4 underutilized schema markup opportunities that impact SEO



Structured data in the format of schema markup can have multiple benefits when it comes to search engine optimization (SEO). While it is not a ranking factor, it does indirectly help position your website for better rankings.

Some of the benefits of utilizing structured data are:

- Improved crawling of the content on your site. Structured data serves up your content in an understandable format the search engines can easily read and recognize.
- Potential to have rich results (e.g., rich snippets, knowledge graph) appear in the search engine results pages (SERPs), which can improve your organic search visibility and organic click-through rate. Certain schema markup, such as product reviews and aggregate ratings, can be used in paid ads within Google.
- Certain social platforms, such as Pinterest, recognize

schema markup. Pinterest utilizes markup, such as product and recipe schema markup, to power rich pins.

There are many schema markup opportunities now, as the schema community and the search engines have worked over the years to expand the compatibility of different content types.

The majority of websites on the internet are using *some* level of schema markup, however, there are some underutilized schema markup opportunities that can have great benefits if leveraged.

Here are four schema markup opportunities to take advantage of.

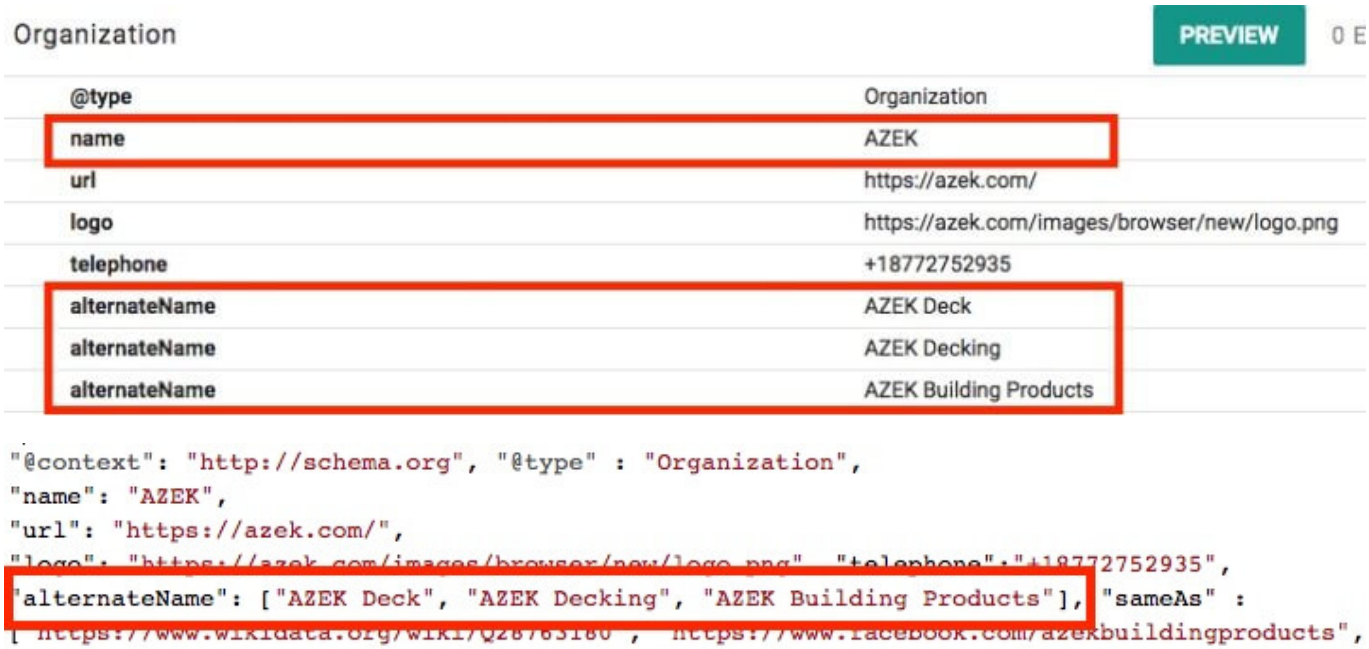
1. Brand elements within Organization schema markup

Organization schema markup is one of the elements Google uses as a reference for brand information in knowledge graph panels.

There are quite a few things you can specify within this markup to further enforce your branding and have more items appear on your knowledge graph panel.

