
JSON CREATION

A CASE STUDY

Creating structured data
for assignment help
website



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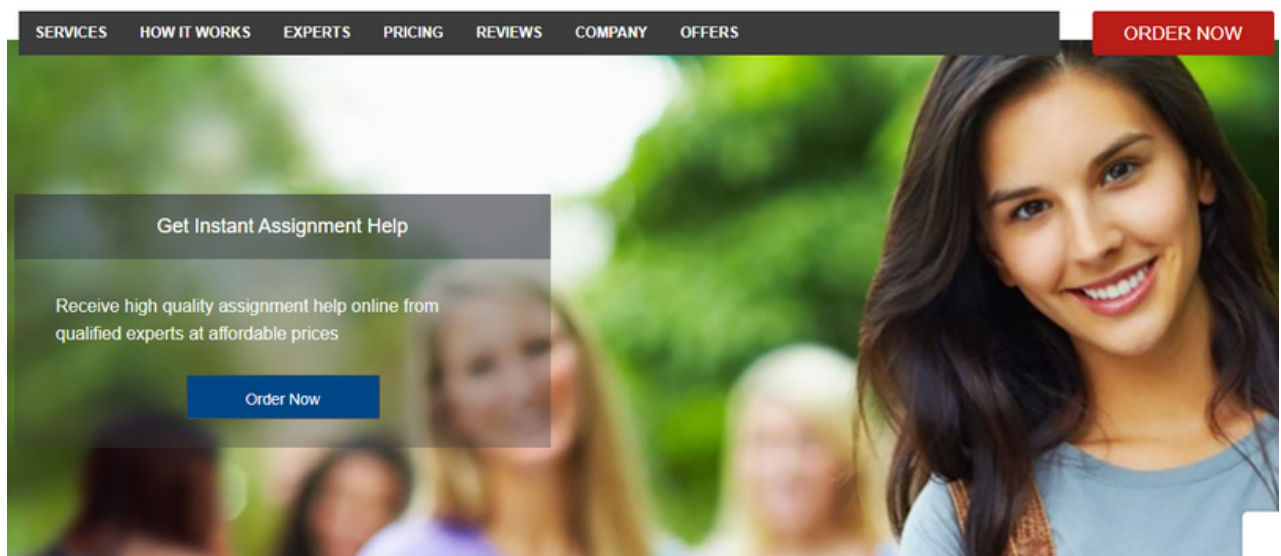
```
{
  "title": "Example Schema",
  "type": "object",
  "properties": {
    "firstName": {
      "type": "string"
    },
    "lastName": {
      "type": "string"
    },
    "age": {
      "description": "Age in years",
      "type": "integer",
      "minimum": 0
    }
  },
  "required": ["firstName", "lastName"]
}
```

Sample JSON Schema

Client introduction

Client is a global platform providing assignment help, homework help and online tutoring services to college students as well as learners from across the world.

Experts from USA, UK, Australia, Canada, Malaysia, Singapore, and Netherlands have partnered with the platform to help students with assignments as well as queries.



Project deliverables

The project's key focus was on developing structured data for the client's website to create rich results in the SERPs. Team Upreports was engaged by the company to deliver the following:

- Create JSON markup and help developers deploy the same.
- Help search engines understand site's content better.
- Improve brand presence with a full Schema Markup & Star Ratings.

JavaScript Object Notation (JSON) is an open-standard file format that uses human-readable text to transmit data objects consisting of attribute–value pairs and array data types (or any other serializable value).

Work approach

Our prime focus was to develop structured data markup which can help bring schema mark-up on Google's pages for client.

- Website checkup to identify available data points
- Discussions for onsite changes to be in line Google structured data guidelines
- Creating JSON markup for over 100 service pages.
- Helping client developers deploy variables on website's pages
- Adding client focused keywords in object notation
- Testing structured data and troubleshooting errors



Structured data creation & testing

JSON code sample for client

```
<script type="application/ld+json">

{
  "@context": "http://schema.org",
  "@type": "Organization",
  "name": "All Assignment Experts",
  "logo": "https://allassignmentexperts.com/img/AE_logo.png",
  "URL": "https://allassignmentexperts.com/",
  "description": "All assignments help is a one stop place for Statistics, English, Medical and Programming assignments.",
  "image": "https://www.allassignmetexperts.com/assets/img/abt-home.png",

  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.87/5",
    "reviewCount": "16748"
  }
}

</script>
```

Structured data creation & testing

Google Structured Data Testing Tool

```
1 </script>
2 <script type="application/ld+json">
3 {
4   "@context" : "http://schema.org",
5   "@type" : "Organization",
6   "name" : "All Assignment Experts",
7   "alternateName" : "Information technology Assignment Help",
8   "url" : " https://allassignmentexperts.com/"
9 }
10 </script>
11 <script type="application/ld+json">
12 {
13   "@context" : "http://schema.org",
14   "@type" : "Organization ",
15   "url" : " https://allassignmentexperts.com/",
16   "logo" : " https://allassignmentexperts.com/img/AE_logo.png"
17   "contactPoint" : [
18     { "@type" : "ContactPoint",
19       "email" : "support@allassignmentexperts.com",
20       "URL" : "https://allassignmentexperts.com/contact_us",
21       "contactType" : "customer service"
22     }
23   ]
24 }
25 </script>
26 <script type="application/ld+json">
27 {
28   "@context": "http://schema.org/",
29   "@type": "Organization",
30   "name": "Information technology Assignment Help",
```

Organization All (3)

Organization	0 ERRORS 0 WARNINGS ^
@type	Organization
name	All Assignment Experts
alternateName	Information technology Assignment Help
url	https://allassignmentexperts.com/

Organization 0 ERRORS 0 WARNINGS v

Organization 0 ERRORS 0 WARNINGS v

.....

Results

After 3 weeks of markup deployment, 5 star ratings for client's website appeared in the SERPs along with rich schema markup.

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Results

Updated schema markup resulted in bringing client's web pages to Google's initial pages with 5 star ratings.

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Conclusion

Upreports created immaculate structured data and markup for client to drastically improve visibility in SERPs and improve Click Through Rate. The website now shows five star ratings and other structured data points on Google.

Want to be seen on Google's 1st page with a 5 star review? Send an email at hello@upreports.com to discuss your website goals.

Discuss your SEO goals with our marketing experts

Get In Touch

Note:

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