

Snippets (Normal and Rich)



(Plain, Ordinary) Snippets in Google Search

In 1998, Google introduced *Snippet*, a short description of, or excerpt from, a website which appears in Google search results. Snippets are created automatically based on the site's content and the query terms

key query terms are highlighted:

number

x-

y-intercepts

quadratic

functions

notice that

have and **may** are also
in bold

The screenshot shows a Google search results page for the query "what is the number of x- and y-intercepts that quadratic functions may have". The results are filtered for the "Web" category and show 10 results. The snippets are highlighted in blue, matching the query terms.

- Pre-Calculus Advanced >> Quadratic Functions >> Intercepts, Zeros ...**
A quadratic function will have at most two x-intercepts. ... Notice that this corresponds to the number of solutions a quadratic equation can have (2, 1 or 0). ... As with y-intercepts, it may sometimes be difficult to read the ...
www.wsd1.org/waec/math/Pre-Calculus%20Advanced/Quadratic%20Functions/Intercepts/interintro.htm - 9k - [Cached](#) - [Similar pages](#) -
- Yahoo! Canada Answers - What is the number of x-and y-intercepts ...**
quadratic functions have exactly 1 y-intercept and no more than 2 x- ... The highest power of x, shows the maximum number of x-intercepts it 'could' have. ...
answers.yahoo.ca/question/index?qid=20080428215000AAU30GI - 38k - [Cached](#) - [Similar pages](#) -
- Quadratic Functions(General Form)**
27 Nov 2007 ... You **may** change the values of coefficient a, b and c and observe the graphs obtained. ... When you graph a quadratic function, the graph will either **have** a maximum ... The x intercepts of the graph of a quadratic function f given by ... Use the applet window to check the y intercept for the quadratic ...

- if the snippet begins with ellipses (. . . .) that indicates the snippet was excerpted from a larger body of text and text preceding the ellipses was omitted
- when ellipses follow at the end of the snippet, the snippet was truncated
- the maximum length of a snippet is 156 characters
- Google uses the meta description (if there is one) as the default for a snippet
- if there is an Open Directory Project listing for a website, Google uses its meta description over the meta description in the web page
 - <http://www.dmoz.org/>
 - The Open Directory Project that uses human editors to organize websites closed as of March, 2017

Extracting a Snippet is Not Always Easy

In the news

Apple and Tesla to Report Earnings
New York Times - 17 hours ago
Elon Musk, chief executive of Tesla Motors, which will report its third-quarter earnings on Wednesday. ... On Thursday, the Commerce Department will announce data on ...

A loss is likely for Tesla, despite popularity.

Tesla Motors' finances will come into focus on Wednesday when it reports its earnings for the third quarter. The company previously disclosed that deliveries rose 70 percent to 24,500 cars in the July-to-September period. But a loss is likely because the company is spending heavily to introduce a new car, the Model 3, and to start up its gigantic Gigafactory in Nevada, where it will produce batteries. Investors will listen closely to Tesla's **chief executive**, Elon Musk, and any details he offers on the pending merger with one of his other companies, SolarCity, a maker of solar panels. On Friday, the company is expected to present a system that combines solar panels with a battery pack to store power for home use and a vehicle-charging unit. Neal E. Boudette

Economists predict rise in orders for durable goods.
On Thursday, the **Commerce** Department will announce data on durable goods orders in September. Economists are predicting that durable goods demand will be up by 0.7 percentage point, with much of that gain resulting from a jump in aircraft orders. The less volatile core capital goods category is thought to have declined by 0.1 percentage point, on continuing caution among businesses in terms of new investment, especially in the industrial sector. Nelson D. Schwartz

Growth is expected to improve.
On Friday, the **Commerce** Department will release its initial estimate of economic growth in the third quarter. After lackluster gains in the first half of 2016 — 0.8 percentage point in the first quarter and 1.4 percent in the second — economists think the economy expanded at an annual rate of 2.5 percent in the July-to-September period.

query: "Tesla reports financial results"

one search result and its snippet

portions of the article used to create the snippet; note how long the article is; "financial results" equates to "earnings"

Extracting a Snippet is Not Always Easy

A screenshot of a Google search results page. The query "google introduces cloud" is in the search bar. The first result is a link to "Cloud computing - A simple introduction - Explain that Stuff" with the URL "www.explainthatstuff.com/cloud-computing-introduction.html". The snippet below the title reads: "Aug 13, 2016 - An easy-to-understand introduction to cloud computing. ... When you sit at your PC and type a query into Google, the computer on your desk ...".

query: "cloud computing"

one search result
and its snippet

A screenshot of the "Cloud computing" article from "EXPLAINTHATSTUFF!". The page has a blue header with the site's logo and navigation links. The main content starts with a large image of server racks against a cloudy sky. The text begins: "History has a funny way of repeating itself, or so they say. But it may come as some surprise to find this old cliché applies just as much to the history of computers as to wars, revolutions, and kings and queens. For the last three decades, one trend in computing has been loud and clear: big, centralized, mainframe systems have been "out"; personalized, power-to-the-people, do-it-yourself PCs have been "in." Before personal computers took off in the early 1980s, if your company needed sales or payroll figures calculating in a hurry, you'd most likely have bought in "data-processing" services from another company, with its own expensive computer systems, that specialized in number crunching; these days, you can do the job just as easily on your desktop with off-the-shelf software. Or can you? In a striking throwback to the 1970s, many companies are finding, once again, that buying in computer services makes more business sense than do-it-yourself. This new trend is called **cloud computing** and, not surprisingly, it's linked to the Internet's inexorable rise. What is cloud computing? How does it work? Let's take a closer look!"

"An easy-to-understand introduction"
occurs nowhere in the article
It is in the meta-description
"sit at your PC" occurs lower in the article

A screenshot of the same "Cloud computing" article from "EXPLAINTHATSTUFF!". A black arrow points from the text above to the search bar at the top of the browser window. The search bar contains the text "type a query into Google". The page content includes a section titled "Simple examples of cloud computing" and a sidebar with user profile information.

Most of us use cloud computing all day long without realizing it. When you **sit at your PC** and type a query into Google, the computer on your desk isn't playing much part in finding the answers you need: it's no more than a messenger. The words you type are

- **Automatic summarization** by computer is a traditional subject of *information retrieval*
- Automatic summarization is also part of *machine learning* and *data mining*
- Document summarization tries to create a representative summary or abstract of the entire document, by finding the most informative sentences
- There are two general approaches to automatic summarization:
 - extraction *Extractive methods work by selecting a subset of existing words, phrases, or sentences in the original text to form the summary*
 - abstraction *abstractive methods build an internal semantic representation and then use natural language generation techniques to create a summary that is closer to what a human might express*
 - *Research to date has focused primarily on extractive methods, which are appropriate for documents, images, and videos*

- **Snippets are computed at query time**
 - They vary depending upon the query
 - the content that ends up in the text snippet can come from anywhere on your page. First sentence, last sentence, footer, call out box
- **If Google determines your site is a discussion forum, in gray text they put out**
 - "[number] posts – [number] authors – Last post: [some date]"

TESLA DISCUSSION FORUM autopilot accident

All News Videos Images Shopping More Settings Tools

About 1,670,000 results (0.45 seconds)

NTSB Wants Information on Tesla Autopilot Accident | Tesla Motors Club
<https://teslamotorsclub.com> › General Forum › Autonomous Vehicles ▾
Jan 23, 2018 - 20 posts - 15 authors
A Model S using Autopilot crashed into a firetruck near Los Angeles on Monday prompting inquiry from the U.S. National Transportation Safety Board, according to a report from Bloomberg. The Tesla driver was reportedly traveling at 65 mph when he rear-ended the truck. There were no injuries in the crash.

