

Rich Snippets (F-RIC)

Function	Rich Snippets
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1. Introduction

Snippets are the information that appears under every search result to give users a sense for what's on the page and why it's relevant to their search query.

If the search engine understands the content on your pages, these snippets can be enriched to provide information intended to help users with specific queries. For example, the snippet for a product might show the average review, price and availability; the snippet for a recipe page might show the total preparation time, a photo, and the recipe's review rating; and the snippet for a blog could include details of the author. These rich snippets help users recognise when your site is relevant to their search, and may result in more clicks to your pages.

[Appendix #1](#) shows an example of a Google standard snippet and [Appendix #2](#) is an example of a Google rich snippet.

Commerce content pages include markup recognised by the major search engines (Google, Yahoo, Bing) so that they can recognise specific product, article and other information. This allows them to generate and display rich snippets in their search listings when showing results for your site. Below are the data that is marked up for use in this way.

Please note that whilst this data is provided Commerce does not have any direct control over how each of the search engines ultimately makes use of it.

2. Data marked up for specific use in rich snippets

F-RIC/01.0	All pages <i>Whenever your website is displayed within a search engine, the following information will always display</i>
F-RIC/01.1	Breadcrumb trail (if available) - A set of links that can help a user to understand and navigate your sites hierarchy
F-RIC/01.2	Page title - The page title of the search result
F-RIC/01.3	Store information - Your business name

F-RIC/02.0	Product listings <i>If a search criteria is entered into a search engine and the results are linked to a product list page (ie [your company] dresses) then the following information will be available for display</i>
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F-RIC/02.1	Category name - the category in which the product is set within Commerce
F-RIC/02.2	Category description - the description of the category set within Commerce

F-RIC/03.0	<p>Product details</p> <p><i>If a search criteria is entered into a search engine and the results are linked to a product detail page (ie [your company] red dresses) then the following information will be available for display</i></p>
F-RIC/03.1	Product name - the name of the product set within Commerce
F-RIC/03.2	<p>Primary product image - the main product image as set within Commerce</p> <p><i>Note: this will be the product image with the lowest sequence number</i></p>
F-RIC/03.3	Product description - the description of the product as set within Commerce
F-RIC/03.4	Product SKU - the SKU of the product as set within Commerce
F-RIC/03.5	<p>Brand name, brand description and brand logo - The brand information associated with a product as set within Commerce</p> <p><i>Note: brands are set by using meta values</i></p>
F-RIC/03.6	Product price - the price of the product as set within Commerce
F-RIC/03.7	Stock availability (in stock, out of stock, back-order etc.) - the stock levels which are set within Commerce
F-RIC/03.8	Aggregate product rating (eg. 4 out of 5) - the average review rating as calculated by Commerce

F-RIC/04.0	<p>Articles and blog posts</p> <p><i>If a search criteria is entered into a search engine and the results are linked to an article or blog post then the following information will be available for display</i></p>
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F-RIC/04.1	Article title - The title of the article or blog as set within Commerce
F-RIC/04.2	Primary article image - The main image of the article or blog as set within Commerce
F-RIC/04.3	Author name - The author name of the article or blog post as set within Commerce
F-RIC/04.4	Date published - The publish date of the article or blog post as set within Commerce

Appendix #1 - A Google standard snippet



Appendix #2 - A Google rich snippet



