

For Developers

In **Google+ and Google Rich Snippets (Schema.org JSON-LD)** section:

For **Publisher Logo (publisher.logo)** upload your store logo. Be aware that this logo must follow Google requirements as follows:

Logos should have a wide aspect ratio, not a square icon.

Logos should be no wider than 600px, and no taller than 60px.

Always retain the original aspect ratio of the logo when resizing. Ideally, logos are exactly 60px tall with width ≤ 600 px. If maintaining a height of 60px would cause the width to exceed 600px, downscale the logo to exactly 600px wide and reduce the height accordingly below 60px to maintain the original aspect ratio.

FAQ

Q: Google Rich Snippets do not show in Google search results?

A: Google will discover snippets the next time it crawls your site (although it may take some time for rich snippets to appear in search results). When Google algorithms discover technically correct markup on a page, they use a variety of signals to determine when to show rich snippets, including compliance with Google Webmaster Quality Guidelines and Structured Data Policies. As a result, correctly marked up content may not always trigger rich snippet in Google search results.