

All Schema Sample Code that we Include in our Blog

Local Business Schema Sample Code

```
<html>
<head>
  <title>Your Local Business Name Ex. Restaurant</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Restaurant",
    "image": [
      "https://website.com/photos/1x1/photo.jpg",
      "https://website.com/photos/4x3/photo.jpg",
      "https://website.com/photos/16x9/photo.jpg"
    ],
    "name": "Dave's Steak House",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "100/22 1st Floor, Madhyam Marg",
      "addressLocality": "Jaipur",
      "addressRegion": "RJ",
      "postalCode": "302020",
      "addressCountry": "IN"
    },
    "review": {
      "@type": "Review",
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": 4,
        "bestRating": 5
      },
      "author": {
        "@type": "Person",
        "name": "Author Name"
      }
    },
    "geo": {
      "@type": "GeoCoordinates",
```

```
"latitude": 26.85092309888084,
"longitude": 75.76786301775152
},
"url": "https://www.website.com/restaurant-locations/manhattan",
"telephone": "+919887772550",
"servesCuisine": "Indian",
"priceRange": "₹₹₹",
"openingHoursSpecification": [
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday"
    ],
    "opens": "9:30",
    "closes": "20:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Wednesday",
      "Thursday",
      "Friday"
    ],
    "opens": "9:30",
    "closes": "17:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Saturday",
    "opens": "10:00",
    "closes": "17:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Sunday",
    "opens": "16:00",
    "closes": "22:00"
  }
],
"menu": "https://www.website.com/menu"
}
</script>
</head>
```

```
<body>
</body>
</html>
```

Organization schema sample Code

```
<html>
<head>
  <title>About Us</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "image": "https://www.website.com/example_image.jpg",
    "url": "https://www.website.com",
    "sameAs": ["https://example.net/profile/example1234", "https://example.org/example1234"],
    "logo": "https://www.website.com/images/logo.png",
    "name": "Example Corporation",
    "description": "The example corporation is well-known for producing high-quality widgets",
    "email": "contact@website.com",
    "telephone": "+91-99-999-9999",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "100/22 1st Floor, Madhyam Marg",
      "addressLocality": "Jaipur",
      "addressRegion": "RJ",
      "addressCountry": "IN",
      "postalCode": "302020"
    },
    "vatID": "FR12345678901",
    "iso6523Code": "0199:229800PSH232M1SQQ443"
  }
</script>
</head>
<body>
</body>
</html>
```

Article schema sample Code

```
<html>
```

```

<head>
  <title>Title of a News Article</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "NewsArticle",
    "headline": "Title of a News Article",
    "image": [
      "https://website.com/photos/1x1/photo.jpg",
      "https://website.com/photos/4x3/photo.jpg",
      "https://website.com/photos/16x9/photo.jpg"
    ],
    "datePublished": "2025-01-15T08:00:00+08:00",
    "dateModified": "2025-02-15T09:20:00+08:00",
    "author": [{
      "@type": "Person",
      "name": "Writer Name ",
      "url": "https://website.com/profile/janedoe123"
    },{
      "@type": "Person",
      "name": "Editeor",
      "url": "https://website.com/profile/johndoe123"
    }]
  }
</script>
</head>
<body>
</body>
</html>

```

Breadcrumb schema sample Code

```

<html>
<head>
  <title>Breadcrumb Name</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "BreadcrumbList",
    "itemListElement": [{
      "@type": "ListItem",
      "position": 1,

```

```

    "name": "List 1st",
    "item": "https://website.com/books"
  },{
    "@type": "ListItem",
    "position": 2,
    "name": "List 2nd",
    "item": "https://website.com/books/sciencefiction"
  },{
    "@type": "ListItem",
    "position": 3,
    "name": "List 3rd"
  }
}
</script>
</head>
<body>
</body>
</html>

