



Google Rich Snippets



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- ❖ Release Date: 28th July, 2016
- ❖ Platform: Magento® Community Edition
- ❖ Magento® Community Compatibility Version:
 - 2.1.x

Download Link:

[Google Rich Snippets Extension for Magento® 2](#)

This is the Google Rich Snippets Extension user guideline for Magento® 2. This guide is here to help you in setting the extension in your Magento® based store.

The user guide includes introduction to the Google Rich Snippets Extension and configuration steps of the basic settings for your store. It is not only created for the use of developers but the store owners, business and others can also get to know about this extension for Magento® 2 and take the advantage of its features.

If you have a specific question on an element within Magento®, you can always contact M-Connect Media's developer team and we will provide with the customization solution and Support to answer your questions.

About Google Rich Snippets Extension

Google Rich Snippets is the new extension for Magento® which helps in increasing traffic on your webstore through Google Search Results. This extension shows some of product details such as price, stock, reviews, navigation links etc. in the Search Results of Google, when any customers tries to find some products or brand information.

It improves the click through rate and also asks customers to take some or the other actions. For customers it helps in making the navigation easy through Breadcrumb and provides details of the products through other snippets such as availability, twitter cards etc.

Updates, Comments and Suggestions

We at M-Connect Media with the team of Magento® Certified Developers believe that it is the right of every customer to get the right Magento® solutions to their problems. We try to address every possible query asked by our customers along with taking a note of their suggestions.

For more information on our Magento® and eCommerce services, you can anytime contact us at support.mconnectmedia.com

Features of the Extension

The '**Google Rich Snippets Extension**' supports the following features:

- ❖ Indicates a webpage's position with navigation in search results
- ❖ Implement a Search box in the search results for site links
- ❖ Add product attributes such as price, stock, reviews etc. to display in Google search results
- ❖ Make people aware about your organization
- ❖ Show the details of your local business to your local customers
- ❖ Share product information with help of cards on Social media such as Twitter and Pinterest

Benefits of Extension

- ❖ Increases the visibility of the online store
- ❖ Customers can see the navigation of that link through Breadcrumb
- ❖ Customers have not to visit to the site for checking the product availability, product reviews or product price
- ❖ The product can be searched through search box on the Google search results page itself
- ❖ Customers can get the information about the company
- ❖ Helps in Driving traffic on your store

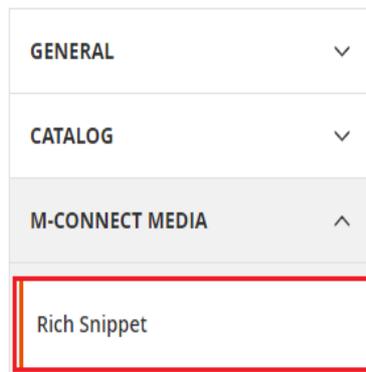
Configuration

To know how to install the 'Google Rich Snippets' extension visit our **video** section or you can also read our **installation guide**.

Before you proceed with using the extension, you need to do the configuration of the extension as shown below:

1. Navigate to **Stores > Configuration > MConnect Media > Rich Snippets** in your Magento® Admin Panel.

Configuration



2. **Settings** Screen opens. Here you will be able to configure different rich snippets for your store.

Enable **Breadcrumb**, **Search box**, **Product Availability** and **Pinterest Rich Pins**

Breadcrumb

Breadcrumbs

Enable
[store view]

- ❖ Enable: Select yes to enable the breadcrumb for being displayed in search results to provide easy website navigation

Search Box

Search

Enable
[store view]

- ❖ Enable: Enable or disable to show the search input box with your homepage in Google search results page

Product Availability

Product Availability

Enable
[store view]

Please [contact us](#), if you need more custom tags.

- ❖ Enable: Select yes to show the stock information of the products in Search results.

Pinterest Rich Pins

Pinterest Rich Pins

Enable
[store view]

- ❖ Enable: Choose Yes or no to display Rich Pins having more information of products attributes.

