

FAQ Page Schema Template

A copy-paste snippet for your clinical Q&A pages.

WHAT THIS IS

Structured data that describes your content to machines, not visitors – it doesn't change how the page looks. It tells AI systems and search engines: this is a Q&A, it was clinically reviewed, and here's the named provider behind it. That explicit labeling is what makes a page easier to cite.

HOW TO USE IT

Step 1: Fill in the placeholders. Replace everything in brackets below with your actual question, answer, provider name, and NPI number. Duplicate the question block for every Q&A pair on the page.

Step 2: Hand it to your web developer. This snippet gets pasted into the page's HTML, either directly in the page template or through a custom fields / schema plugin if your CMS has one. It is invisible to site visitors.

Step 3: Validate before publishing. Paste the finished page URL into Google's Rich Results Test (search. google.com/test/rich-results) to confirm the markup is read correctly with no errors.

THE TEMPLATE

Copy everything below, including the opening and closing <script> tags:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "[YOUR QUESTION, PHRASED AS A PATIENT WOULD ASK IT]",
      "acceptedAnswer": {
        "@type": "MedicalWebPage",
        "text": "[YOUR DIRECT ANSWER, ONE OR TWO SENTENCES]",
        "reviewedBy": {
          "@type": "Person",
          "name": "[PROVIDER NAME, MD]",
          "identifier": "[PROVIDER NPI NUMBER]"
        }
      }
    }
  ]
  // Repeat the block above for each additional question on the page
}
</script>
```

A FILLED-IN EXAMPLE

Here's the same template with real content dropped in, for reference:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "How long does recovery from knee surgery take?",
    "acceptedAnswer": {
      "@type": "MedicalWebPage",
      "text": "Most patients return to light activity within two weeks.",
      "reviewedBy": {
        "@type": "Person",
        "name": "Dr. Ana Ruiz, MD",
        "identifier": "1234567890"
      }
    }
  ]
}
</script>
```

A FEW NOTES

MedicalWebPage schema is optional but strongly recommended for clinical content, it's what signals the answer has gone through medical review, not just editorial review.

The identifier field under reviewedBy is where the provider's NPI number goes. Linking that number to the provider's public NPI registry entry (via their bio page) closes the loop even further, see the full session deck for that pattern.

If a page has more than one question, repeat the object inside the mainEntity array for each one, they all live inside the same single script block.

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