

The Yoast How-to block

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Learning objectives

After this lesson, you'll be able to:

- explain what you can achieve by using the How-to block;
 - use the How-to block for the appropriate type of content;
 - create how-to pages.
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As Yoast, we want to make it possible for everyone to implement structured data on their site. Even if you don't have any technical knowledge, you should have the chance to get your content displayed in the best way! For that reason, we've created the Yoast structured data blocks that you can use in the WordPress block editor. These blocks automatically add schema markup to your posts and pages. By doing that, they increase your chances of getting rich results for your content, and of course, get it more noticed and clicked on. In this lesson, you will learn about the Yoast How-to structured data block.

1. The Yoast How-to block

How-to articles are a [popular content format](#). Chances are you also have a how-to article on your site. Maybe you write about how to do your plumbing or how to fold origami. Whatever it is, a well-written, well-illustrated how-to article is brilliant at helping users get their specific job done. Google noticed the popularity of how-tos and added a way for them to stand out: **the how-to rich result powered by `HowTo` Schema markup**.

According to Schema.org, a `HowTo` is “an instruction that explains how to achieve a result by performing a sequence of steps.” **You can use `HowTo` structured data to mark up articles that come in a how-to form, excluding recipes**. If there is an element of consumption, you should use `Recipe` schema markup instead of `HowTo`.

`HowTo` Schema.org was introduced in April 2017 and has now made its way to Google’s search engine. How-to rich results appear both on mobile and desktop (Image 1 and Image 1a). Note, however, that Google continuously experiments with the format of the rich results, so you may see something slightly different.

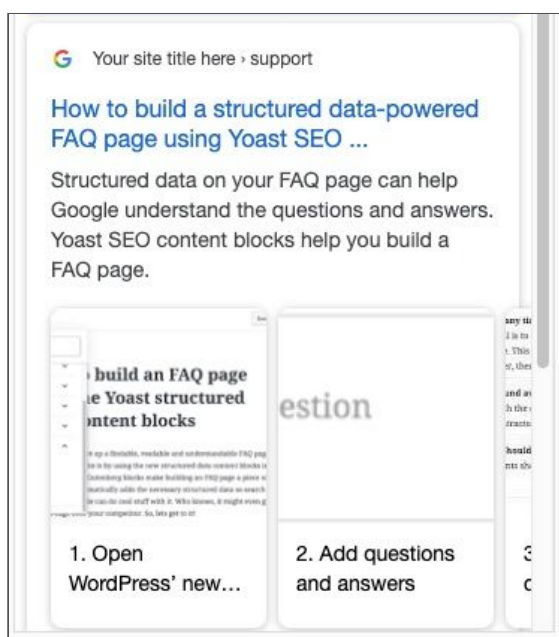


Image 1: An example of a How-to mobile rich result

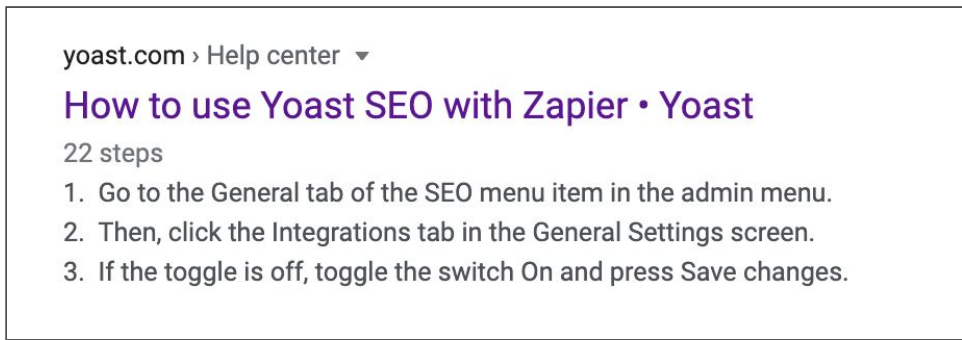


Image 1a: An example of a How-to rich result on desktop

Now, here's the cool thing about writing how-to articles with the Yoast How-to block. **If you are using the WordPress block editor**, you have the chance to build your content instead of merely writing it. A how-to article is an excellent example of this because it requires you to **create** a page. For instance, you need to find a way to describe the steps it takes to get the task done both in words and in images or videos. The Yoast How-to block is your perfect companion in that endeavor. It guides you in the page creating process and automatically generates an [elaborate HowTo schema implementation](#) behind the scenes. That means that it takes all the difficult coding out of your hands. All you need to do is write an awesome how-to guide.

