

A person wearing a white, textured sweater is sitting on a light-colored sofa, typing on a silver laptop. The background is softly blurred, showing more of the sofa and some pillows.

Review Schema: DIY Implementation Guide

A STEP-BY-STEP HOW-TO FOR
SHOWING GOOGLE REVIEW
STARS★★★★★ IN SEARCH
RESULTS

CatchMe
MARKETING CO

MAKE YOUR REVIEWS WORK HARDER.

If your business has great Google reviews, that's awesome — but are they actually showing up in search results? That's where Review Schema comes in.

Review Schema is a small piece of code you add to your website that tells Google to display your star rating and review count right in the search listing. It helps your business stand out, look more trustworthy, and get more clicks — even before someone visits your site.

WHY YOU REALLY NEED REVIEW SCHEMA:

With AI-driven search becoming the norm, this kind of structured information helps **Google** and **AI Search** better understand and recommend your business.

- ✓ Show off your reviews directly in search results
- ✓ Build trust at first glance
- ✓ Increase CTR and stand out from competitors
- ✓ Your website is easier for Google (and AI) to read



STEP-BY-STEP INSTRUCTIONS

This step-by-step guide will walk you through exactly how to implement Review Schema on your website, even if you're not a developer. You'll learn how to structure your data, test it properly, and monitor performance—all using Google-compliant methods.

Step 1: Gather Your Info

Before you begin, make sure you have:

- Your Google star rating (e.g., 4.9)
- Your review count (e.g., 43 reviews)
- Your business name, URL, and contact info
- An image/logo URL for your business (optional)

Step 2: Choose the Schema Type

For most local service businesses, use:

"@type": "LocalBusiness"

Other options include:

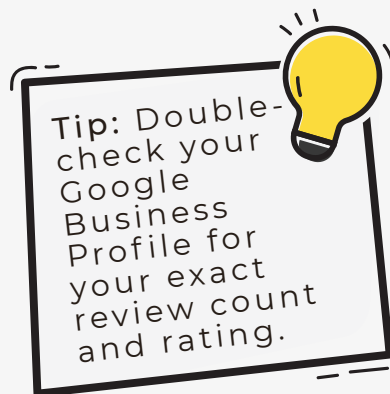
- "Product" – for eCommerce items
- "Organization" – for general businesses
- "Service" – for professional services



Step 3: Use This Code Template

Replace the placeholder values (shown in green) with your business info:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Your Business Name",
  "image": "https://yourwebsite.com/logo.jpg",
  "url": "https://yourwebsite.com",
  "telephone": "+61 your-number",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Example Street",
    "addressLocality": "Your City",
    "addressRegion": "NSW",
    "postalCode": "2000",
    "addressCountry": "AU"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.9",
    "reviewCount": "43"
  }
}
</script>
```

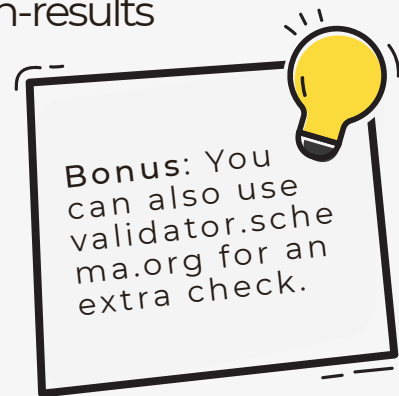


Step 4: Add It to Your Website

- HTML site: Paste the code from Step 3 in the <head> or right before </body>.
- WordPress site: Use a plugin like Insert Headers and Footers, or your theme's custom code area.

Step 5: Validate the Markup

1. Visit: <https://search.google.com/test/rich-results>
2. Paste your URL or the full code
3. Click "Test"
4. Confirm that no errors are present



Step 6: Monitor Your Results

After implementation:

- Check your site in Google Search Console → Enhancements → Review Snippets
- Search for your business in Google and look for the ★ stars (may take 1–2 weeks)

YOU'VE JUST UNLOCKED ONE OF THE SIMPLEST BUT MOST POWERFUL WAYS TO GET NOTICED ONLINE.

By turning your Google Reviews into visible, trust-building stars in search, you increase your chances of earning clicks and converting visitors into customers.

Review Schema helps your business stand out in search results, build trust instantly, and keep pace with how Google and AI-powered search tools rank and recommend businesses.

Need a hand? Want to go beyond DIY?

👉 Visit: catchmemarketingco.com.au

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