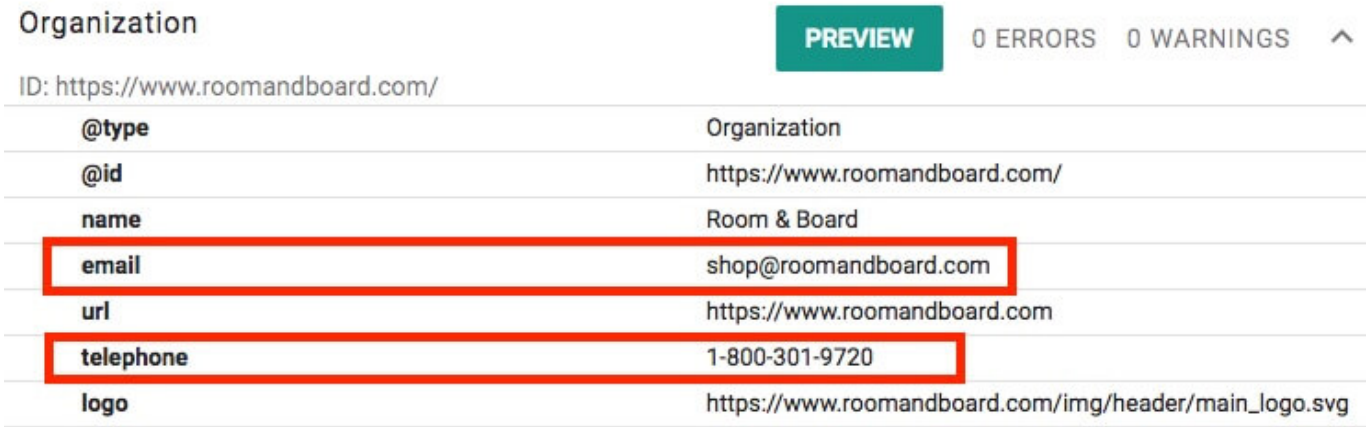
- **Alternate names.** If your brand name is searched often with different variations, this is a great way to help Google understand these variations and ensure your knowledge graph appears for these variations.

Example: AZEK utilizes alternate names of items within its Organization schema markup to highlight different brand name variations.



- **Phone number & email address.** Highlighting a customer service or sales number in the organization schema markup can make it more likely to appear in your knowledge graph panel, which can lead to more customer engagement and conversions. Email addresses also have the potential to appear in knowledge graph panels and branded featured snippets.

Example: Roomandboard.com highlights an 800 number and email address in their organization schema markup.





2. ImageGallery schema markup

The ImageGallery schema markup is a great opportunity to mark up all images within a gallery. This can be impactful for product pages which usually have an image gallery displaying four or five images. It allows Google to easily recognize the different images and utilize them for different types of results.

Example: Roomandboard.com utilizes the ImageGallery markup to highlight all images on individual product pages.

