

**amasty**

For more details see the [Google Rich Snippets for Magento 1](#) extension page, part of the bestselling [SEO Toolkit](#) module.

# Rich Snippets

Improve your website position in organic search with the Google Rich Snippets extension. Make your store more visible both for search engines and customers.

- Apply various rich snippets to highlight the necessary info
- Display rating and reviews in the snippets
- Boost up your webstore position in search results
- Make your brand recognizable
- Benefit from the Twitter summary cards support

## Product

**Price Including Tax** - In search results you can display the product price including tax or the price excluding tax.

Product		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
	<small>▲ See</small> <a href="http://support.google.com/webmasters/answer/146750">http://support.google.com/webmasters/answer/146750</a>	
Price Including Tax	<input type="text" value="No"/>	[STORE VIEW]
Show Availability	<input type="text" value="Yes"/>	[STORE VIEW]
Show Item Condition	<input type="text" value="Yes"/>	[STORE VIEW]
Show configurable products as	<input type="text" value="List of Associated Products Offers"/>	[STORE VIEW]
Show grouped products as	<input type="text" value="List of Associated Products Offers"/>	[STORE VIEW]
Use Short Description	<input type="text" value="Yes"/>	[STORE VIEW]
Brand Attribute Code	<input type="text" value="--None--"/>	[STORE VIEW]
Custom Properties	<input type="text" value="sku,mpn"/>	[STORE VIEW]
	<small>▲ Please specify comma separated list of schema.org properties and attribute codes. Example: mpn, sku. If mpn is missing it is replaced with sku value.</small>	

**Custom Properties** - With this option, admin is able to specify comma-separated list of schema.org properties and attribute codes like mpn, sku.

[Magento Loyalty Program - rewards program extension by Amasty](#)  
[amasty.com > Magento Extensions > Promotions](#)  
 ★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock

## Rating & Breadcrumbs

**Show Total Count for** - You can choose whether to display votes or reviews, or both votes and reviews at the same time on Google search page.

Reviews Rating		
Enabled	<input type="text" value="No"/> <small>▲ See</small> <a href="http://support.google.com/webmasters/answer/146645">http://support.google.com/webmasters/answer/146645</a>	[STORE VIEW]
Show Total Count for	<input type="text" value="Votes and Reviews"/> Votes and Reviews Reviews Votes	[STORE VIEW]

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Breadcrumbs		
Enabled	<input type="text" value="Yes"/> <small>▲ See</small> <a href="http://support.google.com/webmasters/answer/185417">http://support.google.com/webmasters/answer/185417</a>	[STORE VIEW]
Extend Breadcrumbs	<input type="text" value="Yes"/>	[STORE VIEW]
Include Final Item in the Breadcrumbs	<input type="text" value="No"/> <small>▲ Set 'Yes' to include final item in the the breadcrumb list</small>	[STORE VIEW]

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## Organization & Category

**Enabled** - See how to configure organization mark up here  
[https://developers.google.com/search/docs/guides/enhance-site?visit\\_id=636954033970167886-1169413541&rd=1#provide-business-contact-markup](https://developers.google.com/search/docs/guides/enhance-site?visit_id=636954033970167886-1169413541&rd=1#provide-business-contact-markup)

**Category Page** - This feature lets you display the average product rating and minimal price in search

results as well as at the bottom of each category page on your site.

**Organization** ▲

Enabled	<input type="text" value="No"/> ▼	[STORE VIEW]
	▲ See <a href="http://support.google.com/webmasters/answer/146861">http://support.google.com/webmasters/answer/146861</a>	

### Magento Plugins Store - Modules for E-commerce Solutions | Amasty



amasty.com/  
by Amasty .