Autopilot worked for me today and saved an accident 20 posts Dec 12, 2016
AutoPilot Crash today-Tesla response less than stellar? 20 posts Nov 7, 2016
Tesla in Pasadena Accident: Driver Fled 20 posts Oct 7, 2016
My friend's model X crashed using AP yesterday 20 posts Jul 10, 2016

More results from teslamotorsclub.com

- **If Google determines your site is a scholarly article, in gray text they put out**
 - "by J. Smith – 2010" or "by J. Smith – Cited by 1 – Related articles"

Snippets Can Vary for a Single Site Depending Upon the Query

A screenshot of a Google search results page. The search query is "what cholesterol levels mean". The top result is a snippet from the Cleveland Clinic's website, which includes a meta description: "HDL (high-density lipoprotein) cholesterol is also called "good" cholesterol. HDL protects against heart disease by taking the bad cholesterol out of your blood and keeping it from building up in your arteries. Your HDL cholesterol number is: Low (and considered a risk factor) if it is less than 40." Below the snippet is a "People also ask" section with several questions: "What is a normal cholesterol level?", "What is the normal range for cholesterol levels?", "What is a healthy cholesterol level UK?", and "What foods are high in cholesterol?". Arrows point from the text "A long snippet, and a PAA" to the snippet and the "People also ask" section respectively.

Result for the query
“what cholesterol levels mean”

A long snippet, and a
PAA

Google uses the meta description

<meta name="description" content="What are healthy levels of LDL cholesterol, HDL cholesterol, and triglycerides?">

A screenshot of a Google search results page. The search query is "cholesterol cleveland clinic". The top result is a snippet from the Cleveland Clinic's website, which includes a meta description: "Understanding Your Cholesterol Numbers | Cleveland Clinic". Below the snippet is a "People also ask" section with several questions: "What is a normal cholesterol level?", "What is the normal range for cholesterol levels?", "What is a healthy cholesterol level UK?", and "What foods are high in cholesterol?". Arrows point from the text "A different query ‘cholesterol Cleveland Clinic’ produces the same first result but a different snippet" to the snippet and the "People also ask" section respectively.

A different query
“cholesterol Cleveland Clinic”
produces the same first result
but a different snippet

- Featured snippets are Google's attempt to answer the query right on the search results page.
 - *Google wants to give the user an immediate answer so they don't have to search the actual results.*
 - *Featured snippets show up above the #1 ranked spot, and typically appear above the fold.*
 - *Google pulls snippet answers from pages that rank on Page 1 of the results for that query (spots #1 through #10) - but the page that wins the featured snippet isn't necessarily the #1 result. Google picks the excerpt from the page that best answers the query in a simple, concise format .*

1. Paragraph featured snippet

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions. The technology of marketing automation makes these tasks easier.

What is Marketing Automation? - HubSpot
<https://www.hubspot.com/marketing-automation-information>

[About this result](#) [Feedback](#)

2. List featured snippet

14 of the Best College Websites

- University of Maryland. ...
- University of Notre Dame. ...
- Bucknell University. ...
- University of Chicago. ...
- University of Michigan. ...
- Rhode Island School of Design. ...
- George Washington University. ...
- Middlebury College.

More items...

14 of the Best College Websites (And Why They're So Awesome)

<https://blog.hubspot.com/marketing/best-college-websites>

[About this result](#) [Feedback](#)

3. Table featured snippet

Google aviation jobs

All News Shopping Maps Videos More ▾ Search tools

About 47,600,000 results (0.37 seconds)

Latest 15 Job Listings

Date	ID #	Job Title
7/12/2016	4187	Project Engineer / AOD
7/1/2016	4185	Propulsion Engineer
6/29/2016	4184	A & P Technician
6/29/2016	4183	Accessory Shop Technician
27 more rows, 1 more column		

Aviation Jobs | Aviation Job Seekers | Aviation Careers | Aviation ...

[jobs aviationweek.com/](http://jobs.aviationweek.com/) Aviation Week & Space Technology ▾

[About this result](#) [Feedback](#)

- The “People Also Ask” box is a Google universal SERP result that answers questions related to the searcher’s initial query.
- It is a cousin of the featured snippet
- Each PAA box contains anywhere from one to four related questions which expand to reveal answers that Google has pulled from other websites
- The site’s URL appears below each answer, along with a “Search for” link, which guides the user to a Google SERP of the PAA question.



Use of PAAs are growing faster than snippets according to
<https://moz.com/blog/infinite-people-also-ask-boxes>

Google's People Also Ask Feature Introduced in 2015 for desktop and mobile

how does google generate snippets

All Videos News Images Shopping More Settings Tools

About 3,830,000 results (0.49 seconds)

Rich Snippets & Star Ratings | Display Reviews & Increase CTR
Ad www.yotpo.com/Rich_Snippet ▾ (646) 655-8389
Get high quality traffic from your paid & organic search results. Get a Demo!

Anatomy Of A Google Snippet - Search Engine Land
https://searchengineland.com/anatomy-of-a-google-snippet-38357 ▾
Mar 18, 2010 - This is a crucially important detail: snippets are determined query-time; in other words, they vary depending on the keyword being searched on, ... price, size, style, manufacturer) would be gathered together – since it would otherwise be unlikely that a Google-generated snippet would capture all of this ...

How Google Might Generate Snippets for Search Results
www.seobythesea.com › Search Engine Optimization (SEO) ▾
Feb 25, 2013 - A document retrieval system generates snippets of documents for display as part of a user interface screen with search results. The snippet may be generated based on the type of query or the location of the query terms in the document. Different snippet generation algorithms may be used depending on the query type.
You've visited this page 3 times. Last visit: 10/25/17

Google's Featured Snippets: How to Get Your Content to Appear
contentmarketinginstitute.com/2017/03/google-featured-snippets/ ▾
Mar 27, 2017 - The primary thing you need to understand about featured snippets is that they do not bypass Google's complex ranking system. They are among the topic organic results for a query. Because of this, it's critical to keep all the standard ranking requirements in mind as you create featured content. This means ...

People also ask

- How does Google select featured snippets?
- What is a snippet in Google?
- What is the use of snippets SEO?
- What is snippet generation?
- What is a featured snippet?
- What is a snippet of a song?
- What is the code snippet?

Feedback

PAA result for query "how does google generate snippets"

People also ask

How does Google select featured snippets?

Here are a few simple steps I've used to create content that ranks in the snippets.

1. Create content specifically to answer questions. Provide in-depth answers. ...
2. Know the questions your readers are asking. ...
3. Create truly high-quality content. ...
4. Work to provide the best answer. ...
5. Use question-and-answer pages.

Google's Featured Snippets: How to Get Your Content to Appear
contentmarketinginstitute.com/2017/03/google-featured-snippets/

Search for: How does Google select featured snippets?

What is a snippet in Google?

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page.

A Beginner's Guide to Rich Snippets | Unamo Blog
https://unamo.com/blog/seo/beginners-guide-rich-snippets

Search for: What is a snippet in Google?

What is the use of snippets SEO?

What is snippet generation?

What is a featured snippet?

What is a snippet of a song?

What is the code snippet?

Feedback

Expansion of People Also Ask

In one study, the "People Also Ask" box appeared on 364 keywords out of 1,788, 20%.

