



# Magento 1® Guide

Rich Snippets Suite

## Rich Snippets Suite

Thank you for choosing a Magmodules extension for your Magento® store. Rich Snippets are a new way of harnessing some of the power of Internet search engines to attract targeted users to your website page(s), as they enhance your search results when potential customers search for services and product categories. The system uses the latest schema.org technology, making Rich Snippet Suite for Magento the ultimate business addition.

This software is compliant with schema.org conventions, a joint product of a project undertaken by Google, Yahoo and Microsoft to agree and implement a standard way of working with web pages and mark-up code, using a recognised and structured format for data. The add-on is also based on the latest conditions, standards and recommendations. Additionally, it includes Twitter product cards functionality, so it is possible to add even more details than are available in conventional tweets.

The other included option of Pinterest rich pins enables you to customize side pins and include information about your product or service's brand, pricing and availability.

### Intelligent Snippets

Rich snippets enable users' Internet browsers to recognize very quickly if your website is what they are looking for. Schema vocabulary and mark-up language is used on your website and searched for by larger search engines such as Bing rich snippets. Your website will therefore contain known, effective e-Commerce search terms and will stand out from the crowd - in other words, your search engine results will be more noticeable and should attract more new clicks, increasing what is also called the 'click through ratio' (or CTR). With an increased CTR rate Google and other search engines tend to increase your site's ranking.

Category snippets can be based on the product, such as an automated announcement: "Our (product name) has been rated 4.5 out of 5, based on 128 customer reviews", and so on. Product summaries are a small summary included at the foot of a page and enable Yahoo, Bing or Google snippets to be created very quickly. If you wish to improve your results position and click-through rate (CTR) and so tempt more customers, this extension will help reap dividends for your online business.

We focus on product titles, descriptions, reviews, brands, stock, price and location. Many websites do not yet use marked up data, so if you wish to gain a competitive edge, this is the product for you.

## Knowledge Base

In our knowledge Base we add the most frequently asked questions from this Magento® extension and we setup a clear guide to help you with the installation and configuration. Please feel free to ask any further questions so we can complete this knowledge base for the benefits of all as this knowledge base is designed to offer a complete support option in self-service.

It allows you to search for the frequently requested actions or have a peek in the configuration settings to get the most out of the extensions

**You can find the Knowledge Base for this extension here;**

<https://www.magmodules.eu/help/rich-snippets>

Click [here](#) to open the page with the terms and (license) conditions of the extensions/software of Magmodules V.O.F., registered at the Kamer van Koophandel with number: 59730404, trading as Magmodules.

## **Install the extension through the Magento Marketplace and Magento Connect**

### 1. Open the Magento Connect Manager

- A. Log in to your Magento back-end Panel.
- B. Go to System >> Magento Connect >> Magento Connect Manager.
- C. Log in to the Magento Connect Manager using your admin Username and Password.

### 2. Get the right Keys from the Magento Marketplace

- A. Purchase the extension through the Magento Marketplace
- B. Get the right extension Magento Connect Key from your account through <https://marketplace.magento.com/customer/accessKeys/> under the "My Access Keys" tab.
- C. Copy this key to your clipboard.

### 3. Install the extension through the Magento Connect Manager

- A. Paste the obtained extension key in the open the text-field under the Install New Extensions tab.
- B. The Extension dependencies appears: your package is in Ready to install status. Click to Proceed.
- C. Wait till you get the successful installation notification.
- D. Click Refresh to finish.

### 4. Exit the Magento Connect Manager

- A. On the top of the Magento Connect Manager, click the Return to admin link.
- B. The extension is all set and can be found in the back-end under the Magmodules tab.

**For installation through FTP please see our Knowledge Base;**

<https://www.magmodules.eu/help/rich-snippets>