Room&Board

CONTACT US STORES CHAT MY ACCOUNT CART (0) WISH LIST (0) SEARCH

LIVING | DINING & KITCHEN | BEDROOM | BATH | ENTRYWAY | KIDS | OFFICE | OUTDOOR | LIGHTING | RUGS | HOME DECOR | CUSTOM

Dining & Kitchen > Tables > Adams Drop-Leaf Table

Adams Drop-Leaf Table

(14) | Write a review | 11 questions

WE'RE HERE TO HELP



ROLLOVER TO ZOOM VIEW LARGER



WOOD: Ash with bark stain See material details

Allow extra time

$1,499.00 In stock

Adams 30w 34d 29h Drop-Leaf Table

Wood: Ash with bark stain

Qty 1 ADD TO CART ADD TO WISH LIST

Returns & Guarantee

ImageGallery 0 ERRORS 0 WARNINGS

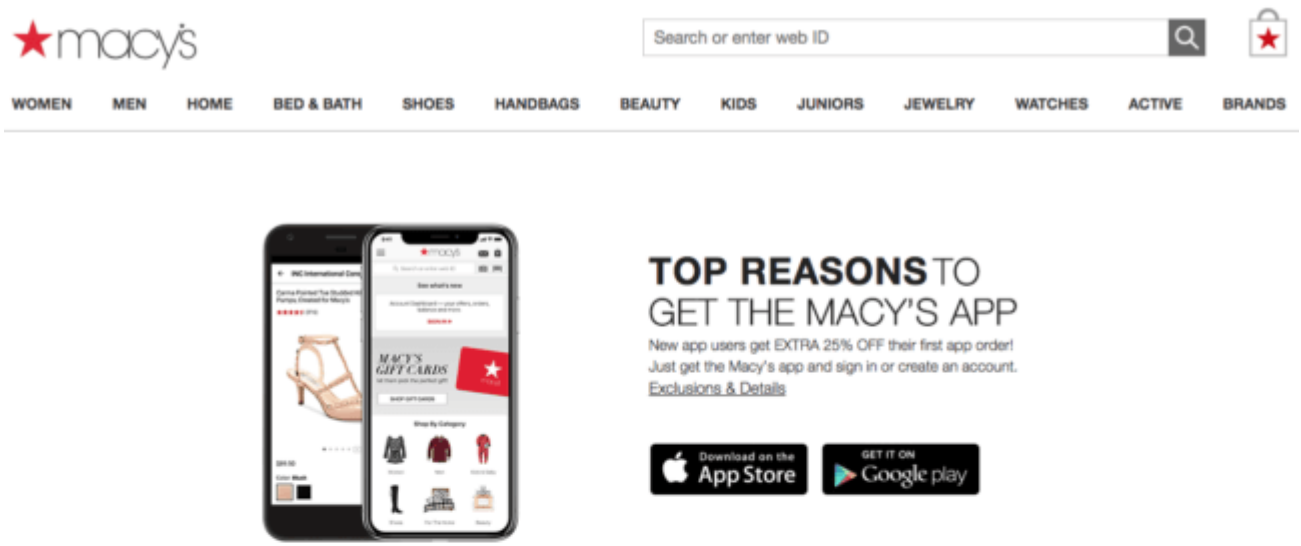
@type	ImageGallery
url	https://www.roomandboard.com/catalog/dining-and-kitchen/tables/adams-drop-leaf-table/156084?CHAR_156084_ADAMS_COLL_WOOD=ASHBK
associatedMedia	
@type	MediaObject
contentUrl	https://s7d4.scene7.com/is/image/roomandboard/?layer=0&src=156084_wood_BARK&layer=comp
thumbnailUrl	https://s7d4.scene7.com/is/image/roomandboard/?layer=0&src=156084_wood_BARK&layer=comp&hei=60&$150w$
associatedMedia	
@type	MediaObject
contentUrl	https://s7d4.scene7.com/is/image/roomandboard/adams_156084_17e
thumbnailUrl	https://s7d4.scene7.com/is/image/roomandboard/adams_156084_17e?hei=60&$150w$
associatedMedia	
@type	MediaObject
contentUrl	https://s7d4.scene7.com/is/image/roomandboard/hancock_496905_09e_crop
thumbnailUrl	https://s7d4.scene7.com/is/image/roomandboard/hancock_496905_09e_crop?hei=60&$150w$
associatedMedia	
@type	MediaObject
contentUrl	https://s7d4.scene7.com/is/image/roomandboard/abra_418774_17e
thumbnailUrl	https://s7d4.scene7.com/is/image/roomandboard/abra_418774_17e?hei=60&$150w$

