

## Schema Codes Configuration

The websites and products are displayed on Google search results page as shown in figure 1.

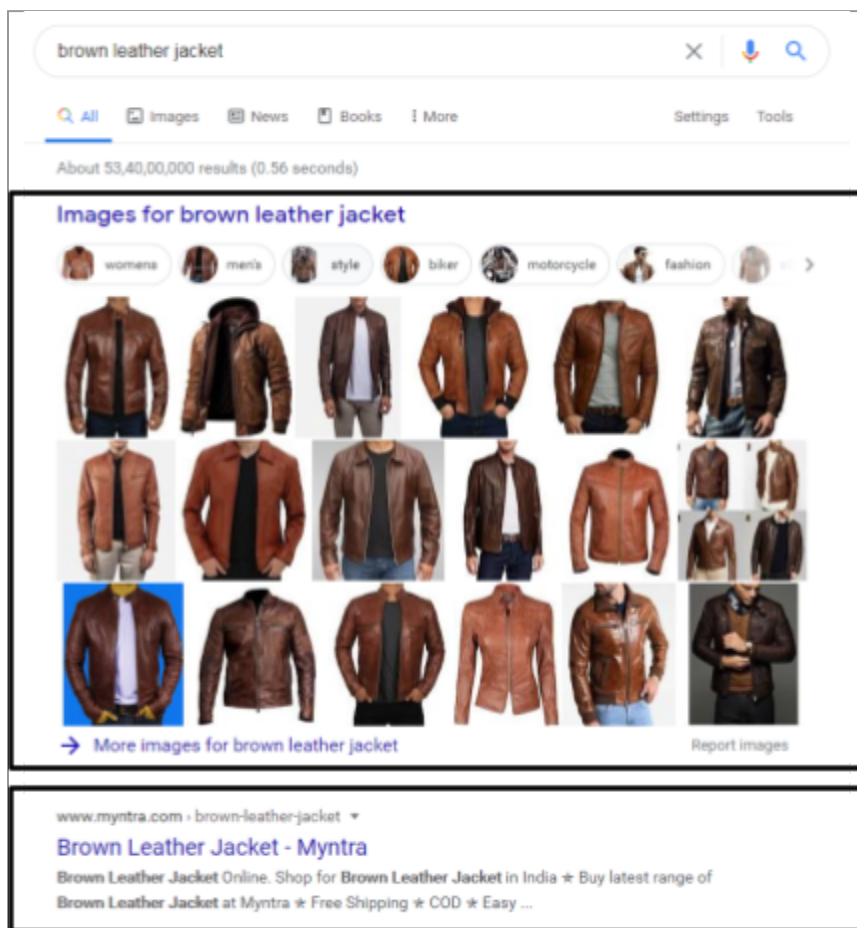
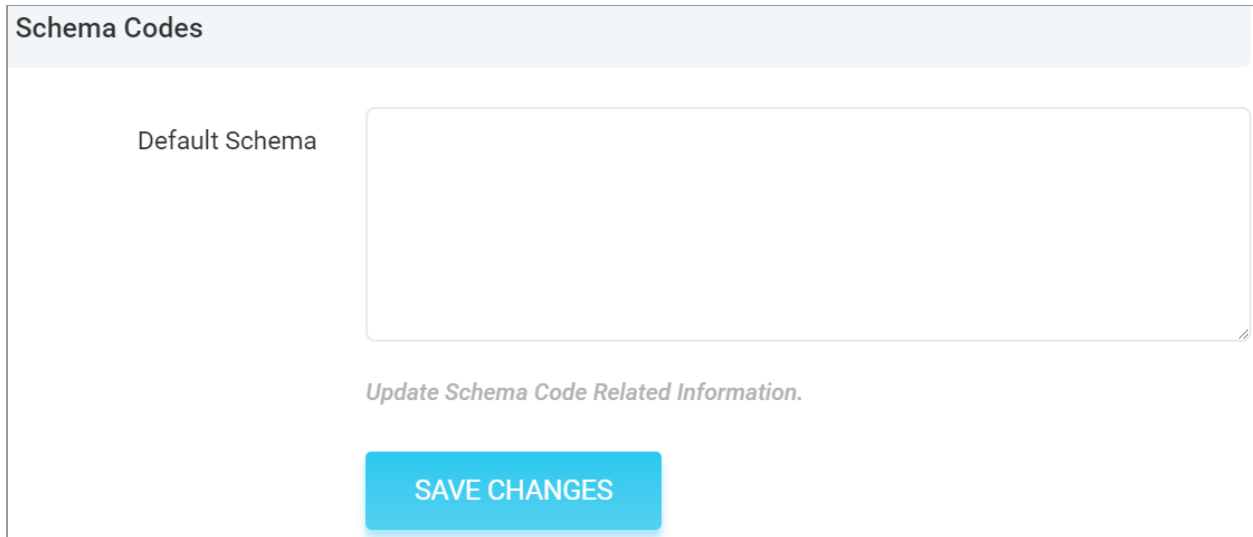


Fig. 1: Output of Google Search Results

To promote their websites, the admin must configure the 'Schema Codes' in their settings.