```

Course info schema sample Code

```

<html>
<head>
<title>Introduction to Course List Name </title>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@id": "https://www.website.com/advancedCpp",
  "@type": "Course",
  "name": "1st Course Name",
  "description": "Course Description ",
  "publisher": {
    "@type": "Organization",
    "name": "CourseWebsite",
    "url": "www.examplecoursewebsite.com"
  },
  "provider": {
    "@type": "Organization",
    "name": "Organization Name",
    "url": "www.website.com"
  },
  "image": [

```

```
"https://website.com/photos/1x1/photo.jpg",
"https://website.com/photos/4x3/photo.jpg",
"https://website.com/photos/16x9/photo.jpg"
],
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": 4,
  "ratingCount": 1234,
  "reviewCount": 450
},
"offers": [{
  "@type": "Offer",
  "category": "Paid",
  "priceCurrency": "INR",
  "price": 10.99
}],
"totalHistoricalEnrollment": 1234567890,
"datePublished": "2025-01-21",
"educationalLevel": "Advanced",
"about": ["include Course Name 1st", "include Course Name 1st"],
"teaches": ["Practice and apply systems thinking to plan for change",
  "Understand how memory allocation works."],
"financialAidEligible": "Scholarship Available",
"inLanguage": "en",
"availableLanguage": ["HI", "EN"],
"syllabusSections": [
  {
    "@type": "Syllabus",
    "name": "Topic Name",
    "description": "Topic Description",
    "timeRequired": "PT6H"
  },
  {
    "@type": "Syllabus",
    "name": "Topic Name",
    "description": "Topic Description",
    "timeRequired": "PT11H"
  }
],
"review": [
  {
    "@type": "Review",
    "author": {
      "@type": "Person",
```

```
    "name": "Persion Name"
  },
  "datePublished": "2025-01-14",
  "reviewRating": {
    "@type": "Rating",
    "bestRating": 10,
    "ratingValue": 6
  }
}],
"coursePrerequisites": [
  "Basic understanding of C++ up to arrays and functions.",
  "https://www.website.com/beginnerCpp"
],
"educationalCredentialAwarded": [{
  "@type": "EducationalOccupationalCredential",
  "name": "CourseProvider Certificate",
  "url": "www.website.com",
  "credentialCategory": "Certificate",
  // offers only needed if the credential costs extra money.
  "offers": [{
    "@type": "Offer",
    "category": "Paid",
    "price": 5,
    "priceCurrency": "INR"
  }]
}],
"video": {
  "@type": "VideoObject",
  "name": "Video name",
  "description": "A video previewing this course description.",
  "uploadDate": "2024-03-28T08:00:00+08:00",
  "contentUrl": "www.website.come/mp4",
  "thumbnailUrl": "www.website.com/thumbnailurl.jpg"
},
"hasCourseInstance": [
{
  // Blended, instructor-led course meeting 3 hours per day in July.
  "@type": "CourseInstance",
  "courseMode": "Blended",
  "location": "Example University",
  "courseSchedule": {
    "@type": "Schedule",
    "duration": "PT3H",
    "repeatFrequency": "Daily",
```

```
"repeatCount": 31,
"startDate": "2024-07-01",
"endDate": "2024-07-31"
},
"instructor": [{
  "@type": "Person",
  "name": "Ira D.",
  "description": "Professor at X-University",
  "image": "http://website.com/person.jpg"
}]
},
{
  // Online self-paced course that takes 2 days to complete.
  "@type": "CourseInstance",
  "courseMode": "Online",
  "courseWorkload": "P2D"
}],
// Only required for course programs that link to child courses.
"hasPart": [{
  "@type": "Course",
  "name": "C++ Algorithms",
  "url": "https://www.website.com/cpp-algorithms",
  "description": "Learn how to code base algorithms in c++.",
  "provider": {
    "@type": "Organization",
    "name": "Example University",
    "url": "www.website.com"
  }
}], {
  "@type": "Course",
  "name": "C++ Data Structures",
  "url": "https://www.website.com/cpp-data-structures",
  "description": "Learn about core c++ data structures.",
  "provider": {
    "@type": "Organization",
    "name": "Example University",
    "url": "www.website.com"
  }
}
}]
}
</script>
</head>
<body>
</body>
```



```
</html>
```