Add rich snippet to build your brand by showing information about your Organization

Organization

Enable
[store view]

Organization Name
[store view]

Logo Image URL
[store view]

WebSite URL
[store view]

Facebook Username
[store view]

Twitter Username
[store view]

Linkedin Username
[store view]

Google Plus Username
[store view]

If you want to see organization information in frontend then please view source in frontend you will see JavaScript object as below

```
43 <script type="text/javascript">
44 { "@context" : "http://schema.org",
45 "@type" : "Organization",
46 "name" : "M-Connect Media",
47 "logo" : "https://www.mconnectmedia.com/skin/frontend/mconnect-media/default/images/mconnect.png",
48 "url" : "https://www.mconnectmedia.com/",
49 "sameAs" : [
50 "https://twitter.com/mconnectmedia",
51 "https://www.facebook.com/mconnectmedia",
52 "https://www.linkedin.com/company/m-connect-media",
53 "https://plus.google.com/+Mconnectmedia/posts"
54 ]
55 }
56 </script>
```

- ❖ Enable: Select yes to show the description of your organization in Google search results
- ❖ Organization name: Mention your Organization's name here which will appear in the search results
- ❖ Logo Image URL: Keep the URL for your Logo image
- ❖ Website URL: add the URL of your website
- ❖ Social Media profile Username: You can also show the usernames of Facebook, Twitter, LinkedIn and Google plus accounts

Show Sitename with the breadcrumb in Google Search results

Sitename In Search Result

Enable <small>[store view]</small>	Yes
WebSite Name <small>[store view]</small>	mconnect
WebSite Alternative Name <small>[store view]</small>	mconnect site
WebSite URL <small>[store view]</small>	https://192.168.1.10.com

- ❖ Enable: Select Yes to enable the display of Sitename with the breadcrumb

- ❖ Website name: Put your website name to show in Sitename
- ❖ Website Alternative name: You can also keep any alternative name of your website
- ❖ Website URL: Keep the URL for your Website to appear in the Sitename snippet

Make people know about your Local Business

Local Business

Enable <small>[store view]</small>	Yes <input type="button" value="v"/>
Business Name <small>[store view]</small>	M-Connect Media
Street Name <small>[store view]</small>	353 McCook Cir NW
Locality <small>[store view]</small>	Kennesaw
Region <small>[store view]</small>	Georgia
Postal Code <small>[store view]</small>	30144
Telephone Number <small>[store view]</small>	+1 319 804-8627

If you want to see local business information in frontend then please view source in frontend you will see JavaScript object as below

```
59 <script type="text/javascript">
60 {
61 "@context": "http://schema.org",
62 "@type": "LocalBusiness",
63 "name": "M-Connect Media",
64 "address": {
65 "@type": "PostalAddress",
66 "streetAddress": "353 McCook Cir NW",
67 "addressLocality": "Kennesaw",
68 "addressRegion": "Georgia",
69 "postalCode": "30144"
70 },
71 "telephone": "+1 319 804-8627"
72 }
73 </script>
```

- ❖ Enable: Enable or disable the display of information related to your local business
- ❖ Business name: Mention your business name which is popular locally
- ❖ Address: Share the address of your local business including street name, locality, region and postal code
- ❖ Contact details: Mention the contact number in the given field to appear with the local business details

Build Twitter card to show more product details

Twitter Card

Twitter Card <small>[store view]</small>	<input type="text" value="Yes"/>
Website Twitter Username <small>[store view]</small>	<input type="text" value="mconnectmedia"/>
Creator Username <small>[store view]</small>	<input type="text" value="mconnectmedia"/> Also you can use website username here
Category Page Enable <small>[store view]</small>	<input type="text" value="Yes"/>
Category Card Type <small>[store view]</small>	<input type="text" value="Summary Card"/>
HomePage Enable <small>[store view]</small>	<input type="text" value="Yes"/>
HomePage Card Type <small>[store view]</small>	<input type="text" value="Summary Card"/>
HomePage Image URL <small>[store view]</small>	<input type="text" value="https://www.mconnectmedia.com/r"/>
HomePage Description <small>[store view]</small>	<input type="text" value="M-Connect Media home page twitter card description text"/> Add description to show in twitter homepage card
HomePage Title <small>[store view]</small>	<input type="text" value="M-Connect Media home page twitter"/> Add title to show in twitter homepage card
Product Page <small>[store view]</small>	<input type="text" value="Yes"/>

