

Casey Builds It Schema Validator Tool Roadmap

A plan to develop and deploy a free, AI-powered schema validator for fast SEO error detection.

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

- Recognize the tediousness of manual schema auditing across large sites.
- Identify the limitations of existing schema checking tools (paid, single-page checks).
- Conceptualize a free, fast, and comprehensive schema auditing tool.
- Define the core functionality: single URL, sitemap, or custom list scanning.



Phase 2: Core Development: Data Fetching & Parsing

- Develop Python backend for fetching page HTML.
- Implement HTML parsing to extract JSON-LD scripts.
- Implement HTML parsing to extract inline microdata.
- Set up basic GUI for user input (URL, sitemap).



Phase 3: Validation Logic Implementation

- Define and implement custom validation rules for common SEO schema errors.
- Focus on catching missing required fields and malformed types.
- Ensure validation rules are distinct from generic API wrappers.



Phase 4: Integration with External Tools

- Integrate functionality to send flagged pages to Google Rich Results for live testing.
- Ensure seamless transition for side-by-side comparison.



Phase 5: Output & Reporting Features

- Develop feature to export validation results.
- Enable tracking of fixes over time through exported data.
- Format reports for easy sharing with clients or team members.



Phase 6: Testing & Refinement

- Conduct thorough testing with various sitemaps and URL lists.
- Test against different website structures and schema implementations.
- Refine validation rules based on testing outcomes.
- Optimize tool performance for speed and efficiency.



Phase 7: Deployment & Launch

- Prepare the tool for public release.
- Publish the free schema validator tool.
- Announce the tool and its benefits to the SEO and developer community.



Phase 8: Post-Launch & Future Iterations

- Gather user feedback on the tool's usability and effectiveness.
- Identify potential new features or improvements based on feedback.
- Plan for future updates and enhancements to the tool.

Resources & Further Reading

Related guides for this timeline:

■ Questions to Ask About Schema Markup Auditing Tools

<https://storage.googleapis.com/casey-builds-it-checklists-20260731-e718c1/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-20260731-e718c1/casey-builds-it/Checklist/schema-validator-tool-checklist.pdf>

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