Course List schema sample Code

```
<html>
<head>
  <title>Introduction to Computer Science and Programming</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Course",
    "name": "Introduction to Computer Science and Programming",
    "description": "Introductory CS course laying out the basics.",
    "provider": {
      "@type": "Organization",
      "name": "University of Technology - Eureka",
      "sameAs": "https://www.example.com"
    }
  }
</script>
</head>
<body>
</body>
</html>
```

FAQ schema sample Code

```
<html>
<head>
  <title>Finding an apprenticeship - Frequently Asked Questions(FAQ)</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "FAQPage",
    "mainEntity": [{
      "@type": "Question",
      "name": "How to find an apprenticeship?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "<p>We provide an official service to search through available apprenticeships. To get started, create an account here, specify the desired region, and your preferences. You will be able to search through all officially registered open apprenticeships.</p>"
      }
    }
  ]
}
```

```

    }
  }, {
    "@type": "Question",
    "name": "Whom to contact?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "You can contact the apprenticeship office through our official phone hotline above,
or with the web-form below. We generally respond to written requests within 7-10 days."
    }
  }
]
}
</script>
</head>
<body>
</body>
</html>

```

Education Q&A schema sample Code

```

<html>
<head>
<title>Cell Transport</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Quiz",
  "about": {
    "@type": "Thing",
    "name": "Cell Transport"
  },
  "educationalAlignment": [
    {
      "@type": "AlignmentObject",
      "alignmentType": "educationalSubject",
      "targetName": "Biology"
    }
  ],
  "hasPart": [
    {
      "@context": "https://schema.org/",
      "@type": "Question",
      "eduQuestionType": "Flashcard",
      "text": "This is some fact about receptor molecules."
    }
  ]
}
</script>

```

```

    "acceptedAnswer": {
      "@type": "Answer",
      "text": "receptor molecules"
    }
  },
  {
    "@context": "https://schema.org/",
    "@type": "Question",
    "eduQuestionType": "Flashcard",
    "text": "This is some fact about the cell membrane.",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "cell membrane"
    }
  }
]
}
</script>
</head>
</html>

```

Q&A schema sample Code

```

<html>
<head>
  <title>How many ounces are there in a pound?</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "QAPage",
    "mainEntity": {
      "@type": "Question",
      "name": "How many ounces are there in a pound?",
      "text": "I have taken up a new interest in baking and keep running across directions in
ounces and pounds. I have to translate between them and was wondering how many ounces
are in a pound?",
      "answerCount": 3,
      "upvoteCount": 26,
      "datePublished": "2024-02-14T15:34-05:00",
      "author": {
        "@type": "Person",
        "name": "Mary Stone",
        "url": "https://website.com/profiles/mary-stone"
      }
    }
  }
  </script>

```

```
},
"acceptedAnswer": {
  "@type": "Answer",
  "text": "1 pound (lb) is equal to 16 ounces (oz).",
  "image": "https://website.com/images/conversion-chart.jpg",
  "upvoteCount": 1337,
  "url": "https://website.com/question1#acceptedAnswer",
  "datePublished": "2024-02-14T16:34-05:00",
  "author": {
    "@type": "Person",
    "name": "Julius Fernandez",
    "url": "https://website.com/profiles/julius-fernandez"
  }
},
"suggestedAnswer": [
  {
    "@type": "Answer",
    "text": "Are you looking for ounces or fluid ounces? If you are looking for fluid ounces there are 15.34 fluid ounces in a pound of water.",
    "upvoteCount": 42,
    "url": "https://website.com/question1#suggestedAnswer1",
    "datePublished": "2024-02-14T15:39-05:00",
    "author": {
      "@type": "Person",
      "name": "Kara Weber",
      "url": "https://website.com/profiles/kara-weber"
    },
    "comment": {
      "@type": "Comment",
      "text": "I'm looking for ounces, not fluid ounces.",
      "datePublished": "2024-02-14T15:40-05:00",
      "author": {
        "@type": "Person",
        "name": "Mary Stone",
        "url": "https://website.com/profiles/mary-stone"
      }
    }
  }, {
    "@type": "Answer",
    "text": " I can't remember exactly, but I think 18 ounces in a lb. You might want to double check that.",
    "upvoteCount": 0,
    "url": "https://website.com/question1#suggestedAnswer2",
    "datePublished": "2024-02-14T16:02-05:00",
```

```
    "author": {
      "@type": "Person",
      "name": "Joe Cobb",
      "url": "https://website.com/profiles/joe-cobb"
    }
  }
]
}
}
</script>
</head>
<body>
</body>
</html>
```

