FREE GUIDE · COMMENT SCHEMA

LOCAL BUSINESS SCHEMA — 5 MINUTE MEIN, FREE

Hotel, homestay aur har local business ke liye: Google ko aapka naam, address, phone aur timing aapki website khud batayegi.

Is guide mein:

- Schema kya hai, simple shabdon mein
- Step 1: free generator mein Local Business chunna
- Step 2: sahi type + listing jaisa data (sabse common galti)
- Step 3: code website ke <head> mein + Rich Results Test
- Copy-paste code template (Hotel)
- Final checklist

SCHEMA KYA HAI?

Schema (structured data) ek chhota sa code hai jo aapki website ke andar rehta hai. Visitor ko dikhta nahi, lekin Google ko saaf-saaf batata hai: ye business kaun hai, kahan hai, phone kya hai, kab khula rehta hai.

Fayda: Google ko aapke business ki details samajhne mein aasani hoti hai, aur website ki info aapki Google listing se match karti hai.

Sach: Schema lagane se ranking ki guarantee nahi milti. Ye ek basic hygiene step hai jo zyadatar local websites par missing hota hai.

SHURU KARNE SE PEHLE

- ☐ Apni Google Business Profile kholiye aur naam, address, phone ek jagah likh lijiye
- ☐ Website ka admin / theme editor access ready rakhiye (WordPress, Wix, Shopify ya developer)

STEP 1 · FREE GENERATOR MEIN LOCAL BUSINESS

1

1. Google par search kijiye: **schema markup generator** — koi bhi free JSON-LD generator chalega.
2. "Which schema markup?" dropdown mein **Local Business** chuniye.
3. Generator right side mein JSON-LD code banata jayega jaise-jaise aap details bharenge.

Ye mat kijiye: "Organization" ya "Article" type mat chuniye — physical location wale business ke liye Local Business (ya uska sub-type) sahi hai.

STEP 2 · SAHI TYPE + LISTING JAISA DATA

Yahi woh step hai jo zyadatar log miss karte hain.

Field	Kya likhein
@type	Hotel / homestay → **Hotel** ya **LodgingBusiness**. Restaurant → Restaurant, clinic → MedicalClinic, store → Store.
name	Bilkul wahi naam jo Google Business Profile par hai
address	Listing jaisa hi — same spelling, same PIN
telephone	Listing wala hi number, +91 ke saath
openingHours	Listing ki timing (24x7 ho toh 00:00–23:59)
url, image	Website ka homepage + ek asli photo

Common galti: website par ek number, listing par doosra. Google ko mixed signal milta hai — dono jagah same rakhiye.

STEP 3 · <HEAD> MEIN LAGAIYE + TEST 3

1. Generator se code copy kijiye.
2. Website ke **<head>** section mein paste kijiye. WordPress: header scripts plugin ya theme ka "Header code" box. Shopify: theme.liquid mein </head> se pehle. Wix: Settings → Custom code → Head.
3. Save / publish kijiye.
4. Google ka free **Rich Results Test** kholiye (search.google.com/test/rich-results), apni website ka URL daaliye aur Test kijiye.
5. "Valid item detected" dikhe toh ho gaya. Error aaye toh woh field theek kijiye aur dobara test kijiye.

> Baad mein Search Console → Enhancements mein bhi status dikh sakta hai.

COPY-PASTE TEMPLATE (HOTEL)

Brackets wali jagah apni details bhariye. Kuch bhi galat ho toh field hata dijiye — galat data se behtar hai khaali.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Aapke Homestay ka Naam",
  "image": "https://aapkiwebsite.in/photo.jpg",
  "url": "https://aapkiwebsite.in",
  "telephone": "+91-XXXXXXXXXX",
  "priceRange": "₹₹",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Street / Area",
    "addressLocality": "City",
    "addressRegion": "State",
    "postalCode": "PIN",
    "addressCountry": "IN"
  },
  "geo": {"@type": "GeoCoordinates", "latitude": 00.0000, "longitude":
00.0000},
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek":
["Monday","Tuesday","Wednesday","Thursday","Friday","Saturday","Sunday"],
    "opens": "00:00", "closes": "23:59"
  }],
  "sameAs": ["https://maps.google.com/?cid=YOUR_CID"]
}
</script>
```

FINAL CHECKLIST

- ☐ Type sahi chuna (Hotel / LodgingBusiness / apna sub-type)
- ☐ Naam, address, phone = Google listing
- ☐ Timing = listing timing
- ☐ Code <head> mein laga, page publish hua
- ☐ Rich Results Test: Valid item detected
- ☐ Naya phone/address ho toh schema bhi update kiya

Results vary: schema ek technical basic hai, ranking ki guarantee nahi.

Aise aur free guides ke liye Instagram par follow kijiye **@ideepbhardwaj**. Koi sawaal ho toh wahin DM kijiye 🙂