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.