

Magento & Google Rich Snippets | Meet Magento



meet-magento.nl › [Home](#) › [Workshops](#) ▼

by Hans Kuijpers - in 374 Google+ circles

30 May 2013 – Code snippets of structured data to add to your Magento product page. **Magento Rich Snippets**.

Free wifi available in this room

www.meet-magento.nl

★★★★★ Rating: 4 - 26 votes - today only

30 May 2013 – For this workshop you can use free wifi: **Magento**



Magento & Google Rich Snippets - MM13NL - Slideshare

www.slideshare.net/hans2103/rich-snippets-in-magento-product-page

Embed **rich snippets** in your Magento product page. Slides from my presentation during Meet Magento 2013.

byte internet - Google zoek x

https://www.google.nl/search?q=competence+center&oq=competence...

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer -

Google byte internet

hans2103@gm... 1

Web Afbeeldingen Maps Shopping Meer Zoekhulpmiddelen

Ongeveer 44.600.000 resultaten (0,24 seconden)

Byte: Cluster en Magento hosting voor professionals
www.byte.nl/
Gespecialiseerd in shared clustered hosting en Magento hosting. De speerpunten zijn high availability, snelheid en hoogwaardige service.
2 Google-recensies · Uw recensie bewerken
U heeft dit beoordeeld als *uitstekend*.

De Ruyterkade 139 1011 AC Amsterdam
020 521 6226

Byte Internet (pdf)
Byte Internet is een hostingprovider met een sterke ...

Contact
Snelle en professionele hosting support is één van de ...

Magento hosting
Byte is marktleider en levert de snelste Magento hosting van ...

[Meer resultaten van byte.nl »](#)

Byte Internet (Byte Internet) on Twitter
https://twitter.com/Byte_Internet
The latest from **Byte Internet** (@Byte_Internet). Verkrijg de meest actuele tips, updates over onderhoud en systeem statussen. Supportvragen? Stel deze via: ...

Byte - ISPGids.com
www.ispgids.com/isp/byte-internetdiensten
★★★★★ Beoordeling: 99% - 73 recensies
100% van de klanten is positief over **Byte** in 73 ervaringen. Vergelijk ook 0 hosting pakketten van **Byte**.

Pakketten en prijzen
Byte biedt passende Magento hostingpakketten voor kleine en ...

Magento Shared Hosting
Het snelste en meest stabiele shared Magento hosting ...

Business hosting
Business hosting biedt een snelle, zorgeloze, betrouwbare en ...

Byte

Foto's bekijken

Routebeschrijving

Uw recensie bewerken

Adres: De Ruyterkade 139, 1011 AC Amsterdam

Telefoon: 020 521 6226

Openingstijden: donderdag 9:00–17:30 - [Alles weergeven](#)

Recensies
2 Google-recensies

 **Hans Kuijpers** ★★★★★ 6 maanden geleden
[Bewerk](#) Heerlijk bedrijf om voor te...

bossa nova is not a crime

https://www.google.nl/#sclient=psy-ab&q=Bossa+Nova+is+not+...

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer -

Google bossa nova is not a crime Hans Kuijpers 1 +

Web Afbeeldingen Maps Shopping Video's Meer Zoekhulpmiddelen

Ongeveer 1.570.000 resultaten (0,18 seconden)

Tip: [Alleen in het Nederlands zoeken](#). U kunt uw zoektaal instellen in de [Voorkeuren](#)

Bossa Nova Is Not A Crime (Album) – The Juju Orchestra – Last.fm
www.last.fm/music/.../Bossa+Nova+Is+Not+A+Crime ▾ [Vertaal deze pagina](#)
Listen free to The Juju Orchestra – **Bossa Nova Is Not A Crime** (Kind Of Latin Rhythm, This Is Not A Tango and more). 8 tracks (45:26). **Bossa Nova Is Not A ...**

▶ 0:30	This Is Not A Tango	Bossa Nova Is Not A Crime
▶ 0:30	What Is Hip? feat. Carolyn ...	Bossa Nova Is Not A Crime
▶ 0:30	Kind Of Latin Rhythm	Bossa Nova Is Not A Crime
▶ 0:30	Take Four	Bossa Nova Is Not A Crime

U heeft deze pagina 2 keer bezocht. Laatste bezoek: 20-3-13

Juju Orchestra, The - Bossa Nova Is Not A Crime (CD, Album) at ...
www.discogs.com/.../Bossa-Nova-Is-Not-A-Crime/.../ ▾ [Vertaal deze pagina](#)
Juu Orchestra, The – **Bossa Nova Is Not A Crime**. Label: Agogo Records – AR 001
CD. Format: CD, Album, Digipak. Country: Germany. Released: 2007 ...

