DIFFERENCE BETWEEN GOOGLE'S REVIEW SNIPPET AND CRITIC REVIEW GUIDELINES

<u>GENERAL STRUCTURED DATA GUIDELINES</u>

<u>The following General guidelines apply to both Critic Reviews and Review Snippets</u>

- Publish markup on a page on your official website.
- Use the most specific applicable type and property names defined by schema.org for your markup. The data may be embedded in your webpage using any of the supported formats: JSON-LD, RDFa, or microdata.
- Mark up all relevant pages. In addition to marking up your canonical pages (such as your desktop URLs), you should also mark up AMP HTML page equivalents. This provides the best experience across devices.
- Pages with markup must not be blocked to the Googlebot by robots.txt.
- Markup should not be used to hide content not visible to users in any form. For example, if the JSON-LD markup describes a performer, the HTML body should describe that same performer.

<u>REVIEW SNIPPET GUIDELINES</u>

In addition to the general structured data guidelines, review markup should follow the general guidelines and content-type guidelines listed below.

GENERAL GUIDELINES

- Aggregate ratings: An aggregate evaluation of an item by many people should be marked up as a schema.org/AggregateRating.
- Refer clearly to a specific product or service. Do this by nesting the review or ratings within the markup of another schema.org type—such as schema.org/LocalBusiness —or by using that schema.org typed element as a value for the itemReviewed property.
- Marked-up reviews and ratings must be readily available to users from the marked-up page. It should be immediately obvious to users that the page has review or ratings content.
- Provide review and/or rating information about a specific item, not about a category or a list of items. For example, "hotels in Madrid," "summer dresses," or "cake recipes" are not specific items.
- No reviews are shown for adult-related products or services.
- Single reviewer name needs to be valid. For example, "50% off until Saturday" is not a valid name for a reviewer.
- By default, Google assumes that your site uses a 5-point scale, where 5 is

the best possible rating and 1 is the worst, but you can use any other scale. If you do, you can mark up the best and worst ratings, and Google will scale that to the 5-star system used in rich snippets.

LOCAL BUSINESS GUIDELINES
- Ratings must be sourced directly from users.
- Don't rely on human editors to create, curate or compile ratings information for local businesses. These types of reviews are critic reviews.
- Sites must collect ratings information directly from users and not from other sites.

<u>CRITIC REVIEW GUIDELINES</u>
In addition to the general structured data guidelines, review markup should follow the general guidelines and content-type guidelines listed below.

GENERAL GUIDELINES
- Refer clearly to a specific product or service. Do this by nesting the review or ratings within the markup of another schema.org type—such as schema.org/LocalBusiness
- Provide review and/or rating information about a specific item, not about a category or a list of items.
- No reviews are shown for adult-related products or services.
- Single reviewer name needs to be valid.
- By default, Google assumes that your site uses a 5-point scale, where 5 is the best possible rating and 1 is the worst, but you can use any other scale. If you do, you can mark up the best and worst ratings, and Google will scale that to the 5-star system used in rich snippets.

LOCAL BUSINESS GUIDELINES
- Snippets must not be written or provided by the business or content provider unless they are genuine, independent, and unpaid editorial reviews.
- Critic reviews must allow for customers to express both positive and negative sentiments. They may not be vetted by the business or restricted by the content provider based on the positive/negative sentiment of the review before submission to Google.
- Critic reviews cannot be template sentences built from data or automated metrics. For example, the following is not acceptable: "Based on X number of responses, on average people experienced X with this business."
- Critic reviews for multiple-location businesses such as retail chains or franchises can only be submitted for the specific business location for which they were written. In other words, critic reviews for multiple-location businesses cannot be syndicated or applied to all business locations of the

same company.
- There can't be any commercial agreements (paid or otherwise) to provide critic reviews between the content provider and the reviewed business.
- Do not include critic reviews that are duplicate or similar across many businesses.
- Only include critic reviews that have been directly produced by your site, not reviews from third- party sites or syndicated reviews.

RESOURCES
You can see the original Google guidelines for critic reviews and review snippets at the following urls.
- [Google's General Structured Data Guidelines](#)
- [Google's Review Snippet Guidelines](#)
- [Google's Critic Reviews Guidelines](#)