

Cart-Power: JSON-LD Markup 1.6-1.7

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1. Overview

Google recommends using the JSON-LD format to markup structured data on the pages of your site. The **JSON-LD Markup add-on** allows you to do this.

CS-Cart has a built-in structured data markup tool, but its functionality is quite limited.

	Built-in markup tool	JSON-LD Markup
Format:	Microdata	JSON-LD
Google will display additional information in the search results for your product pages: product price, availability, and review ratings.	Yes	Yes
Your blog posts may appear in the Top stories carousel with the headline text and larger-than-thumbnail images.	No	Yes
Your corporate contact information will appear in the Google Knowledge panel, including phone numbers, language spoken, area served, and types of contact numbers.	No	Yes
Ability to markup the Global Trade Item Number (gtin)	No	Yes
Ability to display in the search results additional features, such as brand, condition, availability, material, color, pattern	No	Yes
Ability to display additional data about your company via LocalBusiness markup	No	Yes

1.1 Support

The add-on was developed by Cart-Power, a CS-Cart official partner and developer. If you need any assistance in installing and configuring the add-on or need its modification, please contact us through the [helpdesk](#) customer support system.

1.2 Compatibility

The add-on is compatible with CS-Cart and Multi-Vendor version 4.4.1 - 4.15.X

1.3 Buy Now

The official add-on page:

<https://store.cart-power.com/json-ld-markup.html>

1.4 Release history

CS-Cart/ Multi-Vendor 4.4.1 - 4.17.1

Version 1.7 from 08 Aug 2023

[+] - The markup of the last modified date and author URL for CP: Power Blog articles was added.

Version 1.6 from 12 Oct 2022

[+] - The advantages and disadvantages markup in the reviews was added.

[+] - The ability to map variants of the "Availability" and "Condition" features was added.

[+] - The ability to mark characteristics: "Color", "Material", "Pattern" was added.

Version 1.5 from 15 Dec 2021

[+] - The ability to include AggregateRating in the markup of the organization information was added.

[+] - The ability to mark company data as "LocalBusiness" was added.

[+] - The company phone number markup was added to contactPoint.

[*] - The protocol in links on schema.org was changed from http to https.

[!] - The product markup was duplicated. Fixed.

Version 1.4 from 25 Mar 2021 ([Docs](#))

[+] - Added availability and condition features to markup.

[+] - Added CP: Video Gallery add-on support.

[!] - Duplicate markup bug appeared in CS-Cart 4.11+. Fixed.

Version 1.3 from 23 Mar 2020

[+] - AggregateOffer markup for wholesale prices and product options.

[+] - Markup for the search box on the home page.

[+] - Added the ability to connect third-party add-ons for marking their objects.

Version 1.2 from 04 Dec 2019

[+] - markup for breadcrumbs was added

[+] - ability to create multilingual company information was added

[*] - hook cp_json_ld_get_data_post for ability to extend the addon functionality was added

[!] - fixed privilege database queries for compatibility with earlier versions

[+] - added compatibility with Add-ons manager v1.3

For the add-on to work correctly, it is necessary to update the Add-ons manager to version v1.3 or higher.

Version 1.1 from 07 Sep 2019

! Add-on name changed

Version 1.0 from 06 Sep 2019

2. Installation

To simplify the installation, configuration and upgrade of our add-ons, we have developed a special service add-on - Cart-Power Add-ons Manager. [Download the Cart-Power: Add-ons Manager](#) and follow the [installation instructions](#).

Once you install it, you will be able to:

1. [Check the List of the Add-ons Purchased for Your Domain](#)
2. [Install Add-ons](#)
3. [Turn on/off Add-ons](#)
4. [Find the Add-on Docs](#)
5. [Set up Add-ons](#)
6. [Upgrade Add-ons](#)
 - a. [Via Add-on Manager](#)
 - b. [Via the Upgrade Center](#)
 - c. [Manual Upgrade \(Add-on Reinstallation\)](#)
7. [Find out Add-on Version Information](#)
8. [Check the Status of the Upgrade Subscription](#)

If you have any issues installing or activating the add-on, please contact us: sales@cart-power.com

3. Add-on Settings

Go to **Add-ons > Manage Add-ons > JSON-LD Markup > Settings:**

Products tab

←

▼

Cart-Power: JSON-LD Markup

All

JSON-LD Markup

JSON-LD Markup

⚙️

Save

Sign in with your Help Desk account to get information about newest add-on versions from Marketplace, rate and review this add-on, and prolong your license subscription.

Sign in

General

Settings

Information

License

Reviews

General

Products

Company

Other

Use markup for products:

☒

Price validity period (days):

30

Defines which date to show in priceValidUntil property. Will be calculated by adding this value to current date.
Leave this field empty to exclude priceValidUntil property from markup.