TOO LONG DIDN'T READ (TLDR)

Internet slang

For the query “CRM software”, which is a very popular query term, above the fold there are:

- 4 paid ads
- A featured snippet paragraph
- People Also Ask
- A portion of the #1 ranking organic result

- **Conclusion:** it is harder than ever to be found in the organic search results

The screenshot shows a Google search results page for the query "crm software". The results are displayed in five distinct sections, each highlighted with a pink border:

- Paid Ads:** This section contains four paid advertisements for CRM software. From top to bottom, they are:
 - Zoho Online CRM Software - Customizable & User-friendly - zoho.com
 - Software CRM - Salesforce.com Official Site
 - Pipedrive™ CRM Software - Super Easy to Get Started - pipedrive.com
 - Pega CRM Customer Engagement - Gartner Names Pega a Leader
- Featured Snippet:** This section contains a snippet from a page about CRM software categories. It includes a screenshot of a software interface and a link to "Best CRM Software Reviews & Comparisons | 2017 List of Expert's ...".
- People Also Ask:** This section contains a list of frequently asked questions related to CRM software, such as "What is a CRM tool?", "What is CRM software examples?", "What is a CRM platform?", and "What is the use of Salesforce CRM?".
- FOLD:** This section contains the bottom portion of the search results, which are mostly organic search results. These include reviews from Capterra, a comparison of the best CRM software, and articles from Software Advice and Business News Daily.

How Does Google Generate Snippets?

One way to find out is to go to patents.google.com and search for all patents with the term “snippets” assigned to Google

Many are patent applications still being reviewed by the patent office

Some are already awarded

The screenshot shows the Google Patents interface. In the search bar, 'snippets' is entered. Below the search bar, there are two dropdown menus: 'SEARCH TERMS' containing 'snippets x + Synonym' and '+ Search term or CPC'; and 'SEARCH FIELDS' containing 'google x + Assignee' and 'Before priority YYYY-MM-DD'. A 'MORE' button is also present. To the right, search results are displayed, grouped by classification under 'G06F17/30861?'. The results include:

- Retrieval from the Internet, e.g. browsers**
Generating snippets for prominent users for information retrieval queries ...
Application WO2014055764A3 • Bogdan DOROHONCEANU • Google Inc.
Priority 2012-10-04 • Filed 2013-10-03 • Published 2014-07-10
- Expanded snippets** A system provides a list of search results, where one of the ...
Application WO2007115079A3 • Paul Fontes • Google Inc
Priority 2006-03-31 • Filed 2007-03-29 • Published 2007-11-22
- Variable length snippet generation** A method and system are disclosed that ...
Application WO2006001920A1 • Paul Buchheit • Google Inc
Priority 2004-06-09 • Filed 2005-05-10 • Published 2006-01-05
- Local Search Using Address Completion** A local search server receives ...
Application US20080065694A1 • Jiang Qian • Google Inc.
Priority 2006-09-08 • Filed 2007-05-22 • Published 2008-03-13
- Document search engine including highlighting of confident results** A search ...
Application US20110029518A1 • Simon Tong • Google Inc.
Priority 2003-06-10 • Filed 2010-10-08 • Published 2011-02-03
- System and method for personalized snippet generation** Snippets of text ...
Grant US8631006B1 • Taher H. Haveliwala • Google Inc.
Priority 2005-04-14 • Filed 2005-04-14 Granted 2014-01-14

At the bottom of the page, there are links for 'About', 'Send Feedback', 'Terms', and 'Privacy Policy'.

Lets take a closer look US Patent 8,145,617

Title:

Generation of document snippets based on queries and search results

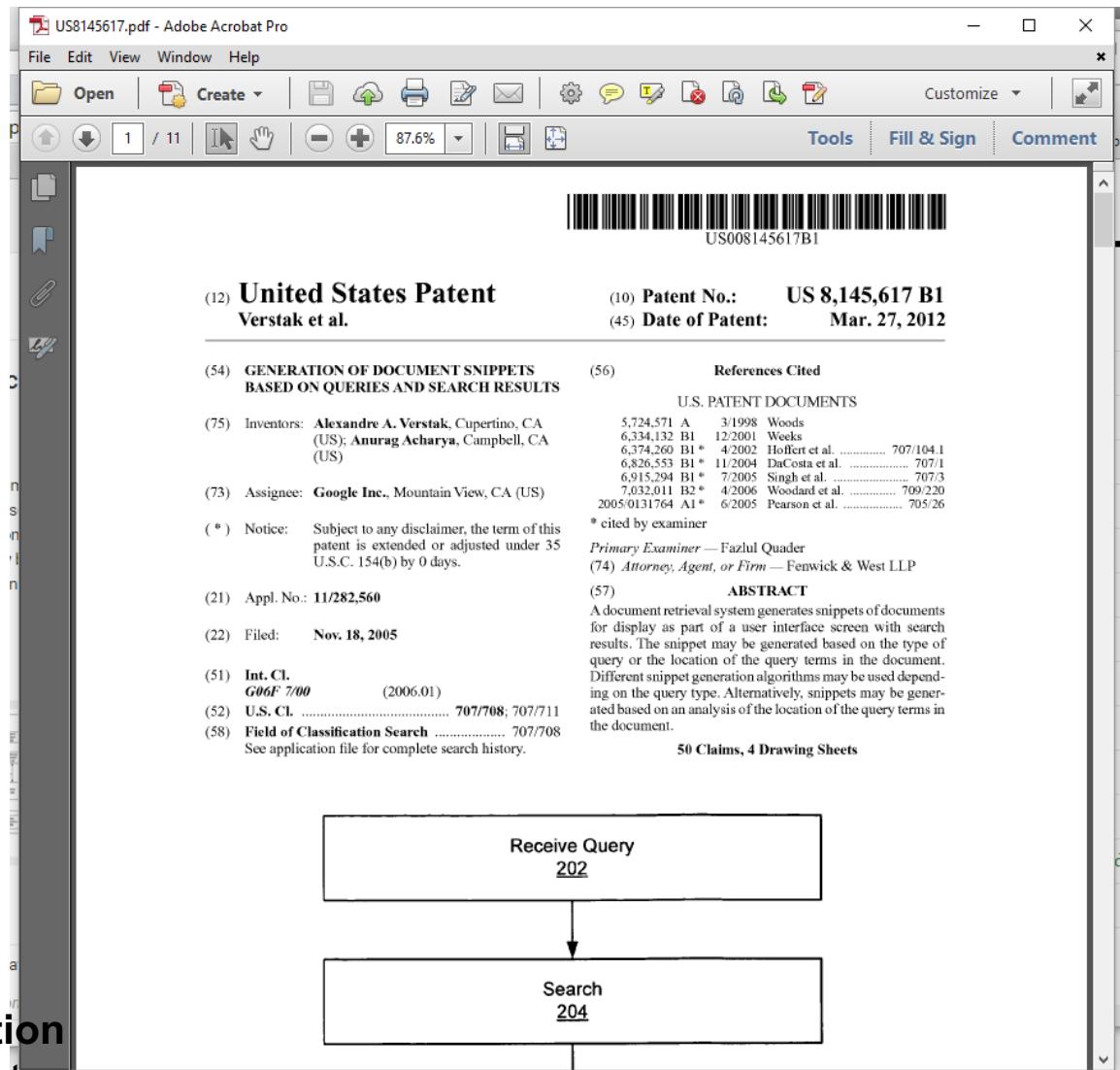
filed: 2005

awarded: 2012

Abstract

A document retrieval system generates snippets of documents for display as part of a user interface screen with search results. The snippet may be generated *based on the type of query or the location of the query terms in the document.*

