Design for people - Code for computers

Jasper Moelker
frontend developer

De Voorhoede
voorhoede.nl

jasper@voorhoede.nl
+31 (0)6 4458 4074

```
<h1>Design for people - Code for computers</h1>
```

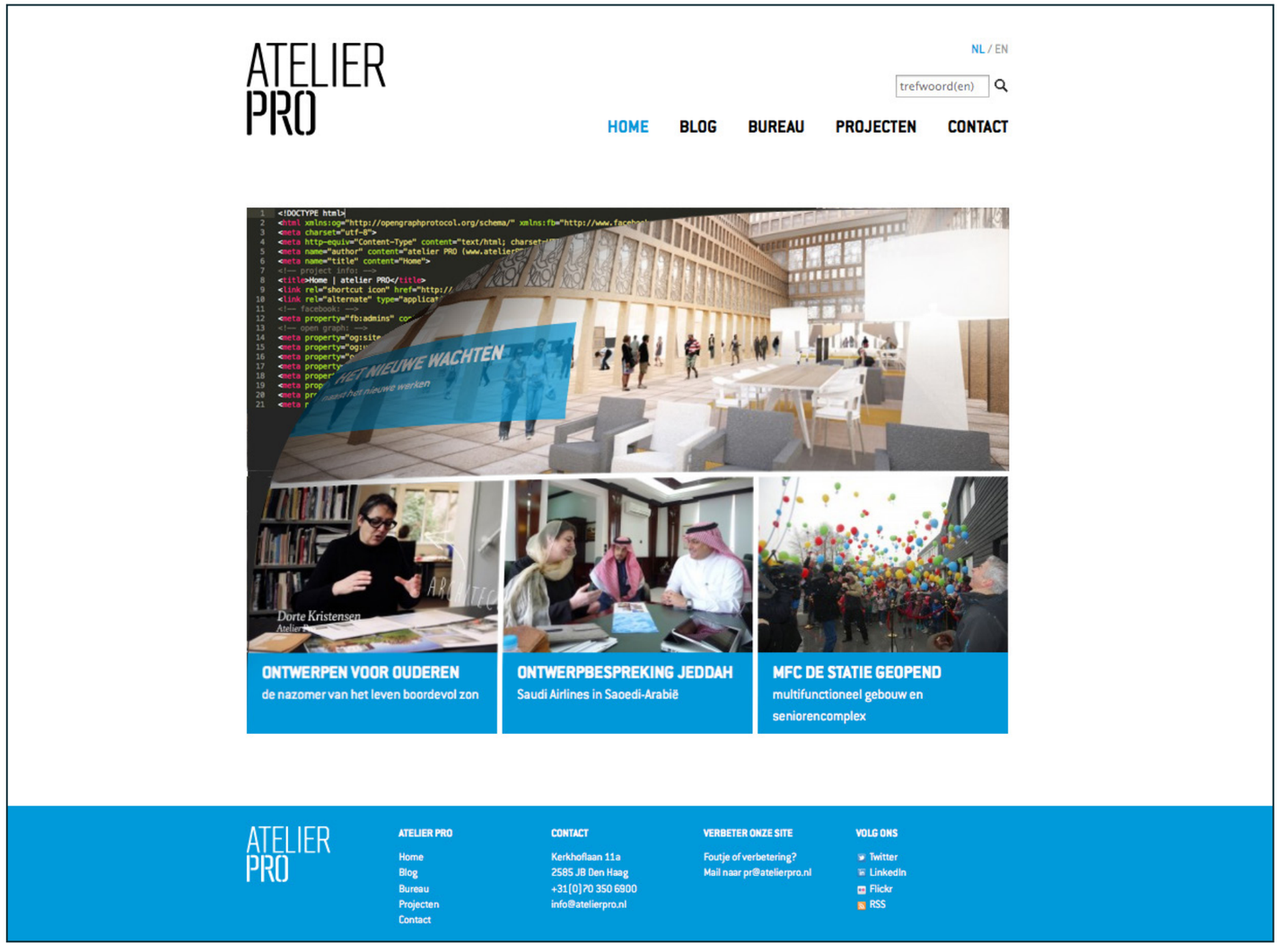
```
<div itemtype="http://schema.org/Person">

    <h2 itemprop="name">
       Jasper Moelker
    </h2>,
    <span itemprop="jobTitle">frontend
    developer</span>
    <h2 itemprop="affiliation">De Voorhoede</h2>
    voorhoede.nl
    <a href="mailto:jasper@voorhoede.nl" item-
    prop="email">jasper@voorhoede.nl</a>
    <a href="tel:0031644584074" itemprop="tele-
    phone">+31 (0)6 4458 4074</a>

</div>
```

