


Using schema.org to improve SEO

The logo for schema.org, featuring the text "schema.org" in white lowercase letters on a dark red rectangular background.

schema.org

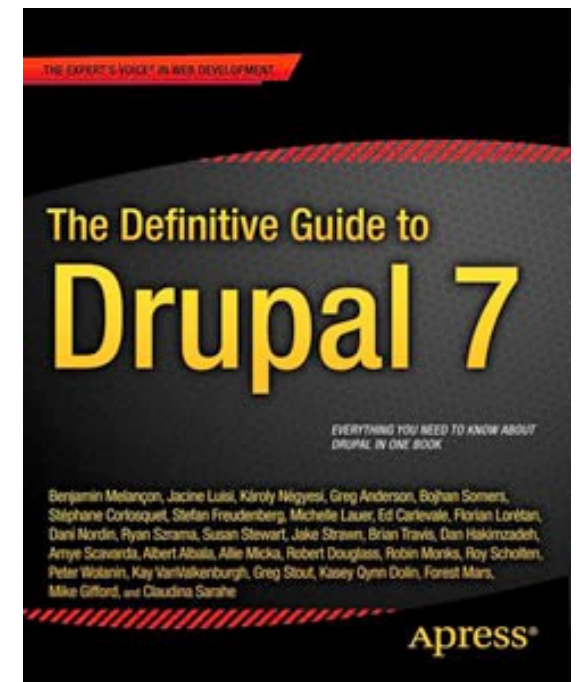
Stéphane Corlosquet,
Drupal Nights @ BioRAFT
April 2015

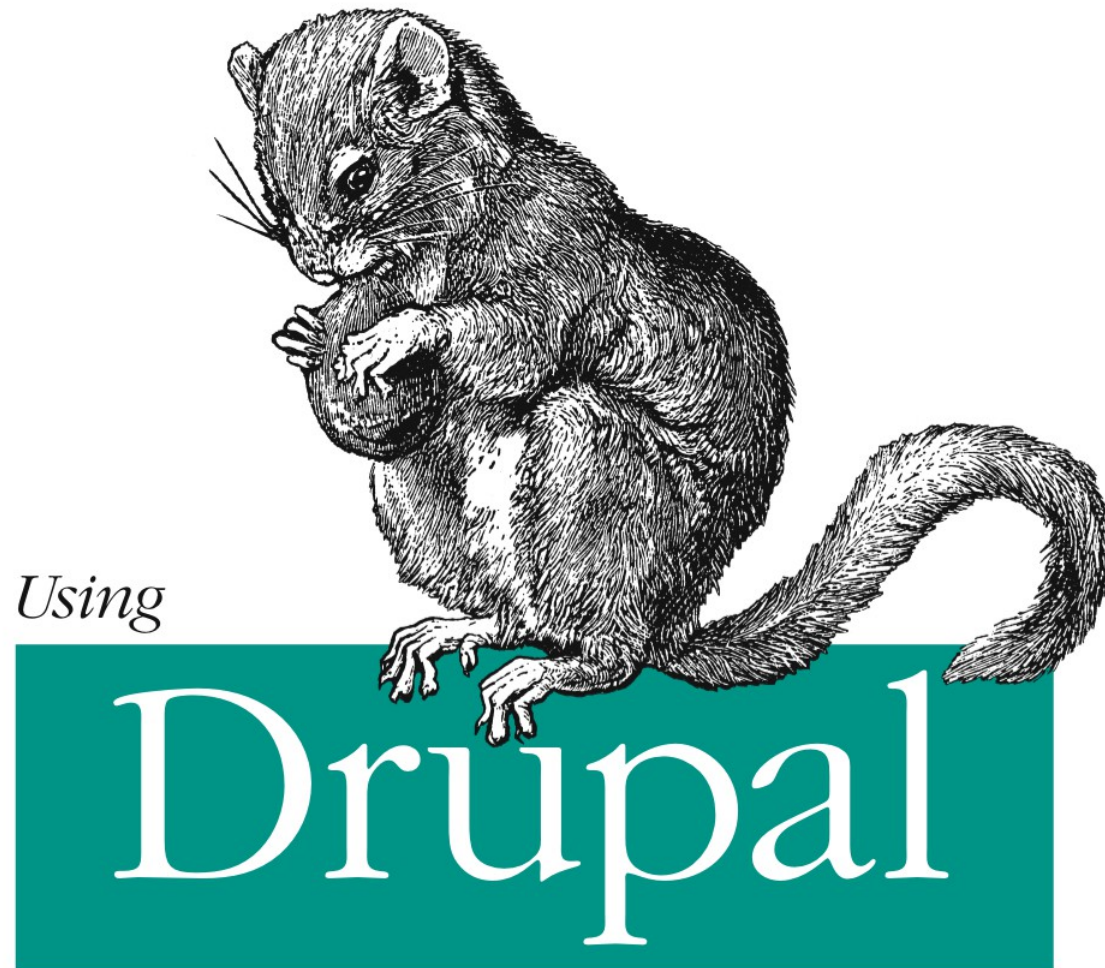
The logo for Drupal Nights, featuring a stylized red and blue "D" icon followed by the text "RUPAL NIGHTS" in a dark blue, sans-serif font.

DRUPAL NIGHTS

About the speakers

- Stéphane “scor” Corlosquet
 - 8 years with Drupal
 - Software engineer @ Acquia
 - Drupal RDF core maintainer
 - Drupal Security Team member
 - Contrib modules: RDF Extensions, SPARQL, schema.org, WebID
 - Member of the RDFa WG at W3C





O'REILLY®

*Angela Byron, Addison Berry,
Nathan Haug, Jeff Eaton,
James Walker & Jeff Robbins*

SEO ?