Amazon.com: Bossa Nova Is Not A Crime: Juju Orchestra: Music
[www.amazon.com > Music > Dance & Electronic](http://www.amazon.com/Music/Dance&Electronic/Bossa-Nova-Is-Not-A-Crime) ▾ [Vertaal deze pagina](#)
I'm **not** super technical or analytical about music, mostly because I don't know that much about it. All I know is if it pops or **not** - and this most definitely pops.

Afbeeldingen van Bossa Nova is not a crime - [Afbeeldingen melden](#)



stroopwafels recept - Google

https://www.google.nl/#gs_rn=14&gs_ri=psy-ab&tok=I6do0yZOG...

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer -

Google stroopwafels recept

Hans Kuijpers 1

Web Images Maps Shopping More Search tools

About 116,000 results (0.27 seconds)

Stroopwafels recept - Recepten van Allrecipes
allrecipes.nl/recept/9787/stroopwafels.aspx Translate this page
★★★★★ Rating: 5 - 1 vote - 1 hr 20 mins
Hollandse **stroopwafels**, maar dan niet uit een pakje, maar zelfgemaakt! Het vergt een beetje oefening, maar dan is het eigenlijk best makkelijk. Je bakt de ...

Stroopwafels recept
 www.mijnreceptenboek.nl/recept/.../stroo... Translate this page
★★★★★ 6 reviews - 1 hr 30 mins
Maak nu zelf ook Stroopwafels. Dit heerlijke **Stroopwafels recept** is in 1 uur 30 min klaar, bevat allergie info, is printvriendelijk & recepten die lijken op ...

Stroopwafels recept | Smulweb.nl
www.smulweb.nl Recepten > Nederlandse keuken Translate this page
★★★★★ Rating: 4 - 2 votes - 1 hr 30 mins
Jan 24, 1999 – Het geheim van de **stroopwafel** valt uiteen in twee delen. De ene helft van het geheim is, dat je de wafels alleen warm kunt verwerken. Anders ...

Goudse stroopwafels | Gouda | gouda-online.nl
www.gouda-online.nl/typisch.../4-goudse-stroopwafel... Translate this page
Hiervan zijn er nog vier over. Het blijft een populair produkt en de Nederlanders eten gemiddeld zo'n 20 **stroopwafels** per jaar. Recept voor **stroopwafels** ...

Images for stroopwafels recept - Report images



verleiden op internet - Google

https://www.google.nl/#gs_rn=14&gs_ri=psy-ab&tok=Z6sz2Ac4M...

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer

Google verleiden op internet Hans Kuijpers 1

Web Images Maps Shopping More Search tools

About 275,000 results (0.29 seconds)

Verleiden op internet – Aartjan van Erkel
aartjanvanerke.nl/ Translate this page
Online klanten voelen direct aan of je hebt begrepen waar ze voor zijn gekomen. Hebben ze een slechte ervaring op je website, dan zijn ze zo weer weg en is ...
Blog - Recensies - Reacties - Pers

Verleiden op internet door A. (Aartjan) van Erkel (Boek ...
www.managementboek.nl/.../verleiden-op-internet-aar... Translate this page
★★★★★ Rating: 4.5 - 46 votes - €20.95
Verleiden op internet, Hoe maak je een website onweerstaanbaar? door A. (Aartjan) van Erkel - Onze prijs: €20,95 - voor 21:00 besteld, morgen in huis.
Aartjan van Erkel +1'd this

bol.com | Verleiden op internet, Aartjan van Erkel | Boeken
www.bol.com > ... > Management algemeen Translate this page
Uit de psychologie blijkt dat het verrassend simpel kan zijn om klanten te verleiden. Meestal gaat het namelijk ongemerkt. Maar hoe zorg je ervoor dat je website ...
Aartjan van Erkel +1'd this

Boek Verleiden op internet is gratis...of toch niet? | SEO-schrijven ...
www.seozwolle.nl/boek-verleiden-op-internet-is-gratis... Translate this page
Tekstschrijver Aartjan van Erkel biedt zijn boek Verleiden op internet gratis aan als PDF. Er zit alleen een addertje onder het gras.

SEMINAR Verleiden op internet – The next level - - De verwoording
deverwoording.com/verleiden-op-internet-next-level-s... Translate this page
Maak van je website een verkoper die bestellingen, aanmeldingen en afspraken binnenhaalt, en verdubbel je omzet via internet Je docent: Aartjan van Erkel, ...

Google Structured Data Test x

www.google.nl/webmasters/tools/richsnippets?q=http%3A%2F%2F...

