



WHAT IS SCHEMA & WHY IT'S IMPORTANT FOR SEO

Schema

- Schema is a type of microdata that makes it easier for search engines to parse.
- It interprets the information on web pages more effectively.
- They can serve relevant results to users based on search queries.



Schema.org



- Schema.org is the centralized home on the web for the Schema project.

Schema improve SEO

- Including schema micro data in HTML code can help search engine crawlers interpret the content of pages more effectively.
 - This, in turn, can increase visibility.
 - Schema in code is not a quick and dirty SEO “hack” – instead, think of schema as a best practice to make it easier for search engines to find and display your content.

