

Jan 2023 Version – Updates and Changes are in BOLD

Significant Changes:

- 1 . Added Author, Provider, Editor (with link from Author as 'colleague'), contributor – these expand upon key relationships that are beneficial to certain Google Patent language pertaining to "Credibility of an author of online content"
- 2 . Further defined key fields and current best practices with <-- notations that are to be deleted before final validation of the schema – they are meant as guidelines/notes only, as well as some color coding of optional sections.

```
<script type="application/ld+json">
{
"@context": "https://schema.org/",
"@type": ["Dataset", "RSSFeed"], <-- Using an array [ ] allows multiple values after the official
designation of "Dataset" – in this case we include RSSFeed
"@id": "https://rss-masher.com/link-to-local-page-mash-url.html", <-- Designating the source of the
content
"description": "RV repair facility offering multiple types of repair and maintenance services for
Recreational vehicles throughout Washington state and Langley in the Fraser Valley, Canada.",
"name": "OceanWest RV & Marine – RV maintenance Lynden WA", <--- Name of the Dataset –
Recommend Brand + KW + Geo
"headline": "RV Repair & RV Maintenance Lynden WA",
"alternativeHeadline": "Expert RV Repairs and RV Maintenance services in Lynden Washington and
area.",
"accessMode": ["auditory", "textual", "visual", "textOnVisual"],
"isPartOf": ["https://rss-masher.com/link-to-local-page-mash-
url.html", "https://linktogooglesheetwithlistofdatssetsifstacking"],
"keywords": ["Recreational vehicle", "RV Storage", "RV", "Mechanic", "Technician", "Auto
Mechanic", "Campervan"],
"dateModified": "2023-01-20",
"author": <-- New Addition – benefits "authorship" and "EAT" factors
{
"@type": "Person",
"name": "John Doe",
"url": "https://www.example.com/john-doe",
"sameAs": [
"https://www.facebook.com/johndoe",
"https://www.twitter.com/johndoe",
"https://www.linkedin.com/in/johndoe"
],
"additionalName": "Jonathan Don Smith",
"abstract": "Another way to describe the Dataset topic", <-- Additional field
"affiliation": "BC Board of Auto Mechanics",
```

```

"brand" : "Chilliwack Pro Auto Care",
"duns" : "123456789",
"email" : "john.smith@chilliwackproautocare.com",
"globalLocationNumber" : "0987654321",
"knowsAbout" : <-- Now expanded into an array with multiple values of "Thing" – this allows full separation between topics/categories, with related content for each.
[
{
"@type": "Thing",
"name": "GMB Category 1",
"alternateName": "An alternate designation of the name",
"additionalType": ["https://wikidata-link-to-category.com", "https://www.otherlinkthatsupportsthisentitysubcategory.com"],
"sameAs": "https://URL of a reference Web page that unambiguously indicates the item's identity-authority-page.com",
"contributor": {<-- New Addition – benefits "authorship" and "EAT" factors – This "PERSON" contributes to the topic, framed within the larger scope of the RSS Dataset.
"@type": "Person",
"name": "George Smith",
"url": "https://www.example.com/george-smith",
"sameAs": [
"https://www.facebook.com/george-smith",
"https://www.twitter.com/george-smith",
"https://www.linkedin.com/in/george-smith"
],
"additionalName": "George Don Smith",
"knowsAbout": "https://rss-masher-RSS-feed-Local-page-URL.com"
}
},
{
"@type": "Thing",
"name": "GMB Category 2",
"alternateName": "An alternate designation of the name",
"additionalType": ["https://wikidata-link-to-category.com", "https://www.otherlinkthatsupportsthisentitysubcategory.com"],
"sameAs": "https://URL of a reference Web page that unambiguously indicates the item's identity-authority-page.com"
}
],
"memberOf" : "BC Automotive Dealers Association",
"naics" : "57439829011", <-- Only if value is available or known

"telephone" : "604-792-4435",
"workLocation" : "Chilliwack Pro Auto Care - 526R+J6 Chilliwack, British Columbia",

