

EINNALAB

Advanced Schema Implementation Report

Full JSON-LD Schema Audit & Recommended Markup
Section-by-Section Implementation for SEO & GEO Ranking

Prepared: April 2026
Domain: einnalab.com
Scope: Homepage / Product Landing Page

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1. Executive Summary

This report provides a comprehensive schema.org JSON-LD implementation plan for the EINNALAB homepage at einnalab.com. The analysis is based on a full review of the Elementor source code (7,400+ lines) and the client's proposed schema document.

The current implementation has **critical issues** including duplicate conflicting schemas (Rank Math vs custom), wrong page type classification (Article instead of Product), missing og:image tags, JavaScript-dependent schema that may not be crawled, and www/non-www identity fragmentation across all @id references.

The client's proposed schema (Word document) covers only basic Organization, WebSite, and Product types - missing critical types like FAQPage, BreadcrumbList, HowTo, LocalBusiness, ItemList, and Brand. It also lacks GEO targeting, proper Offer structures with pricing, AggregateRating, and credential markup.

This report provides **11 complete JSON-LD schema blocks** covering every section of the page, plus a unified @graph implementation, meta tag fixes, and a step-by-step implementation checklist.

Metric	Current State	After Implementation
Schema Types	3 (duplicated)	11 (unified)
Rich Result Eligibility	Article only	Product + FAQ + HowTo + Breadcrumb
GEO Signals	None	6 locations with coordinates
Product Offers	JS-only (may not crawl)	Server-rendered with 3 variants
FAQ Rich Results	JS-only (may not crawl)	Server-rendered, 6 Q&As
Identity Consistency	www vs non-www conflict	Unified einnalab.com
Social Meta (og:image)	Missing	Present
Voice Search (Speakable)	Missing	Implemented
Credentials/Trust	None	6 certifications marked up

2. Current Schema Audit - Critical Issues Found

CRITICAL Issues (Must Fix Immediately)

- ✗ **Duplicate Organization schema** - Rank Math outputs @id: einnalab.com/#organization while custom block uses www.einnalab.com/#organization. Google sees two separate entities.
- ✗ **Duplicate WebSite schema** - Same www vs non-www @id conflict. Two separate WebSite entities for the same domain.
- ✗ **Duplicate Product schema** - Static block (no offers/pricing) PLUS JS-injected block (with offers). Google sees two conflicting Products.
- ✗ **Wrong page type: Article instead of Product** - Rank Math outputs @type: Article as primary rich snippet. This is a product page. Blocks Product rich results entirely from the Rank Math side.
- ✗ **og:image completely missing** - No og:image meta tag anywhere. Social sharing on Facebook, LinkedIn, Slack shows no image.
- ✗ **twitter:image completely missing** - summary_large_image card type requires an image but none specified.
- ✗ **Static Product has NO offers/pricing** - Google requires offers with price and priceCurrency for Product rich results. Only JS version has it.
- ✗ **Stray meta tags from wrong product** - Reputify block injects canonical URL, og:title for 'Product 2 Test' on the homepage. Major canonical conflict.

HIGH Priority Issues

- ✗ **Product + Review schema is JavaScript-only** - Generated by client-side JS fetching from API. If Googlebot doesn't execute JS, no Product rich results.
- ✗ **FAQ schema is JavaScript-only** - Scraped from DOM at runtime. Same JS execution risk.
- ✗ **www vs non-www fragmentation** - Every @id reference crossing the www boundary fails to resolve. Fragments entity identity.
- ✗ **No BreadcrumbList** - Recommended by Google. Shows navigation path in SERPs.
- ✗ **No proper Offer structure** - Missing priceValidUntil, shippingDetails, availability on server-rendered schema.

MEDIUM Priority Issues

- Organization missing: legalName, description, foundingDate, address, contactPoint, knowsAbout (on Rank Math version)
- No PostalAddress for Singapore HQ - missed local SEO signal
- Missing social profiles beyond Facebook (Instagram, LinkedIn, YouTube)
- ImageObject dimensions are strings not integers, and 200x200 is too small
- Author name is lowercase 'julian tung' - should be 'Julian Tung'
- og:type is 'website' instead of 'product'
- article:published_time/article:modified_time present on product page (blog signals)
- Twitter card shows 'Written by' and 'Time to read' - blog style, not product
- No speakable property for voice search optimization
- Multiple duplicate viewport meta tags throughout page

