

**amasty**

For more details see how the [Google Rich Snippets for Magento 2](#) extension works.

# Guide for Rich Snippets for Magento 2

Provide the customers with a better shopping experience using Rich Snippets extension for Magento 2. Greatly enhance your snippets in the search results.

- Add breadcrumbs to your snippets
- Display products rating
- Enable rich snippets on category pages
- Show starting price data
- Create snippets with your organization logo and name

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## Breadcrumbs

**Fixed Category Path** - Enable extended breadcrumbs to display on the product pages.

**Enabled** - Enable extended breadcrumbs to display in the rich snippets.

**Type** - You can modify the breadcrumbs type for the search engine, specifying a short type:

*Short Type:* **Store → Subcategory 2 → Product** instead of **Store → Category → Subcategory 1 → Subcategory 2 → Product**

## Breadcrumbs

**Enabled**  
[store view]  ▼

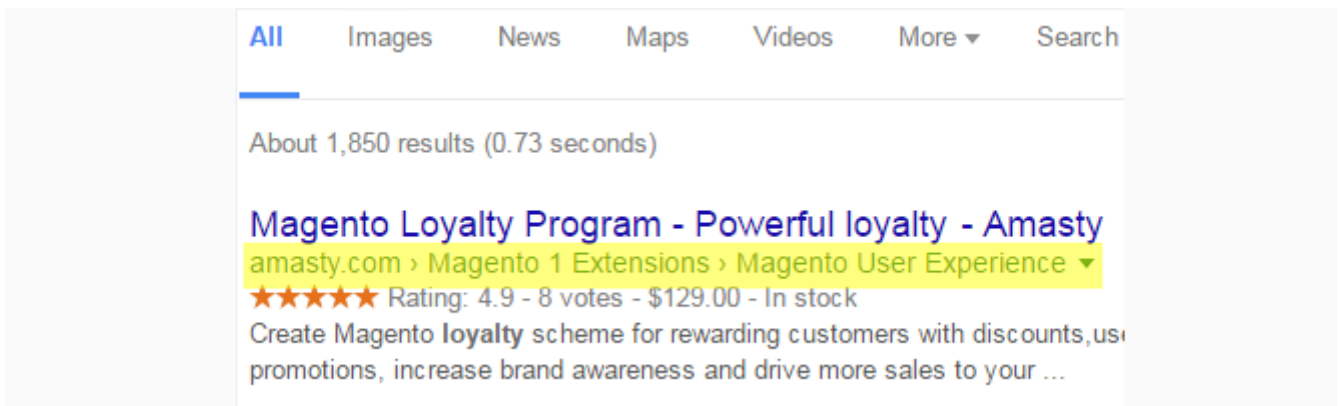
See more details [here](#)

**Fixed Category Path**  
[store view]  ▼

At the Product Page use the most specific category path if no category info is available

**Type**  
[store view]  ▼

This setting modifies the Breadcrumbs Type for the Search Engine only. It does not modify the Breadcrumbs on the store frontend. Choose 'Short' to make "Store > Subcategory 2 > Product" instead of "Store > Category > Subcategory 1 > Subcategory 2 > Product"



## Company Attributes

Specify your **Website Name** to include it in Google rich snippets.

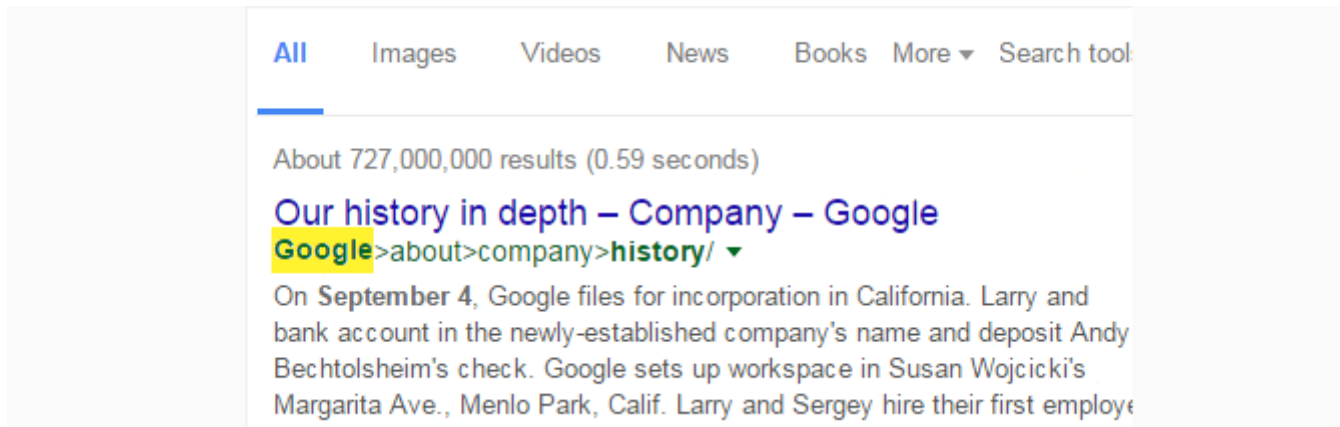
### Include Your Site Name in Search Results



**Enabled**  
[store view]  ▼

See more details [here](#)

**Website Name**  
[store view]



Specify **Organization Name**, **Logo URL** and other data to include it in the search results.