```

```

"jobTitle": "Author – Owner of OceanWest RV & Marine - combine with title as owner or head of
company if applicable",
"image": "https://www.example.com/images/johndoe.jpg",
"description": "John Doe is a renowned author and expert in the field of RV Repair and Maintenance.",
"disambiguatingDescription": "Further expand upon the person as it correlates to what they do or know
related to the entity or brand the dataset represents.",
"birthDate": "1980-01-01", <-- Additional field
"birthPlace": { <-- Additional field
"@type": "Place",
"name": "New York, NY",
"address": {
"@type": "PostalAddress",
"streetAddress": "123 Main St",
"addressLocality": "New York",
"addressRegion": "NY",
"postalCode": "10001",
"addressCountry": "USA"
}
},
"gender": "Male", <-- Additional field
"nationality": { <-- Additional field
"@type": "Country",
"name": "United States"
},
"worksFor":
{ <-- Additional field
"@type": "Organization",
"name": "OceanWest RV & Marine",
"sameAs": "https://www.johndoe-publishing.com",
"logo": "https://www.example.com/images/johndoe-publishing.jpg"
},
"alumniOf": { <-- Expanded into full Organization designation or in this case a university
"@type": "CollegeOrUniversity",
"name": "Harvard University",
"sameAs": "https://www.harvard.edu",
"logo": "https://www.example.com/images/harvard.jpg"
}
},
"colleague": { <-- New Addition – benefits "authorship" and "EAT" factors
"@type": "Person",
"name": "George Smith",
"url": "https://www.example.com/george-smith",
"sameAs": [
"https://www.facebook.com/george-smith",

```

```

"https://www.twitter.com/george-smith",
"https://www.linkedin.com/in/george-smith"
],
"additionalName": "George Don Smith",
"abstract": "Another way to describe the Dataset topic",
"affiliation": "BC Board of Auto Mechanics",
"brand": "Chilliwack Pro Auto Care",
"duns": "123456789",
"email": "george.smith@chilliwackproautocare.com",
"globalLocationNumber": "5587654321",
"knows": {<-- New Addition – benefits "authorship" and "EEAT" factors – this colleague KNOWS the author
"@type": "Person",
"name": "John Doe",
"url": "https://www.example.com/john-doe",
"sameAs": [
"https://www.facebook.com/johndoe",
"https://www.twitter.com/johndoe",
"https://www.linkedin.com/in/johndoe"
],
"additionalName": "Jonathan Don Smith"
},
"knowsAbout":
[
{
"@type": "Thing",
"name": "GMB Category 1",
"alternateName": "An alternate designation of the name",
"additionalType": ["https://wikidata-link-to-category.com", "https://www.otherlinkthatsupportsthisentitysubcategory.com"],
"sameAs": "https://URL of a reference Web page that unambiguously indicates the item's identity-authority-page.com"
},
{
"@type": "Thing",
"name": "GMB Category 2",
"alternateName": "An alternate designation of the name",
"additionalType": ["https://wikidata-link-to-category.com", "https://www.otherlinkthatsupportsthisentitysubcategory.com"],
"sameAs": "https://URL of a reference Web page that unambiguously indicates the item's identity-authority-page.com"
}
],
"memberOf": "BC Automotive Dealers Association",

