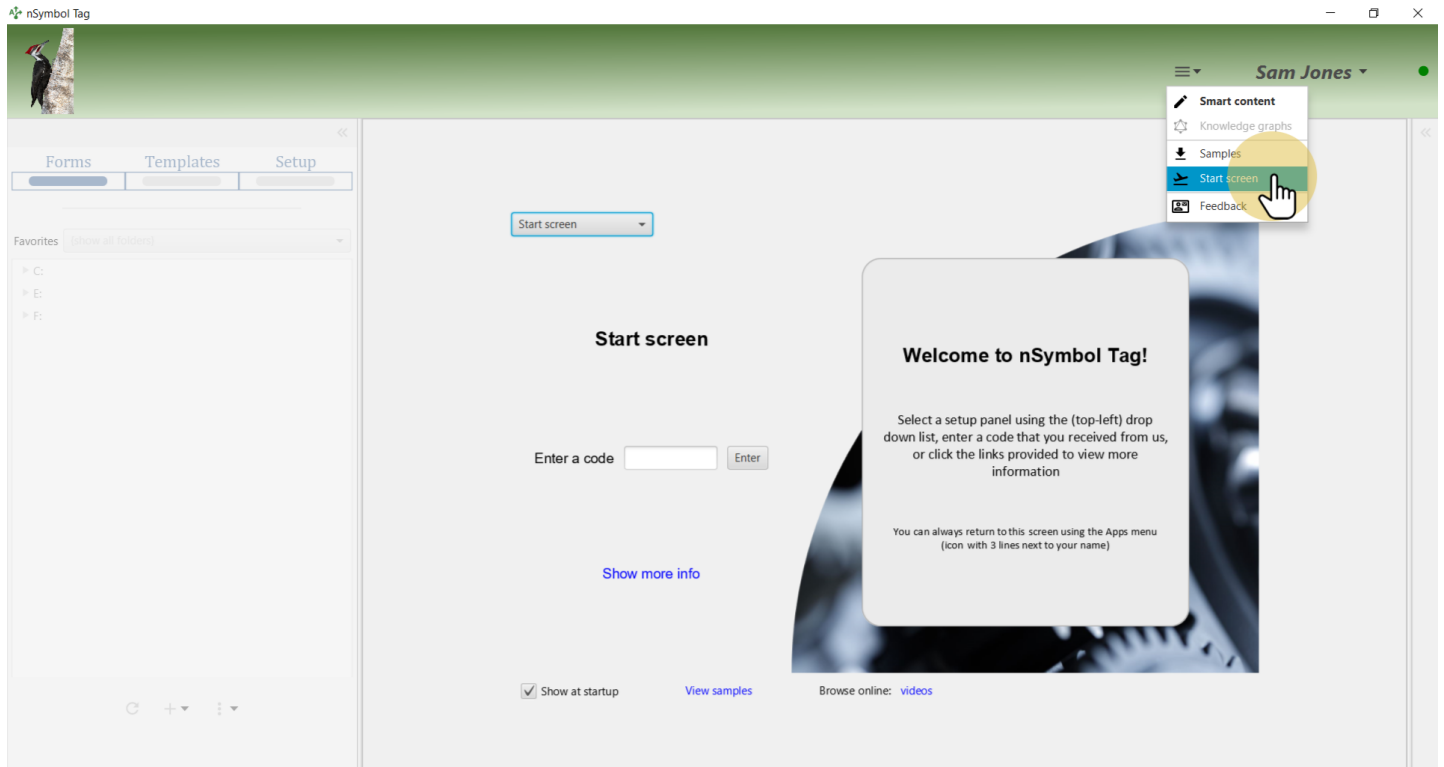


SEO Script

This guide shows how to use the [schema.org](#) SEO setup panel.

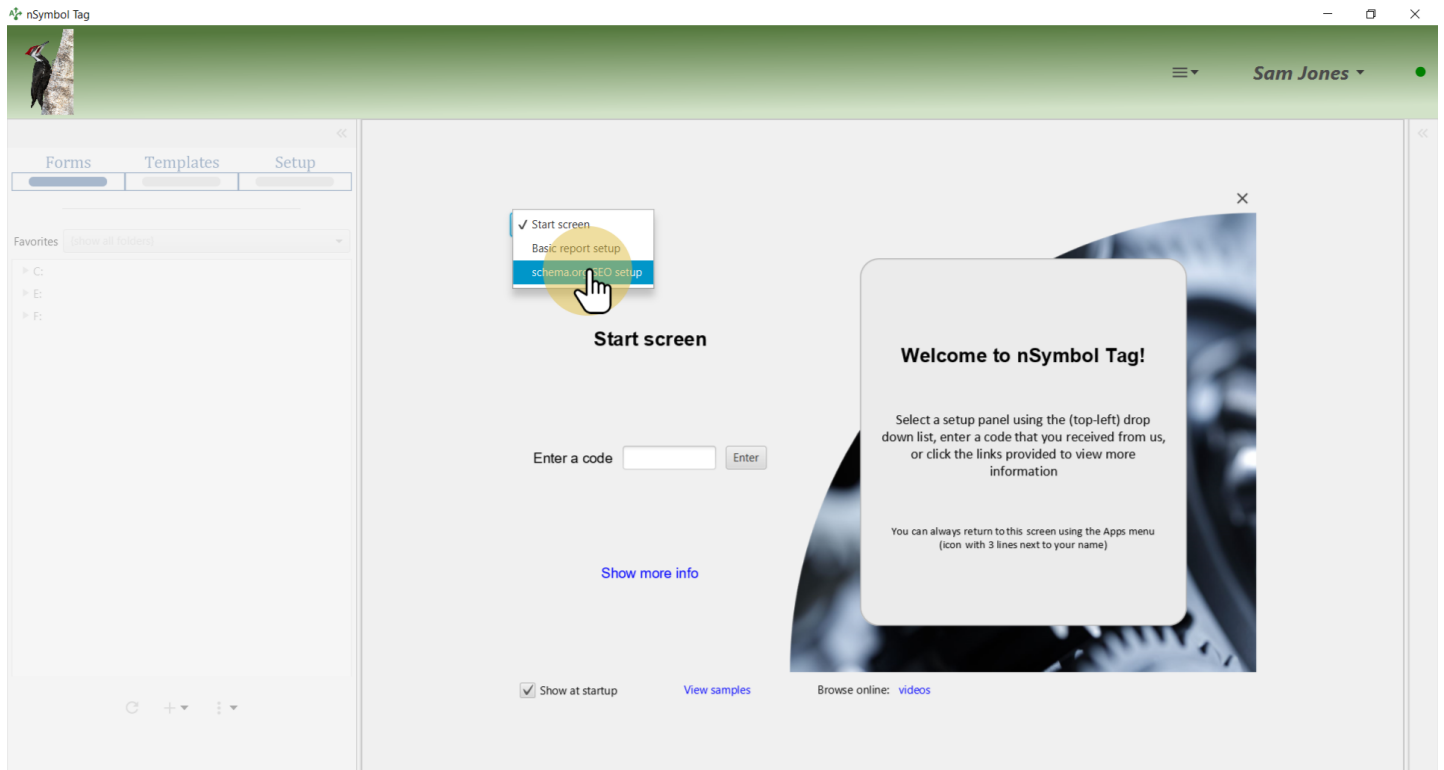
1 Show Start screen

After installation the *Start screen* will automatically display. If it gets closed, you can always open it again using the *Apps menu*.



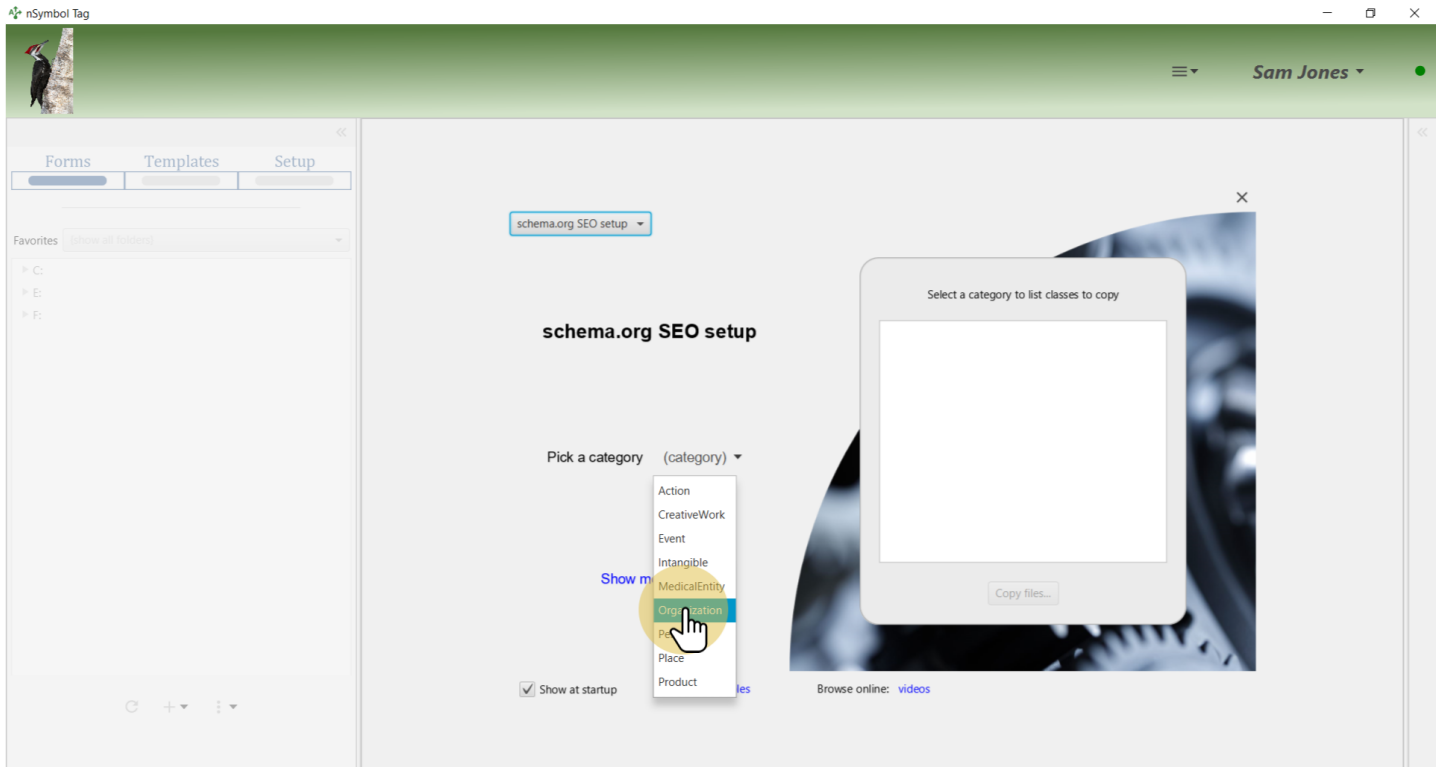
2 Show schema.org SEO setup panel

The *Start screen* lets you open all available setup panels. For this guide, select the *schema.org SEO setup* panel.



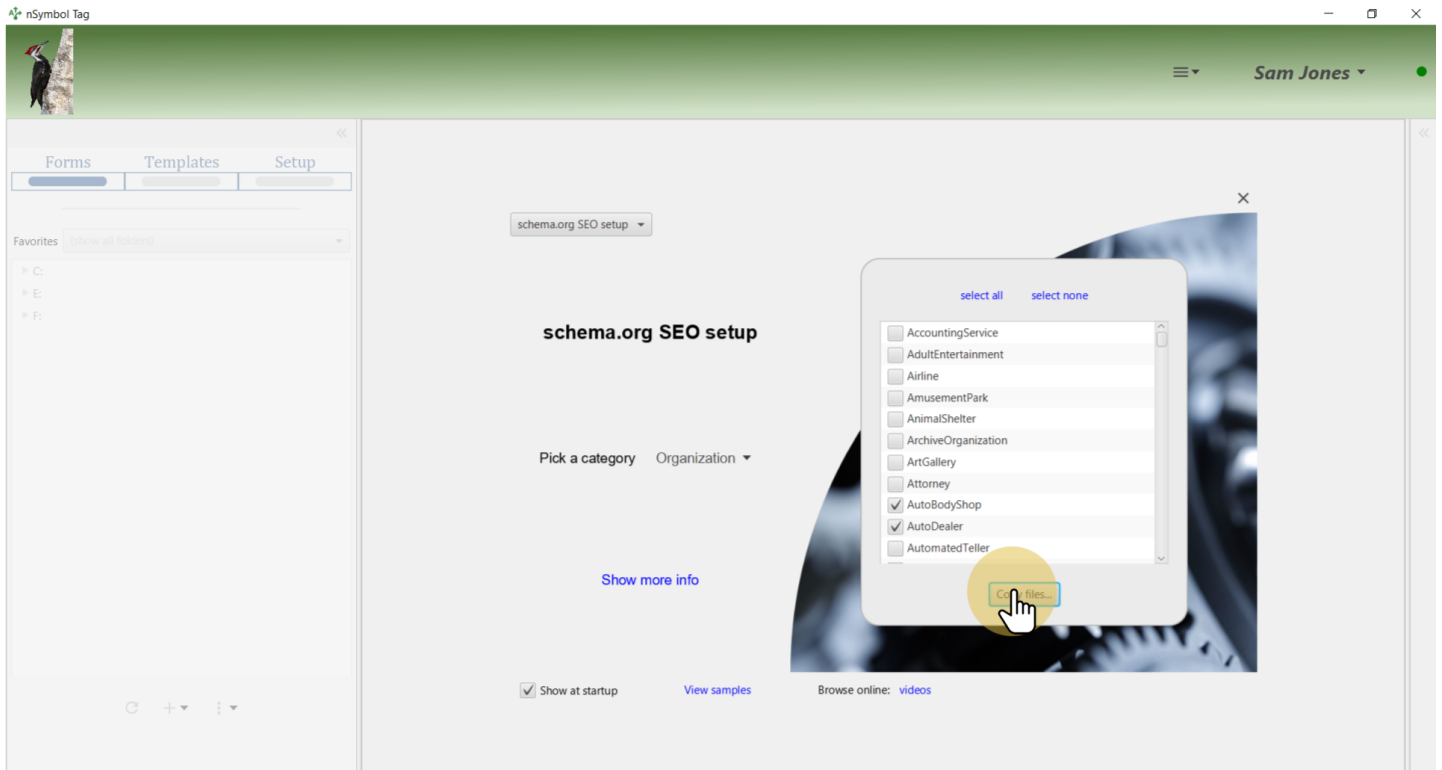
3 Select a category

At time of writing, there are 877 classes in schema.org that you can reference in SEO scripts. In Tag these are organized into categories that correspond to common superclasses. Select a *category* to view a list of classes.



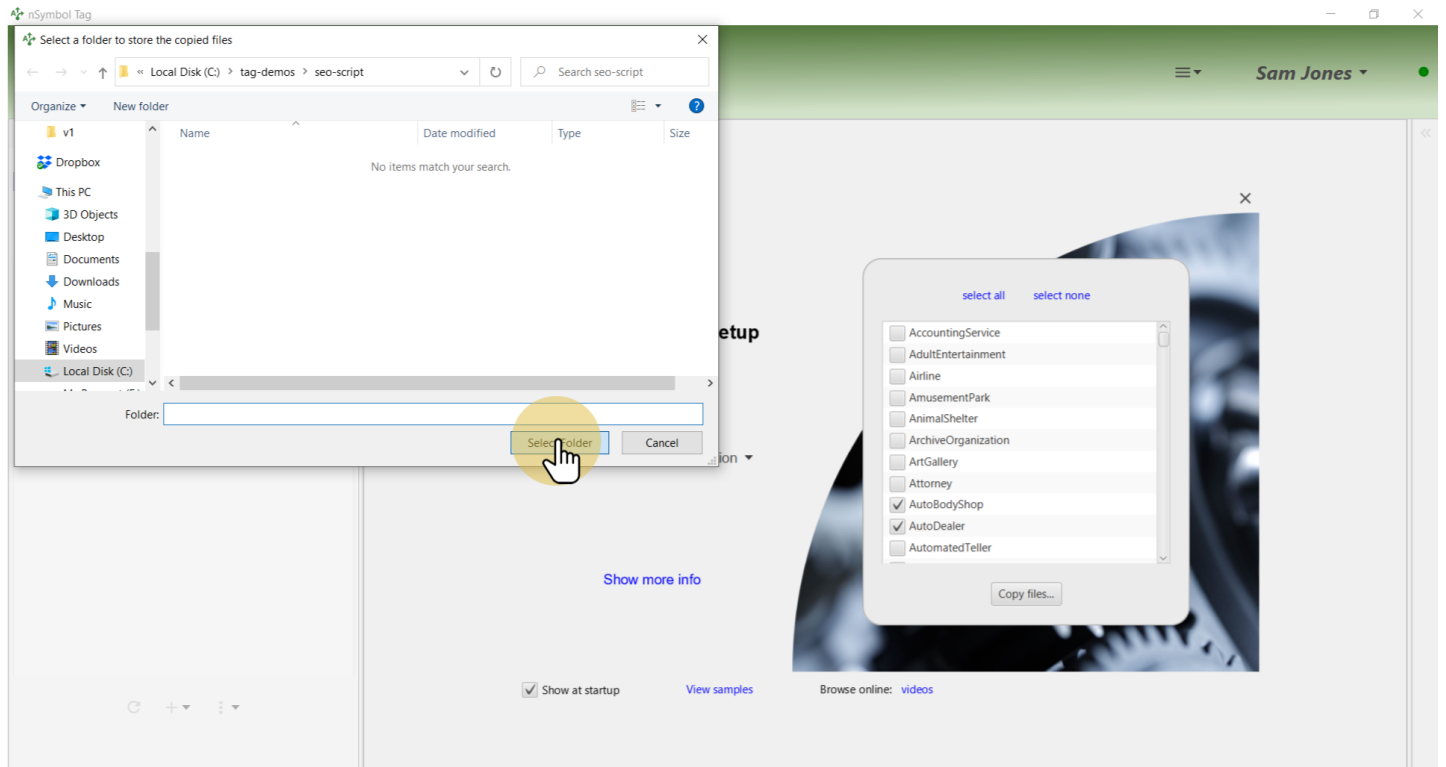
4 Select classes to copy

Use checkboxes to select one or more classes to copy. Click the *Copy files* button when ready.



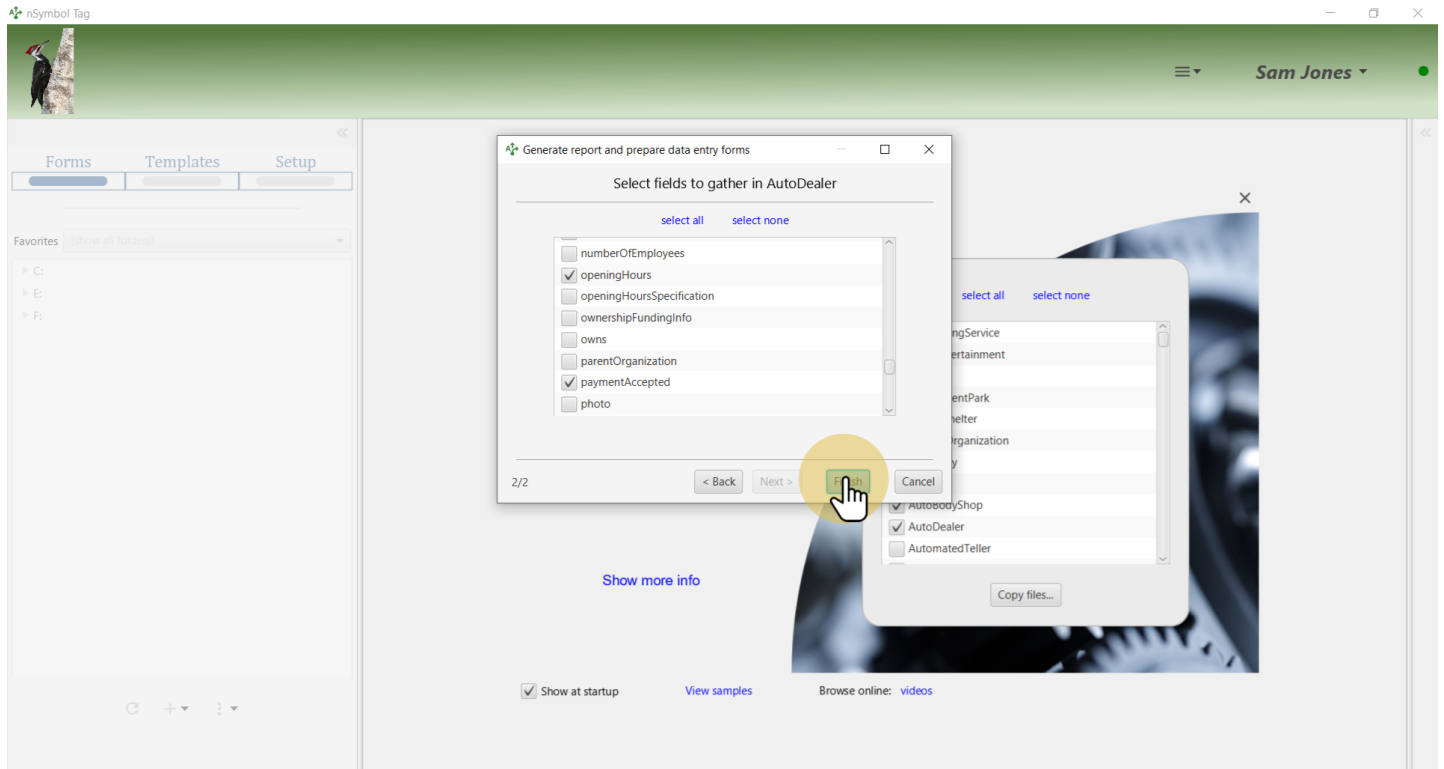
5 Select a folder

Select a folder using the standard Windows or Mac file selection dialog.



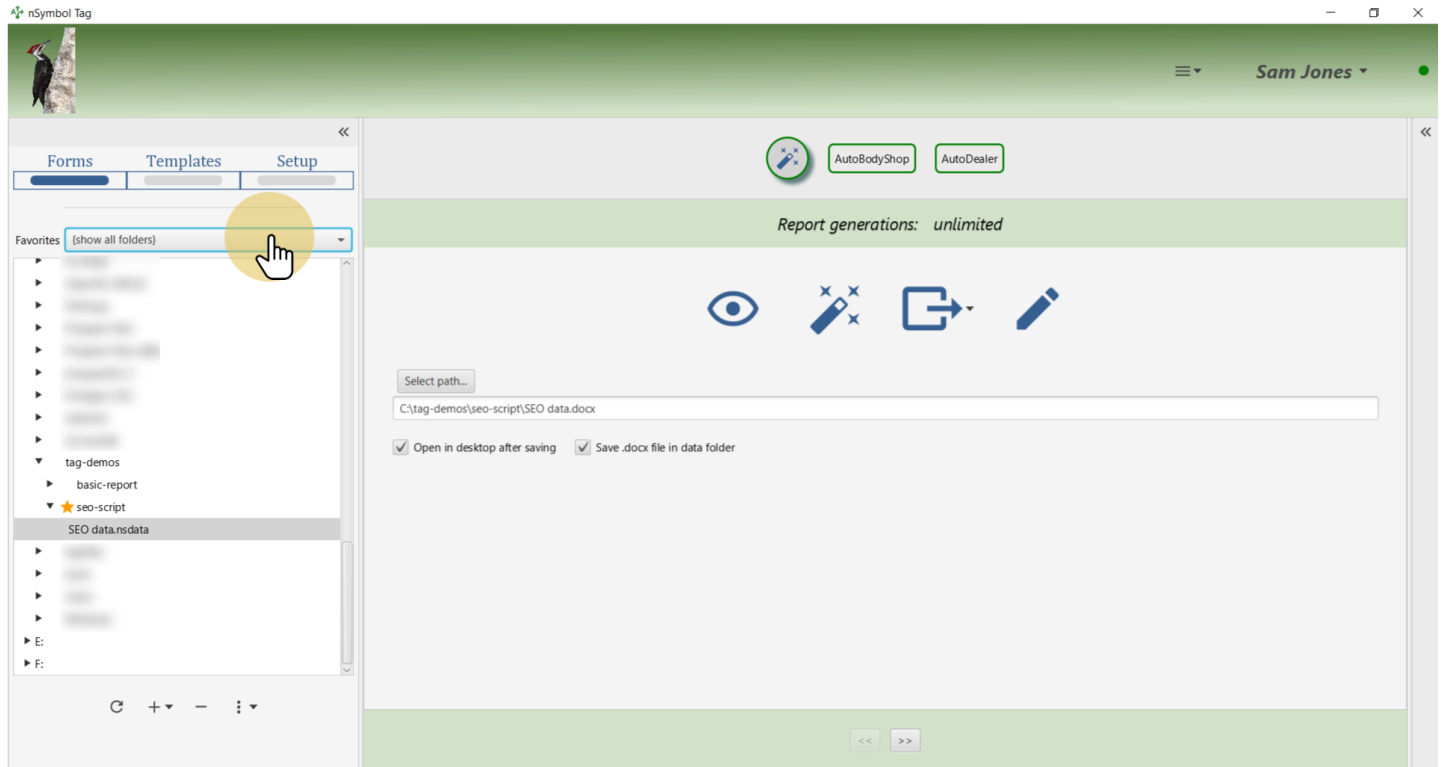
6 Select fields, generate report

Most classes have more fields (properties) than you probably want. Use checkboxes to select the fields you want to include in the SEO script. Clicking the *Finish* button triggers generation of the report.



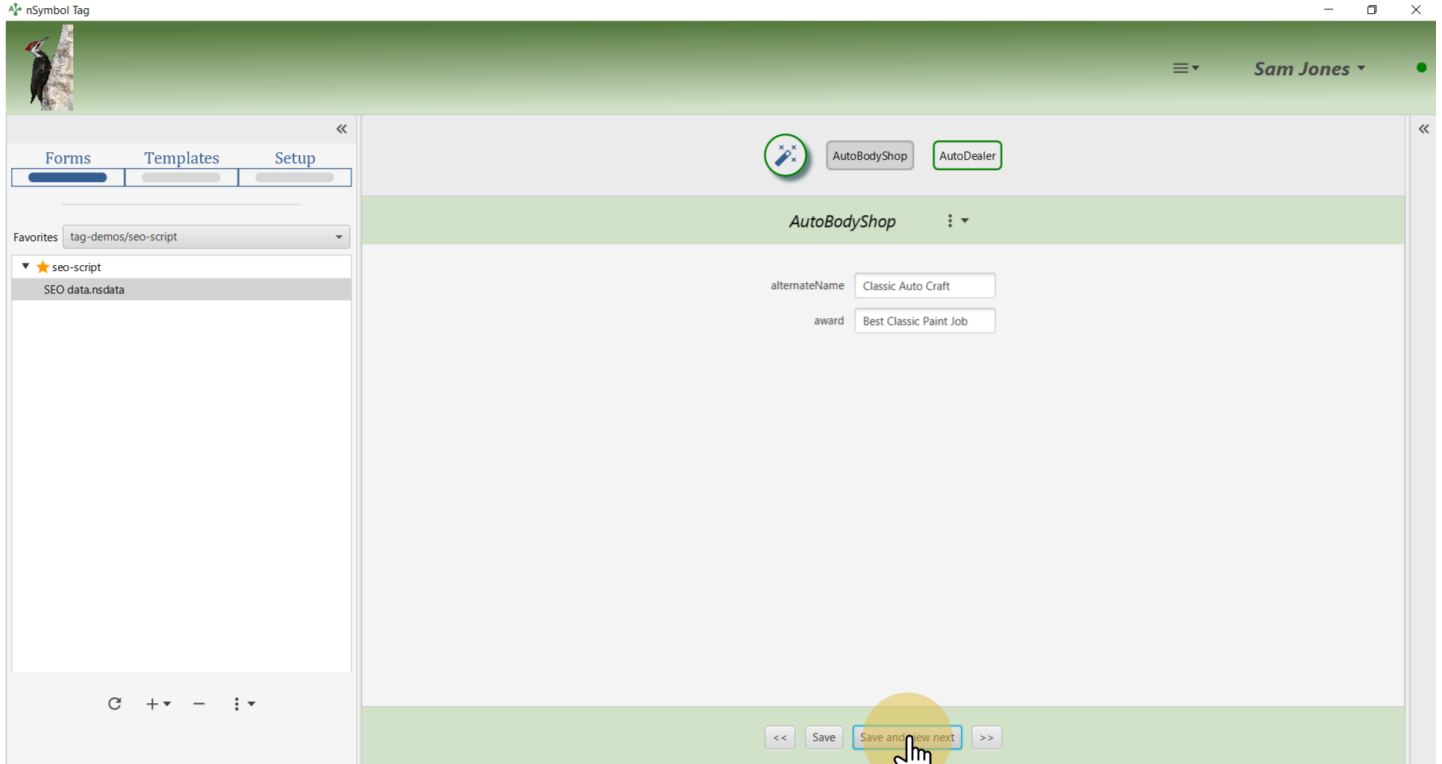
7 Select favorite folder

After the report is generated, the folder you chose is automatically made a favorite folder. Select it using the *Favorites* dropdown list to reduce screen clutter.



8 Enter data

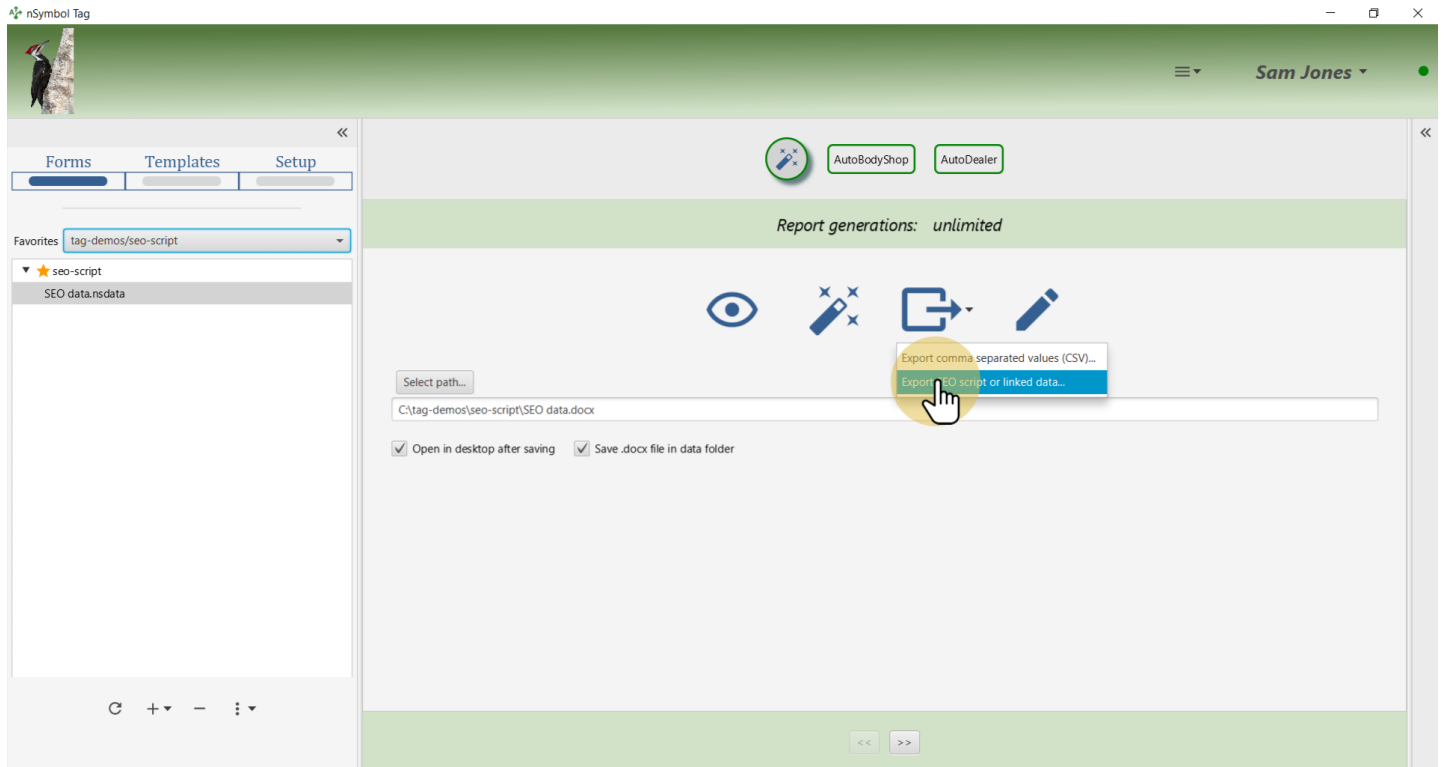
Click on the form tabs (*AutoBodyShop* and *AutoDealer*) to enter data for each class. After filling in the first form, you can use the *Save and view next* button to save a click.



The screenshot displays the nSymbol Tag application interface. The top bar shows the user's name, Sam Jones. The left sidebar contains a 'Forms' tab, a 'Templates' tab, and a 'Setup' tab. Under 'Forms', there is a 'Favorites' section with a dropdown menu showing 'tag-demos/seo-script'. Below this, a list of forms is shown, including 'seo-script' and 'SEO data.nsdata'. The main area displays the 'AutoBodyShop' form, which has two tabs: 'AutoBodyShop' (selected) and 'AutoDealer'. The 'AutoBodyShop' form contains two input fields: 'alternateName' with the value 'Classic Auto Craft' and 'award' with the value 'Best Classic Paint Job'. At the bottom of the form, there are four buttons: '<<', 'Save', 'Save and view next', and '>>'. A yellow circle highlights the 'Save and view next' button, with a hand cursor pointing to it.

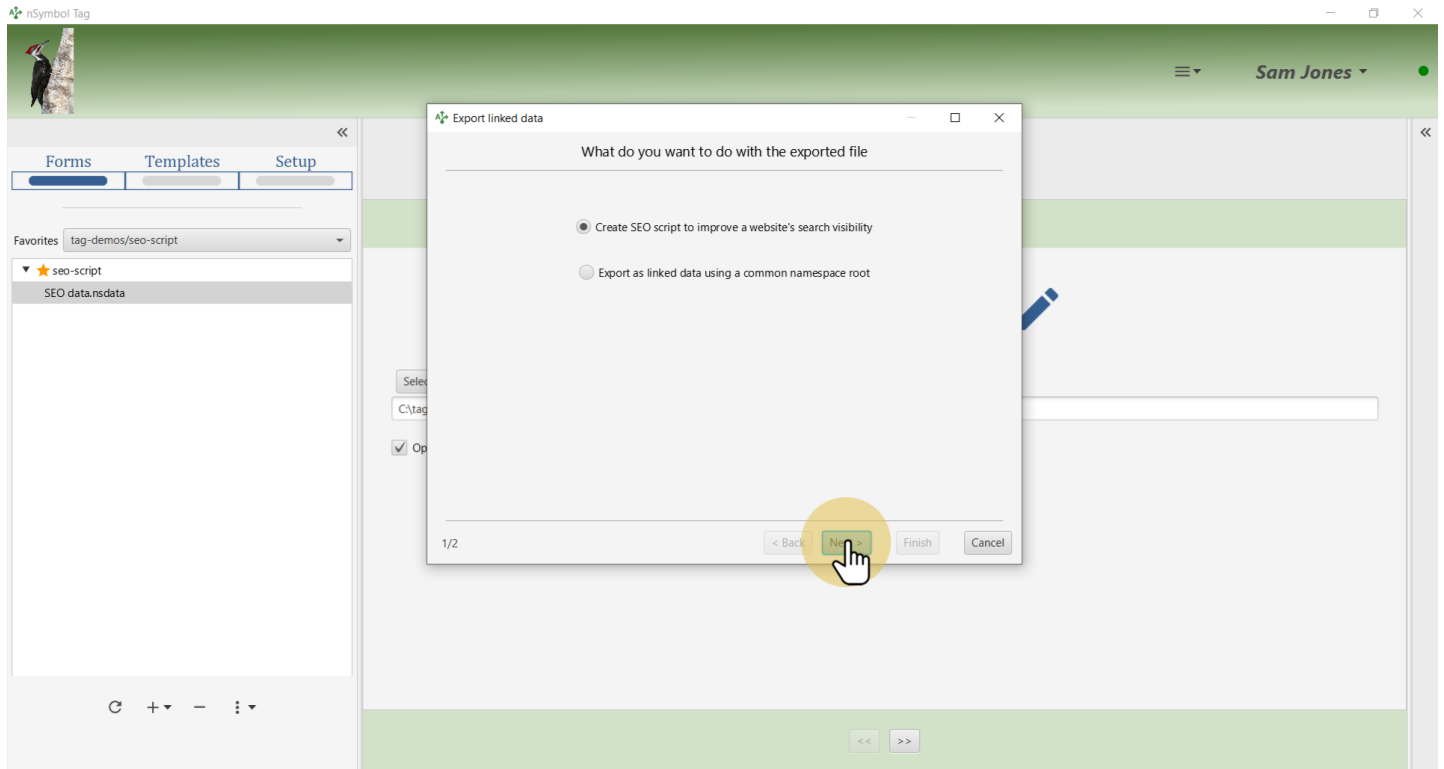
9 Open SEO export wizard

After all data is entered, return to the *Generate* page. Use the *Export SEO script or linked data...* menu item to open an export wizard.



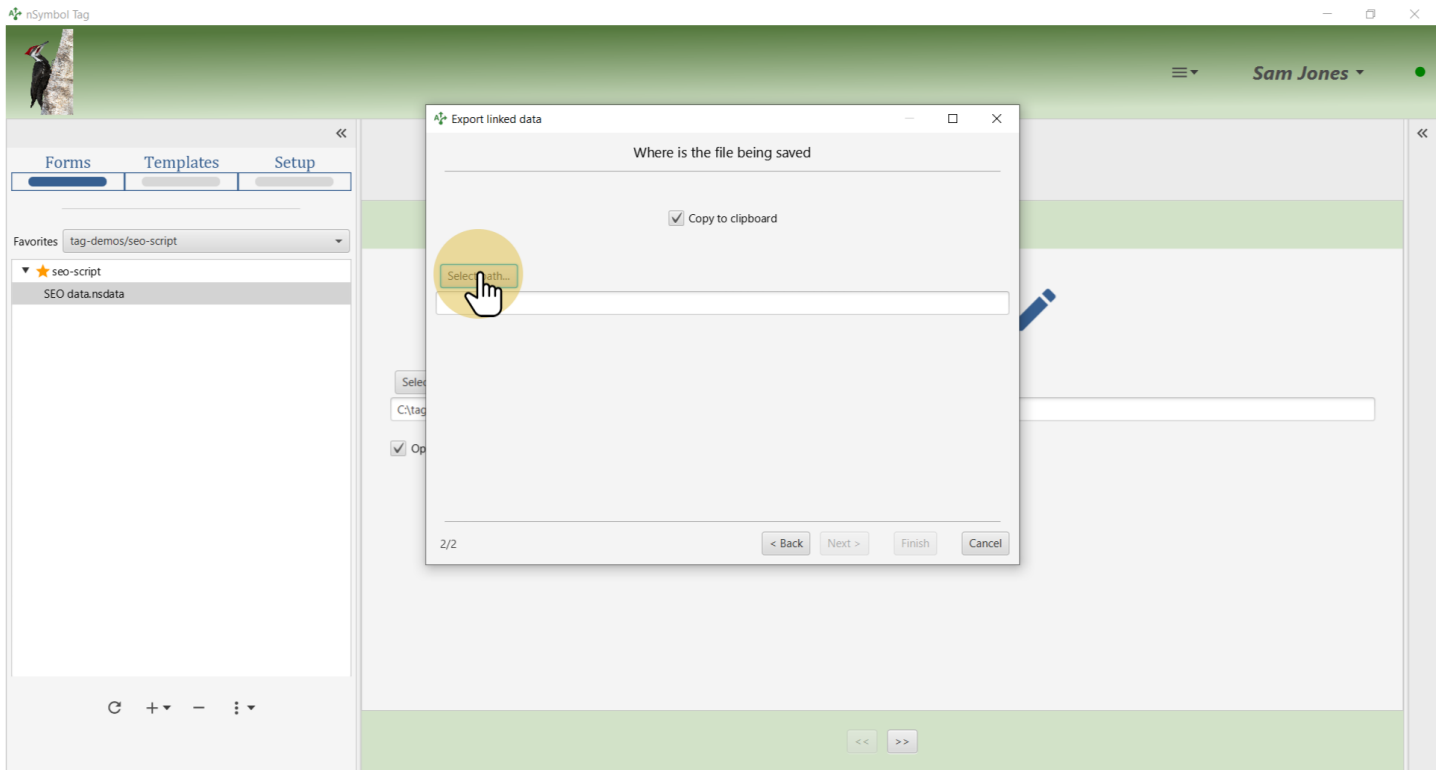
10 Select SEO script

SEO scripts are created using linked data (JSON-LD format). When you select the SEO script option here you automatically map your linked data to the schema.org vocabulary.



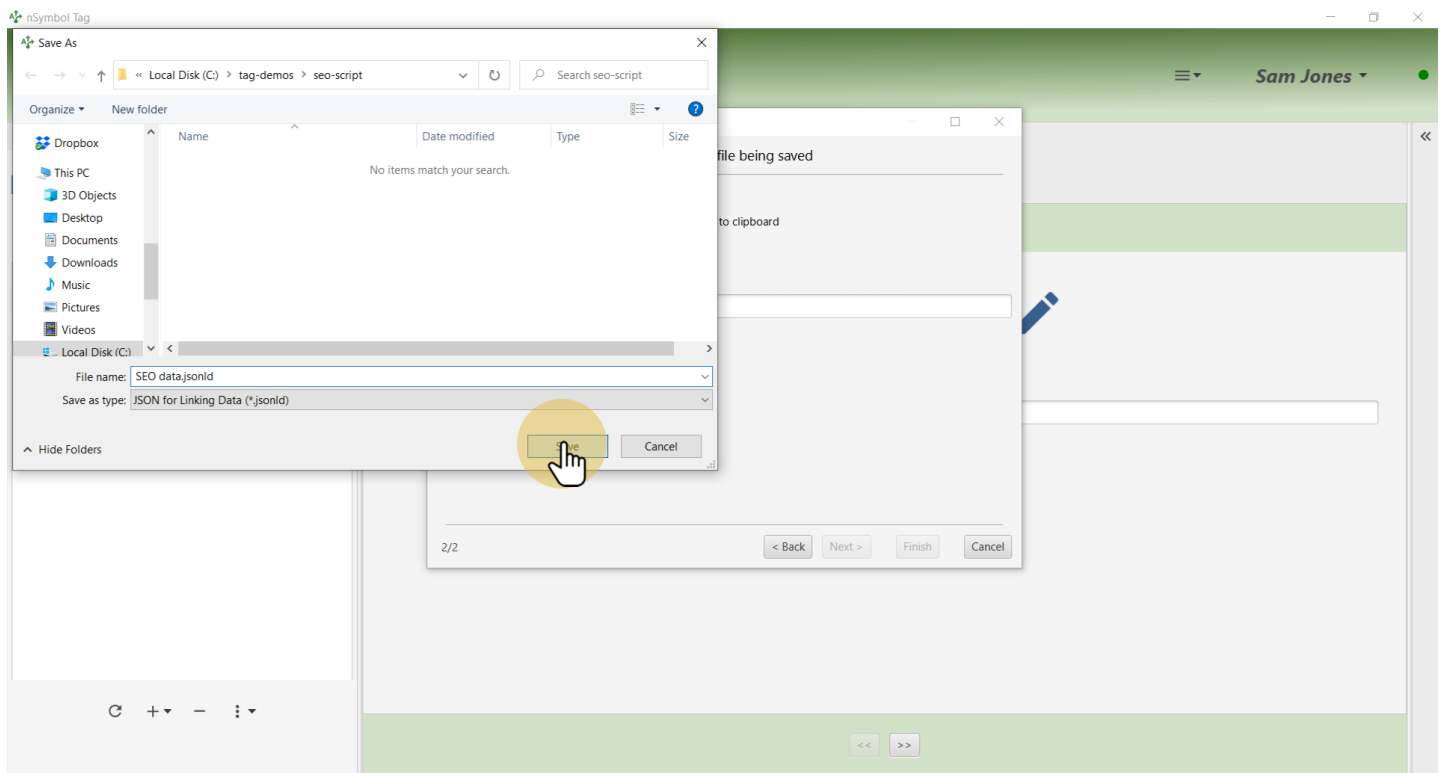
11 Choose a file location

The SEO script is saved as a single file at the path indicated here.



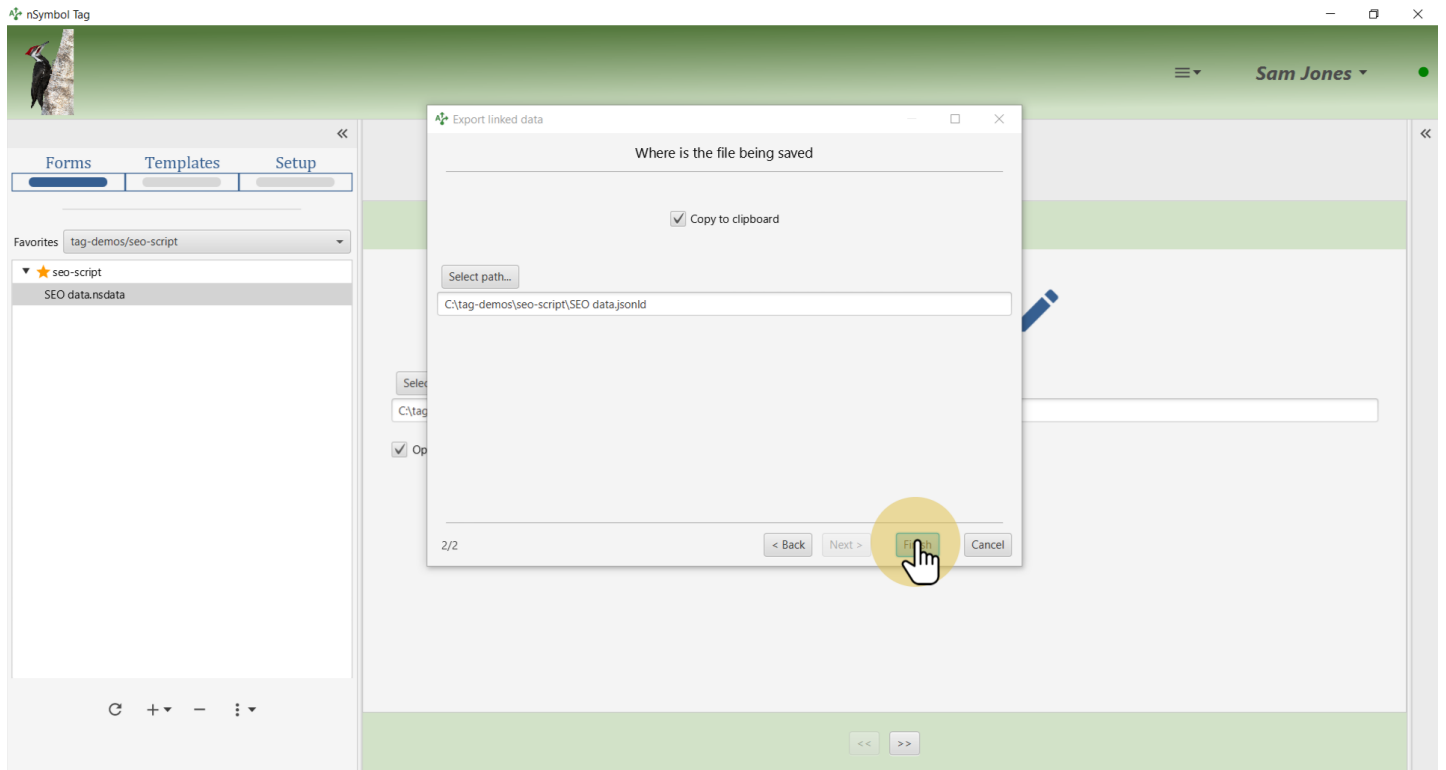
12 Specify a file path

Name a file to store the SEO script using the standard Windows or Mac file selection dialog.



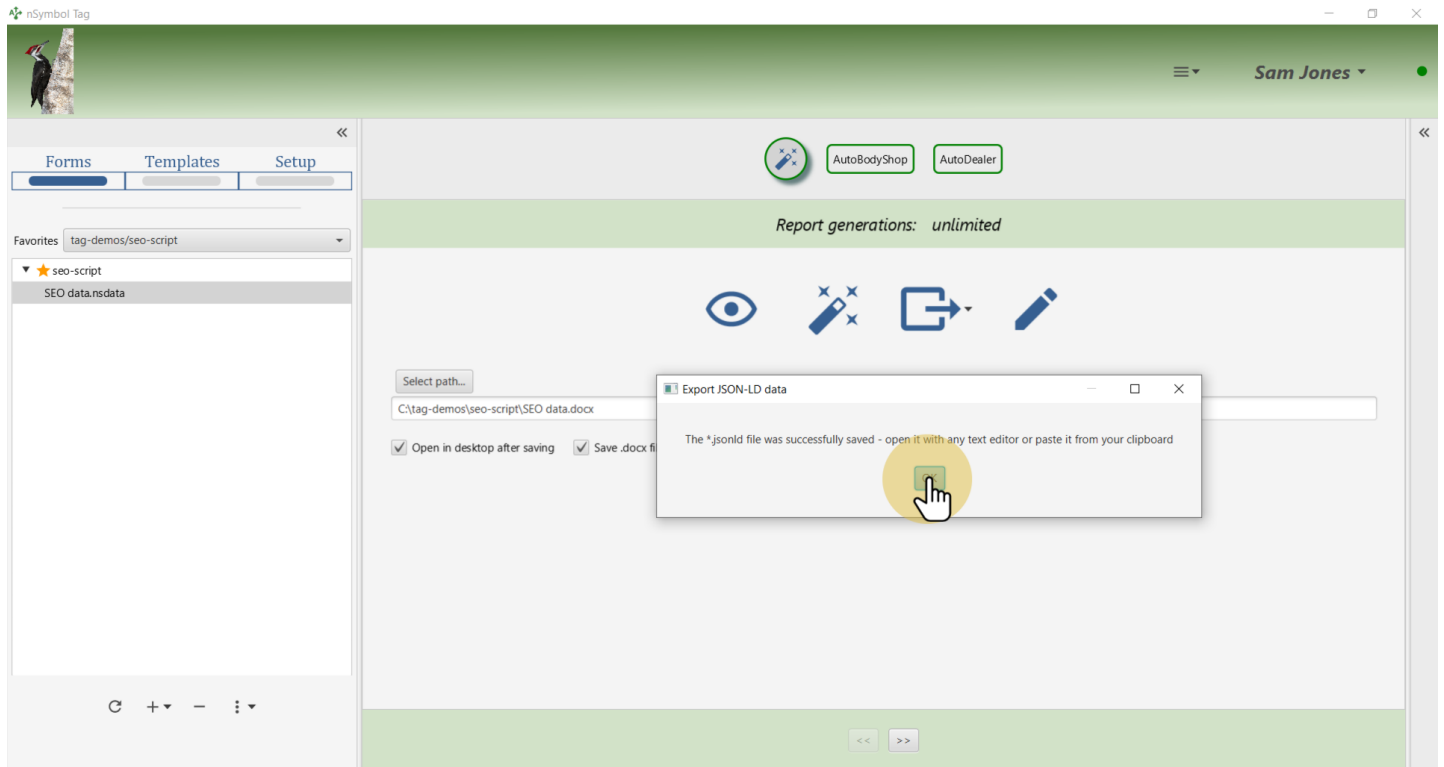
13 Finish the export wizard

Click the *Finish* button to generate the SEO script file.



14 Open script with text editor

After the script has been saved, you can view it using any text editor. Tag does not attempt to open the file on your desktop because *.jsonld is an uncommon file extension.





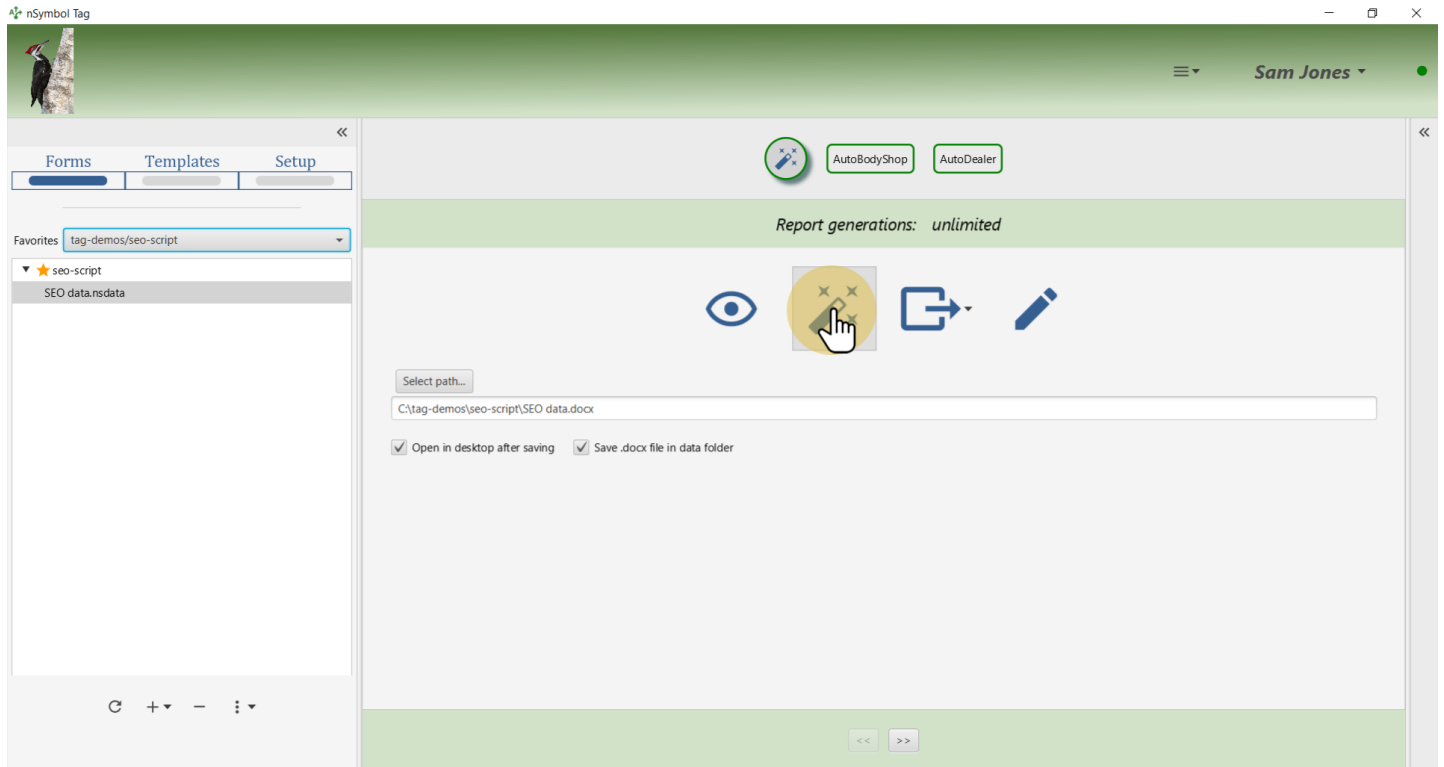
15 View SEO script

SEO scripts are fragments of code that get embedded in web pages. Whoever or whatever publishes your website (team member or tool) should be able to work with this file. You can also paste the generated script from the system clipboard and ignore the file altogether.

```
{
  "@context" : {
    "award" : "https://schema.org/award",
    "alternateName" : "https://schema.org/alternateName",
    "paymentAccepted" : "https://schema.org/paymentAccepted",
    "openingHours" : "https://schema.org/openingHours"
  },
  "@graph" : [ {
    "@id" : " :b0",
    "@type" : "https://schema.org/AutoBodyShop",
    "alternateName" : "Classic Auto Craft",
    "award" : "Best Classic Paint Job"
  }, {
    "@id" : " :b1",
    "@type" : "https://schema.org/AutoDealer",
    "openingHours" : "Mo-Fr 09:00-17:00",
    "paymentAccepted" : "Cash, Credit Card"
  } ]
}
```


16 Generate SEO summary report

This step is optional and allows you to generate a simple SEO summary report listing the data gathered. Click the *magic wand tool* to generate the report.



17 View SEO summary report

The default report is quite simple and lists all referenced fields using tables. You can click the *pencil tool* to open the report in the *Templates screen* and add more interesting content.

SEO data summary

AutoBodyShop

<u>alternateName</u>	Classic Auto Craft
<u>award</u>	Best Classic Paint Job

AutoDealer



<u>openingHours</u>	Mo-Fr 09:00-17:00
<u>paymentAccepted</u>	Cash, Credit Card



18 All done

That's it for this guide. You can revisit the above steps to generate scripts for different combinations of SEO data.