How to use the Yoast How-to block

Here's how to use the Yoast How-to block:

- 1. **Open a post in the block editor or start a new post.**
- 2. **Type `/how` in a paragraph block in the post editor.**

You will see the block appear in a suggestion box (Image 2).

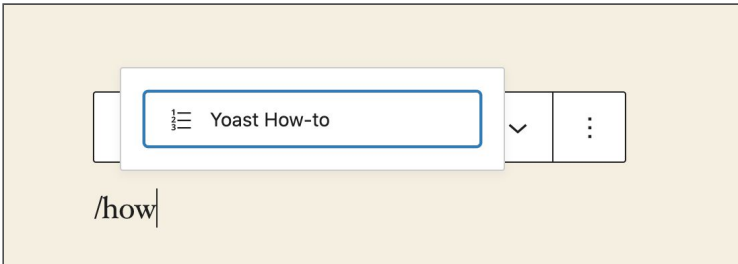


Image 2: Adding the How-to block

- 3. **Select the block from the suggestion box.**

The block will be added to your post (Image 3). In the block, you can add the total time it takes to do the task (1 in Image 3) and you can also add a description (2 in Image 3).

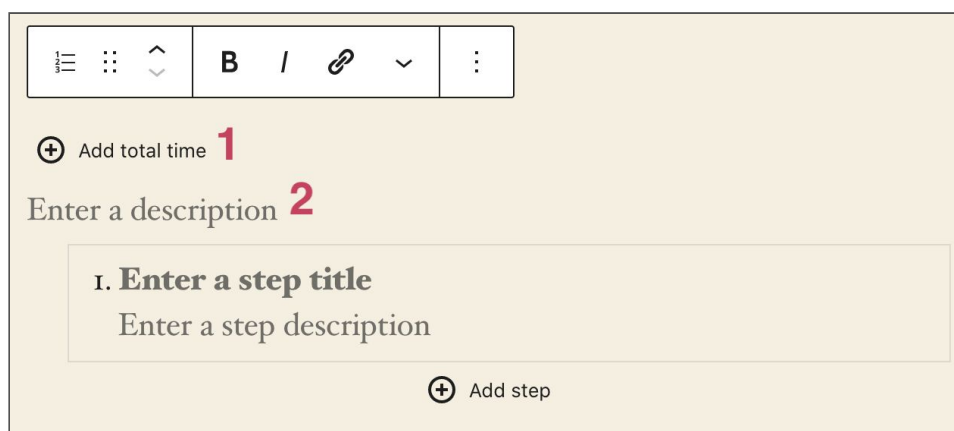


Image 3: The How-to block in the post editor

4. Enter the step title and the step description.

Give it a relevant, descriptive title and fill in more details, if necessary.

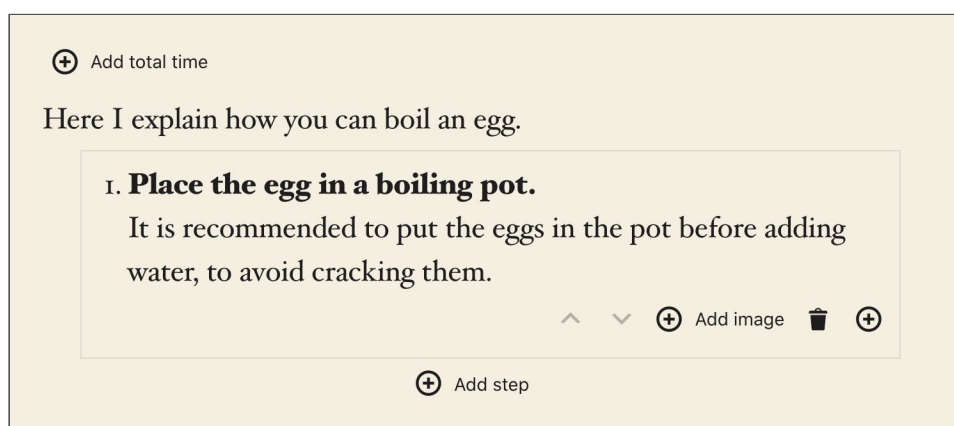


Image 4: Writing the first steps in the how-to guide

5. If applicable, add a step image by clicking the Add image button (Image 5).

You can upload an image from your computer or add one from the Media library.

