

Schema Markup Pack

Fill-in-the-blank structured data for estate & letting agents — paste it in, swap the bracketed parts, done.

Schema markup is a small block of code that tells Google (and AI tools) exactly what your business is, rather than making them guess from the page text. It doesn't change how your page looks — it changes what search engines and AI tools understand about it.

Where it goes: paste each block inside the <head> of the relevant page, wrapped in a <script type="application/ld+json"> tag. Most website builders and WordPress SEO plugins (Yoast, Rank Math) also let you paste this directly into a "custom schema" field without touching template code.

After you've added it, test it with Google's Rich Results Test (search "Google Rich Results Test") — paste your page URL in and it'll tell you if the markup was read correctly.

1. RealEstateAgent (homepage)

Put this on your homepage. It's the single most important block in this pack — it's what tells Google and AI tools you're a real, specific, located business.

```
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Your business name]",
  "image": "[Link to your logo or office photo]",
  "url": "[Your website homepage URL]",
  "telephone": "[Your phone number]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street address]",
    "addressLocality": "[Town/City]",
    "postalCode": "[Postcode]",
    "addressCountry": "GB"
  },
  "areaServed": "[Town/area you actually cover]",
  "openingHours": "[e.g. Mo-Fr 09:00-17:30]"
}
```

2. FAQPage (any page with real Q&As)

If a page already has a genuine FAQ section, this lets that content show up as an expandable rich result directly in Google. Only use it on pages with real, visible FAQ content — not hidden or fabricated questions.

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "[Your first real question]",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[The real answer, as it appears on the page]"
      }
    },
    {
      "@type": "Question",
      "name": "[Your second real question]",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[The real answer, as it appears on the page]"
      }
    }
  ]
}
```

3. AggregateRating (homepage or a dedicated reviews page)

Only use this if the numbers are real and you can point to where they came from (e.g. your actual Google review count and rating). Never estimate or round in your favour — that's exactly what search engines flag as manipulation.

```
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Your business name]",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "[e.g. 4.8]",
    "reviewCount": "[Your real, current review count]"
  }
}
```

4. BreadcrumbList (any deep page)

Helps Google understand where a page sits in your site structure — useful on area pages and individual listings that sit a few clicks deep.

```
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {"@type": "ListItem", "position": 1, "name": "Home", "item": "[Homepage URL]"},
    {"@type": "ListItem", "position": 2, "name": "[Section, e.g. Areas We Cover]", "item": "[Section URL]"},
    {"@type": "ListItem", "position": 3, "name": "[This page's title]", "item": "[This page's URL]"}
  ]
}
```