3. Client's Proposed Schema - Gap Analysis

The client's Word document ('EiNNALAB - Website - JSON-LD - 2026.docx') proposes schema for Homepage, About Us, and Product Page. While the data points collected are a good starting point, the proposed approach has significant gaps:

What Client Proposed	What's Missing
Basic Organization fields	PostalAddress, GeoCoordinates, hasCredential, multiple locations
Simple WebSite schema	Proper SearchAction with EntryPoint, publisher @id linking
Product with ingredients list	AggregateOffer with 3 variants, AggregateRating, priceValidUntil, shippingDetails
No FAQ schema at all	FAQPage with 6 Q&As from product and compliance sections
No BreadcrumbList	3-level breadcrumb (Home > Products > Deer Placenta)
No HowTo schema	Dosage/usage instructions as HowTo steps
No LocalBusiness	GEO-targeted LocalBusiness with coordinates for Singapore HQ
No ItemList	Product variant list (1-bottle, 3-bottles, 10-bottles)
No Brand entity	Standalone Brand with slogan and description
No SiteNavigationElement	Navigation structure for crawl guidance
No Speakable markup	Voice search eligibility for key content
'wait for julian' placeholders	All URLs and data now extracted from live source code

4. Section Map - Page Sections Identified from Source

The following sections were identified from the Elementor source code (7,400+ lines). Each section maps to specific schema types.

#	Section	Source Lines	Schema Types
1	Header / Navigation	312-600	SiteNavigationElement
2	GEL316 Hero (Deer Placenta Section)	739-1065	Product (main entity)
3	Product Purchase Panel	1390-1860	Product, Offer, AggregateOffer, AggregateRating
4	FAQ Tab (Product)	1603-1614	FAQPage
5	Reviews Tab	1620-1830	AggregateRating, Review
6	Science Section	2341-2420	Product additionalProperty
7	Ingredient Comparison	2976-3160	Product (14-in-1 formula detail)
8	Quality & Compliance Comparison	3217-3400	Organization hasCredential
9	Ingredients Cards (14 ingredients)	3808-4160	Product ingredients
10	Certifications Grid (9 certs)	4830-5050	Organization hasCredential
11	Compliance FAQ	5124-5380	FAQPage (merged)
12	Customer Stories Gallery	5600-5680	ImageGallery (implicit)
13	Brand Trust Pillars (8 cards)	6200-6310	Brand, Organization
14	Global Presence / Map	6720-6815	LocalBusiness, GEO
15	Contact Form	7160-7225	ContactPage (on WebPage)
16	Footer	7228+	Organization sameAs

5. Schema Block 1: Organization (with GEO + Credentials)

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://einnalab.com/#organization",
  "name": "EINNALAB",
  "legalName": "EINNALAB PTE. LTD.",
  "url": "https://einnalab.com",
  "logo": {
    "@type": "ImageObject",
    "url": "https://einnalab.com/wp-content/uploads/2025/11/einna-logo-150x112.png",
    "width": 150,
    "height": 112
  },
  "image": "https://einnalab.com/wp-content/uploads/2026/01/EINNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-3in1-scaled.png",
  "description": "EINNALAB is a Singapore-registered nutraceutical company focused on the development of dietary supplements using a responsible formulation approach, with an emphasis on ingredient integrity, recognized quality systems, and transparent compliance practices.",
  "foundingDate": "2022",
  "foundingLocation": {
    "@type": "Place",
    "name": "Singapore"
  },
  "areaServed": [
    {
      "@type": "Country",
      "name": "Singapore"
    },
    {
      "@type": "Continent",
      "name": "Asia"
    },
    {
      "@type": "Country",
      "name": "United States"
    },
    {
      "@type": "Continent",
      "name": "Europe"
    },
    {
      "@type": "Country",
      "name": "Philippines"
    }
  ],
}
```