## Organization

**Enabled**  
[store view]

See more details [here](#)

**Organization Name**  
[store view]

**Logo Url**  
[store view]

**Description**  
[store view]

Enter the URL with the description to include in rich snippets

**Description Length**  
[store view]

Specify the number of characters which will be displayed in the description.

**Country**  
[store view]

**Region/State**  
[store view]

**ZIP/Postal Code**  
[store view]

**City**  
[store view]

**Street Address**  
[store view]

**Sales**  
[store view]

An internationalized version of the phone number, starting with the "+" symbol and country code (+1 in the US and Canada). Examples: "+1-800-555-1212", "+44-2078225951"

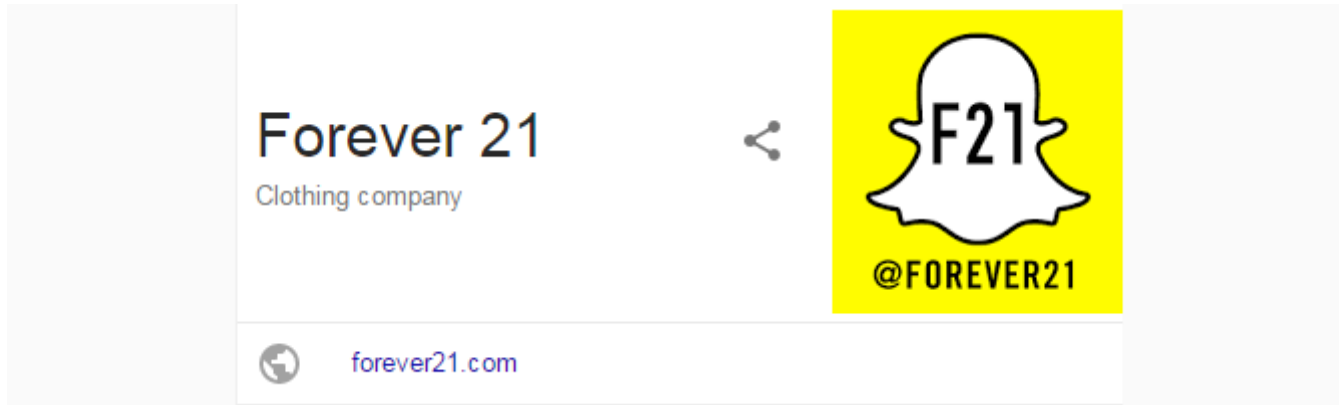
**Technical Support**  
[store view]

An internationalized version of the phone number

**Customer Service**  
[store view]

An internationalized version of the phone number

[Logo URL displayed in Snippets](#)



## Social Media

Add your **Social Profiles** to your Google Rich Snippets.

Available **Social Media**: *Facebook, Twitter, Google+, Instagram, Youtube, LinkedIn, Myspace, Pinterest, Soundcloud, Tumblr.*

## Social Profiles

**Enabled**  
[store view]

Please enable the 'Organization' to get the 'Social Profiles' working.  
Read more details [here](#)

**Facebook**  
[store view]

**Twitter**  
[store view]

**Google+**  
[store view]

**Instagram**  
[store view]

**YouTube**  
[store view]

**LinkedIn**  
[store view]


**Myspace**  
[store view]


**Pinterest**  
[store view]

**SoundCloud**  
[store view]


**Tumblr**  
[store view]

**ASOS.com**  
Fashion company





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 [asos.com](https://www.asos.com)

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ASOS.com is a British online fashion and beauty store. Primarily aimed at young adults, ASOS sells over 850 brands as well as its own range of clothing and accessories. Revenue for the financial year ending 31 August 2015 was £1,119.9 million. [Wikipedia](#)

**Headquarters:** [London, United Kingdom](#)  
**CEO:** [Nick Beighton](#)  
**Founded:** [June 2000](#)  
**Founders:** [Nick Robertson](#), [Quentin Griffiths](#)

**Profiles**

 Facebook    Twitter    LinkedIn    Instagram    YouTube

[Feedback](#)

## Search Box

Display a handy **Search Box** in Google search results' snippets.

