Schema (Semantic) Markup:
What It Is & How It's Used

What is schema markup?
Let's break this down…

Markup Language – the processing, definition, and presentation of the text in the back end of a website. Hypertext Markup Language (HTML) is the most common markup language.

Semantic Language – clearly describe their meaning to both the browser and the developer. For example <table>, <form>, <img> clearly define the content they are surrounding.

Schema.org - a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be understood by the major search engines: Google, Microsoft, Yandex and Yahoo!

So when we combine all of these together we get…

Schema Markup – code (semantic language) that you add to the back-end of your website to help the search engines return better results for users. Search engines return this markup in the form of rich snippets.

What are rich snippets?
Rich snippets are small pieces of your website's content that appear on the Search Engine Results Page (SERP). These can include articles, local businesses, restaurants, TV episodes and ratings, book reviews, movies, events, software applications, and product ratings.

Let's take a look at some examples…

One Bowl Chocolate Cake III Recipe - Allrecipes.com
allrecipes.com/recipe/17981/one-bowl-chocolate-cake-iii/ ▼ Allrecipes.com ▼
★★★★⯪ Rating: 4.7 - 2,098 reviews - 1 hr - 157 cal
Preheat oven to 350 degrees F (175 degrees C). Grease and flour two nine inch round pans. In a large bowl, stir together the sugar, flour, cocoa, baking powder, baking soda and salt. Bake 30 to 35 minutes in the preheated oven, until the cake tests done with a toothpick.
Chef John's Chocolate Lava … · One Bowl Chocolate Cake III …

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cleveland.eventful.com/concerts ▼
Find local Concerts in Cleveland or across the world. Discover live concerts and get comprehensive tour dates for upcoming Cleveland concerts, updated daily.

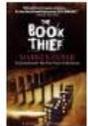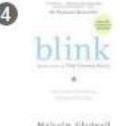| Wed, Jul 20 | Vans Warped Tour 2016 | Blossom Music Center |
| Fri, Jul 22 | K Michelle | House of Blues - Cleveland |
| Sat, Jul 23 | Jane's Addiction | Jacobs Pavilion |

Showtimes at Regal Willoughby Commons Stadium 16

All times are in ET

Thu, Jul 14	Fri, Jul 15	Sat, Jul 16	Sun, Jul 17

All times   Morning   Afternoon   Evening   Night

The Secret Life of Pets

| Standard | 4:00pm | 6:30pm | 9:10pm |
| 3D | 4:30pm | 7:00pm | 9:40pm |

Ghostbusters

| Standard | 7:30pm | 10:30pm |
| 3D | 7:00pm | 10:00pm |

Finding Dory

| Standard | 4:15pm | 6:55pm | 9:35pm |

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BookPal	Barnes & Nob...	Walmart	Walmart	Target
★★★★★ (53)	★★★★⯪ (50)	★★★★☆ (14)	★★★★⯪ (11)	★★★★☆ (9)

Why is schema markup important?

- According to Google… "search engines can more easily organize and display it [content] in creative ways" when schema markup is used on your site.
- According to Search Engine Land… "The bottom line is that the concept of linked data is an important one, and more and more platforms are going to support it. This makes it a key part of any website development effort, and it presents many opportunities that you should leverage."
- According to thunder::tech… when you integrate schema markup in your site to produce rich snippets or to improve a search engines ability to crawl your site, it improves a user's searching experience because the answers to their questions are displayed in the Search Engine Results Page (SERP). If a user's experience is improved, they are more likely to visit your site, click through to your site, and your rankings will improve.

So, what does schema markup look like?

If you go to schema.org you can see examples of markup to use for all of the different components of your website: your social profile links, contact form, address, phone number, event listings, just to name a few.

Here's just one example for events:

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Event",
  "name": "Miami Heat at Philadelphia 76ers – Game 3 (Home Game 1)",
  "location": {
    "@type": "Place",
    "address": {
      "@type": "PostalAddress",
      "addressLocality": "Philadelphia",
      "addressRegion": "PA"
    },
    "url": "wells-fargo-center.html"
  },
  "offers": {
    "@type": "AggregateOffer",
    "lowPrice": "$35",
    "offerCount": "1938"
  },
  "startDate": "2016-04-21T20:00",
  "url": "nba-miami-philidelphia-game3.html"
}
</script>
```

How do you implement schema markup?
Once you have the markup code, pictured above, you'll need to put it in the back-end code of the website. To do this, you'll need to have access to your content management system (CMS) or you'll need to contact your website's development team to place the code on the site.

Resources for Schema Markup:

- Google's Structured Data Markup Helper can assist you in creating the most basic forms of schema. If your component is not on this list, use schema.org.
- Google's Structured Data Testing Tool will make sure that once you've implemented the code, it's working properly.
- If you still have more questions about rich snippets, check out this infographic.
- If you still need more information on schema markup, check out Moz's article.