

amasty

For more details see how the [Google Rich Snippets for Magento 2](#) extension works.

Guide for Rich Snippets for Magento 2

Provide the customers with a better shopping experience using Rich Snippets extension for Magento 2. Greatly enhance your snippets in the search results.

- Add breadcrumbs to your snippets
- Display products rating
- Enable rich snippets on category pages
- Show starting price data
- Create snippets with your organization logo and name
- Display shipping and return policy details in search results
- Set up local business structured data
- Hyva-ready storefront and Hyvä Checkout ready

Amasty Google Rich Snippets is read and write compatible with **GraphQL**. You can find the '[amasty/module-google-rich-snippets-graphql](#)' package for installing in composer suggest

Please note: the compatibility is available as part of an active product subscription or Support Subscription

The extension is compatible with **Hyvä Theme**. You can find the '[amasty/module-seo-rich-data-hyva](#)' package for installing in composer suggest. The compatibility is available as a part of an active product subscription or support subscription.

Breadcrumbs

Fixed Category Path - Enable extended breadcrumbs to display on the product pages.

Enabled - Enable extended breadcrumbs to display in the rich snippets.

Type - You can modify the breadcrumbs type for the search engine, specifying a short type:

Short Type: **Store → Subcategory 2 → Product** instead of **Store → Category → Subcategory 1 → Subcategory 2 → Product**

Breadcrumbs

Enabled
[store view]

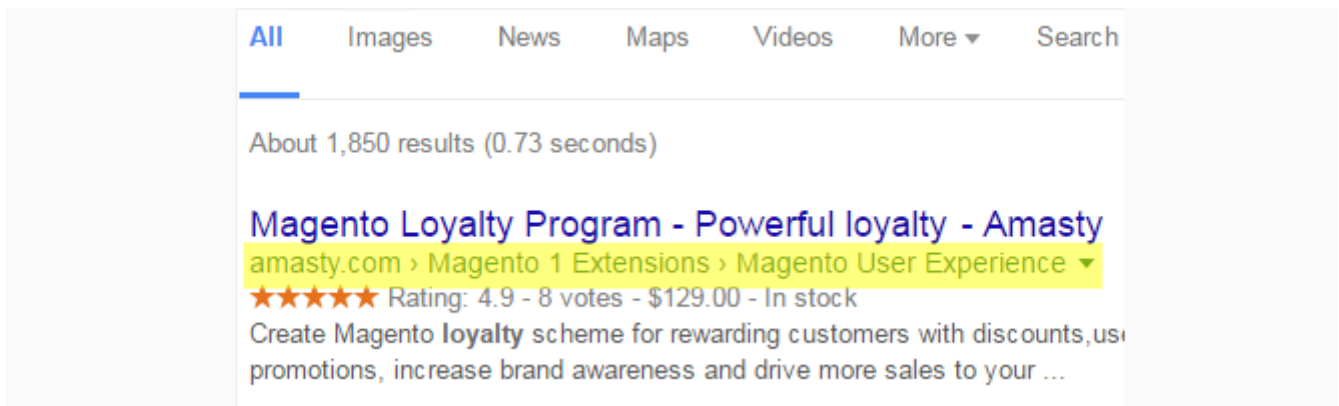
See more details [here](#)

Fixed Category Path
[store view]

At the Product Page use the most specific category path if no category info is available

Type
[store view]

This setting modifies the Breadcrumbs Type for the Search Engine only. It does not modify the Breadcrumbs on the store frontend. Choose 'Short' to make "Store > Subcategory 2 > Product" instead of "Store > Category > Subcategory 1 > Subcategory 2 > Product"



Company Attributes

Specify your **Website Name** to include it in Google rich snippets.

