



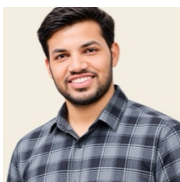
Ritik Namdev

Free Template

Schema Starter Pack: Free Generators, Testers and 6 Copy-Paste Examples

Six JSON-LD templates (LocalBusiness, Organization, Product, Breadcrumb, Article, FAQ) built from Google's docs, plus the free tools to generate and test them.

Copy-paste schema markup for the types a small business actually needs, written from Google's own documentation. Swap in your details, test it with two free tools and publish.



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How to use it

1. Pick the template that matches the page (LocalBusiness for your homepage or location page, Product for product pages, and so on).
 2. Replace every CAPITAL placeholder and example.com URL with your real details. Use only details that are visible on the page.
 3. Paste the code into the Rich Results Test before publishing, fix errors, then add it to your site and test the live URL.
-

Read this first: 5 rules that keep schema safe

☐ Use JSON-LD.

Google supports JSON-LD, Microdata and RDFa, and recommends JSON-LD.

☐ Only mark up what visitors can see on the page.

Google's guidelines: don't mark up content that isn't visible to readers.

☐ Don't add review stars for your own business.

Google says pages using LocalBusiness or Organization markup are ineligible for star reviews when the business controls reviews about itself.

☐ Valid schema doesn't guarantee rich results.

Google says it does not guarantee your structured data will show up in search results.

☐ Use the most specific type you can (Restaurant, Dentist, Plumber instead of LocalBusiness).

Google recommends the most specific schema.org subtype that fits.

6 copy-paste JSON-LD templates

Paste one into the page's HTML (the <head> or body both work). Replace placeholders. Delete any line you can't fill truthfully.

1. LocalBusiness (homepage or location page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "YOUR BUSINESS NAME",
  "url": "https://www.example.com/",
  "telephone": "+1-555-555-5555",
  "priceRange": "$$",
  "image": "https://www.example.com/images/storefront.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main St",
    "addressLocality": "Your City",
    "addressRegion": "ST",
    "postalCode": "00000",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 40.76129,
    "longitude": -73.98229
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday",
        "Wednesday",
        "Thursday",
        "Friday"
      ],
      "opens": "09:00",
      "closes": "17:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday",
      "opens": "10:00",
      "closes": "14:00"
    }
  ]
}
```

```
}  
]  
}  
</script>
```

Required by Google: name and address. Change @type to your specific business type. Hours use 24-hour time. Coordinates need at least 5 decimal places.

2. Organization (homepage or About page, online businesses)

```
<script type="application/ld+json">  
{  
  "@context": "https://schema.org",  
  "@type": "Organization",  
  "name": "YOUR COMPANY",  
  "url": "https://www.example.com/",  
  "logo": "https://www.example.com/images/logo.png",  
  "description": "One plain sentence about what you do.",  
  "email": "hello@example.com",  
  "sameAs": [  
    "https://www.linkedin.com/company/your-company",  
    "https://www.youtube.com/@yourchannel"  
  ]  
}  
</script>
```

Google has no required properties here. You only need it on one page, usually the homepage or About page. sameAs = your real social profiles.

3. Product (one product page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "PRODUCT NAME",
  "image": "https://www.example.com/images/product.jpg",
  "description": "What it is, in one sentence.",
  "offers": {
    "@type": "Offer",
    "price": 49.0,
    "priceCurrency": "USD",
    "availability": "https://schema.org/InStock",
    "url": "https://www.example.com/product"
  }
}
</script>
```

Google needs name plus one of offers, review or aggregateRating. Use a three-letter currency code. Only add ratings if you show real customer reviews on the page.

4. BreadcrumbList (any page below the homepage)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Services",
      "item": "https://www.example.com/services/"
    },
    {
      "@type": "ListItem",
      "position": 2,
      "name": "Plumbing",
      "item": "https://www.example.com/services/plumbing/"
    },
    {
      "@type": "ListItem",
      "position": 3,
      "name": "Emergency plumbing"
    }
  ]
}
</script>
```

At least two items. The last item (the current page) doesn't need an 'item' URL.

5. Article (blog posts)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "YOUR ARTICLE TITLE",
  "image": [
    "https://www.example.com/images/cover-16×9.jpg"
  ],
  "datePublished": "2026-10-19T08:00:00+00:00",
  "dateModified": "2026-10-19T08:00:00+00:00",
  "author": [
    {
      "@type": "Person",
      "name": "AUTHOR NAME",
      "url": "https://www.example.com/about/author-name"
    }
  ]
}
</script>
```

No required properties. Author name only, no 'Dr.' or 'posted by'. Dates in ISO 8601 with time zone. Update dateModified only after a real change.

