

Advanced HTML5

Microdata

Craig Shoemaker

<http://craigshoemaker.net>

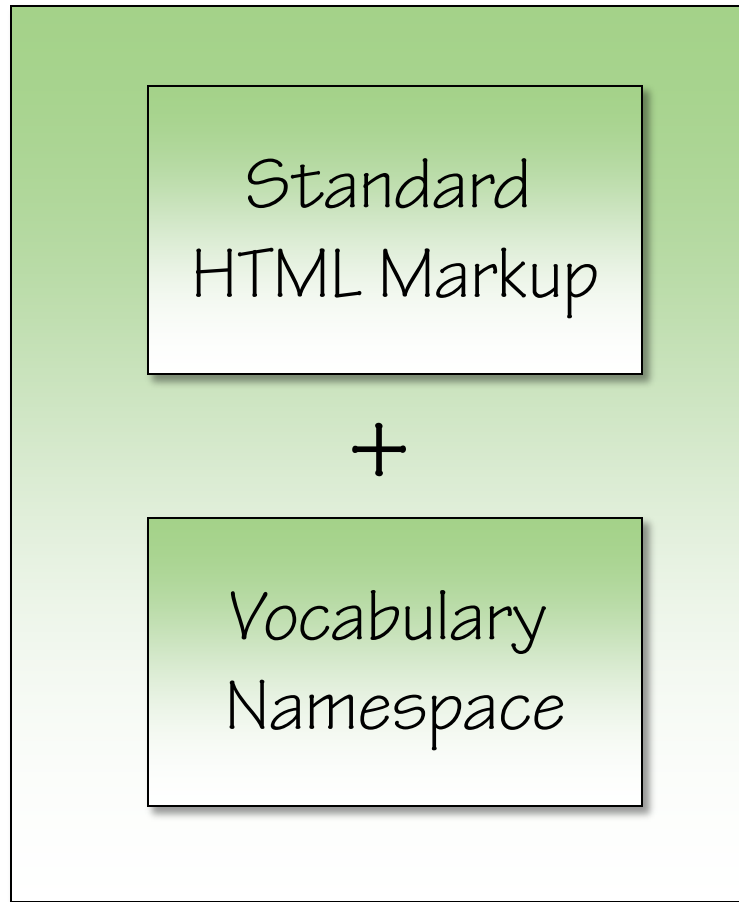
@craigshoemaker




Outline


- **Introduction**
- **What is Microdata?**
- **HTML vs. Microdata**
- **Data Vocabulary**
- **Anatomy of Microdata Format**
- **Browser Support**
- **Demos**
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 - Product
 - Event & Organization
 - Individual Rating
 - Aggregate Rating

What is Microdata?



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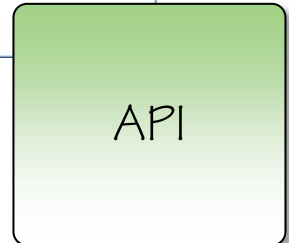
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PERSON

Craig Shoemaker



[Craig Shoemaker](#) is a software developer, podcaster, blogger and Product Guidance Manager for [Infragistics](#). As host of the [Polymorphic Podcast](#) and [Pixel8](#), Craig does what he loves most - making contributions to the community and drawing the best out of industry luminaries.

Craig is a [Microsoft ASP.NET MVP](#), [ASP Insider](#) and guest speaker at various developer user groups and tradeshow. Craig is co-author of the Wrox books "[Beginning ASP.NET 2.0 AJAX](#)", "[Beginning ASP.NET Ajax](#)" and a contributor to [CoDe Magazine](#).

In his spare time Craig enjoys looking for a haystack to hide his prize needle collection in Corona, CA.



```

<!doctype html>
<html>
<head>
  <title></title>
  <link rel="Stylesheet" href="/global.css" type="text/css" />

</head>
<body>
  <div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
    <h1>Person</h1>
    <h2 itemprop="name">Craig Shoemaker</h2>
    <p></p>
    <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a software developer</p>
    <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-7A3A-4000-8000-000000000000">Microsoft MVP</a></p>
    <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection</p>
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>,
      <span itemprop="region">CA</span>.
    </span>
  </div>

  <div id="icons">
    <a href="http://linkedin.com/in/craigshoemaker"></a>
    <a href="http://weblogs.asp.net/craigshoemaker"></a>
    <a href="http://twitter.com/craigshoemaker"></a>
  </div>

```

```

<!doctype html>
<html>
<head>
  <title></title>
  <link rel="Stylesheet" href="/global.css" type="text/css" />

</head>
<body>
  <div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
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    <h2 itemprop="name">Craig Shoemaker</h2>
    <p></p>
    <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a software developer</p>
    <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-1E8D-4242-8000-000000000000">Microsoft MVP</a></p>
    <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection</p>
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>,
      <span itemprop="region">CA</span>.
    </span>
  </div>

  <div id="icons">
    <a href="http://linkedin.com/in/craigshoemaker"></a>
    <a href="http://weblogs.asp.net/craigshoemaker"></a>
    <a href="http://twitter.com/craigshoemaker"></a>
  </div>

```

Person

See our [Person webmaster docs](#) for full explanation of the Person type, and how to encode Person data in RDFa, microformats or microdata. This page exists to contain a machine-readable microdata description of the Person type itself (at the URI <http://data-vocabulary.org/Person>).

