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Are you here because you got a message from Search Console? Check our troubleshooting resources. A review snippet is a short excerpt of a review or a rating from a review website, usually an average of the combined rating scores from many reviewers. When Google finds valid reviews or ratings markup, we may show a rich snippet that includes stars and other summary info from reviews or ratings. In addition to the text of the review, a rating is an evaluation described on a numeric scale (such as 1 to 5). Review snippets may appear in rich results or Google Knowledge Panels. You can supply ratings for the following content types (and subtypes): Note: The actual appearance in search results might be different. You can preview most features with the Rich Results Test. Google also supports reviews for the following schema.org types (and their subtypes): Does your site provide reviews about other employers? Use EmployerAggregateRating structured data. Does your site review claims made by others? Use Fact check structured data. How to add structured data Structured data is a standardized format for providing information about a page and classifying the page content. If you're new to structured data, you can learn more about how structured data works. Here's an overview of how to build, test, and release structured data. For a step-by-step guide on how to add structured data to a web page, check out the structured data code lab. Examples There are several ways you can add Review structured data to a page: Add a simple review. Nest a review into another schema.org type using its review property. Add aggregate ratings. You can omit the rating for an individual review if your marked-up content contains both an author and a review date. For aggregate reviews, you must supply the average rating for the rich snippet to display. Nest aggregate ratings into another schema.org type using its aggregateRating property. Simple review Here's an example of a simple review. Legal Seafood { "@context": " . "@type": "Review", "itemReviewed": { "@type": "Restaurant", "image": " . "name": "Legal Seafood", "servesCuisine": "Seafood", "priceRange": "\$\$\$", "telephone": "1234567", "address": { "@type": "PostalAddress", "streetAddress": "123 William St", "addressLocality": "New York", "addressRegion": "NY", "postalCode": "10038", "addressCountry": "US" } }, "reviewRating": { "@type": "Rating", "ratingValue": "4" }, "name": "A good seafood place.", "author": { "@type": "Person", "name": "Bob Smith" } } Legal Seafood Legal Seafood \$\$\$ 1234567 123 William St, New York 4 stars - "A good seafood place." Bob Smith Legal Seafood 4 stars - "A good seafood place." Here's an example of a review that's nested in a Product. You can copy and paste the example to your own HTML page. The Catcher in the Rye { "@context": " . "@type": "Product", "brand": { "@type": "Brand", "name": "Penguin Books" }, "description": "The Catcher in the Rye is a classic coming-of-age story: an story of teenage alienation, capturing the human need for connection and the bewildering sense of loss as we leave childhood behind.", "sku": "9780241984758", "mpn": "925872", "image": " . "name": "The Catcher in the Rye", "review": { "@type": "Review", "reviewRating": { "@type": "Rating", "ratingValue": "5" }, "author": { "@type": "Person", "name": "John Doe" } }, { "@type": "Review", "reviewRating": { "@type": "Rating", "ratingValue": "1" }, "author": { "@type": "Person", "name": "Jane Doe" } } ], "aggregateRating": { "@type": "AggregateRating", "ratingValue": "88", "bestRating": "100", "ratingCount": "20" }, "offers": { "@type": "Offer", "url": " . priceCurrency": "USD", "price": "5.99", "priceValidUntil": "2020-11-05", "itemCondition": " . "availability": " . "seller": { "@type": "Organization", "name": "eBay" } } ) The Catcher in the Rye The Catcher in the Rye Review: 5 - "A masterpiece of literature" by John Doe, written on May 4, 2006 I really enjoyed this book. It captures the essential challenge people face as they try make sense of their lives and grow to adulthood. 1 - "The worst thing I've ever read" by Jane Doe, written on May 10, 2006 The Catcher in the Rye 5 - "A masterpiece of literature" by Legal Seafood Seafood 1234567 123 William St, New York 4.2 out of 5 stars - 123 votes Legal Seafood ACME Executive Anvil from \$119.99 to \$199.99 Your content must follow these guidelines to be eligible to appear as a rich result. Warning: If your site violates one or more of these guidelines, then Google may take manual action against it. Once you have remedied the problem, you can submit your site for reconsideration. Technical guidelines Make sure to mark up an aggregate evaluation of an item by many people with schema.org/AggregateRating. Google may display aggregate ratings as rich snippets or, for certain types of items, answers in search results. Refer clearly to a specific product or service by nesting the review within the markup of another schema.org type, such as schema.org/Book or schema.org/Recipe, or by using a schema.org type as a value for the itemReviewed property. Make sure the reviews and ratings you mark up are readily available to users from the marked-up page. It must be immediately obvious to users that the page has review content. Provide review information about a specific item, not about a category or a list of items. If you include multiple individual reviews, also include an aggregate rating of the individual reviews. Don't aggregate reviews from other websites. If the review snippet is for a local business or an organization, you must follow these additional guidelines: If the entity that's being reviewed controls the reviews about itself, their pages that use LocalBusiness or any other type of Organization structured data are ineligible for star review feature. For example, a review about entity A is placed on the website of entity A, either directly in their structured data or through an embedded third-party widget. For more information, check out our blog post on why we added this guideline and our FAQ about the change. Ratings must be sourced directly from users. Don't rely on human editors to create, curate, or compile ratings information for local businesses. Structured data type definitions You must include the required properties for your structured data to display in search results. You can also include the recommended properties to add more information to your structured data, which could provide a better user experience. Review The full definition of Review is available at schema.org/Review. Required properties author Person or Organization The author of the review. The reviewer's name must be a valid name. For example, "50% off until Saturday" is not a valid name for a reviewer. This field must be shorter than 100 characters. If it's longer than 100 characters, your page won't be eligible for an author-based review snippet. To help Google best understand authors across various features, consider following the author markup best practices. itemReviewed One of the valid types The item that is being reviewed. However, if the review is nested into another schema.org type using the review property, you can omit the itemReviewed property. The valid types for the reviewed item are: itemReviewed.name Text The name of the item that is being reviewed. If the review is nested into another schema.org type using the review property, you still need to provide the name of the thing that is being reviewed. 