The **DEFINITIVE GUIDE to IMPLEMENTING RICH SNIPPETS for Google and Bing**
INTRODUCTION

High search engine rankings (SERPs) have long been proven to improve website traffic, with higher rankings often leading to higher click through rates (CTR). But as organic search results become busier with various types of content and continue to be pushed further down the page by ads, how can marketers ensure that their search results continue to receive the same or higher CTR?

Rich snippets offer marketers an opportunity to further extend the visibility of their organic rankings at no additional cost. Rich snippets also provide website owners with a way to provide more information about the site content, which can increase CTR and reduce bounce rate. However, it is also important to note that adding rich snippet code to a website has no effect on the search engine rankings themselves.

Additionally, multiple snippet types can appear on one organic search listing. This organic listing shows both an author and breadcrumb rich snippet:

Both Google and Bing support rich snippets, although each engine displays different types of rich snippet data.

WHICH SNIPPETS EACH ENGINE SUPPORTS:

<table>
<thead>
<tr>
<th>Snippet Type</th>
<th>Google</th>
<th>Bing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Author</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Breadcrumbs</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Businesses/Organizations</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Events</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Music</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>People</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Products</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Recipes</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Reviews</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

As you can see, Google has far more support for rich snippets than Bing, and Google launches new rich snippet support regularly. For more information on rich snippets with Google, also view this video.

However, while Bing claims to support these various types of rich snippets, rich snippets do not always appear as expected. A typical search on Bing may yield many results that appear as if they are rich
snippet results, such as this sample search for “Bruce Springsteen tickets”:

Notice that the Bing Events site has what appear to be event rich snippets showing. However, other event sites, such as StubHub, do not have event rich snippets showing, even though, as we see in Google results, this site is using rich snippet code:
Additionally, the StubHub site uses Microdata format, which Bing supposedly supports. So while Bing does support some level of rich snippets, it clearly favors its own sites, such as Bing Events and Bing Music, over other sites by showing rich snippet data only for its own sites in some cases.

**BASIC OVERVIEW OF HOW RICH SNIPPETS WORK**

To create rich snippet data, the search engines use structured data, also called semantic markup. Semantic markup around website content essentially helps the search engine identify more quickly what type of content is being presented. There are currently three main types of semantic markup language:

- RDFa
- Microformats
- Microdata

Google currently supports all three of these languages to create rich snippets. However it is important to note that, while you can use a combination of these languages for content across your website, you should not mix different languages on the same website page.

On June 2, 2011, Bing, Yahoo and Google jointly launched a new schematic to better structure and organize content for semantic markup and shared the schematic at the website Schema.org. The three engines settled on the microdata format as the format of choice for this schematic. While not all of the categories present on Schema.org show as rich snippets, the site provides webmasters with an informative road map as to where rich snippets may develop in the future.

**WHEN SHOULD YOU IMPLEMENT RICH SNIPPETS?**

Undertaking a rich snippet site-wide implementation can be a daunting task, depending on how much content a site may have. And since not all semantic markup actually generates rich snippets yet, a site may be well served to simply focus first on the types of content that currently generate rich snippets, as listed above.

However, the search engines are adding new rich snippet capabilities regularly, so you may still want to use the Schema.org categories and build out semantic markup on all types of content on the site, just to be prepared. A good time to address a large build out of semantic markup would be during site redesigns, since the entire website is likely to be updated as well.

**STEPS TO IMPLEMENTING RICH SNIPPETS**

1. Identify the types of content on your site that can be used for rich snippets.

2. Using the [Schema.org site](http://schema.org) and [Google Webmaster Tools Help](https://developers.google.com/webmasters) as your guides, begin marking up the code on your page using the markup tags shown for that snippet type. Ideally, use the
microdata markup language, because this is the language used by schema.org and is universally accepted by the search engines.

3. Once the page content is marked up and the content is live, test it using either or both the Google Rich Snippet Testing Tool and the Bing Entity Extraction Tool as appropriate.

CONTENT MANAGEMENT SYSTEM PLUGINS TO ENABLE RICH SNIPPETS

For websites that use content management systems (CMS), plugins are often available to make implementation a bit easier. Some plugins for popular CMS include:

<table>
<thead>
<tr>
<th>CMS</th>
<th>Link to Plugin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drupal</td>
<td><a href="http://drupal.org/project/richsnippets">http://drupal.org/project/richsnippets</a></td>
</tr>
</tbody>
</table>

TOOLS THAT MAKE RICH SNIPPET IMPLEMENTATION EASIER

Google Webmaster Tools (GWT) offers a helpful tool to create the rich snippet markup on a site without having to know HTML. The Data Highlighter tool in the Search Appearance section of a site’s GWT allows you to enter a URL, select the type of data highlight, and it will return the result:

While this tool doesn’t work for all types of rich snippets yet, it does have many of them and makes it very simple to create the rich snippets and publish them immediately for Google’s use for rich snippets. However, this tool does not work for search engines other than Google, so ideally structured markup language should be used if possible.
RICH SNIPPETS
BY TYPE
APPLICATIONS

Application rich snippets are currently only available in Google and can be used for applications hosted in certain application markets, such as Google Play, iTunes and CNET:

Application rich snippets are perhaps the easiest to implement – they only require your application be added to one of the aforementioned networks, then the rich snippet is automatically generated! Google also provides additional information regarding application rich snippets in this video.
AUTHORS

Author rich snippets are also often referred to by the implementation code it uses: rel=Author. These rich snippets provide a thumbnail photo of an article’s author along with a byline and more information about the author:

Blogs and other types of content-based sites, such as magazines, newspapers and other article-driven sites are prime candidates for use of the author rich snippet.

Implementing the Author Rich Snippet

Implementing the author rich snippet requires the author have a Google+ profile page with a headshot. Once the profile is set up, it’s important to take the following steps to help Google understand which sites your authored content resides on. There are two options for authorship setup:

Option 1: Link Content to a Google+ Profile Through a Validated Email Address

1. First, you must have an email address that matches the domain of the site where you have authored content. For example, writer@marketing-mojo.com would be valid for blog.marketing-mojo.com.

2. Ensure that your articles have a byline identifying you as the author, such as “By Janet Driscoll Miller” or “Author: Janet Driscoll Miller”.

3. Submit your email on the Google authorship page: https://plus.google.com/authorship

4. On the Google+ profile page, add the site where your authored content appears to the “Contributor to” section:

5. Test your markup using the Google Rich Snippet Testing Tool.
Option 2: Link Content to a Google+ Profile Through Code

1. Set up an author page on the blog. On this page, include a link to the author’s Google+ profile:

   ![Google+ Profile](image)

   When coding this link, add the code rel=”author” to the link, like this:

   `<a rel="author" href="https://plus.google.com/102693940581942420283">Google+</a>`

   You can also link to the Google+ profile directly from posts or articles.

2. On the Google+ profile page, add the site where your authored content appears to the “Contributor to” section:

   ![Contributor to](image)

3. Test your markup using the Google Rich Snippet Testing Tool.

   It’s important to note that authorship is associated with individuals, not brands. Therefore, to ensure that author rich snippets work properly for your brand content, associate an individual author with each piece. Also, if there is more than
one author listed for a piece of content, Google will only give credit to the first author.

For more information about the author rich snippet, visit Google Webmaster Tools Help.
**BREADCRUMBS**

The breadcrumbs rich snippet adds a “breadcrumb” entry under the organic listing. This allows searchers to not only click on the organic listed page but also the pages shown in the breadcrumb entry:

In the example above, the Yelp entry for Target in Charlottesville, VA essentially has four links that the searcher can click on:

- The Target store page on Yelp (the top link)
- The Yelp home page (the green, “www.yelp.com” link)
- The Yelp Shopping category page (the green, “Shopping” link)
- The Yelp Department Stores category page (the green, “Department Stores” link)

For companies with large websites, breadcrumb rich snippets can provide a powerful way to drive searchers directly to various locations of a website directly from the search result.

**Implementing Breadcrumb Rich Snippets**

To implement breadcrumb rich snippets, you first must have breadcrumb navigation enabled on your website pages. For example, here is sample breadcrumb navigation:

Once a website has breadcrumb navigation enabled, each breadcrumb entry needs to be coded to enable the rich snippet. Here’s an example of breadcrumb navigation website code before and after the microdata code is added:

**Before:**

```
<a href="http://www.example.com/dresses">Dresses</a> ›
<a href="http://www.example.com/dresses/real">Real Dresses</a>
```

**After:**

```
<a href="http://www.example.com/dresses">Dresses</a> ›
<a href="http://www.example.com/dresses/real">Real Dresses</a>
```
<a href="http://www.example.com/dresses/real/green">Real Green Dresses</a>

After:

```html
<div itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
  <a href="http://www.example.com/dresses" itemprop="url">
    <span itemprop="title">Dresses</span></a> ›
</div>
<div itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
  <a href="http://www.example.com/dresses/real" itemprop="url">
    <span itemprop="title">Real Dresses</span></a> ›
</div>
<div itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
  <a href="http://www.example.com/dresses/real/green" itemprop="url">
    <span itemprop="title">Real Green Dresses</span></a>
</div>
```

Notice that each link in the breadcrumb chain has two important properties: a title and a URL. Also note that each breadcrumb is contained within its own DIV tag. That approach is a bit of a departure from other types of how other rich snippets are implemented, with other types often only requiring one “parent” DIV.