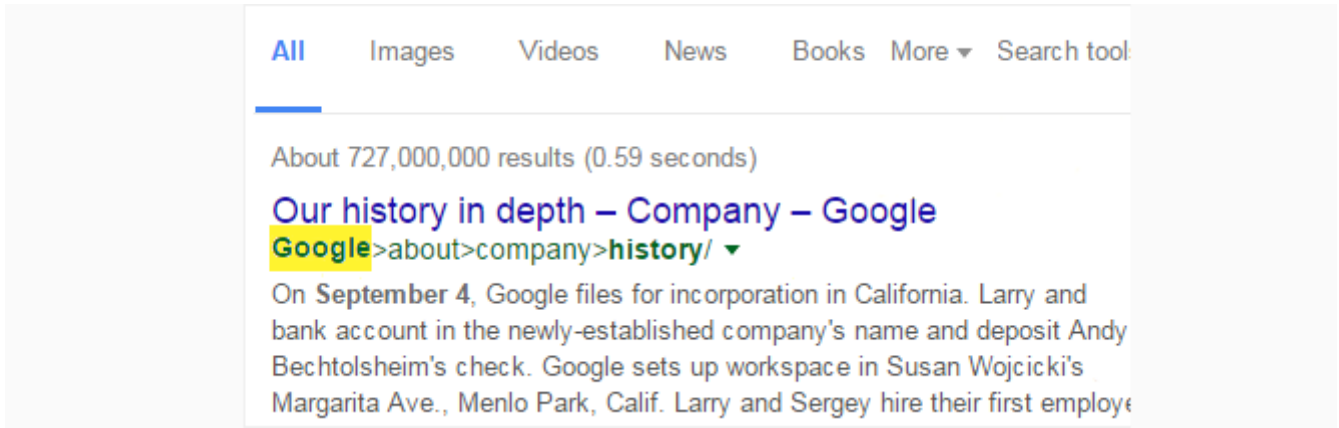
Include Your Site Name in Search Results



Enabled
[store view]

See more details [here](#)

Website Name
[store view]



Specify **Organization Name**, **Logo URL** and other data to include it in the search results.

Organization

Enabled
[store view] Yes

See more details [here](#)

Organization Name
[store view] My Organization

Logo Url
[store view] https://cdn.amasty.com/v1554891958/skin/frontend/amasty/

Description
[store view] http://example.com/

Enter the URL with the description to include in rich snippets

Description Length
[store view] 150

Specify the number of characters which will be displayed in the description.

Country
[store view] United States

Region/State
[store view] Massachusetts

ZIP/Postal Code
[store view] 02476

City
[store view] Arlington

Street Address
[store view] 45 Monticello St

Sales
[store view] +1-800-555-1212

An internationalized version of the phone number, starting with the "+" symbol and country code (+1 in the US and Canada). Examples: "+1-800-555-1212", "+44-2078225951"

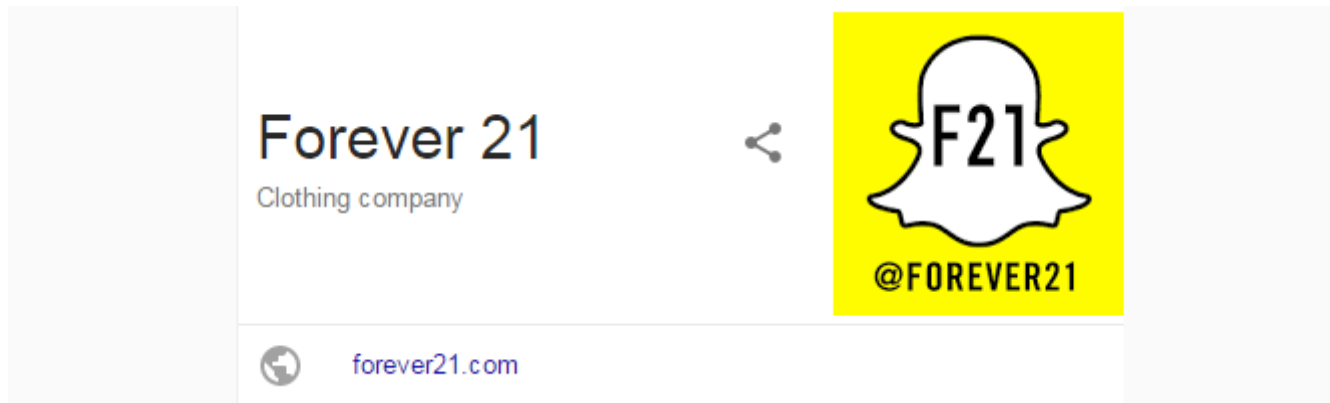
Technical Support
[store view] +44-2078225951

