Google drops support for job training structured data

Google has dropped support for job training structured data and rich results in Google Search. Google said based on its initial tests, the search company “found that it wasn’t useful for the ecosystem at scale.”

Not useful. Google posted about this saying “We initially tested this markup with a group of site owners, and ultimately found that it wasn’t useful for the ecosystem at scale.” Google did not say how large its tests were but just said it did test this in Google Search.

Other job rich results not impacted. Google added that this does not affect any other features that may use Job training markup. Plus, Google said you are welcome to “leave the markup on your site so that search engines can better understand your web page.” Although, I am not sure which other search engines use this this markup.

Why we care. If you were using job training structured data, Google will no longer show them as rich results in Google Search. You may notice click through rate changes on those pages, as the rich results no longer will be displayed in Google Search.

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About The Author

Barry Schwartz a Contributing Editor to Search Engine Land and a member of the programming team for SMX events. He owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on very advanced SEM topics. Barry can be followed on Twitter here.
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