If you want to see twitter card information in frontend then please view source in frontend you will see JavaScript object as below

- From home page

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="mconnectmedia">
<meta name="twitter:title" content="M-Connect Media home page twitter card" />
<meta name="twitter:description" content="M-Connect Media home page twitter card description text" />
<meta name="twitter:image" content="https://www.mconnectmedia.com/mconnect.png" />
```

- From category page

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="mconnectmedia">
<meta name="twitter:title" content="Bags" />
<meta name="twitter:description" content="" />
<meta name="twitter:image" content="" />
```

- From product page

```
79 <meta name="twitter:card" content="product">
80 <meta name="twitter:site" content="mconnectmedia">
81 <meta name="twitter:creator" content="mconnectmedia">
82 <meta name="twitter:title" content="Joust Duffle Bag">
83 <meta name="twitter:image" content="http://192.168.1.10/ext_dev/m2/mpcheck/mv216/pub/media/catalog/product/m/b/mb01-blue-0.jpg">
84 <meta name="twitter:description" content="">
85 <meta name="twitter:label1" content="price">
86 <meta name="twitter:data1" content="$34.00">
87 <meta name="twitter:label2" content="items in stock">
88 <meta name="twitter:data2" content="instock">
```

- ❖ Twitter Card: Select yes to enable the visibility of twitter cards for your products in your tweets
- ❖ Username: Mention the username of your twitter website and creator in the given fields
- ❖ Category Page enable: Enable or disable to show the category page details on twitter card
- ❖ Category Card type: select the card type for category to display on twitter card. You can choose between Summary and summary with large image
- ❖ Homepage Enable: select yes to enable the homepage details on the twitter card

- ❖ Homepage card type: Choose the card type as summary or summary with large image
- ❖ Homepage image URL: You can keep the Homepage image URL in this field to make it appear in the twitter card along with other details
- ❖ Homepage description: Write a description for your homepage in this field
- ❖ Homepage title: Give a title to your homepage
- ❖ Product page: Choose yes or no to enable or disable the product page details on the twitter cards

3. Click on '**Save Config**' to save the configuration settings.

Personalize Your Dream Store with M-Connect Media

The customization of our extensions for Magento® 2 and an eCommerce store is an inevitable step during progression. The look and feel which you wish to have on your store and to give your customers can only be achieved in a customized way.

We have a team of highly proficient, experienced and Magento® Certified Developers. The team is equipped with the latest technologies and creative mind to serve you effectively and as per your expectation.

We believe that every business should have all the required basic solutions. Therefore, we dedicate our time in designing and developing to provide special and efficacious solutions to every eCommerce business requirements.

If you have any Magento® or eCommerce project in mind, then let's discuss it with the Magento® and eCommerce experts we have. Have a look at our expert services:

- ❖ [Development of Magento® 2 based Website](#)
- ❖ [Extension Development for Magento® 2](#)
- ❖ [Web Design with Magento® 2 platform](#)

Support

We provide [support services for Magento®](#) which includes maintenance, tech support, upgrade, server optimization, code audit, backup, Malware and Anti-virus Scans and Investigations and hacking protection for your web store.

Suggestions/Queries

With everything or a rather new thing, you have some doubts or queries which need to be sorted out. If you have any queries or even suggestions related to Magento® or eCommerce development, you can anytime write to us at cs@mconnectmedia.com

Installation Support

Performing the installation of extensions for Magento® is not an easy task due to its complex nature. If you are facing issues with any our extensions developed in Magento® platform, we will assist you in installing the extension to save your precious time and efforts.

If our extension isn't working on your store, then we will provide our support services free of cost. However, if any other existing extension or functionality conflicts with our extension, then we charge a fee to provide the support service.

Contact Us

M-Connect Media is one of the reputed and Award winning Company with End-to-End eCommerce Solutions in Magento® platform

With around 700+ websites designed and approx. 70+ Extensions developed in Magento® platform

Address: 353 McCook Cir NW, Kennesaw, Georgia 30144, United States

Web: www.mconnectmedia.com | E-Mail: cs@mconnectmedia.com

Phone: +1 319 804-8627