Search Engine Optimization

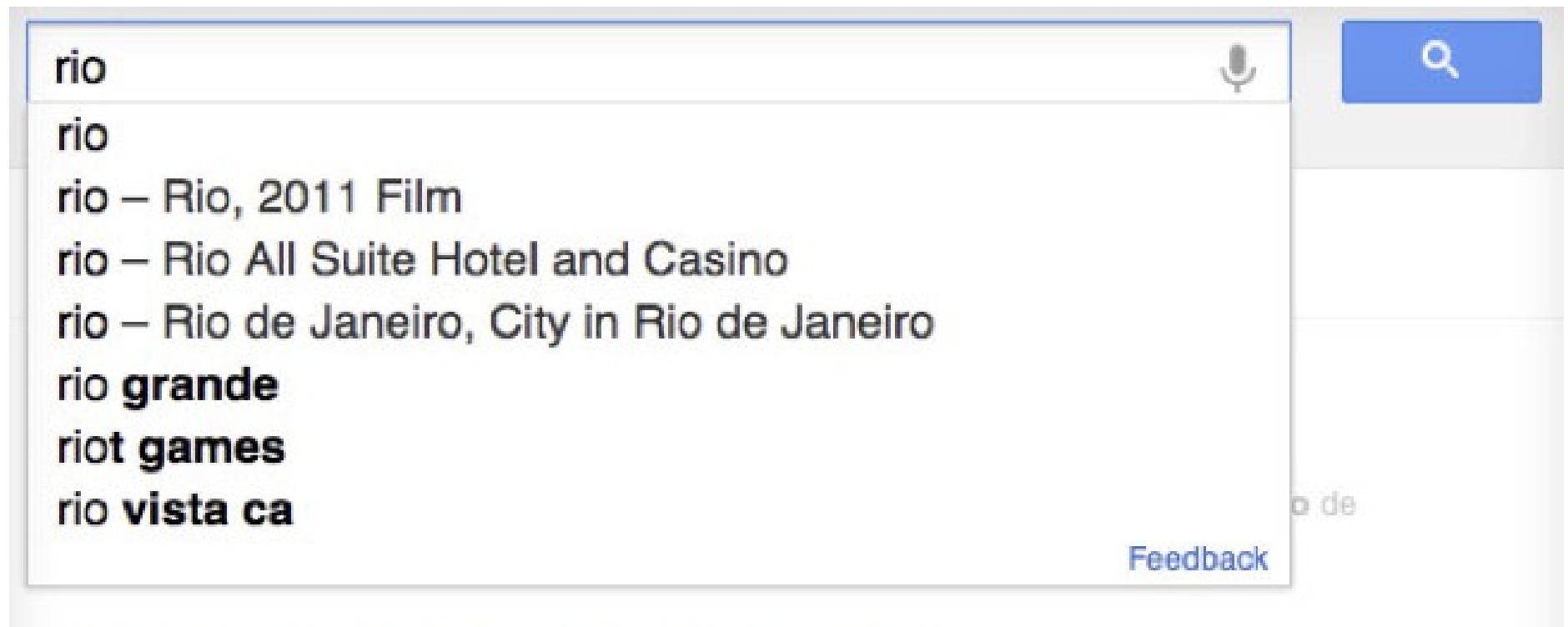
~~Search Engine Optimization~~

Search **Experience** Optimization

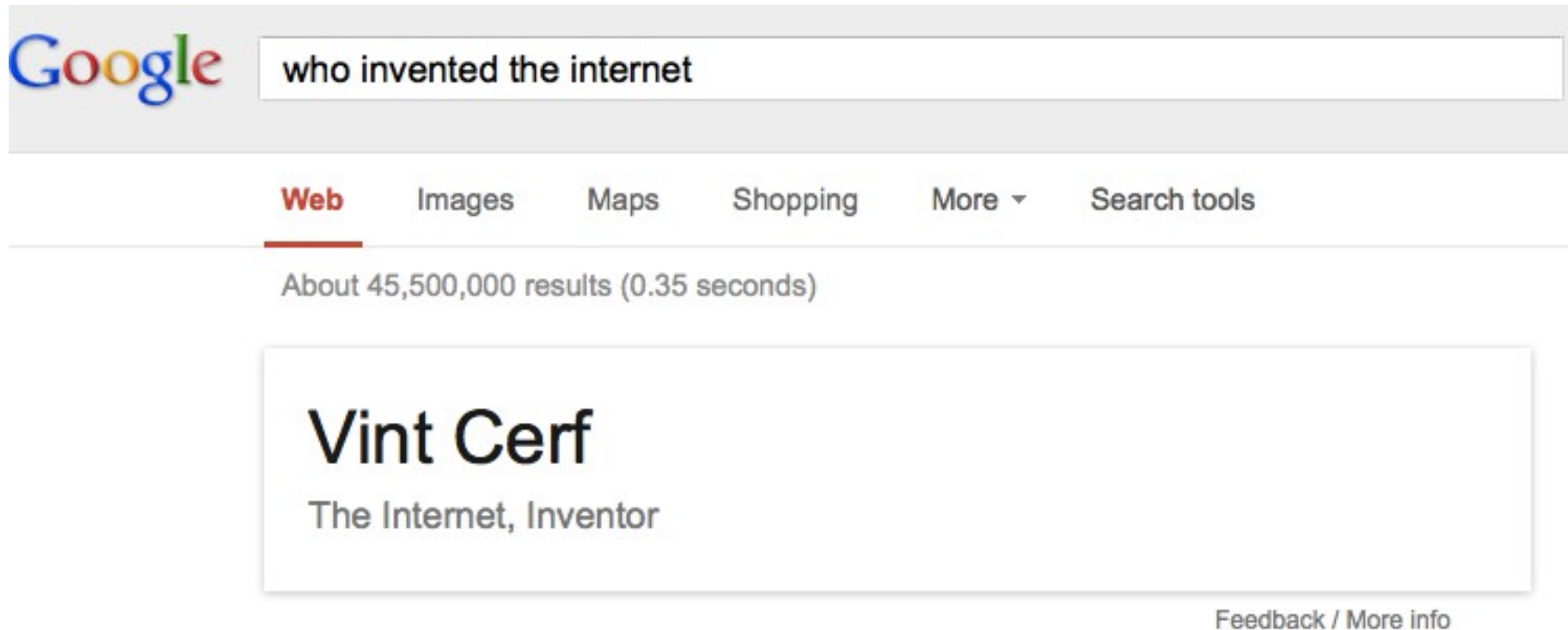
Speak now



- Live Entity disambiguation



- Direct answers



The image shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "who invented the internet". Below the search bar is a horizontal menu with the following items: "Web" (which is underlined in red), "Images", "Maps", "Shopping", "More" (with a downward arrow), and "Search tools". Below the menu, it says "About 45,500,000 results (0.35 seconds)". In the center of the page is a large white box with a thin gray border. Inside this box, the name "Vint Cerf" is written in a large, bold, black font. Below the name, the text "The Internet, Inventor" is written in a smaller, gray font. At the bottom right of the page, outside the central box, is the text "Feedback / More info".