An internationalized version of the phone number

Customer Service
[store view] +44-2078247645

An internationalized version of the phone number

[Logo URL displayed in Snippets](#)



Social Media

Add your **Social Profiles** to your Google Rich Snippets.

Available **Social Media**: *Facebook, Twitter, Google+, Instagram, Youtube, LinkedIn, Myspace, Pinterest, Soundcloud, Tumblr.*

Social Profiles

Enabled
[store view]

Please enable the 'Organization' to get the 'Social Profiles' working.
Read more details [here](#)

Facebook
[store view]

Twitter
[store view]

Google+
[store view]

Instagram
[store view]

YouTube
[store view]

LinkedIn
[store view]


Myspace
[store view]


Pinterest
[store view]

SoundCloud
[store view]

Tumblr
[store view]

ASOS.com
Fashion company








 [asos.com](https://www.asos.com)

ASOS.com is a British online fashion and beauty store. Primarily aimed at young adults, ASOS sells over 850 brands as well as its own range of clothing and accessories. Revenue for the financial year ending 31 August 2015 was £1,119.9 million. [Wikipedia](#)

Headquarters: [London, United Kingdom](#)
CEO: [Nick Beighton](#)
Founded: [June 2000](#)
Founders: [Nick Robertson](#), [Quentin Griffiths](#)

Profiles

 Facebook  Twitter  LinkedIn  Instagram  YouTube

[Feedback](#)

Search Box

Display a handy **Search Box** in Google search results' snippets.

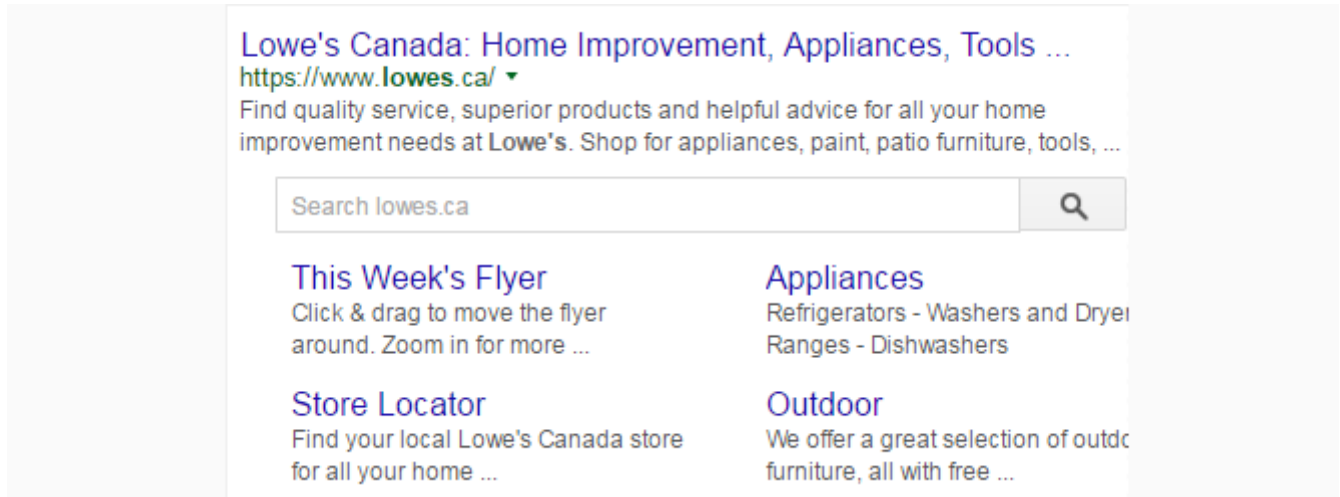
Search Box



Enabled
[store view]

Display search input box for home page in Google search results. See more details [here](#)

Google uses multiple parameters to determine the search box display such as on-site information and various types of navigational queries. Therefore, only Google decides which websites will be able to display a search box.



