

Casey Builds It Schema Validator Tool Roadmap

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

Based on [Free Schema Validator Tool Built With Cursor Ai Find Seo Schema Errors Fast](#) by Casey Builds It

Phase 1: Problem Identification & Tool Concept

- Identify the challenge of auditing schema markup at scale.
- Recognize the limitations of existing tools (manual checks, paid subscriptions, single-page limits).
- Conceptualize a free, fast, and comprehensive schema auditing tool.



Phase 2: Core Functionality Development

- Develop Python-based GUI for the tool.
- Implement functionality to accept a single URL for single-page checks.
- Integrate sitemap parsing for full-site scanning.
- Enable fetching and parsing of HTML for JSON-LD and microdata.



Phase 3: Validation Logic Implementation

- Define and build custom validation rules for critical SEO schema issues.
- Ensure rules catch missing required fields, malformed types, and common mistakes.
- Differentiate from API wrappers by using handwritten validation logic.



Phase 4: Integration and Output Features

- Add direct linking to Google Rich Results for live testing.
- Implement functionality to send flagged pages to Google Rich Results.
- Develop results export feature for tracking and reporting.



Phase 5: Testing and Refinement

- Conduct thorough testing on various websites and sitemaps.
- Validate the accuracy of custom validation rules.
- Gather feedback on usability and performance.
- Refine the tool based on testing and feedback.



Phase 6: Launch and Promotion

- Finalize the tool for public release.
- Publish the tool on the Casey Builds It website.
- Promote the tool to SEOs, developers, and agencies.
- Highlight benefits: speed, cost-effectiveness, comprehensive auditing.



Phase 7: Post-Launch Support & Iteration

- Monitor user feedback and bug reports.
- Provide ongoing support and address issues.
- Consider future enhancements based on user requests and evolving SEO needs.

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-20260727-d45d2a/casey-builds-it/Checklist/schema-validator-tool-checklist.pdf>

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