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Recommended properties datePublished Date The date that the review was published, in ISO 8601 date format. reviewRating.bestRating Number The highest value allowed in this rating system. If bestRating is omitted, 5 is assumed. reviewRating.worstRating Number The lowest value allowed in this rating system. If worstRating is omitted, 1 is assumed. AggregateRating The full definition of AggregateRating is available at schema.org/AggregateRating. Required properties itemReviewed One of the valid types The item that is being rated. However, if the aggregate rating is nested into another schema.org type using the aggregateRating property, you can omit the itemReviewed property. The valid types for the reviewed item are: itemReviewed.name Text The name of the item that is being reviewed. If the review is nested into another schema.org type using the review property, you still need to provide the name of the thing that is being reviewed. For example: { "@context": " . 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If bestRating is omitted, 5 is assumed. worstRating Number The lowest value allowed in this rating system. If worstRating is omitted, 1 is assumed. Monitor rich results with Search Console Search Console is a tool that helps you monitor how your pages perform in Google Search. You don't have to sign up for Search Console to be included in Google Search results, but it can help you understand and improve how Google sees your site. We recommend checking Search Console in the following cases: After deploying structured data for the first time After Google has indexed your pages, look for issues using the relevant Rich result status report. Ideally, there will be an increase of valid pages, and no increase in errors or warnings. If you find issues in your structured data. After releasing new templates or updating your code When you make significant changes to your website, monitor for increases in structured data errors and warnings. If you see an increase in errors, perhaps you rolled out a new template that doesn't work, or your site interacts with the existing template in a new and bad way. If you see a decrease in valid items (not matched by an increase in errors), perhaps you are no longer embedding structured data in your pages. Use the URL Inspection tool to learn what is causing the issue. Warning: Don't use cached links to debug your pages. Instead, use the URL Inspection Tool because it has the most up-to-date version of your pages. Analyzing traffic periodically Analyze your Google Search traffic using the Performance Report. The data will show you how often your page appears as a rich result in Search, how often users click on it and what is the average position you appear on search results. You can also automatically pull these results with the Search Console API. Troubleshooting If you're having trouble implementing or debugging structured data, here are some resources that may help you. If you're using a content management system (CMS) or someone else is taking care of your site, ask them to help you. Make sure to forward any Search Console message that details the issue to them. Google does not guarantee that features that consume structured data will show up in search results. For a list of common reasons why Google may not show your content in a rich result, see the General Structured Data Guidelines. You might have an error in your structured data. Check the list of structured data errors. If you received a structured data manual action against your page, the structured data on the page will be ignored (although the page can still appear in Google Search results). To fix structured data issues, use the Manual Actions report. Review the guidelines again to identify if your content isn't compliant with the guidelines. The problem can be caused by either spammy content or spammy markup usage. However, the issue may not be a syntax issue, and so the Rich Results Test won't be able to identify these issues. Troubleshoot missing rich results / drop in total rich results. Allow time for re-crawling and re-indexing. Remember that it may take several days after publishing a page for Google to find and crawl it. For general questions about crawling and indexing, check the Google Search crawling and indexing FAQ. Ask a question in the Google Search Central office hours. Post a question in the Google Search Central forum.

Need help studying away from Uni? View our full guide on getting connected; covering VPN, Canvas, myUniApps, Zoom and Lecture Capture. We offer first level support to students with their VPN connection, account access, software and study tool enquiries. Add a Place Travel Forum Airlines Travel Guides Help Centre Travel Articles. Europe. United Kingdom (UK) England. Somerset. Wookey Hole. Things to do in Wookey Hole. ... This would be fine if there was a tour guide like there used to be, but due to the hundreds of people in the cave it just felt like a conveyor belt. 19/07/2022 · Customer Terms and Conditions - New Car Lead enquires Agreement. This is an agreement between GoAutoMedia Pty Limited ACN 094 732 457 of PO Box 18, Beach Road, Sandringham, VIC, 3191 ("we/us"), the owner and operator of the GoAuto.com.au website ("the website") and the person wanting GoAuto.com.au to provide them with a lead for the purchase ... It may help you to land your dream job by taking this CRM Certification. Students of any stream: Though it is not mandatory that students pursuing only business domain needs this training, any student who wants to make a career for himself or herself in a business domain can opt for this training and go a step forward to reach his or her goal. After 30 hours of research, and talking to eight experts in the fire-safety industry, we found the best fire extinguisher for your home. Read on to learn more. 23/11/2020 · Restrooms at weddings are often overlooked, but a few small touches will go a long way in making sure your guests are looking and feeling their best all wedding long. Which, trust us, is important—because no one's going to let loose if they're too stressed about a stain on their clothes or something in their teeth. This is where wedding bathroom baskets, or "amenity ..." The applicant portal has instructions to guide you through your application. It will tell you what documents you need and how to upload them. You can choose to start your application, save your details and come back to complete it later. If you're ready, you can select Apply Online and you'll be taken directly to the applicant portal. Lipper has been a leading provider of independent fund content, analytics, and insight to the global investment community for over 45 years, used to benchmark fund performance, manage risk, conduct fund due diligence and selection, define product strategy, and help investors find suitable investments. Fund classification system: Compare similar funds and benchmark ... At only 26.2 decibels, your Transcend 3 Auto will help you and your bed partner get more restful sleep, even after a full day of exploring all the places your travels take you. ... Quick Guide; AC Power Supply; International Plug Adapter Pack; 6 Foot ...

