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[1]. 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[2]

Source code:

```
<!DOCTYPE html>
<html>
<head>
<metacharsetutf-8/>
<title>Michel Buffa</title>
</head>
<body>
<divitemscopeitemtype"http://schema.org/Person"
   My name is <spanitemprop"name"Michel Buffa</span>
   And I'm a <spanitemprop"jobTitle"professor/researcher</span>
<a"http://www.i3s.unice.fr/I3S/"itemprop"affiliation"
   Laboratory</a> in the south of France, near the city of Nice. My
```

```
13.     email
14. <spanitemprop"email"micbuffa@gmail.com</span>
15.     I live in the city of
16.     <spanitemprop"address"itemscope
17. itemtype"http://schema.org/PostalAddress"
18. <spanitemprop"addressLocality"</span>, in a region named
19. <spanitemprop"addressRegion"Alpes Maritimes</span>
20.     </span>
21. </div>
22. </body>
23. </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[3]) in the the Google page about rich snippets and structured data[4]:

Person (1) Aucun problème

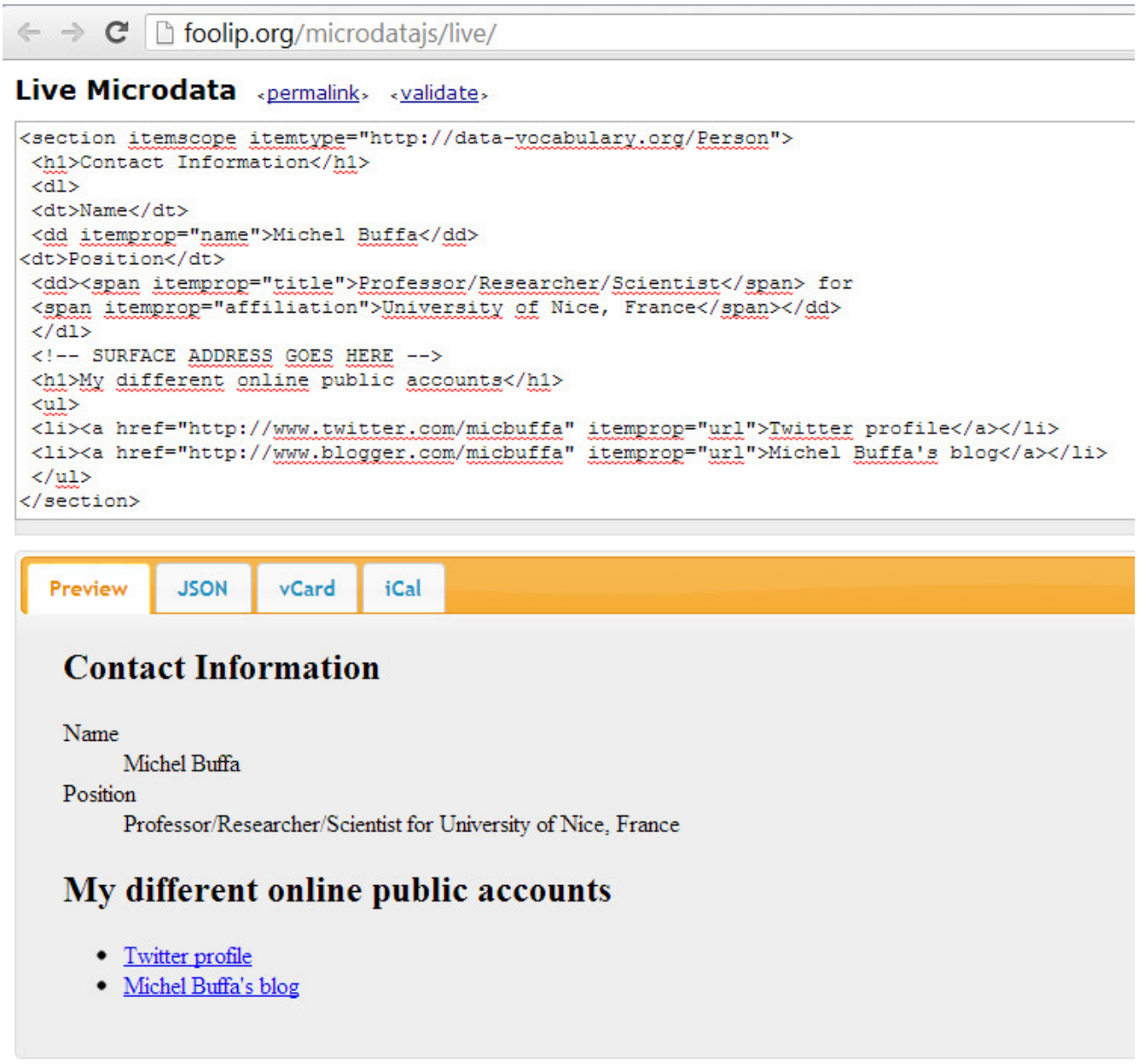
Person	
name:	Michel Buffa
jobTitle:	professor/researcher
email:	micbuffa@gmail.com
affiliation [Organization]:	
url:	http://www.i3s.unice.fr/I3S/
address [PostalAddress]:	
addressLocality:	Biot
addressRegion:	Alpes Maritimes

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

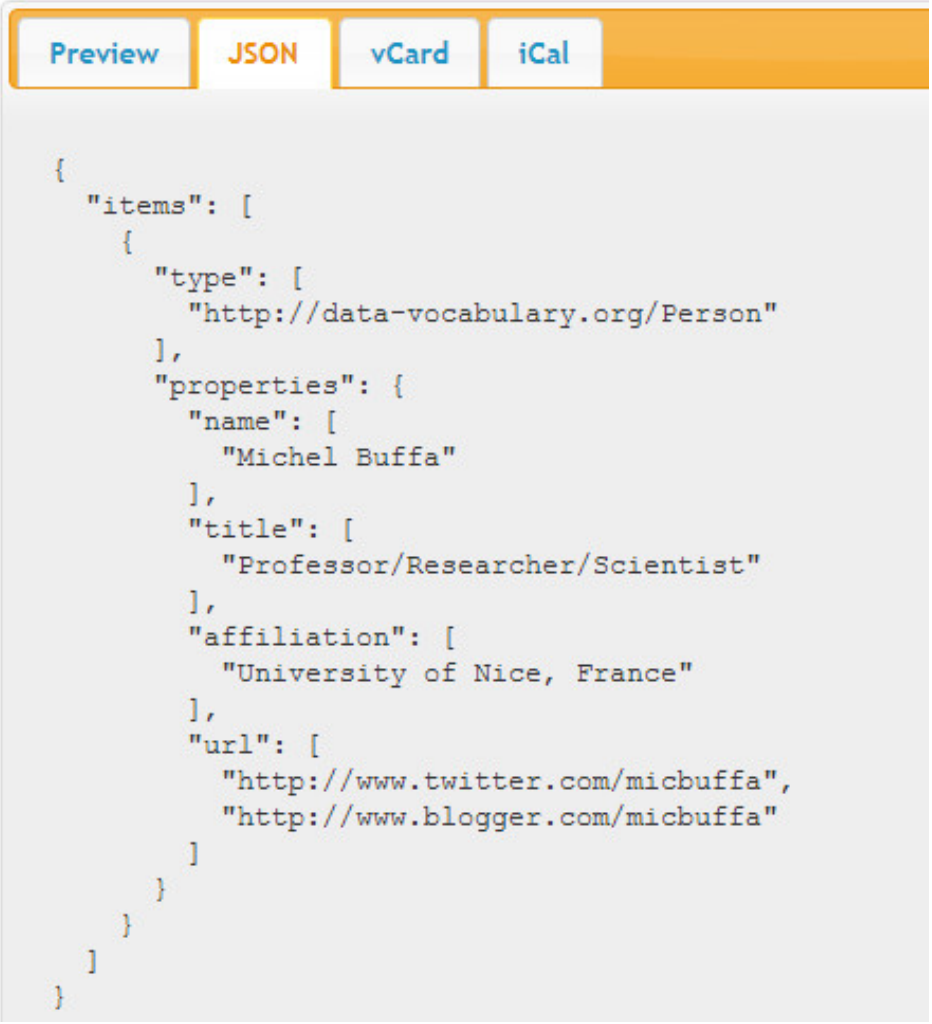
Live Microdata

The Live Microdata Web site[5] 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:



Links

1. http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170
2. http://jsbin.com/uquboc/144/edit
3. http://jsbin.com/uquboc/144
4. https://developers.google.com/structured-data/testing-tool/
5. http://foolip.org/microdatajs/live/

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