All about the metadata

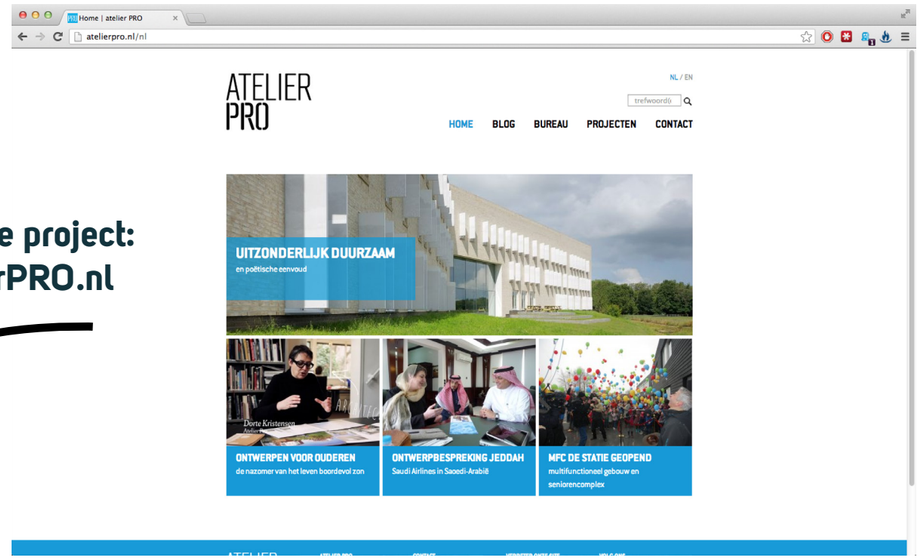
- basic metadata
- device icons
- structured data
- open graph
- open search
- rss feeds
- xml sitemaps
- robots & humans.txt



It starts in your head

- doctype
- lang
- charset
- title
- description
- keywords
- viewport

example project:
atelierPRO.nl




```
1  <!DOCTYPE html>
2  <html lang="nl">
3      <meta charset="utf-8">
4      <meta name="author" content="atelier PRO (www.atelierPRO.nl)">
5      <meta name="title" content="Home">
6      <meta name="description" content="atelier PRO is an
       architectural design office...">
7      <meta name="keywords" content="architecture, urban design,
       interior design, space, ...">
8      <meta name="viewport" content="width=device-width">
9      <!-- more... -->
```

