

Google Rich Snippets



Magento Extension User Guide

Official extension page: [Google Rich Snippets](#)



User Guide: [Google Rich Snippets](#)

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

Table of contents:

1.	<u>Rich Snippets: examples.....</u>	<u>3</u>
2.	<u>Settings: product.....</u>	<u>5</u>
3.	<u>Settings: rating & breadcrumbs.....</u>	<u>6</u>
4.	<u>Settings: organization & category.....</u>	<u>7</u>
5.	<u>Settings: search box.....</u>	<u>8</u>
6.	<u>Settings: twitter cards.....</u>	<u>9</u>
7.	<u>Twitter summary card: example.....</u>	<u>13</u>
8.	<u>Settings: rich pins.....</u>	<u>14</u>
9.	<u>Rich Pins example.....</u>	<u>15</u>
10.	<u>Landing Pages with rich snippets.....</u>	<u>16</u>



1. Rich Snippets: examples

Website without microdata in search results.

Before

Example Domain
[example.com/](#)

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Website with Product, Review Rating, Breadcrumbs and Organization microformats in search results.

After

Magento Loyalty Program - rewards program extension by Amasty

[amasty.com](#) > [Magento Extensions](#) > [Promotions](#)
★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types. by Amasty .



1. Rich Snippets: examples

Enable this microdata to display detailed website information in search results.

Product	
Enable	<input type="text" value="Yes"/>



Magento Loyalty Program - rewards program extension by Amasty
[amasty.com](#) > [Magento Extensions](#) > [Promotions](#)
★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock

Review Rating	
Enable	<input type="text" value="Yes"/>



Magento Loyalty Program - rewards program extension by Amasty
[amasty.com](#) > [Magento Extensions](#) > [Promotions](#)
★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock


Breadcrumbs	
Enable	<input type="text" value="Yes"/>



Magento Loyalty Program - rewards program extension by Amasty
[amasty.com](#) > [Magento Extensions](#) > [Promotions](#)
★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock

Organization	
Enable	<input type="text" value="Yes"/>



Magento Plugins Store - Modules for E-commerce Solutions | Amasty
 [amasty.com/](#) by Amasty .
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Category Page	
Enabled	<input type="text" value="Yes"/>



Digital Cameras - Cameras - Electronics
[www.example.com/](#)
★★★★★ Rating: 3.8 - 24 votes - Starting from \$37.49
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.



User Guide: [Google Rich Snippets](#)

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

2. Settings: Product

SEO Rich Data

Save Config

Product	
Enabled	<input type="text" value="Yes"/> [STORE VIEW] <small>▲ See http://support.google.com/webmasters/answer/1146750</small>
Container Selector	<input type="text" value=".product-view"/> <small>▲ You can specify chain of css selectors (only id, class attributes and tag names are allowed)</small>
Price Container	<input type="text" value=".price-box"/> [STORE VIEW] <small>▲ You can specify chain of css selectors (only id, class attributes and tag names are allowed)</small>
Name Selector	<input type="text" value=".product-shop .product-name"/> [STORE VIEW] <small>▲ You can specify chain of css selectors (only id, class attributes and tag names are allowed)</small>
Description Selector	<input type="text" value=".short-description .std"/> [STORE VIEW] <small>▲ You can specify chain of css selectors (only id, class attributes and tag names are allowed)</small>
Price Including Tax	<input type="text" value="Yes"/>

Specify CSS selectors to add rich data to page elements.

For the next three fields specify CSS selectors of HTML elements that contain product info.

In search results you can display the product price including tax or the price excluding tax.



3. Settings: rating & breadcrumbs

Reviews Rating	
Enabled	Yes [STORE VIEW] <small>▲ See http://support.google.com/webmasters/answer/146645</small>
Show Total Count for	Votes and Reviews

Breadcrumbs	
Enabled	Yes [STORE VIEW] <small>▲ See http://support.google.com/webmasters/answer/185417</small>
Item Selector	li [STORE VIEW] <small>▲ Relative to breadcrumbs block</small>
Item Link Selector	li a [STORE VIEW] <small>▲ Relative to breadcrumbs block</small>
Title container Selector	li a, li strong [STORE VIEW] <small>▲ Relative to breadcrumbs block</small>
Extend Breadcrumbs	Yes [STORE VIEW]

You can choose whether to display votes or reviews, or both votes and reviews at the same time on Google search page.

These settings are quite complex from a programming perspective. If you need help in configuration, please [create a support ticket](#).



4. Settings: organization & category

See how to configure organization mark up here <http://support.google.com/webmasters/answer/146861>

Organization		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
	▲ See http://support.google.com/webmasters/answer/146861	

Category Page		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of category page	

This feature lets you display the average product rating and minimal price in search results as well as at the bottom of each category page on your site.