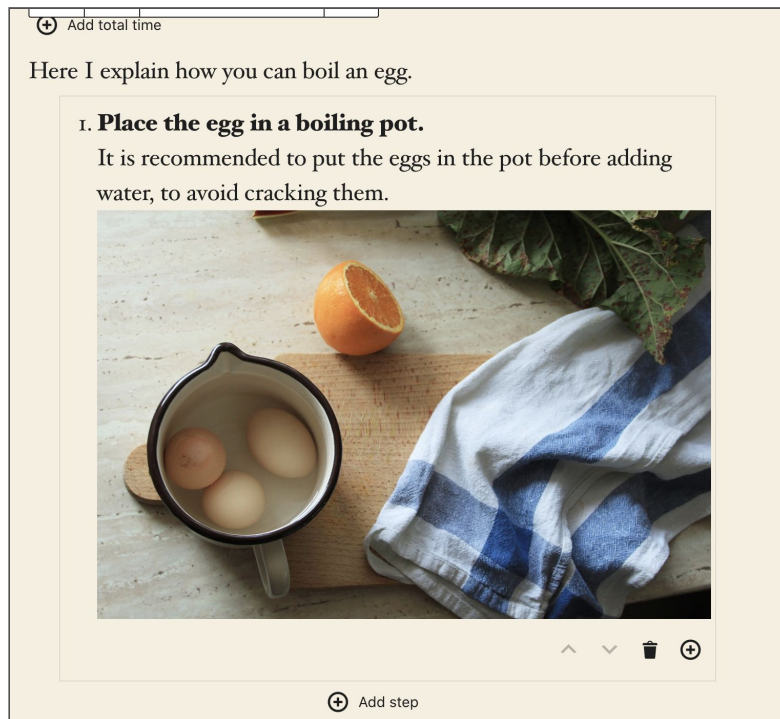


Image 5: A how-to step with an image

6. Add the next step.

Click on the Add step button below the first step (Image 5) to add the next step. Continue the same process until you've added all the necessary steps. You can also change the steps' order using the up and down pointing arrows (Image 6).

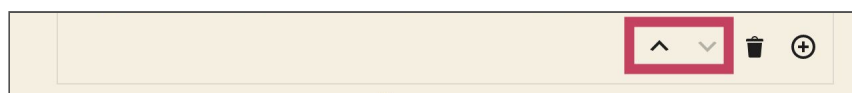


Image 6: Changing the order of the steps (outlined in red)

That's it. The block is relatively simple to use. Of course, the hard work is coming up with quality content!

Testing in the Rich Results Test

To make sure your how-to page will work properly, you can test it in Google's [Rich Results Test](#). For example, Image 7 shows the results for a page on Yoast.com. Of course, the screenshot is cropped, as the `HowTo` code is pretty long. Remember, Yoast SEO adds every piece of structured data it renders to its beautifully interconnected graph. The warnings don't interfere with the code. They only signal that there are some additional, optional properties you can add. We're working on bringing these fields to Yoast SEO as well.

How-to	
✓	How to add HowTo Schema using Yoast SEO blocks 6 warnings ^
Missing field "tool" (optional)	
Missing field "supply" (optional)	
Missing field "totalTime" (optional)	
type	HowTo
id	https://yoast.com/howto-structured-data/#howto-1
name	How to add HowTo Schema using Yoast SEO blocks
mainEntityOfPage	
type	Article
id	https://yoast.com/howto-structured-data/#article
isPartOf	
type	WebPage
id	https://yoast.com/howto-structured-data/#webpage
url	https://yoast.com/howto-structured-data/
name	How to add HowTo Schema using Yoast SEO blocks • Yoast

Image 7: Part of the Yoast How-to graph in the Rich Results Test

This was cool, right? The only thing to keep in mind that **using the How-to block is not a guarantee you will get a rich result**. However, in the least, it will give search engines a better idea of what your content is about. Still, the final call on whether you get a rich result is on search engines!

Advanced: Theming your How-to block

If you understand HTML and CSS, you can also style the How-to block as you desire. Want to know more? Read [Theming Gutenberg: The How-to block](#).

Key takeaways

- You can use the Yoast structured data blocks in the **WordPress block editor**.
- The How-To block automatically adds `HowTo` **schema** to your pages.
- Using the block **is not a guarantee** that you will get rich results.