

Add Structured Data to Your Website

Give search engines and AI assistants a machine-readable copy of your business facts.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
30–45 minutes	Free	Moderate — you paste one block of code	structured_data_valid

WHAT WE MEASURED

We checked whether your website contains valid JSON-LD structured data identifying your business, and whether it parses without errors.

WHY IT MATTERS

Structured data is a small block of code that states your name, address, phone, hours and services in a format machines read perfectly every time. Without it, a search engine or AI assistant has to *guess* those facts from your page text — and guessing produces wrong phone numbers and outdated hours.

Google requires only two properties for eligibility: **name** and **address**. Everything beyond that is optional but improves how completely your business is understood.

One thing to be clear about: structured data is **not a ranking booster on its own**, and it does not override your Google Business Profile. Google Business Profile is what feeds Google Maps. Your structured data is what everything *else* reads — Bing, AI assistants, aggregators, and any system that isn't Google.

FIX IT YOURSELF

1 Check whether you already have it

Many website builders and SEO plugins (Yoast, RankMath, Squarespace, Wix) already output structured data. Adding a second block creates contradictory data, which is worse than none.

Open your homepage, press **Ctrl+U** (Windows) or **Cmd+Option+U** (Mac) to view the page source, then **Ctrl+F** for `application/ld+json`. If you find a block that already contains your business name and address, skip to Step 5 and just fix what's wrong in it.

2 Collect your exact business facts

Write these down first, exactly as they appear on your **Google Business Profile**. These must match everywhere.

- Legal/trading business name
- Street address, city, state, ZIP
- Phone in `+1-555-555-0142` format
- Website URL
- Opening hours for each day
- The cities or ZIP codes you serve
- Your social profile URLs

Get your exact map coordinates free: open Google Maps, right-click your location, and click the latitude/longitude that appears to copy it. Use **at least 5 decimal places**.

3 Fill in the template

Replace every ALL-CAPS value below. Change `HomeAndConstructionBusiness` to whichever type fits you: `Plumber`, `Electrician`, `HVACBusiness`, `RoofingContractor`, `MovingCompany`, `Dentist`, `AccountingService`, `LegalService`, `BeautySalon`, or `ProfessionalService` as a general fallback.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "HomeAndConstructionBusiness",
  "name": "EXACT BUSINESS NAME",
  "description": "One or two plain sentences about what you do and for whom.",
  "url": "https://www.EXAMPLE.com/",
  "telephone": "+1-555-555-0142",
  "email": "hello@EXAMPLE.com",
  "priceRange": "$$",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1234 Main St",
    "addressLocality": "CITY",
    "addressRegion": "ST",
    "postalCode": "00000",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 00.00000,
    "longitude": -00.00000
  },
  "openingHoursSpecification": [
    { "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
      "opens": "08:00", "closes": "17:00" }
  ],
  "areaServed": [
    { "@type": "City", "name": "CITY ONE" },
    { "@type": "City", "name": "CITY TWO" }
  ],
  "sameAs": [
    "https://www.facebook.com/YOURPAGE",
    "https://www.instagram.com/YOURHANDLE"
  ]
}
</script>
```

Hours edge cases: open 24 hours is `"opens": "00:00", "closes": "23:59"`. Closed that day is `"opens": "00:00", "closes": "00:00"`. Past midnight is one entry, same day, e.g. `"opens": "18:00", "closes": "02:00"`.

4 Paste it into your site

Put the whole block inside the `<head>` section of your **homepage** and your **contact page**.

- **WordPress:** use a plugin like "Insert Headers and Footers," or your theme's header settings.
- **Squarespace:** Settings → Advanced → Code Injection → Header.
- **Wix:** Settings → Custom Code → Add Code → Head.
- **Shopify:** Online Store → Themes → Edit code → `theme.liquid`, before `</head>`.

Important: do not add it through Google Tag Manager. Google may still read it, but AI crawlers will not — they don't run JavaScript. It has to be in the raw page.

5 Validate it

Two free checks, both required:

1. <https://validator.schema.org/> — paste your URL. This checks the code is correct.
2. <https://search.google.com/test/rich-results> — paste your URL. This checks Google-specific eligibility.

Fix any error before moving on. A single stray comma silently breaks the whole block.

CHECK YOUR WORK

- ☐ `validator.schema.org` reports no errors for your homepage.
- ☐ The Rich Results Test detects your business.
- ☐ Viewing your page source shows the JSON-LD block in the raw HTML.
- ☐ Every fact in the code matches your Google Business Profile exactly.

COMMON MISTAKES

- **Markup that doesn't match your visible page.** If your code says you're open until 6 and your page says 5, Google treats it as spam. They must agree.
- **Marking up your own star rating.** Adding `aggregateRating` for your own business is a common penalty trigger. Leave it out.
- **Pasting through Word.** Smart quotes and curly apostrophes break the code. Paste through a plain text editor first.
- **Rounded coordinates.** Two or three decimal places isn't enough. Use five or more.
- **Two competing blocks.** Check for an existing one before you add yours.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Google Search Central — Local Business structured data: developers.google.com/search/docs/appearance/structured-data/local-business-schema.org/LocalBusiness
Schema Markup Validator: validator.schema.org