

Testing tools

GOOGLE RICH SNIPPETS AND STRUCTURED DATA TEST TOOL

One of the most popular resource for testing microdata (as well as microformats and RDFa) is [the Google page about rich snippets and structured data](#). This page contains a link to a structured data testing tool that you can use to see how Google recognizes the semantic data you embed in your HTML code.

Testing a real interactive example with an "about page" for Michel Buffa

Let's have a look now at a (small) example of an about page. It renders as a very simple paragraph that explains who Michel Buffa is... But we embedded Microdata, so it's interesting to see how a search engine sees it, and how it may produce "augmented search results".

Online example: <http://jsbin.com/uquboc/144/edit>

Source code:

```
<!DOCTYPE html>
<html>
<head>
<meta charset=utf-8 />
<title>Michel Buffa</title>
</head>
<body>
<div itemscope itemtype="http://schema.org/Person">
  My name is <span itemprop="name">Michel Buffa</span>,
10. And I'm a <span itemprop="jobTitle">professor/researcher</span> at
    <a href="http://www.i3s.unice.fr/I3S/" itemprop="affiliation">I3S
    Laboratory</a> in the south of France, near the city of Nice. My
    email
```

is : `micbuffa@gmail.com`.

I live in the city of

`<span itemprop="address" itemscope`

`itemtype="http://schema.org/PostalAddress">`

`Biot, in a region named`

`Alpes Maritimes`

``

`</div>`

22. `</body>`

`</html>`

Rendering of the page in a browser:

My name is Michel Buffa, And I'm a professor/researcher at [I3S Laboratory](#) in the south of France, near the city of Nice. My email is : micbuffa@gmail.com. I live in the city of Biot, in a region named Alpes Maritimes

Here is how this page will be seen by google:

- [Click to see...](#)

Here is what Google sees of the page, we just entered its URL

(<http://jsbin.com/uquboc/144>) in the [the Google page about rich snippets and structured data](#):

▼ Person (1) Aucun problème ✓	
Person	
name:	Michel Buffa
jobTitle:	professor/researcher
email:	micbuffa@gmail.com
affiliation [Organization]:	
url:	http://www.i3s.unice.fr/I3S/
address [PostalAddress]:	
addressLocality:	Biot
addressRegion:	Alpes Maritimes

Notice that the address is a fully featured embedded object in the Person's description.

LIVE MICRODATA

The [Live Microdata Web site](#) is a bit similar to the previous one except that it shows the extracted metadata as JSON objects:

[←](#) [→](#) [↻](#) [foolip.org/microdatajs/live/](#)

Live Microdata [<permalink>](#) [<validate>](#)

```
<section itemscope itemtype="http://data-vocabulary.org/Person">
  <h1>Contact Information</h1>
  <dl>
    <dt>Name</dt>
    <dd itemprop="name">Michel Buffa</dd>
    <dt>Position</dt>
    <dd><span itemprop="title">Professor/Researcher/Scientist</span> for
    <span itemprop="affiliation">University of Nice, France</span></dd>
  </dl>
  <!-- SURFACE ADDRESS GOES HERE -->
  <h1>My different online public accounts</h1>
  <ul>
    <li><a href="http://www.twitter.com/micbuffa" itemprop="url">Twitter profile</a></li>
    <li><a href="http://www.blogger.com/micbuffa" itemprop="url">Michel Buffa's blog</a></li>
  </ul>
</section>
```

[Preview](#) [JSON](#) [vCard](#) [iCal](#)

Contact Information

Name
Michel Buffa

Position
Professor/Researcher/Scientist for University of Nice, France

My different online public accounts

- [Twitter profile](#)
- [Michel Buffa's blog](#)

And the JSON view of the microdata:

Preview

JSON

vCard

iCal

```
{
  "items": [
    {
      "type": [
        "http://data-vocabulary.org/Person"
      ],
      "properties": {
        "name": [
          "Michel Buffa"
        ],
        "title": [
          "Professor/Researcher/Scientist"
        ],
        "affiliation": [
          "University of Nice, France"
        ],
        "url": [
          "http://www.twitter.com/micbuffa",
          "http://www.blogger.com/micbuffa"
        ]
      }
    }
  ]
}
```