Google

who invented the internet

Web Images Maps Shopping More ▾ Search tools

About 45,500,000 results (0.35 seconds)

Vint Cerf

The Internet, Inventor








Feedback / More info

- List and collections

events in Boston

Web Images Maps Shopping News More Search tools

Boston events

						
Paul McCartney Jul 9	CMA Songwriters Series Featurin... Jul 11	Harborwalk Sounds 2013... Jul 11	The Brooklyn Brewery Mash... Jul 9	Belle and Sebastian Jul 9	Fort Point Fitness: Sunset... Jul 16	A Midsummer's Night With the... Jul 16

- Entity summary

+Dave Search Images Maps Play YouTube News Gmail Documents Calendar More

Google
marie curie

Search
8 personal results, 17,300,000 other results (0.32 seconds)

Everything
Images
Maps
Videos
News
Shopping
Books
More

Mountain View, CA
Change location

Any time
Past hour
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...


[Marie Curie - Wikipedia, the free encyclopedia](#)
[en.wikipedia.org/wiki/Marie_Curie](#)
Marie Skłodowska-Curie (7 November 1867 – 4 July 1934) was a French-Polish physicist and chemist famous for her pioneering research on radioactivity.
→ Marie Curie Cancer Care - Pierre Curie - Irène Joliot-Curie - Radioactive decay

[Marie Curie - Biography - Nobelprize.org](#)
[www.nobelprize.org/nobel_prizes/physics/.../marie-curie-bio.html](#)
Short profile from the foundation that awards the Nobel Prize.

[Marie Curie - Biography - Nobelprize.org](#)
[www.nobelprize.org/nobel_prizes/chemistry/.../marie-curie-bio.html](#)
Marie Curie, née Maria Skłodowska, was born in Warsaw on November 7, 1867, the daughter of a secondary-school teacher. She received a general education ...

[Images for marie curie - Report images](#)






[Marie Curie and The Science of Radioactivity](#)
[www.aip.org/history/curie/](#)
The life of Marie Curie, from the AIP Center for History of Physics. Text by Naomi Pasachoff and many illustrations describe Curie's contributions to the science of ...

Marie Curie

es.wikipedia.org

Marie Skłodowska-Curie was a French-Polish physicist and chemist famous for her pioneering research on radioactivity. She was the first person honored with two Nobel Prizes—in physics and chemistry. Wikipedia


Born: November 7, 1867, Warsaw
Died: July 4, 1934, Sancellemoz
Spouse: Pierre Curie (m. 1895–1906)
Children: Irène Joliot-Curie, Ève Curie
Discovered: Radium, Polonium
Education: École Supérieure de Physique et de Chimie Industrielles de la Ville de Paris, University of Paris



People also search for

 Albert Einstein
 Pierre Curie
 Ernest Rutherford
 Louis Pasteur
 John Dalton

Report a problem

- Rich Snippets





[Advanced search](#)

Search
About 5,210,000 results (0.40 seconds)

Everything

Images

Maps

Videos

News

Shopping

Recipes



More

San Francisco, CA


Change location

Ingredients

bananas	<input type="checkbox"/>	<input type="checkbox"/>
baking soda	<input type="checkbox"/>	<input type="checkbox"/>
walnuts	<input type="checkbox"/>	<input type="checkbox"/>
pecans	<input type="checkbox"/>	<input type="checkbox"/>
vanilla extract	<input type="checkbox"/>	<input type="checkbox"/>



[Banana Banana Bread Recipe - Allrecipes.com](#)



[allrecipes.com/recipe/banana-banana-bread/](#) - Cached


★★★★★ 6501 reviews - 1 hr 20 mins - 229 cal



 Why compromise the banana flavor? This **banana bread** is moist and delicious with loads of banana flavor! Friends and family love my **recipe** and say it's by far ...

[Banana Bread I Recipe - Brown Sugar Banana Nut Bread I - Nutty Banana Bread](#)


[Banana Bread Recipes - Allrecipes.com](#)



[allrecipes.com > Recipes > Bread](#) - Cached

Looking for the perfect **banana bread recipe**? Allrecipes has more than 120 ...



[Janet's Rich Banana Bread Recipe - Allrecipes.com](#)



[allrecipes.com/recipe/janets-rich-banana-bread/](#) - Cached



★★★★★ 1327 reviews - 1 hr 10 mins - 218 cal

 Sour cream guarantees a moist and tender **loaf**. And **bananas** are sliced ...

[Show more results from allrecipes.com](#)

[Banana Bread Recipe | Simply Recipes](#)



[simplyrecipes.com/recipes/banana_bread/](#) - Cached


1 hr 5 mins

 Jun 15, 2006 – Moist and delicious classic **banana bread recipe**. Easy to make, no need for a mixer. Ripe bananas, butter, sugar, egg, vanilla, baking soda, ...

[Banana Nut Muffins - Orange Bread - Glazed Lemon Bread](#)

Other search engines similar efforts

- Yahoo!

YAHOO!

18,600 results

WEB IMAGES VIDEO BLOGS MORE ▾

FILTER BY TIME

- Anytime
- Past day
- Past week
- Past month

Cascal
cascalrestaurant.com
(650) 940-9500
400 Castro St, Mountain View, CA ▾
[Menu](#) | [More Info »](#)

★★★★★ (65)
65 Reviews - I am so sick of people suggesting Cascal who have never been there. Don't let the decor fool you - that was done by someone with taste... [more](#)


Cascal - Welcome to the Journey
www.cascalrestaurant.com

[Tapas](#) [Special](#)
[Lunch](#) [Contact](#)
[Music And](#)

[More results from cascalrestaurant.com »](#)

Cascal - Mountain View, CA
★★★★★ (1237 Reviews) - (650) 940-9500 - Mountain View, CA
(650) 940-9500 - 400 Castro St - "The prosciutto wrapped dates and mushroom empanadas are amazing."
www.yelp.com/biz/cascal-mountain-view - [Cached](#)
[More results from yelp.com »](#)

Cascal Restaurant - Contact - Cascal - Welcome to the Journey
Cascal is centrally located at the corner of California and Castro streets in the heart of downtown Mountain View, California.
www.cascalrestaurant.com/about_contact.asp - [Cached](#)



