



Digital Aura

**Boost your
ranking
by using
schema**



**Schema
markup is
the latest
evolution
in SEO**



**This single
thing can
boost your
ranking a lot**



**But, only
if you
implement
it properly**

Let's understand it -



What is schema markup?



Schema markup is code (semantic vocabulary) that you put on your website to help the search engines return more informative results for users - Neil Patel



Most used types of schema markup

- Creative work
- Event
- Organization
- Person
- Place
- Product



How to implement?

- Go to Google's Structured Data Markup Helper
- Select schema type
- Paste the URL of your page
- Highlight the elements and fill the detail
- Create the HTML
- Add the code to your page
- For WordPress, use **All in one Schema Rich Snippets** plugin.



Bonus Tip

Go to Google's **Structured Date Testing Tool** to check if your page is eligible for rich snippets.

Does your page support rich results?

<> CODE

Enter a URL to test



Googlebot amartphone



TEST URL

