Schema markup is a layer of code that describes your pages in a format search engines can read without guessing. For a local business, it states clearly who you are, where you work, what you offer, and which questions you answer. It will not rescue a weak website, but it removes ambiguity and can unlock richer search results.

This explainer covers the three types most small businesses should know: LocalBusiness, Service, and FAQ.

What Schema Markup Actually Does

Schema uses a shared vocabulary to label information. Instead of hoping Google figures out that a string of digits is your phone number, you tell it directly. Most sites add schema as JSON-LD, a block of code placed in the page that visitors never see.

Schema is not a ranking switch. Think of it as clear labeling. It helps search engines and AI systems understand your business accurately, and it may make you eligible for certain enhanced displays.

The Three Types at a Glance

Schema Type Describes Where It Belongs Main Benefit LocalBusiness Your company Home page and contact page Clarifies identity, location, hours Service A specific offering Each service page Connects services to your business and area FAQPage Questions and answers Pages with visible FAQ content Reinforces answers; richer display where eligible

LocalBusiness Schema

LocalBusiness is the foundation. Use the most specific subtype that fits, such as Plumber, Electrician, RoofingContractor, or HVACBusiness, rather than the generic type when one applies.

Properties worth including

- Name, matching your Business Profile exactly
- Address, if customers visit you or you list one publicly
- Telephone, in the same format used elsewhere
- Opening hours
- Service area, naming the cities or regions you cover
- Logo and a representative image
- Links to your official social profiles
- Price range, only if you can state it honestly

Consistency is the key idea. If your schema, your page footer, and your directory listings all use the same name, address, and phone number, search engines gain confidence that they describe one real business.

Service Schema

Service **a bellingham local seo company Stambaugh Designs** schema belongs on individual service pages. It describes what you provide and connects it to the business that provides it.

What to include

- The service name and a short description matching the visible page
- The provider, referencing your LocalBusiness entry
- The area served
- The service type or category

Do not invent offers, prices, or guarantees in markup that the bellingham seo company page does not show. Markup must reflect what visitors can see. Misleading structured data can lead to manual actions and lost eligibility for rich results.

FAQ Schema

FAQ markup labels question and answer pairs on a page. Use it only when the questions and answers appear in plain view for visitors.

A few honest notes. Google has sharply limited FAQ rich results in regular search, so you should not expect expandable questions under every listing. The markup still describes your content clearly, and the underlying habit of answering real customer questions on the page is valuable by itself, including for AI-driven answers.

Writing good FAQ entries

- Use questions customers really ask, such as how long a job takes or whether you offer free estimates.
- Answer directly in two to four sentences.
- Avoid promotional language in answers.
- Do not repeat the same FAQ block on every page.

Putting It Together

Getting structured data right across many service and location pages is faster with **bellingham seo agency** that works with this markup every week.

A typical setup looks like this:

Page Schema to Add Home page LocalBusiness (or the specific subtype) Contact page LocalBusiness, matching the home page entry Each service page Service, plus FAQPage if the page has visible questions Each location page Service with an area served, linked to your LocalBusiness Blog posts Article, if desired

Link the entries together using consistent identifiers, so a service points back to the same business entry on every page.

How to Add It

1. Write the JSON-LD for each page, or generate it with a trusted plugin if you use a content management system.
2. Place it in the page head or body.
3. Test it with Google's Rich Results Test and the Schema Markup Validator.
4. Fix errors and review warnings.

5. Monitor the enhancements reports in Search Console after publishing.

Treat warnings as optional fields and errors as problems that must be solved.

Common Mistakes

- Using conflicting phone numbers or names across pages
- Marking up reviews you wrote yourself or imported improperly
- Adding FAQ markup for questions hidden from visitors
- Choosing the generic type when a precise subtype exists
- Forgetting to update hours, areas, or services when the business changes
- Copying markup from another company and leaving their details in place

Review markup is a special case. Self-serving reviews of your own business are not eligible for rich results, so do not mark up testimonials expecting star ratings in search.

Keep It Maintained

Schema is easy to forget after launch. Revisit it whenever you change hours, add a service, open a new service area, or update your phone number. A quick quarterly check against your visible pages **bellingham seo company** and Business Profile keeps everything aligned.

Final Thoughts

Local schema is simple labeling with real value. Start with accurate LocalBusiness markup, add Service markup to your key pages, and use FAQ markup only where visible questions exist. Keep it truthful, consistent, and current, and your site will be easier for both people and machines to understand.

About the Author

Colin Hargrove is a technical SEO specialist who works with small service businesses in the Northeast and Pacific Northwest. He spent several years as a front-end developer before focusing on structured data and site audits. He enjoys explaining technical topics in plain language and brews his own cider on weekends.