



HOW B2B BUSINESS CAN BENEFIT FROM SCHEMA MARKUP

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How to generate schema?

As Google invests in making the search results richer and visually appealing, organized details are still increasingly important. Fortunately, structured data can be implemented free of charge on your website (and with little technical know-how).

Many SEO-related websites have built accessible schema benchmarking generators that work hard for you. You have to enter the correct details and then place the code on your blog.

There are so many schema generator tools are as follows

1. Schema Markup Generator by Merkle
2. Schema App's JSON-LD Generator
3. Micro data Generator.com's Schema.org Generator

These are the best tools for generating schema but Markle is one of the best and very simple tool to generate schema. Follow wing are the steps to generate the schema for any website.

Steps of Generating Schema

1. Go to Markle schema generator tool <https://technicalseo.com/tools/schema-markup-generator/>
2. In this tool, you can create 13 different types of schema code
 - a. Breadcrumb
 - b. Article – News Article, Blog Posting
 - c. Event
 - d. FAQ Page (Content)
 - e. How-to
 - f. Job Posting
 - g. Local Business
 - h. Organization - Logo, Contacts, Social Profile
 - i. Person - Social Profile, Job Information
 - j. Product - Offer, Aggregate Rating, Reviews
 - k. Recipe
 - l. Video
 - m. Website - Sitelinks Search box
3. Then select schema type in the drop-down list that you want to create, as mentioned above.
4. Then fill in all the necessary fields to generate schema code.
5. Then click on the test button right side. The button is denoted G in a round shape.
6. Then choose a rich test result.
7. Then select a device that you want to create code.
8. Then click on the Test Code button. If your code is ok, it will be highlighted as green. If it shows warnings, it means that you have missed some fields; in that case, you can ignore that warning. But it shows you fail, and then you need to solve that error.
9. Then you can copy that schema to implement on the website.

How to implement a schema on a website?

There are so many plugins in a WordPress website that you can use to implement the Schema markup. As per our opinion, Head and Footer Code is one of the best plugins. It can allow you to add your schema code in the head section of a specific page.

This plugin gives you a lot of power over where you want your code snippets to appear in your code. It also helps you to add various scripts for your site's mobile and desktop renderings.

To add the plugin, go to **Plugins > Add New** within your dashboard and use the search feature to find the plugin. Click on install, then activate the plugin.

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Head & Footer Code



HeadFooterCode

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Easy add site-wide and/or article specific custom code before the closing </head> and </body>, or...

By Aleksandar Urosevic

 (29)

Last Updated: 1 week ago

60,000+ Active Installations

✓ Compatible with your version of
WordPress

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Head & Footer Code



HeadFooterCode

[Activate](#)

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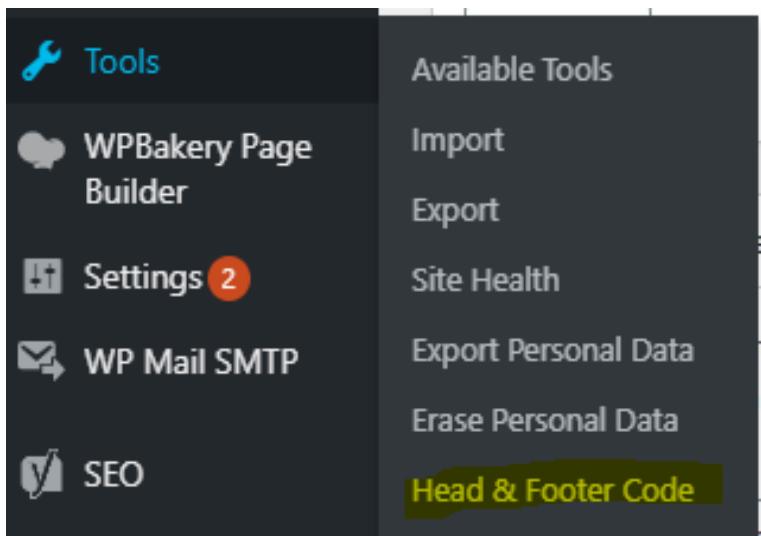
Once the plugin is active, you can jump straight to Settings > Header and Footer. You'll see multiple fields where you can add code snippets.

The screenshot shows the 'Head & Footer Code' settings page. It features a large text area for custom code, with a note explaining how to hook into `wp_head`, `wp_footer`, and `wp_body_open`. Below the text area are links for 'Settings', 'Deactivate', 'Version 1.2.2', 'By Aleksandar Urosevic', 'Visit plugin site', 'Support', and 'Donate'.

In **setting > Article specific setting**, you can select what post types will you want to unable header

The screenshot shows the 'Post Types' settings section. It lists various post types with checkboxes. The checked boxes are 'Posts (post)' and 'Pages (page)'. The other options are: AE Global Templates (ae_global_templates), My Templates (elementor_library), Thrive Symbols (tcb_symbol), Success Story (success_story), newsletters (newsletters), White Paper (white_paper), careers (careers), Newsroom (newsroom), Case Study (casestudy), Flyers (flyers), My Library (oceanwp_library), and Thrive Lightboxes (tcb_lightbox).

You can add your schema code from **Tools > Head & Footer Code**.



How to Test Schema?

You may want to confirm and check that your website's search results appear accordingly after using a plugin to set Schema labelling or manually configure them yourself. Fortunately, for exactly this reason, Google has developed the [Structured Data Testing Tool](#):

A screenshot of the Google Structured Data Testing Tool. At the top, it shows the URL 'https://www.xenia-consulting.com/' and buttons for 'NEW TEST' and settings. Below the URL, there's a code snippet of the website's head section. To the right, under 'Detected', it shows the results for 'WebPage' and 'BreadcrumbList'. Both items show 0 errors, 1 warning, and 1 item. The 'WebPage' result also includes a link to 'View on Google'. The 'BreadcrumbList' result includes a link to 'View on Google'.

Either enter a URL to test current schema bookmarks or enter a snippet code to test them before using them on your website. We suggest using the code snippet tester to ensure that all functions are performed as expected before entering a markup on your site with no errors or warnings.

About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business growth for you. We do this by generating relevant content and then leveraging it to influence your prospects, using a mix of social and digital channels. We don't work with a lot of customers, but whoever we work with, we ensure that we can give them all our attention and drive success for them. We love our work and are passionate about it.

Our numbers always do the talking.