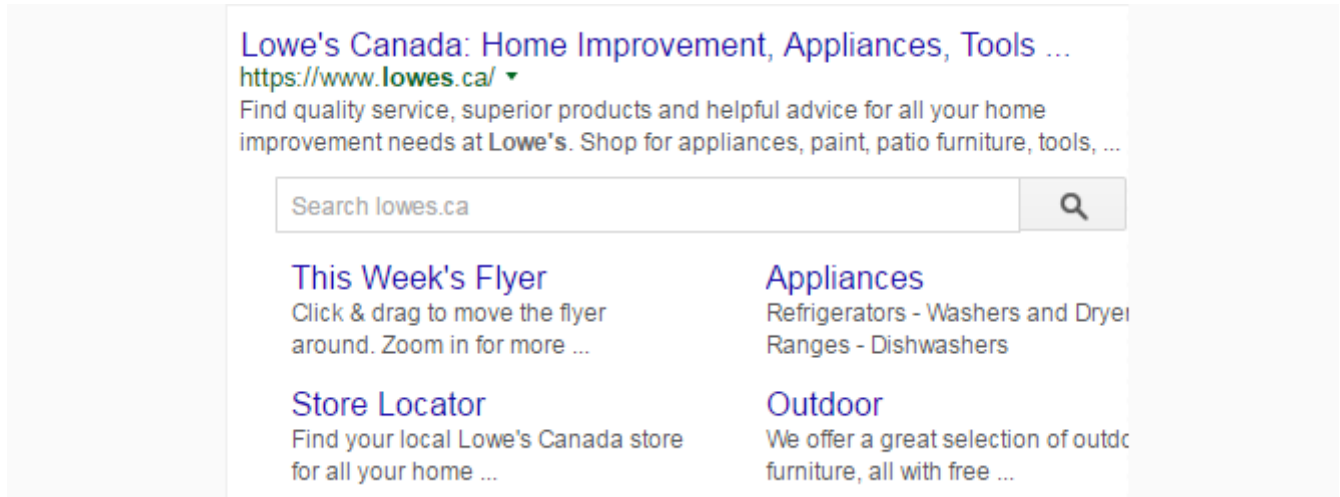
### Search Box



**Enabled**  
[store view]

Display search input box for home page in Google search results. See more details [here](#)

Google uses multiple parameters to determine the search box display such as on-site information and various types of navigational queries. Therefore, only Google decides which websites will be able to display a search box.



## Category Rich Data

**Show Products Data** - This option adds snippets for the products from the category they are assigned to.

### Category Rich Data

Show Products Data [store view]  ▼

Add schema markup for each product on the current category page.  
Note: if enabled, the performance is impacted negatively.

Google Structured Data Testing Tool
NEW TEST

```

576         <li class="
577         <div class="product-item-info"
578
579             class="product photo pro
580             tabindex="-1">
581
582         <span class="product-image-container"
583             style="width:240px;">
584             <span class="product-image-wrapper"
585                 style="padding-bottom: 125%;">
586                 </span>
591             </span>
592
593             <div class="product details
594
595                 <a class="product-i
596                     href="https://go
597                     Didi Sport Watc
598                 </strong>
599                 <div class="pro
600                 <div class="rating-summary">
601                 <span class="label"><span>Rating:</
602                 <div class="rating-result" title="7
603                 <span style="width:70%"><span>7
604                 </div>
605                 </div>
606                 <div class="reviews-actions">
607                 <a class="action view" href="https:
608                 </div>
609             </div>
610
611                 <div class="price-box p
612 <span class="price-container price-final_price&
613         >
614         <span id="product-price-44"
615             data-price-type="finalPrice"
616             class="price-wrapper "
617         ><span class="price">$92.00</span></span>
618         </span>
619 </div>
620
621                 <div class="product-ite

```

← Product
All (9) ▾

Product 0 ERRORS 0 WARNINGS ▾

Product 0 ERRORS 1 WARNING ▾

Product 0 ERRORS 0 WARNINGS ▾

Product 0 ERRORS 0 WARNINGS ▴

@type	Product
<b>name</b>	Luma Analog Watch
<b>description</b>	Designed to stand up to your active lifestyle, this women's Luma Analog Watch features a tasteful brushed chrome finish and a stainless steel, water-resistant construction for lasting durability. Precision Miyota® three-hand movement.
<b>image</b>	<a href="https://google-rich-snippets-m2.magento-demo.amasty.com/media/catalog/product/cache/d40736b6232d6fe41665b476cd4aa315/w/g/wg09-gr-0.jpg">https://google-rich-snippets-m2.magento-demo.amasty.com/media/catalog/product/cache/d40736b6232d6fe41665b476cd4aa315/w/g/wg09-gr-0.jpg</a>

## Product Rich Data

**Show Availability** - This option adds the stock availability tag to product rich snippets to let

customers know whether the product they are looking for is in stock right from Google search results.

