Google: Structured Data Should Be Unique to Each Page by @MattGSouthern

Google's John Mueller says to avoid copying the same structured data onto multiple pages of a website.

If a page needs to contain structured data at all, then it should be unique to that specific page.

This advice came during a Google Webmaster Central office-hours hangout where Mueller was asked the following question:

"Can a service review only ever be used on one page or can it be shared on multiple pages relating to the same branch? I ask this as we have reviews for particular branches and these are marked up. However, we also have sub-pages that are kind of general that we mark up too."

Given that service reviews are marked up on a page using structured data, Mueller took a general approach when answering this question.

Rather than specifically addressing service reviews, Mueller recommended the following best practices for all structured data:

> *"So, in general, the structured data on a website, or on a page, should be specific to that particular page. It shouldn't be something where you kind of say "Well, this is a review for our business in general, and therefore we'll put it on all the pages of our website."*
>
> *Rather, it should be really specific to the primary topic of*

> *that page. So from that point of view I generally shy away from kind of mixing and matching reviews, and trying to put together a set of aggregated reviews that are based on what you'd like to have shown on a website. So it shouldn't be, like, testimonials. It should actually be reviews."*

Mueller did not go out of his way to explain what would happen when duplicate structured data is detected on a site, but one can only assume it will be treated the same way as any other duplicate content.

With that said, when it comes to the body content of a page, it's usually best to avoid duplicating anything regardless of whether it's marked up with structured data.

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