WEBFORLESS ACADEMY

Structured Data Guide

Learn how structured data describes organizations, services, articles, products and relationships without creating claims that the visible page cannot support.

Practical workbook · Version 2.1.0 · July 2026

How to use this workbook

Work through each section with the people who own the website, content and operations. Record evidence, decisions, owners and review dates. A documented decision is easier to maintain than an assumption.

1. What structured data actually does

Structured data is a machine-readable description layered on top of visible content. It gives search systems an explicit vocabulary for identifying a business, person, service, article, event, product or breadcrumb trail. It does not replace ordinary page content, and it does not guarantee a rich result. Its value is clarity: a well-formed graph can show that a service belongs to an organization, that an author wrote an article, and that a page occupies a specific place in the site hierarchy.

Question	Notes / evidence
What is true today?	
What needs to change?	
Who owns the next action?	

2. Entities, properties and relationships

An entity is a distinct thing: WebForLess, a specific service, a guide, a person or a location. Properties describe the entity, while identifiers connect references to the same thing. Stable @id values are especially useful because several nodes can point to one organization instead of repeating slightly different versions of it. This creates a coherent graph rather than a pile of isolated blocks.

Question	Notes / evidence
What is true today?	
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Implementation checklist

■	What structured data actually does: The strongest implementation begins with accurate visible content. Schema should describe reality, not manufacture it.
■	Entities, properties and relationships: Use one canonical identity for each major entity and reference it consistently.
■	Choosing the right schema type: Eligibility rules change. Accuracy and visible evidence are more durable than chasing a particular search feature.
■	JSON-LD and page architecture: Treat JSON-LD like application data: validate syntax, normalize identifiers and keep it synchronized with the page.
■	Validation and maintenance: Structured data is part of website maintenance, not a one-time installation.
■	Structured data and AI search: Think of schema as the index on a well-written book, not the book itself.

Review record

Date	Reviewer	Decision or change