

# eKomi



## *Review Rich Snippets & Smart Widgets*

Best Practises Guide



# How does eKomi help with your Google stars?

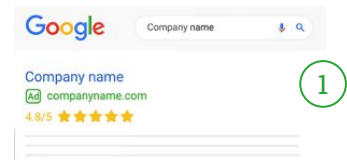
There are several ways that eKomi helps you to get your stars in Google:

## 1. Google Seller Ratings

Google Seller ratings are stars displayed under your paid advertising (Adwords & Google Shopping) in Google Search Results. Ratings are sent by eKomi to Google automatically. If you have eKomi and an active Google Adwords campaign, then these stars are guaranteed.

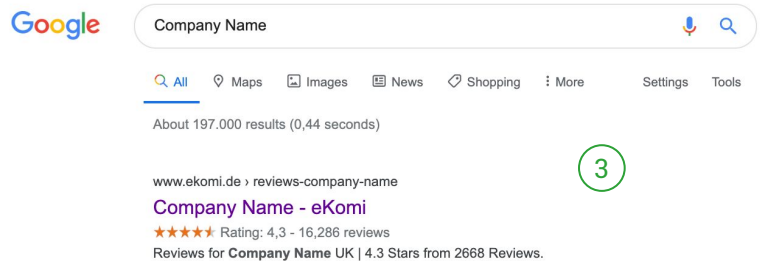
## 2. Product Reviews and stars in Google Shopping

When you collect product reviews via eKomi, then we can push these product reviews to Google as well. If this is setup for your shop, then stars will appear with your Product Listing Ads (PLA) in Google. Your eKomi support agent can help you with getting your reviews in Google Shopping.



## 3. Stars next to eKomi Certificate Page in organic search

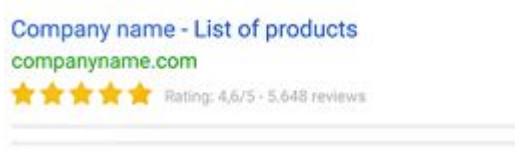
Your eKomi Certificate page displays all Seller reviews collected with eKomi. In Google (organic) Search you automatically get stars under the search result of your eKomi Certificate Page.



## 4. Rich Snippet stars in organic search

Finally, we have the Rich Snippet stars in organic search. These stars are the only stars eKomi cannot guarantee. It's the Google algorithm that decides. Especially after Google's recent changes ([read here](#)), it has become quite a challenge to get the little yellow stars to display in organic search results. We are there to support in improving your chances.

To make your life easier we have included the schema markup needed for Review Rich Snippets into our Smart Widgets. In this best practices guide we explain you more about Review Rich Snippets, our Rich Snippet enabled Smart Widgets and where they should be placed.



## Your company name

Website Route Speichern

3,0 ★★★★★ 6 Google-Rezensionen

Nachhilfeanbieter in Berlin

Adresse: Rönnestraße 15, 14057 Berlin

Öffnungszeiten: **Open** · Closes 7:30PM ▾

Telefon: 030 84858588348

## Reviews from the web

4,6/5 eKomi · 5648 reviews

## Opening Hours ⓘ

12 pm: Usually not busy



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# 1. REVIEW RICH SNIPPETS



# 1. Review Rich Snippets

## 1.1. What are Review Rich Snippets?

Rich “results” are enhanced search results displayed by search engines on their organic results page. Rich results can include many things, like images, ratings, authors, breadcrumbs, locations and more. As a publisher of a website you can add Rich Snippets (or [structured data markup](#)) to your webpages, so that Google & co can better understand the content of your website and the type of information you are presenting. Enabling them to present the search results in more enriched way.

If you are collecting reviews and ratings for a product or service, then it makes sense to inform Google about this. When Google reads your “Reviews Rich Snippets” it might lead to the visually appealing organic stars. *Stars*, *ratings* and *rating count* are then displayed underneath the URL of that particular product or service (as in the example below), leading to more trust and higher Click-Through-Rate (CTR).

store.hp.com › GermanyStore › Merch › Product ▾ [Translate this page](#)

### HP ENVY Photo 7830 All-in-One-Drucker - HP Store ...

★★★★★ Rating: 4,4 - 30 votes - €149.90 - In stock

**HP ENVY Photo 7830 All-in-One-Drucker** + HP Fotopapier (60 Blatt/10 x 15 cm) ... [1]

Informationen zu den Anforderungen für lokales Drucken finden Sie unter ...

