer support",
30     "telephone": "+44 208 426 3700"
31   },
32   "sameAs" : [
33     "https://www.facebook.com/SPARintheUK",
34     "https://twitter.com/sparintheuk",
35     "https://www.youtube.com/channel/UCozgAriykfLiKQC7PAPz_VQ",
36     "https://www.linkedin.com/company/spar-uk-ltd/"
37   ]
38 }
39 </script>
100
```

Ways of Implementation - #2

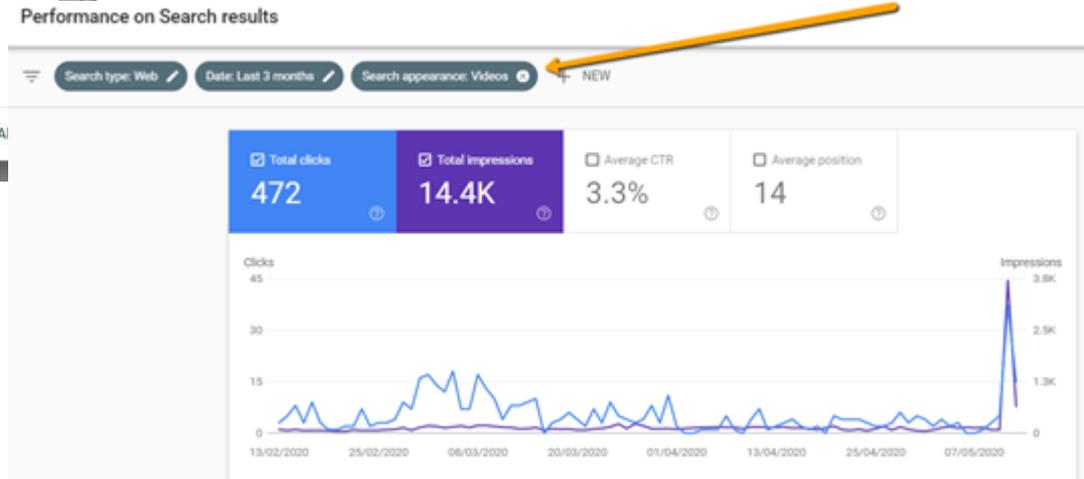
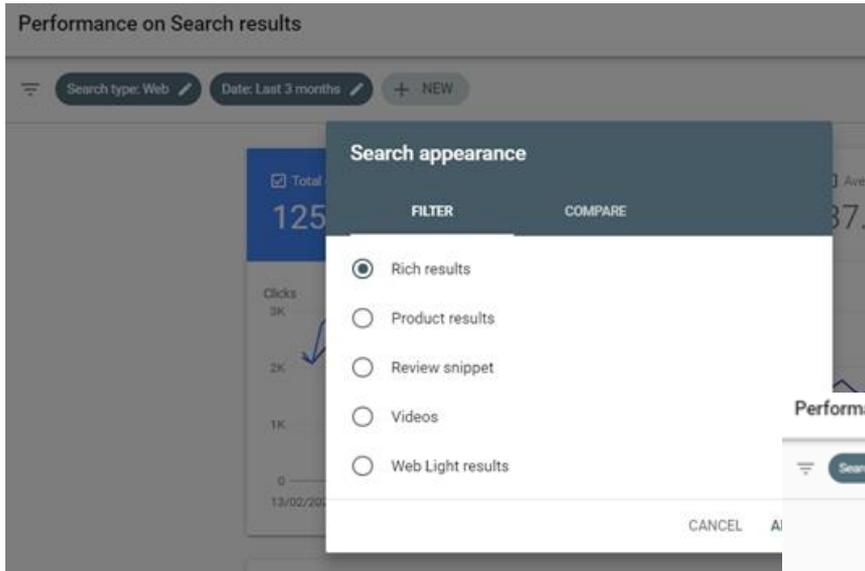
Plugins



| Ways of Implementation - #3



Monitoring the Impact & Continuous Review



| Wrap up

- What is structured data and why is it important? ✓
- Most common types of structured data ✓
- Review existing structured data to flag errors and opportunities ✓
- Ways of implementation ✓
- Monitoring the impact and continuous review ✓

What's next?

You've heard the theory. Now it needs to happen.

It's time to implement structured data on your website in order to stand out against the competition!

The good news? **We'll guide you through this.**

If you would like your own consultancy call and did not provide your name and phone number when you signed up, please email ksibley@clickthrough-marketing.com so she can arrange this.



A top-down view of a desk setup. In the center is a silver laptop with its screen open. To the left of the laptop is a pair of black over-ear headphones and a white mug containing a yellow liquid. Below the headphones is a black smartphone. To the right of the laptop is a black computer mouse. Further to the right is a silver Nikon camera with a lens attached, and another lens lying next to it. In the top right corner is a small, round, green potted plant. A thin orange horizontal line is positioned above the text.

Any Questions?