**priceValidUntil Default Value** - Allows for setting a date value that will be displayed for the priceValidUntil snippet

**Use “Special Price To” Value for priceValidUntil Snippet** - If set to 'Yes' “Special Price To” date will replace default value in the priceValidUntil Snippet when applicable.

**Show Condition** - This option adds the new condition tag to product rich snippets

### Product Rich Data



**Enabled**  
[store view]

[See more details here](#)

**Show Availability**  
[store view]

**priceValidUntil Default Value**  
[store view]

Date value will be displayed for the priceValidUntil snippet

**Use “Special Price To” Value for priceValidUntil Snippet**  
[store view]

“Special Price To” date will replace default value when applicable

**Show Condition**  
[store view]



**Show Configurable Products as**  
[store view]

Main Offer	▲
<b>Main Offer</b>	
List of Associated Products Offers	
Aggregate Offer	

**Show Grouped Products as**  
[store view]

List of Associated Products Offer	▲
Main Offer	
<b>List of Associated Products Offers</b>	
Aggregate Offer	

**Description**  
[store view]

Product Full Description	▲
None	
Product Short Description	
<b>Product Full Description</b>	
Page Meta Description	

**Show Rating**  
[store view]

Yes	▼
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Adds product rating and review to rich data.

**Rating Format**  
[store view]

Percentage Scale	▼
<b>Percentage Scale</b>	
Numeric Scale	

**Show Configurable Products as** - the feature lets Google mark all the simple products of configurable one in a relevant way, thus the simple products are shown in the search results as **Main Offers**, **List of Associated Product Offers** or **Aggregate Offers**.

Normally, Google doesn't include simple products offers in snippets, when examines configurable products.

Product	
@type	Product
image	 images/product/fruit/berries/br_nystrawbrry_z.jpg?lastModify=2012-06-18
description	There's nothing quite like the aromatic perfume and tangy flavors of a local berry. If you've only experienced standard fresh berries, these bright red strawberries directly from local berry patches, will be a sensory revelation. Get them now – the season for local berries is short, and you could only get these little beauties fresher if you picked them yourself.
name	Pell Family Farm Local Strawberries
brand	
@type	Thing
name	Pell Family Farm

**Show Grouped Products as** - lets Google mark all the simple products of grouped product and suggest them as offers in the search result.

In Google Structured Testing Tool simple products marked as offers

Google Structured Data Testing Tool	
sku	MJ01
image	1-yellow_main.jpg
aggregateRating	
@type	AggregateRating
ratingValue	90
bestRating	100
reviewCount	2
offers	
@type	Offer
priceCurrency	USD
price	42
availability	http://schema.org/InStock
itemOffered	
@type	Product
name	Beaumont Summit Kit-XS-Orange
sku	MJ01-XS-Orange
itemCondition	http://schema.org/NewCondition
seller	
@type	Organization
name	Main Website Store
offers	
@type	Offer
priceCurrency	USD
price	42

**Description** - select what sort of description to include in rich snippets: *Product Short Description*, *Product Full Description*, *Page Meta Description*.

**Show Rating** - Enable rating in rich snippets.

**Rating Format** - Choose rating format (either percent or numeric) to be used in product snippet.

**Brand**  
[store view]

**Manufacturer**  
[store view]

**Custom Properties**  
[store view]

Please click [here](#) to find out how to configure the current setting.

You can precisely specify the values of what product attribute should be employed in Rich Snippets for **Brand** and **Manufacturer** field.

[Google Structured Testing Tool](#) with *Brand* sample

<b>sku</b>	CQ2444
<b>brand</b>	
@type	Brand
name	adidas
<b>offers</b>	
@type	Offer
priceCurrency	USD
price	85

**Custom Properties** - please specify the list of comma separated [schema.org](https://schema.org) properties and attribute codes (format: property,attribute code). The attribute's values will replace/fill in the values for schema.org property in rich data.

*Example of pair: mpn, sku.* In that case mpn will be replaced with sku value.

Each pair or new added attribute has to be inserted on a new line.

If you need to add separate attribute as property for rich data, please insert just attribute code.

*Example of new attribute: test\_attribute.* If the product has a value from attribute with attribute code 'test\_attribute', then this value will be displayed in rich data.

Find out how to install the **Rich Snippets** extension for Magento 2 via [Composer](#).

From:

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

Permanent link:

[https://stg.amasty.net/docs/doku.php?id=magento\\_2:rich\\_snippets](https://stg.amasty.net/docs/doku.php?id=magento_2:rich_snippets)



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