

Magento 2 Google Rich Snippets

Installation and User Guide for Magento 2 Rich Snippets for Google, Microsoft and Yahoo

Table of Contents

1. Installation
 - *Installation via app/code*
 - *Installation via Composer*
2. Configuration Settings for SEO Base
 - *General Settings*
3. Configuration Settings for Rich Snippets
 - *General Settings*
 - *Rich Snippets General Settings*
 - *Twitter Card Settings*
 - *Facebook Open Graph Settings*
 - *Pinterest Rich Pins Settings*
 - *Free Shipping (Website Level)*
 - *Price Valid Until*
4. Structured Data / Markup Code of Front-end Page(s) in Structured Data Testing Tool
 - *Home Page Markup Code*
 - *Category Page Markup Code*
 - *Product Page Markup Code*
 - *Twitter, Facebook Open Graph Social Sharing Code*
 - *Increased and Optimized Page Ranking in Search Results*
5. Set Primary Categories

Installation

- **Installation via app/code:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added. After the successful upload of the package, run below commands on Magento 2 root directory. `php bin/magento setup:upgrade php bin/magento setup:di:compile php bin/magento setup:static-content:deploy`
- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>

Configuration Settings for SEO Base

Go to *Admin > Stores > Configuration > Scommerce Configuration > SEO Base*

General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **License Key** - Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at support@sccommerce-mage.com.

General Settings

<p>Enabled <small>[store view]</small></p>	<p>Yes</p>	<p>← Select "Yes" to enable the module</p>
<p><small>This setting will enable or disable all modules related to seo optimisation. This includes Canonical Urls, SEO Unique Catalog URLs, Rich Snippets, Google Site Map Exclusion and Alternate Hreflang tag Cross Linking SEO</small></p>		
<p>License Key <small>[store view]</small></p>	<p>\$2y\$10\$T2ycsrX0U3leW7JPAIWIPusKaWIQU1FUvMCu3bQNAI9TksPCUxurC</p>	<p>← Enter the License key for the module</p>
<p><small>This setting will verify your license key for the give domain N.B. License keys are domain specific so for your testing or staging sites please email us at core@sccommerce-mage.com</small></p>		

Configuration Settings for Rich Snippets

Go to *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet*

General Settings

- **Enable** - Select "Yes" or "No" to enable or disable the module.
- **Description** - Select description/short description from the drop down.

- **Price** - Select Price from the drop down. In case price is listed with tax and without tax select which price should be used.
- **Brand** - Select brand from the drop down.
- **Global Product Identifier** - Select product identifier from the drop-down list.
- **Global Identifier Type** - Select product identifier type from the drop-down list. It could be one of the following: gtin8, gtin13, gtin14, mpn.

General Settings

<p>Enable <small>[store view]</small></p>	Yes		Select "Yes" to enable the module
<small>This setting will be used to enable or disable module.</small>			
<p>Description <small>[store view]</small></p>	Long Description		Please select the description
<p>Price <small>[store view]</small></p>	Incl. Tax		Please select the price
<small>In case price is listed with Tax and without Tax select which price should be used.</small>			
<p>Brand <small>[store view]</small></p>	brand		Please select the brand
<p>Global Product Identifier <small>[store view]</small></p>	SKU		Please select the global product identifier
<p>Global Product Identifier Type <small>[store view]</small></p>	mpn		Please add the global product identifier type
<small>Could be one of the following: gtin8, gtin13, gtin14, mpn</small>			

Rich Snippets General Settings

- **Enable** - Select "Yes" or "No" to enable or disable the module.
- **Description** - Select description/short description from the drop-down.
- **Price** - Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
- **Wrap with div** - Select "Yes/No". It helps prevent conflicts with SEO extensions.
- **Use JSON-LD** - Select "Yes/No" use JSON-LD format for product snippet.

