

# Configuration

- [General](#)
- [Breadcrumbs](#)
- [Product Structured Data](#)
- [Organization](#)
- [Social links](#)
- [Website](#)

## General

### General

**Enabled** [store view] Yes  Use Website

**Product Page structured data format** [store view] JSON-LD  Use Website

**Minify structured data** [store view] Yes  Use Website

Applies only for JSON-LD format of structured data

Enabled - select **Yes** to enable a module.

Product Page structured data format - provides you control over format for structured data at product page. By default it is JSON-LD. But you can switch it back to Magento implementation of microdata or turn off structured data at product page at all.

We minify JSON-LD data to reduce page size. You can turn it off with Minify structured data option. This can be helpful if you need to debug something.

## Breadcrumbs

### Breadcrumbs

**Enabled** [store view] Enable  Use Website

Enabled - select **Yes** to enable a breadcrumbs in structured data.

# Product Structured Data

Settings works only with structured data format JSON-LD.

## Product Structured Data ⌵

Settings in this section works only with structured data format JSON-LD.

**Structured data** [store view]

Property Name	Product Attribute	Action
<input type="text" value="name"/>	<input type="text" value="Product Name [name]"/> ▼	
<input type="text" value="sku"/>	<input type="text" value="SKU [sku]"/> ▼	
<input type="button" value="Add snippet"/>		

Use system value

**Price Valid Until** [store view]

The date (in [ISO 8601](#) date format) after which the price will no longer be available. Applies for all product without special price. When special price has expiration date then it will be used. Check [Google guides](#) to find out more.

**Product Brand Attribute** [store view]  ▼

When 'None' selected - brand is disabled in structured data.

**Product Condition Attribute** [store view]  ▼

All attributes have type "Dropdown". When 'None' selected - product condition is always new.

**New Option** [store view]

Value from Admin label of attribute option. Leave empty to ignore.

**Used Option** [store view]

Value from Admin label of attribute option. Leave empty to ignore.

**Damaged Option** [store view]

Value from Admin label of attribute option. Leave empty to ignore.

**Refurbished Option** [store view]

Value from Admin label of attribute option. Leave empty to ignore.

Structured data for product contains a lot of information.

With option `Structured Data` you can configurate basic data snippets. Such as name, sku, mpn (gtin8, gtin13, gtin14, isbn). Just set data property name as select related product attribute for it.

`Price Valid Until` sets default value for `priceValidUntil` property in `Offers` data snippet.

Use option `Product Brand Attribute` to setup brand data snippet. Different stores can name product brand differently (producer, manufacturer, brand, etc.). So with this option you select wich product attribute structured data should use as "brand".

Other possible info for structured data of product is its condition. By default, product condition is "New". To specify attribute that should be consider as condition use option `Product Condition Attribute` . Options below help you to setup its proper values.

## Organization

### Organization ⤴

<b>Organization Name</b> <small>[store view]</small>	<input type="text" value="Luxury from Swissup"/>	<input type="checkbox"/> Use Website
<b>Street</b> <small>[store view]</small>	<input type="text" value="Avenue Pictet-de-Rochemont 33"/>	<input type="checkbox"/> Use Website
<b>Locality</b> <small>[store view]</small>	<input type="text" value="Geneva"/>	<input type="checkbox"/> Use Website
<b>Region</b> <small>[store view]</small>	<input type="text" value=""/>	<input checked="" type="checkbox"/> Use Website
<b>Country</b> <small>[store view]</small>	<input type="text" value="Switzerland"/>	<input type="checkbox"/> Use Website
<b>Postal code</b> <small>[store view]</small>	<input type="text" value="1207"/>	<input type="checkbox"/> Use Website
<b>Phone</b> <small>[store view]</small>	<input type="text" value="+41 (0)88 711 34 99"/>	<input type="checkbox"/> Use Website
<b>Url</b> <small>[store view]</small>	<input type="text" value="http://argento.mage/"/>	<input type="checkbox"/> Use Website
<b>Email</b> <small>[store view]</small>	<input type="text" value="support@swissuplabs.com"/>	<input type="checkbox"/> Use Website

Fill out the fields to show the full information about your organization directly in search results.

## Social links

### Social Links

<a href="https://facebook.com/">https://facebook.com/</a> <small>[store view]</small>	<input type="text" value="swissuplabs"/>	<input type="checkbox"/> Use Website
<a href="https://twitter.com/">https://twitter.com/</a> <small>[store view]</small>	<input type="text" value="swissuplabs"/>	<input type="checkbox"/> Use Website
<a href="https://plus.google.com/">https://plus.google.com/</a> <small>[store view]</small>	<input type="text"/>	<input checked="" type="checkbox"/> Use Website
<a href="https://instagram.com/">https://instagram.com/</a> <small>[store view]</small>	<input type="text"/>	<input checked="" type="checkbox"/> Use Website
<a href="https://pinterest.com/">https://pinterest.com/</a> <small>[store view]</small>	<input type="text"/>	<input checked="" type="checkbox"/> Use Website
<a href="https://linkedin.com/">https://linkedin.com/</a> <small>[store view]</small>	<input type="text"/>	<input checked="" type="checkbox"/> Use Website

Social links snippets will help you to boost click-through rate for your shared URLs, get more traffic from social networks and increase a social media followers base. We do recommend you to implement rich snippets for social media.

## Website

### Website

<b>Site Name</b> <small>[store view]</small>	<input type="text" value="Luxury demo store"/>	<input type="checkbox"/> Use Website
<b>Site Url</b> <small>[store view]</small>	<input type="text" value="http://argento.mage/"/>	<input type="checkbox"/> Use Website