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer

Google

Hans Kuijpers 1 + Delen

Webmastertools

Startpagina

Tool voor gestructureerde gegevens

Structured Data Markup Helper

Hulp bij:
[Problemen oplossen](#)
[Helpcentrum](#)

URL HTML

http://www.managementboek.nl/boek/9789089650726/verleiden-op-internet

VOORBEELD Voorbeeld

Zoekresultaten van Google Google Aangepast zoeken

Voorbeeld

Verleiden op internet door A. (Aartjan) van Erkel (Boek ...
www.managementboek.nl/.../verleiden-op-internet-aartjan-van-erkel
★★★★★ 47 stemmen - € 20,95
Het fragment van de pagina wordt hier weergegeven. We kunnen geen tekst van uw webpagina weergeven omdat de tekst afhankelijk is van de zoekopdracht die de gebruiker opgeeft.

Testresultaat voor auteurschap

Pagina bevat geen markeringen voor auteurschap. [Meer informatie](#)

E-mailverificatie voor auteurschap



[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

Your Language: English

[Furniture](#) | [Electronics](#) | [Apparel](#)

[Home](#) / [Apparel](#) / [Shoes](#) / [Womens](#) / **Nine West Women's Lucero Pump**

Nine West Women's Lucero Pump

[Email to a Friend](#)

★★★★★ [2 Review\(s\)](#) | [Add Your Review](#)

Availability: In stock

€ 89,99

Quick Overview

This flirty pump has a leather upper, a pretty almond-shaped toe with a slight V-cut vamp

***Shoe Size** * Required Fields

Choose an Option...

€ 89,99

Qty:

[Add to Wishlist](#) | [Add to Compare](#)

Double click on above image to view full picture

MORE VIEWS

COMPARE PRODUCTS

You have no items to compare.

MY CART

You have no items in your shopping cart.

BACK TO SCHOOL

Keep your eyes open for our special **Back to School** items and save **BIG!**

COMMUNITY POLL

What is your favorite Magento feature?

☐ Layered Navigation
☐ Price Rules
☐ Category Management
☐ Compare Products



Google Structured Data Test x

www.google.nl/webmasters/tools/richsnippets?q=http%3A%2F%2Ft... ☆ 🔑 ⚙️ 🌐 🛑 📧 📅 📊 📄 📁 📂 📅 394

+Hans Zoeken Afbeeldingen Maps Play YouTube Nieuws Gmail Drive Agenda Meer -

Google hans2103@gmail.com 2 + Delen 📧

Webmastertools

Startpagina

Tool voor gestructureerde gegevens

Opmaakhulp voor het structureren van data

Hulp bij:
[Problemen oplossen](#)
[Helpcentrum](#)

URL HTML

<http://tweetosties.nl/apparel/shoes/womens/nine-west-women-s-lucero-pur> **VOORBEELD** Voorbeeld

Zoekresultaten van Google Google Aangepast zoeken

Voorbeeld

Nine West Women's Lucero Pump
[tweetosties.nl](#) > [Apparel](#) > [Shoes](#) > [Womens](#)
★★★★★ Beoordeling: 83% - 2 recensies - € 89,99 - Op voorraad
Het fragment van de pagina wordt hier weergegeven. We kunnen geen tekst van uw webpagina weergeven omdat de tekst afhankelijk is van de zoekopdracht die de gebruiker opgeeft.

Testresultaat voor auteurschap

Pagina bevat geen markeringen voor auteurschap. [Meer informatie](#)

E-mailverificatie voor auteurschap



Google Structured Data Test

www.google.nl/webmasters/tools/richsnippets?q=http%3A%2F%2Ft...

Geëxtraheerde gestructureerde gegevens

Item

type: http://data-vocabulary.org/breadcrumb

property:

url: [Home](#)

title: Home

Item

type: http://data-vocabulary.org/breadcrumb

property:

url: [Apparel](#)

title: Apparel

Item

type: http://data-vocabulary.org/breadcrumb

property:

url: [Shoes](#)

title: Shoes

Item

type: http://data-vocabulary.org/breadcrumb

property:

url: [Womens](#)



Google Structured Data Test

www.google.nl/webmasters/tools/richsnippets?q=http%3A%2F%2Ft...

type:	http://schema.org/product
property:	
url:	http://tweetosties.nl/apparel/shoes/womens/nine-west-women-s-lucero-pump.html
name:	Nine West Women's Lucero Pump
aggregaterating:	Item 1
offers:	Item 2
description:	This flirty pump has a leather upper, a pretty almond-shaped toe with a slight V-cu
image:	http://tweetosties.nl/media/catalog/product/cache/1/image/9df78eab33525d08d6e9... west-women-s-lucero-pump.jpg

Item 1	
type:	http://schema.org/aggregaterating
property:	
ratingvalue:	83
reviewcount:	2
bestrating:	100
worstrating:	0

Item 2	
type:	http://schema.org/offer
property:	
itemcondition:	http://schema.org/NewCondition
pricecurrency:	EUR
availability:	http://schema.org/InStock
price:	€ 89,99



Schemas - schema.org

schema.org/docs/schemas.html

schema.org

Search

Home Schemas Documentation

Organization of Schemas

The schemas are a set of 'types', each associated with a set of properties. The types are arranged in a hierarchy.