Learning Videos schema sample Code

```
<html>
<head>
  <title>Learning video markup example</title>
  <script type="application/ld+json">
    {
      "@context": "https://schema.org",
      "@type": ["VideoObject", "LearningResource"],
      "name": "An introduction to Genetics",
      "description": "Explanation of the basics of Genetics for beginners.",
      "learningResourceType": "Concept Overview",
      "educationalLevel": "High school (US)",
      "contentUrl": "https://www.example.com/video/123/file.mp4",
      "thumbnailUrl": [
        "https://website.com/photos/1x1/photo.jpg",
        "https://website.com/photos/4x3/photo.jpg",
        "https://website.com/photos/16x9/photo.jpg"
      ],
      "uploadDate": "2024-03-31T08:00:00+08:00"
    }
  </script>
</head>
<body>
</body>
</html>
```

Videos schema sample Code

```
<html>
<head>
  <title>Introducing the self-driving bicycle in the Netherlands</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "VideoObject",
    "name": "Introducing the self-driving bicycle in the Netherlands",
    "description": "This spring, Google is introducing the self-driving bicycle in Amsterdam, the world's premier cycling city. The Dutch cycle more than any other nation in the world, almost 900 kilometres per year per person, amounting to over 15 billion kilometres annually. The self-driving bicycle enables safe navigation through the city for Amsterdam residents, and furthers Google's ambition to improve urban mobility with technology. Google Netherlands takes enormous pride in the fact that a Dutch team worked on this innovation that will have great impact in their home country.",
    "thumbnailUrl": [
      "https://website.com/photos/1x1/photo.jpg",
      "https://website.com/photos/4x3/photo.jpg",
      "https://website.com/photos/16x9/photo.jpg"
    ],
    "uploadDate": "2024-03-31T08:00:00+08:00",
    "duration": "PT1M54S",
    "contentUrl": "https://www.example.com/video/123/file.mp4",
    "embedUrl": "https://www.example.com/embed/123",
    "interactionStatistic": {
      "@type": "InteractionCounter",
      "interactionType": { "@type": "WatchAction" },
      "userInteractionCount": 5647018
    },
    "regionsAllowed": ["US", "NL"]
  }
</script>
</head>
<body>
</body>
</html>
```