An item with the [item type](#) <http://data-vocabulary.org/Person> represents a person. The following are the type's [defined property names](#)

Property	Description
name (fn)	Name
nickname	Nickname
photo	An image link
title	The person's title (for example, Financial Manager)
role	The person's role (for example, Accountant)
url	Link to a web page, such as the person's home page
affiliation (org)	The name of an organization with which the person is associated (for example, an employer). If <code>fn</code> and <code>org</code> have the exact same value, Google will interpret the information as referring to a business or organization, not a person.
friend	Identifies a social relationship between the person described and another person.
contact	Identifies a social relationship between the person described and another person.
acquaintance	Identifies a social relationship between the person described and another person.
address (adr)	The location of the person. Can have the subproperties <code>street-address</code> , <code>locality</code> , <code>region</code> , <code>postal-code</code> , and <code>country-name</code> .

<http://www.data-vocabulary.org/Person/>

Rich Snippets

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Rich Snippets Testing Tool Beta

Use the Rich Snippets Testing Tool to check that Google can correctly parse your structured data markup and display it in search results.

Test your website

Enter a web page URL to see how it may appear in search results:

Examples: [Authors](#), [Reviews](#), [People](#), [Events](#), [Recipes](#), [Product](#)

Google search preview



polymorphicpodcast.com/microdata/person.htm - [Cached](#)

Corona CA - Product Guidance Manager

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the [FAQ](#).

Extracted Author for this page

Page does not contain authorship information ([learn more](#))

Extracted rich snippet data from the page

Item

Type: <http://data-vocabulary.org/person>

name = Craig Shoemaker

photo = <http://polymorphicpodcast.com/microdata/CraigShoemaker.png>

title = Product Guidance Manager

url = <http://infragistics.com/>

affiliation = Infragistics

address = *Item(1)*

Item 1

Type: <http://data-vocabulary.org/address>

locality = Corona

region = CA

Rich Snippets

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Extracted Author for this page

Page does not contain authorship information ([learn more](#))

Extracted rich snippet data from the page

Item

Type: http://data-vocabulary.org/person
 name = Craig Shoemaker
 photo = http://polymorphicpodcast.com/microdata/CraigShoemaker.png
 title = Product Guidance Manager
 url = http://infragistics.com/
 affiliation = Infragistics
 address = Item(1)

Item 1

Type: http://data-vocabulary.org/address
 locality = Corona
 region = CA

itemscope

Defines a group of
vocabulary name/pair
values

```
<div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
  <h1>Person</h1>
  <h2 itemprop="name">Craig Shoemaker</h2>
  <p></p>
  <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a
    software developer, podcaster, blogger and
    <span itemprop="title">Product Guidance Manager</span> for
    <a href="http://infragistics.com/" itemprop="affiliation">Infragistics</a>. As host of
  <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-1"
  <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection.
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>, |
      <span itemprop="region">CA</span>.
    </span>
  </p>
```


itemtype

URL that identifies
the scope

```
<div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
  <h1>Person</h1>
  <h2 itemprop="name">Craig Shoemaker</h2>
  <p></p>
  <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a
    software developer, podcaster, blogger and
    <span itemprop="title">Product Guidance Manager</span> for
    <a href="http://infragistics.com/" itemprop="affiliation">Infragistics</a>. As host of
  <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-1"
  <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection.
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>, |
      <span itemprop="region">CA</span>.
    </span>
  </p>
```

itemprop

Adds a property
to element

Value = text content

```
<div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
  <h1>Person</h1>
  <h2 itemprop="name">Craig Shoemaker</h2>
  <p></p>
  <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a
    software developer, podcaster, blogger and
    <span itemprop="title">Product Guidance Manager</span> for
    <a href="http://infragistics.com/" itemprop="affiliation">Infragistics</a>. As host of
  <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-1"
  <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection.
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>, |
      <span itemprop="region">CA</span>.
    </span>
  </p>
```

itemprop

Adds a property
to general element

Value = src

```
<div id="container" itemscope itemtype="http://data-vocabulary.org/Person">
  <h1>Person</h1>
  <h2 itemprop="name">Craig Shoemaker</h2>
  <p></p>
  <p><a href="http://weblogs.asp.net/craigshoemaker">Craig Shoemaker</a> is a
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    <span itemprop="title">Product Guidance Manager</span> for
    <a href="http://infragistics.com/" itemprop="affiliation">Infragistics</a>. As host of
  <p>Craig is a <a href="https://mvp.support.microsoft.com/default.aspx/profile=48611EFD-1"
  <p>In his spare time Craig enjoys looking for a haystack to hide his prize needle collection.
    <span itemprop="address" itemscope itemtype="http://data-vocabulary.org/Address">
      <span itemprop="locality">Corona</span>, |
      <span itemprop="region">CA</span>.
    </span>
  </p>
```

itemprop

Adds a property
to general element

Value = *datetime*

```
<h3>When</h3>  
<div>  
  <time itemprop="startDate" datetime="2012-02-29T18:00-08:00">Feb 29, 8:00 PM</time>  
  <time itemprop="endDate" datetime="2012-02-29T21:00-08:00">Feb 29, 9:00 PM</time>  
</div>
```

itemid

Uniquely identifies
at scope-level

```
<div itemscope itemtype="http://data-vocabulary.org/Product"  
  itemid="TG9873211-10" id="container">
```

itemref

Pointer to microdata
values not included
in itemscope

```
<div itemscope itemtype="http://data-vocabulary.org/Person"  
    itemref="row0-cell1 row1-cell1 row2-cell1">
```

Microdata Property Value Origins

Element	Attribute Containing Value
meta	content
audio	src
embed	src
iframe	src
img	src
source	src
video	src
a	href
area	href
link	href
object	data
time	datetime
All others	Text content

Source: HTML5 Up and Running, 2010, O'Reilly

Browser Support



Demos

Summary

- **Microdata is not a new “language”**
- **Seamless markup additive**
 - Conforms to current markup
- **Relies on vocabularies**
- **Exposes data to machines as well as people**

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