Browse the full hierarchy:

- [One page per type](#)
- [Full list of types, shown on one page](#)

Or you can jump directly to a commonly used type:

- Creative works: [CreativeWork](#), [Book](#), [Movie](#), [MusicRecording](#), [Recipe](#), [TVSeries](#) ...
- Embedded non-text objects: [AudioObject](#), [ImageObject](#), [VideoObject](#)
- [Event](#)
- [Health and medical types](#): notes on the health and medical types under [MedicalEntity](#).
- [Organization](#)
- [Person](#)
- [Place](#), [LocalBusiness](#), [Restaurant](#) ...
- [Product](#), [Offer](#), [AggregateOffer](#)
- [Review](#), [AggregateRating](#)

We also have a small set of [primitive data types](#) for numbers, text, etc. More details about the data model, etc. are available [here](#).

[Terms and conditions](#)



markup

```
<div>
  <h1>Avatar</h1>
  <span>Director: James Cameron (born August
16, 1954)</span>
  <span>Science fiction</span>
  <a href=" ../movies/avatar-theatrical-
trailer.html">Trailer</a>
</div>
```

itemscope

```
<div itemscope>  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August  
16, 1954) </span>  
  <span>Science fiction</span>  
  <a href="../movies/avatar-theatrical-  
trailer.html">Trailer</a>  
</div>
```


itemtype

```
<div itemscope itemtype="http://schema.org/  
Movie">  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August  
16, 1954)</span>  
  <span>Science fiction</span>  
  <a href="../movies/avatar-theatrical-  
trailer.html">Trailer</a>  
</div>
```



itemprop

```
<div itemscope itemtype = "http://schema.org/
Movie">
  <h1 itemprop="name">Avatar</h1>
  <span>Director: <span
itemprop="director">James Cameron</span>
(born August 16, 1954)</span>
  <span itemprop="genre">Science fiction</
span>
  <a href=" ../movies/avatar-theatrical-
trailer.html" itemprop="trailer">Trailer</a>
</div>
```



embedded items

```
<div itemscope itemtype = "http://schema.org/
Movie">
  <h1 itemprop="name">Avatar</h1>
  <div itemprop="director" itemscope
itemtype="http://schema.org/Person">
    Director: <span itemprop="name">James
Cameron</span> (born <span
itemprop="birthDate">August 16, 1954)</span>
  </div>
  <span itemprop="genre">Science fiction</
span>
  <a href=" ../movies/avatar-theatrical-
trailer.html" itemprop="trailer">Trailer</a>
```


hopsakee... aan de slag!

Fabrizio Branca

[Blog](#) [Gallery](#) [Contact](#)  

Magento Advanced Template Hints 2.0

Von [Fabrizio Branca](#) am 10.10.2012 in [Magento](#)

Over a year ago I published the module [Aoe_TemplateHints](#) (blog post is german, sorry for that...).

The basic idea was to replace Magento's native template hints with a better solution that

- shows **all blocks** (and not only the blocks inheriting from Mage_Core_Block_Template),
- show the **cache status** of blocks (cached, uncached or nested in a cached block),
- add **much more useful data** depending on the block type (e.g. template file or cms block-id - check the [original blog post for a reference](#)),
- **cleans up the visual appearance** of the template hints,
- can be triggered **without changing configuration settings** in the backend
- ...and is much more **fun** to use :)

This is when "Aoe_TemplateHints" was born. The block related information was stored in title-tags and would appear on hover. This solution was lightweight and simple. But there were some major usability limitations with this approach: Title-tag content cannot be styled. This led to all information being concatenated and thus not being readable at all. And: text from a title-tag popup cannot be selected and copied into the clipboard.

I revisited this extension and created a new version 2.0 that comes with new and shiny javascript popups. Besides that it will add a css glow to the current element and all parent element making it easier to identify them. The colors are still the same:

- A **red** border means that the block is not cached.
- A **green** border means that this block is cached. The popup will contain some additional information on cache key, lifetime and tags.
- A **yellow** border means that the block itself is not cached, but it is nested in a cached (green) block that will implicitly cache this block as well.