Rich Snippets General Settings

<p>Enable <small>[store view]</small></p>	Yes		Select "Yes" to enable the Rich Snippets
<small>NOTE: Based on your template you might already have Rich Snippets enabled on your page</small>			
<p>Description <small>[store view]</small></p>	Long Description		Please select the description
<p>Price <small>[store view]</small></p>	Incl. Tax		Please select the price
<small>In case price is listed with Tax and without Tax select which price should be used.</small>			
<p>Wrap with div <small>[store view]</small></p>	Yes		Select "Yes" to enable wrap with div
<small>Helps prevent conflicts with SEO extensions</small>			
<p>Use JSON-LD <small>[store view]</small></p>	Yes		Select "Yes" to use JSON-LD
<small>Use JSON-LD format for product snippet</small>			

Twitter Card Settings

- **Enable** - Select "Yes" or "No" to enable or disable the module.
- **Card Type** - Select the card type.
- **Description** - Select description/short description from the drop down.
- **Price** - Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
- **Twitter Site** - Set Twitter site name (@ username for the website used in the card footer)
- **Twitter Creator** - Set Twitter creator name (@username for the content creator / author)

Twitter Card Settings

Enable <small>[store view]</small>	Yes	▼	Select "Yes" to enable the Twitter Card
Card Type <small>[store view]</small>	Product (Deprecated)	▼	Please select the card type
Description <small>[store view]</small>	Short Description	▼	Please select the description
Price <small>[store view]</small>	Incl. Tax	▼	Please select the price
	In case price is listed with Tax and without Tax select which price should be used.		
Twitter Site <small>[store view]</small>			Please add the twitter site
Twitter Creator <small>[store view]</small>			Please add the twitter creator

Facebook Open Graph Settings

- **Enable** - Set "Yes" to enable.
- **Description** - Select description/short description from the drop down.
- **Price** - Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
- **Site Name** - Set Facebook site name.
- **App ID** - Set Facebook App ID.

Facebook Open Graph Settings

Enable <small>[store view]</small>	Yes	▼	Select "Yes" to enable the Facebook Open Graph
Description <small>[store view]</small>	Short Description	▼	Please select the description
Price <small>[store view]</small>	Incl. Tax	▼	Please select the price
	In case price is listed with Tax and without Tax select which price should be used.		
Site Name <small>[store view]</small>			Please add the site name
App Id <small>[store view]</small>			Please add the App Id
	fb:app_id		

Pinterest Rich Pins Settings

- **Enable** - Set "Yes" to enable Pinterest Rich Pins . It uses same tags as Facebook open graph, make sure Facebook Open graph is enabled as well.

Pinterest Rich Pins Settings

Enable [store view] Yes Select "Yes" to enable the Pinterest rich pins

It uses same tags as Facebook Open graph, make sure Facebook Open Graph is enabled as well

Free Shipping(Website Level)

Some settings are only available on the website level for eg:- Region/State.

- **Show free shipping**- Select "Yes" or "No" to add or remove free shipping schema from the product page.
- **Country** - It determines which country will have free shipping for the selected website
- **Region/State** - It determines which state within the selected country will have free shipping for the selected website
- **Base Currency** - Added as a part of free shipping schema, set 'YES' to allow use of base currency of the website otherwise the currency chosen by the customer.

Free Shipping

Show free shipping [website] Yes Use Default
This setting will add free shipping information schema to the product page

Country [website] United States Use Default
This setting will determines which country will have free shipping for the selected website

Region/State [website] Use Default
This setting will determines which state within the selected country will have free shipping for the selected website

Base Currency [website] Yes Use Default
This setting is for currency information added as part of free shipping schema. If set to YES then it will allows use base currency of the website otherwise the currency chosen by the customer

Price Valid Until

Send Price valid until with the offers markup code for products.

- **Start Month-** Select the starting month from where the priceValidUntil field will be calculated. for example:- if you select the month of January then the calculations for the field will start from January.
- **Time Interval-** Select "quarterly", "Six-monthly", or "Yearly" based upon the selection the price valid until date will be calculated. Example:- if the start month is January and the current date is 23-11-2023 and the time interval selected is "Six-monthly" then the first six-monthly is between 01-01-2023 to 31-06-2023 and the second six-monthly period is between 01-07-2023 to 31-12-2023 hence the priceValidUntil will be 31-12-2023 as our date lies in this period.