Category Rich Data

Show Products Data - This option adds snippets for the products from the category they are assigned to.

Category Rich Data

Show Products Data [store view] ▼

Add schema markup for each product on the current category page.
Note: if enabled, the performance is impacted negatively.

Google Structured Data Testing Tool
NEW TEST

```

576         <li class="
577         <div class="product-item-info"
578
579             class="product photo pro
580             tabindex="-1">
581
582         <span class="product-image-container"
583             style="width:240px;">
584             <span class="product-image-wrapper"
585                 style="padding-bottom: 125%;">
586                 </span>
591             </span>
592             </a>
593             <div class="product details
594
595                 <a class="product-i
596                     href="https://go
597                     Didi Sport Watc
598                 </strong>
599                 <div class="pro
600                 <div class="rating-summary">
601                 <span class="label"><span>Rating:</
602                 <div class="rating-result" title="7
603                 <span style="width:70%"><span>7
604                 </div>
605                 </div>
606                 <div class="reviews-actions">
607                 <a class="action view" href="https:
608                 </div>
609             </div>
610                 <div class="price-box p
611
612         <span class="price-container price-final_price&
613             >
614             <span id="product-price-44"
615                 data-price-type="finalPrice"
616                 class="price-wrapper "
617             ><span class="price">$92.00</span></span>
618             </span>
619         </div>
620                 <div class="product-ite
621                 <div class="product

```

← Product
All (9) ▾

Product 0 ERRORS 0 WARNINGS ▾

Product 0 ERRORS 1 WARNING ▾

Product 0 ERRORS 0 WARNINGS ▾

Product 0 ERRORS 0 WARNINGS ▴

@type	Product
name	Luma Analog Watch
description	Designed to stand up to your active lifestyle, this women's Luma Analog Watch features a tasteful brushed chrome finish and a stainless steel, water-resistant construction for lasting durability. Precision Miyota® three-hand movement.
image	https://google-rich-snippets-m2.magento-demo.amasty.com/media/catalog/product/cache/d40736b6232d6fe41665b476cd4aa315/w/g/wg09-gr-0.jpg

Product Rich Data

Show Availability - This option adds the stock availability tag to product rich snippets to let

customers know whether the product they are looking for is in stock right from Google search results.

priceValidUntil Default Value - Allows for setting a date value that will be displayed for the priceValidUntil snippet

Use “Special Price To” Value for priceValidUntil Snippet - If set to 'Yes' “Special Price To” date will replace default value in the priceValidUntil Snippet when applicable.

Show Condition - This option adds the new condition tag to product rich snippets

Product Rich Data



Enabled
[store view]

See more details [here](#)

Show Availability
[store view]

priceValidUntil Default Value
[store view]

Date value will be displayed for the priceValidUntil snippet

Use “Special Price To” Value for priceValidUntil Snippet
[store view]

“Special Price To” date will replace default value when applicable

Show Condition
[store view]



Show Configurable Products as
[store view]

Main Offer	▲
Main Offer	
List of Associated Products Offers	
Aggregate Offer	

Show Grouped Products as
[store view]

List of Associated Products Offer	▲
Main Offer	
List of Associated Products Offers	
Aggregate Offer	

Description
[store view]

Product Full Description	▲
None	
Product Short Description	
Product Full Description	
Page Meta Description	

Show Rating
[store view]

Yes	▼
-----	---


Adds product rating and review to rich data.