```

```

"naics" : "57439829011",
"telephone" : "604-792-4435",
"workLocation" : "Chilliwack Pro Auto Care - 526R+J6 Chilliwack, British Columbia",
"jobTitle": "Author - combine with title as owner or head of company if applicable",
"image": "https://www.example.com/images/johndoe.jpg",
"description": "John Doe is a renowned author and expert in the field of RV Repair and Maintenance.",
"disambiguatingDescription": "Further expand upon the person as it correlates to what they do or know related to the entity or brand the dataset represents.",
"birthDate": "1980-01-01",
"birthPlace": {
"@type": "Place",
"name": "New York, NY",
"address": {
"@type": "PostalAddress",
"streetAddress": "123 Main St",
"addressLocality": "New York",
"addressRegion": "NY",
"postalCode": "10001",
"addressCountry": "USA"
}
},
"gender": "Male",
"nationality": {
"@type": "Country",
"name": "United States"
},
"worksFor": {
"@type": "Organization",
"name": "John Doe Publishing",
"sameAs": "https://www.johndoepublishing.com",
"logo": "https://www.example.com/images/johndoepublishing.jpg"
},
"alumniOf": {
"@type": "CollegeOrUniversity",
"name": "Harvard University",
"sameAs": "https://www.harvard.edu",
"logo": "https://www.example.com/images/harvest.jpg"
}
},
"audio": <-- OPTIONAL section, if applicable – if not, delete this YELLOW section.
{
"@type": "AudioObject",
"additionalType": "https://en.wikipedia.org/wiki/Audio",
"name": "RV De - Winterization Lynden WA - OceanWest RV & Marine - 360-354-5538",

```

```

"alternatenaname": "Washington's top RV Repair facility",
"disambiguatingdescription": "For all types of Recreational vehicle repairs, throughout Lynden, northern Washington and the Lower Mainland of BC including Langley.",
"description": "An audio transcript of our latest customer testimonials, more about the video and context placed here - mirror description text in Soundcloud audio description field.",
"sameAs": ["https://soundcloud.com/oceanwestrvm/sets/rv-de-winterization-lynden-wa", "kg:/g/11ghfrb282"],
"thumbnailUrl": "https://example.com/photos/1x1/photo.jpg",
"uploadDate": "2019-09-19T08:00:00+08:00",
"duration": "PT1M19S",
"contentUrl": "https://soundcloud.com/oceanwestrvm/rv-de-winterization-lynden-wa-oceanwest-rv-marine-360-354-5538?in=oceanwestrvm/sets/rv-de-winterization-lynden-wa",
"embedUrl": "https://oceanwestrvm.com",
"interactionCount": "56",
"mainEntityOfPage": "https://oceanwestrvm.com",
"datePublished": "2019-09-19",
"about": "Oceanwest RV & Marine - Lynden, Recreational vehicle, Repair, Storage",
"accessmode": ["auditory", "textual", "visual", "textOnVisual"],
"accessibilityFeature": ["audioDescription", "captions"],
"locationCreated":
{
"@type": "Place",
"address": "7324 WA-539",
"hasMap": "https://www.google.com/maps/d/viewer?mid=1KExZ2qsOLFGnFC-elfhgfEovADbVEuuD"
},
},
"video": <-- OPTIONAL section, if applicable – if not, delete this GRAY section.
{
"@type": "VideoObject",
"additionalType": "https://en.wikipedia.org/wiki/Video",
"name": "RV Repairs Lynden - OceanWest RV & Marine - 360-354-5538",
"alternatenaname": "Washington's top RV Repair facility",
"disambiguatingdescription": "For all types of Recreational vehicle repairs, throughout Lynden, northern Washington and the Lower Mainland of BC including Langley.",
"description": "We are Trained Professionals to resolve all of your RV and Marine needs. We specialize in making your experience with us a pleasant one. We are more than happy to serve all makes and models; Class A, B, C, Travel trailers, Fifth wheels, Campers, Tent Trailers, and even various Marine Vessels.",
"sameAs": ["https://www.youtube.com/playlist?list=PLcDsZnztWCiVEBGH-_mML7ya6vTEYo2-", "kg:/g/11ghfrb282"],
"thumbnailUrl": "https://example.com/photos/1x1/photo.jpg",
"uploadDate": "2019-04-14T08:00:00+08:00",
"duration": "PT1M07S",
"contentUrl": "https://www.youtube.com/watch?v=67JGfJlwgY",
"embedUrl": "https://oceanwestrvm.com",