Other search engines similar efforts

- Bing - Satori

The image is a screenshot of a Bing search results page for the query "avatar reviews". The Bing logo is in the top left, and the search bar contains "avatar reviews" with a magnifying glass icon. Below the search bar are tabs for "Web", "Videos", "Movies", and "More". The "Web" tab is selected. On the left side, there are sections for "RELATED SEARCHES" and "SEARCH HISTORY". The "RELATED SEARCHES" section lists various search terms related to Avatar, including "Avatar the Last Airbender Review", "YouTube Avatar Review", "Movie Avatar Reviews", "Lego Avatar Review", "Avatar Review Film", "Avatar Review 3D", "Avatar Review Yahoo!", "Avatar Review Christian". The "SEARCH HISTORY" section lists "dirt devil vacuum", "avatar", "avatar movie", "imdb", and "Similar searches avatar". The main content area shows "ALL RESULTS" for "1-10 of 37,900,000 results". The first result is "Avatar - Rotten Tomatoes" with a snippet: "It might be more impressive on a technical level than as a piece of storytelling, but Avatar reaffirms James Cameron's singular gift for imaginative, absorbing ...". To the right of this result is a Rotten Tomatoes logo showing "83%" and "279 reviews". The second result is "Avatar :: rogerebert.com :: Reviews" with a snippet: "Jake Sully Sam Worthington Neytiri Zoe Saldana Grace Sigourney Weaver Col. Miles Quaritch Stephen Lang Trudy Chacon Michelle Rodriguez". The third result is "Avatar Review" with a snippet: "Avatar Review Poetry :: Prose :: Reviews :: Interviews :: Art. Home; About; Submissions; Index of Contributors; Current Issue. AV13: Summer 2011; Past Issues. AV12: Summer 2010". The fourth result is "Avatar Review :: Movies :: Reviews :: Paste" with a snippet: "Never before have so many cynics wanted to hate a movie, and never have they been so thoroughly thwarted, as with James Cameron's Avatar. I had more than my share of ...". The fifth result is "Avatar Reviews, Ratings, Credits, and More at Metacritic".

bing

Web

avatar reviews

Web Videos Movies More▼

RELATED SEARCHES

- Avatar the Last Airbender Review
- YouTube Avatar Review
- Movie Avatar Reviews
- Lego Avatar Review
- Avatar Review Film
- Avatar Review 3D
- Avatar Review Yahoo!
- Avatar Review Christian

SEARCH HISTORY

- dirt devil vacuum
- avatar
- avatar movie
- imdb
- Similar searches avatar

ALL RESULTS

1-10 of 37,900,000 results · [Advanced](#)

Avatar - Rotten Tomatoes

It might be more impressive on a technical level than as a piece of storytelling, but **Avatar** reaffirms James Cameron's singular gift for imaginative, absorbing ...

www.rottentomatoes.com/m/avatar

Avatar :: rogerebert.com :: Reviews

Jake Sully Sam Worthington Neytiri Zoe Saldana Grace Sigourney Weaver Col. Miles Quaritch Stephen Lang Trudy Chacon Michelle Rodriguez

rogerebert.suntimes.com/apps/pbcs.dll/article?AID=/20091211/REVIEWS/912119998

Avatar Review

Avatar Review Poetry :: Prose :: **Reviews** :: Interviews :: Art. Home; About; Submissions; Index of Contributors; Current Issue. AV13: Summer 2011; Past Issues. AV12: Summer 2010

www.avatarreview.net

Avatar Review :: Movies :: Reviews :: Paste

Never before have so many cynics wanted to hate a movie, and never have they been so thoroughly thwarted, as with James Cameron's **Avatar**. I had more than my share of ...

www.pastemagazine.com/articles/2009/12/avatar-review.html

Avatar Reviews, Ratings, Credits, and More at Metacritic

Rotten Tomatoes

83%

279 reviews

Knowledge Graph

- Google's internal knowledge base
- Helps user find information quickly + easily
- Knows about people, places, cities, celebrities, movies, work or art...
- “Things, not strings” - no keyword matching
- Hummingbird algorithm update (largest update since 2001)



Knowledge Graph

- 570 million real-world objects
- 18 billion facts and relationships
- Built from content gathered from the Web
- **Freebase**
 - Acquired by Google in 2010
 - 39 Million topics
 - 1,9 Billion facts and relationships
- Wikipedia
- More? → **Video** and **video**

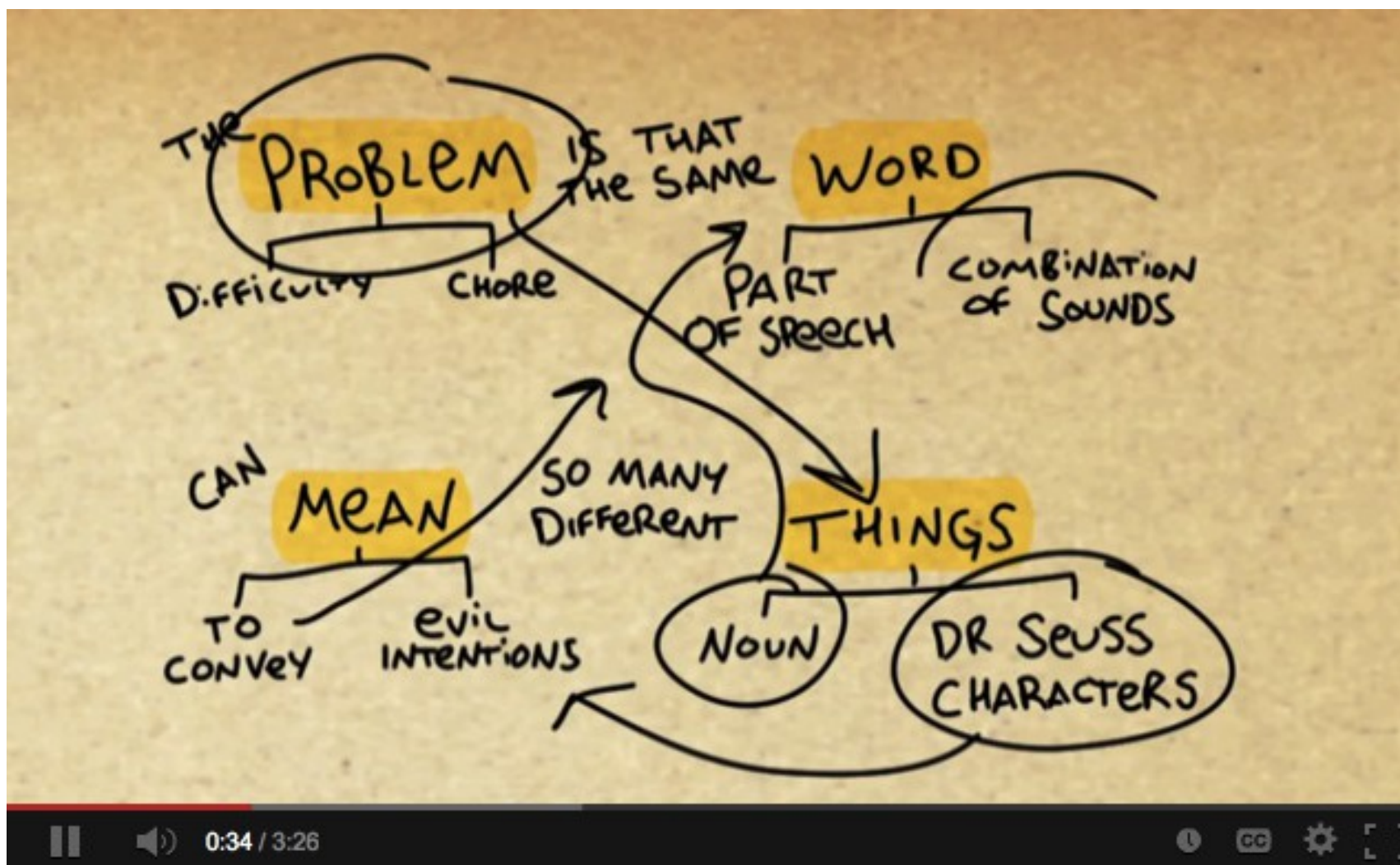
What about Drupal?