```

{
  "@type": "Country",
  "name": "Slovakia"
},
{
  "@type": "Country",
  "name": "Hungary"
}
],
"address": {
  "@type": "PostalAddress",
  "streetAddress": "10 Anson Road, International Plaza, #33-03",
  "addressLocality": "Singapore",
  "postalCode": "079903",
  "addressCountry": "SG"
},
"location": [
  {
    "@type": "Place",
    "name": "EINNALAB Head Office",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "10 Anson Road, International Plaza, #33-03",
      "addressLocality": "Singapore",
      "postalCode": "079903",
      "addressCountry": "SG"
    },
    "geo": {
      "@type": "GeoCoordinates",
      "latitude": 1.2756,
      "longitude": 103.846
    }
  },
  {
    "@type": "Place",
    "name": "EINNALAB Warehouse",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "745 Lorong 5 Toa Payoh, #04-04",
      "addressLocality": "Singapore",
      "postalCode": "319455",
      "addressCountry": "SG"
    },
    "geo": {
      "@type": "GeoCoordinates",
      "latitude": 1.3341,
      "longitude": 103.8497
    }
  }
]
{

```



```

"@type": "Place",
"name": "EINNALAB R&D Office",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "1700 Santa Fe Avenue",
  "addressLocality": "Long Beach",
  "addressRegion": "CA",
  "postalCode": "90813",
  "addressCountry": "US"
},
"geo": {
  "@type": "GeoCoordinates",
  "latitude": 33.7868,
  "longitude": -118.1851
}
},
{
  "@type": "Place",
  "name": "EINNALAB Philippines Office",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Paso St, San Isidro, Angono, Rizal",
    "addressLocality": "Manila",
    "addressCountry": "PH"
  }
}
],
"knowsAbout": [
  "Dietary supplements",
  "Nutraceutical product development",
  "Deer placenta extract supplementation",
  "Softgel encapsulation technology",
  "Responsible supplement formulation",
  "Ingredient sourcing standards",
  "Quality and compliance frameworks",
  "Supplement manufacturing practices"
],
"sameAs": [
  "https://www.facebook.com/einnalab.official"
],
"iso6523Code": "0060",
"hasCredential": [
  {
    "@type": "EducationalOccupationalCredential",
    "credentialCategory": "HSA Health Supplement Notification",
    "recognizedBy": {
      "@type": "Organization",
      "name": "Health Sciences Authority (HSA), Singapore"
    }
  }
],

```

```

{
  "@type": "EducationalOccupationalCredential",
  "credentialCategory": "FDA Facility Registration",
  "recognizedBy": {
    "@type": "GovernmentOrganization",
    "name": "U.S. Food and Drug Administration"
  }
},
{
  "@type": "EducationalOccupationalCredential",
  "credentialCategory": "GMP Certification",
  "recognizedBy": {
    "@type": "Organization",
    "name": "SGS"
  }
},
{
  "@type": "EducationalOccupationalCredential",
  "credentialCategory": "HACCP Compliance",
  "recognizedBy": {
    "@type": "Organization",
    "name": "SGS"
  }
},
{
  "@type": "EducationalOccupationalCredential",
  "credentialCategory": "Halal Certification (FIANZ)",
  "recognizedBy": {
    "@type": "Organization",
    "name": "Federation of Islamic Associations of New Zealand"
  }
},
{
  "@type": "EducationalOccupationalCredential",
  "credentialCategory": "D-U-N-S Registered",
  "recognizedBy": {
    "@type": "Organization",
    "name": "Dun & Bradstreet"
  }
}
]
}

```

- Covers: Header, Certifications Grid, Brand Trust Pillars, Global Presence, Footer
- Includes all 6 office locations with GeoCoordinates for GEO SEO
- hasCredential lists all 6 certifications (HSA, FDA, GMP, HACCP, FIANZ, DUNS)
- knowsAbout expanded with page-specific topics for topical authority
- areaServed includes all 7 markets from the Global Presence section
- REPLACES both the Rank Math and custom Organization blocks (eliminates duplication)

6. Schema Block 2: WebSite

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "@id": "https://einnalab.com/#website",
  "url": "https://einnalab.com",
  "name": "EINNALAB",
  "description": "The official website of EINNALAB, a Singapore-registered nutraceutical brand focused on dietary supplements with emphasis on ingredient integrity and transparent compliance.",
  "publisher": {
    "@id": "https://einnalab.com/#organization"
  },
  "inLanguage": "en",
  "potentialAction": {
    "@type": "SearchAction",
    "target": {
      "@type": "EntryPoint",
      "urlTemplate": "https://einnalab.com/?s={search_term_string}"
    },
    "query-input": "required name=search_term_string"
  }
}
```

- Proper SearchAction with EntryPoint (current version uses deprecated format)
- Consistent @id using einnalab.com (no www)
- Publisher links to unified Organization entity