```

```
"interactionCount": "11",
"mainEntityOfPage": "https://oceanwestrv.com",
"datePublished": "2019-04-14",
"about": "Oceanwest RV & Marine - Lynden, Recreational vehicle, Repair, Storage",
"accessmode": ["auditory", "textual", "visual", "textOnVisual"],
"accessibilityFeature": ["audioDescription", "captions"],
"locationCreated":
{
"@type": "Place",
"address": "7324 WA-539",
"hasMap": "https://www.google.com/maps/d/viewer?mid=1KExZ2qsOLFGnFC-elfhgfEovADbVEuuD"
},
"contentLocation":
{
"@type": "Place",
"name": "OceanWest RV & Marine - Lynden"
},
"about":
[
{
"@type": "Thing",
"name": "Recreational vehicle, Repair",
"sameAs":
["https://en.wikipedia.org/wiki/Category:Recreational_vehicles", "https://commons.wikimedia.org/wiki/Category:Recreational_vehicles", "https://portal.dnb.de/opac.htm?method=simpleSearch&cqlMode=true&query=nid%3D4066762-5", "https://id.ndl.go.jp/auth/ndlsh/00576672", "https://thes.bncf.firenze.sbn.it/termine.php?id=611", "https://www.britannica.com/technology/recreational-vehicle", "https://freebase.toolforge.org/m/01lgkm", "https://www.wikidata.org/wiki/Property:P3827", "https://www.wikidata.org/wiki/Property:P3417", "https://en.wikipedia.org/wiki/Motorhome", "https://en.wikipedia.org/wiki/Campervan", "https://en.wikipedia.org/wiki/Caravan_(towed_trailer)", "https://en.wikipedia.org/wiki/Caravan_(towed_trailer)#Fifth-wheel_trailers", "https://en.wikipedia.org/wiki/Popup_camper", "https://en.wikipedia.org/wiki/Truck_camper"]
},
{
"@type": "Thing",
"name": "RV Repair",
"sameAs":
["https://en.wikipedia.org/wiki/Auto_mechanic", "https://en.wikipedia.org/wiki/Recreational_vehicle"]
},
{
"@type": "Thing",
```

```

"name": "RV Storage",
"sameAs": ["https://en.wikipedia.org/wiki/Self_storage", "https://www.wikidata.org/wiki/Q746448"]
},
{
"@type": "Thing",
"name": "Boat Storage",
"sameAs": ["https://en.wikipedia.org/wiki/Self_storage", "https://en.wikipedia.org/wiki/Boat"]
},
{
"@type": "Thing",
"name": "Recreational vehicle, Repair, Mobile",
"sameAs": "https://trends.google.com/trends/explore?q=Mobile%20RV%20repair&geo=US"
},
{
"@type": "Thing",
"name": "Generac generators",
"sameAs": ["https://www.generac.com/all-products/generators", "https://g.co/kgs/VL6PA1", "https://en.wikipedia.org/wiki/Generac_Holdings", "https://oceanwestrv.com/generacdealers.com"]
},
},
"license":
{
"@type": "CreativeWork",
"url": "http://news-round.com/news/feed/1298951816-rv-repair-rv-maintenance-lynden-wa.html"
},
"creator":
{
"@type": "Organization",
"@id": "https://oceanwestrv.com/",
"additionalType":
[
"https://en.wikipedia.org/wiki/Recreational_vehicle",
"https://en.wikipedia.org/wiki/Auto_mechanic"],
"url": "https://oceanwestrv.com/",
"name": "OceanWest RV & Marine - Lynden",
"alternatenamename": "Washington, Recreational vehicle, Repair, Storage",
"disambiguatingdescription": "Top mobile and in-shop RV repair facility serving the northern Washington State and Fraser Valley BC area for many years.",
"sameAs": "kg:/g/11ghfrb282",
"mainEntityOfPage": "https://www.google.com/maps?cid=9651753609853508673",
"areaServed":
[
{