- Drupal sites hold a lot of the data on the Web
 - > 2 Million sites
 - 2% of the web
 - Variety of content: news, gov, corporate, media, commerce
- Drupal's data is structured inside
 - Entities: Node, User, Comment, Taxonomy term
 - Properties: fields (text, entity reference...)

Challenge

How can you make Drupal data easily understandable by search engines?

The problem



Schema.org standard

- General web schema for everyone to use
- 400+ types (book, recipe, event, person...)
- Sponsored and supported by major search engines: Google, Yahoo!, Bing, Yandex
- Multiple formats: RDFa, Microdata, JSON-LD

Thing > Event

An event happening at a certain time at a certain location.

Property	Expected Type	Description
Properties from Thing		
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
url	URL	URL of the item.
Properties from Event		
attendees	Person or Organization	A person attending the event.
duration	Duration	The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format .
endDate	Date	The end date and time of the event (in ISO 8601 date format).
location	Place or PostalAddress	The location of the event or organization.
offers	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or
performers	Person or Organization	The main performer or performers of the event—for example, a presenter, musician, or
startDate	Date	The start date and time of the event (in ISO 8601 date format).

How does schema.org apply to Drupal?



Breaking News Story

Content Type

Fields

Article

- Title
- Author
- Published

Event

- Name
- Date
- Location

Related Stories

- Title
- Author
- Link

Title *

Moving Toward Convictions

Byline

Amy Maxmen

Subhead

Risk VI: New strategies to root out the cause of MS

Body

B *I* U abc x^2 x_2

Styles



If the hunt for causes of multiple sclerosis were a simple murder mystery, investigators might be having an easier time cracking the case. The disease detectives must identify the multiple agents, rather than a lone perpetrator, that lead to the disease—and unravel how the culprits work individually and together. To complicate the inquiry further, each contributor might begin causing damage decades before the disease begins. And finally, the ultimate test of causation—restraining or removing a suspect and assessing whether the disease diminishes in response—isn't generally practical because methods do not exist to contain most of the candidate troublemakers.

Nonetheless, MS investigators have drawn up an inventory of top suspects, which include a lack of vitamin D (see [“The Sunshine Suspect”](#)), the Epstein-Barr virus (EBV) and the infectious mononucleosis that it can cause (see [“Viral Villain”](#)), certain genes (see [“Genetic Associations”](#) and [“Nature, Nurture, and What’s in Between”](#)), female gender (see [“Discriminatory Disease”](#)), smoking, and stress (see [“Where There's Smoke \(and Stress\), Is There Fire?”](#)). To build a case against these characters, researchers are measuring the strength of the associations between the potential wrongdoers and the illness, and they’re asking whether the putative scoundrels act before the disease begins and how they might set it off.

Featured Image



[ART-Conclusion-thumbail.gif](#) (10.27 KB)

Remove

Alternate text

This text will be used by screen readers, search engines, or when the image cannot be loaded.

Title

The title is used as a tool tip when the user hovers the mouse over the image.

RELATED CONTENT



Whodunit? [nid:778]



The Sunshine Suspect [nid:827]



Where There's Smoke (and Stress), Is There Fire? [nid:1888]



Add another item

REFERENCES



Human endogenous retroviruses and multiple sclerosis: innocent



Commensal microbiota and myelin autoantigen cooperate to tri



Association of human endogenous retroviruses with multiple sc



Node

[View](#) [Edit](#) [Track](#) [Devel](#)

NEWS SYNTHESIS | 2 JUN 2012

Moving Toward Convictions

Risk VI: New strategies to root out the cause of MS

AMY MAXMEN

If the hunt for causes of multiple sclerosis were a simple murder mystery, investigators might be having an easier time cracking the case. The disease detectives must identify the multiple agents, rather than a lone perpetrator, that lead to the disease—and unravel how the culprits work individually and together. To complicate the inquiry further, each contributor might begin causing damage decades before the disease begins. And finally, the ultimate test of causation—restraining or removing a suspect and assessing whether the disease diminishes in response—isn't generally practical because methods do not exist to contain most of the candidate troublemakers.

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Related Content

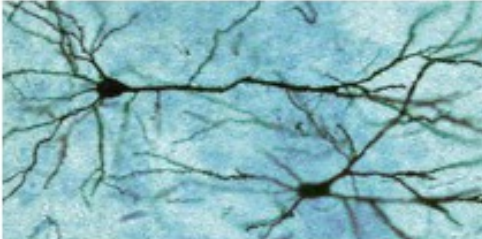
NEWS SYNTHESIS | 2 APR 2012
[Whodunit?](#)

NEWS SYNTHESIS | 2 APR 2012
[The Sunshine Suspect](#)

NEWS SYNTHESIS | 2 APR 2012
[Viral Villain](#)

[SEE FULL LIST](#)

News Highlights



The Next Frontier

What's in the future?

