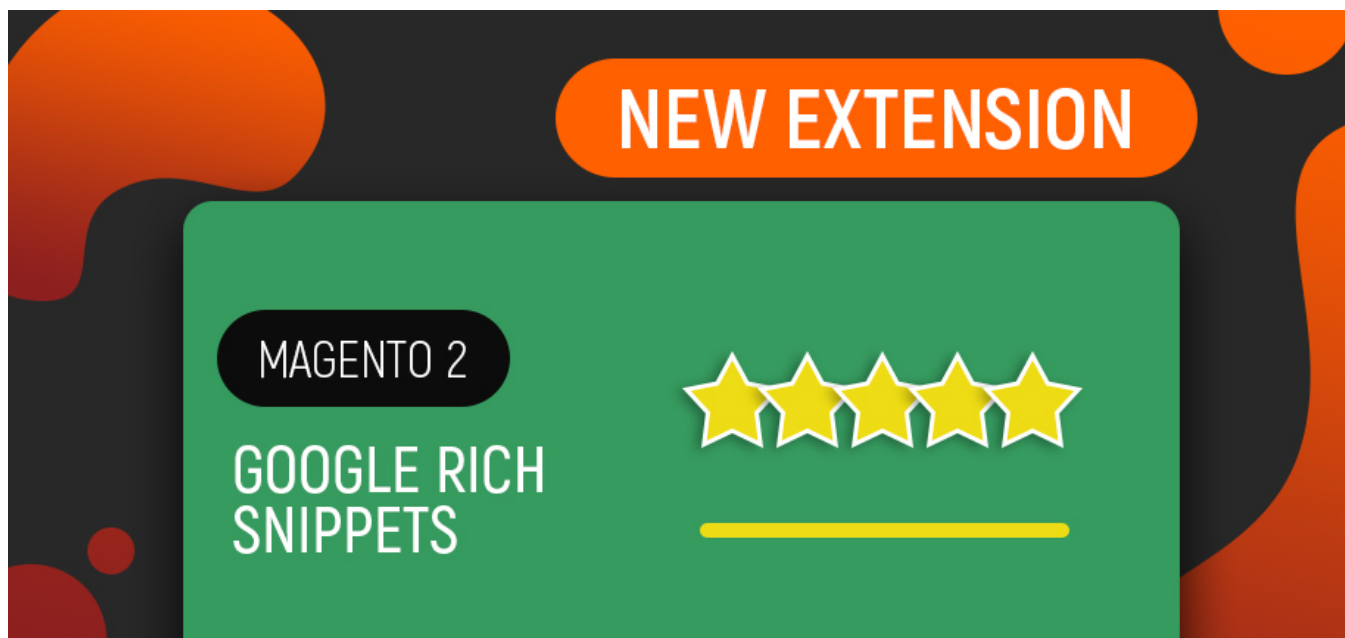


Magento 2 Google Rich Snippets – new Amasty extension

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Please meet the new Magento 2 extension from Amasty – [Google Rich Snippets](#).

Improve your search engine rankings with easy-to-set up Google rich snippets. Highlight necessary information in search results to increase your website visibility and draw highly targeted traffic to your store.

GOOGLE RICH SNIPPETS

Useful for:

SEO

Features:

- Enable breadcrumbs for rich snippets
- Generate rich snippets with organization name and logo
- Display search input box for a home page in search results
- Show average products rating and starting price data for category pages
- Add products availability and condition tag to rich snippets

Google and other search engines can show additional information about [your products on the search pages](#). To obtain this info, they offer implementing structured data on websites, which transfers this info to the search engines.

This tool lets you add structured data to your Magento 2 shop pages, so the visitors can see even more details about your products right on the SERPs. No coding required!

MAGENTO 2 GOOGLE RICH SNIPPETS FEATURES:

- Strengthen your rich snippets with **new information**;
- Include **breadcrumbs and navigation path** into the rich snippets. Make Google better understand the website content organizing;
- Display **average product rating and a minimal starting price** in the rich snippets. Let customers learn more about your products right from the Google search results;

- Add **your store URL, name and logo** to the rich snippets. Increase your brand visibility and reliability;
- Use a **detailed Google image search markup** to make your products more reachable in Google;
- Include a **product search box** right in Google search results. Let customers search for necessary products without odd manipulations;
- Create a **custom store name** to show it instead of a full site link in the search results.

The screenshot displays the 'Configuration' page for the 'SEO Rich Data' extension. The left sidebar contains navigation options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area is titled 'Configuration' and shows 'Store View: Default Config'. A 'Save Config' button is visible in the top right.

Breadcrumbs

- Enabled:** Yes [STORE VIEW]
See <https://developers.google.com/structured-data/breadcrumbs>
- Fixed Category Path:** Yes [STORE VIEW]
At the Product Page use the most specific category path if no category info is available

Include Your Site Name in Search Results

- Enabled:** Yes [STORE VIEW]
See <https://developers.google.com/structured-data/site-name>
- Website Name:** Store Name [STORE VIEW]

Two green callout boxes provide additional instructions:

- Enable breadcrumbs to display category path on rich snippets.
- Specify your store name to include it in search results.