

Branch Schema Template Kit

One schema block, built to be duplicated per branch — swap five fields, not rebuild the whole thing.

This is the same RealEstateAgent schema every individual business needs (see the Schema Markup Pack in the SEO resources) — but structured specifically so duplicating it for branch two, twenty, or two hundred is a five-field swap, not a rebuild.

Where it goes: paste this into the <head> of each branch's own page, with only the bracketed fields changed per branch. Keep one master copy of this exact structure so every branch inherits the same fields in the same order — that consistency is what makes it fast to duplicate.

```
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Business Name] – [Branch Town]",
  "image": "[Branch photo or logo URL]",
  "url": "[This branch's page URL]",
  "telephone": "[Branch phone number]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Branch street address]",
    "addressLocality": "[Branch town/city]",
    "postalCode": "[Branch postcode]",
    "addressCountry": "GB"
  },
  "areaServed": "[Area this branch actually covers]",
  "parentOrganization": {
    "@type": "Organization",
    "name": "[Business Name]",
    "url": "[Group homepage URL]"
  }
}
```

The five fields that change per branch

[] name (append the branch town)

[] url (this branch's own page)

[] telephone

[] address (all four sub-fields)

[] areaServed

Everything else — the structure, the parentOrganization link back to the group — stays identical across every branch. That's what tells search engines and AI tools these are genuinely related, not accidentally similar.