Device icons

favicon

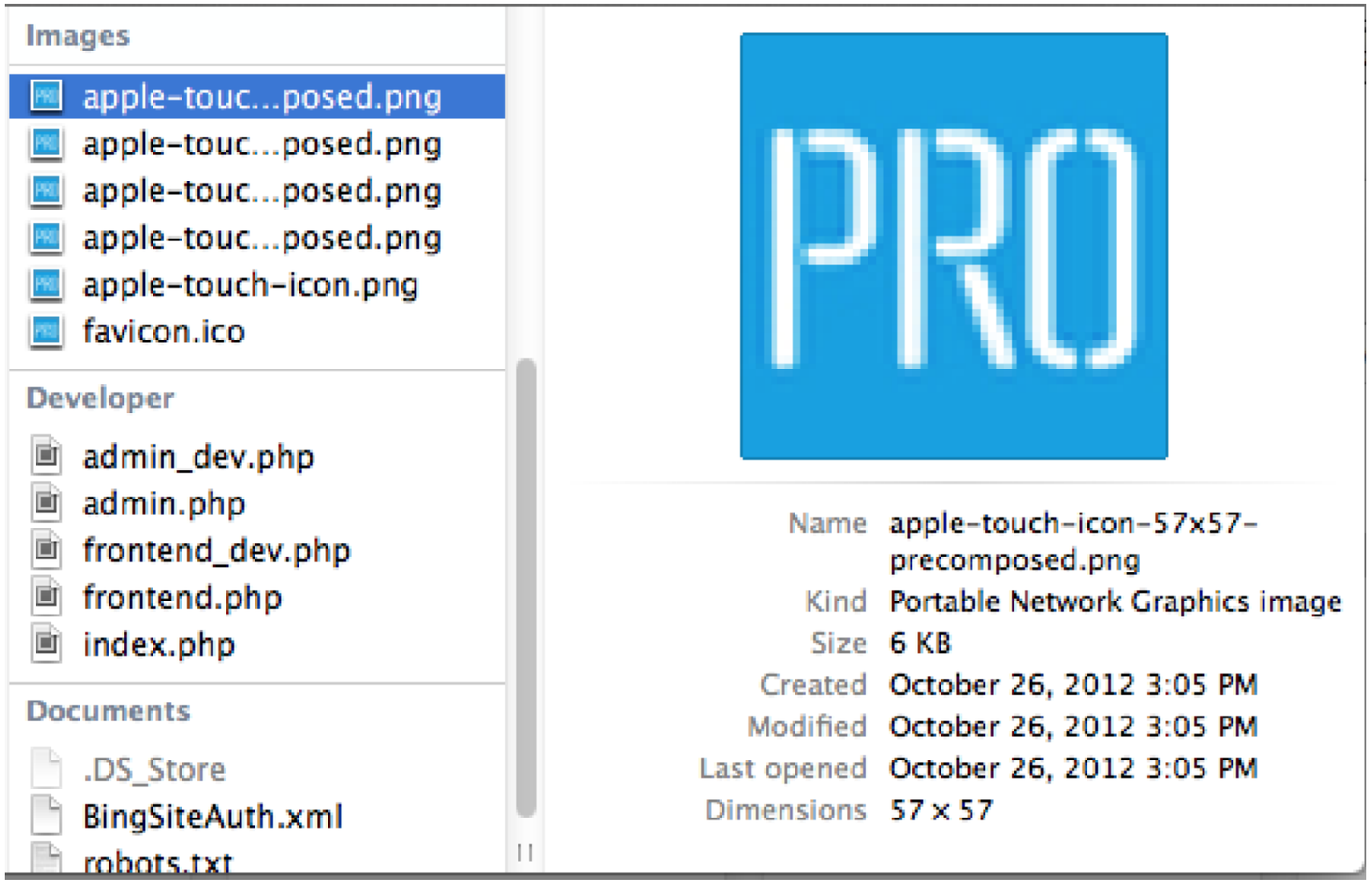
```
<link
rel="shortcut icon"
href="/favicon.ico">
```

touch icons

win8 tile

```
<meta name="msappli
   cation-TileColor"
   content="#0099DA"/>
<meta name="msappli
   cation-TileImage"
   content="logo.png"/>
```

(source: modern.ie)



Structured data: HTML5

dev.w3.org/html5/markup

- <article>
- <aside>
- <details>
- <dialog>
- <summary>
- <figure>
- <figcaption>
- <footer>
- <header>
- <hgroup>
- <nav>
- <section>
- <time>
- ...