6. FAQPage (optional, read the tip)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "QUESTION 1, exactly as shown on the page?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Answer 1, exactly as shown on the page."
      }
    },
    {
      "@type": "Question",
      "name": "QUESTION 2?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Answer 2."
      }
    }
  ]
}
</script>
```

Google stopped showing FAQ rich results in Search from May 7, 2026, and removed its FAQ documentation in June 2026. This will not get you FAQ dropdowns. It's still valid schema.org markup; whether it helps any search or AI system now is unconfirmed (Hypothesis). Questions and answers must match the visible page.

Free schema generators

1 Rank Math (WordPress) (<https://rankmath.com/kb/rich-snippets/>)

Free plugin includes Article, Product, Local SEO, Breadcrumb, FAQ, Event, Person, Service and more; some types (Dataset, Podcast, Speakable, ItemList...) are PRO

WordPress SEO plugin that adds schema from a menu, no code.

Best for: WordPress sites that want schema without touching code.

Ritik's note: Turn on the Local SEO module for LocalBusiness.

2 Yoast SEO (WordPress) (<https://yoast.com/features/structured-data/>)

Free plugin covers the core types · LocalBusiness and VideoObject need Premium/paid add-ons

Adds a schema graph automatically: Organization or Person, WebSite, WebPage, Article, Breadcrumb and more.

Best for: WordPress sites that want sensible defaults with no setup.

Ritik's note: Set Organization vs Person correctly in Site representation settings.

3 TechnicalSEO.com Schema Markup Generator (<https://technicalseo.com/tools/schema-markup-generator/>)

Free to use in the browser · no account (VERIFY)

Browser form that writes JSON-LD for common types as you fill it in.

Best for: Shopify, Webflow or custom sites where you paste code yourself.

Ritik's note: Still test the output. Generators can include fields Google doesn't use.

Free schema testers

1

Rich Results Test (<https://search.google.com/test/rich-results>) Free · live URL or pasted code

Google's test of which rich results your markup can earn, with errors and warnings.

Best for: Testing Google-supported types like Product, LocalBusiness, Breadcrumb, Article.

Ritik's note: Paste the code before you publish. Then test the live URL after.

2

Schema Markup Validator (<https://validator.schema.org/>) Free · no account

Schema.org's validator for every type, including ones Google ignores.

Best for: Checking syntax and Organization/FAQ markup the Rich Results Test won't evaluate.

Ritik's note: Run one page through it today. That's the whole homework.

3

Search Console URL Inspection (<https://search.google.com/search-console>)

Free · needs site verification

Shows the structured data Google found on the indexed version of a page.

Best for: Confirming Google actually sees the markup after publishing.

Ritik's note: Use 'Test live URL' after a change, then check the Enhancements reports over the next weeks.

How to add it on your platform

1

WordPress

Easiest: use Rank Math or Yoast. For custom code, use a header/footer code plugin or your theme's custom code area to add the `<script>` block to one page.

2 Shopify

Many themes already output Product schema; check a product URL in the Rich Results Test first so you don't add a duplicate. For LocalBusiness or Organization, add the script in your theme code (theme.liquid) or with an app. (Practical advice; check your theme's docs.)

3 Webflow

Paste the script into Page settings > Custom code (inside <head> tag) for a single page, or Site settings for site-wide code. (Practical advice; check Webflow's help docs.)

4 Any site

Test the live URL in the Rich Results Test, then URL Inspection in Search Console.

Sources

- Google Search Central: Introduction to structured data — <https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>
- Google Search Central: Structured data general guidelines — <https://developers.google.com/search/docs/appearance/structured-data/sd-policies>
- Google Search Central: Search gallery (supported features) — <https://developers.google.com/search/docs/appearance/structured-data/search-gallery>
- Google: LocalBusiness structured data — <https://developers.google.com/search/docs/appearance/structured-data/local-business>
- Google: Organization structured data — <https://developers.google.com/search/docs/appearance/structured-data/organization>
- Google: Product snippet structured data — <https://developers.google.com/search/docs/appearance/structured-data/product-snippet>
- Google: Breadcrumb structured data — <https://developers.google.com/search/docs/appearance/structured-data/breadcrumb>
- Google: Article structured data — <https://developers.google.com/search/docs/appearance/structured-data/article>
- Google: Review snippet guidelines (self-serving reviews) — <https://developers.google.com/search/docs/appearance/structured-data/review-snippet>
- Google: FAQ structured data deprecation — <https://developers.google.com/search/docs/appearance/structured-data/faqpage>
- Rank Math: Rich snippets — <https://rankmath.com/kb/rich-snippets/>
- Yoast: Structured data features — <https://yoast.com/features/structured-data/>

- Schema.org — <https://schema.org/>

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<https://ritiknamdev.com/resources/schema-starter-pack/>