 Check out my free
Magento Modules

Kategorien

[Gallery \(161\)](#)

[Development \(52\)](#)

Magento Advanced Template x fbrnc/Aoe_TemplateHints x

GitHub, Inc. [US] https://github.com/fbrnc/Aoe_TemplateHints

This repository Search or type a command Explore Gist Blog Help hans2103

fbrnc / Aoe_TemplateHints Watch Star 51 Fork 16

Code Network Pull Requests 5 Issues 11 Wiki Graphs

Advanced Template Hints for Magento — [Read more](#)
<http://www.fabrizio-branca.de/magento-advanced-template-hints.html>

Clone in Mac ZIP HTTP SSH Git Read-Only `git://github.com/fbrnc/Aoe_TemplateHints.git` Read-Only access

branch: master Files Commits Branches 3 Tags 5

Aoe_TemplateHints / 44 commits

Adding readme and changelog

Fabrizio Branca authored 25 days ago latest commit 90cb4e7844

app	25 days ago	Added PHPStorm Remote Call [Fabrizio Branca]
skin	25 days ago	Added PHPStorm Remote Call [Fabrizio Branca]
README.md	25 days ago	Adding readme and changelog [Fabrizio Branca]
changelog.md	25 days ago	Adding readme and changelog [Fabrizio Branca]
composer.json	4 months ago	Update magento-composer-installer dependency to "" [Vinai]
modman	6 months ago	moved codepool from local -> community (fixes #6) [Fabrizio Branca]

README.md



A screenshot of a macOS terminal window. The title bar at the top shows a home icon, the text 'hans2103 — ssh — 80x24', and standard window control buttons. Below the title bar is a tab labeled 'ssh'. The terminal content shows a prompt 'tweetosties.nl@ssh1.c61' in green, followed by a blue path '~/tweetosties.nl', a black prompt '\$', and a command 'modman clone git://github.com/fbrnc/Aoe_TemplateHints.git' in black. A black cursor is at the end of the command line.

```
tweetosties.nl@ssh1.c61 ~/tweetosties.nl $ modman clone git://github.com/fbrnc/Aoe_TemplateHints.git
```



```
hans2103 — ssh — 80x24
ssh
tweetosties.nl@ssh1.c61 ~/tweetosties.nl $ modman clone git://github.com/fbrnc/Aoe_TemplateHints.git
Cloning into 'Aoe_TemplateHints'...
remote: Counting objects: 396, done.
remote: Compressing objects: 100% (210/210), done.
remote: Total 396 (delta 68), reused 325 (delta 52)
Receiving objects: 100% (396/396), 69.70 KiB, done.
Resolving deltas: 100% (68/68), done.
Applied: app/etc/modules/Aoe_TemplateHints.xml app/etc/modules/Aoe_TemplateHints.xml
Applied: app/code/community/Aoe/TemplateHints/ app/code/community/Aoe/TemplateHints/
Applied: skin/frontend/base/default/aoe_templatehints skin/frontend/base/default/aoe_templatehints
Successfully cloned new module 'Aoe_TemplateHints'
tweetosties.nl@ssh1.c61 ~/tweetosties.nl $
```

Browser window showing a Magento store page for "Nine West Women's Lucero Pump". The URL in the address bar is `tweetosties.nl/apparel/shoes/womens/nine-west-women-s-lucero...`. A white arrow points to the URL bar with the text "add ?ath=1 to url".

The page features the Magento logo and navigation links: Furniture, Electronics, Apparel. The product details include:

- Nine West Women's Lucero Pump**
- [Email to a Friend](#)
- ★★★★★ 2 Review(s) | [Add Your Review](#)
- Availability: In stock
- € 89,99
- Quick Overview**
This flirty pump has a leather upper, a pretty almond-shaped toe with a slight V-cut vamp
- Shoe Size: Choose an Option... (Required Fields)
- € 89,99
- Qty: 1 [Add to Cart](#) [Add to Wishlist](#) [Add to Compare](#)

On the right sidebar, there are sections for:

- COMPARE PRODUCTS**: You have no items to compare.
- MY CART**: You have no items in your shopping cart.
- BACK TO SCHOOL**: Keep your eyes open for our special Back to School items and save BIG!
- COMMUNITY POLL**: What is your favorite Magento feature?
 - ☐ Layered Navigation
 - ☐ Price Rules
 - ☐ Category Management
 - ☐ Compare Products[Vote](#)

Browser window showing a Magento storefront for "Nine West Women's Lucero". The URL is `tweetosties.nl/apparel/shoes/womens/nine-west-women-s-lucero-p`.

The page features a Magento logo, a search bar, and navigation links: [My Account](#), [My Wishlist](#), [My Cart](#), [Checkout](#), and [Log In](#). The language is set to English.

The main navigation bar includes [Furniture](#), [Electronics](#), and [Apparel](#).

The breadcrumb trail is: [Home](#) / [Apparel](#) / [Shoes](#) / [Womens](#) / [Nine West Women's Lucero Pump](#).