Check out the "Key open questions" at the end of most MSDF news stories

108 READS

Schema.org module for Drupal

- Map your content types and fields to the schema.org terms

The screenshot shows the configuration page for a content type in the Schema.org module. On the left is a sidebar with settings tabs: 'Submission form settings' (Title), 'Publishing options' (Published, Promoted to front page), 'Display settings' (Display author and date information), 'Comment settings' (Open, Threading, 50 comments per page), 'Menu settings', and 'Schema.org settings' (which is active). The main area is titled 'Type' and contains a text input with 'art' entered. Below the input is a list of schema.org terms: ApartmentComplex, ArtGallery, Article, AutoPartsStore (highlighted with a mouse cursor), DepartmentStore, NewsArticle, PerformingArtsTheater, ScholarlyArticle, and VisualArtsEvent. At the bottom are two buttons: 'Save content type' and 'Delete content type'.

Schema.org module for Drupal

- Map your content types and fields to the schema.org terms

The screenshot shows the Drupal administration interface for the Schema.org module. The breadcrumb trail is: Home » Administration » Structure » Content types » Event » Manage fields. The page title is 'Location'. There are four buttons: 'EDIT', 'FIELD SETTINGS', 'WIDGET TYPE', and 'DELETE'. The 'FIELD SETTINGS' tab is active, showing 'EVENT SETTINGS' for the 'Location' field. The settings include: 'Label' (Location), 'Required field' (unchecked), 'Help text' (empty), 'Instructions to present to the user below this field on the editing form.' (empty), 'Allowed HTML tags' (a list of tags), 'Size of textfield' (60), 'Text processing' (Plain text selected), and 'DEFAULT VALUE' (The default value for this field, used when creating new content).

Dashboard Content **Structure** Appearance People Modules Configuration Reports Help Hello admin Log out

Home » Administration » Structure » Content types » Event » Manage fields

Location o EDIT FIELD SETTINGS WIDGET TYPE DELETE

EVENT SETTINGS

These settings apply only to the Location field when used in the Event type.

Label *

Location

☐ Required field

Help text

Instructions to present to the user below this field on the editing form.

Allowed HTML tags: <a> <big> <code> <i> <ins> <pre> <q> <small> <sub> <sup> <tt> <p>

Size of textfield *

60

Text processing

☒ Plain text

☐ Filtered text (user selects text format)

DEFAULT VALUE

The default value for this field, used when creating new content

Schema.org module for Drupal

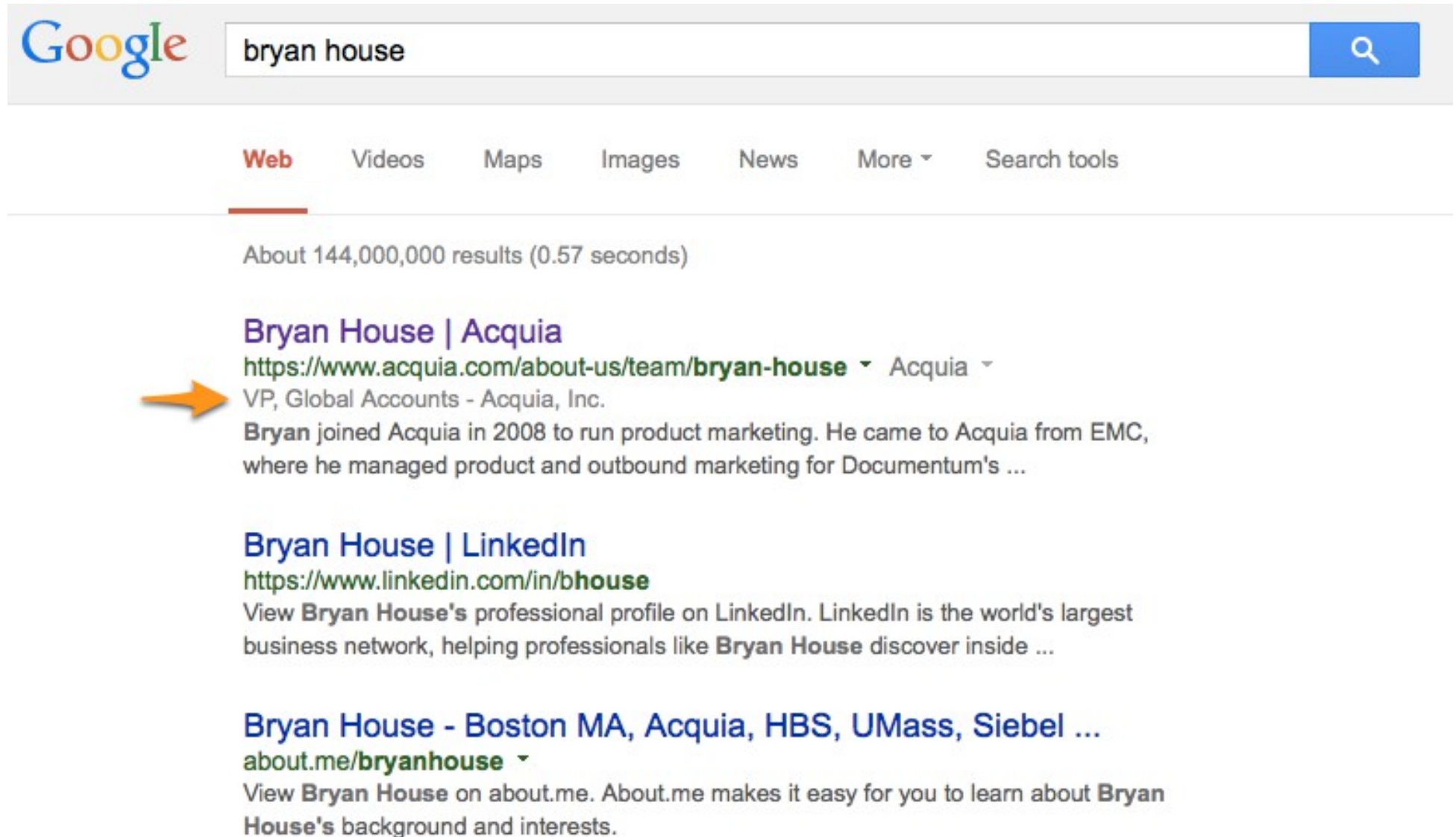
- Map your content types and fields to the schema.org terms

The screenshot shows the Drupal administration interface for mapping a field to a Schema.org term. The breadcrumb trail is: Home » Administration » Structure » Content types » Event » Manage fields. The field being mapped is 'Location'. The title of the mapping section is 'LOCATION SCHEMA.ORG MAPPING'. Under the 'Property' label, the text 'locatio' is entered in a text box. A dropdown menu is open, showing the following options: 'contentLocation', 'homeLocation', 'jobLocation', 'location', and 'workLocation'. To the right of the dropdown, the text 'Id.' is visible. Below the dropdown, there is a 'DEFAULT VALUE' section with a text area containing the text 'The default value for this field, used when creating new content'. On the left side of the interface, there are various field configuration options including 'Label', 'Required', 'Help text', 'Instructions', 'Allowed', 'Size of', 'Text processing', and 'Default value'.