Different snippet generation algorithms may be used depending on the query type. Alternatively, snippets may be generated **based on an analysis of the location of the query terms in the document**



- **The algorithm**
 1. Identify the paragraphs that include the query terms
 2. Score the paragraphs as described below determining the paragraph with the highest score
 3. *Return the phrase in that paragraph that includes the query terms*

Quoting from the Detailed Description

- The snippet algorithm selects a paragraph that is near the **beginning** of the document if there is an abstract, executive summary, or long introduction. The **end** of the document is used when there is a conclusion or summarization at the end
- **Scoring includes:**
paragraphs shorter than threshold score 0;
k-th paragraph from the start gets a score of

$k\text{-positionFactor} + \max(\text{actual paragraph length}, \text{maxParagraphLen})$

The paragraph with the highest score is selected for the snippet

US Patent 8,631,006

Snippets can be based on a User's Profile

USC Viterbi
School of Engineering

*System and Method for
Personalized Snippet Generation*

Filed: April 14, 2005

Awarded: Jan. 14, 2014

Abstract:

Snippets of text are generated based in part on a user's profile. An item, such as a document, is examined to identify terms related to the user's profile. A term profile for an identified term is compared to a user's profile. The more closely related the identified term is to the user's profile, the higher a similarity score will be. Alternatively, terms found in a document may have a user profile score which may be obtained by looking the term up in the user's profile. Terms having high profile similarity scores or high user profile scores are used in identifying snippets which may be relevant to a user. The high scoring terms may be added to search terms and provided to a snippet generator



US008631006B1

(12) United States Patent Haveliwala et al.

(10) Patent No.: **US 8,631,006 B1**
(45) Date of Patent: **Jan. 14, 2014**

(54) SYSTEM AND METHOD FOR PERSONALIZED SNIPPET GENERATION

(75) Inventors: **Taher H. Haveliwala**, Mountain View, CA (US); **Sepandar D. Kamvar**, San Francisco, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1650 days.

(21) Appl. No.: **11/107,490**

(22) Filed: **Apr. 14, 2005**

(51) Int. Cl.
G06F 7/00 (2006.01)
G06F 17/30 (2006.01)

(52) U.S. Cl.
USPC **707/732; 707/722; 707/723**
(58) Field of Classification Search
USPC **707/3, 5, 722, 723, 732**
See application file for complete search history.

(56) References Cited

U.S. PATENT DOCUMENTS

6,144,944 A 11/2000 Kurtzman, II et al.
6,275,820 B1 8/2001 Navin-Chandra et al.
6,701,310 B1 * 3/2004 Sugiura et al. 707/5

7,092,901 B2 * 8/2006 Davis et al. 705/26
7,165,091 B2 * 1/2007 Lunenfeld 709/203
7,418,447 B2 * 8/2008 Caldwell et al. 707/100
2003/0009440 A1 * 1/2003 Inaba et al. 707/1
2004/0034652 A1 * 2/2004 Hofmann et al. 707/102
2004/0236721 A1 * 11/2004 Pollack et al. 707/2
2004/0267723 A1 12/2004 Bharat
2005/0240584 A1 * 10/2005 Zamir et al. 707/4
2006/0074883 A1 * 4/2006 Teevan et al. 707/3
2006/0112079 A1 * 5/2006 Holt et al. 707/3
2006/0248059 A1 * 11/2006 Chi et al. 707/3

* cited by examiner

Primary Examiner — Apu Mofiz

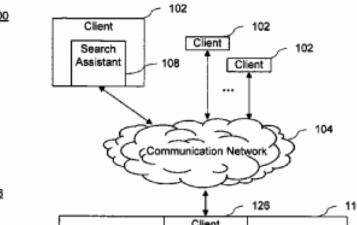
Assistant Examiner — Jared Bibbee

(74) Attorney, Agent, or Firm — Morgan, Lewis & Bockius LLP

ABSTRACT

Snippets of text provided are generated based in part on a user's profile. An item, such as a document, is examined to identify terms related to the user's profile. A term profile for an identified term is compared to a user's profile. The more closely related the identified term is to the user's profile, the higher a similarity score will be. Alternatively, terms found in a document may have a user profile score which may be obtained by looking the term up in the user's profile. Terms having high profile similarity scores or high user profile scores are used in identifying snippets which may be relevant to a user. The high scoring terms may be added to search terms and provided to a snippet generator.

13 Claims, 6 Drawing Sheets



- In 2009, Google announced *Rich Snippets*, a mechanism *for website developers* to include information that Google's results algorithm will *display as a snippet*
- The mechanism calls for *embedding structured data in web pages* with the objective of displaying the structured data to a user in a visually outstanding way.
- Rich Snippets give users a convenient summary information about their search results at a glance.

For example,

the results for Club

Deluxe includes
internal data such as:

address

hours

directions

club deluxe san francisco

About 277,000 results (0.20 seconds)

Search Advanced search

The screenshot shows a Google search result for "club deluxe san francisco". The search bar at the top has the query "club deluxe san francisco". Below it, a map of San Francisco highlights the area around Haight Street and Cole Street. A red marker indicates the location of Club Deluxe. To the right of the map, the business name "Club Deluxe - Pizza & Jazz Club" is listed with a "Place page" link. Below the name are the address "1511 Haight Street", the city "San Francisco, CA 94117-2912", and the phone number "(415) 552-6949". There is also a link for "Public transit: Cole St & Carl St" and a "Get directions - Is this accurate?" button. The business is described as being open "Weekdays 4pm-2am; Weekends 2pm-2am". At the bottom of the snippet, there are "29 reviews - Write a review" and a link to the business's page on Yelp.

Club Deluxe - Pizza & Jazz Club

Place page

1511 Haight Street
San Francisco, CA 94117-2912
(415) 552-6949
Public transit: Cole St & Carl St
Get directions - Is this accurate?

Open Weekdays 4pm-2am; Weekends 2pm-2am

29 reviews - Write a review

[Club Deluxe - Haight-Ashbury - San Francisco, CA](#)

2 reviews - Price range: \$\$

214 Reviews of Club Deluxe "This is like my own little hidden GEM in the Haight. I swear I had walked by this place hundreds of times before I finally ..."

www.yelp.com/biz/club-deluxe-san-francisco - 8 hours ago - Cached - Similar

Rich Snippets Examples: People Snippets



pravir gupta

About 13,400 results (0.28 seconds)

Search

Advanced search

Everything

More

Show search tools

[Pravir Gupta | Facebook](#) ☆

Friends: Sam Tyagi, Geeta Shroff, Siddarth Jain, Shradha Balakrishnan, Richa Kumar
Pravir Gupta is on Facebook. Join Facebook to connect with **Pravir Gupta** and others you may know. Facebook gives people the power to share and makes the ...
www.facebook.com/pravigupta - Cached

[Home \(pravir\)](#) ☆

Pravir Gupta. ... attachment removed by Pravir Gupta. edited by Pravir Gupta ... created by Pravir Gupta. Home. created by Pravir Gupta ...
pravigupta.com/ - Cached - Similar

[Pravir Gupta - Knol: a unit of knowledge](#) ☆

Pravir Gupta. Verify Name. Agra, India. Public activity feed. Sort by: ... byPravir Gupta. We are continuously looking at enabling sites. ...
knol.google.com/k/pravir-gupta/-/3philmrwubhfj/0 - Cached - Similar