**BREADCRUMB RICH SNIPPET FIELD DEFINITIONS**

<table>
<thead>
<tr>
<th>Field</th>
<th>Required?</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>title</td>
<td>Y</td>
<td>The title of a breadcrumb.</td>
</tr>
<tr>
<td>url</td>
<td>Y</td>
<td>The URL of a breadcrumb.</td>
</tr>
<tr>
<td>child</td>
<td>Y</td>
<td>The next breadcrumb in the hierarchy. The child must be another Breadcrumb item.</td>
</tr>
</tbody>
</table>

For more information on breadcrumb rich snippets, also view this [video by Google](#).
BUSINESSES/ORGANIZATIONS
Business and organization rich snippets don’t display directly in the organic search results of Google or Bing.
EVENTS

Events rich snippets provide a way for companies to expand their Google organic listing with upcoming events. This snippet type is ideal for any type of venue that hosts events, such as arenas, concert halls, and more. Google displays the next three upcoming events, in chronological order, and removes events as they pass:

The links present in the event listings will take the searcher directly to information for that particular event. So, for instance, the name “Dierks Bentley” which appears for Saturday, May 19, links to the event page on Ticketmaster where the searcher can buy tickets for that particular show.

Implementing Event Rich Snippets

To implement event rich snippets, a website must have individual pages for each event. Then specific code must be added around the event content.

Before:

```html
<a href="http://www.example.com/events/spinaltap">Spinal Tap</a>
<img src="spinal_tap.jpg" />
Before their highly-publicized search for a new drummer, Spinal Tap kicks off their latest comeback tour with a San Francisco show.

When: Oct 15, 7:00PM—9:00PM
Where: Warfield Theatre, 982 Market St, San Francisco, CA
Category: Concert
Tickets from $10-$11
2,000 tickets available
<a href="http://www.example.com/events/spinaltap/alltickets">See all available tickets</a>
<a href="http://www.example.com/events/spinaltap/presale">Presale tickets</a> $10 till 10 November 2015 (1,000 available)
<a href="http://www.example.com/events/spinaltap/tickets">Full-price tickets</a> $11
```

After:

```html
<div itemscope itemtype="http://data-vocabulary.org/Event">
```
After their highly-publicized search for a new drummer, Spinal Tap kicks off their latest comeback tour with a San Francisco show.

When:
<time itemprop="startDate" datetime="2015-10-15T19:00-08:00">Oct 15, 7:00PM</time>—<time itemprop="endDate" datetime="2015-10-15T19:00-08:00">Oct 15, 9:00PM</time>

Where:
<span itemprop="location" itemscope itemtype="http://data-vocabulary.org/Organization">
  <span itemprop="name">Warfield Theatre</span>
  <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
    <span itemprop="street-address">982 Market St</span>,
    <span itemprop="locality">San Francisco</span>,
    <span itemprop="region">CA</span>
  </span>
  <span itemprop="geo" itemscope itemtype="http://data-vocabulary.org/Geo">
    <meta itemprop="latitude" content="37.774929" />
    <meta itemprop="longitude" content="-122.419416" />
  </span>
</span>

Category: <span itemprop="eventType">Concert</span>
Tickets from $<span itemprop="lowPrice">10.00</span>-$<span itemprop="highPrice">11.00</span> USD available
<a href="http://www.example.com/events/spinaltap/alltickets" itemprop="offerurl">See all available tickets</a>

<a href="http://www.example.com/events/spinaltap/presale" itemprop="offerurl">Presale tickets</a>
Event Rich Snippet Field Definitions

<table>
<thead>
<tr>
<th>Field</th>
<th>Required?</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>summary</td>
<td></td>
<td>The name of the event.</td>
</tr>
<tr>
<td>url</td>
<td>Y</td>
<td>Required for pages listing multiple events. A link to the event details page. Unnecessary if the URL is the same as the page containing the markup.</td>
</tr>
<tr>
<td>location</td>
<td>Y</td>
<td>Required for single event. The location or venue of the event. A text string is permitted, but we recommend that you represent the location by using a nested business/organization to specify a venue name and address. Click here to see more about business/organization data.</td>
</tr>
<tr>
<td>description</td>
<td></td>
<td>A description of the event.</td>
</tr>
<tr>
<td>startDate (dtstart)</td>
<td></td>
<td>The starting date and time of the event in ISO date format for date and time, which is formatted as:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>YYY-MM-DDTHh:mm:ss</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Where YYYY is the four digit year, MM is the two digit month, and DD is the two digit day. The T indicates that the time is next and the hh represents the two digit, military time hour, mm is the two-digit minute, and ss is the two digit second.</td>
</tr>
<tr>
<td>endDate (dtend)</td>
<td></td>
<td>The ending date and time of the event in ISO date format for date and time, which is formatted as:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>YYY-MM-DDTHh:mm:ss</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Where YYYY is the four digit year, MM is the two digit month, and DD is the two digit day. The T indicates that the time is next and the hh represents the two digit, military time hour, mm is the two-digit minute, and ss is the two digit second.</td>
</tr>
</tbody>
</table>
### Field Required? Definition

