**Schema Markup, Improving SEO, UX & many other buzzwords** (schema.org)

Schema markup – code helping search engines show more informative results

Yandex is the google of Russia

With schema: imdb.com (display more information than title and description)

Schema tags: Itemscope (data eleent – scope a specific type), itemtype (what type we’re utilizing in the schema), itemprop (properties ie. Author, publisher)

Tag site: <https://google.com/webmasters/markup-helper>

Grunt: schema markup

Css: Transitioning image positions

* For Mozilla use modernizer or a fall back

Dirtymarkup.com