# Implementing Structured Data

This playbook outlines the steps for using structured data to enhance SEO through the implementation of schema markup. The goal is to improve a website's search visibility by providing search engines with additional context.

### Step 1: Research

Identify the most relevant schema types for your website content by visiting the Schema.org website. Review the different schema types available and choose ones that best fit your content.

### Step 2: Generate

Use a structured data generator tool or manually write the JSON-LD, Microdata, or RDFa markup based on the chosen schemas from Schema.org.

### Step 3: Integrate

Embed the generated structured data markup into your website's HTML. Place JSON-LD in a `<script>` tag in the `<head>` section, or incorporate Microdata/RDFa directly into the HTML elements.

### Step 4: Validate

Utilize Google's Rich Results Test tool to validate the structured data markup and ensure it is correctly implemented and free of errors.

### Step 5: Deploy

After passing validation, deploy the structured data markup to the live website. Make sure to monitor the site's performance and search engine results over time to assess the impact.

## General Notes

### Updates

Monitor for updates on schema.org and in search engine guidelines to keep the structured data up to date.

### Crawling

Remember that search engines may take some time to crawl and index the newly added structured data, so immediate changes in search visibility may not be apparent.