5. Settings: search box

Search Box

Enabled [STORE VIEW]

▲ Display search input box for home page in Google search results



Switch this option to 'Yes' to display sitelinks search box in Google search results.

eBay: Electronics, Cars, Fashion, Collectibles, Coupons and ...
www.ebay.com/

Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay, the world's ...

Motors

Parts & Accessories - Collector
Cars - Motorcycles - eBay Garage

Fashion

Great deals on fashion at eBay for women, men, kids, and babies.

The World's Online Marketpl...

Buy and sell electronics, cars, clothing, apparel, collectibles ...

Electronics

eBay: Electronics Sales & Events. ...
Tech Must-haves; Electronics ...

Cell Phones & Accessories

Shop Cell Phones & Accessories.
Cell Phones & Smartphones ...

eBay Stores

eBay:



6. Settings: twitter cards

Twitter Cards	
Enabled	<input type="text" value="Yes"/> [v]
	▲ Display Twitter Cards
Twitter Account	<input type="text" value="@example"/> [STORE VIEW]
	▲ like @username
Description Length	<input type="text" value="200"/> [STORE VIEW]
	▲ Maximum 200 characters
Image Width (px)	<input type="text" value="200"/> [STORE VIEW]
	▲ Image width in pixels
Image Height (px)	<input type="text" value="200"/> [STORE VIEW]
	▲ Image height in pixels
First Field Label	<input type="text" value="Products Price"/> [STORE VIEW]
First Field Value	<input type="text" value="Price"/> [STORE VIEW]
Second Field Label	<input type="text" value="Product Rating"/> [STORE VIEW]
Second Field Value	<input type="text" value="Rating"/> [STORE VIEW]
	<input type="text" value="Price"/> [STORE VIEW]
	<input type="text" value="Stock Status"/> [STORE VIEW]
	<input type="text" value="Rating"/> [STORE VIEW]
	<input type="text" value="Custom"/> [STORE VIEW]

Enable the feature if you want to display additional info in your tweets

Specify product description length, which will be automatically loaded from a product page. Set image parameters, minimum 160*160 px

Choose which info you want to show: price, stock availability, rating or custom text field (in which you can write anything, e.g. info about a discount). Give any label you want.



6. Settings: twitter cards

Card URL

https://amasty.com/custom-stock-status.html

Preview card

*.amasty.com is not whitelisted for product card

Request Approval

Important: After configuring settings, please, visit [Twitter Validator Tool](#) in order to validate your domain. Enter your product page url and click Preview card.

Card preview



Amasty Team @AmastyTeam

The card for your website will look a little something like this!



Amasty Team

Custom Stock Status



\$89.00

PRICE

4.95

RATING

Here you can see Product card preview

Use speaking stock statuses and get more chances that customers will come back for purchases! Create unlimited number of product stock statuses</p></div>
<div data-bbox="458 523 538 543" data-label="Text"><p>View on web</p></div>
<div data-bbox="418 635 448 656" data-label="Section-Header"><h4>Log</h4></div>
<div data-bbox="415 679 704 762" data-label="Text"><pre>INFO: Page fetched successfully
INFO: 17 metatags were found
INFO: twitter:card = product tag found
WARN: Not whitelisted</pre></div>
<div data-bbox="25 885 93 990" data-label="Image"></div>
<div data-bbox="365 889 622 916" data-label="Page-Footer"><p>User Guide: Google Rich Snippets</p></div>
<div data-bbox="351 933 644 960" data-label="Page-Footer"><p>Support: http://amasty.com/contacts/</p></div>
<div data-bbox="896 923 970 951" data-label="Page-Footer"><p>Page 10</p></div>



6. Settings: twitter cards

Card URL

https://amasty.com/custom-stock-status.html

Preview card

*.amasty.com is not whitelisted for product card

Request Approval

1. Click Request Approval in order to validate your domain

2. Fill in the details about your twitter account and website. Wait for the confirmation email from twitter team.

Card URL

https://amasty.com/custom-stock-status.html

Preview card

As a website owner you must opt-in to have cards displayed for your domain, and Twitter must approve the integration. To register your domain, please provide the following information:

Administrative Contact

Contact information for the person responsible for administering cards on your website.

Name*

Amasty Team

Email*

support@amasty.com

Twitter Username*

AmastyTeam

Website Information

Description*

Short description of the site's content.

Mark my cards as containing sensitive content

If your site publishes images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. [Learn more.](#)

Website Twitter Username*

AmastyTeam

The primary Twitter handle associated with this domain. The owner of this Twitter account will have to confirm the request via email.

