

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 / 2013**

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 ...

[Pakketten en prijzen](#)
Byte biedt passende Magento hostingpakketten voor kleine en ...

[Contact](#)
Snelle en professionele hosting support is één van de ...

[Magento Shared Hosting](#)
Het snelste en meest stabiele shared Magento hosting ...

[Magento hosting](#)
Byte is marktleider en levert de snelste Magento hosting van ...

[Business hosting](#)
Business hosting biedt een snelle, zorgeloze, betrouwbare en ...

[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**.

 
Foto's bekijken

Byte

[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](#)
Juju 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](#) ▾ [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=l6do0yZOG...

+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)

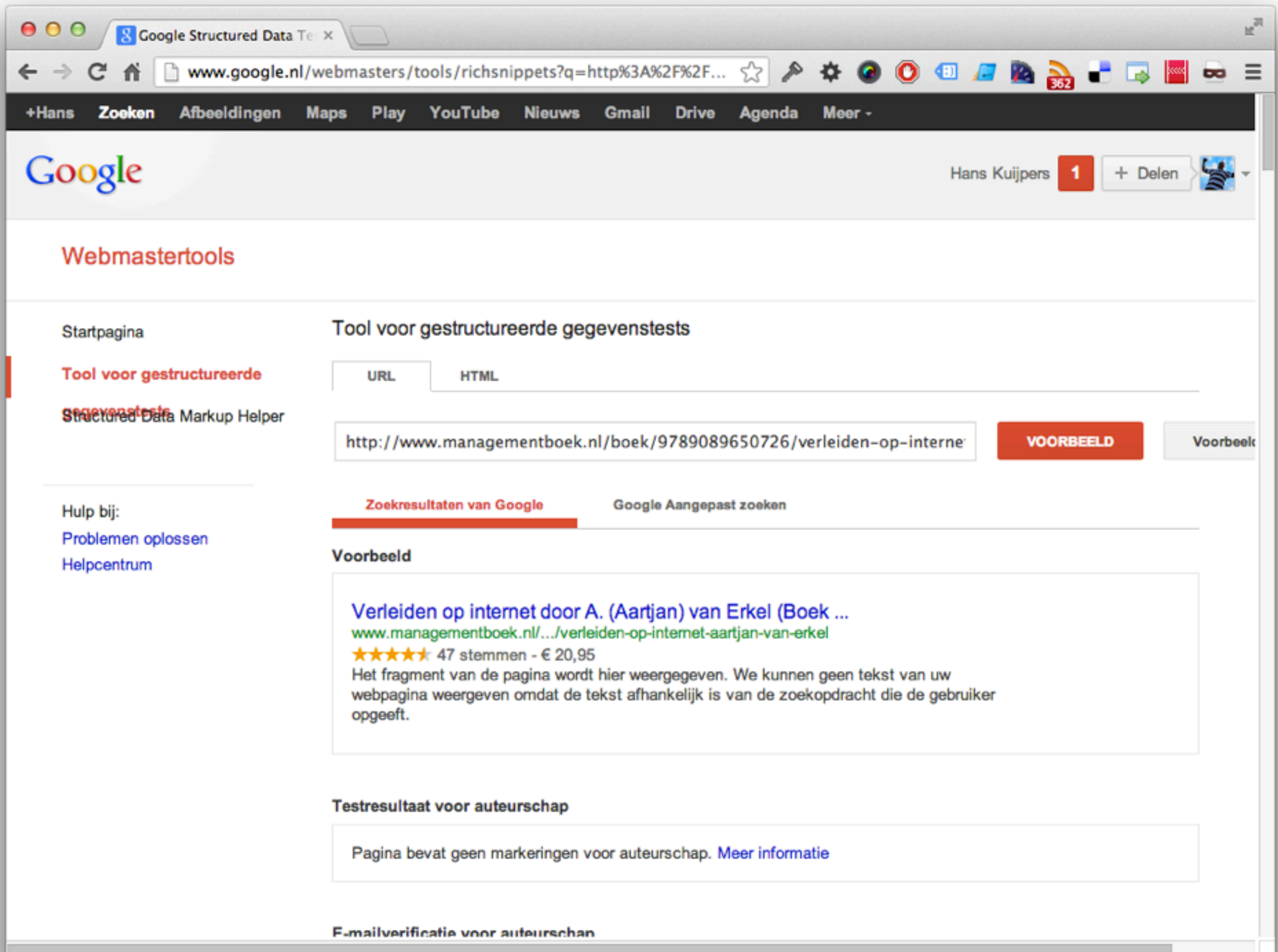
Verleiden op internet – Aartjan van Erkel
aartjanvanerke.nl/ Translate this page
Online klanten voelen direct aan of je hebt begrepen waar ze voor zijn gekomen. Hebben ze een slechte ervaring op je website, dan zijn ze zo weer weg en is ...
Blog - Recensies - Reacties - Pers

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, ...



