



## **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

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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
<b>Phone Number</b>	Contact phone number with country code
<b>Contact Type</b>	Type of contact (Customer Service, Technical Support, Sales, etc.)
<b>Area Served</b>	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

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

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### 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

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### 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?

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### 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](http://magmodules.eu)

# All articles for Rich Snippets Suite

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## Installation

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1	<a href="#">Installatie met Composer (aanbevolen)</a>
2	<a href="#">Installatie via de Adobe Marketplace</a>
3	<a href="#">Installatie via FTP en SSH</a>

## Configuration

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1	<a href="#">FAQ Widget</a>
2	<a href="#">Snelstartgids</a>
3	<a href="#">Configureer de extensie</a>
4	<a href="#">Product Schema</a>
<b>5</b>	<b><a href="#">Organization &amp; Local Business (current)</a></b>
6	<a href="#">Verzending &amp; Retour</a>
7	<a href="#">Social Markup</a>

## Troubleshooting

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1	<a href="#">Controleer de gestructureerde data in je winkel</a>
2	<a href="#">Mijn rich snippets zijn niet volledig zichtbaar in Google</a>
3	<a href="#">Probleemoplossing</a>

## Background

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1	<a href="#">Review Bronnen</a>
2	<a href="#">Over Structured Data</a>
3	<a href="#">CLI Commando's</a>