[The Journey is the Reward - a knol by Pravir Gupta](#) ☆

Jul 20, 2009 ... Debut novel by Anil Kumar Gupta which was published in July 2009.
knol.google.com/k/pravir-gupta/the-journey-is-the-reward/.../4 - Cached

[+ Show more results from knol.google.com](#)

[Pravir Gupta - Senior Software Engineer | LinkedIn](#) ☆

San Francisco Bay Area - Senior Software Engineer
View Pravir Gupta's (87 connections) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Pravir ...
www.linkedin.com/pub/pravir-gupta/2/180/a70 - Cached - Similar

[Pravir Gupta - Directory | LinkedIn](#) ☆

View the profiles of professionals named Pravir Gupta on LinkedIn. There are 2 professionals named Pravir Gupta who use LinkedIn to exchange information, ...
www.linkedin.com/pub/dir/Pravir/Gupta/

[Pravir Gupta, Google Inc, Mountain View, CA | Spoke](#) ☆

Pravir Gupta, Google Inc of Google Inc's information - including email, business address, business phone, biography, title, company, jobs and associations, ...
www.spoke.com/info/p90ookh/PravirGupta - Cached

here the snippets describe the pages containing the information about the individual:
Facebook,
LinkedIn,
Google

Rich Snippets Examples: Events



fillmore events

Search

About 1,610,000 results (0.21 seconds)

[Advanced search](#)

 Everything

 More

All results

Timeline

 More search tools

[The Fillmore Concert Tickets, Schedule, Seating Chart | Official ...](#) 

Get email alerts and never miss your favorite **events** at The Fillmore. Please enter your e-mail address. That is not a valid e-mail address format. ...
www.thefillmore.com/ - Cached - Similar

[The Fillmore San Francisco - The Fillmore Schedule | Eventful](#) 

View The Fillmore's upcoming **event** schedule and profile - San Francisco, CA. The **Fillmore**, also known as **Fillmore** Auditorium, is located in San ...

[Carolina Chocolate Drops](#) Thu, Jun 24

[Josh Ritter & the Royal City Band](#) Thu, Jun 24

[Robert Earl Keen](#) Sat, Jun 26

eventful.com > San Francisco venues - Cached - Similar

[Fillmore Events: Events in Fillmore, California](#) 

Fillmore Events Directory. Includes listings for Events in Fillmore, California.
www.californiacoast-worldweb.com/Fillmore/Events/ - Cached - Similar

[San Francisco The Fillmore Events, Shows & Things to do - SF Gate](#) 

Find 48 San Francisco The **Fillmore events** and show tickets and more on Zvents. Popular The **Fillmore Events** are Salsa Festival on the Fillmore, Fillmore Jazz ...
events.sfgate.com/san-francisco-ca/events/the+fillmore - Cached

[New York Fillmore Events Events, Shows & Things to do - NY Daily News](#) 

Find 29 New York **Fillmore Events** events and show tickets and more on Zvents. Popular **Fillmore Events** Events are On Fillmore Plus Rachel Grimes, ...
events.nydailynews.com/new-york-ny/events/fillmore+events - Cached

[Charlotte Charlotte Fillmore Events, Shows & Things to do - The ...](#) 

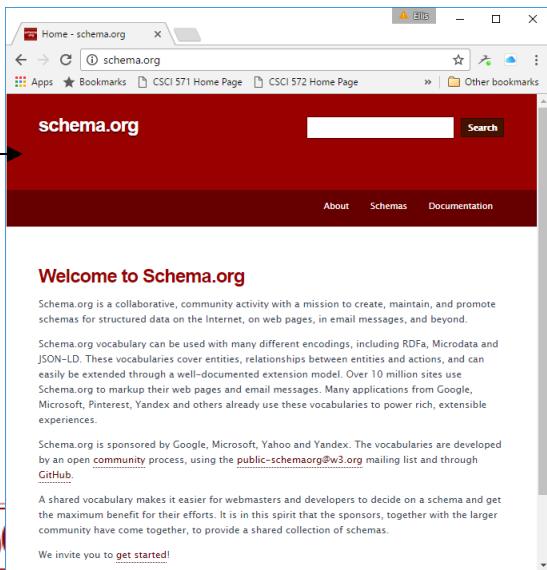
Find 8 Charlotte Charlotte **Fillmore events** and show tickets and more on Zvents. Popular Charlotte **Fillmore Events** are Smashing Pumpkins, Adam Lambert with ...
events.charlotteobserver.com/charlotte-nc/events/charlotte+fillmore - Cached

the Filmore theatre can highlight future concerts by regularly updating their webpage with the latest rich snippet information

Benefits of Rich Snippets in Google Search ...

- **Webmasters:** Provides webmasters the ability to add useful information to their web search result snippets to help Google make sense of their bits.
- **Purpose** Provides more information to a user about the content that exists on page so they can decide which result is more relevant for their query.
- Two good reasons for using rich snippets
 - 1. Additional traffic to a webpage** With extra information people tend to rely more on a particular search result with linked data, thus an increasing number of impressions noted on sites with Rich Snippets.
 - 2. Higher Click through Rate** An increasing number of higher click-through rate for pages with Rich Snippets was experienced as shown in a paper by *Kavi Goel, Pravir Gupta*
 - <http://www.dataversity.net/google-yahoo-and-bing-announce-schema-org/>
- **Easy to add** simple lines of Markup to existing HTML, no affect to visual appearance of the webpage.

- In June, 2011 Google, Yahoo, and Bing agree on a single standard
- They establish the website schema.org which defines the mechanism for creating rich snippets
- They decide to standardize on microdata format
- <https://developers.google.com/structured-data/rich-snippets/>



Google, Yahoo! and Bing Announce Schema.org

By Eric Franzon / June 2, 2011 / 0 Comments



[Revised and re-posted at 4:03pm EST]



In a collaborative effort reminiscent of sitemaps.org, Google, Yahoo! and Bing have announced the launch of schema.org. Perhaps the most significant aspect of this announcement is the particular standard they have focused on: namely, microdata.

In the [Google announcement](#), Kavi Goel and Pravir Gupta of Google's search team say, "Historically, we've supported three different standards for structured data markup: microdata, microformats, and RDFa. We've decided to focus on just one format for schema.org to create a simpler story for webmasters and to improve consistency across search engines relying on the data."

From the [Yahoo! announcement](#) comes this: "Today's announcement offers tremendous opportunity for growth. In addition to consolidating the schemas for the vocabularies we already support, there are schemas for more than a hundred newly created categories including movies, music, organizations, TV shows, products, places and more. We will continue to expand these categories by listening to feedback from the community and will continue publishing new schemas on a regular basis. Don't worry if your site has already added RDFa or microformats currently supported by our Enhanced Displays program, that site will still appear with an Enhanced Display on Yahoo! – no changes required."

And [Bing](#) has this to add: "At Bing we understand the significant investment required to implement markup, and feel strongly that by partnering with Google and Yahoo! on standard schemas webmasters can be more efficient with the time they invest... Bing accepts a wide variety of markup formats today (Open Graph, microformat, etc.) for features like Tiles and will continue to do so, but by standardizing on schema.org we are looking to simplify the markup choices for webmasters and amplify the value the receive in return."

The schema.org site "provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines...rely on this markup to improve the display of search results, making it easier for people to find the right web pages."

