

Magento Rich Snippets & Cards (schema.org)

Installation and User Guide for Magento 1 Rich Snippets & Cards (schema.org)

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Installation

- **Disable Compilation Mode:** To check that this is disabled, go to **System >Tools>Compilation**. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.
- **Upload Package:** 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.
- **Clear Caches:** This can be done from the admin console by navigating to the cache management page (**System > Cache Management**), selecting all caches, clicking

'refresh' from the drop-down menu, and submitting the change.

Configuration Settings for Rich Snippet

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

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@scommerce-mage.com.

General	
Enable	Yes
License Key	riikTLXgV8dyA

HTML Selectors

- **Product view wrapper** - Main CSS class name for the product wrapper.
- **Description Attribute** - CSS class name for short description.
- **Price Info** - CSS class name for price information block including availability.
- **Product Price** - HTML element ID for the product price.
- **Product Price excl. tax** - HTML element ID for the product price excluding VAT or TAX.
- **In Stock Span** - CSS class name for "in stock" span tag for showing availability.
- **Out of Stock span** - CSS class name for "out of stock" span tag for showing availability.
- **Breadcrumbs Wrapper** - CSS class name for breadcrumbs wrapper.
- **Reviews and Rating Wrapper** - CSS class name for review name and rating wrapper.
- **Image** - HTML element ID or CSS class name for product main image.
- **Organisation** - CSS class name for div in the where log is defined.
- **Logo** - CSS class name for anchor element of the logo.

HTML Selectors		
Product view wrapper	<input type="text" value="product-view"/> ▲ Main CSS class name for the product wrapper	Please add the Product view wrapper
Description Attribute	<input type="text" value="-- Please Select --"/> ▲ Select here Description attribute for Product	Please select the Description Attribute
Price Info	<input type="text" value="price-box"/> ▲ CSS class name for price information block including availability	Please add the Price Info
Product Price	<input type="text" value="product-price"/> ▲ HTML element ID for the product price	Please add the Product Price
Product Price excl. tax	<input type="text" value="price-excluding-tax"/> ▲ HTML element ID for the product price excluding VAT or TAX	Please add the Product Price excl. tax
In Stock span	<input type="text" value="in-stock"/> ▲ CSS class name for "in stock" span tag for showing availability	Please add In Stock span
Out of Stock span	<input type="text" value="out-of-stock"/> ▲ CSS class name for "out of stock" span tag for showing availability	Please add Out of Stock Span
Breadcrumbs Wrapper	<input type="text" value="breadcrumbs"/> ▲ CSS class name for breadcrumbs wrapper	Please add the Breadcrumbs Wrapper
Reviews and Ratings Wrapper	<input type="text" value="ratings"/> ▲ CSS class name for review and rating wrapper	Please add the Reviews and Rating Wrapper
Image	<input type="text" value="image"/> ▲ HTML element ID or CSS class name for product main image	Please add the Image
Organisation	<input type="text" value="header"/> ▲ CSS class name for organisation header where logo and url are defined	Please add the Organisation
Logo	<input type="text" value="logo"/> ▲ CSS class name for logo	Please add the Logo

Facebook OpenGraph

- **Enable** - Set "yes" to enable Facebook open graph tags.
- **AppId** - Set Facebook app id
- **SiteName** - Set Facebook site name

Facebook OpenGraph		
Enable	<input type="text" value="Yes"/>	Select "Yes" to enable the Facebook Open Graph
App ID	<input type="text"/>	Please add the App Id
Site Name	<input type="text"/>	Please add the Site Name

Twitter

- **Enable** - Set "yes" to enable twitter.
- **Sitename** - Set twitter site name (@username for the website used in the card footer)
- **Creator** - Set twitter creator name (@username for the content creator / author)

The screenshot shows a form titled "Twitter" with three fields: "Enable", "Site Name", and "Creator". The "Enable" field is a dropdown menu currently set to "Yes". The "Site Name" and "Creator" fields are text input boxes. Below the "Site Name" field is a small triangle icon and the text "username for the website used in the card footer." Below the "Creator" field is a small triangle icon and the text "username for the content creator / author." To the right of the form are three callout boxes with arrows pointing to the respective fields: "Select 'Yes' to enable the Twitter" points to the "Enable" dropdown, "Please add the Site Name" points to the "Site Name" input box, and "Please add the Creator" points to the "Creator" input box.

Attributes

- **Product Title Attribute** - Select product title attribute you want to send to Google, Facebook, Twitter etc.
- **Product Description Attribute** - Select product description attribute you want to send to Google, Facebook, Twitter etc.
- **Category Title Attribute** - Select category title attribute you want to send to Google, Facebook, Twitter, etc.
- **Category Description Attribute** - Select category description attribute you want to send to Google, Facebook, Twitter etc.
- **Brand Attribute** - Please select brand attribute from the dropdown.
- **Global Product Identifier Attribute** - Select product identifier attribute from the dropdown list.
- **Global Product Identifier Type** - Select product identifier type from the dropdown list. It could be one of the following: gtin8, gtin13, gtin14, mpn.