Structured data: WAI-ARIA

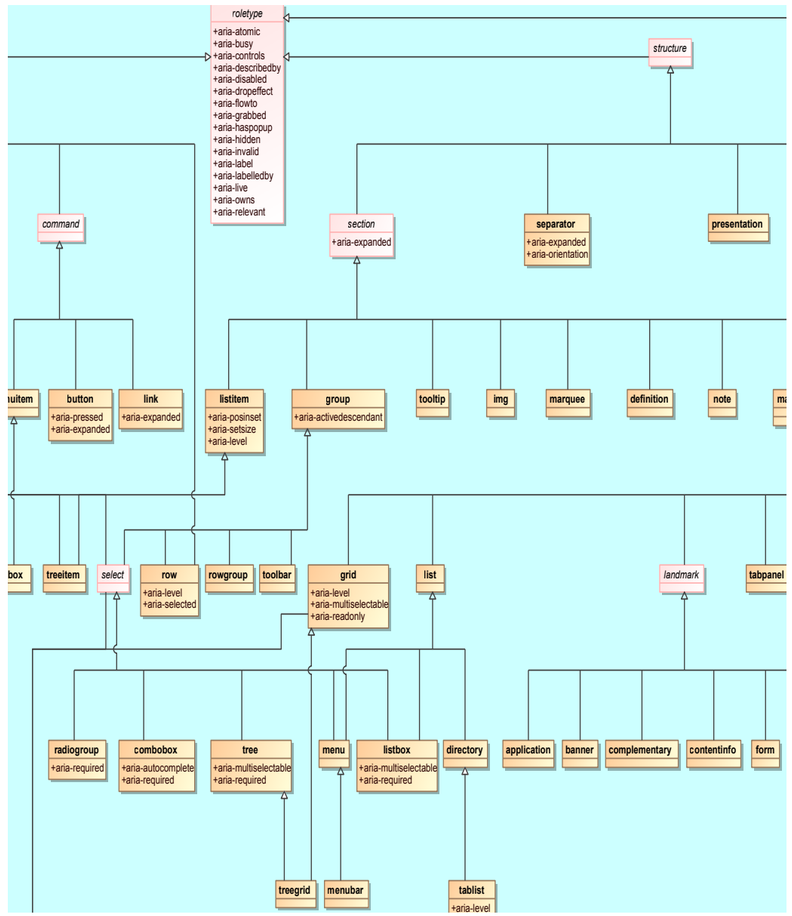
www.w3.org/TR/wai-aria

role markup example:

```
<ul id="fontMenu" class="menu" role="menu"
aria-hidden="true">
  <li id="sans-serif"
      class="menu-item"
      role="menuitemradio"
      tabindex="-1"
      aria-controls="st1"
      aria-checked="true">Sans-serif</li>
  <li id="serif"
      class="menu-item"
      role="menuitemradio"
      tabindex="-1"
      aria-controls="st1"
      aria-checked="false">Serif</li>
  ...
```

(source: developer.mozilla.org/en-US/docs/Accessibility)

role data model (excerpt):



(source: www.w3.org/TR/wai-aria/roles)

Structured data: examples

metadata formats

- **schema.org**
- **microformats**
- **microdata**
- **RDFa**

(source: http://support.google.com/webmasters /bin/answer.py?hl=en&answer=2650907)

Thoughts on Google Instant
www.mattcutts.com/blog/thoughts-on-google-instant/

by Matt Cutts - More by Matt Cutts
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

<- example author

Cut the Rope - Android Apps on Google Play
https://market.android.com/details?id=com.zeptolab.ctr.paid&hl...
★★★★½ 46,081 votes - $0.99 - Android
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

<- example app

San Francisco metro area, CA Events, Concerts, Festivals, & Family ...
eventful.com/sanfrancisco/events
The excerpt from the page will show up here. The reason we can't show text ...