Schema.org mappings in HTML

```
<div typeof="schema:PostalAddress" property="schema:location">
  <div>
    <div property="schema:streetAddress">25 Corporate Drive </div>
  </div>
  <div>
    <span property="schema:addressLocality">Burlington </span>
    ,
    <span property="schema:addressRegion">MA </span>
    <span property="schema:postalCode">01803 </span>
  </div>
  <span content="US" property="schema:addressCountry">United States </span>
</div>
```

Live example: Person



The image is a screenshot of a Google search interface. At the top, the Google logo is on the left, and a search bar contains the text "bryan house". To the right of the search bar is a blue button with a magnifying glass icon. Below the search bar, there are tabs for "Web", "Videos", "Maps", "Images", "News", "More", and "Search tools". The "Web" tab is selected and highlighted with a red underline. Below the tabs, the search results are displayed. The first result is "Bryan House | Acquia" with a URL "https://www.acquia.com/about-us/team/bryan-house" and a description "VP, Global Accounts - Acquia, Inc." An orange arrow points to this result. The second result is "Bryan House | LinkedIn" with a URL "https://www.linkedin.com/in/bhouse" and a description "View Bryan House's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Bryan House discover inside ...". The third result is "Bryan House - Boston MA, Acquia, HBS, UMass, Siebel ..." with a URL "about.me/bryanhouse" and a description "View Bryan House on about.me. About.me makes it easy for you to learn about Bryan House's background and interests."

Google

bryan house

Web Videos Maps Images News More Search tools

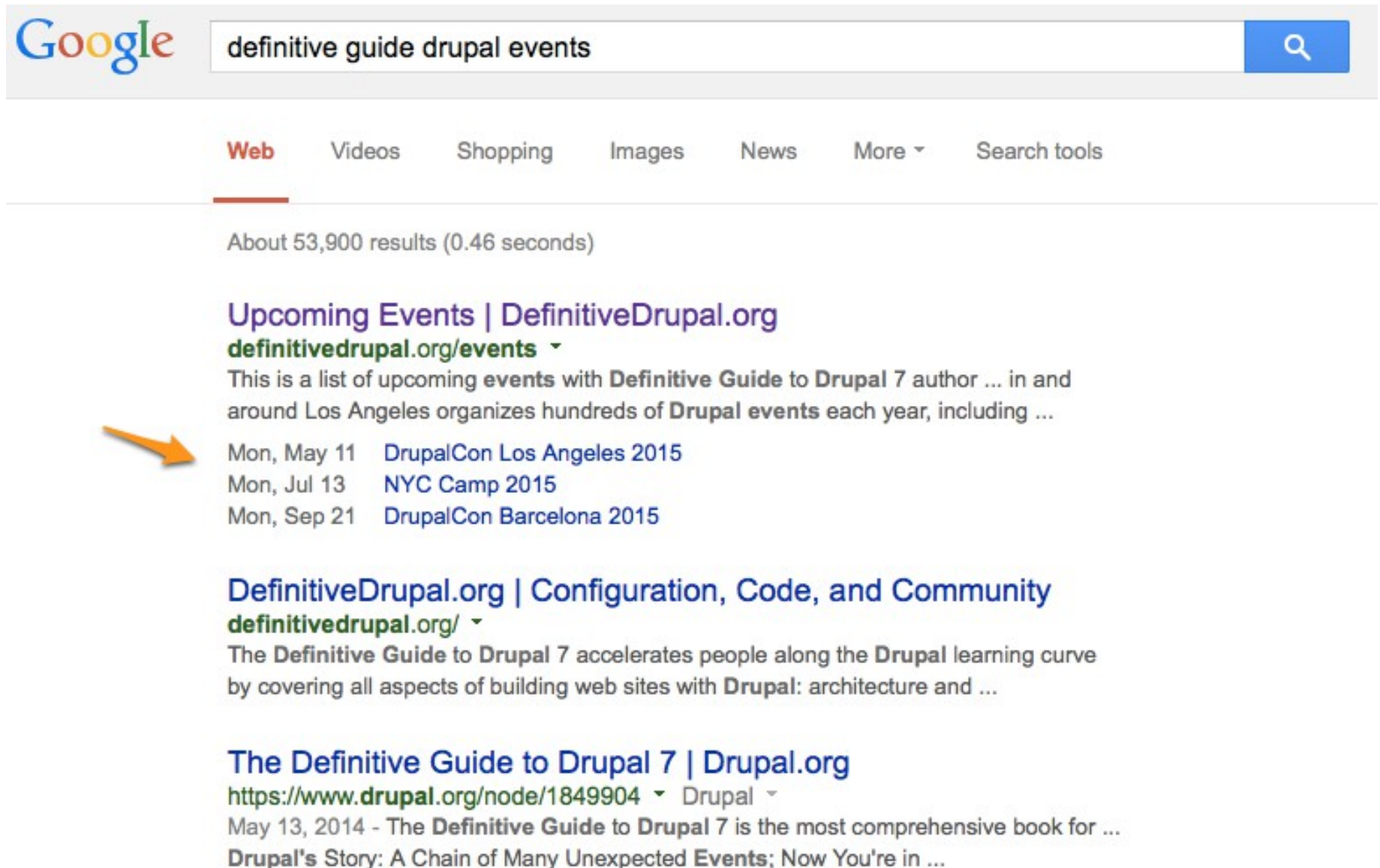
About 144,000,000 results (0.57 seconds)

Bryan House | Acquia
<https://www.acquia.com/about-us/team/bryan-house> ▾ Acquia ▾
VP, Global Accounts - Acquia, Inc.
Bryan joined Acquia in 2008 to run product marketing. He came to Acquia from EMC, where he managed product and outbound marketing for Documentum's ...

Bryan House | LinkedIn
<https://www.linkedin.com/in/bhouse>
View **Bryan House**'s professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Bryan House** discover inside ...

Bryan House - Boston MA, Acquia, HBS, UMass, Siebel ...
about.me/bryanhouse ▾
View **Bryan House** on about.me. About.me makes it easy for you to learn about **Bryan House**'s background and interests.