Product schema sample Code

```
<html>
<head>
```

```
<title>Executive Anvil</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Anvil",
  "description": "Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the
business traveler looking for something to drop from a height.",
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": 4,
      "bestRating": 5
    },
    "author": {
      "@type": "Person",
      "name": "Fred Benson"
    }
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": 4.4,
    "reviewCount": 89
  }
}
</script>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Anvil",
  "image": [
    "https://website.com/photos/1x1/photo.jpg",
    "https://website.com/photos/4x3/photo.jpg",
    "https://website.com/photos/16x9/photo.jpg"
  ],
  "description": "Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the
business traveler looking for something to drop from a height.",
  "sku": "0446310786",
  "mpn": "925872",
  "brand": {
    "@type": "Brand",
    "name": "ACME"
  }
}
```

```
},
"review": {
  "@type": "Review",
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": 4,
    "bestRating": 5
  },
  "author": {
    "@type": "Person",
    "name": "Fred Benson"
  }
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": 4.4,
  "reviewCount": 89
},
"offers": {
  "@type": "Offer",
  "url": "https://website.com/anvil",
  "priceCurrency": "INR",
  "price": 119.99,
  "priceValidUntil": "2024-11-20",
  "itemCondition": "https://schema.org/UsedCondition",
  "availability": "https://schema.org/InStock"
}
}
</script>
<script type="application/ld+json">
[
{
  "@context": "https://schema.org/",
  "@type": "ProductGroup",
  "name": "Wool winter coat",
  "description": "Wool coat, new for the coming winter season",
  "url": "https://www.example.com/coat",
  "brand": {
    "@type": "Brand",
    "name": "Good brand"
  },
  "audience": {
    "@type": "PeopleAudience",
    "suggestedGender": "unisex",
```



```
"suggestedAge": {
  "@type": "QuantitativeValue",
  "minValue": 13,
  "unitCode": "ANN"
},
"productGroupID": "44E01",
"pattern": "striped",
"material": "wool",
"variesBy": [
  "https://schema.org/size",
  "https://schema.org/color"
],
"hasVariant": [
  {
    "@type": "Product",
    "sku": "44E01-M11000",
    "gtin14": "98766051104214",
    "image": "https://www.example.com/coat_small_green.jpg",
    "name": "Small green coat",
    "description": "Small wool green coat for the winter season",
    "color": "Green",
    "size": "small",
    "offers": {
      "@type": "Offer",
      "url": "https://www.example.com/coat?size=small&color=green",
      "priceCurrency": "INR",
      "price": 39.99,
      "itemCondition": "https://schema.org/NewCondition",
      "availability": "https://schema.org/InStock",
      "shippingDetails": { "@id": "#shipping_policy" },
      "hasMerchantReturnPolicy": { "@id": "#return_policy" }
    }
  },
  {
    "@type": "Product",
    "sku": "44E01-K11000",
    "gtin14": "98766051104207",
    "image": "https://www.example.com/coat_small_lightblue.jpg",
    "name": "Small light blue coat",
    "description": "Small wool light blue coat for the winter season",
    "color": "light blue",
    "size": "small",
    "offers": {
```

```

    "@type": "Offer",
    "url": "https://www.example.com/coat?size=small&color=lightblue",
    "priceCurrency": "INR",
    "price": 39.99,
    "itemCondition": "https://schema.org/NewCondition",
    "availability": "https://schema.org/InStock",
    "shippingDetails": { "@id": "#shipping_policy" },
    "hasMerchantReturnPolicy": { "@id": "#return_policy" }
  }
},
{
  "@type": "Product",
  "sku": "44E01-X1100000",
  "gtin14": "98766051104399",
  "image": "https://www.example.com/coat_large_lightblue.jpg",
  "name": "Large light blue coat",
  "description": "Large wool light blue coat for the winter season",
  "color": "light blue",
  "size": "large",
  "offers": {
    "@type": "Offer",
    "url": "https://www.example.com/coat?size=large&color=lightblue",
    "priceCurrency": "INR",
    "price": 49.99,
    "itemCondition": "https://schema.org/NewCondition",
    "availability": "https://schema.org/BackOrder",
    "shippingDetails": { "@id": "#shipping_policy" },
    "hasMerchantReturnPolicy": { "@id": "#return_policy" }
  }
}
]
},
{
  "@context": "https://schema.org/",
  "@type": "OfferShippingDetails",
  "@id": "#shipping_policy",
  "shippingRate": {
    "@type": "MonetaryAmount",
    "value": 2.99,
    "currency": "INR"
  },
  "shippingDestination": {
    "@type": "DefinedRegion",
    "addressCountry": "IN"
  }
}

