

What Are Breadcrumbs in SEO and How to Add Them to Your Website for Better SEO!

In the world of SEO, even small improvements to your website can make a big difference. One such small — but powerful — feature is *Breadcrumbs*. If you've ever seen a trail like *Home > Blog > SEO Tips > Breadcrumbs in SEO*, that's a breadcrumb trail.

Breadcrumbs contribute to better search engine optimization in addition to making it easier for users to traverse your website.

In this article, you'll learn:

- What breadcrumbs are in SEO
- Why they matter for user experience and SEO
- The different types of breadcrumbs
- How to add breadcrumbs to your website
- Best practices for maximum SEO benefit

Whether you're managing SEO in-house or through an agency offering [Affordable SEO Services in Delhi](#), this guide will help you implement breadcrumbs the right way.

The infographic features a central pie chart divided into five equal segments, each labeled with a field and '20%': Data, Debug, Algorithm, Mathematics, and Technology. To the right of the chart, five white boxes with black text are stacked vertically: 'Websites', 'Visibility', 'Organic Traffic', 'Search Engine Optimization', and 'Digital Marketing'. Below the chart and boxes is a large blue search bar with the text 'What is SEO?' and a magnifying glass icon. At the bottom, two white boxes contain the contact information: 'info@kenovate.com' and '+91-8743854364'. The Kenovate logo, consisting of a blue 'K' and the word 'enovate' in black, with the tagline 'INNOVATIONS FOR BUSINESS' below it, is positioned in the top right corner.

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What is SEO?

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What Are Breadcrumbs in SEO?

A supplementary navigation method used in SEO, breadcrumbs assist consumers in understanding where they are in a website's hierarchy. Think of breadcrumbs like a GPS route — they tell both users and search engines the path taken to reach a specific page.

Example:

Home > Blog > Digital Marketing > What Are Breadcrumbs in SEO

With only one click, consumers can return to a more comprehensive category thanks to breadcrumbs, which show up close to the top of a webpage.

Why Are Breadcrumbs Important for SEO?

Breadcrumbs aren't just for user navigation — they're also **SEO assets**. Here's how they help:

1. Improved User Experience

Breadcrumbs provide an intuitive way for users to move through a website. This leads to:

- Lower bounce rates
- More time spent on your site
- Higher engagement rates

2. Better Site Structure

Search engines like Google love organized websites. Breadcrumbs create a *Logical Internal Linking Structure*, making it easier for bots to crawl and index your site.

3. Enhanced Search Snippets

When implemented correctly, *Google Can Display Breadcrumbs in Search Results*, replacing the URL path. This improves the look and clickability of your listing.

Example in Google:

[example.com](#) > [SEO](#) > [Breadcrumbs Guide](#)

4. Lower Bounce Rates

By offering an easy way to navigate back to previous pages, users are less likely to exit your site if they don't find what they're looking for on a specific page.

Types of Breadcrumbs

There are three common types of breadcrumbs:

1. Hierarchy-Based (Location)

These show the position of a page in the site structure.

Home > Services > SEO Services > Local SEO

2. Attribute-Based

Common in eCommerce sites, these show product attributes.

Home > Shoes > Men's Shoes > Size 10 > Black

3. History-Based (Path)

These reflect the actual path the user took to arrive at the current page.

Home > Last Visited Page > Product Page

For SEO purposes, *Hierarchy-Based Breadcrumbs* are the most commonly used and most beneficial.

How to Add Breadcrumbs to Your Website

Adding breadcrumbs can be technical, but there are easy ways depending on the platform you're using.

For WordPress Users

If you're using WordPress, you have several options:

1. Using Yoast SEO Plugin

Yoast makes it easy to add breadcrumbs with just a few steps:

- Install and activate the *Yoast SEO* plugin
- Go to *SEO > Search Appearance > Breadcrumbs*
- Enable breadcrumbs and copy the given code
- Paste the code into your theme's `single.php`, `page.php`, or `header.php`

Yoast also automatically adds *Schema Markup*, which is great for SEO.

2. Using Elementor or Page Builders

If you use Elementor, you can:

- Use a *Breadcrumb Widget* (available in Pro)
- Place the widget on the page where you require breadcrumbs.

For Custom HTML Websites

You'll need to:

- Create breadcrumb HTML manually
- Add CSS for styling
- Use structured data to help Google understand your breadcrumbs

Here's a simple HTML example:

html

CopyEdit

```
<nav aria-label="Breadcrumb">
  <ol>
    <li><a href="/">Home</a></li>
    <li><a href="/blog/">Blog</a></li>
    <li>Breadcrumbs in SEO</li>
  </ol>
</nav>
```

Then, add BreadcrumbList schema markup using JSON-LD:

json

CopyEdit

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [{
    "@type": "ListItem",
    "position": 1,
    "name": "Home",
    "item": "https://example.com"
  }, {
    "@type": "ListItem",
    "position": 2,
    "name": "Blog",
    "item": "https://example.com/blog"
  }, {
    "@type": "ListItem",
    "position": 3,
    "name": "Breadcrumbs in SEO",
    "item": "https://example.com/blog/breadcrumbs-in-seo"
  }]
}
</script>
```

Best Practices for SEO-Friendly Breadcrumbs

To make the most out of breadcrumbs, follow these tips:

1. Keep It Consistent

Use the same breadcrumb format across your entire site.

2. Place Above the Page Title

Users expect breadcrumbs near the top — don't hide them below the fold.

3. Use Schema Markup

Add `BreadcrumbList` schema so search engines can show them in search results.

4. Keep Links Crawlable

Each step in your breadcrumb trail should be a clickable, crawlable link.

5. Make Mobile Friendly

Ensure breadcrumbs are responsive and don't break on smaller screens.

Final Thoughts

Breadcrumbs are more than just a convenience feature — they're an essential part of [Complete SEO Services](#). They guide your users, help search engines understand your site structure, and even make your listings more attractive in search results.

If you haven't implemented breadcrumbs yet, now is the perfect time. Whether you're managing SEO in-house or outsourcing, adding breadcrumbs is a low-effort, high-impact optimization that supports both user experience and search visibility.

Need help with structured SEO improvements like breadcrumbs, schema, and content strategy? Explore our *Affordable SEO Services in Delhi* tailored to businesses that want real results without the guesswork.

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