



FELICITY FIELDS

*Empowering small businesses to transform their online marketing*

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



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# **Part 2:**

# **Microdata for**

# **Blog Posts**



# 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 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.



# 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.



# 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. Copy & paste the code onto your blog post
3. Save your blog post
4. Test it using Google Rich Snippets Testing Tool



# Figure Out Which Schema To Use

1. Go to [www.schema.org](http://www.schema.org)
2. We're going to use schema (vocabulary) from the NewsArticle section of the dictionary.

Note: there is a "Blog Post" section of the dictionary, but it doesn't have a lot of words, and the few words they have are terrible



# Blog Post / NewsArticle Schema

Copy code below and use it to fit your needs:

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

```
<span itemprop="headline">Title of the Blog Post</span>
```

```
<span itemprop="articleBody">Text of your blog post</span>
```

```
<span itemprop="keywords">Keywords or tags that will accurately describe your blog  
post to Google searchers</span>
```

```
<span itemprop="author">Your Name</span>
```

```
<span itemprop="image">Link to the picture associated with your blog post</span>
```

```
</div>
```



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# Action Step: Implement Blog Post Microdata on Your Website

