

Schema Building Template

A structured schema markup planning and implementation workbook for mapping page types, defining properties, building entity relationships, coordinating development, validating markup, and monitoring results.

1. Project Overview

Website / domain	Client / brand	Schema owner	Developer owner	Review date	CMS / platform	Primary market	Implementation method	Validation owner

2. Page Type and Schema Mapping

Page type / template	Example URL	Primary page purpose	Recommended schema type	Supporting schema type	Required properties	Recommended properties	Implementation method	Priority	Status

3. Organization Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
url				
logo				
description				
sameAs				
contactPoint				
address				
foundingDate				
founder				
legalName				
brand				

4. WebSite and SearchAction Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
url				
publisher				
potentialAction				
target URL template				
query-input				

5. WebPage Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
url				
description				
isPartOf				
breadcrumb				
primaryImageOfPage				
datePublished				
dateModified				
mainEntity				
speakeable consideration				

6. Article and BlogPosting Planner

Property	Value / source	Required / recommended	Validation status	Notes
headline				
description				
image				
author				
publisher				
datePublished				
dateModified				
mainEntityOfPage				
articleSection				
keywords				

7. Product Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
description				
image				
sku				
brand				
gtin / mpn				

Property	Value / source	Required / recommended	Validation status	Notes
offers				
price				
priceCurrency				
availability				
itemCondition				
aggregateRating				
review				

8. LocalBusiness Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
url				
telephone				
image				
address				
geo				
openingHoursSpecification				
priceRange				
areaServed				
sameAs				
hasMap				

9. Person and Author Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
url				
image				
jobTitle				
worksFor				
sameAs				
description				
knowsAbout				

10. Breadcrumb Schema Planner

Position	Breadcrumb name	Breadcrumb URL	Matches visible breadcrumb	Validation status	Notes

11. FAQ Schema Review

Page URL	Visible FAQ present	Question	Answer source	Eligibility reviewed	Markup matches visible content	Implementation status	Validation result	Notes

12. Video Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
description				
thumbnailUrl				
uploadDate				
duration				
contentUrl				
embedUrl				
interactionStatistic				

13. Event Schema Planner

Property	Value / source	Required / recommended	Validation status	Notes
name				
startDate				
endDate				
eventStatus				
eventAttendanceMode				
location				
image				
description				
offers				
performer				
organizer				

14. Schema Entity Relationship Map

Entity	Schema type	Canonical entity URL	Related entity	Relationship property	Source of truth	sameAs reference	Notes

15. Property Source Mapping

Schema type	Property	Content source / database field	Fallback value	Dynamic / static	Owner	Missing-data behavior	QA status

16. JSON-LD Build Worksheet

Page / template	Schema type	@id convention	Dynamic fields	Static fields	Nested entities	Conditional logic	Developer notes	Status

17. Implementation Tracker

Task ID	Page / template	Schema type	Implementation method	Environment	Developer owner	SEO reviewer	Target date	Status	Deployment date

18. Validation and QA Log

URL	Schema type	Validator used	Syntax errors	Critical errors	Warnings	Visible content match	Required properties complete	Reviewer	Test date	Status

19. Rich Result Monitoring

Page / template	Schema type	Eligible rich result	Search appearance observed	Impressions	Clicks	CTR	Error trend	Review date	Action

20. Schema Maintenance Register

Schema type	Affected templates	Data dependency	Update trigger	Review frequency	Owner	Last reviewed	Next review	Known risk

21. Final Schema QA Checklist

QA check	Status	Evidence / notes	Owner
Schema type matches page purpose			
Markup matches visible content			
Required properties are complete			
Recommended properties have been reviewed			
URLs are absolute and canonical			
Dates use valid formats			
Images meet applicable requirements			

QA check	Status	Evidence / notes	Owner
Entity names are consistent			
@id values are stable and unique			
Nested entities are connected correctly			
No duplicate conflicting markup exists			
Markup validates without critical errors			
Production output matches staging test			
Dynamic fields populate correctly			
Conditional markup is tested			
Monitoring responsibility is assigned			