Rating Format
[store view]

Percentage Scale	▼
Percentage Scale	
Numeric Scale	

Show Configurable Products as - the feature lets Google mark all the simple products of configurable one in a relevant way, thus the simple products are shown in the search results as **Main Offers**, **List of Associated Product Offers** or **Aggregate Offers**.

Normally, Google doesn't include simple products offers in snippets, when examines configurable products.

Product	
@type	Product
image	 images/product/fruit/berries/br_nystrawbrry_z.jpg?lastModify=2012-06-18
description	There's nothing quite like the aromatic perfume and tangy flavors of a local berry. If you've only experienced standard fresh berries, these bright red strawberries directly from local berry patches, will be a sensory revelation. Get them now – the season for local berries is short, and you could only get these little beauties fresher if you picked them yourself.
name	Pell Family Farm Local Strawberries
brand	
@type	Thing
name	Pell Family Farm

Show Grouped Products as - lets Google mark all the simple products of grouped product and suggest them as offers in the search result.

In Google Structured Testing Tool simple products marked as offers

Google Structured Data Testing Tool	
sku	MJ01
image	http://www.amasty.com/images/1-yellow_main.jpg
aggregateRating	
@type	AggregateRating
ratingValue	90
bestRating	100
reviewCount	2
offers	
@type	Offer
priceCurrency	USD
price	42
availability	http://schema.org/InStock
itemOffered	
@type	Product
name	Beaumont Summit Kit-XS-Orange
sku	MJ01-XS-Orange
itemCondition	http://schema.org/NewCondition
seller	
@type	Organization
name	Main Website Store
offers	
@type	Offer
priceCurrency	USD
price	42

Description - select what sort of description to include in rich snippets: *Product Short Description*, *Product Full Description*, *Page Meta Description*.

Show Rating - Enable rating in rich snippets.

Rating Format - Choose rating format (either percent or numeric) to be used in product snippet.

Brand
[store view]

Manufacturer
[store view]

Custom Properties
[store view]

Please click [here](#) to find out how to configure the current setting.

You can precisely specify the values of what product attribute should be employed in Rich Snippets for **Brand** and **Manufacturer** field.

Google Structured Testing Tool with *Brand* sample

sku	CQ2444
brand	
@type	Brand
name	adidas
offers	
@type	Offer
priceCurrency	USD
price	85

Custom Properties - please specify the list of comma separated schema.org properties and attribute codes (format: property,attribute code). The attribute's values will replace/fill in the values for schema.org property in rich data.

Example of pair: **mpn, sku**. In that case mpn will be replaced with sku value.

Each pair or new added attribute has to be inserted on a new line.

If you need to add separate attribute as property for rich data, please insert just attribute code.

Example of new attribute: **test_attribute**. If the product has a value from attribute with attribute code 'test_attribute', then this value will be displayed in rich data.

Rich Data Preview

Make sure your SEO settings are on point in advance. With rich snippet data, you can preview how product settings will be displayed in Google Search and avoid inaccuracies.

To preview rich data, please go to **Catalog** → **Products** → click **'Edit'** on a chosen product → go to **Search Engine Optimization**

Rich Data Preview	<p>https://seo-toolkit-premium-m2.magento-demo.amasty.com > savvy-shoulder-tote.html</p> <p>Shoulder Tote Bag</p> <p>\$32.00 · In Stock</p> <p>Kindly note that values displayed in the preview snippet might be different on the frontend</p>
URL Key <small>[store view]</small>	<p>savvy-shoulder-tote</p> <p><input checked="" type="checkbox"/> Create Permanent Redirect for old URL</p>
Meta Title <small>[store view]</small>	<p>Shoulder Tote Bag</p>
Meta Keywords <small>[store view]</small>	<p>tote, tote bag, shoulder bag</p>
Meta Description <small>[store view]</small>	<p>Carry your look in style with a shoulder tote bag ideal to stow essentials and more. Shop now!</p>

Shipping Rich Data

With the extension you can display shipping rich data in search results. Note: this functionality is available as part of an active product subscription or support subscription.