Wed, Apr 17	Sigur Ros - Bill Graham Civic Auditorium, San Francisco, CA, CA
Sun, Apr 14	Bat for Lashes - Regency Hotel Ballroom, San Francisco, CA, CA
Thu, Apr 18	How To Destroy Angels - Regency Hotel Ballroom, San Francisco

<- example event

(source: google.com/webmasters/tools/richsnippets)

Structured data: WebPage

schema.org

include protocol:

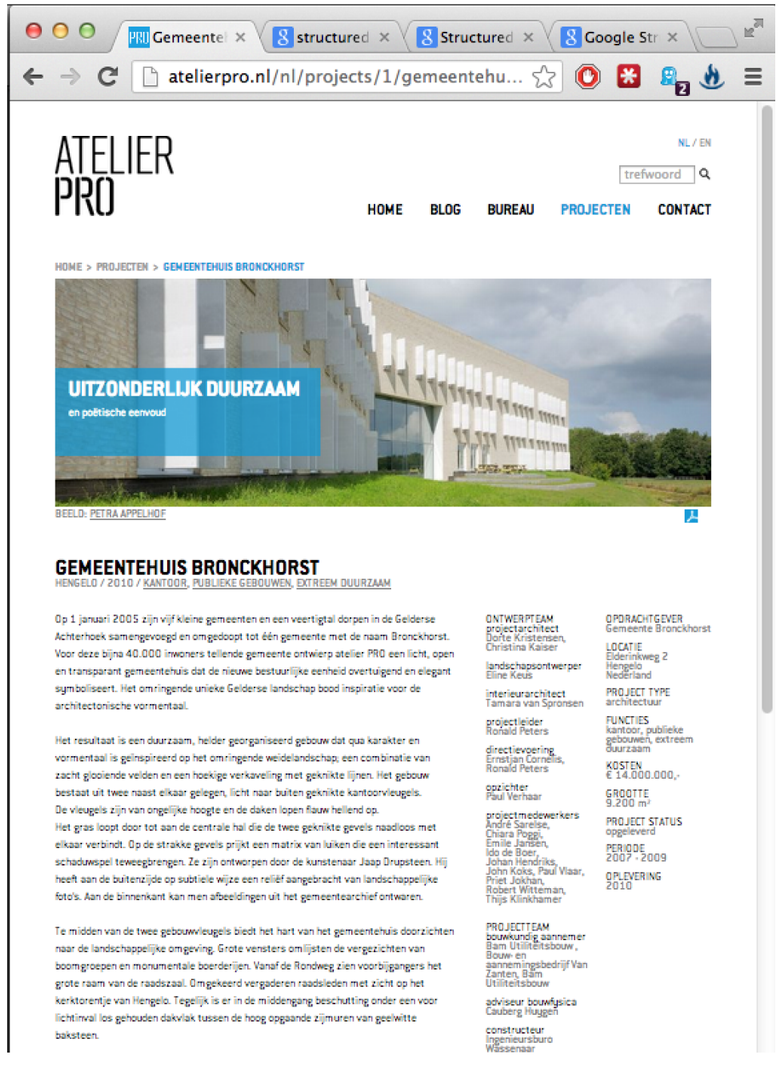
```
<html lang="nl" xmlns:og="http://opengraph-
protocol.org/schema/">
```

markup example:

```
<body itemscope
      itemtype="http://schema.org/WebPage">

<h1 itemprop="name">
   Gemeentehuis Bronckhorst
</h1>

<h2 itemprop="headline">
   <em>Uitzonderlijk duurzaam</em>
   en poëtische eenvoud
</h2>
```