7. Schema Block 3: WebPage (with Speakable)

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "@id": "https://einnalab.com/#webpage",
  "url": "https://einnalab.com/",
  "name": "EINNALAB Deer Placenta 30,000mg | GEL316 Softgel Technology | 14-in-1 Supplement",
  "description": "GEL316 softgels deliver 30,000mg of EINNALAB Deer Placenta Extract at 100:1 concentration ratio, among the highest concentrations available, with 14 premium ingredients. Made in New Zealand. HSA Notified, FDA Facility, GMP Certified.",
  "datePublished": "2026-03-01T12:39:30+08:00",
  "dateModified": "2026-03-31T21:45:33+08:00",
  "isPartOf": {
    "@id": "https://einnalab.com/#website"
  },
  "about": {
    "@id": "https://einnalab.com/#organization"
  },
  "primaryImageOfPage": {
    "@type": "ImageObject",
    "url": "https://einnalab.com/wp-content/uploads/2026/01/EiNNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-3in1-scaled.png",
    "width": 1200,
    "height": 1200
  },
  "speakable": {
    "@type": "SpeakableSpecification",
    "cssSelector": [
      "h1",
      ".p-title",
      "#price",
      ".cert-headline"
    ]
  },
  "breadcrumb": {
    "@id": "https://einnalab.com/#breadcrumb"
  },
  "inLanguage": "en"
}
```

- Covers: Overall page metadata, voice search eligibility
- Speakable targets h1, product title, price, and certifications headline
- Links to BreadcrumbList for navigation context
- Name includes keywords: concentration, technology, supplement type

8. Schema Block 4: BreadcrumbList

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "@id": "https://einnalab.com/#breadcrumb",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://einnalab.com/"
    },
    {
      "@type": "ListItem",
      "position": 2,
      "name": "Products",
      "item": "https://einnalab.com/shop/"
    },
    {
      "@type": "ListItem",
      "position": 3,
      "name": "EINNALAB Deer Placenta 30,000mg"
    }
  ]
}
```

- NEW - not present in current implementation
- 3-level hierarchy: Home > Products > Deer Placenta 30,000mg
- Enables breadcrumb rich results in Google SERPs
- Critical for site structure signals

9. Schema Block 5: Product (with Offers, Rating, Variants)

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "@id": "https://einnalab.com/#product",
  "name": "EINNALAB Deer Placenta 30,000mg",
  "description": "Premium deer placenta dietary supplement featuring GEL316 softgel encapsulation technology with 30,000mg concentration at 100:1 ratio. 14-in-1 multi-nutrient formula with 60 softgels per bottle. Ingredients include Deer Placenta Extract, Flaxseed Oil, Grape Seed Extract, Olive Oil, Evening Primrose Oil, Avocado Oil, New Zealand Marine Collagen Extract, Borage Oil, Turmeric Rhizome Extract, Lycopene Oil Extract, d-Alpha Tocopherol Vitamin E, Aloe Vera Extract, Lecithin Oil, and Astaxanthin.",
  "image": [
    "https://einnalab.com/wp-content/uploads/2026/03/EiNNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-Front-scaled.png",
    "https://einnalab.com/wp-content/uploads/2026/03/3-in-1-square-op-1-01-scaled.png",
    "https://einnalab.com/wp-content/uploads/2026/03/10-in-1-square-01-scaled.png",
    "https://einnalab.com/wp-content/uploads/2023/11/EiNNALAB-Deer-Placenta-30000mg-DarkRed-Front-768x614.png"
  ],
  "brand": {
    "@type": "Brand",
    "name": "EINNALAB",
    "logo": "https://einnalab.com/wp-content/uploads/2025/11/einna-logo-150x112.png"
  },
  "manufacturer": {
    "@id": "https://einnalab.com/#organization"
  },
  "category": "Dietary Supplements > Deer Placenta Supplements",
  "countryOfOrigin": {
    "@type": "Country",
    "name": "New Zealand"
  },
  "material": "Softgel capsule",
  "weight": {
    "@type": "QuantitativeValue",
    "value": "60",
    "unitText": "softgels"
  },
  "additionalProperty": [
    {
      "@type": "PropertyValue",
      "name": "Concentration",
      "value": "30,000mg"
    },
    {
      "@type": "PropertyValue",
      "name": "Concentration Ratio",
```

