

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

Phase 1: Problem Identification & Core Concept: Defining the Need

- Identify the challenge of auditing schema markup at scale.
- Recognize the limitations of existing tools (manual checks, single-page focus, paid subscriptions).
- Conceptualize a fast, free tool to scan entire sites for schema errors.



Phase 2: Tool Functionality Design: Specifying Capabilities

- Define the tool's ability to accept single URLs or entire sitemaps.
- Outline the extraction of both JSON-LD and microdata from HTML.
- Determine the use of custom, SEO-focused validation rules.



Phase 3: Development - Core Engine: Building the Python GUI

- Develop the Python-based GUI application.
- Implement the core logic for fetching and parsing HTML.
- Integrate the custom validation rule engine.



Phase 4: Development - Advanced Features: Enhancing User Experience

- Add functionality to link flagged pages to Google Rich Results for live testing.
- Implement the ability to process custom URL lists.
- Develop the feature for exporting scan results.



Phase 5: Testing & Refinement: Quality Assurance

- Conduct thorough testing with various sitemaps and URL lists.
- Validate the accuracy of custom validation rules.
- Refine the user interface and overall performance based on testing feedback.



Phase 6: Deployment & Launch: Making the Tool Available

- Prepare the tool for public release.

- Publish the free schema validator tool.
- Announce the tool's availability to SEO communities.



Phase 7: Post-Launch & Iteration: Ongoing Support

- Monitor user feedback and bug reports.
- Plan for future updates and feature enhancements based on user needs.
- Continue to identify and build new SEO tools and projects.

Resources & Further Reading

Related guides for this timeline:

■ Questions to Ask About Schema Markup Auditing

<https://storage.googleapis.com/casey-builds-it-checklists-20260730-ebab2c/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-20260730-ebab2c/casey-builds-it/Checklist/schema-validator-tool-checklist.pdf>

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