

Schema Mark-Ups

Organization Schema:

```
<script type='application/ld+json'>
{
  "@context": "http://www.schema.org",
  "@type": "Organization",
  "name": "Passionate Outdoor",
  "url": "https://passionateoutdoor.com",
  "email": "ryan@passionateoutdoor.com",
  "sameAs": [
    "https://www.facebook.com/PassionateOutdoor/",
    "https://www.pinterest.com/passionateoutdoor/",
    "https://twitter.com/PassionaOutdoor"
  ],
  "logo": "https://passionateoutdoor.com/wp-content/uploads/2018/08/logo6_v.png",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "State Road",
    "addressLocality": "Richmond",
    "addressRegion": "MA",
    "postalCode": "01254",
    "addressCountry": "USA"
  }
}
</script>
```

Article Schema:

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "mainEntityOfPage": "https://passionateoutdoor.com/fly-fishing-for-beginners/",
  "@type": "Article",
  "headline": "Fly Fishing For Beginners: An Ultimate Guide To Get You Started.",
}
```

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    "datePublished": "2018-09-11",
    "dateModified": "2020-02-20",
    "description": "This ultimate Fly fishing for Beginners guide which will provide all the required
information for beginners to make it more successful bag for fishies.",
    "keywords": ["fly fishing for beginners"],
    "image": {
      "@type": "ImageObject",
      "height": "510",
      "width": "906",
      "url":
"https://passionateoutdoor.com/wp-content/uploads/2018/09/how-to-do-fly-fishing-906x510.jpg"
    },
    "author": "Ned Taylor",
    "publisher": {
      "@type": "Organization",
      "logo": {
        "@type": "ImageObject",
        "url": "https://passionateoutdoor.com/wp-content/uploads/2018/08/logo6_v.png"
      },
      "name": "Passionate Outdoor"
    }
  }
}

```

Review Schema:

```

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Review",
  "itemReviewed": {
    "@type": "Thing",
    "name": "Mad Hippie"
  },
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": "4.5",
    "bestRating": 5
  },
  "author": {
    "@type": "Person",

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    "name": "Casey Cancel"
  }
}
</script>

```

Item List Schema:

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ItemList",
  "name": "The Best Camping Tents",
  "url": "https://www.outdoorgearlab.com/topics/camping-and-hiking/best-camping-tent",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "url":
"https://www.outdoorgearlab.com/reviews/camping-and-hiking/camping-tent/rei-kingdom-6",
      "name": "REI Kingdom 6",
      "image": {
        "@type": "ImageObject",
        "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/96/311099_9520_M2.jpg"
      }
    },
    {
      "@type": "ListItem",
      "position": 2,
      "url":
"https://www.outdoorgearlab.com/reviews/camping-and-hiking/camping-tent/rei-co-op-camp-do
me-4",
      "name": "REI Co-op Camp Dome 4",
      "image": {
        "@type": "ImageObject",
        "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/96/311149_958_M2.jpg"
      }
    }
  ]
}

```

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    }
  },
  {
    "@type": "ListItem",
    "position": 3,
    "url":
"https://www.outdoorgearlab.com/reviews/camiking/camping-tent/rei-co-op-camp-dome-4",
    "name": "REI Co-op Camp Dome 4",
    "image": {
      "@type": "ImageObject",
      "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/96/311149_958_M2.jpg"
    }
  },
  {
    "@type": "ListItem",
    "position": 4,
    "url":
"https://www.outdoorgearlab.com/ing/camping-tent/rei-co-op-camp-dome-4",
    "name": "REI Co-op Camp Dome 4",
    "image": {
      "@type": "ImageObject",
      "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/96/311149_958_M2.jpg"
    }
  },
  {
    "@type": "ListItem",
    "position": 5,
    "url":
"https://www.outdoorgearlab.com/rnd-hiking/camping-tent/coleman-carlsbad-fast-pitch-6",
    "name": "Coleman Carlsbad Fast Pitch 6",
    "image": {
      "@type": "ImageObject",
      "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/14/27/264229_12365_M2.jp
g"
    }
  },
  {
    "@type": "ListItem",
    "position": 6,

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        "url":
"https://www.outdoorgearlab.com/reviews/cad-hiking/camping-tent/caddis-rapid-6",
        "name": "Caddis Rapid 6",
        "image": {
            "@type": "ImageObject",
            "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/24/303924_29418_M2.jpg"
        }
    },
    {
        "@type": "ListItem",
        "position": 7,
        "url":
"https://www.outdoorgearlab.com/reviews/camping-and-h-tent/the-north-face-wawona-6",
        "name": "The North Face Wawona 6",
        "image": {
            "@type": "ImageObject",
            "url":
"https://outdoorgearlab-mvnab3pwrvp3t0.stackpathdns.com/photos/18/90/310534_26854_M2.jpg"
        }
    }
]}
</script>

```

Creative Works Schema:

```

<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "CreativeWorkSeries",
  "name": "Best Waterfowl Jmparison Guide 2020)",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5",
    "bestRating": "5",
    "ratingCount": "34"
  }
}

```

}