Shipping Rich Data

Enabled [store view]	<input type="text" value="Yes"/>	▼
	Set to 'Yes' to enable the Shipping Details markup for the products.	
Enable Free Shipping [store view]	<input type="text" value="Yes"/>	▼
	Set to 'Yes' to enable the Free shipping markup for the products.	
Free Shipping Attribute [store view]	<input type="text"/>	▼
	For products with the specified attribute, free shipping will be displayed. Note: Please enable the 'Use in Product Listing' setting for the selected attribute.	
Shipping Country [store view]	<input type="text" value="United States"/>	▼
Shipping Region [store view]	<input type="text" value="NY"/>	
	Specify a 2- or 3-digit ISO 3166-2 subdivision code without the country prefix. Applicable only for the US, Australia, and Japan. For example, 'NY' (for the US, state of New York), 'NSW' (for Australia, state of New South Wales), or '03' (for Japan, Iwate prefecture).	
Shipping Price [store view]	<input type="text" value="15"/>	
Shipping Currency [store view]	<input type="text" value="USD"/>	
	The currency must be the same as the currency of the offer and in 3-letter ISO 4217 format. For example, USD for US dollars.	

Enabled - Set to 'Yes' to enable the Shipping Details markup for the products.

Enable Free Shipping - Set to 'Yes' to enable the Free shipping markup for the products.

Free Shipping Attribute - This setting becomes available when you enable the previous one. For products with the specified attribute, free shipping will be displayed. Note: Please enable the 'Use in Product Listing' setting for the selected attribute.

Shipping Country - Specify shipping country.

Shipping Region - Specify a 2- or 3-digit ISO 3166-2 subdivision code without the country prefix. Applicable only for the US, Australia, and Japan. For example, 'NY' (for the US, state of New York), 'NSW' (for Australia, state of New South Wales), or '03' (for Japan, Iwate prefecture).

Shipping Price - Specify shipping price.

Shipping Currency - The currency must be the same as the currency of the offer and in 3-letter ISO 4217 format. For example, USD for US dollars.

Min Handling Time (Days) <small>[store view]</small>	<input type="text" value="2"/>	The minimum delay between the receipt of the order and the goods leaving the warehouse.
Max Handling Time (Days) <small>[store view]</small>	<input type="text" value="5"/>	The maximum delay between the receipt of the order and the goods leaving the warehouse.
Min Transit Time (Days) <small>[store view]</small>	<input type="text" value="2"/>	The minimum delay between when the order has been sent for delivery and when the goods reach the final customer.
Max Transit Time (Days) <small>[store view]</small>	<input type="text" value="4"/>	The maximum delay between when the order has been sent for delivery and when the goods reach the final customer.

Min Handling Time (Days) - The minimum delay between the receipt of the order and the goods leaving the warehouse.

Max Handling Time (Days) - The maximum delay between the receipt of the order and the goods leaving the warehouse.

Min Transit Time (Days) - The minimum delay between when the order has been sent for delivery and when the goods reach the final customer.

Max Transit Time (Days) - The maximum delay between when the order has been sent for delivery and when the goods reach the final customer.

Return Policy Rich Data

With the extension you can display return policy rich data in Google search. Specify all needed data to include it in the search results: the Country, Policy Category, Return Days, Return Method, Return Fee and Fees Amount if needed. Note: this functionality is available as part of an active product subscription or support subscription.

Return Policy Rich Data

Enabled
[store view] ▼
Set to 'Yes' to enable the [Merchant Return Policy markup](#) for the products.

Country
[store view] ▼

Policy Category
[store view] ▼
Finite Return Window
Not Permitted
Unlimited Window

Return Days
[store view]
If you are utilizing the Finite Return Window, this property is required.