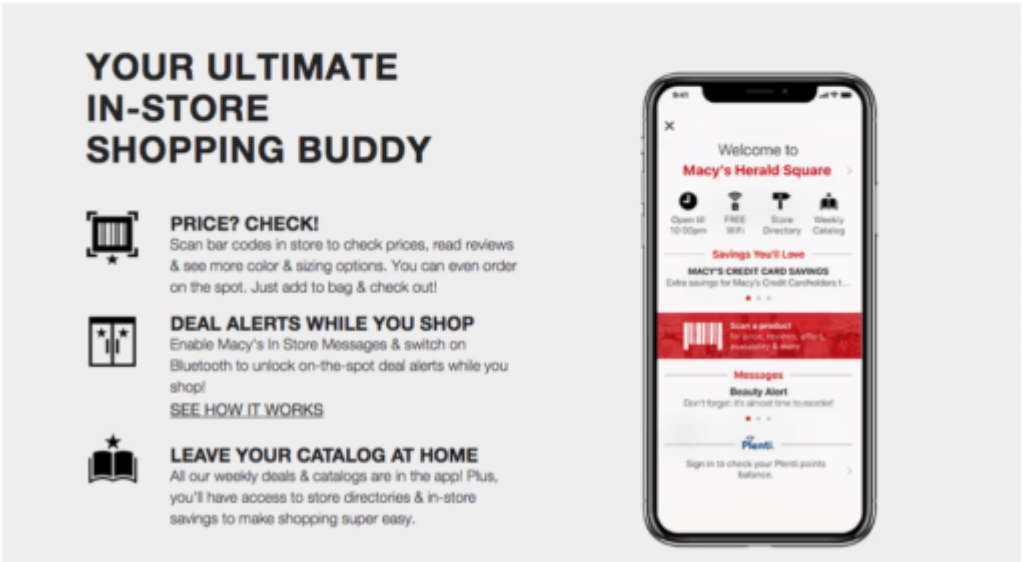

```
<script type="application/ld+json" id="schema-gallery-data" data-reactroot="" data-reactid="1" data-react-checksum="-1185319660">
{"@context":"http://schema.org","@type":"ImageGallery","url":"https://www.roomandboard.com/catalog/dining-and-kitchen/tables/adams-drop-leaf-table/156084?CHAR_156084_ADAMS_COLL_WOOD=ASHBK","associatedMedia":
[{"text":"","contentUrl":"https://s7d4.scene7.com/is/image/roomandboard/?layer=0&src=156084_wood_BARK&layer=comp","thumbnailUrl":"https://s7d4.scene7.com/is/image/roomandboard/?layer=0&src=156084_wood_BARK&layer=comp&hei=60&$150w$"},
{"text":"","contentUrl":"https://s7d4.scene7.com/is/image/roomandboard/adams_156084_17e","thumbnailUrl":"https://s7d4.scene7.com/is/image/roomandboard/adams_156084_17e?hei=60&$150w$"},
{"text":"","contentUrl":"https://s7d4.scene7.com/is/image/roomandboard/hancock_496905_09e_crop","thumbnailUrl":"https://s7d4.scene7.com/is/image/roomandboard/hancock_496905_09e_crop?hei=60&$150w$"},
{"text":"","contentUrl":"https://s7d4.scene7.com/is/image/roomandboard/abra_418774_17e","thumbnailUrl":"https://s7d4.scene7.com/is/image/roomandboard/abra_418774_17e?hei=60&$150w$"}]}</script>
```

3. App schema markup

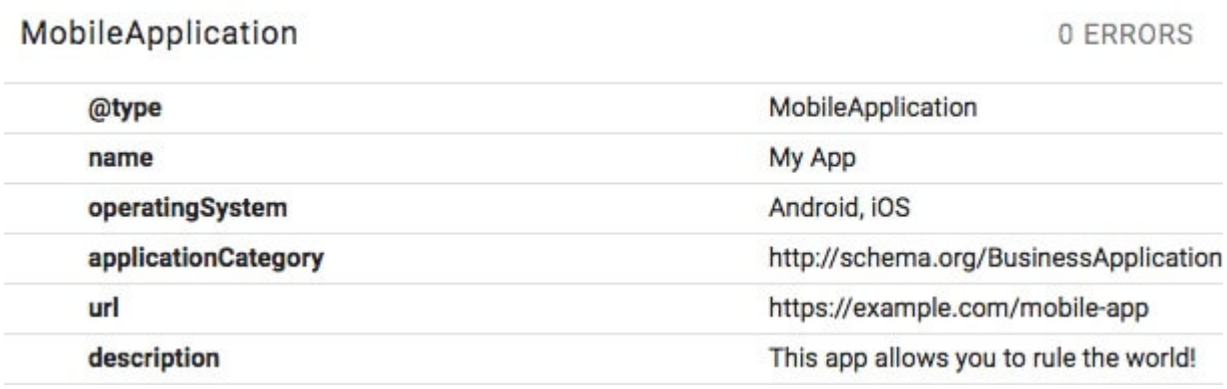
With more smartphones being used, many companies now have mobile applications. However, many sites do not leverage schema MobileApplication markup on their sites. Most websites have a dedicated landing page for their mobile applications.

