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*Empowering small businesses to transform their online marketing*

# **How to Implement Microdata on Your Wordpress Website**



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# **Part 1: The Basics & Person-Specific Microdata**



# What is Microdata?

Microdata is a new language that allows you to tag your webpage with specific information in a way that Google, Bing, and Yahoo! will understand.



## Why Microdata Came to Be

Before microdata, there were keywords. But Google had no way of knowing whether the keyword “Avatar” referred to the movie, a person named Avatar, a place named Avatar, or the picture that represents a person on or offline.



# Why Microdata Matters to You

Using microdata on your site gives Google a lot more relevant, specific information about you and your business when it comes to matching your website to a search result.

Better search result info & placement results in more visitors, more traffic, and more clients.



# Microdata Vocabulary

Microdata: language of how you mark up your text for search engines

Schema: specific vocabulary used to mark up your text to indicate person, place, event, etc.

Rich Snippets: how your microdata is displayed on a Google search results page



# **Difference between Microdata & Keywords**

Microdata is applied to the actual text (ie things you can see) on your webpage

Keywords are never seen by your website visitors. They are only seen by you & Google



## **Freak Out Moment:**

There are plug-ins for Wordpress that deal with microdata & schema.

But, they either don't work very well, or they put lots of yucky, non-reader friendly stuff on your website.

That means we're going to implement microdata the old-fashioned way: by learning a tiny bit of coding. 😊





# How To Implement Microdata

1. Figure out which schema (tags) you want to use
2. Use [schema-creator.org](http://schema-creator.org) to generate the code or copy existing code
3. Copy & paste the code into your website
4. Modify code



# Figure Out Which Schema To Use

1. Go to [www.schema.org](http://www.schema.org)
2. 2 very broad categories: thing or data type
3. Under Things, there are 10 main types: Class, Creative Work, Event, Intangible, Medical Entity, Organization, Person, Place, Product, Property



# Best Schemas for Entrepreneurs

1. Person / Organization
2. Creative Work -> Article
3. Event
4. Place (if you are a brick & mortar business)



## Person Schema: About Page

Copy code below and use it to fit your needs:

```
<div itemscope itemtype="http://schema.org/Person">  
<span itemprop="name">Your Name</span>  
<span itemprop="additionalName">Middle or Maiden name</span>  
<span itemprop="address">Street Address</span>  
<span itemprop="email">Email Address</span>  
<span itemprop="jobTitle">Your Title (Financial Manager, Business Coach)</span>  
<span itemprop="telephone">Phone Number</span>  
<span itemprop="worksFor">Organization that you work for</span>  
</div>
```



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# Organization Schema: Contact Info

Copy code below and use it to fit your needs:

```
<div itemscope itemtype="http://schema.org/Organization">
```

```
<span itemprop="legalName">Registered Company name</span>
```

```
<span itemprop="address">Street Address</span>
```

```
If PO Box, use: <span itemprop="postOfficeBoxNumber">P.O. Box</span>
```

```
<span itemprop="addressRegion">State/Region</span>
```

```
<span itemprop="postalCode">Zip Code</span>
```

```
<span itemprop="addressCountry">Country</span>
```

```
<span itemprop="telephone">Phone number</span>
```

```
<span itemprop="email">email address</span>
```

```
</div>
```



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# Action Step: Implement Person microdata on your website