**Beidseitiger Druck:** Automatisch

**Funktion für mobiles Drucken:** HP ePrint; Apple ...

**Randloser Druck:** Ja (bis 216 x 297 mm)

**Maximale Zufuhrkapazität (Fotopapier):** Bis zu ...

## 1.2. Adding Review Rich Snippets to your website

After you have collected your first feedback with eKomi, it’s time to add your “Review Rich Snippets” to your website. There are two ways you can do this:

1. Adding the [structured data](#) markup to your pages yourself
2. Use eKomi Rich Snippets (RS) enabled Smart Widgets

If you have (a) developer(s), it’s easy to add Rich Snippets to product pages of your website yourself. You can use eKomi [APIs](#) for retrieving review data. You can decide yourself what you want Google to crawl.

If you don’t have a development team at your disposal, then option 2 is the way to go. eKomi has wide range of visually attractive Widgets that can be used to showcase your reviews on your website. These widgets come with structured data markup, so there is no need for you the add the Review Rich Snippets yourself. In chapter 2 we will have a closer look at these Rich Snippet enabled Smart Widgets.



# 1. Review Rich Snippets

## 1.3. How do these Review Snippets look like?

Google Search supports structured data in (1) Direct HTML markup and (2) JSON-LD.

### 1. Direct HTML markup (Microdata & RDFa)

These two structured data formats are directly inserted into the html code of a page.

```

▼ <div class="reviews-container">
  ▼ <div itemscope itemprop="aggregateRating" itemtype="https://schema.org/AggregateRating"> == $0
    <meta itemprop="ratingCount" content="30">
    <meta itemprop="reviewCount" content="30">
    <meta itemprop="ratingValue" content="4,366666">
    <meta itemprop="bestRating" content="5">
    <meta itemprop="worstRating" content="1">
  </div>
  ▼ <div class="reviews-container_header">
    ▶ <div class="reviews-header">...</div>
  </div>

```

### 2. JSON-LD (Google's preferred format)

The JSON-LD notation is Google's recommended structured data format. It's the format that we also add to our Rich Snippet enabled Smart Widget



*Google JSON-LD description: "JavaScript notation embedded in a <script> tag in the page head or body. The markup is not interleaved with the user-visible text, which makes nested data items easier to express, such as the Country of a PostalAddress of a MusicVenue of an Event. Also, Google can read JSON-LD data when it is dynamically injected into the page's contents, such as by JavaScript code or embedded widgets in your content management system."*

```

▼ <div id="widget-container" class="ekomi-widget-container ekomi-widget-sf1169165b7aa636110f9 ekomi-rating">
  ▶ <div id="ekw109" class="pull-left">...</div>
  ▼ <script id="google-rich-snippet-structured-data" type="application/ld+json"> == $0
    {"@context":"http://schema.org/","@type":"EducationalOrganization","name": "Company Name","image":"http://ekomi.com/images/shoplogos/logo.png","aggregateRating":{"@type": "AggregateRating","ratingValue": "4.4","bestRating": "5","reviewCount": "165"}}
  </script>
</div>

```



# Review Rich Snippets

## 1.4. Google Update on Review Rich Results (September 16th 2019)

Recently, Google [updated its rules](#) regarding the display of Review Rich Snippets. The goal is to make the results more helpful and meaningful for the users. There's been a lot of discussion around it, especially in the reviews & ratings space. Most important paragraphs in the Google update are discussed below:



### **Self-serving reviews aren't allowed for LocalBusiness and Organization**

*Reviews that can be perceived as "self-serving" aren't in the best interest of users. We call reviews "self-serving" when a review about entity A is placed on the website of entity A - either directly in their markup or via an embedded 3rd party widget. That's why, with this change, we're not going to display review rich results anymore for the schema types LocalBusiness and Organization (and their subtypes) in cases when the entity being reviewed controls the reviews themselves.*

In other words Google decided to pull the plug on business & organization Review Rich Snippets that are self serving. Google is giving - as a consequence - higher importance to "hosted" reviews that are collected via transaction-based/authentic third parties (like us: eKomi). Google adds more weight to the stars that appear next to your paid advertising (Google Adds & Shopping) and stars beneath the organic search result of your eKomi Certificate Page. A more extensive interpretation of the recent Google changes can be found [here](#).



### **Focus on schema types that lend themselves to reviews**

*While, technically, you can attach review markup to any schema type, for many types displaying star reviews does not add much value for the user. With this change, we're limiting the pool of schema types that can potentially trigger review rich results in search. Specifically, we'll only display reviews with those types (and their respective subtypes):*

- [schema.org/Book](https://schema.org/Book)
- [schema.org/Course](https://schema.org/Course)
- [schema.org/CreativeWorkSeason](https://schema.org/CreativeWorkSeason)
- [schema.org/CreativeWorkSeries](https://schema.org/CreativeWorkSeries)
- [schema.org/Episode](https://schema.org/Episode)
- [schema.org/Event](https://schema.org/Event)
- [schema.org/Game](https://schema.org/Game)
- [schema.org/HowTo](https://schema.org/HowTo)
- [schema.org/LocalBusiness](https://schema.org/LocalBusiness)
- [schema.org/MediaObject](https://schema.org/MediaObject)
- [schema.org/Movie](https://schema.org/Movie)
- [schema.org/MusicPlaylist](https://schema.org/MusicPlaylist)
- [schema.org/MusicRecording](https://schema.org/MusicRecording)
- [schema.org/Organization](https://schema.org/Organization)
- [schema.org/Product](https://schema.org/Product)
- [schema.org/Recipe](https://schema.org/Recipe)
- [schema.org/SoftwareApplication](https://schema.org/SoftwareApplication)

