magmodules

Organization & Local Business

Rich Snippets Suite for Magento 2

Configure Organization and LocalBusiness schemas with the Rich Snippets Suite extension. These schemas help Google display your company information in Knowledge Panels and Google Maps.

Organization Schema

Organization schema provides company information for Google's Knowledge Panel—the information box that appears on the right side of search results when someone searches for your company.

What It Includes

- Company name and logo
- Contact information (phone numbers)
- Social media profiles
- Company rating (if available)

Enable Organization Schema

Location: Magmodules → Rich Snippets Suite → Schema: Organization

1. Set **Enable** to **Yes**
2. Configure contact information
3. Add social media links
4. Click **Save Config**

Contact Information

Add contact points for different purposes:

Field	Description
Phone Number	Contact phone number with country code
Contact Type	Type of contact (Customer Service, Technical Support, Sales, etc.)
Area Served	Countries this contact point serves

Example:

Phone	Type	Area
+31 20 123 4567	Customer Service	NL, BE

Phone	Type	Area
+31 20 123 4568	Technical Support	Worldwide

Social Media Links

Add your company's social media profile URLs:

- Facebook
- Twitter/X
- LinkedIn
- Instagram
- YouTube
- Pinterest

These appear in Google's Knowledge Panel and help verify your official presence.

Organization Rating

If you use a third-party review platform (like Google Reviews), you can include your organization's overall rating:

1. Install the compatible review extension (e.g., Google Reviews)
2. Select the **Source** in Organization Rating settings
3. The aggregate rating appears in your Organization schema

LocalBusiness Schema

LocalBusiness schema is for physical store locations. It helps your stores appear in Google Maps and local search results.

When to Use LocalBusiness

Use LocalBusiness if you have:

- Physical retail stores
- Pickup locations
- Service centers
- Showrooms

Managing Locations

Location: Marketing → Rich Snippets → Local Business

This grid allows you to add, edit, and manage multiple business locations.

Adding a Location

Click **Add New** and fill in:

Field	Description	Required
Business Type	Type of business (Store, Restaurant, etc.)	Yes
Name	Location name	Yes
Address	Street address	Yes
City	City name	Yes
Postcode	Postal code	Yes
Region	State/Province	No
Country	Country code (e.g., NL, DE, US)	Yes
Telephone	Location phone number	Yes
Latitude	GPS latitude coordinate	Yes
Longitude	GPS longitude coordinate	Yes
Price Range	Price indicator ($, $$, $$$, $$$$)	No
Opening Hours	Business hours	No
Image URL	Photo of the location	No

Finding Coordinates

To find latitude and longitude:

1. Go to Google Maps
2. Search for your address
3. Right-click on the exact location
4. Click the coordinates to copy them
5. Format: `52.3676, 4.9041` (latitude, longitude)

Opening Hours Format

Enter opening hours in this format:

```
Mo-Fr 09:00-18:00
Sa 10:00-17:00
Su Closed
```

Or for 24/7:

```
Mo-Su 00:00-24:00
```

Business Types

Common LocalBusiness types:

- `Store` - General retail store
- `ClothingStore` - Fashion retail
- `ElectronicsStore` - Electronics retail
- `FurnitureStore` - Furniture retail
- `Restaurant` - Food service
- `AutoDealer` - Car dealership
- `MedicalBusiness` - Healthcare

Enabling LocalBusiness in Configuration

After adding locations:

1. Go to **Magmodules → Rich Snippets Suite → Schema: LocalBusiness**
2. Set **Enable** to **Yes**
3. Choose **Local Business**: All or Specific locations
4. Click **Save Config**

Example Output

Organization Schema

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Company Name",
  "url": "https://yourstore.com",
  "logo": "https://yourstore.com/media/logo.png",
```

```
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "telephone": "+31-20-123-4567",
      "contactType": "customer service",
      "areaServed": ["NL", "BE"]
    }
  ],
  "sameAs": [
    "https://facebook.com/yourcompany",
    "https://twitter.com/yourcompany",
    "https://linkedin.com/company/yourcompany"
  ]
}
```

LocalBusiness Schema

```
{
  "@context": "https://schema.org",
  "@type": "Store",
  "name": "Your Store - Amsterdam",
  "image": "https://yourstore.com/media/amsterdam-store.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Damrak 1",
    "addressLocality": "Amsterdam",
    "postalCode": "1012 LG",
    "addressCountry": "NL"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "52.3738",
    "longitude": "4.8910"
  },
  "telephone": "+31-20-123-4567",
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
      "opens": "09:00",
      "closes": "18:00"
    }
```

```
  ],
  "priceRange": "$$"
}
```

Best Practices

Organization

- Use your official legal company name
- Include all active social media profiles
- Keep contact information up to date
- Use high-resolution logo (min 112x112px, recommended 1200px wide)

LocalBusiness

- Add all physical locations
- Use exact GPS coordinates
- Keep opening hours current
- Include location photos
- Use the most specific business type

Verification

- Claim your Google Business Profile
- Ensure website information matches Google Business
- Consistent NAP (Name, Address, Phone) across all platforms

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Rich Snippets Suite extension on magmodules.eu

All articles for Rich Snippets Suite

Installation

1	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH

Configuration

1	FAQ Widget
2	Snelstartgids
3	Configureer de extensie
4	Product Schema
5	**Organization & Local Business (current)**
6	Verzending & Retour
7	Social Markup

Troubleshooting

1	Controleer de gestructureerde data in je winkel
2	Mijn rich snippets zijn niet volledig zichtbaar in Google
3	Probleemoplossing

Background

1	Review Bronnen
2	Over Structured Data
3	CLI Commando's