

# Google Rich Snippets for Magento 2



## Magento Extension User Guide

**Official extension page:** [Google Rich Snippets for Magento 2](#)



User Guide: [Google Rich Snippets for Magento 2](#)


Support: <http://amasty.com/contacts/>

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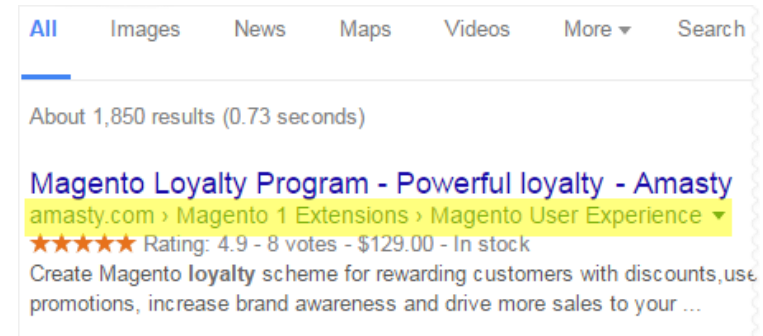
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## Breadcrumbs

Enabled  

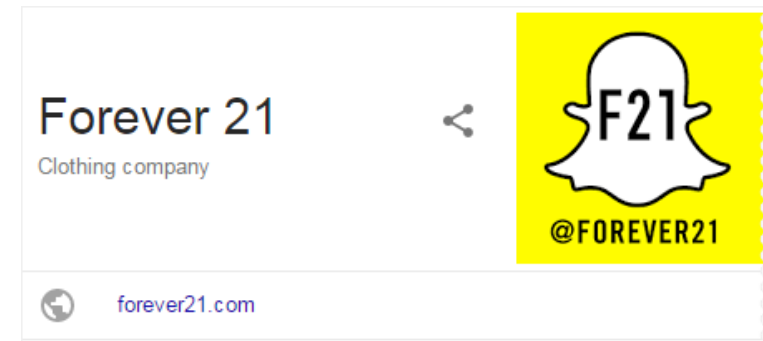
See <https://developers.google.com/structured-data/breadcrumbs>



## Organization

Enabled  

See <https://developers.google.com/structured-data/customize/contact-points>



## Include Your Site Name in Search Results

Enabled

See <https://developers.google.com/structured-data/site-name>



All Images Videos News Books More Search tools

About 727,000,000 results (0.59 seconds)

**Our history in depth – Company – Google**  
**Google**>about>company>history/

On **September 4**, Google files for incorporation in California. Larry and bank account in the newly-established company's name and deposit Andy Bechtolsheim's check. Google sets up workspace in Susan Wojcicki's Margarita Ave., Menlo Park, Calif. Larry and Sergey hire their first employe

## Search Box

Enabled

Display search input box for home page in Google search results. See <https://developers.google.com/structured-data/slsb-overview>



**Lowe's Canada: Home Improvement, Appliances, Tools ...**  
<https://www.lowes.ca/>

Find quality service, superior products and helpful advice for all your home improvement needs at **Lowe's**. Shop for appliances, paint, patio furniture, tools, ...

Search lowes.ca

**This Week's Flyer**  
Click & drag to move the flyer around. Zoom in for more ...

**Appliances**  
Refrigerators - Washers and Dryer  
Ranges - Dishwashers

**Store Locator**  
Find your local Lowe's Canada store for all your home ...

**Outdoor**  
We offer a great selection of outdoor furniture, all with free ...



## Enabled on Category Pages

Enabled

Add average products rating and minimal price rich data on category page



**Football Goals & Football Nets | Decathlon**  
www.decathlon.co.uk › Football › Football Equipment ▾  
★★★★★ Rating: 4.8 - 1,000 reviews - Starting from \$99.99

Improve your accuracy and shooting with Decathlon's range of football goal also stock **football boots** and shirts to get you ready for your next match. From £14.99. Football Goals Football - Kage Pop Up Football Goal - Black

## Additional Product Rich Data

Enabled

Adds important `Availability` tag. Please contact us, if you need more custom tags.



All Images Videos News Maps More ▾ Search tools

About 936 results (0.29 seconds)

**Magento Rich Snippets - Magento microdata for ... - Amasty**  
amasty.com › Magento 1 Extensions › Magento SEO Optimisation Tools ▾  
★★★★★ Rating: 4.9 - 17 votes - \$69.00 - **In stock**

Increase your CTR and conversions with **rich snippets**. This extension will let you create **rich snippets** for products, reviews, etc. Stand out in SERPs!