## 2. RICH SNIPPET ENABLED SMART WIDGETS





## 2. RICH SNIPPET ENABLED SMART WIDGETS

### 2.1. Our Rich Snippets enabled Smart Widget does the job for you

For our easy to implement Smart Widgets we can enable Rich Snippets (RS). It means that there is no need to add structured data markup for reviews to your pages yourself. We can do it for you, when you pick one of our eye catching Smart Widgets. It can be a modest eKomi Seal or a Classy Carousel Widget that showcases the last 10 reviews received (like in the example below). There are many options. We even have complete product containers or landing pages that display all your reviews collected with eKomi. If you don't like the design of our widgets you can come up with your own mockup. Please ask your eKomi support agent about the possibilities.



### 2.2. How to implement your RS enabled Smart Widgets?

Our Smart Widgets javascript-snippet can be easily copied to the desired location(s) on your website. The structured data markup will be automatically injected to your site once the javascript-snippet is copied to the code of your website. Please note that it may take some time until Google crawls your newly added Review Rich Snippets. Crawling can take anywhere from a few days to a few weeks. Be patient and monitor progress using either the [Index Status report](#) or the [URL Inspection tool](#).

If you want to check if the Rich Snippets are on your page, then you can use the [Google Rich Results Test](#) tool. Don't use the [Google Structured Data Test](#) tool, because this tool doesn't detect Structured Data Markup that is injected via Javascript.

# 3. RECOMMENDATIONS FOR INCREASING THE ODDS



## 3. RECOMMENDATIONS FOR INCREASING THE ODDS

It's important to note again that Google does not guarantee that your structured data will show up in search results, even if your page is marked up correctly according to the [Google Rich Results Test](#) tool! Especially since the Google Update in September 2019 it's kind of hard to get the Ratings & Stars in the organic search. The following recommendations will improve your chances.

### 3.1. Add your widget to a page that has review content

The structured data on the page should describe the content of that page. You should therefore add your RS enabled Smart Widget only to pages that have review content.

Google has displayed rich snippet stars, where reviews were not present on the same page. However, Google may interpret the lack of review text on a page as a clue that the `aggregateRating` may be false data. *We recommend you to always include at least 7 reviews in the same page where you display an `aggregateRating`.*

### 3.2. Choose the schema type that suits your organisation

The schema type [Organisation](#) has many subtypes. Please choose the subtypes that describes your organisation best. You can change Rich Snippet schema for your widgets in the eKomi [Smart Widget](#) backend.

### 3.3. Change schema type to "Product"

Google decided to stop with rich snippet results for schema types Business & Organization, in cases when the entity being reviewed controls the reviews themselves (discussed in paragraph 1.4). Although Google is still displaying rich snippet stars in rare cases for self-serving "Organisation" reviews, chances are really small that you get the organic stars when using review markup about yourself on your homepage or any other page of your website.

In organic search results - as consequence - Google places lower weight on organisation reviews and higher weight on product reviews. If you don't get rich snippet results when using schema types "Business" or "Organization", then you can consider to change to schema type "Product". More information on schema type product [here](#).

### 3.4. Separate domain for your reviews

Some of our customers decided to move their reviews & schema markup to a separate domain (e.g. reviews.companyname.org). With this trick you avoid your reviews to be self-serving. Disadvantage is that stars in organic search will appear with this new domain.



## 3. RECOMMENDATIONS FOR IMPROVING THE ODDS

### 3.5. Get rid of errors in Google console

We have already mentioned the Rich Snippet Test tool a few times. Please use it to check if your schema markup is added to your pages correctly and to identify errors:

<https://search.google.com/test/rich-results>

### 3.6. Follow Google Guidelines

Google's algorithm in the end decides whether or not Rich Results are displayed in organic search. The schema markup we add in our widgets are updated to the latest "Google requirements". The rest is up to you. Our advice is to ensure that all or most of these guidelines are respected. Some important Google links:

<https://developers.google.com/search/docs/data-types/review-snippet#guidelines>

<https://developers.google.com/search/docs/data-types/review-snippet>

<https://webmasters.googleblog.com/2020/01/data-vocabulary.html>



# THANK YOU!

Please contact our support team if you have any questions.

[http://ekomi.com/us/  
support@ekomi.zendesk.com](http://ekomi.com/us/support@ekomi.zendesk.com)