The screenshot shows a form titled "Attributes" with seven fields: "Product Title Attribute", "Product Description Attribute", "Category Title Attribute", "Category Description Attribute", "Brand Attribute", "Global Product Identifier Attribute", and "Global Product Identifier Type". The first six fields are dropdown menus currently set to "-- Please Select --". The "Global Product Identifier Type" field is a text input box. Below the "Global Product Identifier Type" field is a small triangle icon and the text "Could bo one of the following: gtin8, gtin13, gtin14, mpn". To the right of the form are seven callout boxes with arrows pointing to the respective fields: "Please select the Product Title Attribute", "Please select the Product Description Attribute", "Please select the Category Title Attribute", "Please select the Category Description Attribute", "Please select the Brand Attribute", "Please select the Global Product Identifier Attribute", and "Please select the Global Product Identifier Type".

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 homepage from **Admin > Stores > Configuration > Rich Snippet > Enable - "Yes"**. To test structured data, go to **Structured Data Testing Tool > Provide Home Page URL > Click "Run Test"**.

Breadcrumb		All (1) ▾
Breadcrumb		0 ERRORS 1 WARNING ^
@type	Breadcrumb	
url	http://demo.scommerce-mage.co.uk/	
title	Home	

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

Breadcrumb		All (2) ▾
Breadcrumb		0 ERRORS 1 WARNING ^
@type	Breadcrumb	
url	http://demo.scommerce-mage.co.uk/home-decor.html	
title	Home & Decor	

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

review	
@type	Review
datePublished	2013-05-28T13:17:47
description	took it with me on vacation. Good quality. Shutter speed could be improved, but still takes crisp pictures. Pretty good overall value.
name	crisp pictuers, happy
author	
@type	Person
name	Sean R
reviewRating	
@type	Rating
ratingValue	4
bestRating	5

review	
@type	Review
datePublished	2013-05-28T13:16:56
description	Zoom is great on this camera!
name	Love the zoom
author	

Twitter, Facebook Open Graph Social Sharing Code

- **Twitter Code** - You can enable Twitter from **Admin > Stores > Configuration > Rich Snippet > Twitter > Enable - "Yes"**

```
<!-- Scommerce Mage Twitter -->
<meta name="twitter:card" content="summary" />
<meta name="twitter:domain" content="http://demo.scommerce-mage.co.uk/" />
<meta name="twitter:site" content="" />
<meta name="twitter:creator" content="" />
<meta property="twitter:title" content="Madison Island" />
<meta property="twitter:image" content="http://demo.scommerce-mage.co.uk/" />
<meta property="twitter:description" content="" />
<script type="text/javascript">/*! [CDATA[
    var Translator = new Translate([]);
    //]]></script></head>
<body class=" cms-index-index cms-home">
<div id="cookiemessage">
  <div>
```

- **Facebook Open Graph** - Enable Facebook Open Graph from **Admin > Stores > Configuration > Rich Snippet > Facebook Open Graph > Enable - "Yes"**

```
<!-- Scommerce Mage Facebook Open Graph -->
<meta property="og:site_name" content="" />
<meta property="og:url" content="http://demo.scommerce-mage.co.uk/" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Madison Island" />
<meta property="og:image" content="http://demo.scommerce-mage.co.uk/sk
<meta property="og:description" content="" />
```

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

Magento Automatically Generated Sales Category

www.scommerce-mage.co.uk › [Magento Extensions](#) ▼

★★★★★ Rating: 100% - 1 review - £44.99

28 May 2014 - This allows you to display all the sales products automatically under clearance or sale category of your site without manual intervention.

You've visited this page 2 times. Last visit: 14/10/14

Magento Product Image Resize - Scommerce Mage

www.scommerce-mage.co.uk › [Magento Extensions](#) ▼

★★★★★ Rating: 100% - 1 review - £34.99

22 Aug 2014 - This Magento module allows you resize image of any part of your Magento store including cross-sell, upsell, related products, zoom, product ...

You've visited this page 2 times. Last visit: 27/10/14

Magento SEO Unique Catalog URLs - Scommerce Mage

www.scommerce-mage.co.uk › [Magento Extensions](#) ▼

★★★★★ Rating: 96% - 7 reviews - £54.99

This module focuses on resolving duplicate content issue generated by multiple pro page URLs by Magento. It allows you to have one unique product URL ...

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@sccommerce-mage.com**.

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