Quantity of reviews:

None

▼

Feature will be included in product markup if it appears on the features tab or in the title on the product details page.

Brand feature:

▼

Condition feature:

▼

Product condition at the time of sale.
Use the product feature to specify product condition. This should be a feature with type text (select box). There should be four available variants to select: "new", "used", "refurbished" and "damaged".

Availability feature:

Automatically

▼

Product availability.
Use the product feature to specify product condition.
This should be a feature with text type (select box). There should be the following available variants to select: "in stock", "out of stock".

Material feature:

▼

Color feature:

▼

Pattern feature:

▼

Retailer item ID:

▼

Status: ON

Favorites: ☆

Version: 1.6

Google recommends specifying at least one identifier for each product. Include all applicable global identifiers.

These identifiers are described at schema.org/Product.

Gtin8 feature:

Gtin12 feature:

Gtin13 feature:

Gtin14 feature:

Mpn feature:

- **Use markup for products** - enables markup on the product details pages. Google will display additional information in the search results for your product pages: product price, availability, and review ratings.
- **Price validity period (days)** - set the price validity period in days. It is required for calculation of the priceValidUntil property by adding the specified number of days to today's date. Leave the field blank if you do not want this property to be used in the markup.
- **Quantity of reviews** - specify how many recent reviews you need to markup.

Adjust the settings to the **features**:

- **Brand** feature;
- **Condition** feature (don't forget to map variants);
- **Availability** feature (don't forget to map variants);
- **Material** feature;
- **Color** feature;
- **Pattern** feature;
- **Retailer item ID**;
- **Gtin8** feature;
- **Gtin12** feature;
- **Gtin13** feature;
- **Gtin14** feature;
- **Mpn** feature.

Company tab

General

Products

Company

Other

Do not use data for markup that is not visible to your customers. For example, if the JSON-LD markup contains company information, the HTML body must contain the same company information.

Use company markup on: All pages

Specify the pages where company markup will be included.

Chosen page: ---

Company name:

If this field is empty, the company name will be taken from **Settings -> Company -> Company Name**.

Company description: [Editing the company data for JSON-LD markup](#)

Social Profiles: [Editing the company data for JSON-LD markup](#)

Include rating: ☒

Rating data will be taken from "Testimonial"

Include address: ☒

Address data will be taken from Settings > Company (Address, City, Country, State, Zip code)

Include phone: ☒

Phone data will be taken from Settings > Company (Company phone, Company phone 2).
Phone number must be in international format, starting with the "+" symbol and country code (e.g. +1 in the US and Canada).

Settings for LocalBusiness markup ▾

For more flexible markup use LocalBusiness settings, select the type of the store. Important! The address field is mandatory and it will be added in any case, if it is not empty

Store type: None

Will use Organization markup if "Store type" not selected

The currency accepted:

Use [ISO 4217 currency format](#) e.g. "USD"; Ticker symbol for cryptocurrencies e.g. "BTC"; well known names for Local Exchange Tradings Systems (LETS) and other currency types e.g. "Ithaca HOUR"

The general opening hours for a business:

Opening hours can be specified as a weekly time range, starting with days, then times per day.

Multiple days can be listed with commas ',' separating each day. Day or time ranges are specified using a hyphen '-'. See [more](#)

Accepted payment systems:

Cash, Credit Card

Cash, Credit Card, Cryptocurrency, Local Exchange Tradings System, etc

- **Use company markup on** - specify the pages to markup.
 - *All pages* - if you have contact information on all pages (e.g. in footer or header).
 - *Chosen page* - if you have contact info only on the selected page.
- **Chosen page** - select a page to place markup about the company. Don't forget to set the **Chosen page** option in the previous setting.
- **Company name** - the name of the company to be shown in the search results.
- **Company Description** and **Social Profiles** - click "**Editing the company data for JSON-LD markup**" to fill in text description and provide links to your profiles in the social networks comma-separated.
- **Include rating** - rating data will be taken from "Testimonial".
- **Include address** - the address will be taken from **Settings > Company** (Address, City, Country, Region, Zip code).
- **Include phone** - phone will be taken from **Settings > Company** (Phone, Phone 2).

Phone numbers should be in the international format, starting with the "+" sign and the country code (+7 for the Russian Federation).

Settings for LocalBusiness markup

- **Store type** - select the type of your store.
- **The currency accepted** - specify the currency accepted in your store. Use the [ISO 4217 currency format](#).
- **The general opening hours for a business** - specify the opening hours of the store. More information you can find [here](#).
- **Accepted payment systems** - specify accepted payment systems.

Other tab

General

Products

Company

Other

Use markup for: ☐ Blog ☐ CP: Power blog posts ☐ CP: Product questions ☐ CP: FAQ questions
☐ CP: Video gallery

Use markup for breadcrumbs: ☒

Use markup to search the site: ☐

Adding the markup of the search box on the site.