Example: Macy's app landing page





Example: MobileApplication markup



MobileApplication 0 ERRORS

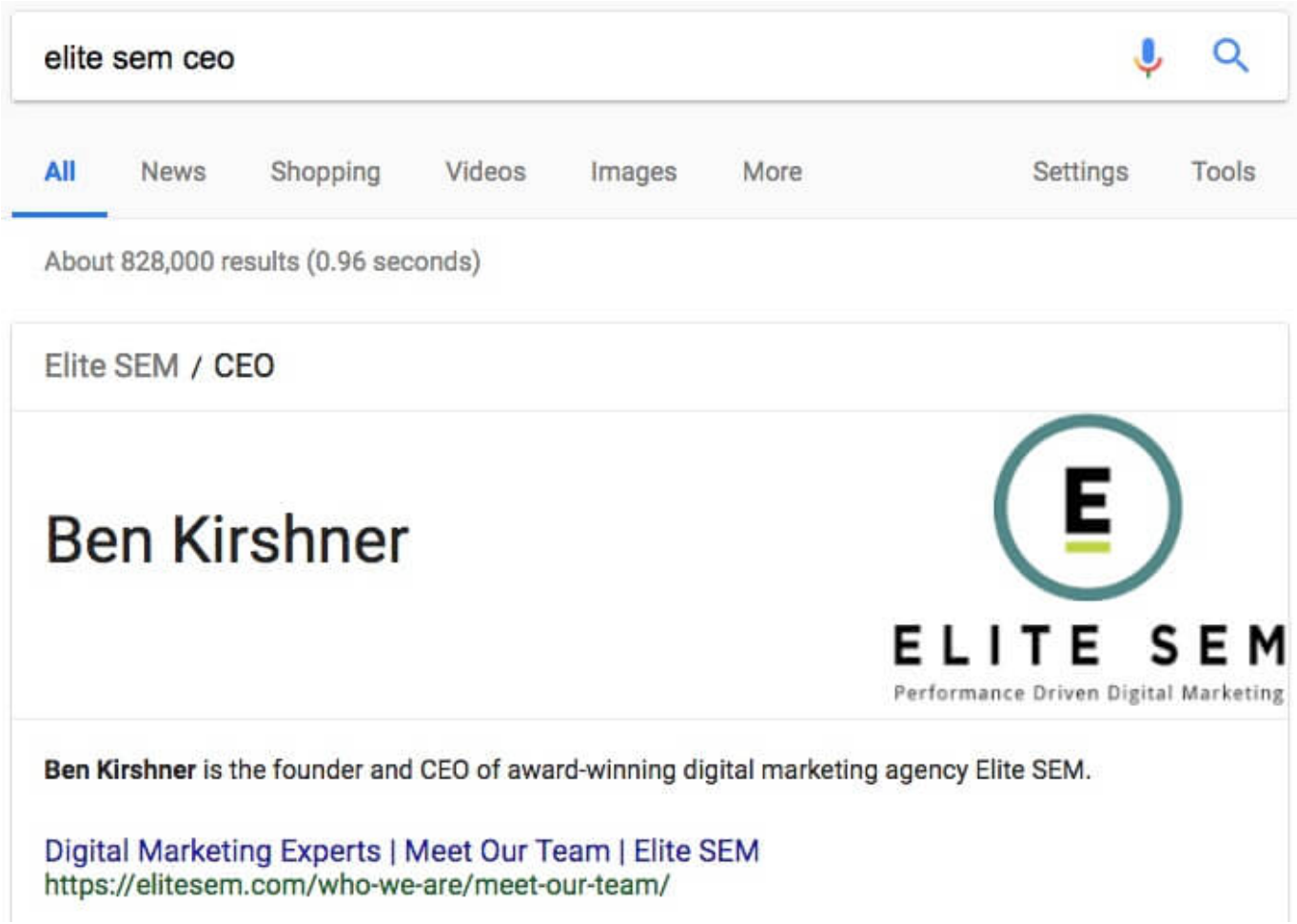
@type	MobileApplication
name	My App
operatingSystem	Android, iOS
applicationCategory	http://schema.org/BusinessApplication
url	https://example.com/mobile-app
description	This app allows you to rule the world!

```
<script type="application/ld+json">
{
        "@context":"http://schema.org",
        "@type":"MobileApplication",
        "name": "My App",
        "operatingSystem": "Android, iOS",
        "applicationCategory":"http://schema.org/BusinessApplication",
        "url":"https://example.com/mobile-app",
        "description":"This app allows you do rule the world!"
}
</script>
```

