

The Local SEO Schema Markup Cheat Sheet

Essential JSON-LD Templates, Validation Tools, and Troubleshooting Steps to Dominate Local Search

Essential Schema Generation Tools

► Use Merkle's Schema Markup Generator for quick, code-free templates.

A free web-based tool (technicalseo.com) that generates accurate JSON-LD for LocalBusiness, FAQ, and HowTo without requiring coding knowledge.

► Automate with Rank Math SEO or Yoast for WordPress sites.

These freemium plugins automate basic schema generation for posts and pages, with Pro versions offering advanced custom schema builders.

► Deploy Schema App for enterprise or multi-location businesses.

An advanced tool (starting at \$30/mo) that integrates with Google Tag Manager to deploy dynamic schema across thousands of pages.

► Leverage AI like ChatGPT or Claude for custom code generation.

Prompt: 'Generate JSON-LD LocalBusiness schema for a plumber in Atlanta, GA with a 4.8 rating and \$89 starting price.'

Validation & Testing Resources

► Test rich snippet eligibility with the Google Rich Results Test.

Visit search.google.com/test/rich-results. This is the definitive tool to check if your page qualifies for Google's enhanced search features.

► Verify syntax accuracy using the Schema.org Validator.

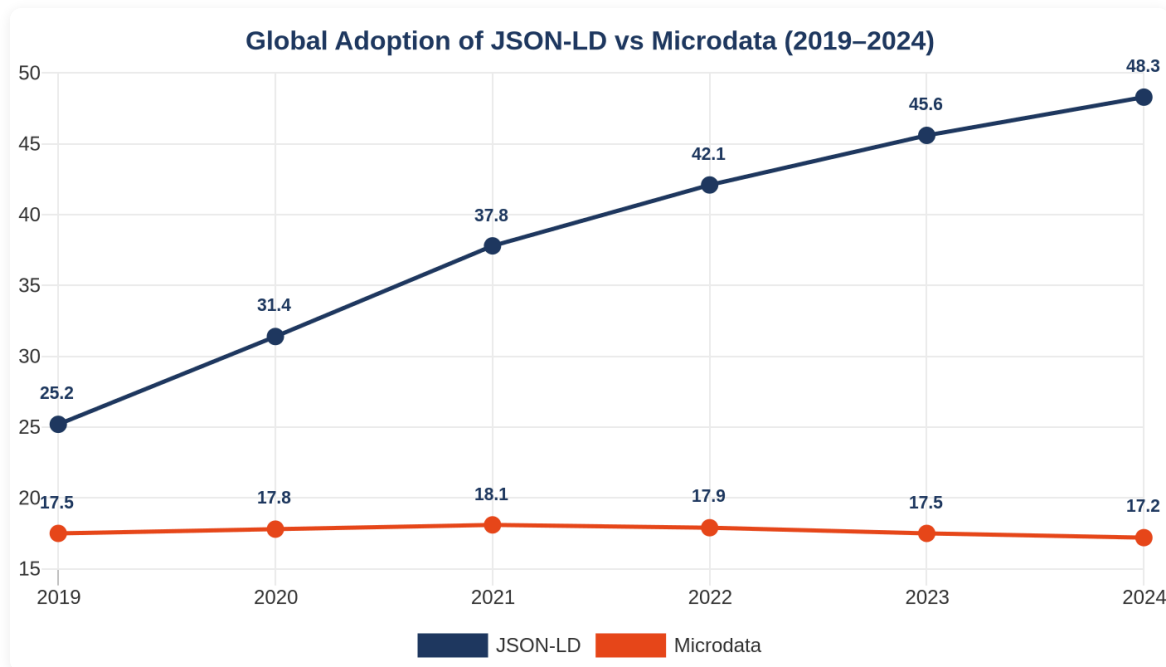
Visit validator.schema.org. Best for checking overall syntax and ensuring your code aligns with the official Schema.org vocabulary.

► Monitor site-wide health in Google Search Console.

Check the 'Enhancements' tab and 'Unparsable structured data' report weekly to catch and fix syntax errors before they impact rankings.

► Catch missing commas instantly with JSONLint.

Visit jsonlint.com. A pure JSON validator that helps you quickly spot missing commas or unclosed brackets before pasting code into your website.



Data visualization from the full article

LocalBusiness Schema Must-Haves

► Match your NAP data exactly to your Google Business Profile.

Ensure your 'name', 'address', and 'telephone' properties match your GBP character-for-character to build maximum entity trust.

► Include GeoCoordinates for pinpoint local accuracy.

