Casey Builds It Schema Validator Tool Roadmap

A plan to develop and launch a free, AI-powered schema validator for faster SEO auditing.

Based on Free Schema Validator Tool Built With Cursor Ai Find Seo Schema Errors Fast by Casey Builds It

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Phase 1: Problem Identification & Tool Concept: Define the Need

- Identify the tedium of manual schema auditing across multiple URLs.
- Recognize the limitations of existing tools (paid subscriptions, single-page checks).
- Conceptualize a free, fast, and comprehensive schema auditing tool.



Phase 2: Core Functionality Development: Build the Validator Engine

- Develop Python-based core for schema auditing.
- Implement HTML fetching and parsing for JSON-LD and microdata.
- Create custom validation rules to identify critical SEO schema issues.



Phase 3: User Interface & Input Flexibility: Design the User Experience

- Develop a GUI for ease of use.
- Enable single URL input for basic checks.
- Implement sitemap input for site-wide scanning.
- Add support for custom URL lists for targeted audits.



Phase 4: Integration & Output Features: Enhance Usability and Reporting

- Integrate with Google Rich Results for live testing.
- Develop functionality to export audit results.
- Ensure clear flagging of schema issues.



Phase 5: Testing & Refinement: Quality Assurance

- Test the tool across various website structures and schema implementations.
- Refine validation rules based on testing outcomes.
- Address any bugs or performance issues.



Phase 6: Launch & Promotion: Release to the Public

- Make the tool publicly accessible.
- Announce the tool on the Casey Builds It website and relevant platforms.
- Highlight its benefits for SEOs, developers, and agencies.



Phase 7: Post-Launch Feedback & Iteration: Continuous Improvement

- Gather user feedback on the tool's performance and features.
- Plan for future updates based on user suggestions and evolving SEO best practices.
- Continue to develop new SEO tools and web dev projects.

Resources & Further Reading

Related guides for this timeline:

Questions to Ask About Your Schema Markup Auditing Process

https://storage.googleapis.com/casey-builds-it-checklists-20260726-47cb55/casey-builds-it/Questions%20to%20Ask/free-schema-validator-tool-built-with-cursor-ai-find-seo-schema-errors-fast-questions-to-ask.pdf

Schema Validator Tool Checklist

https://storage.googleapis.com/casey-builds-it-checklists-20260726-47cb55/casey-builds-it/Checklist/schema-validator-tool-checklist.pdf

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