

# QKits Rich Snippets

## User Guide

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Complete Configuration Reference

## 1. Overview

QKits Rich Snippets generates JSON-LD structured data for your Magento product pages, helping Google display rich results in search including product name, price, availability, brand, condition, reviews, and more. The module also supports Organization schema for sitewide business information.

All settings are accessible from **Stores** → **Configuration** → **QKits** → **Rich Snippets (JSON-LD)**.

## 2. License

### License Key

Your purchased license key in format QK-RS-XXXX-XXXX-XXXX. The module will not output structured data without a valid key.

### License Status

Shows green checkmark when active, red X when invalid or missing.

## 3. General Settings

### Enable Rich Snippets

Master on/off switch for JSON-LD output on product pages.

### Override Body Microdata

Changes the body itemtype from Product to WebPage to prevent duplicate entities. The module also includes a plugin that strips all Magento-generated microdata from product pages. Recommended: Yes.

## 4. Pricing and Currency

### Currency Code

ISO 4217 code output in the schema (e.g. CAD, USD, EUR). Must match the currency your customers see.

### Enable Price Conversion

When enabled, multiplies the base catalog price by a configurable factor. Useful when catalog prices are stored in a different currency than displayed.

### Price Conversion Multiplier

The factor to multiply by (e.g. 1.29 for USD to CAD conversion). Only visible when conversion is enabled.

### Price Source

Which Magento price to use: Final Price (after discounts), Regular Price (before discounts), or Special Price (if set, otherwise Final).

## 5. Product Identity

### Brand Attribute Code

The product attribute code for brand (default: "brand"). The module creates a Brand dropdown attribute during installation pre-loaded with common electronics brands.

### Default Brand Name

Fallback brand if a product has no brand set. Leave empty to use the store name.

### GTIN Attribute Code

Attribute code for GTIN/UPC/EAN. Leave empty to omit. Can be pointed at whatever attribute your UPC module creates.

### GTIN Type

Schema property: gtin (generic), gtin8, gtin12 (UPC), gtin13 (EAN-13), gtin14.

### MPN Attribute Code

Attribute code for Manufacturer Part Number (default: "mpn"). Falls back to SKU if the attribute is empty on a product.

### Include Category

Adds the first assigned category name to the structured data.

### Include Weight

Adds product weight using Magento's native weight attribute with proper QuantitativeValue schema formatting.

### Weight Unit

Unit system for catalog weights: kg, g, lb, or oz. Must match your Magento weight configuration.

## 6. Description

### Description Source

Short Description first (fallback to Full), Full first (fallback to Short), Short only, Full only, or Meta Description.

### Max Description Length

Truncates description at this character count. Google recommends under 5000. Set 0 for no limit.

### Strip HTML Tags

Removes HTML from description output. Recommended: Yes.

## 7. Offer and Availability

### Default Item Condition

Global default: New, Used, Refurbished, or Damaged.

**Condition Attribute Code**

Per-product override using the "product\_condition" dropdown attribute. When a product is set to "Used", the schema outputs UsedCondition. Blank/New defaults to NewCondition.

**Seller Name**

Your business name for the Offer seller property. Leave empty to omit.

**Include Shipping Details**

Adds shippingDetails with destination country, shipping cost, and service name.

**Price Valid Until**

Date (YYYY-MM-DD) for the priceValidUntil property. Auto-defaults to one year from today if left empty.

**Include Return Policy**

Adds hasMerchantReturnPolicy with return window, method, and policy URL.

## 8. Reviews and Ratings

**Include Aggregate Rating**

When enabled, outputs aggregateRating calculated from approved Magento reviews with star ratings. Also outputs individual review entries (up to 10 most recent) with author, date, title, body, and rating.

## 9. Organization (Sitewide)

**Enable Organization Schema**

Outputs Organization JSON-LD on every page of your store.

**Organization Name**

Your business name.

**Organization URL**

Your main website URL.

**Logo URL**

Full URL to your business logo image.

**Phone / Email**

Contact information for the ContactPoint property.

**Social Profile URLs**

One URL per line for Facebook, Twitter/X, YouTube, LinkedIn, etc. Output as sameAs property.

## 10. Per-Product Settings

These attributes appear on each product edit page in the General tab:

### Product Condition

Dropdown with options: **New** (default) and **Used**. When set to Used, the JSON-LD outputs **itemCondition: UsedCondition**. When blank or New, it outputs **NewCondition**. This is ideal for stores that sell both new and pre-owned electronics.

### Brand

Dropdown pre-loaded with: Arduino, Raspberry Pi, Espressif, Creality, Adafruit, SparkFun, Seeed Studio, Pololu, DFRobot, QKits. Add more brands anytime through **Stores** → **Attributes** → **Product** → **brand**.

### Manufacturer Part Number (MPN)

Free text field for the manufacturer's own part number (e.g. ESP32-WROOM-32E, RPi4-8GB). This is distinct from your SKU (internal code) and UPC (barcode). If left empty, the module falls back to the product SKU.

## 11. Testing Your Structured Data

Google provides a free tool to validate your structured data:

- Go to [search.google.com/test/rich-results](https://search.google.com/test/rich-results)
- Enter any product page URL from your store
- Click "Test URL" and wait for the crawl to complete
- You should see a green checkmark with "Product" detected
- Review all fields to ensure they match your product data
- Fix any critical issues before expecting rich results in search

**Tip:** After making configuration changes, always flush the Magento cache (`bin/magento cache:flush`) before re-testing. Google caches the crawled page, so use the "Test URL" button (not "Re-test") for a fresh crawl.

## 12. Troubleshooting

### No JSON-LD in page source

Check that the module is enabled, your license key is valid, and cache has been flushed.

### Duplicate Product entities

The microdata stripping plugin requires `di:compile` to activate. Run `bin/magento setup:di:compile` and flush cache.

### Brand shows store name

Set a brand on the product edit page, or configure a Default Brand Name in the admin settings.

### **Reviews not appearing**

Ensure you have rating entities configured (Stores → Attributes → Rating) and that reviews have star ratings selected. Reviews must be approved in Marketing → Reviews.

### **Price shows wrong currency**

Check the Currency Code and Price Conversion settings. The multiplier is applied to the base catalog price.

### **Condition always shows New**

After changing the Product Condition dropdown, save the product and flush cache. Verify the dropdown saved correctly.

## **13. Support**

For support, contact QKits Electronics:

**Website:** [modules.qkits.com](http://modules.qkits.com)

**Store:** [store.qkits.com](http://store.qkits.com)

**Location:** Kingston, Ontario, Canada