

Schema.org cheat sheet

The Schema.org/structured data hierarchy

1. First of all, you need to tell the search engines that they're about to view a new item or section of the page. This is shown with the tag:

itemscope

2. Then you need to tell the search engines what the item or section is about. You do this with the tag:

itemtype followed by the appropriate Schema URL, e.g. <http://schema.org/Movie>

3. To identify the various distinct properties within the item, you would then use the tag:

itemprop="insert itemprop name", e.g. `itemprop="director"` or `itemprop="genre"`

Common HTML tags used in Schema markups

HTML tags help search engines to make sense of what they're looking at. In Schema markups, the most commonly used tags include:

- **<Div>** at the beginning of a new item
- **</Div>** at the end of an item
- **** to apply an `itemprop` to specific words without changing how they look in a web browser
- **<meta>** to hide specific information and words from users – Google advisers against hiding information, so you will rarely need to use meta tags in Schema markups
- Put **<h1>** at the beginning of your main title and **</h1>** at the end to show the search engines that this is the most important title on the page
- **<h2>**, **<h3>**, **<h4>**, etc. let you prioritise the importance of your subheading
- **<a>** to markup a URL that is visible to website visitors, e.g. ``
- **<link>** to markup an invisible link
- **<time>** to markup time or duration
- **** to markup an image

Here's an example of how a product description with Schema markup might look:

```
<div itemscope itemtype=http://schema.org/Product>  
  <h1 itemprop="name">Soothing foot cream</h1>  
  <span itemprop="description">A whole foot locker of ingredients to soothe your tired and aching feet.</span>  
  <span itemprop="offers" itemscope itemtype=http://schema.org/Offer>  
    Buy new: £<span itemprop="price">6.99</span>  
    <link itemprop="availability" href="http://schema.org/InStock" />  
  </span>  
</div>
```

I hope you found this checklist useful. If you have any questions or would like to find out how I can help you to grow your business through SEO, you can reach me via any one of the methods below. I look forward to connecting with you again soon.

With best wishes,

Hazel



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