SEO Birdy

Local Business Schema Cheat Sheet

Copy-paste JSON-LD for eight common local business types, the properties Google reads, hours patterns and a pre-publish checklist.

FREE GUIDE · NOVEMBER 2026 · SEOBIRDY.COM



How to use this cheat sheet

1. Find the example closest to your business and copy it.
2. Replace **every** value with your real details, exactly as they appear on your Google Business Profile. All names, URLs and 555 phone numbers below are fictional placeholders.
3. Delete any property you can't fill truthfully. Never mark up anything that isn't visible on your page.
4. Paste it inside `<script type="application/ld+json"> ... </script>` on the page that represents the business (usually the homepage, or each location's page).
5. Test the live URL with Google's Rich Results Test (search.google.com/test/rich-results) and the Schema Markup Validator (validator.schema.org).

The properties that matter

Property	Google status	Fill it with
`@type`	Needed	Most specific subtype: `Dentist`, `Plumber`, `RoofingContractor`
`name`	Required	Real-world business name. No keywords or cities added
`address`	Required	`PostalAddress`: street, city, state, ZIP, country. Leave out the street if you hide it on Google
`telephone`	Recommended	Country and area code: `+1-813-555-0142`
`url`	Recommended	The page for this location. Must be a working link
`geo`	Recommended	Latitude and longitude, at least 5 decimal places
`openingHoursSpecification`	Recommended	Days plus `opens` / `closes` in 24-hour time
`priceRange`	Recommended	Short text like `$$`. Under 100 characters

Property	Google status	Fill it with
`image`	Common	Photo of the business, team or vehicles
`sameAs`	Common	Your Facebook, Yelp, BBB or other profile URLs
`areaServed`	Common	Cities or regions you serve (service-area businesses)
`@id`	Good practice	`https://www.yoursite.com/#business`, the same on every page

Don't add `aggregateRating` or `review` for your own business. Google's review snippet guidelines say pages using LocalBusiness or other Organization markup are ineligible for star review snippets about themselves.

Which type? Quick reference

Business	Type	Business	Type
Dentist	`Dentist`	Restaurant	`Restaurant`
Plumber	`Plumber`	Cafe	`CafeOrCoffeeShop`
Roofer	`RoofingContractor`	Bakery	`Bakery`
Heating and air	`HVACBusiness`	Hair salon	`HairSalon`
Electrician	`Electrician`	Beauty salon	`BeautySalon`
General contractor	`GeneralContractor`	Day spa	`DaySpa`
Locksmith	`Locksmith`	Law firm	`LegalService` (not `Attorney`, deprecated)
Moving company	`MovingCompany`	Accountant	`AccountingService`
House painter	`HousePainter`	Real estate agent	`RealEstateAgent`
Auto repair	`AutoRepair`	Vet clinic	`["VeterinaryCare", "LocalBusiness"]`

Hours patterns

You want to say	Use
Open 24 hours	`"opens": "00:00", "closes": "23:59"`
Closed all day	`"opens": "00:00", "closes": "00:00"`
Open past midnight	One entry, closing time after midnight: `"opens": "18:00", "closes": "02:00"`

You want to say	Use
Holiday or seasonal closure	Add an entry with `"validFrom": "2026-12-25", "validThrough": "2026-12-25"` and `"opens"` / `"closes"` set to `"00:00"`
Split day (lunch break)	Two entries for the same day: `08:00`-`12:00` and `13:00`-`17:00`

Multiple locations

- One page per location, each with its own LocalBusiness block: its own address, phone, hours, geo and `url`.
- A unique `@id` per location: `https://www.example.com/locations/round-rock/#business`.
- An `Organization` block on the homepage with `"@id": "https://www.example.com/#organization"`.
- Link each location to it: `"parentOrganization": { "@id": "https://www.example.com/#organization" }`.
- Departments in one building (a dealer's service center): use `department`, named "{store name} {department name}".

Copy-paste examples

1. Plumber (service-area business)

```
{
  "@context": "https://schema.org",
  "@type": "Plumber",
  "@id": "https://www.example.com/#business",
  "name": "Example Plumbing Co.",
  "url": "https://www.example.com/",
  "telephone": "+1-813-555-0142",
  "image": "https://www.example.com/images/van.jpg",
  "priceRange": "$$",
  "address": {"@type": "PostalAddress", "addressLocality": "Tampa", "addressRegion": "FL", "postalCode": "33602",
"addressCountry": "US"},
  "areaServed": [
    {"@type": "City", "name": "Tampa"},
    {"@type": "City", "name": "Brandon"}
  ],
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
"opens": "07:00", "closes": "18:00"}
  ],
  "sameAs": ["https://www.facebook.com/exampleplumbing"]
}
```

2. Dentist (storefront)

```
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "@id": "https://www.example.com/#business",
  "name": "Example Family Dental",
  "url": "https://www.example.com/",
  "telephone": "+1-512-555-0187",
  "image": "https://www.example.com/images/office.jpg",
  "address": {"@type": "PostalAddress", "streetAddress": "100 Example Ave, Suite 200", "addressLocality":
"Austin", "addressRegion": "TX", "postalCode": "78701", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 30.26715, "longitude": -97.74306},
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday"], "opens":
"08:00", "closes": "17:00"}
  ],
  "isAcceptingNewPatients": true
}
```

