Testing tools

GOOGLE RICH SNIPPETS AND STRUCTURED DATA TEST TOOL

One of the most popular resources 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".
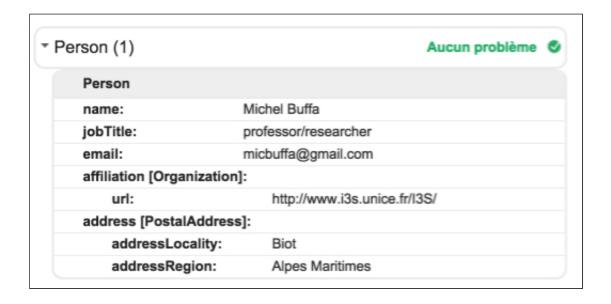
Online example at JsBin

Source code:

```
<!DOCTYPE html>
<html>
<head>
<meta charset=utf-8 />
<title>Michel Buffa</title>
</head>
<body>
 <div itemscopeitemtype="http://schema.org/Person">
     My name is <spanitemprop="name">Michel Buffa</span>,
     And I'm
a <spanitemprop="jobTitle">professor/researcher</span>at
```

```
       <ahref="http://www.i3s.unice.fr/I3S/"itemprop="affiliation">I3S
          Laboratory</a> in the south of France, near the city of
     Nice. My
          email
          is : <spanitemprop="email">micbuffa@gmail.com</span>.
          I live in the city of
          <span itemprop="address" itemscope
             itemtype="http://schema.org/PostalAddress">
               <spanitemprop="addressLocality">Biot</span>, in a
     region named
                 <spanitemprop="addressRegion">Alpes Maritimes</span>
          </span>
       </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

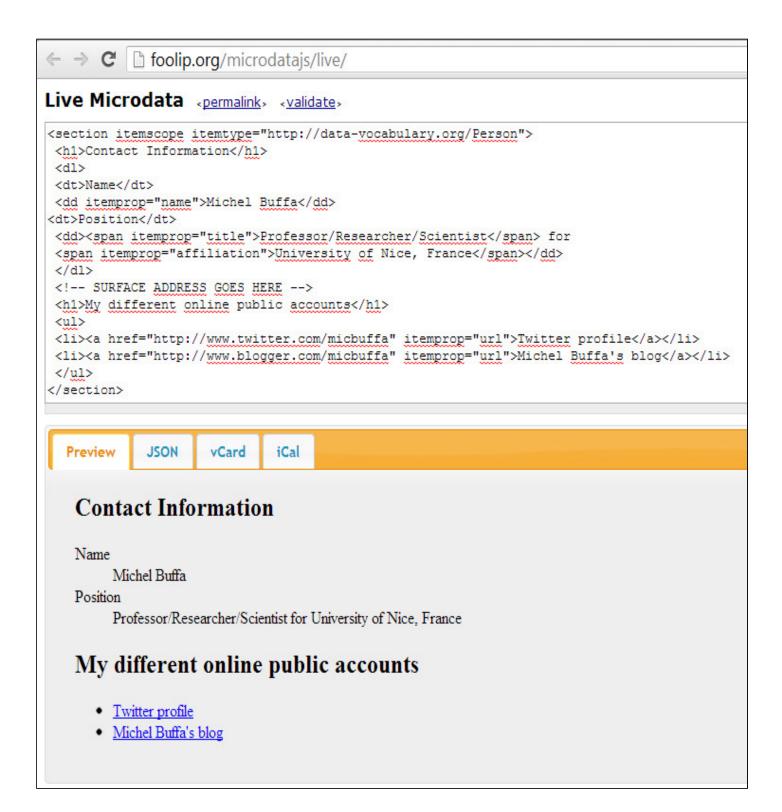Here is how this page will be seen by google:

- Click to see...

Here is what Google sees of the page. We just entered its URL
(http://jsbin.com/bamahon) in the the Google page about rich snippets and
structured data:

Note 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:

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"
        ]
      }
    }
  ]
}
```