Structured data that earns something.

What to ship, what to leave out, and how to tell whether any of it is doing anything. For a site that already has some schema on it as much as for one that has none.

Structured data has never been a ranking factor. Everything here is aimed at one of two things: a result that looks different, or a site that describes itself unambiguously.

BEFORE YOU ADD ANYTHING

- [ ] **You can find a current, real example of the result you are marking up for**
  Out in search, on a site like yours. If you cannot find one, the markup is upkeep rather than results.
- [ ] **The type describes what the page genuinely is**
  Not what the template looks like. A page is not an FAQ because it has an accordion in it.
- [ ] **JSON-LD, in the head or the body, rather than microdata in the markup**
  Google's preferred format, and the one you can read and change without touching the page.

WHAT IS WORTH SHIPPING

- [ ] **BreadcrumbList on every page below the homepage**
  Reliably replaces the URL in the result with a readable path. Low effort, works nearly everywhere, easy to overlook.
- [ ] **Product with price and availability, on real product pages only**
  For genuine e-commerce this is still the highest-value markup there is.
- [ ] **Article or BlogPosting on articles, with author and publisher**
  It produces little on its own now, but it is how the author and publisher of a piece are stated.
- [ ] **One Organization and one Person, each with a stable @id**
  Declared once, referenced by that id from everywhere else, so the details exist in exactly one place.
- [ ] **sameAs pointing at the LinkedIn, GitHub and other profiles that are really yours**
  This is the join that makes a domain, a profile and an account one entity rather than three similar names.
- [ ] **Recipe, Event, JobPosting or LocalBusiness only if the site genuinely is one**
  All still produce distinctive treatments, and all are narrow.

WHAT TO LEAVE OUT

- [ ] **HowTo: the rich result is gone**
  The markup no longer produces anything you can see in search.

- [ ] **FAQPage anywhere the page does not visibly ask and answer questions**
  Restricted to government and health sites in August 2023, retired for everyone on 7 May 2026. Keep it only where it matches a real Q&A block.
- [ ] **Review and AggregateRating about your own business**
  Google treats self-marked-up reviews as self-serving, and they are not eligible for stars. If a plugin offers the field, leave it switched off.
- [ ] **Any block with a figure in it that is not also on the page**
  A mismatch between markup and visible content is a guidelines problem, and it can arrive as a manual action.

ONLY ONCE, THEN REFERENCED

- [ ] **Every template references the Person and Organization by @id**
  Change the job title in one place and the whole site agrees. Copies drift apart over time.
- [ ] **The @id values are real URLs on your own domain, with a fragment**
  Something like https://example.com/#business. Stable, and unmistakably yours.
- [ ] **Only one ld+json block on the page claims to be your Organization**
  An SEO plugin and a theme both emitting one is the most common WordPress schema problem there is.
- [ ] **The details in the markup match your Google Business Profile and your contact page**
  Same name, same address, same phone number. The inconsistency is what makes an entity look like two.

CHECK IT IS DOING SOMETHING

- [ ] **Search Console's enhancement reports show the types you added**
  They only appear for types Google is actually processing. Nothing there means nothing is being processed.
- [ ] **The Rich Results Test run on a live URL, not a paste of the code**
  It tells you what is eligible, rather than what parses.
- [ ] **Click-through in the performance report compared before and after, on the affected pages**
  The only measurement that reflects money. If it does not move, that type does not apply to you.
- [ ] **Anything that earns nothing after a fair look is removed**
  Every block you keep is something to maintain at the next rebuild.

SO IT SURVIVES THE NEXT REBUILD

- [ ] **Where the schema lives is written in the handover**
  Theme file, plugin, or template. Most of it disappears in a rebuild because nobody knew it was there.
- [ ] **One URL per template checked on staging before launch**
  The cheapest moment to notice. Afterwards it shows up as click-through quietly falling a month later.
- [ ] **Re-checked after any theme or plugin update that touches templates**
  Schema breaks silently. Nothing on the page looks any different.

Take it, change it, use it on your own sites. No need to credit me. **adamroe.co.uk/blog/structured-data-that-earns-something**