3. Restaurant

```
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "@id": "https://www.example.com/#business",
  "name": "Example Taqueria",
  "url": "https://www.example.com/",
  "telephone": "+1-305-555-0119",
  "priceRange": "$",
  "servesCuisine": ["Mexican"],
  "menu": "https://www.example.com/menu/",
  "acceptsReservations": true,
  "address": {"@type": "PostalAddress", "streetAddress": "200 Example St", "addressLocality": "Miami",
"addressRegion": "FL", "postalCode": "33130", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 25.76168, "longitude": -80.19179},
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Friday", "Saturday"], "opens": "11:00", "closes":
"02:00"}
  ]
}
```

4. Roofing contractor (service-area business)

```
{
  "@context": "https://schema.org",
  "@type": "RoofingContractor",
  "@id": "https://www.example.com/#business",
  "name": "Example Roofing",
  "url": "https://www.example.com/",
  "telephone": "+1-407-555-0174",
  "address": {"@type": "PostalAddress", "addressLocality": "Orlando", "addressRegion": "FL", "postalCode":
"32801", "addressCountry": "US"},
  "areaServed": [
    {"@type": "City", "name": "Orlando"},
    {"@type": "City", "name": "Kissimmee"}
  ],
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday",
"Saturday"], "opens": "07:00", "closes": "19:00"}
  ]
}
```

5. HVAC company

```
{
  "@context": "https://schema.org",
  "@type": "HVACBusiness",
  "@id": "https://www.example.com/#business",
  "name": "Example Heating and Air",
  "url": "https://www.example.com/",
  "telephone": "+1-602-555-0128",
  "address": {"@type": "PostalAddress", "streetAddress": "400 Example Rd", "addressLocality": "Phoenix",
"addressRegion": "AZ", "postalCode": "85004", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 33.44838, "longitude": -112.07404},
  "areaServed": ["Phoenix", "Tempe", "Mesa"],
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday",
"Saturday", "Sunday"], "opens": "00:00", "closes": "23:59"}
  ]
}
```

6. Hair salon

```
{
  "@context": "https://schema.org",
  "@type": "HairSalon",
  "@id": "https://www.example.com/#business",
  "name": "Example Hair Studio",
  "url": "https://www.example.com/",
  "telephone": "+1-615-555-0151",
  "priceRange": "$$",
  "address": {"@type": "PostalAddress", "streetAddress": "500 Example Ln", "addressLocality": "Nashville",
"addressRegion": "TN", "postalCode": "37203", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 36.16266, "longitude": -86.7816},
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Tuesday", "Wednesday", "Thursday", "Friday",
"Saturday"], "opens": "09:00", "closes": "19:00"}
  ]
}
```

7. Law firm

```
{
  "@context": "https://schema.org",
  "@type": "LegalService",
  "@id": "https://www.example.com/#business",
  "name": "Example Law Group",
  "url": "https://www.example.com/",
  "telephone": "+1-404-555-0136",
  "address": {"@type": "PostalAddress", "streetAddress": "600 Example Plaza, Floor 12", "addressLocality":
"Atlanta", "addressRegion": "GA", "postalCode": "30303", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 33.75337, "longitude": -84.38953},
  "areaServed": {"@type": "State", "name": "Georgia"},
  "knowsAbout": ["Personal injury law", "Workers' compensation"],
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
"opens": "08:30", "closes": "17:30"}
  ]
}
```

8. Auto repair shop

```
{
  "@context": "https://schema.org",
  "@type": "AutoRepair",
  "@id": "https://www.example.com/#business",
  "name": "Example Auto Care",
  "url": "https://www.example.com/",
  "telephone": "+1-720-555-0192",
  "paymentAccepted": "Cash, Credit Card",
  "address": {"@type": "PostalAddress", "streetAddress": "700 Example Way", "addressLocality": "Denver",
"addressRegion": "CO", "postalCode": "80202", "addressCountry": "US"},
  "geo": {"@type": "GeoCoordinates", "latitude": 39.74956, "longitude": -104.9969},
  "openingHoursSpecification": [
    {"@type": "OpeningHoursSpecification", "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
"opens": "07:30", "closes": "18:00"}
  ]
}
```

Pre-publish checklist

- [ ] Most specific type, not plain `LocalBusiness`
- [ ] Name, address, phone and hours match the Google Business Profile exactly
- [ ] Street address left out if it's hidden on Google
- [ ] Phone has the country code (`+1`)
- [ ] Geo coordinates have at least 5 decimal places and match the map pin
- [ ] `url` is a working link to this location's page
- [ ] No `aggregateRating` or `review` for the business's own reviews
- [ ] Everything in the markup is also visible on the page
- [ ] Only one LocalBusiness block per location, not one from a plugin and one pasted by hand
- [ ] JSON has no trailing commas or curly quotes
- [ ] Live URL passes the Rich Results Test and the Schema Markup Validator
- [ ] Re-tested after every theme, plugin or site update

Sources: Google Search Central, "Local business (LocalBusiness) structured data", "General structured data guidelines" and "Review snippet" documentation; schema.org type definitions for LocalBusiness and its subtypes.



Free tools from SEO Birdy

Website SEO Audit, AI Visibility Audit and Fan-Out Map at seobirdy.com/tools. The full guide behind this checklist: www.seobirdy.com/blog/local-business-schema