

# Microformats

Enrich your HTML

Lightning talk - 15/1/2014 Django Meetup Vienna #3



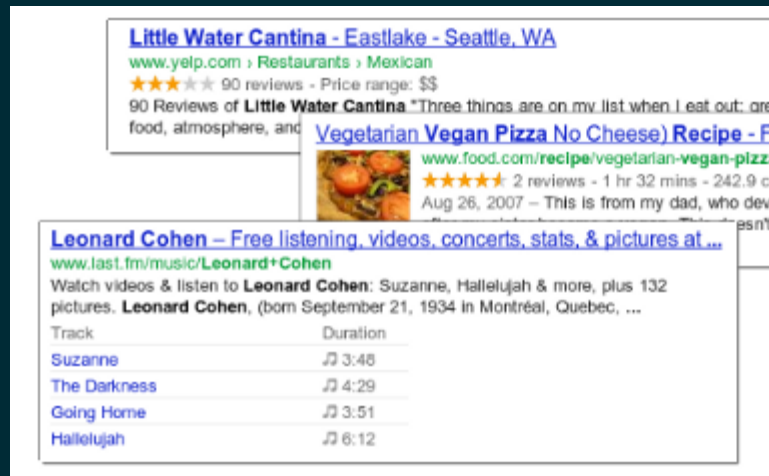
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# Why?

Remember the Semantic Web?

Structured data is useful:

- ★ Search results
- ★ Simplify data export for user
- ★ Interoperability between websites/apps



The image shows a screenshot of search results with structured data. The top result is for 'Little Water Cantina - Eastlake - Seattle, WA' on Yelp, showing a star rating, number of reviews, and price range. Below it is a recipe for 'Vegetarian Vegan Pizza No Cheese' from Food.com, including a star rating, reviews, and a photo. The bottom result is for 'Leonard Cohen' on Last.fm, showing a star rating, number of reviews, and a table of tracks and durations.

**Little Water Cantina - Eastlake - Seattle, WA**  
www.yelp.com › Restaurants › Mexican  
★★★★★ 90 reviews - Price range: \$\$  
90 Reviews of **Little Water Cantina** "Three things are on my list when I eat out: are food, atmosphere, and

**Vegetarian Vegan Pizza No Cheese Recipe - F**  
www.food.com/recipe/vegetarian-vegan-pizz  
★★★★★ 2 reviews - 1 hr 32 mins - 242.9 c  
Aug 26, 2007 - This is from my dad, who dev

**Leonard Cohen - Free listening, videos, concerts, stats, & pictures at ...**  
www.last.fm/music/Leonard+Cohen  
Watch videos & listen to **Leonard Cohen**: Suzanne, Hallelujah & more, plus 132 pictures. **Leonard Cohen**, (born September 21, 1934 in Montréal, Quebec, ...

Track	Duration
Suzanne	3:48
The Darkness	4:29
Going Home	3:51
Hallelujah	6:12

## Several standards\*

- ★ RDFa (W3C)

- ★ Microdata (~~W3C~~, WHATWG)

→ common set by search engines:

[schema.org](https://schema.org) (previously “Rich snippets” by Google)

- ★ Microformats (independent)

- ★ [opengraphprotocol.org](https://opengraphprotocol.org) (Facebook et al)

- ★ Twitter Cards

# Why Microformats?

- ★ Simple implementation (“humans first”), less markup
- ★ Open spec & openly licensed (CC0)
- ★ High adoption:  
70% of structured data websites 2012\*

**However:** Use the other standards as necessary, esp. meta tags.

[microformats.org](http://microformats.org)



# How?

## Event with h-event microformat2 (w/o backward comp.)

```
<div class="h-event">
  <h1 class="p-name">Django-Meetup-Vienna #3</h1>
  <p>From
    <time class="dt-start" datetime="2014-01-15 19:00">
      15<sup>th</sup> January 2014, 19:00
    </time>
    to <time class="dt-end" datetime="2014-01-16 02:00">02:00</time>
    at <span class="p-location">Sektor5</span></p>
  <p class="p-summary">Talk about angularjs all night.</p>
</div>
```

## More formats

- ★ h-card - people etc.
- ★ h-entry - blog posts etc.
- ★ h-geo - coordinates
- ★ h-recipe - for your Schnitzel pages
- ★ And many more...

Prefixed versions are microformats2:  
[microformats.org/wiki/microformats2](https://microformats.org/wiki/microformats2)

Old mf classes still needed for backwards compatibility.

# Future?

Native support needs to be improved in browsers/devices.

Smartphones - obvious benefits:

- ★ Contacts, events (imports!)
- ★ Locations (navigation!) etc.

Suggested for FirefoxOS\* (others?)



# More Links

Microformats conversion service via Link: <http://h2vx.com>

Google's rich snippets: <https://support.google.com/webmasters/answer/99170>

Firefox add-on Operator: <http://microformats.org/wiki/Operator>



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