Casey Builds It Schema Validator Tool Roadmap

A plan to develop and deploy 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

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Phase 1: Problem Identification and Tool Concept

- Recognize the tedious nature of auditing schema markup across large sites.
- Identify the limitations of existing tools (paid subscriptions, single-page checks).
- Conceptualize a free, fast, and comprehensive schema auditing tool.

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Phase 2: Core Functionality Development

- Develop Python-based GUI for the tool.
- Implement functionality to accept single URLs or entire sitemaps.
- Build HTML fetching and parsing capabilities for JSON-LD and microdata.

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Phase 3: Validation Logic Implementation

- Define and implement handwritten validation rules for critical SEO schema issues.
- Focus on catching missing required fields and malformed types.
- Ensure validation goes beyond basic API wrappers.

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Phase 4: Integration and User Experience

- Integrate direct links to Google Rich Results for live testing.
- Enable users to check custom lists of URLs for targeted audits.
- Develop functionality to export results for tracking and reporting.

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Phase 5: Testing and Refinement

- Conduct thorough testing on various websites and sitemaps.
- Gather feedback from potential users (SEOs, developers, agencies).
- Refine validation rules and user interface based on testing and feedback.

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Phase 6: Deployment and Launch

- Prepare the tool for public release.

- Announce the free schema validator tool.
- Promote the tool to SEO communities and relevant platforms.



Phase 7: Post-Launch Support and Iteration

- Monitor tool usage and performance.
- Address any reported bugs or 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-20260728-24e1c3/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-20260728-24e1c3/casey-builds-it/Checklist/schema-validator-tool-checklist.pdf

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https://caseybuildsit.com/the-files/

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