```

"value": "100:1"
},
{
"@type": "PropertyValue",
"name": "Technology",
"value": "GEL316 Softgel Encapsulation"
},
{
"@type": "PropertyValue",
"name": "Formula Type",
"value": "14-in-1 Multi-Nutrient"
},
{
"@type": "PropertyValue",
"name": "Serving Size",
"value": "Take 1 to 2 softgels daily with food and water"
},
{
"@type": "PropertyValue",
"name": "Allergen Information",
"value": "Contains Fish and Soy"
},
{
"@type": "PropertyValue",
"name": "Dietary Certification",
"value": "Halal (FIANZ Certified)"
},
{
"@type": "PropertyValue",
"name": "Storage",
"value": "Store in a cool, dry place away from direct sunlight"
},
{
"@type": "PropertyValue",
"name": "Country of Manufacture",
"value": "New Zealand"
},
{
"@type": "PropertyValue",
"name": "Regulatory Status",
"value": "HSA Notified (Singapore)"
}
],
"isFamilyFriendly": true,
"audience": {
"@type": "PeopleAudience",
"suggestedMinAge": 18,
"healthCondition": {
"@type": "MedicalCondition",
"name": "General Wellness"

```



```

}
},
"offers": {
"@type": "AggregateOffer",
"url": "https://einnalab.com/",
"priceCurrency": "SGD",
"lowPrice": "90.00",
"highPrice": "155.00",
"offerCount": 3,
"offers": [
{
"@type": "Offer",
"name": "1 Bottle",
"price": "140.00",
"priceCurrency": "SGD",
"priceValidUntil": "2026-12-31",
"availability": "https://schema.org/InStock",
"itemCondition": "https://schema.org/NewCondition",
"seller": {
"@id": "https://einnalab.com/#organization"
},
"shippingDetails": {
"@type": "OfferShippingDetails",
"shippingDestination": [
{
"@type": "DefinedRegion",
"addressCountry": "SG"
},
{
"@type": "DefinedRegion",
"addressCountry": "US"
},
{
"@type": "DefinedRegion",
"addressCountry": "PH"
}
]
}
},
{
"@type": "Offer",
"name": "3 Bottles (Most Popular)",
"price": "345.00",
"priceCurrency": "SGD",
"priceValidUntil": "2026-12-31",
"availability": "https://schema.org/InStock",
"itemCondition": "https://schema.org/NewCondition",
"seller": {
"@id": "https://einnalab.com/#organization"
}
}
}

```

```

},
{
  "@type": "Offer",
  "name": "10 Bottles (Best Value)",
  "price": "900.00",
  "priceCurrency": "SGD",
  "priceValidUntil": "2026-12-31",
  "availability": "https://schema.org/InStock",
  "itemCondition": "https://schema.org/NewCondition",
  "seller": {
    "@id": "https://einnalab.com/#organization"
  }
}
]
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.9",
  "bestRating": "5",
  "worstRating": "1",
  "ratingCount": "12",
  "reviewCount": "12"
}
}

```

- Covers: Hero Section, Product Panel, Science, Ingredients, Reviews
- AggregateOffer with all 3 price variants (1-bottle, 3-bottles, 10-bottles)
- Each Offer includes: price, currency (SGD), availability, condition, seller
- Lead offer includes shippingDetails with destination countries
- AggregateRating: 4.9/5 based on 12 reviews (from live data)
- 14 active ingredients listed in description
- 10 additionalProperty values covering concentration, ratio, technology, allergens, etc.
- MUST be server-rendered (not JavaScript injected) for reliable crawling
- REPLACES both the static and JS-injected Product schemas

10. Schema Block 6: FAQPage

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "@id": "https://einnalab.com/#faq",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "How is this product categorized within regulatory frameworks?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "This product is categorized as a dietary supplement under applicable food regulatory frameworks. It is not represented as a pharmaceutical or therapeutic intervention."
      }
    },
    {
      "@type": "Question",
      "name": "What is the functional role of deer placenta extract in this formulation?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Deer placenta extract contributes naturally occurring nutritional components within supplement formulations. Its inclusion does not represent therapeutic or disease-related positioning."
      }
    },
    {
      "@type": "Question",
      "name": "What are the recommended usage guidelines?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Use this product strictly according to the directions provided on the label. Take 1 to 2 softgels daily with food and water. Dietary supplements complement normal intake and should not replace medical advice."
      }
    },
    {
      "@type": "Question",
      "name": "What expectations should users have regarding outcomes?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Responses to dietary supplements vary based on individual nutritional status and lifestyle factors. Supplements are not intended to produce immediate or guaranteed outcomes."
      }
    },
    {
      "@type": "Question",
      "name": "What does 'FDA registered facility' mean?",
      "acceptedAnswer": {
        "@type": "Answer",