```

```
"@type": "City",
"name": "Langley",
"url": "https://www.wikidata.org/wiki/Q923243"
},
{
"@type": "City",
"name": "Abbotsford",
"url": "https://www.wikidata.org/wiki/Q271730"
},
{
"@type": "City",
"name": "Chilliwack",
"url": "https://www.wikidata.org/wiki/Q983026"
},
{
"@type": "City",
"name": "Agassiz",
"url": "https://www.wikidata.org/wiki/Q2826436"
},
{
"@type": "City",
"name": "Lynden",
"url": "https://www.wikidata.org/wiki/Q1507840"
},
{
"@type": "City",
"name": "Bellingham",
"url": "https://www.wikidata.org/wiki/Q430267"
},
{
"@type": "State",
"name": "Washington",
"url": "https://www.wikidata.org/wiki/Q1223"
},
{
"@type": "GeoCircle",
"geoMidpoint": {
"@type": "GeoCoordinates",
"latitude": 48.862411,
"longitude": -122.4881182
},
"geoRadius": 80000
}
],
```

```
"description": "We are a family owned & operated certified RV repair & maintenance business with 12+ years of experience. We are dedicated to providing you with the best cost-effective mobile RV repair and maintenance services in the Lower Mainland and Northern Washington area. We have been fully servicing areas from Hope to Delta and Blaine to Bellingham WA. We provide expert mobile RV repair services and maintenance, including annual maintenance, interior & exterior services and inspections. ",
"sameAs":["https://www.facebook.com/oceanwestrvmarine/", "https://twitter.com/OceanWestRVM", "https://www.pinterest.com/oceanwestrvmarine", "https://www.youtube.com/channel/UCzHaxpdP4gL3-Pn2Zelmkww", "https://www.google.com/maps/#!kgmid=/g/11ghfrb282&q=OceanWest+RV+%26+Marine+-+Lynden, https://g.page/OceanWest-RV-Marine-Lynden"],
"image":"https://oceanwestrv.com/wp-content/uploads/2020/06/logo_new.png",
"email":"service@oceanwestrv.com",
"telephone":"360-354-5538",
"address":
{
"@type": "PostalAddress",
"addressLocality": "Lynden",
"addressRegion": "WA",
"postalCode": "98264",
"streetAddress": "7324 WA-539"
},
"contactPoint":
{
"@type": "ContactPoint",
"contactType": "Customer Support",
"telephone": "[+360-354-5538]",
"email": "info@oceanwestrv.com"
}
},
"dataFeedElement":
[
{
"type": "DataFeedItem",
"dateCreated": "2019-08-20",
"item":
{
"@type": "Thing",
"name": "Recreational-Vehicle-Repair-Lynden",
"url": "https://recreationalvehicle.blob.core.windows.net/$web/Recreational-Vehicle-Repair-Lynden.html"
}
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
```

```
"item":
{
"@type": "Thing",
"name": "Recreational-Vehicle-Repair-Washington",
"url": "https://storage.googleapis.com/rv-repair-lynden-wa/Recreational-Vehicle-Repair-
Washington.html"
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
"item":
{
"@type": "Thing",
"name": "RV-Repair-Lynden-WA",
"url": "https://recreational-vehicle-wa.s3.us-east-2.amazonaws.com/RV-Repair-Lynden-WA.html"
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
"item":
{
"@type": "Thing",
"name": "Recreational vehicle, Repair - Lynden WA",
"url": "https://twitter.com/i/moments/1316852547462733825"
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
"item":
{
"@type": "Thing",
"name": "Recreational vehicle",
"url": "https://www.google.com/search?kgmid=/m/01lgkm&hl=en-CA&q=Recreational+vehicle"
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
"item":
{
"@type": "Thing",
```

```
"name": "RV Repair",
"url": "https://rss.app/feeds/_XqsSpNSW3U49qVqy.xml"
},
{
"@type": "DataFeedItem",
"dateModified": "2019-08-20",
"item":
{
"@type": "Thing",
"name": "RV Repair",
"url": "https://rss.app/feeds/5q174tBzMOVTFtar.xml"
}
}
]
}
</script>
```