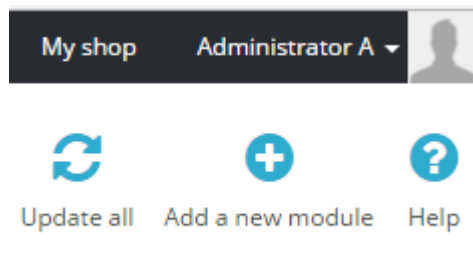




Google Rich Cards LD-JSON

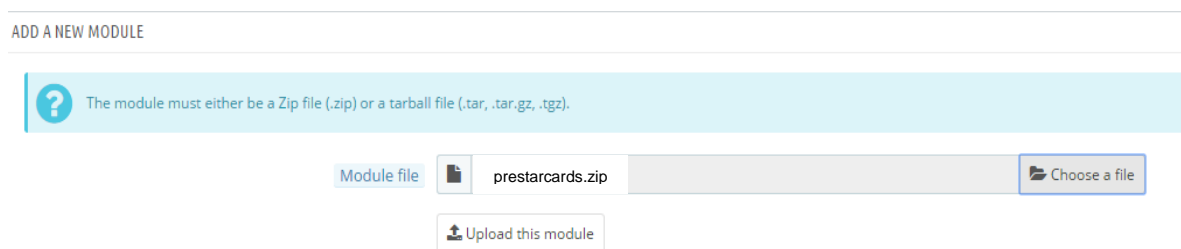
How to install this module:

First, enter the PrestaShop™ Back Office and go to the menu "Modules and Services" => "Modules and Services". Once there, locate the button in the upper right corner labelled as "Add new module" and press it.



1- click Add a new module

Second, as you can see in the image below, a new screen will load, in which you should press on "Choose a new file", locate your file "prestarcards.zip" and confirm the selection.



2- Choose the file "prestarcards.zip" and click "upload this module"

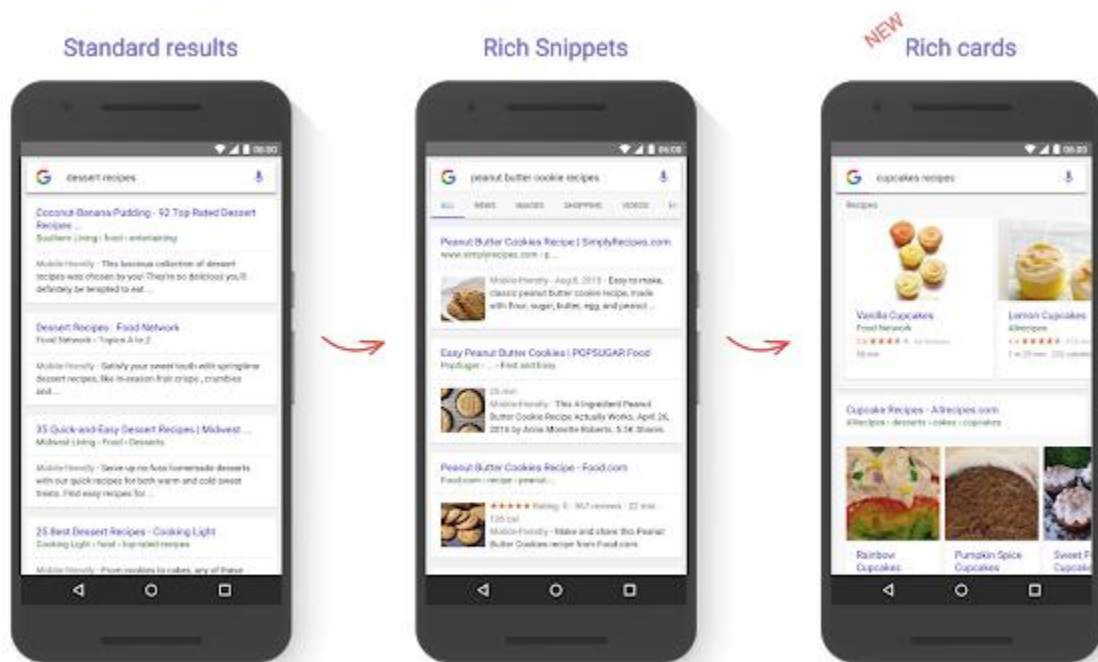
Then, load the module by clicking on **"Upload this module"**. If everything is installed correctly, you will be able to see the module in "Modules and Services" => **"Modules and Services"** => **"Administration"**, finally click on the **"Install"** button.

Once this is done your *"Google Rich Cards LD-JSON"* is ready to generate Google Rich Cards.

