



OPTILINEAGE
BRAND OPTIMIZATION

Stop Speaking Human to Google.

**A No-Fluff Guide to Schema
Markup Types & Best Practices.**

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BEFORE SCHEMA

<https://www.google.com/search?q=search-with-runnup-carkinshee...>

Google's crawlers visit structures are forced to **guess** what your content actually is. They parse code to find engines are forced to guess is. ...

WITH SCHEMA



Why Plain Text Isn't Enough Anymore

- Google's crawlers don't 'read' sites like humans do.
- They parse code to find structured entities.
- Without schema, search engines are forced to guess what your content actually is.

Speak Google's Native Language to Earn High-Value SERP Real Estate.

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The 4 Core Schema Types Every Business Needs



LocalBusiness / Organization

Establishes your entity, NAP data, and brand authority.



Service / Product

Clearly defines what you sell, pricing, and availability.



FAQ / Q&A

Captures massive vertical real estate directly on SERPs.



Breadcrumbs

Defines your site architecture and path hierarchy for crawlers.

Best Practice #1: Use JSON-LD

JSON-LD Exclusively

```
<script-LD {  
  "@context": "wiponext-Ld",  
  "@type": "wyd-kd",  
  <typet {  
    "naddc": {,  
    "maLied": nab,  
    "type&c": {,  
    "@type": "@peamefor"  
  }  
</stypet>  
</script>
```

- Forget old-school Microdata scattered inline.
- JSON-LD lives cleanly in a single script block.
- Place in header or footer for easy management.

**It's Cleaner, Easier to Maintain,
and Favored by Google.**

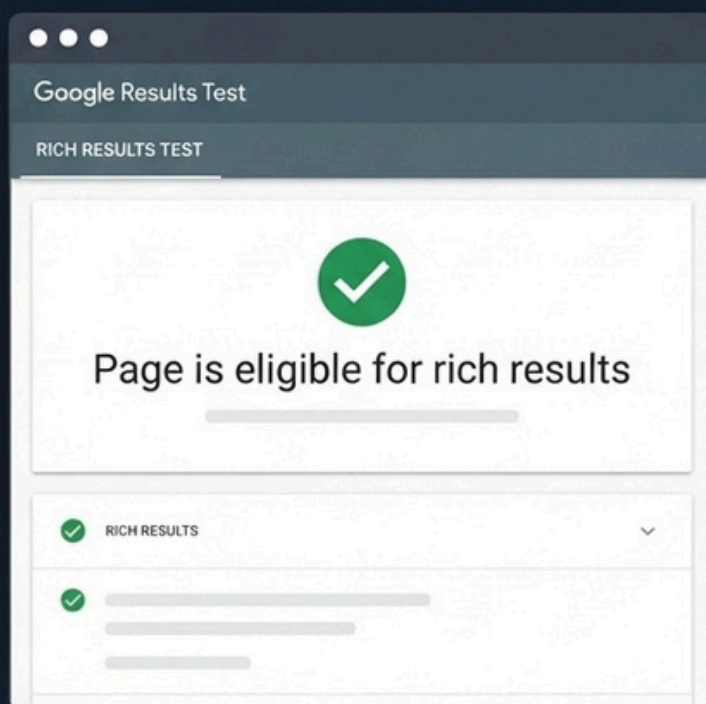
Best Practice #2: Never Lie to the Machine



- Never mark up hidden text or invisible elements.
- Avoid fake reviews or misleading product details.
- Schema must reflect the visible content on the page.

Schema Manipulation Triggers Manual Penalties. Keep Your Data Honest.

Best Practice #3: Validate, Don't Guess



- Run markup through official testing tools.
- Catch missing properties or syntax bugs.
- Verify implementation before deploying live.

**Valid Code is Indexable Code.
Never Push Blind Updates.**



Want Your Site Built Right the First Time?

We don't guess at technical SEO—we engineer your architecture using hard data and flawless schema implementation.

**Ready to Secure Your Authority?
Book a Free Consultation at optilineage.com**