Add 'latitude' and 'longitude' properties to give search engines exact coordinates for hyper-local 'near me' search queries.

► Embed AggregateRating to trigger review stars in SERPs.

Include your average review score and total review count. This visual enhancement can increase organic click-through rates by up to 30%.

► Define your PriceRange to avoid validation warnings.

Always include the 'priceRange' property (e.g., '\$\$' or '\$50-\$200') to prevent Google Search Console warnings and qualify for local service snippets.

► Use the SameAs property to link your digital footprint.

Link your schema to your social media profiles, Better Business Bureau listing, and Wikidata pages to build a strong Knowledge Graph entity.

Advanced Schema Types for Local SEO

► Deploy FAQPage Schema on your core service pages.

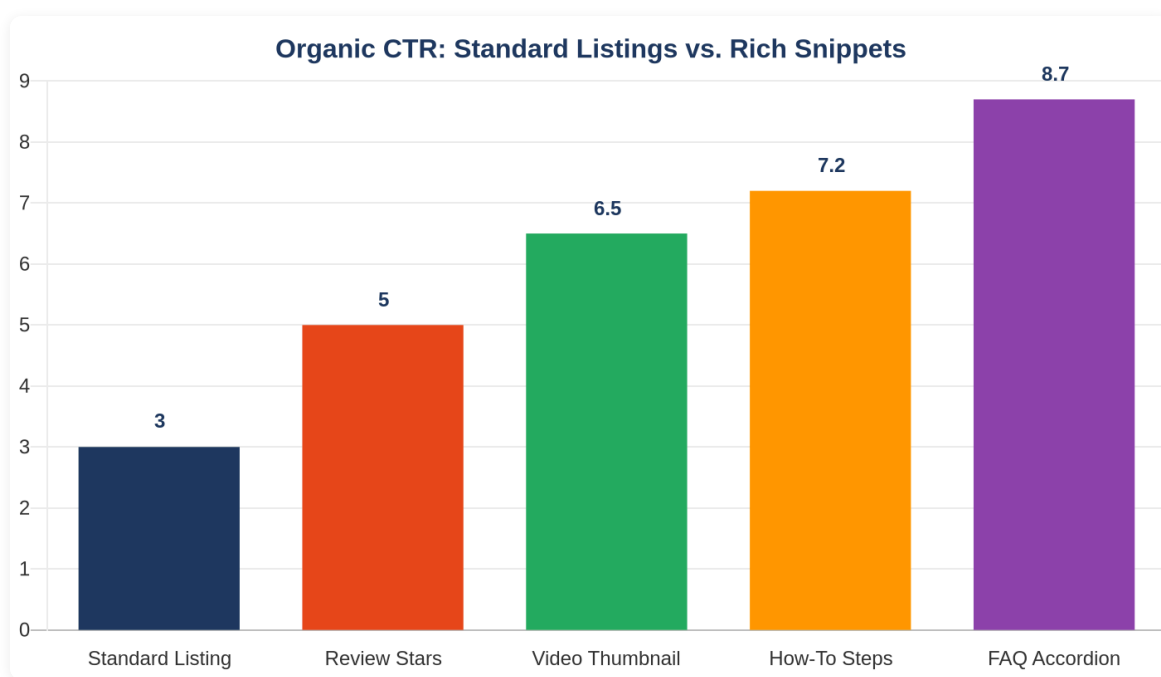
Secures extra real estate in the SERPs by displaying dropdown questions and answers directly under your organic search link.

► Use VideoObject Schema for embedded YouTube videos.

Helps secure a video thumbnail next to your search result, significantly boosting visibility and engagement.

► Implement JobPosting Schema for your hiring pages.

Pushes your open positions directly into the Google Jobs widget, increasing applicant volume and saving money on paid job boards.



Data visualization from the full article

Troubleshooting & Maintenance Benchmarks

► Expect a 3 to 14-day turnaround for Google to recrawl fixes.

After fixing a schema error and clicking 'Validate Fix' in Google Search Console, it takes time for Google to update the SERPs.

► Always write code in a plain text editor to avoid curly quotes.

Use Notepad, VS Code, or Sublime Text. Microsoft Word automatically changes straight quotes to curly quotes, which breaks JSON-LD syntax.

► **Audit your site for duplicate schema injections.**

If your schema is duplicating, check if your WordPress theme and your SEO plugin are both injecting JSON-LD. Disable the theme's output if necessary.

Need expert help implementing error-free schema markup? Book a free technical SEO strategy call with The Conversion Mill.

Our team of specialists can help you put these strategies into action and drive measurable results.

Book Your Free Strategy Call →

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