

SCHEMA – A CHEAT SHEET FOR GOOGLE



Schema Markup is just a standardized way of providing a “cheat sheet” for some of the standard things that search engines are looking for. It’s another way that we clearly show Google the big 3 things they want to know:

- 1. We are WHO we say we are.**
- 2. We do WHAT we say we do.**
- 3. We do it WHERE we say we do it.**

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Brewery",
  "name": "UpCountry Brewing Company",
  "image": "http://www.upcountrybrewing.com/images/UpCountry-Brewing-Logo-White.png",
  "url": "http://www.upcountrybrewing.com",
  "telephone": "828-575-2400",
  "priceRange": "$$$",
  "menu": "http://www.upcountrybrewing.com/food",
  "servesCuisine": "brew pub",
  "acceptsReservations": "false",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1042 Haywood Road",
    "addressLocality": "Asheville",
    "addressRegion": "NC",
    "postalCode": "28806",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 35.581293,
    "longitude": -82.6050535
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday",
      "Wednesday",
      "Thursday",
      "Friday",
      "Saturday",
      "Sunday"
    ],
    "opens": "",
    "closes": ""
  }, {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Monday",
    "opens": "11:30",
    "closes": "23:00"
  }
}
```