<table>
<thead>
<tr>
<th>Field</th>
<th>Required?</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>duration</td>
<td></td>
<td>The duration of the event in ISO duration format, which is formatted as: PnW</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P always begins the duration period. n is a number representing a duration and W is the type of timeframe for the duration. For example:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P1M = 1 month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P1W = 1 week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PT1M = 1 minute (T denotes time)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PT1H = 1 hour (T denotes time)</td>
</tr>
<tr>
<td>eventType (category)</td>
<td></td>
<td>The category of the event, such as “Festival”, “Concert”, “Lecture”.</td>
</tr>
<tr>
<td>geo</td>
<td></td>
<td>Specifies the geographical coordinates of the location. Includes two elements: latitude and longitude. Optional.</td>
</tr>
<tr>
<td>photo</td>
<td></td>
<td>A link to a photo or image related to the event.</td>
</tr>
<tr>
<td>tickets</td>
<td></td>
<td>An offer to buy tickets for the event. Can be a URL to a page where tickets can be purchased, or can include specific Offer properties, such</td>
</tr>
<tr>
<td></td>
<td></td>
<td>as price, quantity, priceValidUntil, and currency.</td>
</tr>
<tr>
<td>ticketAggregate</td>
<td></td>
<td>Aggregate information about all tickets for the event. Can include specific Offer-aggregate properties, such as lowPrice, highPrice, offerCount, and currency.</td>
</tr>
</tbody>
</table>

Learn more about event rich snippets in this Google video or by referencing Google’s information in on event rich snippets in Google Webmaster Tools Help.
Music rich snippets provide more information about a song. Music rich snippets list up to four songs under the main organic listing.

Each of the blue links for the songs link to the individual songs on the website. Sites that host music can use these types of rich snippets.

Implementing Music Rich Snippets
To implement music rich snippets, add microdata to existing code on the page where the song links reside.

**Before:**

```html
<h1>Foo Fighters</h1>
<h2>Songs</h2>
Rope
 Length: 4:05 - 14300 plays
<a href="foo-fighters-rope-play.html">Play</a>
<a href="foo-fighters-rope-buy.html">Buy</a>
From album: <a href="foo-fighters-wasting-light.html">Wasting Light</a>
```

**After:**

```html
<div itemscope itemtype="http://schema.org/MusicGroup">
<h1 itemprop="name">Foo Fighters</h1>
<h2>Songs</h2>
<div itemprop="track" itemscope itemtype="http://schema.org/MusicRecording">
  <span itemprop="name">Rope</span>
  <meta itemprop="url" content="foo-fighters-rope.html">
  Length: <meta itemprop="duration" content="PT4M5S">4:05 - 14300 plays
</div>
From album: <a href="foo-fighters-wasting-light.html">Wasting Light</a>
```
<a href=»foo-fighters-rope-play.html» itemprop="audio">Play</a>
<a href=»foo-fighters-rope-buy.html» itemprop="offers">Buy</a>
From album: <a href=»foo-fighters-wasting-light.html» itemprop=»inAlbum»>Wasting Light</a>
</div>
</div>

Music Rich Snippet Field Definitions

<table>
<thead>
<tr>
<th>Field</th>
<th>Required?</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>MusicRecording</td>
<td>Y</td>
<td>This itemscope, contained within a div tag, identifies for the search engines that the type of item is a song.</td>
</tr>
<tr>
<td>name</td>
<td>Y</td>
<td>Name of the song.</td>
</tr>
<tr>
<td>duration</td>
<td>Y</td>
<td>Should correspond to the duration of the track that can be played by the user on the page. So if a song is usually three minutes long but the page visitor can only play a :30 second snippet, the duration should indicate that.</td>
</tr>
<tr>
<td>play</td>
<td>Y</td>
<td>This is placed on the link to the play button for the music and allows search engines to include that link to allow searchers to play music from the rich snippet itself.</td>
</tr>
<tr>
<td>offers</td>
<td></td>
<td>This is optional and is used to indicate the URL where the searcher can purchase that song.</td>
</tr>
</tbody>
</table>
PERSON/PEOPLE

Person or people rich snippets show additional information about a person and typically appear on profile-type pages, such as a LinkedIn profile. However, not all sites with profiles use person rich snippets, but they are ideal for use with profile or bio information on a website.