Rich Snippet Technology Definitions

- Google suggests using the microdata formalism for snippets

<http://www.whatwg.org/specs/web-apps/current-work/multipage/microdata.html>

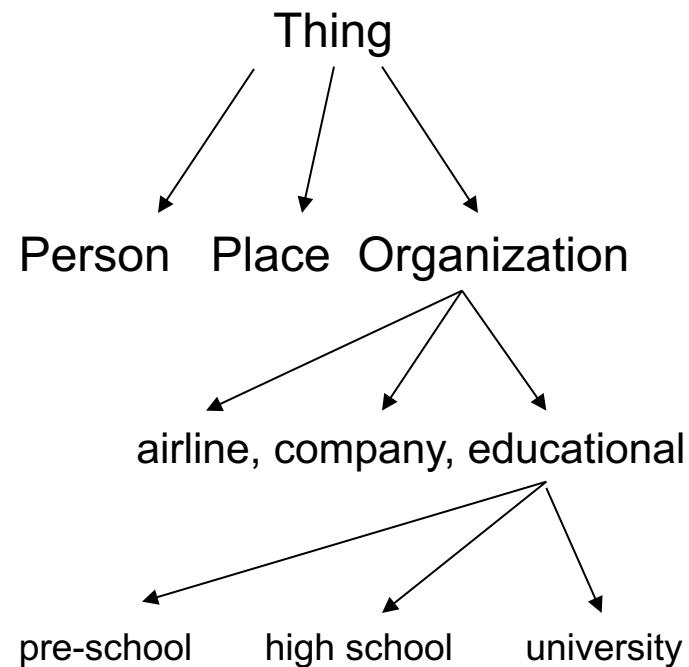
A screenshot of a web browser window displaying the HTML Standard specification. The title bar says "HTML Standard". The address bar shows the URL "https://html.spec.whatwg.org/multipage/microdata.html". The main content area is titled "HTML" and "Living Standard — Last Updated 21 October 2016". A sidebar on the right is titled "W3C Working Group Note". The "Microdata" section is highlighted in green. It includes a table of contents for the Microdata chapter, such as "5.1 Introduction", "5.2 Encoding microdata", and "5.3 Using microdata". At the bottom of the page, there is a link to "File an issue about the selected text".

<https://www.w3.org/TR/microdata/>

A screenshot of a web browser window displaying the W3C Working Group Note for HTML Microdata. The title bar says "W3 HTML Microdata". The address bar shows the URL "https://www.w3.org/TR/microdata/". The main content area is titled "HTML Microdata" and "W3C Working Group Note 29 October 2013". It provides links to various versions of the specification, including "This Version", "Latest Published Version", "Latest Editor's Draft", and "Editor".

- Two other formalisms for creating rich snippets have been suggested:
- RDFa (Resource Description Framework – in Attributes)
<http://en.wikipedia.org/wiki/RDFa>
- Microformat Encoding
<http://en.wikipedia.org/wiki/Microformat>

- Schema.org defines an object hierarchy
- The most general item type is Thing with properties: name, description, url, and image
 - Person, Place and Organization are types of Things
 - More specific items inherit the properties of their parent
- Some commonly used types include:
 - Creative works: book, movie, music recording, recipe, TV Series
 - Embedded object: image, video
 - Event
 - Organization
 - Person
 - Place, LocalBusiness, e.g. Restaurant
 - Product, Offer, Aggregate Offer
 - Review, AggregateRating



Entities supported by Google Rich Snippets as of now....

- Software applications
- Breadcrumbs
 - a breadcrumb trail on a page indicates the page's position in the site hierarchy. A user can navigate all the way up in the site hierarchy, one level at a time, by starting from the last breadcrumb in the breadcrumb trail
 - for example, [Books](#) > [Authors](#) > [Ann Leckie](#) > [Ancillary Justice](#)
- Events
- Music
- Businesses and Organizations
- People
- Products
- Recipes
- Review Ratings
- Reviews: should include: item being reviewed, reviewer rating, date
- Videos: Facebook Share

- **Microformats** use only existing HTML, e.g. the *class* attribute in HTML tags (often `` or `<div>`) to assign brief and descriptive names to entities and their properties
- **Microdata** extends HTML5 by introducing new attributes like `itemprop`
- **Microformat Example**

```
<div class="vcard">
  
  <strong class="fn">Bob Smith</strong>
  <span class="title">Senior editor</span> at <span class="org">ACME Reviews</span>
  <span class="adr">
    <span class="street-address">200 Main St</span>
    <span class="locality">Desertville</span>, <span class="region">AZ</span>
    <span class="postal-code">12345</span>
  </span>
</div>
```

microformat class attributes in this example include vcard, photo, title, org, adr, locality, etc

A MicroData Example: A Web Page About the Movie Avatar

- To begin, identify the section of the page that is "about" the movie Avatar. To do this, add the `itemscope` element to the HTML tag that encloses information about the item, and you can specify the type of item using the `itemtype` attribute like this:

```
<div itemscope itemtype="http://schema.org/Movie">  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August 16, 1954) </span>  
  <span>Science fiction</span>  
  <a href="../movies/avatar-theatrical-trailer.html">Trailer</a>  
</div>
```

- By adding `itemscope`, you are specifying that the HTML contained in the `<div>...</div>` block is about a particular item.

- The **itemprop** attribute is used to label properties of a movie such as actors, director, ratings.
- For example, to identify the director of a movie, add **itemprop="director"** to the element enclosing the director's name. (There's a full list of all the properties you can associate with a movie at <http://schema.org/Movie>.)

```
<div itemscope itemtype ="http://schema.org/Movie">
<h1 itemprop= "name">Avatar</h1>
<span>Director: <span itemprop= "director">James Cameron</span> (born
  August 16, 1954)</span>
<span itemprop= "genre">Science fiction</span>
<a href= "../movies/avatar-theatrical-trailer.html" itemprop= "trailer">Trailer</a>
</div>
```

Partial List of Movie Properties (Schema.org/Movie)

Thing > CreativeWork > Movie

A movie.

Property	Expected Type	Description
Properties from Thing		
<code>description</code>	Text	A short description of the item.
<code>image</code>	URL	URL of an image of the item.
<code>name</code>	Text	The name of the item.
<code>url</code>	URL	URL of the item.
Properties from CreativeWork		
<code>about</code>	Thing	The subject matter of the content.
<code>accountablePerson</code>	Person	Specifies the Person that is legally accountable for the CreativeWork.
<code>aggregateRating</code>	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
<code>alternativeHeadline</code>	Text	A secondary title of the CreativeWork.
<code>associatedMedia</code>	MediaObject	The media objects that encode this creative work. This property is a synonym for encodings.
<code>audio</code>	AudioObject	An embedded audio object.
<code>author</code>	Person or Organization	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
<code>award</code>	Text	An award won by this person or for this creative work.
<code>awards</code>	Text	Awards won by this person or for this creative work. (legacy spelling; see singular form, award)
<code>comment</code>	UserComments	Comments, typically from users, on this CreativeWork.
<code>contentLocation</code>	Place	The location of the content.
<code>contentRating</code>	Text	Official rating of a piece of content—for example, 'MPAA PG-13'.
<code>contributor</code>	Person or Organization	A secondary contributor to the CreativeWork.
<code>copyrightHolder</code>	Person or Organization	The party holding the legal copyright to the CreativeWork.