Live example: Events



Google

definitive guide drupal events

Web Videos Shopping Images News More ▾ Search tools

About 53,900 results (0.46 seconds)

Upcoming Events | DefinitiveDrupal.org
definitivedrupal.org/events ▾
This is a list of upcoming events with **Definitive Guide to Drupal 7** author ... in and around Los Angeles organizes hundreds of **Drupal events** each year, including ...

Mon, May 11 [DrupalCon Los Angeles 2015](#)
Mon, Jul 13 [NYC Camp 2015](#)
Mon, Sep 21 [DrupalCon Barcelona 2015](#)

DefinitiveDrupal.org | Configuration, Code, and Community
definitivedrupal.org/ ▾
The **Definitive Guide to Drupal 7** accelerates people along the **Drupal** learning curve by covering all aspects of building web sites with **Drupal**: architecture and ...

The Definitive Guide to Drupal 7 | Drupal.org
<https://www.drupal.org/node/1849904> ▾ Drupal ▾
May 13, 2014 - The **Definitive Guide to Drupal 7** is the most comprehensive book for ...
Drupal's Story: A Chain of Many Unexpected Events; Now You're in ...

Live example: Recipe

Google 


Web Shopping Images Videos Maps More ▾ Search tools

About 17,500 results (0.95 seconds)

Apple pie | Schema.org Drupal 7 playground
schema.openspring.net/recipe/apple-pie ▾
30 mins
"This was my grandmother's **apple pie** recipe. I have never seen another one quite like it. It will always be my favorite and has won me several first place prizes ..."



Live example: Ratings

Google 

Web Images Videos News Maps More ▾ Search tools

About 215,000 results (0.56 seconds)

Geheimtipp zum auswandern: Thailand | Wohin ...
www.wohin-auswandern.de/auswandern-thailand ▾ [Translate this page](#)
★★★★★ Rating: 3.6 - 68 votes
Geeignet für Rentner, nicht ratsam für die Arbeit: **Thailand** ist für deutsche **Auswanderer** unter Umständen ein interessantes Ziel.

Ein echter Geheimtipp im Süden von Thailand - Nakhon Sri ...
www.phuketastic.com/.../ein-echter-geheimtipp-im-su... ▾ [Translate this page](#)
Oct 21, 2013 - Den wenigsten **Thailand** Reisenden ist Nakhon Sri Thammarat ein Begriff. ... Ein **Geheimtipp** den ich seit Jahren jedem empfehle, der mich nach einem
Erfahrungsbericht von Werner – **Auswandern** nach Bangkok

Preview Rich Snippet

- <http://www.google.com/webmasters/tools/richsnippets>

Structured Data Testing Tool

URL

HTML

<http://rdfsolr13test.devcloud.acquia-sites.com/node/6>

PREVIEW

Sign in to view the retrieved HTML.

Google search results

Google Custom Search

Preview

DrupalSouth New Zealand | rdfsolr13dev.devcloud.acquia-sites.com

rdfsolr13test.devcloud.acquia-sites.com/node/6

Feb 14, 2014 - Wellington, New Zealand

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.

Examples

- Recipe preview
- Event preview
- Person preview

New features in Drupal 8

New fields









schema.org

Content become schema.org entities

Use cases

Musical Artists: Specify your events to Google


+KateShare

Web Videos Images News Books More Search tools

About 3,150,000 results (0.34 seconds)

Chick Corea
chickcorea.com/ - Chick Corea -
Official site of the pianist including biography, complete discography, tour schedule, music awards, and photo-gallery.
[Chick Corea & the Vigil - Blog and News - For Musicians](#)

Chick Corea - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Chick_Corea - Wikipedia -
Armando Anthony "Chick" Corea (born June 12, 1941) is an American jazz and fusion pianist, keyboardist, and composer. Many of his compositions are ...
[Chick Corea discography](#) - [Return to Forever](#) - [Chick Corea Elektric Band](#) - [Duet](#)

LEGENDS OF JAZZ performance by chick corea - YouTube
www.youtube.com/watch?v=PnSC0tRmya4 - YouTube -
Mar 22, 2007 - Uploaded by LEGENDSOFAJAZZ
"Armando's Rhumba" from the series LEGENDS OF JAZZ with Ramsey Lewis.


Chick Corea | Music Biography, Credits and Discography | AllMusic
www.allmusic.com/artist/chick-corea-mn0000110541 - AllMusic -
Find Chick Corea bio, songs, credits, awards, similar artists and video information on AllMusic - Talented pianist who has a wide palette of ...

Chick Corea (ChickCorea) on Twitter
<https://twitter.com/ChickCorea> -
The latest from Chick Corea (@ChickCorea). Official page of Chick Corea, NEA Jazz Master and 20-time Grammy winner. Follow for updates and Jazz Heaven ...

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Chick Corea

Jazz Pianist



Armando Anthony "Chick" Corea is an American jazz and fusion pianist, keyboardist, and composer. Many of his compositions are considered jazz standards. [Wikipedia](#)

Born: June 12, 1941 (age 72), Chelsea, MA
Nationality: American
Spouse: Gayle Moran
Compositions: Spain, Sea Journey, Short Tales of the Black Forest, [More](#)
Music groups: [Return to Forever](#) (1972 – 2008), [Chick Corea Elektric Band](#) (Since 1986), [Five Peace Band](#), [Circle](#) (1971)
Movies: [More](#)

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	Chick Corea & B...

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Posted by [scor](#) on April 16, 2013 at 8:28am

This module adds [Good Relations](#) markup on [Drupal Commerce](#) product displays, allowing search engines to display Rich Snippets for your products. Read more on how [Good Relations can improve the SEO](#) of your e-commerce site.

Go green with Reusable Tote Bag | Commerce commerce.openspring.net.../go-green-drupal-commerce-
★★★★☆ Rating: 4 - 12 reviews - \$16.00
The excerpt from the page will show up here. The reason webpage is because the text depends on the query the us

Schema.org

As of November 8, 2012, [GoodRelations](#) is the official e-commerce core for [schema.org](#):

“ Schema.org will be one additional syntactical form of using [GoodRelations](#) for your site. [GoodRelations](#) remains an independent vocabulary. The original namespace of [GoodRelations](#) will remain the primary location.

Set up

This module requires no configuration, just enable it and your Drupal Commerce products should show a rich snippet in the [Google Rich Snippet testing tool](#). The following fields are currently automatically supported:

- title
- price
- currency
- ratings (fivestar / voting API)

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