The screenshot shows a web interface titled "Schema Codes". On the left, there is a label "Default Schema". To its right is a large, empty rectangular text input field. Below the input field, the text "Update Schema Code Related Information." is displayed in a smaller font. At the bottom center of the form area is a prominent blue button with the text "SAVE CHANGES" in white capital letters.

Fig. 2: Schema Codes Settings (Admin-End)

Yo!Rent has configured the schema codes for both, 'Website' and 'Products'. In case of 'Website', the admin needs to configure the 'Default Schema Code', for which they must follow the steps provided below:

- i. Visit <https://schema.org/Organization> which will redirect the admin to the 'schema.org- Organization' page as shown in figure 3.

schema.org

Home Schemas Documentation

## Organization

[Thing](#) > [Organization](#)

An organization such as a school, NGO, corporation, club, etc. [\[more...\]](#)

Property	Expected Type	Description
<b>Properties from <a href="#">Organization</a></b>		
<a href="#">actionableFeedbackPolicy</a>	<a href="#">CreativeWork</a> or <a href="#">URL</a>	For a <a href="#">NewsMediaOrganization</a> or other news-related <a href="#">Organization</a> , a statement about public engagement activities (for news media, the newsroom's), including involving the public – digitally or otherwise – in coverage decisions, reporting and activities after publication.
<a href="#">address</a>	<a href="#">PostalAddress</a> or <a href="#">Text</a>	Physical address of the item.
<a href="#">aggregateRating</a>	<a href="#">AggregateRating</a>	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">alumni</a>	<a href="#">Person</a>	Alumni of an organization. Inverse property: <a href="#">alumniOf</a> .
<a href="#">areaServed</a>	<a href="#">AdministrativeArea</a> or <a href="#">GeoShape</a> or <a href="#">Place</a>	The geographic area where a service or offered item is provided. Supersedes <a href="#">serviceArea</a> .

Fig. 3: Schema.Org- Organization

- ii. The admin must scroll to the bottom of this page to the section that displays 'Examples' of several script codes as shown in figure 4.

Examples

Example 1

Without Markup Microdata RDFa **JSON-LD**

A fuller example that illustrates multiple contact numbers for a company, including US toll-free numbers, a hearing-impaired number, and several contact cate

Example 2

Without Markup Microdata RDFa JSON-LD

An example of an order for multiple items, shipped separately.  
ACME Supplies  
Customer: Jane Doe  
Order:  
Item abc123: 1 Widget: delivered 2015-03-10  
Item def456: 3 Widget accessories: shipped 2015-03-12