Enabled  [STORE VIEW]

See  
<https://developers.google.com/structured-data/breadcrumbs>

Fixed Category Path

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

**Enable extended breadcrumbs display on product pages and in rich snippets.**

The screenshot shows a product page for 'Affirm Water Bottle'. At the top left, a breadcrumb trail is highlighted with a red box: 'Home > Gear > Fitness Equipment > Affirm Water Bottle'. Below the breadcrumb is an image of a blue water bottle. To the right of the image, the product title 'Affirm Water Bottle' is displayed, followed by a star rating of 4.9 (1 Review) and a link to 'Add Your Review'. Below the product information, a search results snippet is shown, featuring a search bar with 'All', 'Images', 'News', 'Maps', 'Videos', 'More', and 'Search' options. The search results show 'About 1,850 results (0.73 seconds)' and a result for 'Magento Loyalty Program - Powerful loyalty - Amasty' with a rating of 4.9 and a price of \$129.00. The breadcrumb trail in the search result is highlighted in yellow: 'amasty.com > Magento 1 Extensions > Magento User Experience'.



#### Include Your Site Name in Search Results



Enabled

Yes



[STORE VIEW]

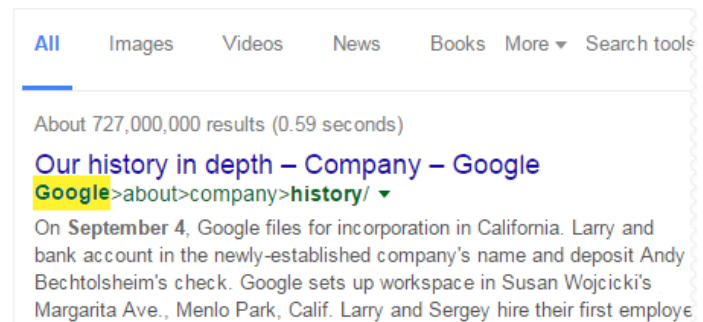
See <https://developers.google.com/structured-data/site-name>

Website Name

Store Name

[STORE VIEW]

Specify your store name to include it in Google rich snippets.



### Organization



Enabled Yes [STORE VIEW]

See <https://developers.google.com/structured-data/customize/contact-points>

Organization Name Example Name [STORE VIEW]

Logo Url <https://example/skin/frontend/images/e> [STORE VIEW]

**Specify Organization name and an URL logo to get them included in search results.**

ASOS.com  
Fashion company

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



Enabled

Yes

[STORE VIEW]

Display a handy search box right in Google search results.

Display search input box for home page in Google search results. See <https://developers.google.com/structured-data/slsb-overview>



Lowe's Canada: Home Improvement, Appliances, Tools ...  
<https://www.lowes.ca/> ▼  
Find quality service, superior products and helpful advice for all your home improvement needs at Lowe's. Shop for appliances, paint, patio furniture, tools, ...

Search lowes.ca

<b>This Week's Flyer</b> Click & drag to move the flyer around. Zoom in for more ...	<b>Appliances</b> Refrigerators - Washers and Dryer Ranges - Dishwashers
<b>Store Locator</b> Find your local Lowe's Canada store for all your home ...	<b>Outdoor</b> We offer a great selection of outdoor furniture, all with free ...

**NOTE:** 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.



### Enabled on Category Pages



Enabled

Yes



[STORE VIEW]

Add average products rating and minimal price rich data on category page



**This option adds average ratings of the products from the particular category and the minimal starting price to category pages.**

#### Football Goals & Football Nets | Decathlon

[www.decathlon.co.uk](http://www.decathlon.co.uk) › [Football](#) › [Football Equipment](#) ▼

★★★★★ Rating: 4.8 - 1,000 reviews - Starting from \$99.99

Improve your accuracy and **shooting** with Decathlon's range of football goals. We also stock **football boots** and shirts to get you ready for your next match. ...  
From £14.99. Football Goals Football - Kage Pop Up Football Goal - Black ...



## 7. Settings: product availability tag

### Additional Product Rich Data



Enabled  [STORE VIEW]

Adds important `Availability` tag. Please contact us, if you need more custom tags.



All Images Videos News Maps More Search tools

About 936 results (0.29 seconds)

**Magento Rich Snippets - Magento microdata for ... - Amasty**  
amasty.com › Magento 1 Extensions › Magento SEO Optimisation Tools ▼  
★★★★★ Rating: 4.9 - 17 votes - \$69.00 - **In stock**  
Increase your CTR and conversions with **rich snippets**. This extension will let you create **rich snippets** for products, reviews, etc. Stand out in SERPs!

**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.**



# Thank you!

Should you have any questions or feature suggestions, please contact us at:

<http://amasty.com/contacts/>

Your feedback is absolutely welcome!