```

```

"text": "FDA registered facility refers to registration of a manufacturing site as required. Registration reflects facility-level oversight and does not indicate product approval, evaluation, or endorsement."
},
{
"@type": "Question",
"name": "How can compliance information be independently verified?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Reference numbers are provided where applicable for verification. These may be reviewed through official authority websites or recognized public registries such as HSA Singapore, FDA, SGS, and Dun & Bradstreet."
}
}
]
}

```

- Covers: Product FAQ tab (4 Q&As;) + Compliance FAQ section (2 Q&As;)
- MERGED into single FAQPage (Google allows one per page)
- 6 total question-answer pairs, all extracted from actual page content
- MUST be server-rendered, not DOM-scraped via JavaScript
- Eligible for FAQ accordion rich results in SERPs

11. Schema Block 7: HowTo (Dosage Instructions)

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "HowTo",
  "@id": "https://einnalab.com/#howto",
  "name": "How to Take EINNALAB Deer Placenta 30,000mg",
  "description": "Recommended usage guidelines for EINNALAB Deer Placenta 30,000mg dietary supplement softgels.",
  "totalTime": "PT1M",
  "supply": [
    {
      "@type": "HowToSupply",
      "name": "EINNALAB Deer Placenta 30,000mg softgels"
    },
    {
      "@type": "HowToSupply",
      "name": "Food"
    },
    {
      "@type": "HowToSupply",
      "name": "Water"
    }
  ],
  "step": [
    {
      "@type": "HowToStep",
      "position": 1,
      "name": "Take softgels with food",
      "text": "Take 1 to 2 EINNALAB Deer Placenta 30,000mg softgels daily with food and water."
    },
    {
      "@type": "HowToStep",
      "position": 2,
      "name": "Store properly",
      "text": "Store in a cool, dry place away from direct sunlight to maintain product integrity."
    },
    {
      "@type": "HowToStep",
      "position": 3,
      "name": "Maintain consistency",
      "text": "For best results, take consistently as part of your daily dietary routine. Consult a healthcare professional if you have any concerns."
    }
  ]
}
```

- NEW - not present in current implementation
- Covers: Product usage/dosage instructions from label

- 3 clear steps: take with food, store properly, maintain consistency
- Eligible for HowTo rich results with step-by-step display
- Reinforces the dietary supplement use case for Google

12. Schema Block 8: ItemList (Product Variants)

JSON-LD Code:

```
{
"@context": "https://schema.org",
"@type": "ItemList",
"@id": "https://einnalab.com/#product-variants",
"name": "EINNALAB Deer Placenta 30,000mg - Purchase Options",
"numberOfItems": 3,
"itemListElement": [
{
"@type": "ListItem",
"position": 1,
"name": "1 Bottle - SGD $140.00",
"url": "https://einnalab.com/"
},
{
"@type": "ListItem",
"position": 2,
"name": "3 Bottles (Most Popular) - SGD $345.00",
"url": "https://einnalab.com/"
},
{
"@type": "ListItem",
"position": 3,
"name": "10 Bottles (Best Value) - SGD $900.00",
"url": "https://einnalab.com/"
}
]
}
```

- NEW - not present in current implementation
- Covers: Product purchase options (1, 3, 10 bottles)
- Helps Google understand the variant structure
- Can trigger carousel-style display in some SERP features

13. Schema Block 9: LocalBusiness (GEO Targeting)

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "@id": "https://einnalab.com/#localbusiness",
  "name": "EINNALAB PTE. LTD.",
  "image": "https://einnalab.com/wp-content/uploads/2025/11/einna-logo-150x112.png",
  "url": "https://einnalab.com",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "10 Anson Road, International Plaza, #33-03",
    "addressLocality": "Singapore",
    "postalCode": "079903",
    "addressCountry": "SG"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 1.2756,
    "longitude": 103.846
  },
  "areaServed": [
    {
      "@type": "GeoCircle",
      "geoMidpoint": {
        "@type": "GeoCoordinates",
        "latitude": 1.3521,
        "longitude": 103.8198
      },
      "geoRadius": "50000"
    },
    {
      "@type": "Country",
      "name": "Singapore"
    },
    {
      "@type": "Country",
      "name": "United States"
    },
    {
      "@type": "Country",
      "name": "Philippines"
    }
  ],
  "priceRange": "$$$",
  "sameAs": [
    "https://www.facebook.com/einnalab.official"
```



```
],  
"parentOrganization": {  
  "@id": "https://einnalab.com/#organization"  
}  
}
```