The product page displays a red high-heeled shoe. A text box labeled "file to edit" with a downward arrow points to the product information section.

product.info

- Class:** `Mage_Catalog_Block_Product_View`
- Module:** `Mage_Catalog`
- Template:** `frontend/default/byte/template/catalog/product/view.phtml`
- Methods:**
 - Mage_Catalog_Block_Product_View:**
 - `canEmailToFriend()`
 - `getJsonConfig()`
 - `hasOptions()`
 - `hasRequiredOptions()`
 - `isStartCustomization()`
 - `getProductDefaultQty($product)`
 - Mage_Catalog_Block_Product_Abstract:**
 - `getAddToCartUrl($product, $additional)`
 - `getSubmitUrl($product, $additional)`
 - `getAddToWishlistUrl($product)`

Double click on above image to view full picture

Additional sections on the right include "COMPARE PRODUCTS", "MY CART", a "BACK TO SCHOOL" promotion, and a "COMMUNITY POLL".

add scope Product

- itemtype = <http://schema.org/Product>
- itemscope

Product - schema.org

schema.org/Product

schema.org

Search

Home Schemas Documentation

Thing > Product

A product is anything that is made available for sale—for example, a pair of shoes, a concert ticket, or a car. Commodity services, like haircuts, can also be represented using this type.

Property	Expected Type	Description
Properties from Thing		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
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 Product		
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
audience	Audience	The intended audience of the item, i.e. the group for whom the item was created.
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
color	Text	The color of the product.



open

template/catalog/product/view.phtml

find

```
<div class="product-view">
```

replace with

```
<div class="product-view" itemscope  
itemtype="http://schema.org/Product">
```

save&close



name

- itemprop = name
- is part of itemtype = Product

open

template/catalog/product/view.phtml

find

```
<div class="product-name">  
    <h1><?php echo $_helper-  
>productAttribute($_product, $_product-  
>getName(), 'name') ?></h1>  
</div>
```

replace with

```
<div class="product-name">  
    <h1 itemprop="name"><?php echo $_helper-  
>productAttribute($_product, $_product-  
>getName(), 'name') ?></h1>  
</div>
```

save&close

description

- itemprop = description
- is part of itemtype = Product

open

template/catalog/product/view.phtml

find

```
<div class="std"><?php echo $_helper-  
>productAttribute($_product, nl2br($_product-  
>getShortDescription()),  
'short_description') ?></div>
```

replace with

```
<div class="std" itemprop="description"><?php  
echo $_helper->productAttribute($_product,  
nl2br($_product->getShortDescription()),  
'short_description') ?></div>
```

save&close

image

- itemprop = image
- is part of itemtype = Product

open

template/catalog/product/view/media.phtml

find

```
<?php
    $_img = 'helper('catalog/image')-
>init($_product, 'image')
```

repeat
save&close



url

- itemprop = url
- is part of itemtype = Product

open

template/catalog/product/view.phtml

find

```
<div class="product-view" itemscope  
itemtype="http://schema.org/Product">
```

replace with

```
<div class="product-view" itemscope  
itemtype="http://schema.org/Product">  
    <meta itemprop="url" content="<?php echo  
$_product->getProductUrl() ?>" />
```

save&close

add scope Offer

- itemtype = <http://schema.org/Offer>
- itemscope



Offer - schema.org

[←](#)
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[schema.org/Offer](#)

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Thing > Intangible > Offer

An offer to sell an item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.

Property	Expected Type	Description
Properties from Thing		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
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 Offer		
acceptedPaymentMethod	PaymentMethod	The payment method(s) accepted by seller for this offer.
addOn	Offer	An additional offer that can only be obtained in combination with the first base offer (e.g. supplements and extensions that are available for a surcharge).
advanceBookingRequirement	QuantitativeValue	The amount of time that is required between accepting the offer and the actual usage of the resource or service.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.



hans2103

30 augustus 2013

Monday 02 September 13

open

template/catalog/product/view.phtml

find

```
<?php echo $this->getChildHtml('product_type_data') ?>
<?php echo $this->getTierPriceHtml() ?>
```

replace with

```
<div itemprop="offers" itemscope
itemtype="http://schema.org/Offer">
    <?php echo $this->getChildHtml('product_type_data') ?>
    <?php echo $this->getTierPriceHtml() ?>
</div>
```

save&close



priceCurrency

- itemprop = priceCurrency
- is part of itemtype = Offer
- `<meta itemprop="priceCurrency" content="<?php echo $currency_code = Mage::app()->getStore()->getCurrentCurrencyCode(); ?>" />`



Offer - schema.org

schema.org/Offer

schema.org

Search

Home Schemas Documentation

Thing > Intangible > Offer

An offer to sell an item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.

