Brandella Journal

Schema Markup checklist

Project: _____ Date: _____

- [ ] Each template has a planned schema type that describes its main content
- [ ] The type still earns a Google result; no new work on retired FAQ or How to rich results
- [ ] All Google required properties are present for each type
- [ ] Recommended properties are added where the page shows the fact
- [ ] Every marked up value is visible on the page and matches it exactly
- [ ] Nothing in the markup is hidden, invented or misleading
- [ ] No review or rating markup about your own business
- [ ] Product markup only on pages about one product
- [ ] Markup is in JSON-LD and generated from the same data the page shows
- [ ] Dates use ISO 8601 with a time zone
- [ ] Marked up pages are not blocked by robots.txt, noindex or a login
- [ ] A sample URL per template passes the Rich Results Test before release
- [ ] Search Console enhancement reports are checked after release
- [ ] Values are rechecked after every template, price or schedule change

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/schema-markup/