



SEO 101 - TECHNICAL SEO: Rich Snippets and Structured Data

A beginners Guide - Search Engine
Optimisation

MEDIA RØCKET

Rich Snippets

What is a Rich Snippet

- Type of Search result in a SERP (Search Engine Results Page)
- Enhanced result with more information
- Variations of results

Recipes



The Best Chocolate Chip Cookie Recipe Ever

JoyFoodSunshine

5,0 ★★★★★ (1,5K)

30 mins

Brown sugar, chocolate chips, white, eggs, baking soda



Easy Sugar Cookies

Allrecipes

4,5 ★★★★★ (8K)

Egg, baking soda, baking powder, all purpose flour, white



Chewy Chocolate Chip Cookies

Sallys Baking Addiction

4,9 ★★★★★ (368)

3 hrs 22 mins

Dark brown sugar, sweet chocolate chips, baking soda,



Show more

<https://joyfoodsunshine.com> › the-most-amazing-choco... ▾


Previous Post: « The Best Chocolate Chip Cookie Recipe Ever



11 Feb 2018 — Instructions. Preheat oven to 375 degrees F. Line a baking pan with parchment paper and set aside. In a separate bowl mix flour, baking soda, salt, baking powder. Cream together butter and sugars until combined. Beat in eggs and vanilla until fluffy. Mix in the dry ingredients until combined.

★★★★★ Rating: 5 · 1 503 votes · 30 mins · Calories: 183

[Recipe Index](#) · [Cut Out Sugar Cookies](#) · [Double Chocolate Cookies](#)



Why do we want to get Rich Results?

- Greater exposure in the SERPs
- Users are more likely to interact with results with more information
- Provide business information directly in the SERP



What Kind or Rich Snippets are there?

Article

Book

Breadcrumb

Carousel

Course

COVID-19 announcements

Critic review

Dataset

Employer Aggregate Rating

Estimated salary

Event

Fact Check

FAQ

Home Activities

How-to

Image License

Job Posting

Job Training

Local Business

Logo

Math solvers

Movie

Practice problems

Product

Q&A

Recipe

Review snippet


Sitelinks search box

Software App

Speakable

Subscription and paywalled content

Video



Ok cool, but how do
we make this
happen?



Structured Data



What is Structured Data?

From Google:

Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page. 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.



What is Structured Data?

Structured data is the additional information that we can provide to Google so that it can build Rich Snippets for our site.

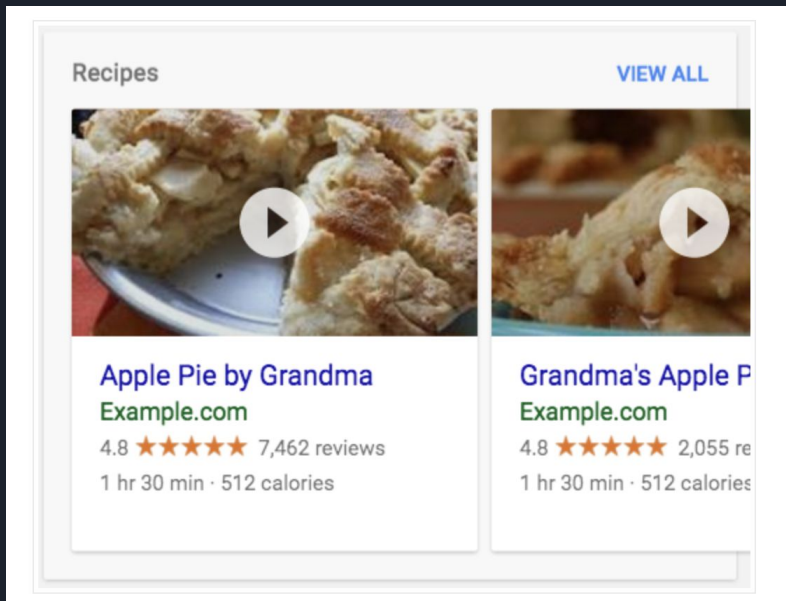
- Code based
- Uses JSON
- Requires some development knowledge but can be implemented with plugins depending on your web technology




What is Structured Data?

```
<html>
<head>
  <title>Party Coffee Cake</title>
  <script type="application/ld+json">
    {
      "@context": "https://schema.org/",
      "@type": "Recipe",
      "name": "Party Coffee Cake",
      "author": {
        "@type": "Person",
        "name": "Mary Stone"
      },
      "datePublished": "2018-03-10",
      "description": "This coffee cake is awesome and perfect for parties.",
      "prepTime": "PT20M"
    }
  </script>
</head>
<body>
  <h2>Party coffee cake recipe</h2>
  <p>
    This coffee cake is awesome and perfect for parties.
  </p>
</body>
</html>
```