```

```

    },
    "deliveryTime": {
      "@type": "ShippingDeliveryTime",
      "handlingTime": {
        "@type": "QuantitativeValue",
        "minValue": 0,
        "maxValue": 1,
        "unitCode": "DAY"
      },
      "transitTime": {
        "@type": "QuantitativeValue",
        "minValue": 1,
        "maxValue": 5,
        "unitCode": "DAY"
      }
    }
  },
  {
    "@context": "http://schema.org",
    "@type": "MerchantReturnPolicy",
    "@id": "#return_policy",
    "applicableCountry": "US",
    "returnPolicyCategory": "https://schema.org/MerchantReturnFiniteReturnWindow",
    "merchantReturnDays": 60,
    "returnMethod": "https://schema.org/ReturnByMail",
    "returnFees": "https://schema.org/FreeReturn"
  }
]
</script>
</head>
<body>
</body>
</html>
</html>

```

Recipe schema sample Code

```

<html>
<head>
  <title>Non-Alcoholic Piña Colada</title>
  <script type="application/ld+json">
  {

```

```
"@context": "https://schema.org",
"@type": "Recipe",
"name": "Non-Alcoholic Piña Colada",
"image": [
  "https://website.com/photos/1x1/photo.jpg",
  "https://website.com/photos/4x3/photo.jpg",
  "https://website.com/photos/16x9/photo.jpg"
],
"author": {
  "@type": "Person",
  "name": "Mary Stone"
},
"datePublished": "2024-03-10",
"description": "This non-alcoholic pina colada is everyone's favorite!",
"recipeCuisine": "American",
"prepTime": "PT1M",
"cookTime": "PT2M",
"totalTime": "PT3M",
"keywords": "non-alcoholic",
"recipeYield": "4 servings",
"recipeCategory": "Drink",
"nutrition": {
  "@type": "NutritionInformation",
  "calories": "120 calories"
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": 5,
  "ratingCount": 18
},
"recipeIngredient": [
  "400ml of pineapple juice",
  "100ml cream of coconut",
  "ice"
],
"recipeInstructions": [
  {
    "@type": "HowToStep",
    "name": "Blend",
    "text": "Blend 400ml of pineapple juice and 100ml cream of coconut until smooth.",
    "url": "https://website.com/non-alcoholic-pina-colada#step1",
    "image": "https://website.com/photos/non-alcoholic-pina-colada/step1.jpg"
  },
  {
```

```
"@type": "HowToStep",
"name": "Fill",
"text": "Fill a glass with ice.",
"url": "https://website.com/non-alcoholic-pina-colada#step2",
"image": "https://website.com/photos/non-alcoholic-pina-colada/step2.jpg"
},
{
"@type": "HowToStep",
"name": "Pour",
"text": "Pour the pineapple juice and coconut mixture over ice.",
"url": "https://website.com/non-alcoholic-pina-colada#step3",
"image": "https://website.com/photos/non-alcoholic-pina-colada/step3.jpg"
}
],
"video": {
"@type": "VideoObject",
"name": "How to Make a Non-Alcoholic Piña Colada",
"description": "This is how you make a non-alcoholic piña colada.",
"thumbnailUrl": [
"https://website.com/photos/1x1/photo.jpg",
"https://website.com/photos/4x3/photo.jpg",
"https://website.com/photos/16x9/photo.jpg"
],
"contentUrl": "https://www.example.com/video123.mp4",
"embedUrl": "https://www.example.com/videoplayer?video=123",
"uploadDate": "2024-02-05T08:00:00+08:00",
"duration": "PT1M33S",
"interactionStatistic": {
"@type": "InteractionCounter",
"interactionType": { "@type": "WatchAction" },
"userInteractionCount": 2347
},
"expires": "2024-02-05T08:00:00+08:00"
}
}
</script>
</head>
<body>
</body>
</html>
```