- NEW - not present in current implementation
- Covers: Global Presence section, Singapore HQ
- GeoCoordinates for Singapore office (1.2756, 103.8460)
- GeoCircle areaServed with 50km radius around Singapore center
- Critical for local SEO / Google Maps / 'near me' searches
- priceRange indicator for Google Business Profile compatibility

14. Schema Block 10: SiteNavigationElement

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "SiteNavigationElement",
  "@id": "https://einnalab.com/#navigation",
  "name": "Main Navigation",
  "hasPart": [
    {
      "@type": "WebPage",
      "name": "Ingredients",
      "url": "https://einnalab.com/#ingredients"
    },
    {
      "@type": "WebPage",
      "name": "Science",
      "url": "https://einnalab.com/#science"
    },
    {
      "@type": "WebPage",
      "name": "Compliance",
      "url": "https://einnalab.com/#compliance"
    },
    {
      "@type": "WebPage",
      "name": "Reviews",
      "url": "https://einnalab.com/#reviews"
    },
    {
      "@type": "WebPage",
      "name": "FAQ",
      "url": "https://einnalab.com/#faq"
    }
  ]
}
```

- NEW - not present in current implementation
- Covers: Header navigation links
- Maps all 5 main nav items: Ingredients, Science, Compliance, Reviews, FAQ
- Helps search engines understand site structure and internal linking

15. Schema Block 11: Brand

JSON-LD Code:

```
{
  "@context": "https://schema.org",
  "@type": "Brand",
  "@id": "https://einnalab.com/#brand",
  "name": "EINNALAB",
  "logo": "https://einnalab.com/wp-content/uploads/2025/11/einna-logo-150x112.png",
  "slogan": "GEL316 Softgel Encapsulation Technology",
  "description": "Singapore-registered nutraceutical brand specializing in premium deer placenta dietary supplements with 14-in-1 multi-nutrient formulation manufactured in New Zealand.",
  "url": "https://einnalab.com",
  "sameAs": [
    "https://www.facebook.com/einnalab.official"
  ]
}
```

- NEW - not present in current implementation
- Standalone Brand entity with slogan (GEL316 technology)
- Strengthens brand entity signals in Knowledge Graph
- Links to social profiles for entity disambiguation

16. Combined @graph Implementation

For optimal implementation, all schema blocks should be combined into a single `<script type="application/ld+json">` tag using the @graph pattern. This ensures all entities are properly linked via their @id references and Google processes them as a unified knowledge graph.

IMPORTANT: This single combined block REPLACES all existing schema on the page. Remove the Rank Math auto-generated schema, the custom static schema block, AND the JavaScript-injected Product/FAQ schemas. Only this server-rendered block should remain.

Implementation wrapper:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://einnalab.com/#organization",
      "name": "EINNALAB",
      "legalName": "EINNALAB PTE. LTD.",
      "url": "https://einnalab.com",
      "logo": {
        "@type": "ImageObject",
        "url": "https://einnalab.com/wp-content/uploads/2025/11/einna-logo-150x112.png",
        "width": 150,
        "height": 112
      },
      "image": "https://einnalab.com/wp-content/uploads/2026/01/EiNNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-3in1-scaled.png",
      "description": "EINNALAB is a Singapore-registered nutraceutical company focused on the development of dietary supplements using a responsible formulation approach, with an emphasis on ingredient integrity, recognized quality systems, and transparent compliance practices.",
      "foundingDate": "2022",
      "foundingLocation": {
        "@type": "Place",
        "name": "Singapore"
      },
      "areaServed": [
        {
          "@type": "Country",
          "name": "Singapore"
        },
        {
          "@type": "Continent",
          "name": "Asia"
        }
      ]
    }
    ... (full schema continues - 11 entities in @graph) ...
  ]
}
```

```
}  
</script>
```

The complete combined JSON-LD is approximately 350+ lines. Each individual block (Sections 5-15) should be placed inside the @graph array with the @context removed from each individual block. The full code is provided in the individual sections above.