In this tab you can enable markup for blog pages and **Cart-Power add-ons**: [Power blog](#), [Product questions](#), [Power FAQ](#), [Video gallery](#).

Adding structured data to your news and blog article page can enhance your appearance in Google Search results. Enhanced features can include placement in the Top stories carousel, host carousel, Visual stories, and rich result features such as headline text and larger-than-thumbnail images.

Root pages that have no parents are marked up as **Blog**, other pages with a blog type are marked up as an **Article**.

“Use markup for breadcrumbs” and **“use markup to search the site”** enables markup for the corresponding elements.

4. Adding Features for Better Content Classification

To help Google understand the content of the product page, there must be additional features:

- **Brand** feature;
- **Product condition**;
- **Availability** (optional, you can use automatic parameter substitution, depending on the quantity of the product, or use a feature.). The feature has variants "in stock", "out of stock" and "preorder";
- **Material**;
- **Color**;
- **Pattern**;
- Global Trade Item Number (**GTIN**) / Manufacturer Part Number (**MPN**) if no GTIN available

4.1 Product condition

We'll look at the standard process of creating a product feature using the example of the **Product condition**. The **Availability**, **Material**, **Color** and **Pattern** features are created in a similar way (more information on creating features can be found [here](#)).

Feature settings:

Purpose: Product search via filters

Feature style: Text or number

Filter type: Checkbox

Product condition

General

Variants

Categories

Storefronts

Name * Product condition

Storefront name: Product condition. [Edit](#)

Storefront **Simtech** ▼

- Purpose *
- ☒ Product search via filters
 - ☐ Variations as separate products
 - ☐ Variations as one product
 - ☐ Brand, author, etc.
 - ☐ Additional information

For a feature that just allows you to specify an additional property of a product (for example, "Fabric" for T-shirts). If you create a filter by that feature, customers will see that such a property exists, and will be able to search products by it.

Determines how you and your customers will be able to use this feature.

Feature style * Text or number ▼

Determines the look of this feature on the product page.

Filter type * Checkbox ▼

Determines the look of a filter by this feature on the product list. Filters make it easier for customers to find a product with the desired feature value. You'll be able to create a filter after you create a feature.

Features will be included in the markup if their value is displayed in the features tab or in the header of the product details page. Enable one of these settings for that.

Product condition

Status: * ☒ Active ☐ Hidden ☐ Disabled

Show on the Features tab

☒

If enabled, the product feature is displayed on the product details page in the storefront

Show in product list

☐

Show this feature on product list pages along with product description.

Show in header on the
product details page

☐

Add the following variants in the **Variants** tab:

Product condition

General

Variants

Categories

Storefronts

Pos.	Variant	Yandex.Market unit
------	---------	--------------------

0	Damaged	
---	---------	---

10	New	
----	-----	---

20	Used	
----	------	---

30	Refurbished	
----	-------------	---

Add

Clone



- **Damaged**
- **New;**
- **Used;**
- **Refurbished;**

4.2 Global Trade Item Number (GTIN)

GTIN is a unique and internationally recognized identifier for a product. When a GTIN is available, it will appear next to the barcode on your product's packaging or book cover. More information [here](#).

There are 4 types of GTIN (gtin8, gtin12, gtin13, gtin14). Add a separate feature for each of them, and one for MPN (used when no GTIN is available).

Feature settings should be as follows:

Purpose: Additional information

Feature style: Text or number

gtin12

General

Categories

Storefronts

Name *

gtin12

Storefront name: gtin12. [Edit](#)

Storefront

Simtech ▾

Purpose *

☐ Product search via filters

☐ Variations as separate products

☐ Variations as one product

☐ Brand, author, etc.

☒ Additional information

For cases when you just need to show some information on a product page. There are no filters for this kind of features.

Determines how you and your customers will be able to use this feature.

Feature style *

Text or number ▾

Determines the look of this feature on the product page.

Features will be included in the markup if their value is displayed in the features tab or in the header of the product details page. Enable one of these settings for that.

gtin12

Status: * ☒ Active ☐ Hidden ☐ Disabled

Show on the Features tab

☐

If enabled, the product feature is displayed on the product details page in the storefront

Show in product list

☐

Show this feature on product list pages along with product description.

Show in header on the
product details page

☐

5. Testing the Structured Data Markup

1. Copy the URL of the page.
2. Open the [Structured Data Testing Tool](#).
3. Paste the URL of the page on the **Fetch URL** tab and click the **Run Test** button.

Test your structured data



FETCH URL

CODE SNIPPET



Enter a URL

RUN TEST

Explore the [Search Gallery](#).

[Learn more about this tool.](#)

You will see the errors if there are any.