4. Schema person markup on employee profiles

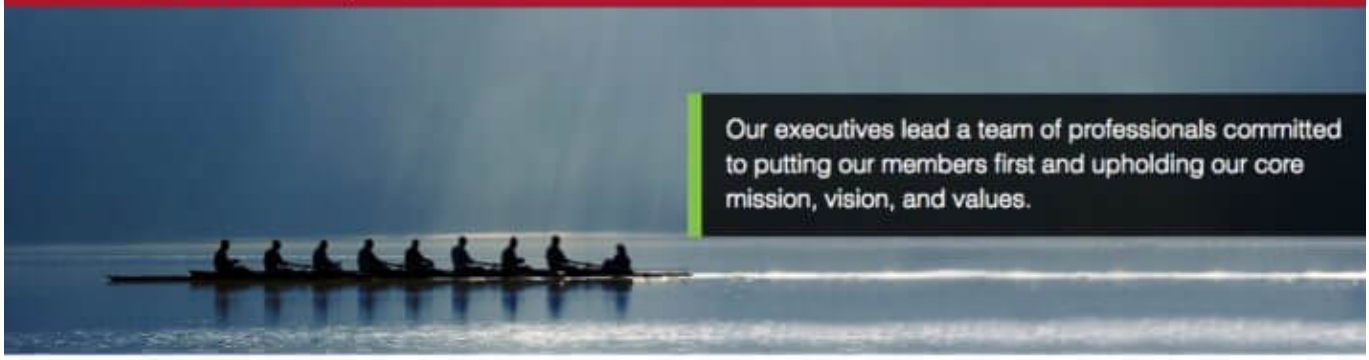
Many websites list employee profiles for their executive teams and others. There is an opportunity to mark up this information, which often includes the employee's name, title and photo, and sometimes a short description, with schema Person markup. This can help your site to power knowledge graph results and appear in certain rich results for your employees.

Example: Direct answer with employee info



Example: Healthfirst utilizes schema Person markup on its Leadership page.

