Add EAN to Product Structured Data (GTIN for Google)

How to · https://wpfactory.com/docs/ean-structured-data-gtin/

EAN for WooCommerce adds each product's EAN to its structured data automatically, as a free feature. To check or change it, go to WPFactory > EAN (also reachable at WooCommerce > Settings > EAN), open the General section, and find Product structured data. Keep Enable and Automatic key on so the correct GTIN property is used.

Where to find it

Go to **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**), open the **General** section, and find the **Product structured data** group.

Options

Label	Option ID	Default	What it does
Enable	`alg_wc_ean_frontend_product_structured_data`	Yes	Adds the EAN to the product structured data output by WooCommerce.
Rank Math SEO plugin	`alg_wc_ean_frontend_product_structured_data_rank_math_seo`	No	Adds the EAN to the structured data generated by the Rank Math SEO plugin instead.

Label	Option ID	Default	What it does
Automatic key	`alg_wc_ean_frontend_product_structured_data_key_auto`	Yes	Picks the schema property from the EAN type: `gtin8`, `gtin12`, `gtin13`, `gtin14`, or `gtin`.
Custom key	`alg_wc_ean_frontend_product_structured_data_key`	gtin	The schema property to use when **Automatic key** is turned off.

How the automatic key maps to the EAN type

- EAN-8 uses `gtin8`.
- UPC-A uses `gtin12`.
- EAN-13, ISBN-13, and JAN use `gtin13`.
- EAN-14 uses `gtin14`.
- All other types use `gtin`.

Steps

1. Leave **Enable** on (it is on by default).
2. Keep **Automatic key** on so the correct GTIN property is chosen for each product. Turn it off and set a **Custom key** only if a specific integration needs one fixed property.
3. If you build your schema with Rank Math SEO, also tick the **Rank Math SEO plugin** option.
4. Click **Save changes**, then validate a product page with Google's Rich Results Test.

Related

- The EAN type is set in **General > Type**. See Managing product EANs and choosing a type.



EAN FOR WOOCOMMERCE

Structured data output is free. EAN for WooCommerce Pro adds scannable 1D and 2D barcodes, PDF label printing, and extra identifier fields.

See what Pro unlocks →

Related articles

- Add EAN and GTIN to the WooCommerce REST API
- Import and Export Product EANs with the WooCommerce CSV Tools
- How to Set Up EAN, UPC and GTIN Codes in WooCommerce
- How to Add Extra Product Code Fields (MPN and More) in WooCommerce
- How to Generate EANs for All Products