Return Method
[store view] ▼
Return At Kiosk
Return By Mail
Return In Store

Return Fee
[store view] ▼
Free Return
Return Shipping Fees
Return Fees Customer Responsibility

Fees Amount
[store view]

Product Variant Structured Data

With this extension, you can set up Product Variant Structured Data, making it possible to include structured data for child products of configurable products in snippets. (Note: this functionality is available as part of an active product subscription or support subscription).

Product Variant Structured Data

Enabled
[store view]

Set to 'Yes' to enable the [Product Variant Structured Data](#).

Select Color Attribute
[store view]

The selected attributes will be mapped to the following property <https://schema.org/color>.
To display accurate data in structured data, select the attributes for mapping that were used in the configurable product configuration and child products creation.

Select Size Attribute
[store view]

The selected attributes will be mapped to the following property <https://schema.org/size>.
To display accurate data in structured data, select the attributes for mapping that were used in the configurable product configuration and child products creation.

Select Material Attribute
[store view]

The selected attributes will be mapped to the following property <https://schema.org/material>.
To display accurate data in structured data, select the attributes for mapping that were used in the configurable product configuration and child products creation.

Select Pattern Attribute
[store view]

Currently, the following properties are supported:

- <https://schema.org/color>
- <https://schema.org/size>
- <https://schema.org/material>
- <https://schema.org/pattern>

To select the product variant attributes to be displayed in snippets, specify the attribute in each fieldset (for color, size, material, pattern) that will be mapped to the corresponding property and included in snippets.

To display accurate data in structured data, select the attributes for mapping that were used in the

configurable product configuration and child products creation.
Please note, If **Product Rich Data** is disabled, **Product Variant Structured Data** will not work.

Local Business Data

With the extension you have the possibility to set up Local business Structured Data to make your company more visible when searching for geographically related queries. Here you can specify Business Name, Type, Address Locality, Address Country and other local data. Note: this functionality is available as part of an active product subscription or support subscription.

Local Business Data

Enabled
[store view]

Set to 'Yes' to enable the [Local Business](#) structured data.

Business Name
[store view]

Business Type
[store view]

Use the most specific [Local Business type](#) possible; e.g. ComputerStore, ClothingStore, and so on.

Logo
[store view] No file selected.

Allowed file types: JPG, PNG. For best results, we recommend providing a high-resolution image. Please find more information [here](#).

Street Address <small>[store view]</small>	<input type="text" value="118 Peterson Avenue"/>
Address Locality <small>[store view]</small>	<input type="text"/>
Address Region <small>[store view]</small>	<input type="text" value="NY"/>
Postal Code <small>[store view]</small>	<input type="text" value="2568881"/>
Address Country <small>[store view]</small>	<input type="text" value="United States"/> ▼
Email <small>[store view]</small>	<input type="text" value="company@example.com"/>
Telephone <small>[store view]</small>	<input type="text" value="+56963245566"/>
Price Range <small>[store view]</small>	<input type="text" value="\$45-\$2500"/> The price range of the business, for example \$45-\$4500.
Url <small>[store view]</small>	<input type="text" value="website-url@example.com"/> Business website Url.

Additional packages (provided in composer suggestions)

To make additional functionality available, please install the suggested packages you may need.

Available as a part of an active product **subscription** or support subscription:

- **amasty/module-seo-rich-data-subscription-package** - consist of 3 packages. Let's consider each of these packages separately:

1. **amasty/module-google-rich-snippets-graphql** - Install this module to activate GraphQL and Seo Rich Data integration.
2. **amasty/module-seo-rich-data-hyva** - Install this package to ensure the SEO Rich Data extension works with the Hyva Theme.
3. **amasty/module-seo-rich-data-subscription-functionality** - Install this package to activate the following compatibilities: Return Policy Rich Data compatibility, Local business structured data compatibility, Shipping Rich Data compatibility, Product Variant Structured Data compatibility.

Find out how to install the **Rich Snippets** extension for Magento 2 via [Composer](#).

From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://amasty.com/docs/doku.php?id=magento_2:rich_snippets



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