

4.6 Microformats

The web has millions of Pages in it. Yet, despite the incredible variety, there's 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.

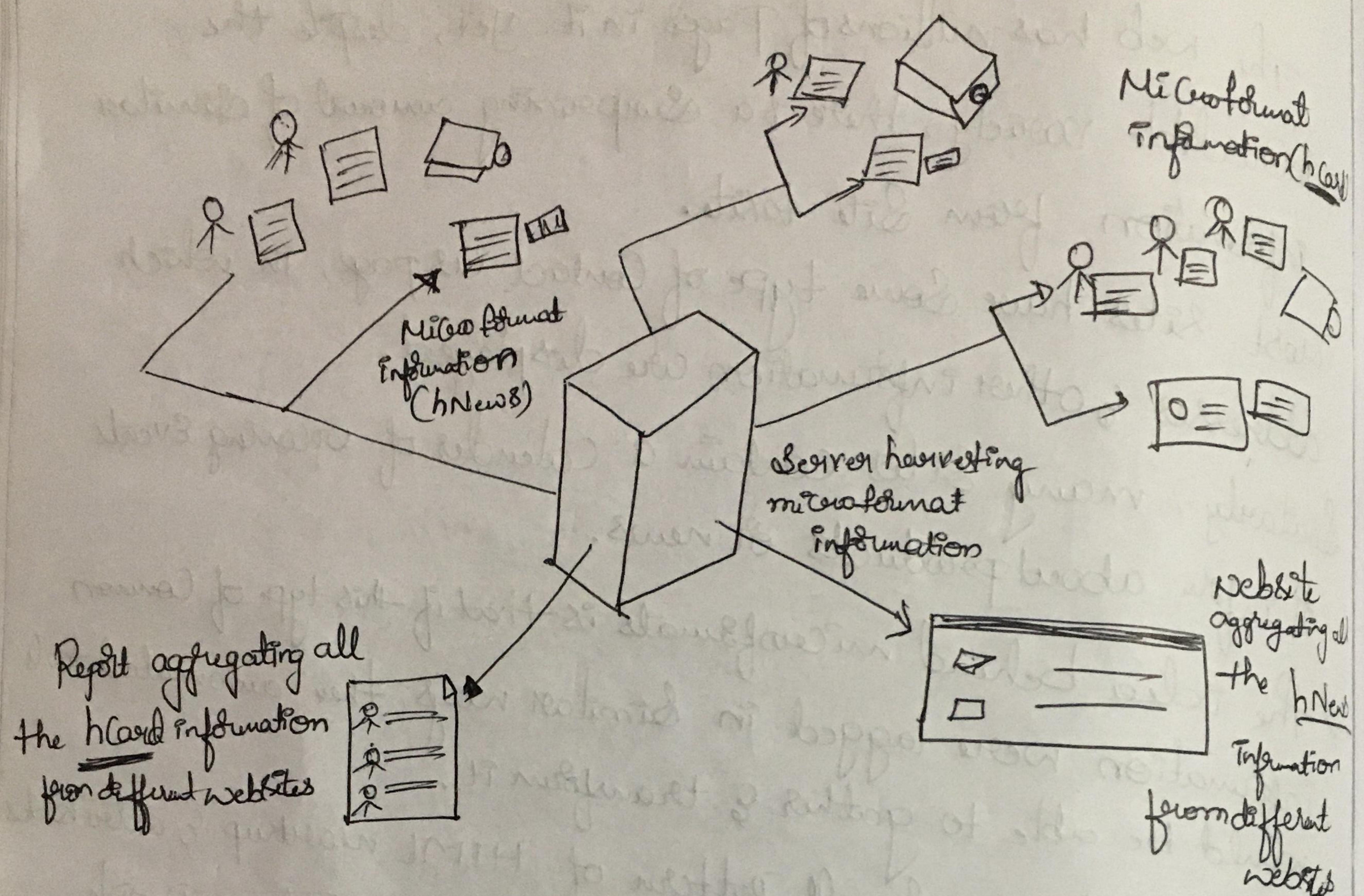
→ The idea behind microformats is that if this type of common information were tagged in similar ways, then automated tools would be able to gather & transform it.

→ 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 use the appropriate browser extension, it illustrates the example markup for a person's contact page 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>  
    <divs>  
      <Span class = "locality"> Calgary </Span>  
      <abbr class = "region" title = "Alberta"> AB </abbr>  
      <Span class = "postal-code"> T3E 6K6 </Span>  
    </divs>  
    <div class = "country-name"> Canada </div>  
</div>
```

```
<div> phone:<Span class="tel"> -----</Span></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.
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- * Microformats, which can be used to provide additional semantic information about snippets of information within a page.