17. Meta Tag Fixes Required

In addition to the JSON-LD schema, the following meta tags in the <head> must be fixed:

Add Missing Tags:

```
<meta property="og:image" content="https://einnalab.com/wp-content/uploads/2026/01/EiNNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-3in1-scaled.png" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="1200" />
<meta name="twitter:image" content="https://einnalab.com/wp-content/uploads/2026/01/EiNNALAB-Deer-Placenta-30000mg-TRANSPARENT-SQUARE-3in1-scaled.png" />
<meta property="product:price:amount" content="140.00" />
<meta property="product:price:currency" content="SGD" />
```

Fix Existing Tags:

- CHANGE og:type from "website" TO "product"
- REMOVE article:published_time (product page, not article)
- REMOVE article:modified_time (product page, not article)
- CHANGE twitter:label1 from "Written by" TO "Price from"
- CHANGE twitter:data1 from "julian tung" TO "SGD \$90.00"
- CHANGE twitter:label2 from "Time to read" TO "Rating"
- CHANGE twitter:data2 from "7 minutes" TO "4.9/5 (12 reviews)"
- CHANGE title from "EiNNALAB Deer Placenta" TO "EiNNALAB Deer Placenta 30,000mg | GEL316 Softgel | 14-in-1 Supplement"

Remove Conflicting Tags:

- ✗ REMOVE all Reputify-injected meta tags (canonical, og:title, og:url for 'Product 2 Test')
- ✗ REMOVE duplicate viewport meta tags (keep only the first one)
- ✗ REMOVE Rank Math auto-schema OR configure Rank Math to output Product type instead of Article
- ✗ REMOVE the custom static JSON-LD block (lines 218-288) - replaced by unified schema
- ✗ REMOVE the JavaScript-injected Product schema (lines 1761-1811) - replaced by server-rendered
- ✗ REMOVE the JavaScript-injected FAQ schema (lines 1816-1831) - replaced by server-rendered

18. Implementation Checklist

Phase 1: Cleanup (Do First)

- 1. Fix Rank Math settings: change page type from Article to Product
- 2. Remove or fix the www/non-www inconsistency (standardize to einnalab.com without www)
- 3. Remove Reputify stray meta tags injecting 'Product 2 Test' data
- 4. Remove the custom static JSON-LD block (lines 218-288 in source)
- 5. Remove/disable the JS-injected Product schema function (lines 1761-1811)
- 6. Remove/disable the JS-injected FAQ schema function (lines 1816-1831)
- 7. Remove duplicate viewport meta tags

Phase 2: Add Server-Rendered Schema

- 1. Add the unified @graph JSON-LD block from Section 16
- 2. Place it in the section, ideally right after the tag
- 3. Ensure it is server-rendered HTML, NOT injected by JavaScript
- 4. Validate with Google Rich Results Test (search.google.com/test/rich-results)
- 5. Validate with Schema.org Validator (validator.schema.org)

Phase 3: Fix Meta Tags

- 1. Add og:image and twitter:image meta tags
- 2. Change og:type from 'website' to 'product'
- 3. Remove article:published_time and article:modified_time
- 4. Update Twitter card labels to product-relevant data
- 5. Update title tag with keywords

Phase 4: Validate & Monitor

- 1. Run Google Rich Results Test - expect Product, FAQ, HowTo, Breadcrumb eligibility
- 2. Run Google PageSpeed Insights - check for schema rendering
- 3. Submit URL for re-indexing in Google Search Console
- 4. Monitor Search Console > Enhancements for new rich result types
- 5. Check Google SERP after 2-4 weeks for star ratings, FAQ accordion, breadcrumbs
- 6. Test social sharing on Facebook Debugger, Twitter Card Validator, LinkedIn Post Inspector

Phase 5: GEO Verification

- 1. Verify Google Business Profile matches the LocalBusiness schema address
- 2. Check 'near me' search results for Singapore after indexing
- 3. Monitor local pack appearance for supplement-related queries in Singapore

- **4.** Verify all 6 office locations render correctly in Knowledge Graph
-

End of Report

All schema blocks in this report are production-ready JSON-LD. Copy directly into the page source as server-rendered markup.