



Powerhouse Marketing with Welton

By Welton Hong

What Funeral Homes Need to Know About an Often-Misunderstood SEO Tool

In conversations about SEO, a question comes up frequently: *Is schema still worth the effort?*

With Google's advances in artificial intelligence, it can be tempting to assume the search engine already understands everything it needs to know about your funeral home. If your website is well structured, your content is clear, and your Google Business Profile is accurate, you might wonder whether adding extra code is necessary.

The answer depends on your business model—and in many cases, schema remains a valuable strategic advantage.

What Schema Actually Is (In Plain Language)

Schema is a standardized form of structured data that communicates directly with search engines. Think of it as a set of tags or labels added to your website's code that explain *what* specific pieces of information represent. It is not visible to families browsing your website.

A simple analogy: imagine handing Google a file folder about your funeral home instead of hoping it can piece together the details from scattered documents. Schema *is* that file folder.

When Schema Matters Most for Funeral Homes

For a single-location funeral home with a straightforward website and a well-maintained Google Business Profile, Google often interprets the business correctly even without schema. Consistency alone goes a long way.

However, schema becomes more valuable under common conditions in the funeral profession:

- You operate multiple locations.
- You offer diverse service lines under one umbrella brand.
- Your website architecture is complex.
- You want to strengthen your visibility in competitive markets.
- You rely on high-volume hiring (e.g., for crematory staff or funeral attendants).

While not every type of schema is equally impactful, several forms remain particularly relevant for funeral service providers.

1. Product and Service Schema

Even though funeral homes do not sell traditional “products,” your services—including cremation, burial packages, memorial services, and preplanning—can be marked up with schema.

Benefits include stronger representation of your offerings in search, better matching to intent-based queries and greater clarity around what your firm provides.

2. Job Posting Schema

Many funeral homes face ongoing staffing challenges. Job posting schema allows your employment opportunities to be featured in Google for Jobs, which pulls into search results.

3. Entity Schema (Local Business or Organization)

This schema helps establish the identity of your firm within Google's Knowledge Graph. It is important for operators with multiple locations, as it clarifies the relationship between your parent brand, each facility and online properties.

Should Funeral Homes Invest in Schema?

If you operate a single location and have clean data across all platforms, schema is helpful but not essential.

But if you manage multiple establishments, compete aggressively, want stronger control over how you appear in search, hire frequently or offer specialized services, schema is absolutely worth the effort.

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