



PINXS Schema Pro

User Instructions for WordPress

Installation, licence activation, global setup, WooCommerce product schema, per-page controls, bulk tools, validation and best-practice guidance.



JSON-LD output

WooCommerce support

Bulk editor

Safer reviews



Version covered: PINXS Schema Pro v3.1.66. **Licence wording:** Lifetime licence, lifetime support, 12 months updates.

Contents

- 1. What PINXS Schema Pro does
- 2. Requirements and installation
- 3. Licence activation
- 4. First-run setup checklist
- 5. Global settings
- 6. WooCommerce product schema setup
- 7. Per-page and per-post schema controls
- 8. Bulk editor and list-screen actions
- 9. Validation and testing
- 10. Safe structured-data rules
- 11. Backup, export and import
- 12. Troubleshooting



1. What PINXS Schema Pro does

PINXS Schema Pro adds JSON-LD structured data to a WordPress website. It is designed to provide sensible automatic defaults for normal pages and posts, while still allowing precise manual control where a page needs Product, FAQPage, HowTo, Review, Service, Event, Dataset, LocalBusiness, BreadcrumbList, Organization, WebSite or WebPage schema.

Plain English summary: The plugin helps search engines understand what each page is about. It does not guarantee rich results, but it gives Google and other search engines cleaner structured data to read.

Area	What it does
Automatic schema	Applies default schema types to public post types such as posts, pages and WooCommerce products.
Per-page overrides	Lets you enable, disable, add or remove schema types on individual posts, pages or products.
WooCommerce support	Can output Product + Offer schema for priced products and apply safe fallbacks for products without a price.
Duplicate control	Helps avoid duplicate schema when another SEO plugin is also active.
Bulk tools	Enables, disables, resets or adjusts schema across many posts or products at once.
Preview and validation	Provides JSON-LD preview, Google-style preview and options to test output.

2. Requirements and installation

Requirement	Recommendation
WordPress	WordPress 6.0 or later.
PHP	Use a current supported PHP version suitable for your WordPress host.
Admin access	You need an administrator account to install, activate and configure the plugin.
WooCommerce	Only required for WooCommerce Product schema features.
Caching	After changing schema settings, clear any cache plugin, server cache and CDN cache before testing.
Licence key	A valid Plugin Nexus licence key and licence email are required for the retail version.

Install the plugin

1. Log in to your WordPress admin area.



2. Go to Plugins > Add New > Upload Plugin.
3. Choose the PINXS Schema Pro ZIP file.
4. Click Install Now.
5. Click Activate Plugin.
6. After activation, look for PINXS Schema Pro / PINXS Schemas in the WordPress admin menu.

Important: Only keep one active copy of the plugin installed. Multiple active copies can generate duplicate schema or cause unexpected behaviour. When updating, the new ZIP should overwrite the existing plugin folder rather than creating a second plugin entry.

3. Licence activation

PINXS Schema Pro uses the Plugin Nexus licence system. The retail plugin will not fully run unless the licence system is loaded and the licence is valid for the site.

7. After activating the plugin, open the PINXS Schema Pro setup or licence page shown in the WordPress admin menu.
8. Enter the licence key supplied with your purchase.
9. Enter the licence email address used for the purchase.
10. Click Activate Licence.
11. Confirm that the licence page shows the plugin as active for the current site.

Licence status	What to do
Not activated	Re-enter the licence key and email, check for extra spaces, and make sure the site can make outbound requests.
Site limit reached	Deactivate the licence on an old site or upgrade the licence tier.
Updates expired	The licence may still work, but new updates may require an active update period.
Licence valid	Continue to the first-run setup checklist.

4. First-run setup checklist

- Enable schema output globally.
- Add your Organization name and logo.
- Choose whether Organization schema should output on the homepage.
- Enable or disable BreadcrumbList schema depending on whether your theme or SEO plugin already outputs it.
- Enable WebSite SearchBox schema only if your site has a working internal search feature.
- Choose duplicate-control behaviour if you also use Yoast, Rank Math, All in One SEO or another schema/SEO plugin.
- Review the schema mapping for each post type.
- For WooCommerce sites, run the WooCommerce product schema setup after checking the defaults.
- Test several page types with Google Rich Results Test or Schema Markup Validator.



Recommended starting point: For most Plugin Nexus and WooCommerce-style sites, start with Product + WebPage for products, Article or BlogPosting + WebPage for posts, and WebPage for pages. Keep Review and aggregateRating disabled unless the real reviews/ratings are visible on the page.

5. Global settings

Go to PINXS Schemas > Settings. The global settings decide what the plugin outputs automatically and how it behaves alongside other SEO plugins.

