

```

"@context": "https://schema.org",
"@type": "Organization",
"name": "Digital Rebel Marketing",
"url": "https://www.digitalrebelmarketing.co",
"logo": "https://www.digitalrebelmarketing.co",
"description": "Own AI-search rankings and M",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "2005 S. Pine St.",
  "addressLocality": "Brady",
  "addressRegion": "TX",
  "postalCode": "76825",
  "addressCountry": "US"
},
"contactPoint": {
  "@type": "ContactPoint",
  "telephone": "+1-325-468-8833",
  "contactType": "Sales and Support"
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "5",
  "reviewCount": "1"
},
"sameAs": [
  "https://www.linkedin.com/company/digitalrebelmarketing",
  "https://www.instagram.com/digitalrebelmarketing",
  "https://www.youtube.com/@DigitalRebelMarketing",
  "https://www.facebook.com/DigitalRebelMarketing",
  "https://www.tiktok.com/@digitalrebelmarketing"
],
"knowsAbout": [
  "Demand Generation",
  "Local SEO",
  "Technical SEO",
  "Off-Page SEO",
  "On-Page SEO",
  "Search Engine Optimization (SEO)",
  "Build AI Trust & Authority",
  "AEO Audits & Optimization",
  "Structured Data & Schema SEO".

```



CONTACT WITH US  
FOR MORE  
DETAILS

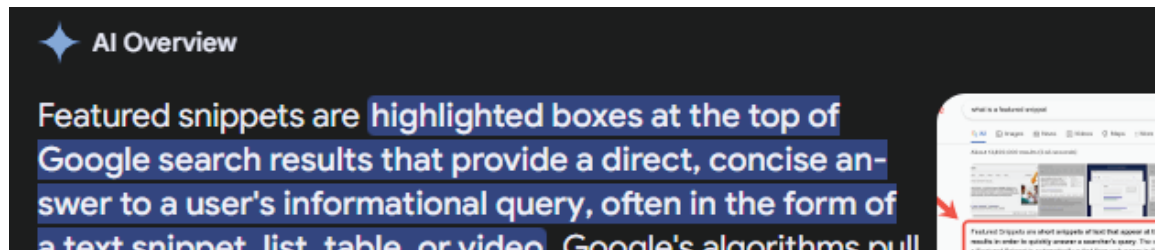
[www.DigitalRebelMarketing.com](http://www.DigitalRebelMarketing.com)  
325-468-8833

**GUIDE TO STRUCTURED DATA  
FOR GROWTH-FOCUSED WEBSITES**

# What is Structured Data?

Structured data is a standardized way to tell search engines what your content means (not just what it says). It's how you win:

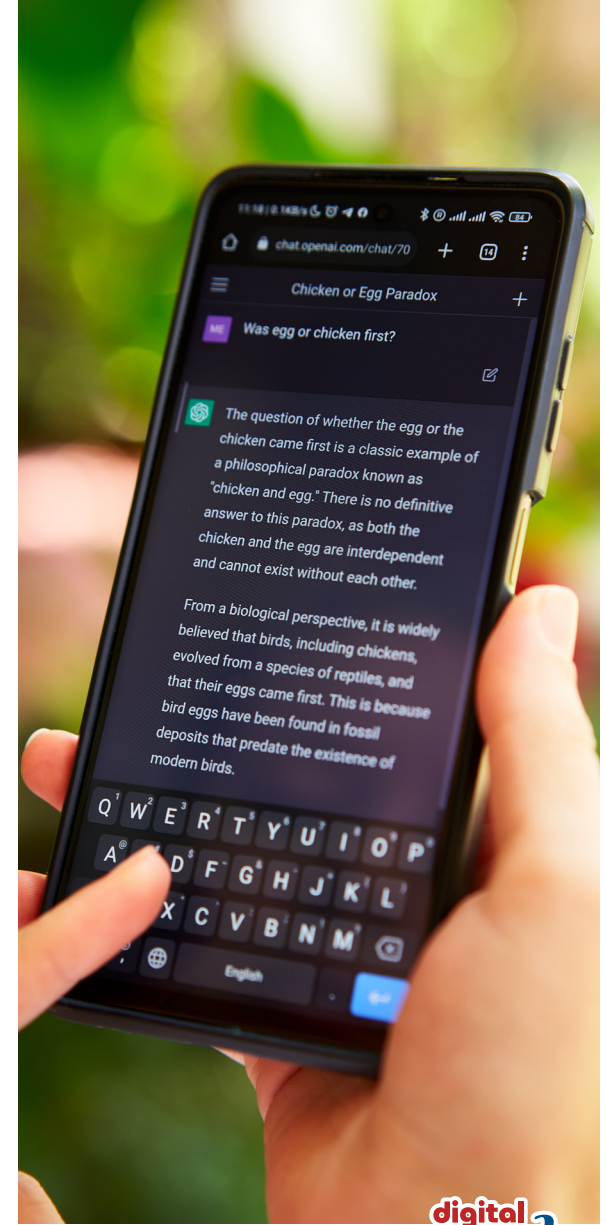
- AI Overviews
- Featured snippets
- People Also Ask (PAA)
- Event listings, product ratings, FAQ expansions