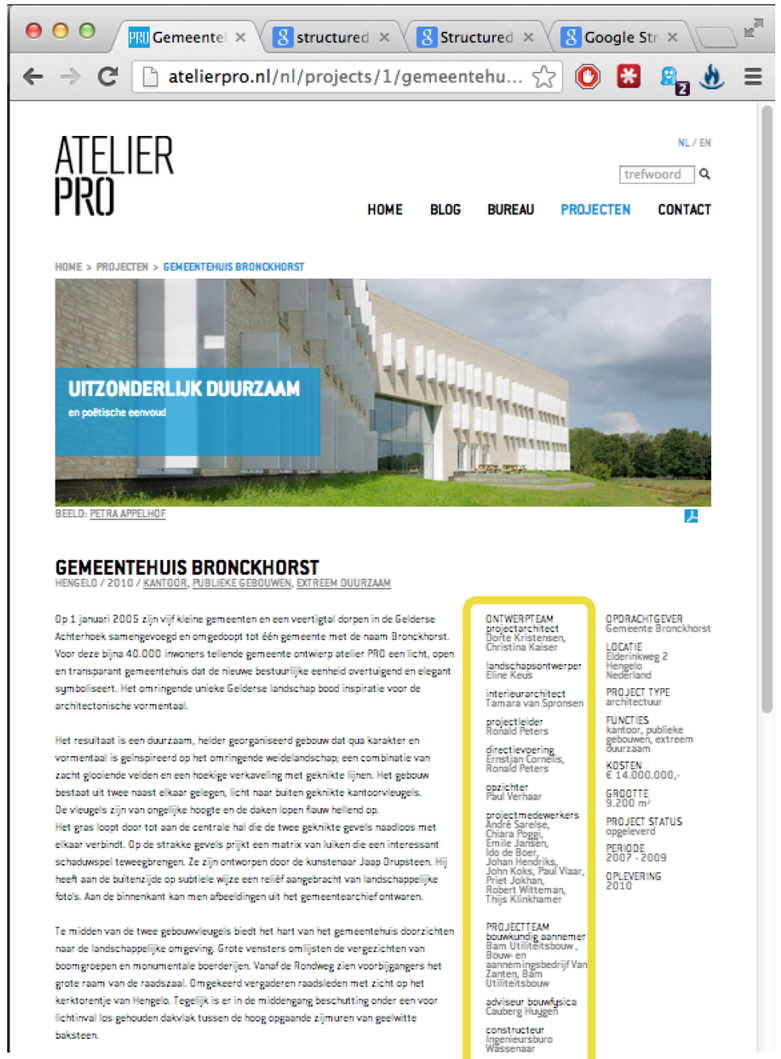
Structured data: Person & Organization

schema.org

example:

```
<h5>projectarchitect</h5>
<a itemprop="author" itemscope
   itemtype="http://schema.org/Person"
   href="/nl/projects/filter?person_id=2">
   <span itemprop="name">
      Dorte Kristensen
   </span>
</a>

<h5>bouwkundig aannemer</h5>
<a itemprop="author" itemscope itemtype=
"http://schema.org/http://schema.org
   /Organization" href="/nl/projects
   /filter?partner_id=2&amp;archive=0">
   <span itemprop="name">
      Bam Utiliteitsbouw
   </span></a>
```