Google Structured Data Testing Tool



http://d.../apparel/mens-clothing/100g-pants/?sl=en

```
1 <!DOCTYPE html>
2 <html
3   lang="en" dir="ltr">
4 <head>
5 <title>Apparel :: Men&#039;s Clothing :: 100g Pants</title>
6 <base href="http://d.../gifts2/" />
7 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" data-cs-mode="ultimate" />
8 <meta name="viewport" content="initial-scale=1.0, width=device-width" />
9 <meta name="description" content="When coach calls you off the bench you need warm-up pants that come off in three
seconds or less That's why these men s adidas 100g basketball pants have tear-away snaps down the sides so you re ready
for action as fast as a superhero " />
10 <meta name="keywords" content="" />
11 <meta name="format-detection" content="telephone=no">
12 <meta property="og:title" content="Home :: Apparel :: Men&#039;s Clothing :: 100g Pants" />
13 <meta property="og:url" content="http://d.../apparel/mens-clothing/100g-pants/" />
14 <meta property="og:image" content="http://d.../images/detailed/0/173283_0113298267324f438bac97eaf.jpg" />
15 <meta property="og:image:width" content="500" />
16 <meta property="og:image:height" content="500" />
17 <meta property="og:site_name" content="Sintech" />
18 <meta property="og:type" content="activity" />
19
20
21 <link rel="canonical" href="http://d.../apparel/mens-clothing/100g-pants/?sl=en" />
22 <link title="Русский" dir="ltr" type="text/html" rel="alternate" hreflang="x-default" href="http://d.../apparel/mens-clothing/100g-pants/" />
23 <link title="Русский" dir="ltr" type="text/html" rel="alternate" hreflang="ru" href="http://d.../apparel/mens-clothing/100g-pants/" />
24 <link title="English" dir="ltr" type="text/html" rel="alternate" hreflang="en" href="http://d.../apparel/mens-clothing/100g-pants/?sl=en" />
25 <link href="http://d.../images/logos/1/favicon_4nh1-6t.ico" rel="shortcut icon" type="image/png" />
26 <link type="text/css" rel="stylesheet" href="http://d.../var/cache/misc/assets/design/themes/bright_theme/css/standalone.ad5dF5216edSee4a283b8020d1bfdb
b1564669178.css" />
27 </head>
28 <body>
29
30 <div class="ty-tygh bp-tygh-container" id="tygh_container">
31 <div id="ajax_overlay" class="ty-ajax-overlay"></div>
32 <div id="ajax_loading_box" class="ty-ajax-loading-box"></div>
33 <div class="cm-notification-container notification-container">
34
35 </div>
```

Product

PREVIEW 0 ERRORS 0 WARNINGS

@type	Product
name	100g Pants
image	http://d.../images/detailed/0/173283_0113298267324f438bac97eaf.jpg
description	When coach calls you off the bench, you need warm-up pants that come off in three seconds or less. That's why these men's adidas 100g basketball pants have tear-away snaps down the sides, so you're ready for action as fast as a superhero.
sku	U001205AF0
gtin13	190198511577
brand	
@type	Brand
name	Adidas
logo	http://d.../images/feature_variant/1/Adidas_Logo.svg.png
offers	
@type	Offer
url	http://d.../apparel/mens-clothing/100g-pants/
priceCurrency	USD
price	30
priceValidUntil	2019-09-01T11:20:05+03:00
availability	http://schema.org/InStock
seller	
@type	Organization

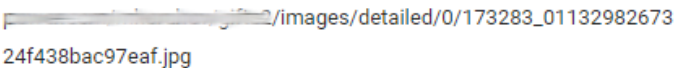
You can also check how the product page will look in the Google Search results.

← Product

All (1) ▾

Product

PREVIEW 0 ERRORS 0 WARNINGS ^

@type	Product
name	100g Pants
image	
description	When coach calls you off the bench, you need warm-up pants that come off in three seconds or less. That's why these men's adidas 100g basketball pants have tear-away snaps down the sides, so you're ready

≡

Google

previewid:5f9fbfa5-b205-451c-b940-46da02ee7011

ALL IMAGES NEWS SHOPPING VIDEOS MAPS BOOKS FLIGHTS SEARCH TOOLS



This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more.](#)

 <https://support.google.com> > answer

Apparel :: Men's Clothing :: 100g Pants

When coach calls you off the bench you need warm-up pants that come off in three seconds or less That's why these men s adidas 100g basketball pants have ...

Rating

5.0 ★★★★★ (2)

Price

\$30.00

Availability

In stock

6. CS-Cart Ultimate Features

You can change the general settings of this add-on separately for each storefront or for all storefronts at once - click a special button to enter a new field value to update in all stores when saving.

7. Multi-Vendor Features

Only the administrator has access to the general settings of the add-on.