What this looks like in search

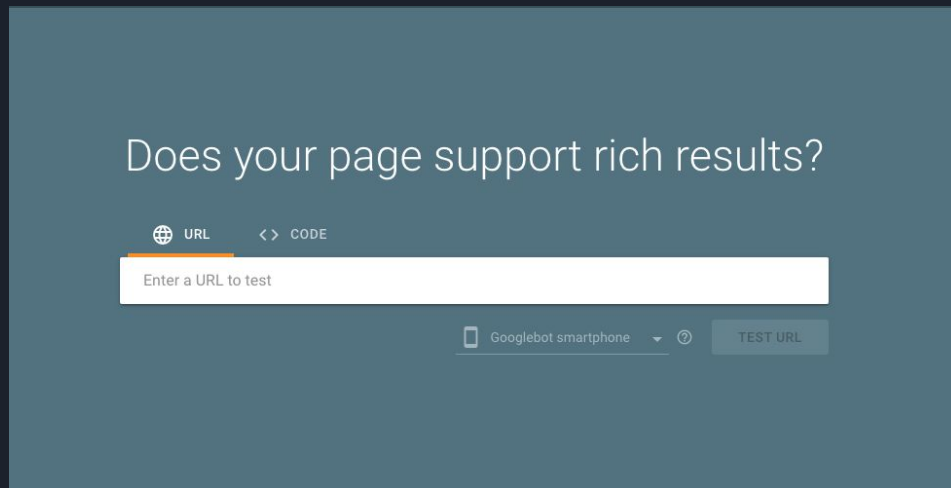


```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Recipe",
  "name": "Apple Pie by Grandma",
  "author": "Elaine Smith",
  "image": "http://images.edge-generalmills.com/56459281-6fe6-4d9d-984f-385c9488d824.jpg",
  "description": "A classic apple pie.",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8",
    "reviewCount": "7462",
    "bestRating": "5",
    "worstRating": "1"
  },
  "prepTime": "PT30M",
  "totalTime": "PT1H30M",
  "recipeYield": "8",
  "nutrition": {
    "@type": "NutritionInformation",
    "calories": "512 calories"
  },
  "recipeIngredient": [
    "1 box refrigerated pie crusts, softened as directed on box",
    "6 cups thinly sliced, peeled apples (6 medium)"
  ]
}
```



How do I know if I qualify for Rich Results?

Test it with the Rich Snippet test tool



<https://search.google.com/test/rich-results>

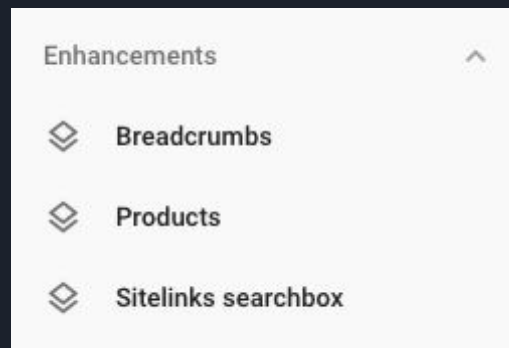
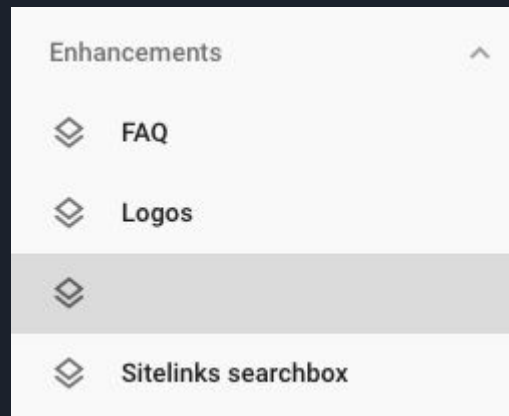
Lets run a test!

<https://search.google.com/test/rich-results>



Lastly...Search Console

If you have it setup:
<https://search.google.com/search-console/>





Suggested Resources

- <https://developers.google.com/search/docs/advanced/appearance/overview>
- <https://developers.google.com/search/docs/guides/search-gallery>
- <https://search.google.com/test/rich-results>
- <https://search.google.com/search-console/>
- <https://ahrefs.com/blog/rich-snippets/>



Thank you



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<https://www.mediarocketstudio.com/>

Questions?

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