

Guidelines

In addition to the [general structured data guidelines](#), review markup should follow these additional guidelines.

General guidelines

To be eligible for reviews and ratings rich snippets, be aware of the following extra guidelines:

- **Aggregate ratings:** An aggregate evaluation of an item by many people should be marked up as a [schema.org/AggregateRating](#). Google may display aggregate ratings as rich snippets or, for certain types of items, answers in search results, as shown below.

[The Amazing Adventures of Kavalier & Clay - Goodreads](#)

[www.goodreads.com](#) › [Sequential Art](#) › [Comics](#) ▾ [Goodreads](#) ▾

★★★★★ Rating: 4.2 - 122,402 votes

Aug 25, 2001 - The Amazing Adventures of Kavalier & Clay has 122402 ratings a 7503 reviews. Jessica said: Michael Chabon and Ayelet Waldman are ...

- **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/Book](#) or [schema.org/LocalBusiness](#)—or by using that schema.org typed element as a value for the itemReviewed property.
- **Make sure the reviews and ratings you mark up are 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. See also our [structured data guidelines](#) for multiple entities on the same page.
- **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.

- **Ratings that don't use a 5-point scale:** 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. The 10-point scale used above does just this. For further examples see below.

Local business reviews

- Snippets must not be written or provided by the business or content provider unless they are genuine, independent, and unpaid editorial reviews.
- 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.
- 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."
- 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, reviews for multiple-location businesses cannot be syndicated or applied to all business locations of the same company.
- Aggregators or content providers must have no commercial agreements paid or otherwise with businesses to provide reviews.
- Do not include reviews that are duplicate or similar reviews across many businesses or from different sources.
- Only include reviews that have been directly produced by your site, not reviews from third-party sites or syndicated

reviews.