



# Basic Rich Results Checklist

Rich Results (Schema Markup) Checklist — Local Business Guide

## What are Rich Results?

Rich results are the enhanced Google listings you've probably seen (star ratings, FAQs that expand, breadcrumbs, price/stock info, event dates, etc.). They appear when structured data (schema markup) helps Google clearly understand what your pages are about.

Use this checklist to confirm what you already have, what you need next, and what's optional depending on your business.



**Test your current Rich Results:**

Scan this QR code or visit [search.google.com/test/rich-results](https://search.google.com/test/rich-results) to see which enhancements Google already detects on your site.

## 1) Foundation (Do these first — most websites)

These give Google a clear understanding of who you are and what your site is.

### Organisation or LocalBusiness

**What it does:** Tells Google the official entity behind the website.

**Choose one:**

- **Organisation** = national/online brand
- **LocalBusiness** = you serve customers at/around a physical location (or defined service area)

	Done	Needs work	Not sure
Business name (exactly as used everywhere else)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website URL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo (consistent file/URL)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
sameAs links (social profiles: Facebook, Instagram, LinkedIn, YouTube, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact details (phone/email via contactPoint)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address (if local) + opening hours (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why it matters:** Helps Google form a Knowledge Panel, ties your site to your brand, and improves trust/clarity.

## WebSite schema

**What it does:** Defines your website as an entity and can enable a site name and (sometimes) a sitelinks search box in Google.

	Done	Needs work	Not sure
Site name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website URL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search action (if your site has internal search)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## WebPage schema (and correct page types)

**What it does:** Helps Google categorise each page properly.

	Done	Needs work	Not sure
About page = AboutPage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact page = ContactPage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Category/listing pages = CollectionPage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why it matters:** Improves overall understanding of your site structure and page intent.

## 2) Navigation (Quick win)

### BreadcrumbList

**What it does:** Shows the clickable “path” in Google results (instead of messy URLs).

*Example: Home > Services > Fencing > Wooden Fencing*

	Done	Needs work	Not sure
BreadcrumbList implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why it matters:** Better click-through rate, clearer hierarchy, and stronger site structure signals.

## 3) Content (Choose what matches what you publish)

### Article / BlogPosting (if you publish blogs, news, guides)

**What it does:** Helps Google understand editorial content and may unlock article-rich features.

	Done	Needs work	Not sure
Headline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Main image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Author (Person)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Date published	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Date modified (when updated)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Why it matters:** Supports richer presentation and clearer attribution.

### ImageObject (recommended where images matter)

**What it does:** Helps Google understand and use your images properly.

	Done	Needs work	Not sure
Key images have clear URLs and are indexable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High-quality images used (often 1200px+ wide is safest for rich features)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 4) Sales & Enquiries (Only if relevant)

### Product schema (if you sell products online)

**What it does:** Enables product enhancements such as price, availability, and sometimes ratings.

	Done	Needs work	Not sure
Product name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Description	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers (price, currency, availability)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GTIN/MPN/SKU (if you have them)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Review / AggregateRating (only if reviews are genuinely shown on the page)

**What it does:** Can support star ratings and review info.

	Done	Needs work	Not sure
Reviews match the structured data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews are visible to users on the page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Important:** Reviews must be visible to users on that page and match the structured data.

## 5) Engagement (Use carefully)

### FAQPage (only when you have real FAQs on the page)

**What it does:** Can show expandable FAQs directly in Google results.

	Done	Needs work	Not sure
Questions and answers are visible on the page (not hidden)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They are genuinely FAQs (not sales copy disguised as FAQs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Note:** Google reduced how often FAQ rich results show, but it can still help on strong, authoritative sites.

### VideoObject (if you embed videos you want found on Google)

**What it does:** Can add video previews and extra visibility.

	Done	Needs work	Not sure
Video name + description	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thumbnail URL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upload date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6) Industry-Specific (Only tick what matches your business)

### Service (for service businesses: trades, agencies, consultants)

	Done	Needs work	Not sure
serviceType (e.g., “Emergency Plumbing”, “SEO Consultancy”)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
areaServed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers (pricing info if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### HowTo (for step-by-step tutorials)

	Done	Needs work	Not sure
Steps (in order)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images (where possible)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Time estimates (where relevant)

**Event (for webinars, training, concerts, launches)**

	<b>Done</b>	<b>Needs work</b>	<b>Not sure</b>
Date/time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location (or online event info)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket/booking URL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Recipe (only for recipe sites)**

	<b>Done</b>	<b>Needs work</b>	<b>Not sure</b>
Ingredients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutrition (optional but helpful)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ratings (only if shown)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7) Advanced (Only if it’s truly relevant)**

	<b>Done</b>	<b>Needs work</b>	<b>Not sure</b>
JobPosting (if you advertise roles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dataset (for research datasets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speakable (limited use; niche/voice-assistant focused)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Quality Rules (So Google doesn’t ignore your schema)**

Use these as a final “pass/fail” check:

	<b>Done</b>	<b>Needs work</b>	<b>Not sure</b>
Schema matches the on-page content (not hidden)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistent brand details everywhere (Name, Logo, Phone, Address)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internal linking supports your structure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images are high quality (often 1200px+ wide)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use JSON-LD format (Google’s preferred method)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schema covers topic in depth for stronger authority	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## “If you only do 5 schemas...” (The essentials)

For most businesses, these give the biggest coverage:

	Done	Needs work	Not sure
Organisation / LocalBusiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BreadcrumbList	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WebSite (+ WebPage types)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Article / BlogPosting or Product (depending on your site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FAQPage (only where appropriate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Need help with your Schema?

If your markup claims something not visible to users, Google may ignore it. Use the Google Rich Results Test (QR code above) frequently as you make changes to ensure your code is valid.

If you need help or don’t understand anything throughout the process call us at +44 7309 233639 or email us at [calandlara.webdesign@gmail.com](mailto:calandlara.webdesign@gmail.com).