



January 3, 2013

Structured Data Analysis

Below is an example of how structured data on the [VMOptions web directory](#), in the form of a location citation, is being interpreted by leading search engines such as Google.

Contact Information	Google, Inc.
Organization: Google, Inc. Street: 1600 Amphitheatre Parkway City/Town: Mountain View Region: California Zip/Postal Code: 94043 Country: United States	Primary URL: https://www.google.com Phone: 1-650-253-0000 Fax: 1-650-253-0001

Using Google's [structured data testing tool](#), we can now see an example of how Google is interpreting the contact information of the listing that appears on [this page](#).

Extracted structured data

hcard	
fn:	Google, Inc.
org:	
organization-name:	Google, Inc.
adr:	
street-address:	1600 Amphitheatre Parkway
locality:	Mountain View
region:	California
postal-code:	94043
country-name:	United States
tel:	
value:	1-650-253-0000
url:	https://www.google.com

Utilizing the appropriate semantic markup, on business listing detail pages, is supported by Google, Bing and Yahoo. Being identified as hCard, the use of this special markup ensures that qualified businesses receive the SEO benefits that citations offer. Additionally, important contact information presented to users enables them to better reach out to those businesses that they have interest in.