Movie - schema.org - Mozilla Firefox

<code>copyrightYear</code>	Number	The year during which the claimed copyright for the CreativeWork was first asserted.
<code>creator</code>	Person or Organization	The creator/author of this CreativeWork or UserComments. This is the same as the Author property for CreativeWork.
<code>dateCreated</code>	Date	The date on which the CreativeWork was created.
<code>dateModified</code>	Date	The date on which the CreativeWork was most recently modified.
<code>datePublished</code>	Date	Date of first broadcast/publication.
<code>discussionUrl</code>	URL	A link to the page containing the comments of the CreativeWork.
<code>editor</code>	Person	Specifies the Person who edited the CreativeWork.
<code>encoding</code>	MediaObject	A media object that encode this CreativeWork.
<code>encodings</code>	MediaObject	The media objects that encode this creative work (legacy spelling; see singular form, encoding).
<code>genre</code>	Text	Genre of the creative work
<code>headline</code>	Text	Headline of the article
<code>inLanguage</code>	Text	The language of the content. please use one of the language codes from the IETF BCP 47 standard .
<code>interactionCount</code>	Text	A count of a specific user interactions with this item—for example, 20 UserLikes, 5 UserComments, or 300 UserDownloads. The user interaction type should be one of the sub types of UserInteraction .
<code>isFamilyFriendly</code>	Boolean	Indicates whether this content is family friendly.
<code>keywords</code>	Text	The keywords/tags used to describe this content.
<code>mentions</code>	Thing	Indicates that the CreativeWork contains a reference to, but is not necessarily about a concept.
<code>offers</code>	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.
<code>provider</code>	Person or Organization	Specifies the Person or Organization that distributed the CreativeWork.
<code>publisher</code>	Organization	The publisher of the creative work.
<code>publishingPrinciples</code>	URL	Link to page describing the editorial principles of the organization primarily responsible for the creation of the

MicroData Markup for “Pirates of the Caribbean”

```
<div itemscope itemtype="http://schema.org/Movie">
<h1 itemprop="name">Pirates of the Caribbean: On Stranger Tides (2011)</h1>
<span itemprop="description">Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of
youth, only to discover that Blackbeard and his daughter are after it too.</span>
Director: <div itemprop="director" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Rob Marshall</span> </div>
Writers:
<div itemprop="author" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Ted Elliott</span> </div>
<div itemprop="author" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Terry Rossio</span> </div> , and 7 more credits
Stars:
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Johnny Depp</span>, </div>
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Penelope Cruz</span>, </div>
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
    <span itemprop="name">Ian McShane</span> </div>
<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue">8</span>/<span itemprop="bestRating">10</span> stars from
    <span itemprop="ratingCount">200</span> users.
Reviews: <span itemprop="reviewCount">50</span>. </div> </div>
```

Includes
Movie name
Description
Director
Author
Actors
rating

More Examples: Clarifying Hard to Understand Content

- **The <time> element has attributes: dates, times and durations:**
 - <time datetime="2015-04-01">04/01/15</time>
 - <time datetime="2015-05-08T19:30">May 8, 7:30pm</time>
 - <time itemprop="cookTime" datetime="PT1H30M">1 ½ hrs</time>
- **Here is markup for a concert on May 8, 2015**

```
<div itemscope itemtype="http://schema.org/Event">
<div itemprop="name">Spinal Tap</div>
<span itemprop="description">One of the loudest bands ever reunites for an unforgettable
two-day show.</span>
```

Event date:

```
<time itemprop="startDate"
      datetime="2015-05-08T19:30">May 8, 7:30pm</time>
</div>
```

- **Here is markup for an enumeration**

```
<div itemscope itemtype="http://schema.org/Offer">
<span itemprop="name">Blend-O-Matic</span>
<span itemprop="price">$19.95</span>
<span itemprop="availability">Available today!</span> </div>
```

The screenshot shows the "People Rich Snippets Schema Generator" interface. At the top, there is a CAPTCHA field with the code "nym49". Below it, a section titled "Create Person schema (<http://schema.org/Person>)" contains a "Get" button. The main form area has several fields:

- URL ***:
- OR**
- Author Name ***:
- Organization**:
- Author URL**:
- Job Title**:
- Description ***:
Dr. Ellis Horowitz is currently Professor of Computer Science and Electrical Engineering at the University of Southern California. At U.S.C. he was chairman of the Computer Science Department from 1990 to 1999. After completing his term as Computer Science department chairman, Dr. Horowitz was appointed Director of Information Technology and Distance Education in USC's Viterbi School of Engineering.

The screenshot shows the results of the schema generation. It displays the generated HTML code for a person schema:

```
<!-- Add this code to person page: -->
<div itemscope itemprop="author" itemtype="http://schema.org/Person">
  <meta itemprop="description" content="Dr. Ellis Horowitz is currently Professor of Computer Science and Electrical Engineering at the University of Southern California. At U.S.C. he was chairman of the Computer Science Department from 1990 to 1999. After completing his term as Computer Science department chairman, Dr. Horowitz was appointed Director of Information Technology and Distance Education in USC's Viterbi School of Engineering.">
  <meta itemprop="birthDate" content="1964-02-11">
  <link itemprop="url" href="http://www.ellishorowitz.com" rel="author"/>
  <a itemprop="url" href="http://www.ellishorowitz.com"><span itemprop="name" style="display:block;"><strong>ellis horowitz</strong></span></a>
  <span itemprop="member" itemscope itemtype="http://schema.org/Organization" style="display:block;">University of Southern California</span>
  <span itemprop="jobtitle" style="display:block;">Professor</span>
```

output

input

a web interface tool for
creating a rich snippet
about a person

Copyright Ellis Horowitz 2012-2018

Google's Structured Testing Tool

The image displays two side-by-side screenshots of the Google Structured Data Testing Tool. Both screenshots show the same URL: <https://www.zomato.com/monterey-bay/pizza-my-heart-santa-cruz>.
Left Screenshot: This view shows the main interface. At the top, it says "Google Structured Data Testing Tool". Below that is the URL. The main area is titled "Test your structured data" and contains a "FETCH URL" button and a "CODE SNIPPET" button. Under "CODE SNIPPET", the page's HTML source code is displayed. A "Detected" summary box shows 0 ERRORS, 0 WARNINGS, and 8 ITEMS. Below this are three sections: "Restaurant" (WARNINGS: 1 ITEM), "ViewAction" (WARNINGS: 6 ITEMS), and "BreadcrumbList" (WARNINGS: 1 ITEM).
Right Screenshot: This view provides a more detailed breakdown of the detected structured data. It shows the same "Detected" summary and the three main components: "Restaurant", "ViewAction", and "BreadcrumbList". Each component has its own summary row showing 0 ERRORS, 0 WARNINGS, and the number of items found. The "Restaurant" section is expanded to show the full code snippet for that specific type of structured data.

<https://search.google.com/structured-data/testing-tool>

Google has created a tool for examining a web site with microformat data and indicating if there are any errors, e.g.

