Schema.org Property Mapping

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Map ACF fields to Schema.org properties for structured data output.

Description

Each ACF field can be mapped to a Schema.org property. This mapping determines how the field value appears in the JSON-LD output. Properties are filtered based on field type compatibility, so you'll only see properties that make sense for the field type you're editing.

Configuration

Field-Level Settings

When editing a field, you'll see two Schema.org settings:

Schema.org Property Select the property this field should map to. Properties are organized by Schema.org type and filtered to show only compatible options.

Schema.org Output Format Choose how the field value should be formatted in the JSON-LD output. Available formats depend on the field type and selected property.

Property Selection

Properties are presented in a hierarchical dropdown grouped by Schema.org type:

```
Common Properties
├── name
├── description
├── url
└── image

Recipe
├── prepTime
├── cookTime
├── recipeYield
├── recipeIngredient
└── recipeInstructions

Product
├── price
├── priceCurrency
├── sku
```

```
└── availability
```

Context-Aware Suggestions

When editing a field group assigned to a post type with a Schema.org type configured, relevant properties are prioritized at the top of the dropdown.

For example, if your field group is assigned to a “Recipe” post type with `schema_type: Recipe`, properties like `prepTime`, `cookTime`, and `recipeIngredient` appear first.

Qualified Properties

Some properties belong to nested objects within the main schema. These are represented as “qualified properties” using dot notation:

Qualified Property	Meaning
`Offer.price`	Price within an Offer object
`Offer.priceCurrency`	Currency within an Offer object
`NutritionInformation.calories`	Calories within nutrition data
`HowToStep.text`	Text of a how-to step

When you use a qualified property, ACF automatically creates the nested structure:

Field mapping: `Offer.price` with value `29.99`

Output:

```
{
  "@type": "Product",
  "offers": {
    "@type": "Offer",
    "price": 29.99
  }
}
```

Common Property Mappings

Text Fields

Property	Description	Example Value
`name`	Primary name/title	“Chocolate Chip Cookies”
`description`	Description text	“Classic homemade cookies”
`headline`	Article headline	“How to Bake Perfect Cookies”
`alternativeHeadline`	Subtitle	“A beginner’s guide”
`text`	Body text content	Full article content
`sku`	Product SKU	“COOKIE-001”

Number Fields

Property	Description	Example Value
`price`	Price amount	29.99
`ratingValue`	Rating score	4.5
`reviewCount`	Number of reviews	127
`calories`	Calorie count	250
`recipeYield`	Serving size	24

Date/Time Fields

Property	Description	Example Value
`datePublished`	Publication date	“2024-01-15”
`dateModified`	Last modified	“2024-01-20”
`startDate`	Event start	“2024-02-01T09:00:00”
`endDate`	Event end	“2024-02-01T17:00:00”
`prepTime`	Prep duration	“PT15M” (15 minutes)
`cookTime`	Cook duration	“PT30M” (30 minutes)

Image Fields

Property	Description	Output

`image`	Primary image	URL or ImageObject
`thumbnail`	Thumbnail image	URL
`logo`	Organization logo	ImageObject
`photo`	Person/place photo	ImageObject

Relationship Fields

Property	Description	Output
`author`	Content author	Person object
`publisher`	Publisher	Organization object
`brand`	Product brand	Brand object

Field Type Ranges

Each field type supports specific Schema.org data types:

Text-Based Fields

```
text, textarea, wysiwyg
├── Text
├── URL
├── CssSelectorType
├── XPathType
└── PronounceableText
```

Number Fields

```
number, range
├── Number
├── Integer
├── Float
├── Text (formatted)
└── Duration (ISO 8601)
```

Date/Time Fields

```
date_picker → Date
date_time_picker → DateTime
time_picker → Time
```

Boolean Fields

```
true_false → Boolean
```

Media Fields

```
image
├── ImageObject
├── URL
└── Text (URL string)

file
├── MediaObject
├── URL
└── Text
```

Notes

- Only fields with a `schema_property` set are included in JSON-LD output
- Empty values are automatically excluded
- Nested object types (Person, Organization, etc.) get automatic `@type` assignment
- Properties are validated against Schema.org specifications
- Invalid mappings are silently ignored to prevent malformed output

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