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

**Product Listings** ▲

Enabled on Category Pages	<input type="text" value="Yes"/> ▼	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of category page	
Enable on "Amasty Landing Pages" Extension Pages	<input type="text" value="Yes"/> ▼	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of landing page	
Enable on "Amasty Improved Navigation" Extension Pages	<input type="text" value="Yes"/> ▼	[STORE VIEW]
	▲ Show average products rating and minimal price at the bottom of improved navigation page	

### Digital Cameras - Cameras - Electronics

[www.example.com/](http://www.example.com/)

★★★★★ Rating: 3.8 - 24 votes - Starting from \$37.49

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

## Search Box

**Enabled** - Switch this option to Yes to display site links search box in Google search results.

**Search Box**

Enabled  [STORE VIEW]

▲ Display search input box for home page in Google search results

**eBay: Electronics, Cars, Fashion, Collectibles, Coupons and ...**

[www.ebay.com/](http://www.ebay.com/)

Buy and sell electronics, cars, fashion apparel, collectibles, sporting goods, digital cameras, baby items, coupons, and everything else on eBay, the world's ...

**Motors**

Parts & Accessories - Collector  
Cars - Motorcycles - eBay Garage

**Fashion**

Great deals on fashion at eBay for women, men, kids, and babies.

**The World's Online Marketpl...**

Buy and sell electronics, cars, clothing, apparel, collectibles ...

**Electronics**

eBay: Electronics Sales & Events. ...  
Tech Must-haves; Electronics ...

**Cell Phones & Accessories**

Shop Cell Phones & Accessories.  
Cell Phones & Smartphones ...

**eBay Stores**

eBay:

## Twitter Cards

**Enabled** - Enable the feature if you want to display additional info in your tweets

**Description Length** - Specify product description length, which will be automatically loaded from a product page. Set image parameters, minimum 160\*160 px

**Twitter Cards**

Enabled  [STORE VIEW]  
▲ Display Twitter Cards

Twitter Account  [STORE VIEW]  
▲ like @username

Description Length  [STORE VIEW]  
▲ Maximum 200 characters

Image Width (px)  [STORE VIEW]  
▲ Image width in pixels

Image Height (px)  [STORE VIEW]  
▲ Image height in pixels

### Card URL


  

[Preview card](#)


\*.amasty.com is not whitelisted for product card

[Request Approval](#)


### Card preview

 **Amasty Team** @AmastyTeam

The card for your website will look a little something like this!

 **Amasty Team**

**Custom Stock Status**



<b>\$89.00</b>
PRICE
<b>4.95</b>
RATING

Use speaking stock statuses and get more chances that customers will come back for purchases! Create unlimited number of product stock statuses</p>


[View on web](#)

Log

```
INFO: Page fetched successfully
INFO: 17 metatags were found
INFO: twitter:card = product tag found
WARN: Not whitelisted
```


- After configuring settings, visit Twitter Validator Tool in order to validate your domain. Enter your product page URL and click Preview card.
- Click Request Approval in order to validate your domain.
- Fill in the details about your twitter account and website. Wait for the confirmation email from twitter team.
- When Twitter team will approve your domain, you'll see the inscription.

## Card preview




**Amasty Team** @AmastyTeam

The card for your website will look a little something like this!



**Amasty Team**

### Google Rich Snippets



**\$69.00**  
PRICE

**4.7**  
RATING

Improve your website appearance in organic search. Use easily adjustable rich snippets for highlighting any site information you need. Significantly increase your visibility and draw highly ta

[View on web](#)


## Pinterest

**Pinterest** ▲

Enabled  [STORE VIEW]

Now followers can see additional info in pins: price, stock availability and product URL.


Pin it Like Visit Site Send Share



Found on amasty.com

### Custom Stock Status

In Stock • \$89

 amasty.com

## Rich Snippets: examples

See an example of the website with Product, Review Rating, Breadcrumbs and Organization snippets in the search results.

### Before

[Example Domain](#)  
[example.com/](#)  
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

### After

[Magento Loyalty Program - rewards program extension by Amasty](#)  
[amasty.com](#) > [Magento Extensions](#) > [Promotions](#)  
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From:

<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link:

[https://stg.amasty.net/docs/doku.php?id=magento\\_1:rich\\_snippets](https://stg.amasty.net/docs/doku.php?id=magento_1:rich_snippets)



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