Property	Expected Type	Description
Properties from Thing		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
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 Offer		
acceptedPaymentMethod	<u>PaymentMethod</u>	The payment method(s) accepted by seller for this offer.
addOn	<u>Offer</u>	An additional offer that can only be obtained in combination with the first base offer (e.g. supplements and extensions that are available for a surcharge).
advanceBookingRequirement	<u>QuantitativeValue</u>	The amount of time that is required between accepting the offer and the actual usage of the resource or service.
aggregateRating	<u>AggregateRating</u>	The overall rating, based on a collection of reviews or ratings, of the item.



open

template/catalog/product/view.phtml

find

```
<?php echo $this->getChildHtml('alert_urls') ?>  
<div itemprop="offers" itemscope  
itemtype="http://schema.org/Offer">
```

add after

```
<meta itemprop="priceCurrency" content="<?php  
echo $currency_code = Mage::app()-  
>getStore()->getCurrentCurrencyCode(); ?>" />
```

save&close



itemAvailability

- itemprop = availability
- is part of itemtype = Offer

Thing > Intangible > Enumeration > ItemAvailability

A list of possible product availability options

Property	Expected Type	Description
Properties from <u>Thing</u>		
<code>additionalType</code>	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
<code>description</code>	Text	A short description of the item.
<code>image</code>	URL	URL of an image of the item.
<code>name</code>	Text	The name of the item.
<code>url</code>	URL	URL of the item.

Instances of ItemAvailability

- Discontinued
- InStock
- InStoreOnly
- OnlineOnly
- OutOfStock
- PreOrder

open

template/catalog/product/view/type/default.phtml

find

```
<p class="availability in-stock"><?php echo  
$this->__ ('Availability:') ?> <span><?php  
echo $this->__ ('In stock') ?></span></p>
```

replace with

```
<p class="availability in-stock"><link  
itemprop="availability" href="http://  
schema.org/InStock"><?php echo $this->  
>__ ('Availability:') ?> <span><?php echo  
$this->__ ('In stock') ?></span></p>
```

save&close

open

template/catalog/product/view/type/default.phtml

find

```
<p class="availability out-of-stock"><?php  
echo $this->__ ('Availability:') ?> <span><?  
php echo $this->__ ('Out of stock') ?></  
span></p>
```

replace with

```
<p class="availability out-of-stock"><link  
itemprop="availability" href="http://  
schema.org/OutOfStock"><?php echo $this->  
>__ ('Availability:') ?> <span><?php echo  
$this->__ ('Out of stock') ?></span></p>
```

save&close



itemCondition

- itemprop = ItemCondition
- is part of itemtype = Offer
- create new attribute first
- `<link itemprop="itemCondition"
href="http://schema.org/
<echo_attribute>Condition" />`



OfferItemCondition - sche x

schema.org/OfferItemCondition

schema.org

Search

Home Schemas Documentation

Thing > Intangible > Enumeration > OfferItemCondition

A list of possible conditions for the item for sale.

Property	Expected Type	Description
Properties from <u>Thing</u>		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
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.

Instances of OfferItemCondition

- DamagedCondition
- NewCondition
- RefurbishedCondition
- UsedCondition

Schema Draft Version 1.0a



offeritemcondition / Manage

tweetosties.nl/index.php/control/catalog_product_attribute/edit/a...

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Attribute Information

Properties

Manage Label / Options

Manage Products

Manage Categories

Attributes

Manage Attributes

URL Rewrite M

Manage Attribute Sets

Search Terms

Reviews and Ratings

Tags

Google Sitemap

Product Attribute "OfferItemCondition"

Back Reset Delete Attribute Save Attribute Save and Continue Edit

offeritemcondition

▲ For internal use. Must be unique with no spaces.
Maximum length of attribute code must be less then 30 symbols

Scope Website

▲ Declare attribute value saving scope

Catalog Input Type for Store Owner Dropdown

Unique Value No

▲ Not shared with other products

Values Required Yes

Input Validation for Store Owner None

Apply To * All Product Types

Frontend Properties

Use in Quick Search No

Use in Advanced Search No

Comparable on Front-end No

tweetosties.nl/index.php/control/catalog_product_attribute/index/key/255562e497b0060a8c477faa4e0b8ed1/

offeritemcondition / Manage

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Attribute Information

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Edit Product Attribute "OfferItemCondition"

[⬅️ Back](#)
[Reset](#)
[🗑️ Delete Attribute](#)
[💾 Save Attribute](#)
[💾 Save and Continue Edit](#)

💡 If you do not specify an option value for a specific store view then the default (Admin) value will be used.

Manage Titles (Size, Color, etc.)