Healthfirst Leadership



PAT WANG
President and Chief Executive Officer

Read Bio GO

STEVE BLACK
Chief Operating Officer

Read Bio GO

JOHN J. BERMEL
Chief Financial Officer

Read Bio GO

JAY SCHECHTMAN M.D., M.B.A.
Chief Clinical Officer

Read Bio GO

LINDA TIANO
Chief Legal Officer, General Counsel

Read Bio GO

SEAN KANE
Chief Human Resources Officer

Read Bio GO

FRANCES RAO
Vice President Compliance and Audit, Chief Compliance Officer

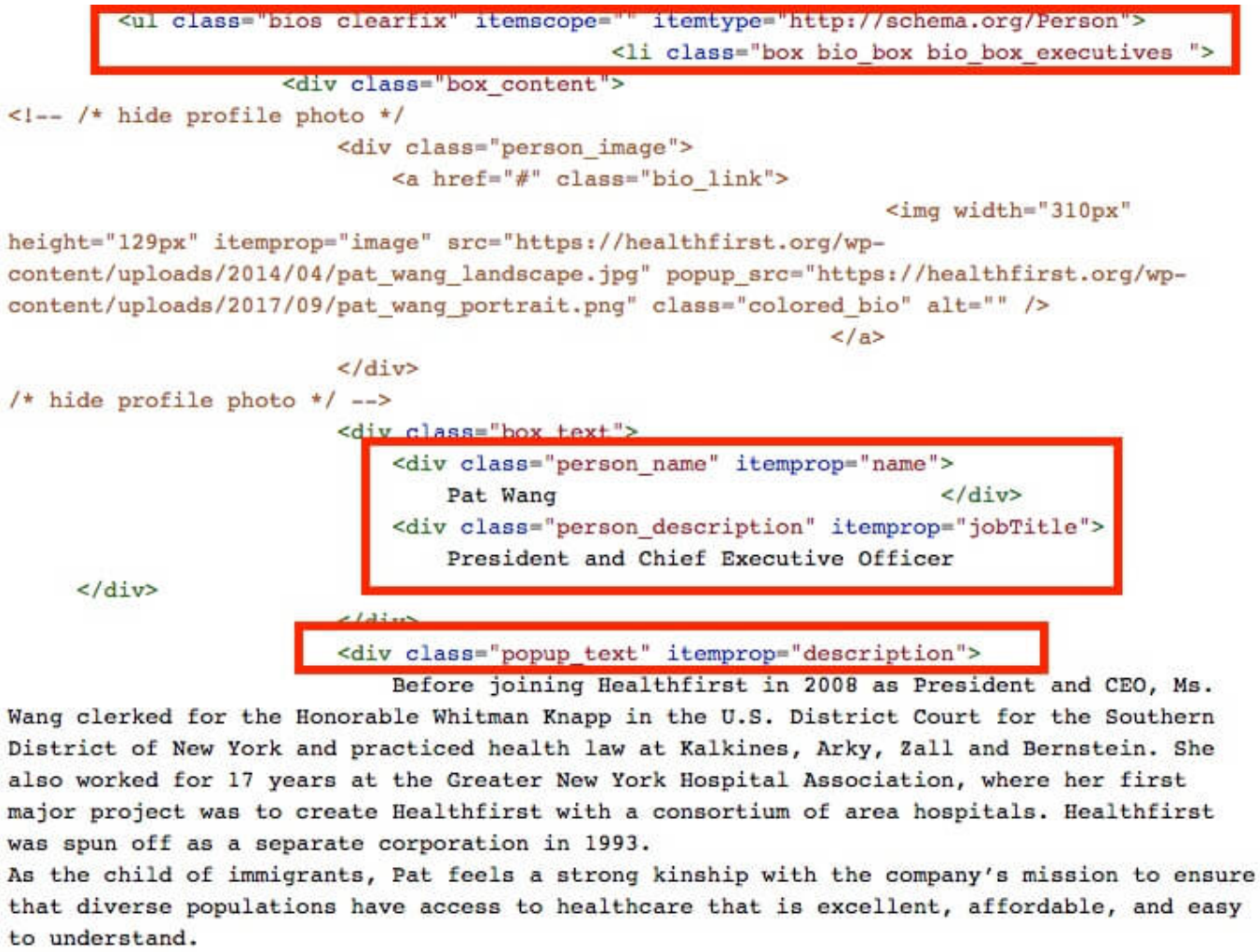
Read Bio GO

G.T. SWEENEY
Chief Information Officer

Read Bio GO

Person 0 ERRORS 0 WARNINGS

@type	Person
name	Pat Wang
jobTitle	President and Chief Executive Officer
description	Before joining Healthfirst in 2008 as President and CEO, Ms. Wang clerked for the Honorable Whitman Knapp in the U.S. District Court for the Southern District of New York and practiced health law at Kalkines, Arky, Zall and Bernstein. She also worked for 17 years at the Greater New York Hospital Association, where her first major project was to create Healthfirst with a consortium of area hospitals. Healthfirst was spun off as a separate corporation in 1993. As the child of immigrants, Pat feels a strong kinship with the company's mission to ensure that diverse populations have access to healthcare that is excellent, affordable, and easy to understand. Since she joined Healthfirst, the company's revenues have grown fivefold (to about $9 billion), its enrollment has surpassed the one million member mark, and it has consistently been ranked as one of the top quality plans in the region. She serves as a Commissioner of the Medicare Payment Advisory Commission (MedPAC), which advises the U.S. Congress on Medicare payment policy. Ms. Wang is a graduate of Princeton University and New York University School of Law, where she received her J.D. degree, cum laude.
name	Steve Black
jobTitle	Chief Operating Officer
description	Steve Black joined Healthfirst in 2017 as Chief Operating Officer, bringing with him more than 25 years of experience in healthcare and managed care operations. Steve was the former Chief Administrative Officer for Universal American Corporation (UAM) which operated a Medicare Advantage plan as well as a number of Medicare Accountable Care Organizations. Steve was responsible for operations, IT, and program management. He led enterprise-wide initiatives to position the company for profitable growth and innovation, and to increase business effectiveness and quality. Prior to UAM, Steve served as COO for Radisphere National Radiology Group, and was COO and CIO of Oxford Health Plans both before and after Oxford's acquisition by United Healthcare. Steve served in similar capacities with Health Net and PHS Health Plans. He also worked at



Conclusion

So, there you have it: four schema markup opportunities you may not currently be using and can leverage if applicable to your site.

Opinions expressed in this article are those of the guest author and not necessarily Search Engine Land. Staff authors are listed here.

About The Author



Tony Edward is a Senior SEO Manager at Elite SEM and an Adjunct Instructor of Search Marketing at NYU. He leads the SEO team at Elite SEM's New York City office. Tony has been in the online marketing industry for eight years. His background stems from affiliate marketing and has experience in paid search, social media and video marketing.

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