Price Valid Until

Start Month [website]

Time Interval [website]

Structured Data / Markup Code of Front-end Page(s) in Structured Data Testing Tool

- **Home Page Markup Code** - You can add structured data/markup code on home page from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Enable - Select "Yes"*. To test structured data, go to *Structured Data Testing Tool > Provide Home Page URL > Click "Run Test" button*.

Organization		All (1) ▾
Organization		0 ERRORS 0 WARNINGS ^
@type	Organization	
url	http:// test.co.uk/	
logo	http:// test.co.uk/pub/static/version1578641507 /frontend/Magento/luma/en_US/images/logo .svg	

- **Category Page Markup Code** - You can add markup code, breadcrumbs on category page from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Enable - Select "Yes"*.

BreadcrumbList	
@type	BreadcrumbList
itemListElement	
@type	ListItem
position	1
item	
@type	Thing
@id	http://test.co.uk/
name	Home
itemListElement	
@type	ListItem
position	2
item	
@type	Thing
@id	http://test.co.uk/gear.html

- **Product Page Markup Code** - To add structured data markup code on product page, set "Show free shipping" to "Yes" from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet>Free Shipping*.

```

1 <!doctype html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# product: http://ogp.me/ns#>
4     <script>
5       var BASE_URL = 'http://demo2.scommerce-mage.co.uk/';
6       var require = {
7         "baseUrl": "http://demo2.scommerce-mage.co.uk/pub/static/version1652801856/fron
8       };
9     </script>
10    <meta charset="utf-8"/>
11    <meta name="description" content="Keep track of time on the treadmill or trail with our
12    <meta name="keywords" content="Clamber Watch"/>
13    <meta name="robots" content="INDEX,FOLLOW"/>
14    <meta name="title" content="Clamber Watch"/>
15    <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1.0,
16    <meta name="format-detection" content="telephone=no"/>
17    <title>Clamber Watch</title>
18    <link rel="stylesheet" type="text/css" media="all" href="http://demo2.scommerce-mage.
19    <link rel="stylesheet" type="text/css" media="screen and (min-width: 768px)" href="ht
20    <link rel="stylesheet" type="text/css" media="print" href="http://demo2.scommerce
21    <link rel="icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.uk/pub/s
22    <link rel="shortcut icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.
23    <script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/vers
24    <script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/vers

```

url	http://demo2.scommerce-mage.co.uk/gear/watches/clamber-watch.html
shippingDetails	The property shippingDetails is not recognised by the schema (e.g. schema.org) for an object of type Product.
@type	OfferShippingDetails
shippingRate	
@type	MonetaryAmount
value	0
currency	GBP
shippingDestination	
@type	DefinedRegion
addressRegion	BRG, BRE, MEC, NRW
addressCountry	
@type	Country
name	DE
review	
@type	Review

Shipping Markup Code - To add structured data markup code on product page, set "Enable" to "Yes" from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet*.

Product		0 ERRORS 1 WARNING ^
@type	Product	
name	Didi Sport Watch	
image	https://demo2.scommerce-mage.co.uk/pub/media/catalog/product/cache/b45046497328a8df0dca0b7b488ad4ad/w/g/wg02-bk-0.jpg	
description	The Didi Sport Watch helps you keep your workout plan down to the second. The vertical, digital face looks sleek and futuristic. This watch is programmed with tons of helpful features such as a timer, an alarm clock, a pedometer, and more to help make your exercise more productive. Digital display. LED backlight. Rubber strap with buckle clasp. 1-year limited warranty.	
sku	24-WG02	
mpn	24-WG02	
aggregateRating		
@type	AggregateRating	
bestRating	5	
worstRating	1	
ratingValue	3.5	
reviewCount	2	
offers		
@type	Offer	
priceCurrency	GBP	
availability	http://schema.org/InStock	
price	95.70	
url	https://demo2.scommerce-mage.co.uk/collections/yoga-new/didi-sport-watch.html	
priceValidUntil	2023-11-30	

Price Valid Until - To add the price valid until date with the structured data markup code on the product page, Set the "Start Month" and the "Time Interval" from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Price Valid Until*.

offers	
@type	Offer
priceCurrency	GBP
availability	http://schema.org/InStock
price	95.70
url	https://demo2.scommerce-mage.co.uk/collections/yoga-new/didi-sport-watch.html
priceValidUntil	2023-11-30