## Why It Matters

If you're serious about growing nationally or globally, structured data is a core tactic to:

- Improve SEO & crawl efficiency
- Boost visibility in AI-powered search
- Drive higher click-through rates (CTR)
- Keep your content relevant in search longer



# 5-Step Quickstart to Implement Structured Data

@type	Organization
name	Google.org (GOOG)
telephone	+33 1 42 68 53 00
member	
@type	Organization
member	
@type	Organization
iso6523Code	9957:FR64443061841
faxNumber	+33142685301
email	secretariat(at)google.o
alumni	
@type	Person

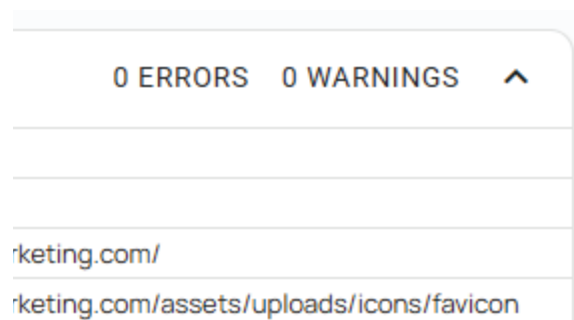
```
structuredData =  
  
"@context": "https://schema.org",  
"@type": "Organization",  
"name": siteName,  
"url": getenv('PRIMARY_SITE_URL'),  
"logo": getenv('PRIMARY_SITE_URL')~logo.u  
"description": entry.metaDescription,  
"address": {
```

```
{% if structuredData is def  
<script type="application/l  
    {{ structuredData|json_  
  </script>  
{% endif %}
```

1. Pick Your Schema Type

2. Use JSON-LD Format

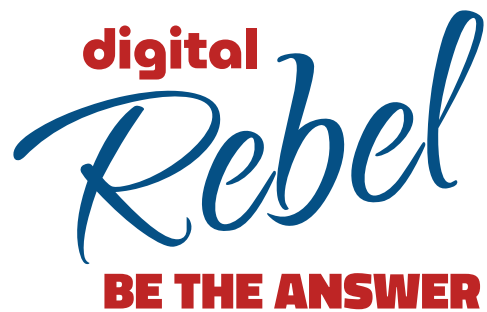
3. Inject Into Your Site



Valid	Invalid	Trend
40	0	
1	0	

4. Validate Your Markup

5. Monitor Performance



Want Help?  
Book a quick discovery call at  
[www.DigitalRebelMarketing.com](http://www.DigitalRebelMarketing.com)

## Schema Strategy by Page Type

Page	Schema Type	Goal
Homepage	Organization	Brand visibility
Blog Posts	Article + Author	AI ranking, content crawl
Services	Service + FAQPage	Convert traffic, lead gen
Case Studies	Review + Rating	Show proof, boost credibility
Events	Event	Increase registrations

For Schema Information Visit: <https://schema.org>

You can DIY this, but it's technical, tedious, and easy to mess up. We build structured data directly into most CMS setups, baked into your content strategy and AI-optimized for modern search.