<http://www.urbanspoon.com/r/6/765421/restaurant/Pizza-My-Heart-santa-cruz>

Google's Rich Snippets Testing Tool

<https://developers.google.com/structured-data/testing-tool/>

The screenshot shows the Google Structured Data Testing Tool interface. On the left, there is a code editor window containing the following HTML code:

```
1 <!-- Add this code to person page: -->
2   <div itemscope itemprop="author"
3     itemtype="http://schema.org/Person">
4       <meta itemprop="description" content="Dr. Ellis Horowitz is
5         currently Professor of Computer Science and Electrical Engineering
6         at the University of Southern California.
7         The company designed and developed UNIX application
8         software.">
9       <span itemprop="name" style="display:block;"><strong>Ellis
10      Horowitz</strong></span>
11      <span itemprop="member" itemscope
12        itemtype="http://schema.org/Organization"
13        style="display:block;">University of Southern California</span>
14      <span itemprop="jobTitle"
15        style="display:block;">Professor</span>
16      <span itemprop="email"
17        style="display:block;">ehorowitz1@gmail.com</span>
18      <div itemprop="address" itemscope
19        itemtype="http://schema.org/PostalAddress"><span
20          itemprop="postalCode" style="display:block;">90089</span>
21        </div>
```

Below the code editor is a red "VALIDATE" button. To the right, under the heading "Results - Filter by use case", is a table showing the structured data extracted from the code:

Person (1)		1 Error !
Person		
description:	Dr. Ellis Horowitz is currently Professor of Computer Science and Electrical Engineering at the University of Southern California. The company designed and developed UNIX application software.	
name:	Ellis Horowitz	
email:	ehorowitz1@gmail.com	
jobTitle:	Professor	
member [Organization]:		
address [PostalAddress]:		
postalCode:	90089	

At the bottom of the interface, there are links for "Connect", "Programs", "Developer Consoles", and "Explore".

Google Shows Lots of Use Cases

The screenshot shows a Google Chrome browser window with the URL <https://developers.google.com/search/docs/data-types/articles>. The page title is "Use Cases". The left sidebar has sections for "GUIDES" and "DATA TYPES". Under "DATA TYPES", there are links to "Introduction", "Site Structure", "Breadcrumbs", "Sitelinks Searchbox", "Your Site Name in Results", "Authorized Presence", "Corporate Contacts", "Logos", "Social Profile Links", "Creative Works" (with "Articles" selected), "Courses", "Music", "Recipes", "Reviews", "TV & Movies", and "Videos". Under "Commerce", there are links to "Local Businesses". The main content area displays several examples of search results and their underlying data types:

- In the news:** Christina Aguilera Belts New York Medley at NBA All-Star Game: Video (Us Magazine - 1 day ago). Includes a thumbnail of Christina Aguilera performing.
- Entity query for "NBA all-stars":** JSON-LD (SEE MARKUP). Includes a "Microdata" section (SEE MARKUP).
- List-seeking query for "top sports stories":** Markup for AMP (SEE MARKUP). Includes a "Markup for AMP Videos" section (SEE MARKUP).
- Australia v New Zealand: the fifth day of the second Test ~ live!** (LIVE www.theguardian.com Sports Cricket). Includes thumbnails of cricket players and text snippets.

<https://developers.google.com/search/docs/data-types/articles>

<https://developers.google.com/search/docs/guides/search-features>

Webmasters Increasing Use of MicroFormats

The screenshot shows a Microsoft Internet Explorer window titled "Linked_data_Steiner.pdf". The address bar displays the URL: "www.future-internet.eu/fileadmin/documents/ghent_documents/Session_I_Linked_Open_Data/Linked_data_Steiner.pdf". The browser's toolbar includes icons for Apps, Bookmarks, CSCI 571 Home Page, CSCI 572 Home Page, Computer Science De, ITS - Software, Horowitz Family, and Other bookmarks.

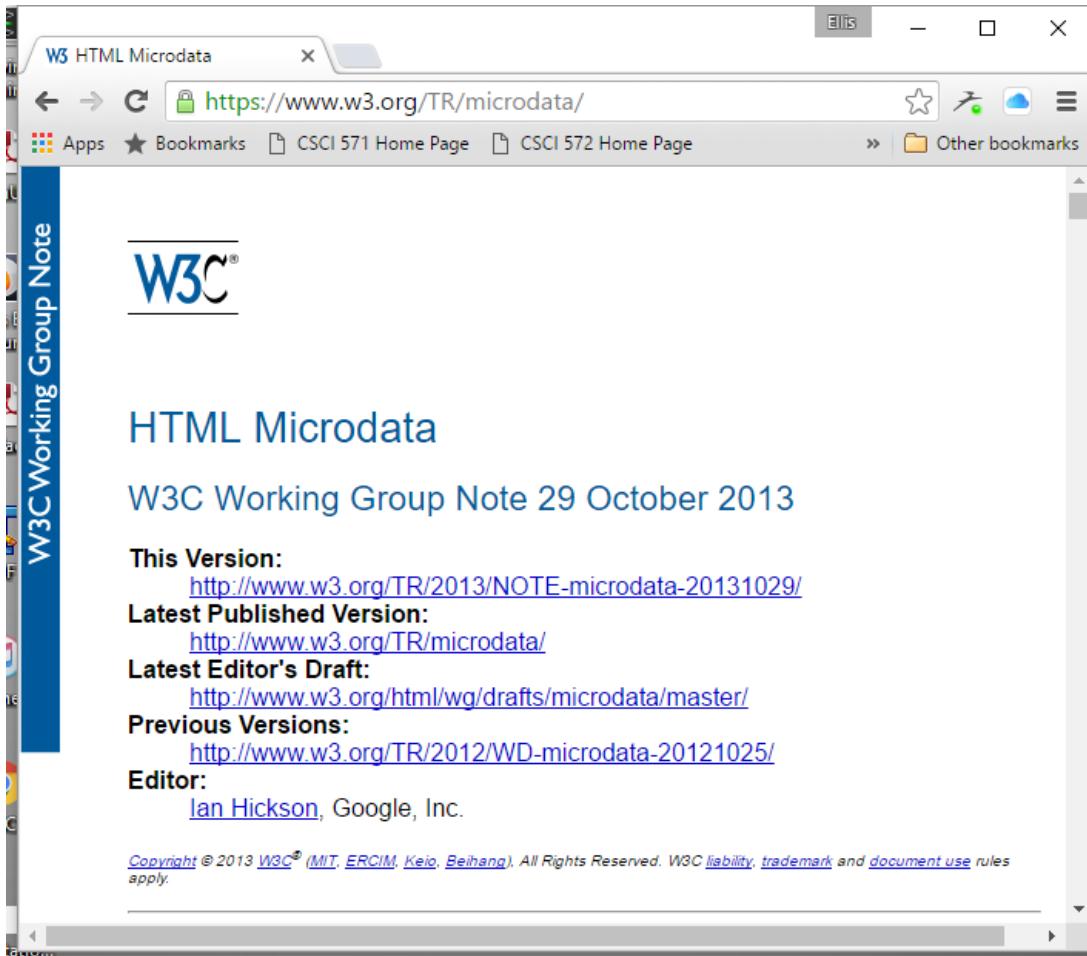
The main content of the page is a chart titled "Adoption: pages with markup" featuring the Google logo. The chart compares "One million web pages sampled from the Internet" for Microformats and RDFa. The data is presented in a table:

	Microformats	RDFa
Total pages	40,091	2,514
hCard / People	33,675 (13%)	1,160
Reviews	1,950 (88%)	872 (66%)
Recipe	152 (53%)	--
hCalendar / Event	126 (41%)	--
Products	519	77

Text at the bottom of the page states: "Data from June 2010. Percentages: actually used data."

There was an effort in the W3C to extend HTML5 to include Microdata, now abandoned
The final of the documentation can be found here:

<http://dev.w3.org/html5/md/> or <https://www.w3.org/TR/microdata/>



- **Matt Cutts Discusses Snippets**

- <https://www.youtube.com/watch?v=vS1Mw1Adrk0>
- <https://www.youtube.com/watch?v=NlJiLDn9-38>

- Three useful webpages on rich snippets:

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170&topic=21997&ctx=topic>

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=146645>

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=1093493>