Setting	What it means	Suggested use
Enable schema output	Master switch for JSON-LD output from PINXS Schema Pro.	Leave enabled unless you are troubleshooting.
Organization Name	The business or website name used in Organization schema.	Use the public brand name of the site.
Organization Logo	Logo URL used in Organization and publisher-related schema.	Use a clear JPG or PNG logo, ideally at least 112 x 112 px.
Output Organization on Home	Outputs full Organization schema on the homepage.	Usually enabled.
BreadcrumbList Schema	Outputs breadcrumb structured data.	Enable only if your theme or SEO plugin does not already output breadcrumbs.
WebSite SearchBox	Outputs SearchAction markup for site search.	Enable only if the site has a real working search function.
Default Article Variant	Controls Article, BlogPosting or NewsArticle defaults.	Use BlogPosting for normal blog posts unless the site is news-focused.

Duplicate control with SEO plugins

Mode	Meaning	When to use
Output nothing / disable all automatic output	PINXS stops automatic schema output.	Temporary troubleshooting or when another plugin handles nearly all schema.
Output selected	PINXS outputs only selected schema types while the SEO plugin handles others.	Recommended for hybrid setups.
Output all	PINXS outputs everything it is configured to output.	Use only when no other plugin outputs overlapping schema.

Avoid duplicates: Duplicate Article, WebPage, Product or brand fields can trigger warnings or invalid structured data. If another SEO plugin is active, use Output selected and allow PINXS to handle only the schema types you need it to handle.



Global defaults and the 3-layer logic

The plugin resolves schema values in this order:

12. Manual override: values entered on the individual post, page or product are used first.
13. Global default: if the field is empty on the individual item, the plugin checks global defaults.
14. Automatic extraction: if no manual or global value exists, the plugin tries to use suitable WordPress data such as the title, excerpt, content, featured image, product price or permalink.

Best practice: Use global defaults for values that genuinely apply across the site, such as brand or currency. Use per-page overrides for content-specific values such as a product GTIN, event date or FAQ items.

6. WooCommerce product schema setup

PINXS Schema Pro includes a WooCommerce product setup tool for priced products and affiliate-style product pages. This can update all WooCommerce products and apply safer schema defaults in bulk.

Recommended WooCommerce defaults

Default	Recommended value	Why
Currency	GBP for UK stores, or the currency actually used on the site.	Product Offer schema requires a real currency code.
Availability	InStock unless the product is usually unavailable.	Helps produce complete Offer schema.
Condition	NewCondition for new products.	Use Used, Refurbished or Damaged only when accurate.
Offer URL mode	Use product page URL, or external product URL for external WooCommerce products.	The URL should match where the visitor can view or buy the product.
No-price fallback	Article/WebPage schema with Product off, or WebPage only.	Avoids invalid Product rich result markup where price/offer data is missing.
Overwrite existing values	Use carefully.	Only enable when you intentionally want to replace saved product schema values.

Apply product schema defaults

15. Go to PINXS Schemas > Settings.
16. Find the WooCommerce product schema defaults section.
17. Check the currency, availability, condition and offer URL mode.
18. Choose the no-price fallback behaviour.
19. Decide whether existing product schema values should be overwritten.
20. Click Save Defaults and Update All Products.
21. Read the confirmation message and test a sample of products afterwards.



Review schema safety: The WooCommerce bulk tool keeps Review schema off by default and clears saved Review data. Only enable Review or aggregateRating when the reviews and ratings are real, current and visible to visitors on the same page.

7. Per-page and per-post schema controls

A Schema meta box appears in the editor for public post types. Use this when a specific page needs custom schema, a manual override, or a schema type that differs from the global mapping.

Control	Purpose
Enable / inherit / disable	Choose whether the current item follows global settings, is forced on, or is forced off.
Add schema types	Add extra schema types to this item, such as FAQPage, HowTo, Service, Event or Dataset.
Remove schema types	Suppress a schema type that would otherwise come from global mapping.
Title and description	Override the automatically generated title or description.
Custom image URL	Use a specific schema image instead of the featured image.
Hide image	Suppress image output when no suitable visible image exists.
Field controls	Enable or disable individual fields for supported schema nodes.

Common per-page examples

Scenario	Suggested action
A normal blog post	Let the post inherit Article or BlogPosting + WebPage from global mapping.
A product review article	Add Review only if the review text and rating are real and visible on the page.
A service landing page	Add Service and fill service name, description, service type and area served.
A tutorial page	Add HowTo and fill the steps, tools, supplies and total time where accurate.
An FAQ section visible on the page	Add FAQPage and enter the visible questions and answers.
A product without price or offer details	Use WebPage or Article fallback rather than Product schema.



8. Bulk editor and list-screen actions

The Bulk Editor is for applying schema changes across many items without opening each post or product individually.

22. Go to PINXS Schemas > Bulk Editor.
23. Filter by post type, status, title/search term or schema status.
24. Select individual rows, or use the option to apply to all matching results.
25. Choose the bulk action.
26. Apply the change and review the updated count.
27. Test a sample page from the changed group.

