STRUCTURED DATA FOR COVID-19

Mark Up Announcements for Improved Visibility in Search

What is Structured Data

Structured data is a standardized format for providing information about a page and classifying the page content. This improves the way search engines read and represent your page in SERPs, and can include rich snippets that can help improve CTR.

Covid-19 Markup

Due to COVID-19, many organizations are publishing urgent announcements that affect schedules and other aspects of everyday life. This includes:

- Announcement of revised hours and shopping restrictions

- Announcement of an event (such as a cooking course) transitioning from offline to online, or cancellation

- Facility closures

- Quarantine guidelines

How to Start

1. Add JSON-LD SpecialAnnouncement structured data to your web pages.

2. Add the required and recommended properties.

3. Validate your code using the Structured Data Testing Tool.

4. Once the markup is live, use Search Console's URL Inspection Tool to ask Google to recrawl your URLs.

Required & Recommended Fields

REQUIRED

- datePosted – The date that the COVID-19 announcement was published in ISO-8601 format.

- Name – The short title of the COVID-19 announcement.

- newsUpdatesAndGuidelines – URL that provides more info about the announcement.

- Though newsUpdatesAndGuidelines is the most applicable for grocery stores, be sure to include as much information that's applicable to the announcement. You can include multiple properties (for example, both quarantineGuidelines and diseasePreventionInfo, IF it makes sense in the context of the announcement.

RECOMMENDED

- announcementLocation - The specific location that is associated with the SpecialAnnouncement. For example, a business with special opening hours.

- announcementLocation.address - The detailed street address that is the focus of the announcement.

- announcementLocation.name - The name of the location that is the focus of the announcement.

- announcementLocation.url - The URL where people can learn more about the announcement location.

- category - The URL that describes the category for the special announcement. Set the category to the Wikipedia page for COVID-19: https://www.wikidata.org/wiki/Q81068910

- diseasePreventionInfo - Information about disease prevention, if applicable to the announcement.

- text - The textual summary of the COVID-19 announcement. The text may contain HTML content such as links and lists. Valid HTML tags include: <h1> through <h6>, <br>, <ol>, <ul>, <li>, <a>, <p>, <div>, <b>, <strong>, <i>, and <em>.

Example Markup

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@graph": [
 {
   "@type": "SpecialAnnouncement",
   "text": "We are committed to take every step to keep our customers safe during COVID-19.",
   "datePosted": "2020-04-01T08:00",
   "expires": "2020-04-30T23:59",
   "newsUpdatesAndGuidelines": "https://www.mygrocery123.com/announcements/covid19-notice",
   "category": "https://www.wikidata.org/wiki/Q81068910",
   "announcementLocation": {
        "@type": "GroceryStore",
        "name": "My Grocery 123",
        "address": {
                "@type": "PostalAddress",
                "streetAddress": "123 Grocery Street",
                "addressLocality": "Chicago",
                "addressRegion": "IL",
                "postalCode": "60603"
        },
        "image": "https://www.mygrocery123.com/images/store-front.jpg",
        "email": "shop@mygrocery123.com",
        "telePhone": "480-123-4567",
        "url": "https://www.mygrocery123.com",
        "paymentAccepted": [ "cash", "credit card" ],
        "openingHours": "Mo,Tu,We,Th,Fr 07:00-18:00",
        "openingHoursSpecification": [ {
                "@type": "OpeningHoursSpecification",
                "dayOfWeek": [
                        "Monday",
                        "Tuesday",
                        "Wednesday",
                        "Thursday",
                        "Friday"
                ],
                "opens": "07:00",
                "closes": "18:00"
        } ],
        "geo": {
                "@type": "GeoCoordinates",
```

```
                "latitude": "41.881876",
                "longitude": "-87.627544"
        },
        "priceRange":"$"
}},
{
  "@type": "WebSite",
  "url": "https://www.mygrocery123.com/",
  "potentialAction": {
  "@type": "SearchAction",
  "target": "https://www.mygrocery123.com/?s={search_term}",
  "query-input": "required name=search_term" }
 }
]
}
</script>
```