

4.6 Microformats

The web has millions of Pages in it. Yet, despite the incredible variety, there is a surprising amount of similar information from site to site.

Most sites have some type of Contact us page, in which addresses & other information are displayed.

Similarly, many sites contain a calendar of upcoming events or info about products or news.

→ The idea behind microformats is that if this type of common information were tagged in similar ways, then automated tools would be able to gather & transform it.

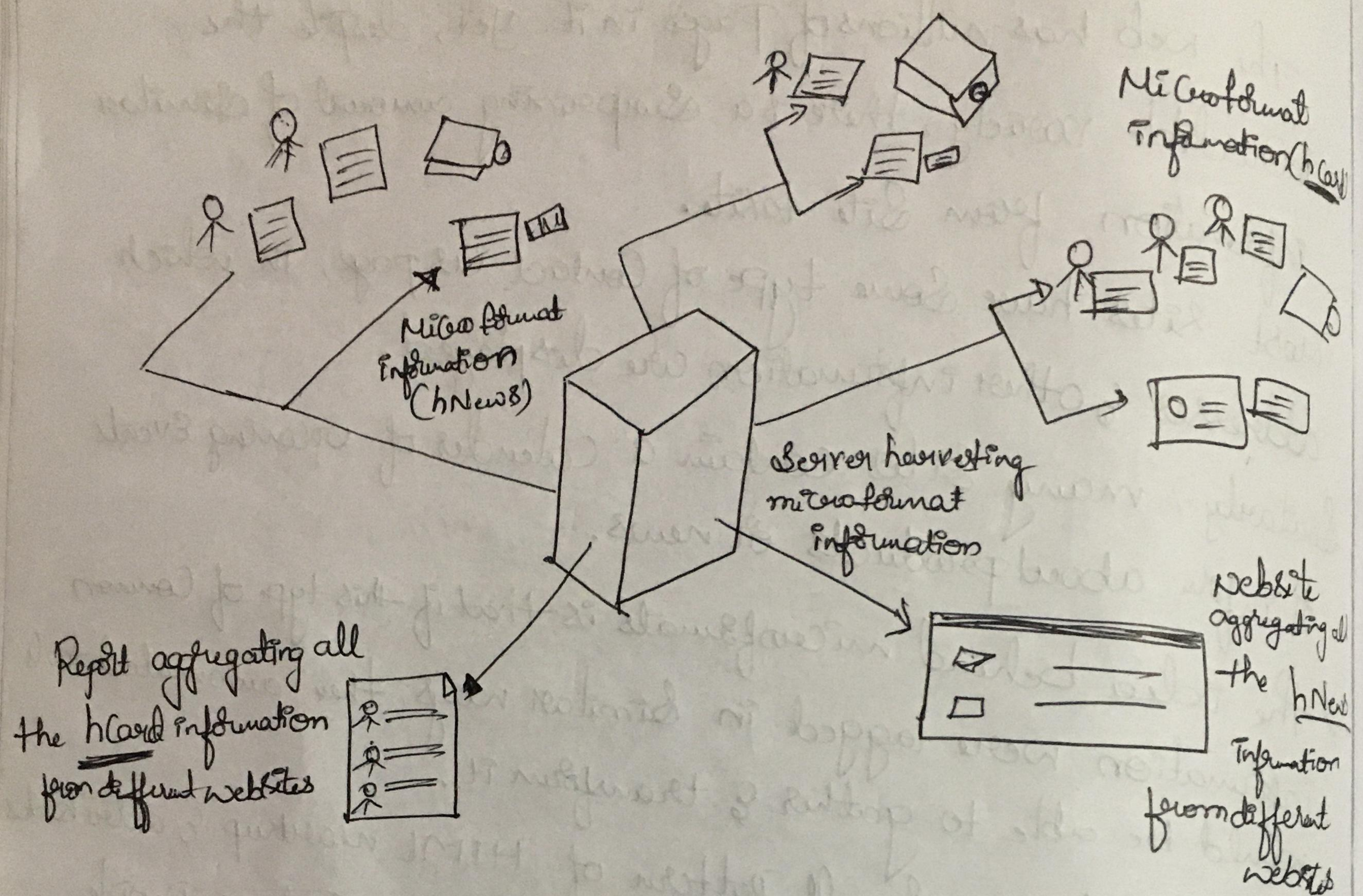
→ Microformat is a small pattern of HTML markup & attributes to represent common blocks of information such as people, events and news stories so that the information in them can be extracted & indexed by software agents.

→ One of the most common microformats is hCard which is used to semantically markup contact information for a person.

Google Map search results now make use of the hCard microformat so that if you used the appropriate browser extension.

4.2 illustrates the example markup for a person's contact info that uses the hCard microformat.

Figure: 4.29 Microformats



```
<div class="VCard">
```

```
  <span class="fn">Randy Connolly</span>
```

```
  <div class="org">Mount Royal University</div>
```

```
  <div class="adr">
```

```
    <div class="street-address">4825 ----</div>
```

```
  </div>
```

```
    <span class="locality">Calgary</span>
```

```
    <abbr class="region" title="Alberta">AB</abbr>
```

```
    <span class="postal-code">T3E 6K6</span>
```

```
  </div>
```

```
<div class="country-name">Canada</div>
```


<div> phone: -----</div>
</div>

Example of an hcard.

Summary

- Tables are properly used for presenting tabular data, though in the past, tables were also used for page layout.
- forms provide a way to send information to the server and are thus an essential part of almost any real website.

* Microformats, which can be used to provide additional semantic information about snippets of information within a page.