[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

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

The screenshot shows a web browser window with the address bar displaying 'schema.org/docs/schemas.html'. The page has a red header with the 'schema.org' logo on the left and a search bar on the right. Below the header is a navigation bar with links for 'Home', 'Schemas', and 'Documentation'. The main content area is titled 'Organization of Schemas' and contains the following text and lists:

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 terminal window with a title bar that reads "hans2103 — ssh — 80x24". The window contains a single line of text: "tweetosties.nl@ssh1.c61 ~/tweetosties.nl \$ modman clone git://github.com/fbrnc/Aoe_TemplateHints.git". The text is color-coded: "tweetosties.nl" is green, "@ssh1.c61" is blue, "~/tweetosties.nl" is blue, "\$" is black, "modman" is black, "clone" is black, "git://" is black, "github.com" is black, "fbrnc/A" is black, and "oe_TemplateHints.git" is black. A black cursor is positioned at the end of the 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 address bar: tweetosties.nl/apparel/shoes/womens/nine-west-women-s-lucero...

Magento®

Search entire store here... **Search**

Default welcome msg!

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

Your Language: **English**

Furniture **Electronics** **Apparel**

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

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...

Double click on above image to view full picture

— +

MORE VIEWS

Qty: 1 **Add to Cart**

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

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

add ?ath=1 to url

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

The page features the Magento logo and a search bar with the text "Search entire store here...". Navigation links include "Furniture", "Electronics", and "Apparel".

The product being viewed is the "Nine West Women's Lucero Pump". The product image shows a red high-heeled shoe. The price is listed as € 89,99. The availability status is "In stock".

Customer reviews are displayed as 4.5 stars (2 Review(s)) with a link to "Add Your Review".

A "Quick Overview" section describes the shoe: "This flirty pump has a leather upper, a pretty almond-shaped toe with a slight V-cut vamp".

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.), and a "COMMUNITY POLL".

A promotional banner at the bottom right reads "BACK TO SCHOOL" with the text "Keep your eyes open for our special Back to School items and save BIG!".

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

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

The main content area displays a product image of a red high-heeled shoe. Below the image is a text box with the text "Double click on above image to view full picture".