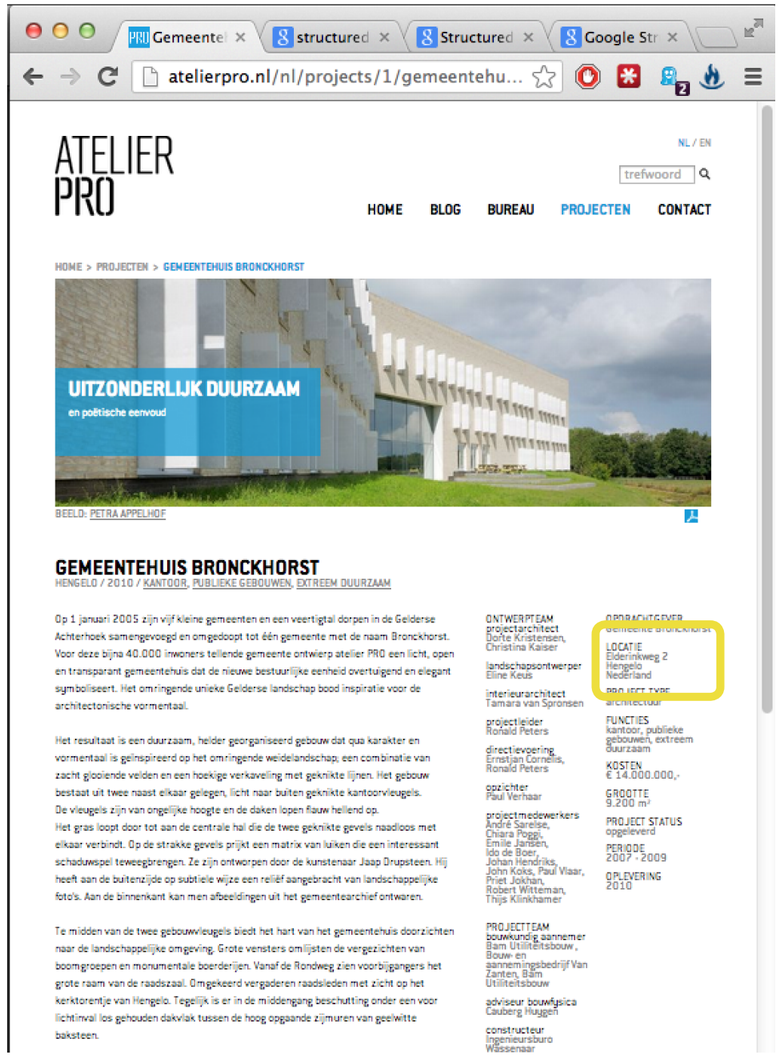


Structured data: Postal Address

schema.org

example:

```
<h4>Locatie</h4>
<div itemprop="contentLocation"
   itemscope
   itemtype="http://schema.org
      /PostalAddress">
   <a href="/nl/projects/filter?archive=0
      &amp;keywords=%22Hengelo%22">
      <span itemprop="streetAddress">
         Elderinkweg 2
      </span><br />
      <span itemprop="addressLocality">
         Hengelo
      </span><br />
      <span itemprop="addressCountry">
         Nederland
      </span>
</a></div>
```



Share on Social Media

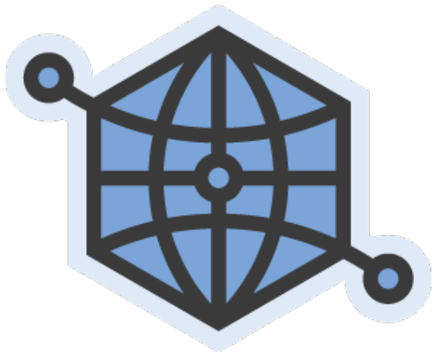
static share url example:

```
<a href="http://www.linkedin.com/shareArticle?mini=true
          &url={articleUrl}&title={articleTitle}
          &summary={articleSummary}&source={articleSource}">
     Share on LinkedIn
</a>
```

(source: developer.linkedin.com/documents/share-linkedin)

Open Graph

ogp.me



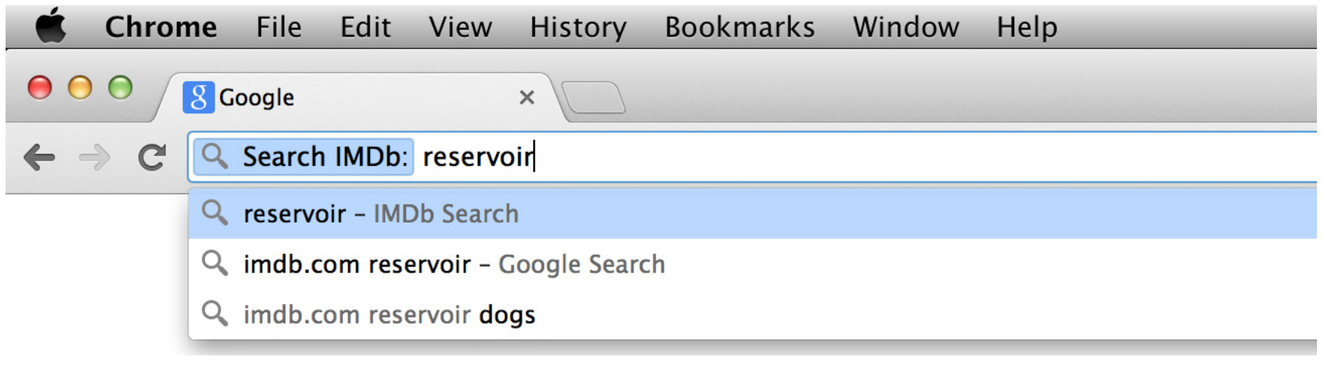
og metadata example:

```
<!DOCTYPE html>
<html xmlns:og="http://opengraphprotocol.org/schema/" lang="nl">
    <!-- ...basic metadata... -->
    <!-- open graph: -->
    <meta property="og:site_name" content="atelier PRO">
    <meta property="og:url" content="http://www.atelierpro.nl/nl/
       projects/1/gemeentehuis-bronckhorst">
    <meta property="og:title" content="Gemeentehuis Bronckhorst">
    <meta property="og:description" content="Gemeentehuis Bronckhorst
       is uitzonderlijk duurzaam en poetisch eenvoudig...">
    <meta property="og:type" content="website">
    <meta property="og:image" content="http://atelierpro.nl/images/
       project/gemeentehuis-bronckhorst.png">
    <meta property="og:image:width" content="135">
    <meta property="og:image:height" content="90">
    <!-- ... -->
```

