

SCHEMA MARKUP CHEAT SHEET BY BUSINESS TYPE

Structured data (schema markup) helps search engines understand a page. It can make a page eligible for rich results, but Google decides whether to show them. Use JSON-LD, Google's recommended format, and mark up only content people can see on the page.

■ WHAT TO ADD

Business type	Schema types	What it supports
Every business	Organization (homepage), BreadcrumbList	Logo and business details; breadcrumb trail in desktop results
Local business	LocalBusiness, or a more specific subtype such as Dentist or Plumber	Address, opening hours, phone and location details
Ecommerce	Product with Offer, plus shipping and returns details	Price, availability and review stars in product results
Blogs and publishers	Article or BlogPosting, with author details	Headline, image and date in results
Events	Event	Date, venue and ticket information for in-person events open to the public
Recipes and job ads	Recipe, JobPosting	Their own rich result types

■ RETIRED OR RESTRICTED

- **FAQ rich results:** no longer shown in Google Search for any site since 7 May 2026
- **HowTo rich results:** retired in 2023
- **Also removed (2025 to 2026):** Course Info, Estimated Salary, Learning Video, Special Announcement, Vehicle Listing, Practice Problem
- **Self-serving review stars:** not shown for LocalBusiness or Organization pages reviewing themselves

■ GOOD PRACTICE

- ☐ Markup matches what people can see on the page
- ☐ Tested in the Rich Results Test before and after publishing
- ☐ Search Console's rich result reports checked for errors
- ☐ Reviews in markup are genuine, with any incentive disclosed
- ☐ Treated as support for good content, not a replacement for it: valid markup doesn't guarantee a rich result