Person information is also used within other rich snippets to identify people associated with that content. Bing also supports person rich snippets, which appear similar to the Google version, but provides slightly different data. In the case of a LinkedIn profile, the Bing rich snippet shows title and company like Google, but also shows industry and the number of recommendations:

However, while you can use other structured data formats (including microdata), Google and Bing currently seem to only display hcard format (part of microformats) for person rich snippets. This is ironic given Google’s (and Bing’s) push for using microdata as the preferred method for structured data. However, in the code itself, hcard format (a microformats format) appears as “vcard” in the html code.

Implementing Person Rich Snippets

Before:

```html
<div>
  My name is Bob Smith, but people call me Smithy. Here is my home page:
  I live in Albuquerque, NM and work as an engineer at ACME Corp.
  My friends:
  <a href="http://darryl-blog.example.com">Darryl</a>,
  <a href="http://edna-blog.example.com">Edna</a>
</div>
```

After:

```html
<div class="vcard">
  My name is
```
<span class="fn">Bob Smith</span>, but people call me <span class="nickname">Smithy</span>. Here is my home page: <a href="http://www.example.com" class="url">www.example.com</a>. I live in <span class="adr">
<span class="locality">Albuquerque</span>, <span class="region">NM</span></span> and work as an <span class="title">engineer</span> at <span class="org">ACME Corp</span>. My friends: <a href="http://darryl-blog.example.com" rel="friend">Darryl</a>, <a href="http://edna-blog.example.com" rel="friend">Edna</a></div>

**Person Rich Snippet Field Definitions**

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>fn</td>
<td>Y</td>
<td>Person’s name. This is a required property, and at least two of the other properties available below must also be present.</td>
</tr>
<tr>
<td>nickname</td>
<td></td>
<td>Nickname</td>
</tr>
<tr>
<td>photo</td>
<td></td>
<td>An image link</td>
</tr>
<tr>
<td>title</td>
<td></td>
<td>The person’s title (for example, Financial Manager)</td>
</tr>
<tr>
<td>role</td>
<td></td>
<td>The person’s role (for example, Accountant)</td>
</tr>
<tr>
<td>url</td>
<td></td>
<td>Link to a web page, such as the person’s home page</td>
</tr>
<tr>
<td>affiliation(org)</td>
<td></td>
<td>The name of an organization with which the person is associated (for example, an employer). If fn and org have the exact same value, Google will interpret the information as referring to a business or organization, not a person.</td>
</tr>
<tr>
<td>friend</td>
<td></td>
<td>Identifies a social relationship between the person described and another person.</td>
</tr>
<tr>
<td>contact</td>
<td></td>
<td>Identifies a social relationship between the person described and another person.</td>
</tr>
<tr>
<td>acquaintance</td>
<td></td>
<td>Identifies a social relationship between the person described and another person.</td>
</tr>
<tr>
<td>address (adr)</td>
<td></td>
<td>The location of the person. Can have the subproperties street-address, locality, region, postal-code, and country-name.</td>
</tr>
</tbody>
</table>
PRODUCTS

Product rich snippets come in two types: products and products with many offers. Here’s an example of a product with one price or offer:

And an example of a product with multiple prices or offers:

The two types of product results have much in common. They both can display reviews/ratings, stock status and price. However, the multiple offers/prices version shows a range of prices from the lowest to the highest.

Implementing Product Rich Snippets
For Single Product

Before:

ACME Executive Anvil
<img src="anvil_executive.jpg"/>
Sleeker than ACME’s Classic Anvil, the Executive Anvil is perfect for the business traveler looking for something to drop from a height.
Category: Anvils
Product #: 925872
Average rating: 4.4, based on 89 reviews

Regular price: $179.99
Sale: $119.99 (Sale ends 5 November!)
Available from: Executive Objects
Condition: Previously owned, in excellent condition
In stock! Order now!

