Google launches new Rich Results testing tool with some rebranding

Google has announced it has launched a new version of a structured data testing tool for rich results at https://search.google.com/test/rich-results.

The company also said it will be calling rich snippets, rich cards or enriched results “Rich results” from now on and group them all together.

Google said the new testing tool “focuses on the structured data types that are eligible to be shown as rich results.” This new version enables you to test all data sources on your pages, including the recommended JSON-LD, Microdata or RDFa. Google said this new version is a “more accurate reflection of the page’s appearance on Search and includes improved handling for Structured Data found on dynamically loaded content.”

The tool currently only supports tests for Recipes, Jobs, Movies and Courses. Google said it will be adding support for other rich results over time.

Here is a screen shot of the tool. Note it works on desktop or mobile:

You can check out the new rich results testing tool over here.

About The Author



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