MOSEBURY MEDIA

Schema markup for medical practices

Schema markup is a way of labelling the facts on your website so that search engines and AI systems can read them without guessing.

What it is

Schema markup is a small block of code added to a page. Visitors do not see it. It tells search engines, in a standard vocabulary, that a page describes an organisation, a person, a service or a set of questions and answers.

The types that matter

- Organisation or medical organisation for the practice
- Person or physician for each clinician
- Service or medical procedure for what you offer
- Questions and answers for FAQ sections
- Breadcrumbs for the structure of the site
- Article for guides and blog posts

What it achieves

Markup helps search engines connect your name, your practice, your locations and your services. It can also help AI assistants extract accurate facts about you.

Rules to follow

Markup must describe what is visible on the page. Do not mark up reviews you have written about yourself, and do not add information that visitors cannot see.

Related pages

- AI search optimisation
- Website design

Common questions

Does schema markup improve rankings?

It helps search engines understand a page, which supports visibility. It does not replace good content.

Can I add schema myself?

Yes, with some technical confidence. Google provides a free testing tool that checks whether the markup is valid.

Checklist

- ☐ Our practice has organisation markup
- ☐ Each clinician has person markup
- ☐ Services carry service markup
- ☐ FAQ sections carry question and answer markup
- ☐ We have tested the markup with Google's tool

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