Review snippet schema sample Code

```
<html>
<head>
<title>Legal Seafood</title>
<script type="application/ld+json">
{
"@context": "https://schema.org/",
"@type": "Review",
"itemReviewed": {
"@type": "Restaurant",
"image": "https://www.example.com/seafood-restaurant.jpg",
"name": "Legal Seafood",
"servesCuisine": "Seafood",
"priceRange": "$$$",
"telephone": "1234567",
"address" :{
"@type": "PostalAddress",
"streetAddress": "100/22 1st Floor, Madhyam Marg",
"addressLocality": "Jaipur",
"addressRegion": "RJ",
"postalCode": "302020",
"addressCountry": "IN"
}
},
"reviewRating": {
"@type": "Rating",
"ratingValue": 4
},
"author": {
"@type": "Person",
"name": "Bob Smith"
},
"publisher": {
"@type": "Organization",
"name": "Washington Times"
}
}
</script>
</head>
<body>
</body>
</html>
```

Job posting schema sample Code

```
<html>
<head>
  <title>Software Engineer</title>
  <script type="application/ld+json">
  {
    "@context" : "https://schema.org/",
    "@type" : "JobPosting",
    "title" : "Software Engineer",
    "description" : "<p>Google aspires to be an organization that reflects the globally diverse
audience that our products and technology serve. We believe that in addition to hiring the best
talent, a diversity of perspectives, ideas and cultures leads to the creation of better products and
services.</p>",
    "identifier": {
      "@type": "PropertyValue",
      "name": "Google",
      "value": "1234567"
    },
    "datePosted" : "2024-01-18",
    "validThrough" : "2024-03-18T00:00",
    "employmentType" : "CONTRACTOR",
    "hiringOrganization" : {
      "@type" : "Organization",
      "name" : "Google",
      "sameAs" : "https://www.google.com",
      "logo" : "https://www.example.com/images/logo.png"
    },
    "jobLocation": {
      "@type": "Place",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "100/22 1st Floor, Madhyam Marg",
        "addressLocality": "Jaipur",
        "addressRegion": "RJ",
        "postalCode": "302020",
        "addressCountry": "IN"
      }
    },
    "baseSalary": {
      "@type": "MonetaryAmount",
      "currency": "INR",
```

```
    "value": {
      "@type": "QuantitativeValue",
      "value": 40.00,
      "unitText": "HOUR"
    }
  }
}
</script>
</head>
<body>
</body>
</html>
```

Vehicle Listing schema sample Code

```
<html>
<head>
  <title>1999 Dodge Ram Pickup 2500 ST</title>
  <script type="application/ld+json">{
    "@context": "https://schema.org",
    "@type": "Car",
    "name": "1999 Dodge Ram Pickup 2500 ST",
    "vehicleIdentificationNumber": "1BXKF23ZXXJ000000",
    "image": [
      "https://website.com/image1.png",
      "https://website.com/image2.png"
    ],
    "url": "https://www.example.com/used-vehicle-1999-dodge-ram-pickup-2500-st-c-677",
    "offers": {
      "@type": "Offer",
      "availability": "https://schema.org/InStock",
      "price": 10000,
      "priceCurrency": "INR"
    },
    "itemCondition": "https://schema.org/NewCondition",
    "brand": {
      "@type": "Brand",
      "name": "Dodge"
    },
    "model": "Ram",
    "vehicleConfiguration": "ST",
    "vehicleModelDate": "1999",
```



```

"mileageFromOdometer": {
  "@type": "QuantitativeValue",
  "value": "20170",
  "unitCode": "SMI"
},
"color": "White",
"vehicleInteriorColor": "Gray",
"vehicleInteriorType": "Standard",
"bodyType": "Pickup",
"driveWheelConfiguration": "https://schema.org/FourWheelDriveConfiguration",
"vehicleEngine": {
  "@type": "EngineSpecification",
  "fuelType": "Gasoline"
},
"vehicleTransmission": "Manual",
"numberOfDoors": 2,
"vehicleSeatingCapacity": 2
}
</script>
</head>
<body>
</body>
</html>

