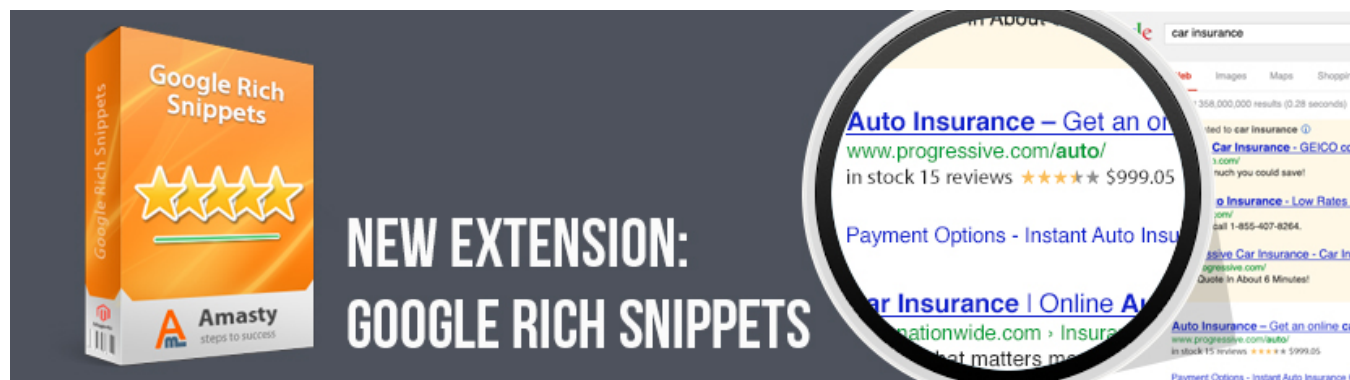


New Magento Extension: Google Rich Snippets

[Vera Rabkina](#) Mar 20, 2014



Amasty Team can't wait to introduce to you a new extension, which is going to totally alter the way your Magento store is displayed in search results. Say hello to [Google Rich Snippets](#) extension and read more about its amazing functions that will help you to draw more traffic to your site and achieve jaw-dropping conversion rate in no time!

TOP FEATURE:	PRODUCT RATING DISPLAYED IN SEARCH RESULTS
UNIQUE FEATURE:	COMPANY NAME AND LOGO DISPLAYED IN SEARCH RESULTS
FOR WHOM IS THIS EXTENSION:	COMPANIES, WHO WANT TO INCREASE RELEVANT TRAFFIC FROM GOOGLE SEARCH

Want to install Rich Snippets in Magento? Amasty makes it so much easier. Just take our extension and enjoy an abundance of features, including:

- Great variety of Rich Snippets types;
- Product price and availability displayed in search results;
- Breadcrumbs featured;
- Rating and the amount of reviews displayed in search results;
- User friendly interface;

If you are still unsure whether you need [Google Rich Snippets](#) for your Magento store or want to know more about the ways to adopt the extension in the best way possible, we suggest you taking a short guide on Rich Snippets below.

What are Rich Snippets?

Rich Snippets are a few lines of data displayed in search results besides Title and Meta Description. There are various types of snippets; they can display rating of the product, its price, availability in stock, etc. In fact by installing the extension you add Schema.org structured data to the information about your goods displayed in search results, which can't but make them more noticeable.

Just compare the way the same page is displayed with and without Google Rich Snippets. Which one would draw your attention?

With Rich Snippets	Without Rich Snippets
<p>Magento Pre Order & Backorder Extension amasty.com › Magento Extensions › Order Management ▾ ★★★★★ Rating: 5 - 2 reviews - \$89.00 - In stock Feb 10, 2014 - Maximize conversions by letting customers pre order products in your store. Notify customers when preordered items get in</p>	<p>Magento Pre Order & Backorder Extension amasty.com › Magento Extensions › Order Management ▾ Feb 10, 2014 - Maximize conversions by letting customers pre order products in your store. Notify customers when preordered items get in</p>

Why use Rich Snippets in Magento?

[Rich Snippets extension](#) is the perfect chance for your Magento store to become more noticeable in the endless list of Google search results as well as increase CTR and get more targeted traffic. Even if your website is

displayed on the first page of the search results it doesn't guarantee it would receive enough exposure, so a helping hand in the form of additional structured data is always a good idea. Google itself [recommends](#) to use Rich Snippets and highlights that websites with Rich Snippets installed witness a significant increase in a clickthrough rate.

How can Rich Snippets be used for products in Magento?

Employing Rich Snippet data for Magento product pages lets you provide your customers with as much information about the product as possible. This way you are one step ahead of your competitors already when they type a product they need in Google.

How to use Rich Snippets for product reviews in Magento?

If the structure of your website lets customers leave reviews about the products, why not use it for your promotion? Set Rich Snippets in such a way, so that it would show 5-star rating and the amount of reviews submitted.


Should I add breadcrumbs to Google Snippets in Magento?

Another great idea is to add breadcrumbs to Google snippets in Magento. This will help your customers to gain better understanding of the structure of your website and the categories of products offered.

How to use Rich Snippets for organization in Magento?

[Rich Snippets](#) can become a great benchmark of brand's success for your

company. Make your organization more recognizable by adding logo image to SERP.

With Rich Snippets	Without Rich Snippets
<p data-bbox="129 371 778 405">Magento Plugins Store - Modules for E-commerce</p> <p data-bbox="129 405 778 454"> amasty.com/ by Amasty .</p> <p data-bbox="129 454 778 510">Get top Magento plugins for your E-commerce web resource. Amasty offers you a huge selection of Magento modules.</p>	<p data-bbox="799 371 1442 405">Magento Plugins Store - Modules for E-commerce</p> <p data-bbox="799 405 1442 454">amasty.com/ ▼</p> <p data-bbox="799 454 1442 483">Get top Magento plugins for your E-commerce web resource. Amasty offers you a huge selection of Magento modules.</p>

How to add Rich Snippets in Magento?

Internet is swarming with the instructions on how to write code for Rich Snippets for your Magento store. But why should you lose time on coding something yourself? We've already made that for you! Go and enjoy our new extension [Google Rich Snippets](#) right now!