

SEO & Search Strategy / Local SEO

Create LocalBusiness schema markup code for websites including address, phone, hours, reviews, geo-coordinates, and service areas.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Schema Markup, Local SEO, Rich Results

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Why This Prompt Exists

Most local businesses don't implement schema markup — missing rich results in search.

You get:

- no LocalBusiness schema (Google doesn't understand your business type)
- missing address, phone, hours in structured data
- no review schema (stars don't show in search)
- no opening hours schema (missed rich snippets)
- competitors with schema outranking you

But schema markup is not optional.

It helps Google understand and display your business.

- LocalBusiness schema: business type, name, address, phone
- OpeningHours schema: days and hours
- Review schema: aggregate rating, review count
- GeoCoordinates schema: latitude and longitude
- ServiceArea schema: cities or regions served

Without schema, you miss rich result opportunities.

This framework forces AI to generate complete LocalBusiness schema.

The Prompt

Assume the role of a schema markup specialist who implements LocalBusiness structured data.

Your task is to generate LocalBusiness schema markup.

Generate:

1. LOCALBUSINESS SCHEMA (JSON-LD)
 - Business name, type, address, phone
 - URL, logo, description
 - GeoCoordinates (latitude/longitude)

2. OPENING HOURS SCHEMA
 - Days of week
 - Opening and closing times
 - Special hours (holidays)

3. AGGREGATE RATING SCHEMA
 - Rating value
 - Review count
 - Best/worst rating

4. SERVICE AREA SCHEMA
 - Cities or regions served
 - Radius or geoshape

5. IMPLEMENTATION INSTRUCTIONS

- Where to place the code
- How to test with Google Rich Results Tool

6. SCHEMA VALIDATION CHECKLIST

- Required fields
- Recommended fields

INPUTS:

Business Name:

[INSERT]

Business Type (LocalBusiness subtype):

[E.G., "Plumber" / "Restaurant" / "Dentist" / "RealEstateAgent"]

Address (street, city, state, zip):

[INSERT]

Phone Number:

[INSERT]

Hours of Operation (by day):

[E.G., "Mon-Fri 8am-6pm, Sat 9am-2pm, Sun closed"]

Average Rating (1-5):

[INSERT NUMBER]

Number of Reviews:

[INSERT NUMBER]

Service Area (cities or radius):

[LIST OR "NONE"]

RULES:

- Use JSON-LD format (recommended by Google)
- Include all required fields (name, address, phone)
- Latitude and longitude improve local pack ranking
- Opening hours schema enables rich snippets in search
- Aggregate rating schema enables star ratings in results
- Test schema with Google Rich Results Tool before publishing
- Update schema when business hours or location change

How To Use It

- Add schema markup to your website's homepage and contact page.
- Use JSON-LD format (Google's preferred format).
- Include latitude and longitude (improves local pack ranking).
- Test with Google Rich Results Tool before publishing.
- Update schema when business hours or location change.

Example Input

Business Name: Austin Plumber Pros

Business Type: Plumber

Address: 123 Main Street, Austin, TX 78701

Phone Number: (512) 555-0123

Hours of Operation: Mon-Fri 7am-7pm, Sat 8am-4pm, Sun closed (emergency only)

Average Rating: 4.8

Number of Reviews: 127

Service Area: Austin, Round Rock, Cedar Park, Pflugerville, Bee Cave

Why It Works

Most local businesses don't use schema markup.

This framework improves outcomes by forcing:

- LocalBusiness schema (business understanding)
- opening hours schema (rich snippet eligibility)
- aggregate rating schema (star display)
- service area schema (geographic relevance)
- implementation instructions (execution)

Great schema markup helps Google understand your business and display it prominently.

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