Bulk action	Use case
Force enable	Turn PINXS schema on for selected items.
Force disable	Turn PINXS schema off for selected items.
Inherit	Remove the per-item enable/disable override and use global mapping.
Reset overrides	Clear per-item add/remove schema choices and return to defaults.
Clear FAQ / HowTo / Review / Service	Remove saved data for that schema type from selected items.
Add schema	Add a chosen schema type to selected items.
Remove schema	Suppress a chosen schema type on selected items.

Before large changes: For large sites, make a WordPress database backup before using bulk actions. Bulk changes can affect many posts/products quickly.

9. Validation and testing

Always test representative pages after changing schema settings. Search engines may cache old structured data, so allow time for recrawling after fixes.

Tool / check	What to look for
PINXS JSON-LD Preview	Confirm that the expected @type nodes are present and unwanted nodes are not present.
Page source	Check that only one sensible JSON-LD graph is output by PINXS/other plugins combined.
Google Rich Results Test	Check product, review, FAQ and other rich-result eligibility.
Schema Markup Validator	Check general Schema.org structure and warnings.
Google Search Console	Monitor newly discovered errors and validate fixes after Google recrawls.



Warnings vs errors: Warnings are not always fatal. Missing optional fields may be acceptable. Errors and duplicate invalid fields should be fixed. Do not add fake values just to silence warnings.

10. Safe structured-data rules

- Structured data must match visible page content.
- Do not invent reviews, ratings, prices, stock status, addresses, events or offers.
- Do not output Product schema unless the page has enough real product information.
- Do not output FAQPage schema unless the questions and answers are visible to visitors.
- Do not output LocalBusiness schema unless the business name/address details are real and appropriate.
- Keep Review and aggregateRating disabled unless genuine visible reviews/ratings exist.
- Omit empty fields rather than outputting blank, N/A, none or placeholder values.
- Use one primary plugin for each major schema type to avoid duplicates.

High-risk field	Safe approach
review	Enable only when the page contains the actual review.
aggregateRating	Enable only when the rating aggregate is real, visible and current.
offers	Use only when price, currency, availability and URL are accurate.
brand	Use one correct brand source to avoid duplicate brand output.
address	Use only for a genuine physical business location.

11. Backup, export and import

PINXS Schema Pro includes export/import handling for settings and custom node templates. Use these tools before moving schema configuration between sites or before making advanced changes.

Action	When to use it
Download settings	Save a copy of the plugin configuration before major changes.
Download custom nodes	Export custom JSON templates from the uploads folder.
Import data	Move saved settings or templates to another site.
Reset node to default	Remove a custom template override if it causes problems.

Storage note: Custom node templates are saved in the WordPress uploads area under a PINXS Schema Pro custom-nodes folder. Include uploads and the database in normal site backups.



12. Troubleshooting

Problem	Likely cause	Fix
No schema appears	Global output is disabled, licence is inactive, or cache is showing an old page.	Check licence, enable schema output, save settings, clear cache and retest.
Duplicate Article/WebPage/Product schema	Another SEO/schema plugin is outputting the same type.	Use Duplicate Control > Output selected, and disable overlapping types in PINXS or the other plugin.
Duplicate brand field	Multiple plugin copies are active or more than one schema source outputs brand.	Keep one active plugin copy and use field controls/duplicate control to prevent repeated brand output.
Product rich result errors	Product schema is output without required offer/review/rating data.	Use the WooCommerce defaults tool and safe no-price fallback. Do not fake missing data.
Review/rating errors	Review schema exists without genuine visible review data.	Disable Review and aggregateRating unless real visible reviews are present.
Google still shows old error	Google has not recrawled the fixed page yet.	Use URL Inspection and request validation after confirming live output is fixed.
Settings do not seem to change	Caching or another plugin overrides output.	Clear cache/CDN and test with other SEO plugins temporarily disabled if needed.

Support and updates

For support, updates and product information, visit Plugin Nexus at pluginnexus.com. Keep your licence details safe and include the plugin version, WordPress version, PHP version, theme name and any SEO plugins in support requests.

Licence and support: Lifetime licence, lifetime support, 12 months updates.

General download and software safety disclaimer

Any software downloaded and installed on a website or computer should be checked by the end user before use. Keep complete backups before installing or updating WordPress plugins, especially on a live production site. Where possible, test new software or updates on a staging site or isolated test environment before applying them to a working business website.

Plugin Nexus provides software and documentation in good faith, but the end user remains responsible for checking compatibility, security, backups, hosting requirements, legal compliance and suitability for their own use case. Plugin Nexus accepts no responsibility for data loss, downtime, third-party conflicts, misuse of structured data, search-engine decisions, or issues caused by installing software without suitable testing and backups.