

January 2026 SEO & Schema

SEO Title

Chinese Tea Types Explained: Green, Oolong, White & Pu-erh

Meta Description

Learn the major types of Chinese tea, including green tea, oolong tea, white tea, red tea, and pu-erh. Discover how traditional processing creates unique flavors.

Suggested URL Slug

/chinese-tea-types-explained

Schema Recommendations

- Article Schema
- FAQ Schema (generated from FAQ section above)
- Organization Schema (Tea Tavern)
- Author Schema (Tea Master or Tea Tavern if individual author unavailable)
- Breadcrumb Schema
- ImageObject Schema for tea photographs

Developer Schema Notes: January 2026 Tea Tavern Newsletter

Recommended Schema Types:

- Article
- FAQPage
- Organization
- BreadcrumbList
- ImageObject, if images are already defined on the page

Recommended JSON-LD:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Chinese Tea Types Explained: Green, Oolong, White and Pu-erh",
  "description": "Learn the major types of Chinese tea, including green tea, oolong tea, white tea, red tea, pu-erh and hei cha, and how traditional processing methods create different
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flavors.",
  "author": {
    "@type": "Organization",
    "name": "Tea Tavern"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Tea Tavern"
  },
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "INSERT PAGE URL HERE"
  },
  "datePublished": "2026-01-01",
  "dateModified": "INSERT UPDATED DATE HERE"
}
</script>

```

Recommended FAQ Schema:

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What are the main types of Chinese tea?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "The primary categories of Chinese tea are green tea, red tea, oolong tea, white tea, and fermented teas such as pu-erh and hei cha."
      }
    },
    {
      "@type": "Question",
      "name": "Do all teas come from the same plant?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Yes. All true teas originate from the Camellia sinensis plant. Differences in

```

flavor, aroma, and appearance are created through harvesting techniques and processing methods."

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    }
  },
  {
    "@type": "Question",
    "name": "What is the difference between green tea and black tea?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Green tea is heated shortly after harvest to prevent oxidation, while black tea, known as red tea in China, is fully oxidized, resulting in deeper flavors and darker colors."
    }
  },
  {
    "@type": "Question",
    "name": "What is oolong tea?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Oolong tea is a partially oxidized tea that sits between green and red teas. Depending on processing methods, oolongs can range from light and floral to rich and roasted."
    }
  },
  {
    "@type": "Question",
    "name": "Why is white tea considered delicate?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "White tea undergoes minimal processing and is often simply withered and dried. This preserves subtle flavors and aromas that many tea drinkers describe as soft and refined."
    }
  },
  {
    "@type": "Question",
    "name": "What is pu-erh tea?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Pu-erh tea is a fermented Chinese tea known for its depth, complexity, and aging potential. Traditional fermentation methods can create flavors ranging from earthy and
```

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rich to smooth and sweet."
    }
  }
]
}
</script>
```

Implementation Notes:

- **Replace** "INSERT PAGE URL HERE" with the live newsletter URL.
- **Replace** "INSERT UPDATED DATE HERE" with the date the enhanced version is published.
- FAQ schema should match the visible FAQ text on the page.
- Article schema can be reused across newsletter archive pages with updated headline, description, URL, and dates.

Revision #2

Created 2026-06-23 22:58:04 UTC by christina.eichelkraut

Updated 2026-06-23 23:53:02 UTC by christina.eichelkraut