After:

<div itemscope itemtype="http://data-vocabulary.org/Product">
  <span itemprop="brand">ACME</span> <span itemprop="name">Executive Anvil</span>
  <img itemprop="image" src="anvil_executive.jpg"/>
  <span itemprop="description">Sleeker than ACME’s Classic Anvil, the Executive Anvil is perfect for the
business traveler looking for something to drop from a height.
</span>
Category: <span itemprop="category" content="Hardware Tools > Anvils">Anvils</span>
Product #: <span itemprop="identifier" content="mpn:925872">925872</span>
<span itemprop="review" itemscope itemtype="http://data-vocabulary.org/Review-aggregate">
<span itemprop="rating">4.4</span> stars, based on <span itemprop="count">89</span> reviews
</span>

<span itemprop="offerDetails" itemscope itemtype="http://data-vocabulary.org/Offer">
Regular price: $179.99
</span>
<meta itemprop="currency" content="USD" />
$<span itemprop="price">119.99</span>
(Sale ends <time datetime="2020-11-05">5 November!</time>)
Available from: <span itemprop="seller">Executive Objects</span>
Condition: <span itemprop="condition" content="used">Previously owned, in excellent condition</span>
In stock! Order now!</span>

Product with Many Offers
If a product has a price range, the markup is very similar to above, however, the price is changed. Instead of the “offer” vocabulary in the “offer details” section in the grouping above, we would instead use an “offer-aggregate” vocabulary in that section. This vocabulary uses “high price” and “low price” to determine the price range:

Before:
Prices from $119 to $199.99

After:
<span itemprop="offerDetails" itemscope itemtype="http://data-vocabulary.org/Offer-aggregate">
from $<span itemprop="lowPrice">119.99</span> to $<span itemprop="highPrice">199.99</span>
</span>
## Product Rich Snippet Field Definitions

### Basic Product Information

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>name</td>
<td>Y</td>
<td>The name of the product.</td>
</tr>
<tr>
<td>image</td>
<td></td>
<td>The URL of a product photo.</td>
</tr>
<tr>
<td>description</td>
<td></td>
<td>Product description.</td>
</tr>
<tr>
<td>brand</td>
<td></td>
<td>The brand of the product. Google recommends including brand and at least one identifier for each product.</td>
</tr>
<tr>
<td>category</td>
<td></td>
<td>The product category—for example, “Books-Fiction”, “Tools”, or “Cars”. You can include multiple categories. Any value is accepted, but Google recognizes the categories described <a href="#">in this article</a>.</td>
</tr>
<tr>
<td>review</td>
<td></td>
<td>This is an aggregate review. If there are multiple reviews of the product, mark up aggregated review data (for example, the average rating from all users) using Review-aggregate rather than individual reviews.</td>
</tr>
<tr>
<td>identifier</td>
<td></td>
<td>The product identifier. Google recommends including brand and at least one identifier for each product.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recognized types include:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• asin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• isbn</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• mpn</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• sku</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• upc</td>
</tr>
<tr>
<td>offerDetails</td>
<td></td>
<td>An offer to sell the product.</td>
</tr>
</tbody>
</table>

### For Products with Only One Price/Offer

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>price</td>
<td>Y</td>
<td>The price of the product. A floating point number. You may use either a decimal point (‘.’) or a comma (‘,’) as a separator.</td>
</tr>
<tr>
<td>currency</td>
<td>Y</td>
<td>The currency used to describe the product price, in <a href="#">three-letter ISO format</a>.</td>
</tr>
<tr>
<td>priceValidUntil</td>
<td></td>
<td>The date (in <a href="#">ISO date format</a>) after which the price will no longer be available. (Your product snippet may not display if the priceValidUntil property indicates a past date.)</td>
</tr>
<tr>
<td>seller</td>
<td></td>
<td>The seller of the product.</td>
</tr>
</tbody>
</table>
### Property | Required? | Description
--- | --- | ---
condition |  | Any text may be specified. If the condition attribute is used, the value of the content attribute must be one of the following recognized values:
- new
- used
- refurbished

For example:

```html
<span itemprop="condition" content="new">Brand new!</span>
```

availability |  | Any text may be specified, but the value of the content attribute must be one of the following recognized values:
- out_of_stock
- in_stock
- instore_only
- preorder

quantity |  | The number of items available for this offer.

offerURL |  | A URL to the product web page (that includes the Offer). (Don’t use offerURL for markup that appears on the product page itself.)

identifier |  | The product identifier. Google recommends including brand and at least one identifier for each product.

Recognized types include:
- asin
- isbn
- mpn
- upc
- sku

itemOffered |  | The item being sold. Typically, this includes a nested Product, but it can also contain other item types or free text.

