Schema Markup Starter Pack for Local Businesses

Copy-and-paste JSON-LD templates to help search engines and AI tools understand your business.

Structured data (schema markup) labels the facts on your pages so machines can read them reliably. It can make you eligible for some rich results and makes your business details clearer to search engines and AI systems. It does not guarantee rankings, rich results or AI mentions.

How to Use These Templates

Replace the example values with your real business information. Only mark up information that is visible on the page.

Paste the code into the page HTML (or your SEO plugin's custom schema field).

Test with the Schema Markup Validator (validator.schema.org) and Google's Rich Results Test.

Use a more specific type than LocalBusiness when one exists (for example, Plumber, Dentist, RoofingContractor, AutoRepair).

1. LocalBusiness (Homepage or Contact Page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Your Business Name",
  "url": "https://www.example.com/",
  "telephone": "+1-412-555-0100",
  "image": "https://www.example.com/images/storefront.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main St",
    "addressLocality": "Pittsburgh",
    "addressRegion": "PA",
    "postalCode": "15222",
    "addressCountry": "US"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday","Tuesday","Wednesday","Thursday","Friday"],
    "opens": "08:00", "closes": "17:00"
  }],
  "areaServed": ["Pittsburgh, PA", "Allegheny County, PA"],
  "sameAs": [
    "https://www.facebook.com/yourbusiness",
    "https://www.linkedin.com/company/yourbusiness"
  ]
}
</script>
```

2. Service (Each Service Page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Service",
  "serviceType": "Roof Repair",
  "provider": { "@type": "LocalBusiness", "name": "Your Business Name",
                "url": "https://www.example.com/" },
  "areaServed": { "@type": "City", "name": "Pittsburgh" },
  "description": "Residential roof leak repair, flashing and shingle replacement."
}
</script>
```

3. FAQPage (Pages With Visible FAQs)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "How much does a roof inspection cost?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Our standard roof inspection is free for homeowners in Allegheny County."
    }
  }]
}
</script>
```

4. Person (Owner or Author Bio Page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Jane Smith",
  "jobTitle": "Owner",
  "worksFor": { "@type": "Organization", "name": "Your Business Name" },
  "url": "https://www.example.com/about/jane-smith/",
  "sameAs": ["https://www.linkedin.com/in/janesmith"]
}
</script>
```

Schema Checklist

- Only one Organization/LocalBusiness entity describes your business sitewide.
- Business name, address and phone match your Google Business Profile.
- Marked-up content is visible on the page.
- No fake reviews or self-serving review stars on your own business.
- Re-test after theme, plugin or website changes.

About the author: Jon Crain founded Pittsburgh SEO Services in 2001 and has helped businesses across Western Pennsylvania, Ohio and West Virginia with SEO, local search and websites for more than two decades. Want help putting this into practice? Call 412-250-7965 or visit pittsburghseoservices.com.

Last updated: November 2026. Platform features change often; check each official help center for current details.