Purpose of the module

The primary aim of the module is to optimize your website by using the creation of rich cards from Google in its recommended format (LD-JSON) and from Twitter, thus fulfilling the recommended actions to improve the positioning and visualization of your website, organization, products, navigation and mobile usability of your online store.

The image below shows the difference between not using rich cards on your website, using rich snippets (currently outdated) and the rich cards generated by our module.



As you see, there is a big difference, making your website more attractive to search engines and customers.

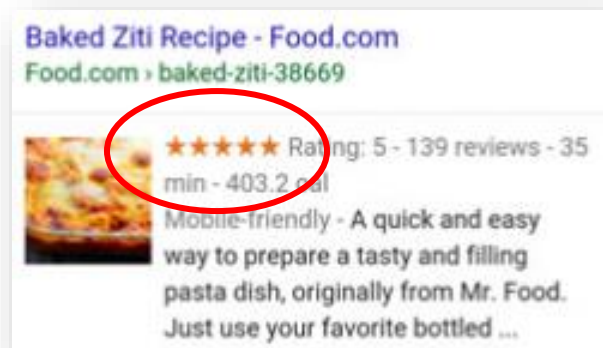
Setting up the module, General

Initially the module comes activated with the most common and recommended options for most stores, but you can go to customize and activate extra options that will help you have a more tailored to your needs experience. We will review each of the options available in the module configuration screen.

Product Rich Cards: These are the product rich cards. They are generated into the product view and include all the required information for Google to generate the preview. We recommend that you have this option enabled.

Category Product Rich Cards: Generates product rich cards when you are within a category, having multiple product cards on a single page. We recommend that you have this option enabled.

Ratings on Product: If you have PrestaShop's "*productcomments*" module or Business Tech's "*gsnippetsreviews*" module, you can enable this option to generate tags that inform Google of the score/evaluation your products have scored, showing stars in the search engines as shown in the image below.



Product BreadCrumbs: Generates the enriched card "BreadcrumbList" granting the absolute path in your store to the product or products that are being displayed at that moment. Helps search engines to have better knowledge of the structure of their website. We recommend having this option enabled.

Website and WebPage Rich Card: This option will insert in the contact and main pages all the information related to your business, making it easier for search engines to display information such as your logo, opening hours, GPS location, etc. It's highly recommended to have this option enabled.

Price Range: Mandatory option. Search engines use it to classify your website regarding the average cost of your products. Adjust it to the average value fitting your products.

HrefLang Tags: If your website offers several languages, you should activate this option. Every time a search engine enters, for example, to the English version of your site, you will also report the links corresponding to the other languages, improving the search engines indexing and increasing your international SEO. It's highly recommended to have enabled this option whenever you do international business.

Twitter Cards: If you regularly share your products through the Twitter social network, this is your option. Thanks to the rich Twitter cards, you will be able to inform about which elements should be shown when sharing, achieving a better presentation of the data to your followers. You should enable this option only if you are planning to use this social network or if you think that your users will share your products through it. A valid username must be set in the "Twitter username" section.

Category Twitter Card: Like the previous option, this feature will allow you to generate the suitable information card when you share a link to a category of your website. If you activated the previous option, you should also activate this one.

Configure the module, Website Validation

It is usual for many pages such as indexers, search engines or suchlike to require you, before using their services, to verify that the domain for which you are requesting indexation or services belongs to you. With this option, you will save having to embed validation codes in your templates, upload files to your page or having to create tedious entries in your DNS server.

Simply fill in the field corresponding to the engine or service for which you want to perform a validation with the value assigned to it for said validation. Currently we allow the validation of the most common services in the network, but if you know another or need it and our module does not include it, you can contact us and we happily will add it in the next version.

Keep in mind that the validation of your domain will bring certain added advantages, such as being able to request from Google, Bing, Yandex, etc. which elements you should index, achieving that way a better positioning of your website and saving those search engines time, granting you a better ranking.

For Google site validation, you can go to: <https://www.google.com/webmasters/tools/home>

Validation is not required or related with rich cards generation.

FAQ3: How long will it take to index my cards?

If you do not have errors in your rich cards, it will depend completely on whether Google considers your website interesting or that adding those cards will improve the user experience, therefore, we cannot tell you.

You can read more about this on the Google page itself at the following link:
<https://developers.google.com/search/docs/guides/sd-policies>

And especially note that having enriched cards does not ensure that they are to be included in search engine results.

FAQ4: I installed the module and I do not see any change

It is possible that your page is working under a cache system and, therefore, does not display the changes until it is emptied. Access the PrestaShop performance options and empty the cache. If you still do not see the rich cards, please contact us through the ticket system.



Thank you for trusting our product!

And remember, you can see all our PrestaShop modules in:

https://addons.prestashop.com/en/2_community-developer?contributor=630862

Kind regards,
PSBlog technical crew