Example 3

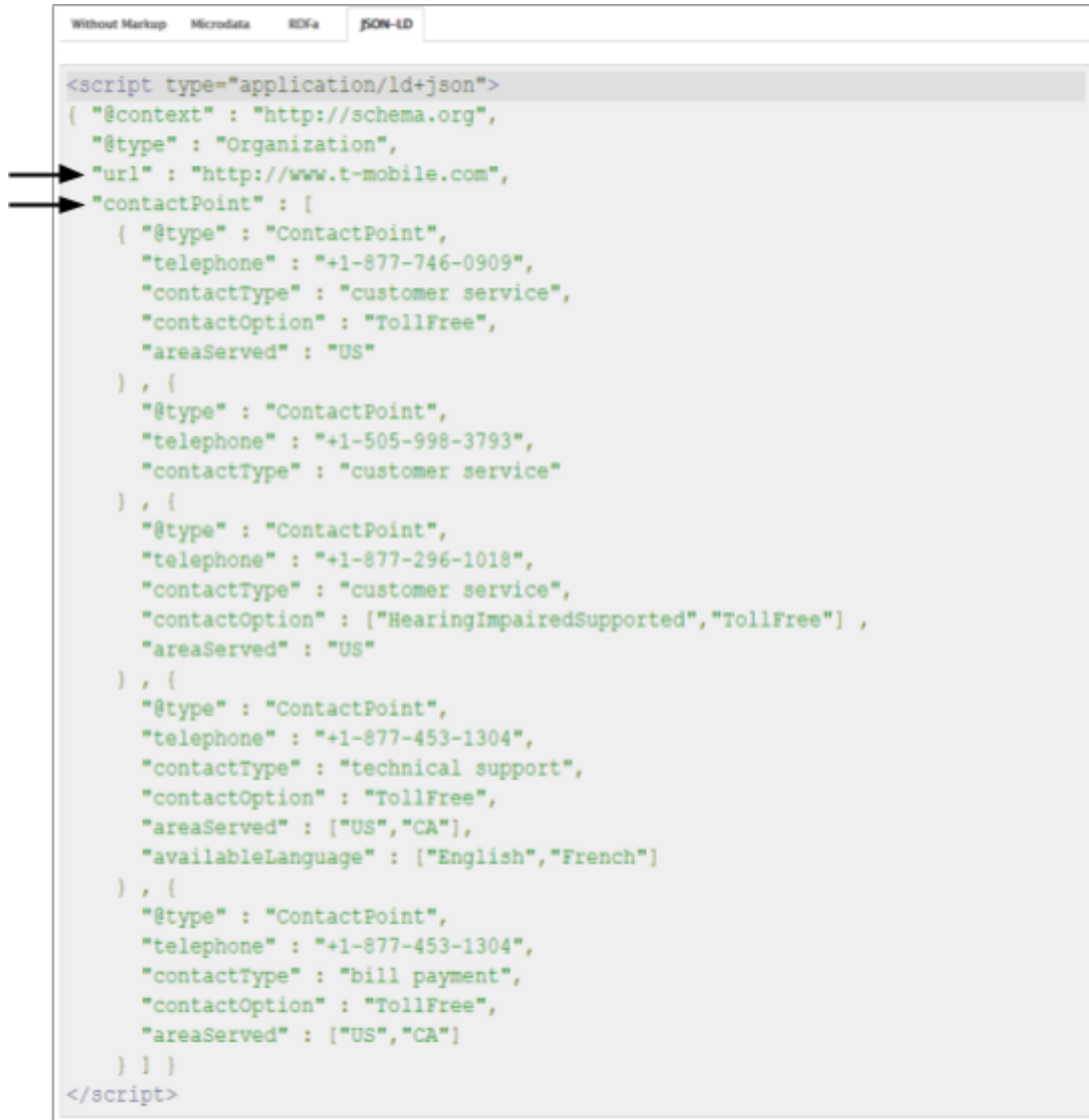
Without Markup Microdata RDFa JSON-LD

Fig. 4: 'Examples' Section

- iii. The admin must click on the '**JSON-LD**' tab provided under 'Example 1'.

**NB:** Yo!Rent is configured with JSON-LD code therefore, the admin must make sure to follow this step.

This will open the JSON-LD script code as shown in figure 5. The admin must copy the complete script code and paste it in their setting.



```

Without Markup  Microdata  RDFa  JSON-LD
<script type="application/ld+json">
{ "@context" : "http://schema.org",
  "@type" : "Organization",
  "url" : "http://www.t-mobile.com",
  "contactPoint" : [
    { "@type" : "ContactPoint",
      "telephone" : "+1-877-746-0909",
      "contactType" : "customer service",
      "contactOption" : "TollFree",
      "areaServed" : "US"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-505-998-3793",
      "contactType" : "customer service"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-296-1018",
      "contactType" : "customer service",
      "contactOption" : ["HearingImpairedSupported","TollFree"] ,
      "areaServed" : "US"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-453-1304",
      "contactType" : "technical support",
      "contactOption" : "TollFree",
      "areaServed" : ["US","CA"],
      "availableLanguage" : ["English","French"]
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-453-1304",
      "contactType" : "bill payment",
      "contactOption" : "TollFree",
      "areaServed" : ["US","CA"]
    }
  ]
}
</script>

```

Fig. 5: JSON-LD Code

- iv. Once the admin has copied the script code, they must update it as per their requirement. The parameters such as '**URL**' and '**Contact Number**' are marked in the above figure 5.

**NB:** The admin must make sure to update this code with all the correct details. All the unnecessary parameters can be removed carefully from the code.

- v. There are only **two** parameters included in this code. The admin **can** add more such parameters. Several parameters have been listed in the table provided in

the above sections of this page. The admin can add parameters such as 'Brand', 'Department', 'Customer' and so on.

The schema code for 'Products' has already been embedded in the Yo!Rent system with the following standard parameters:

- Product name,
- Product image,
- Price/offers,
- Rating.

Please visit <https://schema.org/Product> to have a look at several other parameters. In case of customizations please contact the Yo!Rent team.