# Schema Markup Pack

Schema markup is a set of labels in your page's code that tells search engines exactly what they're reading: your name, address, phone and hours, and where a page sits on your site. It won't lift your rankings on its own, but it takes the guesswork away. Fill in the brackets with exactly what the visible page says, then test it.

From lesson 2.6. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

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Lesson 2.6, reyse.co.uk/seocourse/schema-markup

## Schema markup: labels for machines

**Do this first** Add your business details as schema with a plugin or the AI prompt in this lesson, then test it.

### Check

#### Google's Rich Results Test

Shows what Google can read, and any errors.

- [ ] Open the Rich Results Test and enter your homepage address.
- [ ] It lists any markup it finds, or says no items were detected.
- [ ] Repeat for a listing and a guide.

#### Schema Markup Validator

Checks all markup for mistakes, not just the types Google uses.

- [ ] Open validator.schema.org, enter the address and look for anything flagged.

#### Compare it with the page

- [ ] View page source and search for application/ld+json.
- [ ] Do the name, address, phone, price and status in the markup match what's visible on the page? A listing marked available at the old price when the page says under offer is a problem.

#### Ask AI

**AI prompt** Here is the JSON-LD markup from my page and the visible text of the page. Is the markup valid schema.org, and does every value match what's visible? List anything wrong or missing.

### Fix

#### Use a plugin

On WordPress, Yoast SEO and Rank Math add Organization, website, breadcrumb and article markup automatically.

#### Generate it with AI

- [ ] Fill in your real details and run the prompt.
- [ ] Check the result in the Rich Results Test before adding it.
- [ ] Add it to your site's header (a "custom code" area in most site builders), through Google Tag Manager, or ask your developer. It's a quick, low-risk job.

**AI prompt** Create JSON-LD schema markup for a RealEstateAgent with these details: name [ ], address [ ], phone [ ], website [ ], logo URL [ ], opening hours [ ], and sameAs links to these official profiles [ ]. Only use the details I've given.

#### Fix errors, not everything

- [ ] If errors are flagged, paste the error and your existing markup into an AI tool and ask it to correct only those issues.
- [ ] On listings, ask your provider to keep the markup in sync with the live price and status.

### 1. Your business (homepage or contact page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "@id": "https://www.your-agency.example/#agency",
  "name": "[Exact trading name, as on your signs]",
  "url": "https://www.your-agency.example/",
  "logo": "https://www.your-agency.example/logo.png",
  "telephone": "[Main phone, as on the page]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street]",
    "addressLocality": "[Town]",
    "postalCode": "[Postcode]",
    "addressCountry": "GB"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "09:00",
    "closes": "17:30"
  }],
  "areaServed": ["[Town]", "[Village]"],
  "sameAs": [
    "[Your Google Business Profile link]",
    "[Your Facebook page]",
    "[Your LinkedIn page]"
  ]
}
</script>
```

### 2. Each branch (on that branch's own page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Trading name], [Branch]",
  "url": "https://www.your-agency.example/branches/[branch]/",
  "telephone": "[Branch phone]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street]",
    "addressLocality": "[Town]",
    "postalCode": "[Postcode]",
    "addressCountry": "GB"
  },
  "parentOrganization": { "@id": "https://www.your-agency.example/#agency" }
}
</script>
```

### 3. Breadcrumbs (any page below the homepage)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    { "@type": "ListItem", "position": 1, "name": "Home", "item": "https://www.your-agency.example/" },
    { "@type": "ListItem", "position": 2, "name": "Lettings", "item": "https://www.your-
agency.example/lettings/" },
    { "@type": "ListItem", "position": 3, "name": "[This page's name]" }
  ]
}
</script>
```

### 4. Guides and market reports

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "[The page's main heading]",
  "datePublished": "[2026-10-01]",
  "dateModified": "[2026-10-01]",
  "author": {
    "@type": "Person",
    "name": "[Author's name]",
    "jobTitle": "[Job title]",
    "url": "https://www.your-agency.example/team/[name]/"
  },
  "publisher": { "@id": "https://www.your-agency.example/#agency" }
}
</script>
```

Leave out FAQ markup (Google stopped showing FAQ results on 7 May 2026) and review stars or ratings for your own business (Google doesn't allow them on your own site). Nothing in the markup that isn't on the visible page. On WordPress, Yoast SEO or Rank Math add most of this for you: check what's already there before adding more, so nothing is doubled up.

## Your pages and their markup

Test each in the Rich Results Test and at validator.schema.org.

| Page | Markup on it | Test passes? | Matches the page? | Checked on |
|---|---|---|---|---|
| Homepage | | | | |
| Contact page | | | | |
| Branch page | | | | |
| Branch page | | | | |
| A listing | | | | |
| A guide | | | | |
| An area page | | | | |

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo