



**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.