---

### For Products with a Price Range/Many Offers

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>lowPrice</td>
<td>Y</td>
<td>The lowest price of all offers available. Floating point number.</td>
</tr>
<tr>
<td>highPrice</td>
<td></td>
<td>The highest price of all offers available. Floating point number.</td>
</tr>
<tr>
<td>currency</td>
<td>Y</td>
<td>The currency used to describe the product price, in three-letter ISO format.</td>
</tr>
<tr>
<td>Property</td>
<td>Required?</td>
<td>Description</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>offerCount</td>
<td></td>
<td>The number of offers for the product.</td>
</tr>
<tr>
<td>condition</td>
<td></td>
<td>Any text may be specified, but the value of the content attribute must be one of the following recognized values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• new</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• used</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• refurbished</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For example:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;span itemprop=&quot;condition&quot; content=&quot;new&quot;&gt;Brand new!&lt;/span&gt;</td>
</tr>
<tr>
<td>offerURL</td>
<td></td>
<td>A URL to the product web page (that includes the Offer or Offer-aggregate). (Don’t use offerURL for markup that appears on the product page itself.)</td>
</tr>
<tr>
<td>identifier</td>
<td></td>
<td>The product identifier. Google recommends including brand and at least one identifier for each product.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recognized types include:</td>
</tr>
<tr>
<td></td>
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<tr>
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</tr>
<tr>
<td></td>
<td></td>
<td>• mpn</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• upc</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• sku</td>
</tr>
<tr>
<td>itemOffered</td>
<td></td>
<td>The item being sold. Typically, this includes a nested Product, but it can also contain other item types or free text.</td>
</tr>
</tbody>
</table>

For more information on product rich snippets, also watch this [video from Google](#).
RECIPES
I think that the recipe rich snippets might be the best rich snippets of all. Both Google and Bing offer a recipe search function, and recipe pages coded with rich snippet code are eligible for these recipe searches.

In Google, once a search is performed in web search for a keyword that has recipes associated with it, additional recipe search options become available under the “Search Tools” menu:

This allows the searcher to further narrow the recipe results based on ingredients, cook time and calories - all information determined by data contained in rich snippet code:

Implementing Recipe Rich Snippets

Before:

```html
<div>
  <h1>Grandma’s Holiday Apple Pie</h1>
</div>
```
By Carol Smith  
Published: November 5, 2009  
This is my grandmother’s apple pie recipe. I like to add a dash of nutmeg.  
4.0 stars based on 35 reviews  
Prep time: 30 min  
Cook time: 1 hour  
Total time: 1 hr 30 min  
Yield: 1 9” pie (8 servings)  
Serving size: 1 medium slice  
Calories per serving: 250  
Fat per serving: 12g  
Ingredients:  
Thinly-sliced apples: 6 cups  
White sugar: 3/4 cup  
...

Directions:  
1. Cut and peel apples  
2. Mix sugar and cinnamon. Use additional sugar for tart apples.  
...

After:
Calories per serving: <span itemprop="calories">250</span>
Fat per serving: <span itemprop="fat">12g</span>

**Ingredients:**
- Thinly-sliced <span itemprop="name">apples</span>: 6 cups
- <span itemprop="name">White sugar</span>: 3/4 cup

**Directions:**
1. Cut and peel apples
2. Mix sugar and cinnamon. Use additional sugar for tart apples.

### Recipe Rich Snippet Field Definitions

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>name</td>
<td>Y</td>
<td>The name of the dish.</td>
</tr>
<tr>
<td>recipeType(tag)</td>
<td></td>
<td>The type of dish: for example, appetizer, entree, dessert ...</td>
</tr>
<tr>
<td>photo</td>
<td></td>
<td>Image of the dish being prepared.</td>
</tr>
<tr>
<td>published</td>
<td></td>
<td>The date the recipe was published, in ISO date format.</td>
</tr>
<tr>
<td>summary</td>
<td></td>
<td>A short summary describing the dish.</td>
</tr>
<tr>
<td>review</td>
<td></td>
<td>A review of the dish.</td>
</tr>
<tr>
<td>prepTime</td>
<td></td>
<td>The length of time it takes to prepare the recipe for dish, in ISO 8601 duration format. Can use min, max as child elements to specify a range of time.</td>
</tr>
<tr>
<td>cookTime</td>
<td></td>
<td>The time it takes to actually cook the dish, in ISO 8601 duration format. Can use min, max as child elements to specify a range of time.</td>
</tr>
<tr>
<td>totalTime</td>
<td>(duration)</td>
<td>The total time it takes to prepare the cook the dish, in ISO 8601 duration format. Can use min, max as child elements to specify a range of time.</td>
</tr>
<tr>
<td>Property</td>
<td>Required?</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>nutrition</td>
<td>Nutrition information about the recipe. Can contain the following child elements: servingSize, calories, fat, saturatedFat, unsaturatedFat, carbohydrates, sugar, fiber, protein, cholesterol. These elements are not explicitly part of the hRecipe microformat, but Google will recognize them.</td>
<td></td>
</tr>
<tr>
<td>instructions</td>
<td>The steps to make the dish. Can contain the child element instruction, which can be used to annotate each step.</td>
<td></td>
</tr>
<tr>
<td>yield</td>
<td>The quantity produced by the recipe (for example, number of people served, number of servings, etc).</td>
<td></td>
</tr>
<tr>
<td>ingredient</td>
<td>An ingredient used in the recipe. Can contain child items name (name of the ingredient) and amount. Use this to identify individual ingredients.</td>
<td></td>
</tr>
<tr>
<td>author</td>
<td>Creator of the recipe.</td>
<td></td>
</tr>
</tbody>
</table>