```

Image Meta schema sample Code

```

<html>
<head>
<title>Black labrador puppy</title>
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "ImageObject",
"contentUrl": "https://website.com/photos/1x1/black-labrador-puppy.jpg",
"license": "https://website.com/license",
"acquireLicensePage": "https://website.com/how-to-use-my-images",
"creditText": "Labrador PhotoLab",
"creator": {
"@type": "Person",
"name": "Brixton Brownstone"
},
"copyrightNotice": "Clara Kent"
}

```

```
</script>
</head>
<body>
  
  <p><a href="https://website.com/license">License</a></p>
  <p><a href="https://website.com/how-to-use-my-images">How to use my images</a></p>
  <p><b>Photographer</b>: Brixton Brownstone</p>
  <p><b>Copyright</b>: Clara Kent</p>
  <p><b>Credit</b>: Labrador PhotoLab</p>
</body>
</html>
```

Image Meta schema sample Code

```
<html>
<head>
  <title>The Best Movies from the Oscars - 2024</title>
  <script type="application/ld+json">
  {
    "@context":"https://schema.org",
    "@type":"ItemList",
    "itemListElement":[
      {
        "@type":"ListItem",
        "position":1,
        "url":"https://website.com/a-star-is-born.html"
      },
      {
        "@type":"ListItem",
        "position":2,
        "url":"https://website.com/bohemian-rhapsody.html"
      },
      {
        "@type":"ListItem",
        "position":3,
        "url":"https://website.com/black-panther.html"
      }
    ]
  }
</script>
</head>
<body>
```

```
</body>
</html>
```

Event schema sample Code

```
<html>
<head>
  <title>The Adventures of Kira and Morrison</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Event",
    "name": "The Adventures of Kira and Morrison",
    "startDate": "2025-07-21T19:00-05:00",
    "endDate": "2025-07-21T23:00-05:00",
    "eventAttendanceMode": "https://schema.org/OfflineEventAttendanceMode",
    "eventStatus": "https://schema.org/EventScheduled",
    "location": {
      "@type": "Place",
      "name": "Snickerpark Stadium",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "100/22 1st Floor, Madhyam Marg",
        "addressLocality": "Jaipur",
        "postalCode": "302020",
        "addressRegion": "RJ",
        "addressCountry": "IN"
      }
    },
    "image": [
      "https://website.com/photos/1x1/photo.jpg",
      "https://website.com/photos/4x3/photo.jpg",
      "https://website.com/photos/16x9/photo.jpg"
    ],
    "description": "The Adventures of Kira and Morrison is coming to Snickertown in a can't miss performance.",
    "offers": {
      "@type": "Offer",
      "url": "https://www.example.com/event_offer/12345_202403180430",
      "price": 30,
      "priceCurrency": "INR",
      "availability": "https://schema.org/InStock",
      "validFrom": "2024-05-21T12:00"
```

```

    },
    "performer": {
      "@type": "PerformingGroup",
      "name": "Kira and Morrison"
    },
    "organizer": {
      "@type": "Organization",
      "name": "Kira and Morrison Music",
      "url": "https://kiraandmorrisonmusic.com"
    }
  }
</script>
</head>
<body>
</body>
</html>

```

Software app schema sample Code

```

<html>
<head>
  <title>Angry Birds</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "SoftwareApplication",
    "name": "Angry Birds",
    "operatingSystem": "ANDROID",
    "applicationCategory": "GameApplication",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": 4.6,
      "ratingCount": 8864
    },
    "offers": {
      "@type": "Offer",
      "price": 1.00,
      "priceCurrency": "INR"
    }
  }
  </script>
</head>
<body>

```

```
</body>  
</html>
```

Conclusion

In this article, we have explained schema and its different types according to SEO explanation. Now, you can get an idea of schema and its work process. Digital marketing coaching is always available to help you learn more about digital marketing.