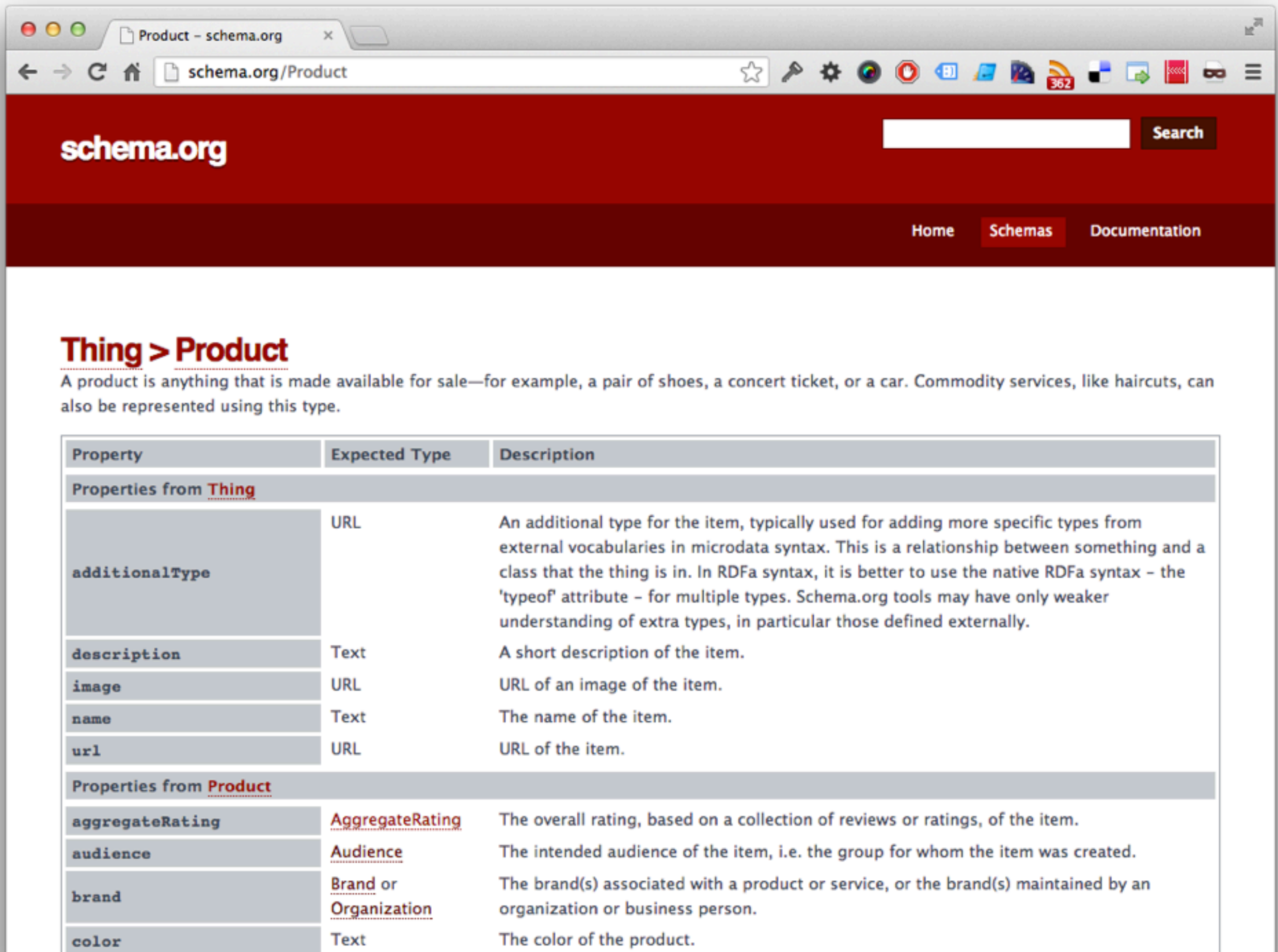
A callout box labeled "file to edit" points to the product information section, which contains the following details:

- 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)`

The right sidebar contains sections for "COMPARE PRODUCTS", "MY CART", and a "BACK TO SCHOOL" promotion.

add scope Product

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



open

template/catalog/product/view.phtml

find

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

change by

```
<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>
```

change by

```
<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>
```

change by

```
<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 = '<img id="image" src="" . $this-
>helper('catalog/image')->init($_product,
    'image')
```

change by

```
<?php
    $_img = '<img id="image" itemprop="image"
src="" . $this->helper('catalog/image') -
>init($_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">
```

change by

```
<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

schema.org/Offer

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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 <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.
Properties from <u>Offer</u>		
<code>acceptedPaymentMethod</code>	<u>PaymentMethod</u>	The payment method(s) accepted by seller for this offer.
<code>addOn</code>	<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).
<code>advanceBookingRequirement</code>	<u>QuantitativeValue</u>	The amount of time that is required between accepting the offer and the actual usage of the resource or service.
<code>aggregateRating</code>	<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('product_type_data') ?>  
<?php echo $this->getTierPriceHtml() ?>
```

change by

```
<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

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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 <u>Thing</u>		
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description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
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Properties from <u>Offer</u>		
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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

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>
```

change by

```
<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>
```

change by

```
<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

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A list of possible conditions for the item for sale.

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.

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

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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/

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Attribute Information

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Edit Product Attribute "OfferItemCondition"

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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 🗑️ Delete
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) ?>
```

add after

```
<?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

AggregateRating - schema x

schema.org/AggregateRating

schema.org

Search

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Thing > Intangible > Rating > AggregateRating

The average rating based on multiple ratings or reviews.

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 Rating		
bestRating	Number or Text	The highest value allowed in this rating system. If bestRating is omitted, 5 is assumed.
ratingValue	Text	The rating for the content.
worstRating	Number or Text	The lowest value allowed in this rating system. If worstRating is omitted, 1 is assumed.
Properties from AggregateRating		

open

template/catalog/product/view.phtml

find

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

change by

```
<?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
title	The title of a breadcrumb.
url	The URL of a breadcrumb.
child	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 ?>">
```

change by

```
<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>
```

change by

```
<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&close

hopsakee... testen!

nu jij!
have fun

thank your for your time

<http://about.me/hans2103>



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