For more information on Recipe Rich Snippets from Google, watch [this video](#).
Review rich snippets allow sites with products and other types of items with reviews to display those reviews through a rich snippet in organic search. These review snippets, however, are not the same as review stars seen in Google AdWords or Google Shopping (these are seller reviews). A review rich snippet adds a rating of stars to the organic listing:

To display review rich snippets, a webpage must contain a review/rating system visible to visitors. In the example above, *PC Magazine* shares its rating of the Dell Latitude laptop on its page as such:

Reviews may be from one editor, as with the *PC Magazine* example, or from many reviewers:

Note that the review example for the movie Eat Pray Love shows the rating scale as well as how many votes (reviews) have been received on that site.

Review rich snippets may also appear alongside a product rich snippet:
Implementing Review Rich Snippets

Before:

<div>
L’Amourita Pizza
Reviewed by Ulysses Grant on Jan 6.
Delicious, tasty pizza on Eastlake!
L’Amourita serves up traditional wood-fired Neapolitan-style pizza,
brought to your table promptly and without fuss. An ideal neighborhood pizza joint.
Rating: 4.5
</div>

After:

<div>
  <div itemscope itemtype="http://data-vocabulary.org/Review">
    <span itemprop="itemreviewed">L’Amourita Pizza</span>
    Reviewed by <span itemprop="reviewer">Ulysses Grant</span> on 
    <time itemprop="dtreviewed" datetime="2009-01-06">Jan 6</time>.
    <span itemprop="summary">Delicious, tasty pizza in Eastlake!</span>
    <span itemprop="description">L’Amourita serves up traditional wood-fired Neapolitan-style pizza, brought to your table promptly and without fuss. An ideal neighborhood pizza joint.</span>
    Rating: <span itemprop="rating">4.5</span>
  </div>
</div>

Review Rich Snippets Property Definitions

<table>
<thead>
<tr>
<th>Property</th>
<th>Required?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>itemreviewed</td>
<td>Y</td>
<td>The item being reviewed. Also required to have either rating or dtreviewed as an additional field.</td>
</tr>
<tr>
<td>rating</td>
<td></td>
<td>A numerical quality rating for the item (for example, 4). You can indicate a rating scale by specifying best (default: 5) and worst (default: 1).</td>
</tr>
<tr>
<td>reviewer</td>
<td>Y</td>
<td>The author of the review.</td>
</tr>
<tr>
<td>dtreviewed</td>
<td></td>
<td>The date that the item was reviewed in ISO date format.</td>
</tr>
<tr>
<td>description</td>
<td></td>
<td>The body of the review.</td>
</tr>
<tr>
<td>summary</td>
<td></td>
<td>A short summary of the review.</td>
</tr>
</tbody>
</table>

For more information on Review rich snippets, watch this video from Google.
TESTING RICH SNIPPETS

After implementing structured markup code, it’s important to test the markup to ensure that it is implemented properly. Both Google and Bing provide tools to test structured markup.

Google’s Rich Snippet Testing Tool provides a preview of what the rich snippet is expected to look like in Google’s organic search results, but sometimes the tool shows a rich snippet result that may not truly show in the actual search results. The tool also provides a breakdown of the structured data it finds on the page. If there are errors in the code and the snippet does not appear in the preview, look in this area to see what the problem might be:

However, even if the markup code is implemented correctly, there’s no guarantee that rich snippets will show in Google’s search results, as Matt Cutts of Google indicates in this video.

Bing’s Markup Validator tool is only available within Bing Webmaster Central. To use the tool, webmasters must first validate the site with Bing Webmaster Central. Once the site is validated, enter the page to check and Bing will return the structured data it finds on the page. However, it will not show a preview how a rich snippet might appear in Bing’s search results.
FINAL THOUGHTS ON RICH SNIPPETS

If you’ve implemented the markup code and have tested it in the snippet testing tools from Google and Bing and still can’t figure out why the snippet isn’t showing, Google provides [this helpful video](#) to help you troubleshoot potential problems.

While both Google and Bing will automatically find the new markup on the pages when they are reindexed, you can also notify Google of your new updates using [this form](#).

Both Google and Bing are also regularly adding new types of rich snippets to the organic results. To keep abreast of the latest rich snippets available by search engine, visit the following links:

- [Bing](#)
- [Google](#)