Cancel

Request Approval



User Guide: [Google Rich Snippets](#)

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

6. Settings: twitter cards

Card URL

<https://amasty.com/magento-google-rich-snippets.html>

Preview card

*.amasty.com is whitelisted for product card

When Twitter team will approve your domain, you'll see similar inscription

Card preview



Amasty Team @AmastyTeam

The card for your website will look a little something like this!



Amasty Team

Google Rich Snippets



\$69.00

PRICE

4.7

RATING

Improve your website appearance in organic search. Use easily adjustable rich snippets for highlighting any site information you need. Significantly increase your visibility and draw highly ta

[View on web](#)

Log

```
INFO: Page fetched successfully
INFO: 17 metatags were found
INFO: twitter:card = product tag found
INFO: Card loaded successfully
```

This is how your Twitter product card will be shown to your followers



User Guide: [Google Rich Snippets](#)

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

7. Twitter summary cards example

The screenshot shows a tweet from the account **East India Tea Company @EastIndiaTea**, posted 5 hours ago. The tweet text reads: "Blog post: Check Out Our Newest Tea: Earl Greyest, from New Zealand: bit.ly/Earl-Greyist". Below the text is a "Hide summary" link. The summary card itself features the company logo, the heading "Welcome Our Newest Tea Flavour: Earl Greyest!", and a paragraph of text: "Earl Grey tea is a tea blend with a distinctive flavour and aroma derived from the addition of oil extracted from the rind of the bergamot orange, a fragrant citrus fruit. Traditionally, the term 'Earl Grey' has applied only to black teas that...". To the right of the text is a photograph of a white ceramic cup filled with Earl Grey tea on a matching saucer. Below the card, the tweet shows 74 retweets and 23 favorites, along with a row of user profile pictures. At the bottom, it indicates the time "5:41 PM - 9 Jul 13 (GMT-05:00)" and a "Details" link, and a "Flag media" button is visible on the right.

Now followers can see additional info in tweets: custom field text, product image and description



8. Settings: rich pins

SEO Rich Data

Product	
Enabled	<input type="text" value="Yes"/> [STORE VIEW]
	▲ See http://support.google.com/webmasters/answer/146750

Set product rich data to "Yes" and save the settings.



Visit [Rich Pins Validator Tool](#) in order to validate your store. Enter your product page url and click Validate

Apply for Rich Pins:

Once your Rich Pins are validated, validate one correctly marked up URL from your website and click 'Apply.' Once you apply, someone from our team will email you about the status of your Rich Pins within a few weeks.

<input type="text" value="Enter a valid URL"/>	<input type="button" value="Validate"/>
--	---



User Guide: [Google Rich Snippets](#)

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

9. Rich Pins example

Pin it Like Visit Site Send Share

Custom Stock Status

Amasty steps to success

Found on amasty.com

Custom Stock Status

In Stock • \$89

amasty.com

Now followers can see additional info in pins: price, stock availability and product url



User Guide: [Google Rich Snippets](#)

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

10. Landing Page with rich snippets

Catalog CMS **System**

Current Configuration Scope:
Default Config

Configuration

- CATALOG
 - Catalog
 - Google Sitemap
- AMASTY EXTENSIONS**
 - Extensions Store
 - Extensions & Notifications
 - Landing Pages
 - SEO Reviews
 - SEO HTML Sitemap
 - SEO Tags
 - SEO Meta Tags Templates
 - SEO Rich Data**
 - SEO ToolKit

SEO Rich Data

Product		
Reviews Rating		
Breadcrumbs		
Organization		
Product Listings		
Enabled on Category Pages	No	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of category page	
Enable on "Amasty Landing Pages" Extension Pages	Yes	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of landing page	
Search Box		
Twitter Cards		

Note! You need to set up Landing Pages extension to use this functionality

Set "Yes" to enable rich snippets on the landing pages.



10. Landing Page with rich snippets example

**Sony VAIO 11.1\"
Notebook PC**
As low as: **\$2,699.99**

Add to Cart
[Add to Wishlist](#)
[Add to Compare](#)

**Sony VAIO
VGN-TXN27N/B 11.1\"
Notebook PC**
★★★★☆ [9 Review\(s\)](#)
\$2,699.99

Add to Cart
[Add to Wishlist](#)
[Add to Compare](#)

5 Item(s)

View as: Grid [List](#) Sor

LAPTOPS
★★★★☆ 20 Review(s)
Minimal Price: \$1,599.99

Now you can show summary products rating and the most attractive product price on the bottom of the landing page



User Guide: [Google Rich Snippets](#)

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

Thank you!

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

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

Your feedback is absolutely welcome!



User Guide: [Google Rich Snippets](#)

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