Twitter, Facebook Open Graph Social Sharing Code

- **Twitter Card** - You can enable Twitter Card from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Twitter Card Settings > Enable* - "Yes".

```
<!-- twitter product cards-->
<meta name="twitter:card" content="product" />
<meta name="twitter:domain" content="http:// test.co.uk/ />
<meta name="twitter:site" content="" />
<meta name="twitter:creator" content="" />
<meta name="twitter:title" content="Chaz Kangeroo Hoodie" />
<meta name="twitter:description" content="Ideal for cold-weather training or work outdoors, the Chaz
&bull; Two-tone gray heather hoodie.&bull; Drawstring-adjustable hood. &bull; Machine wash/dry." />
<meta name="twitter:image" content="http:// test.co.uk/pub/media/catalog /product
<meta name="twitter:data1" content="GBP52.00" />
<meta name="twitter:label1" content="PRICE" />
<meta name="twitter:data2" content="US" />
<meta name="twitter:label2" content="LOCATION" />
<!-- twitter product cards-->
```

- **Facebook Open Graph** - Enable Facebook Open Graph from, *Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Twitter Card Settings > Enable* - "Yes".

```
<!-- facebook open graph -->
<meta property="fb:app_id" content="183665152363045" />
<meta property="og:site_name" content=" http://test.co.uk " />
<meta property="og:type" content="og:product" />
<meta property="og:title" content="Chaz Kangeroo Hoodie" />
<meta property="og:image" content="http:// test.co.uk/pub/media/catalog/ product
<meta property="og:description" content="Ideal for cold-weather training or work outdoors, the Cha
&bull; Two-tone gray heather hoodie.&bull; Drawstring-adjustable hood. &bull; Machine wash/dry." /
<meta property="og:url" content="http:// test.co.uk/chaz-kangeroo-hoodie.html " /
<meta property="product:price:amount" content="52.00" />
<meta property="product:price:currency" content="GBP" />
<meta property="product:availability" content="instock" />
```

- **Increased and Optimized Page Ranking in Search Results** - In the below image you can see the increased and optimized page ranking in search results.

Magento Google Tag Manager (GTM) Enhanced Ecommerce Tracking

<https://www.scommerce-mage.com> > Magento Extensions

★★★★★ Rating: 97% - 13 reviews - £84.99

This Magento extension allows you to install Google Tag Manager on your Magento store which will help you integrate Enhanced Ecommerce, Google Dynamic Remarketing, Facebook Pixel, Facebook Conversion and many more tracking with GTM. ... Google Universal Analytics Tracking.

Magento 2 Google Tag Manager Pro Enhanced Ecommerce Tracking

<https://www.scommerce-mage.com> > Magento 2 Extensions

★★★★★ Rating: 96% - 12 reviews - £104.99

Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website. With the help of our extension, you can add Enhanced E-commerce, Google Remarketing, Facebook Pixel, Facebook Conversion, and many more tracking effortlessly.

Set Primary Categories

You can use a script provided with the extension to automatically add primary categories for products. Admin can exclude certain categories from primary category and also prioritise one category over the other to be picked as the primary category.

Go to Admin>Catalog>Categories select a category then scroll down to find the option "Primary Category Settings". Here click on "Exclude From Primary Category" to exclude this category from primary category or enter the priority 0 being the highest. The highest priority category will be picked first for the primary category.

The screenshot shows the 'Primary Category Settings' section for a category named 'Design'. It features a toggle switch for 'Exclude From Primary Category' which is currently turned off (labeled 'No'). Below this is a 'Priority' input field containing the number '0'. Red boxes highlight these two elements.

To automatically assign primary category for all products run the command given below by going into the root directory of your store.

```
scommerce:seo-base:set-primary-category
```

N.B - If you are using older version then run the script provided in the extension folder at the path `Data/SetPrimaryCategoryM2.php` from ssh

If you have a question related to this extension please check out our **FAQ section** first. If you can't find the answer you are looking for then please contact support@scommerce-mage.com.

Revision #6

Created 2 May 2025 12:45:15 by sccommerce

Updated 24 October 2025 09:34:10 by sccommerce