Admin	English	French	German
OfferItemConditio			

Manage Options (values of your attribute)

Admin	English	French	German	Position	Is Default	
Damaged				0	☐	➕ Add Opt
New				0	☐	🗑️ Delete
Refurbished				0	☐	🗑️ Delete
Used				0	☐	🗑️ Delete

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Magento ver. 1.7.0.2

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open

template/catalog/product/view.phtml

find

```
<?php echo $this->getChildHtml('alert_urls') ?>  
<div itemprop="offers" itemscope  
itemtype="http://schema.org/Offer">
```

add after

```
<link itemprop="itemCondition"  
href="http://schema.org/<?php echo $_product->getResource()->getAttribute('offeritemcondition')->getFrontend()->getValue($_product) ?>Condition" />
```

save&close



price

- itemprop = price
- is part of itemtype = Offer
- download <https://gist.github.com/hans2103/5635901>
- Adding a itemprop to price in upsell is not wanted.

open

template/catalog/product/view/type/default.phtml

find

```
<?php echo $this->getPriceHtml($_product) ?>
```

replace with

```
<?php echo $this->getPriceHtml($_product,  
false, '-aggregate') ?>
```

save&close

add scope AggregateRating

- itemtype = <http://schema.org/AggregateRating>
- itemscope
- rating from Upsell is not wanted
- install https://github.com/hans2103/Hans2103_ReviewSummaryTemplates

Hans2103_Review SummaryTemplates

- Provides ability to add more review summary templates.
- First written in blogpost by Fontis.com
- Later converted in a module by Arjen Miedema
- Now added to Github by Hans2103



open

template/catalog/product/view.phtml

find

```
<?php echo $this->getReviewsSummaryHtml($_product, false, true) ?>
```

replace with

```
<?php echo $this->getReviewsSummaryHtml($_product, 'aggregate', true) ?>
```

save&close



open

template/review/helper/summary_aggregate.phtml

find

```
<div class="ratings">
```

```
<?php if ($this->getRatingSummary()) : ?>
```

replace with

```
<div class="ratings"
```

```
itemprop="aggregateRating" itemscope
```

```
itemtype="http://schema.org/AggregateRating">
```

```
<?php if ($this->getRatingSummary()) : ?>
```

save&leave_open



open

template/review/helper/summary_aggregate.phtml

find

```
<?php if ( $this->getRatingSummary() ) : ?>
```

add after

```
<meta itemprop="ratingValue" content="<?php
```

```
echo $this->getRatingSummary(); ?>">
```

```
<meta itemprop="reviewCount" content="<?php
```

```
echo $this->getReviewsCount(); ?>">
```

```
<meta itemprop="bestRating" content="100">
```

```
<meta itemprop="worstRating" content="0">
```

save&close

add Breadcrumbs

- using other method
- <http://data-vocabulary.org/Breadcrumb>
- Schema.org can be used too, but the result in Rich Snippets is not as good as this method.



Breadcrumb microdata des x

www.data-vocabulary.org/Breadcrumb/

Data-Vocabulary.org

Breadcrumb

See our [Breadcrumb doc](#) for a full explanation of the Breadcrumb type, and how to encode Breadcrumbs data in RDFa or microdata. This page exists to contain a machine-readable microdata description of the Breadcrumb type itself (at the URI <http://data-vocabulary.org/Breadcrumb>).

Looking for Google's [webmaster docs](#)?
Looking for [RDF](#)?

An item with the [item type](#) <http://data-vocabulary.org/Breadcrumb> represents a Breadcrumb within a longer Breadcrumb trail. The following are the type's [defined property names](#):

Property	Description
<code>title</code>	The title of a breadcrumb.
<code>url</code>	The URL of a breadcrumb.
<code>child</code>	The next breadcrumb in the hierarchy. The child must be another Breadcrumb item.

open

template/page/html/breadcrumb.phtml

find

```
<li class="<?php echo $_crumbName ?>">
```

replace with

```
<li class="<?php echo $_crumbName ?>"  
itemscope itemtype="http://data-  
vocabulary.org/Breadcrumb">
```

save&leave_open



still open

template/page/html/breadcrumb.phtml

find

```
<a href="<?php echo $_crumbInfo['link'] ?>"
title="<?php echo $this-
>htmlEscape($_crumbInfo['title']) ?>"
itemprop="url"><?php echo $this-
>htmlEscape($_crumbInfo['label']) ?></a>
```

replace with

```
<a href="<?php echo $_crumbInfo['link'] ?>"
title="<?php echo $this-
>htmlEscape($_crumbInfo['title']) ?>"
itemprop="url"><span itemprop="title"><?php
echo $this->htmlEscape($_crumbInfo['label']) ?
></span></a>
```

save&leave_open



hopsakee... testen!

nu jij!
have fun

thank you for your time

<http://about.me/hans2103>



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