(source: www.atelierpro.nl/nl/projects/1/gemeentehuis-bronckhorst)

Open Search

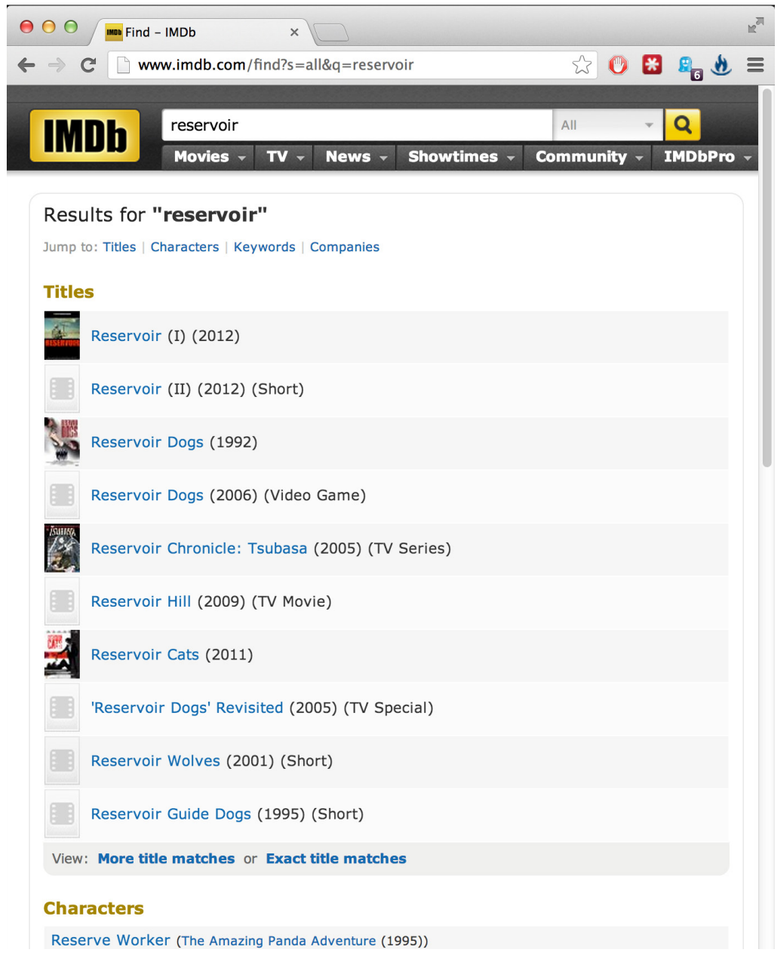
opensearch.org



autodiscovery example:

```
<link rel="search"
   type="application/opensearchdescription+xml"
   href="http://z-ecx.images-amazon.com/images/
      G/01/imdb/images/imdbsearch-3349468880._
      V398722001_.xml"
   title="IMDb" />
```

(source: www.imdb.com/find?s=all&q=reservoir)



Open Search

opensearch.org

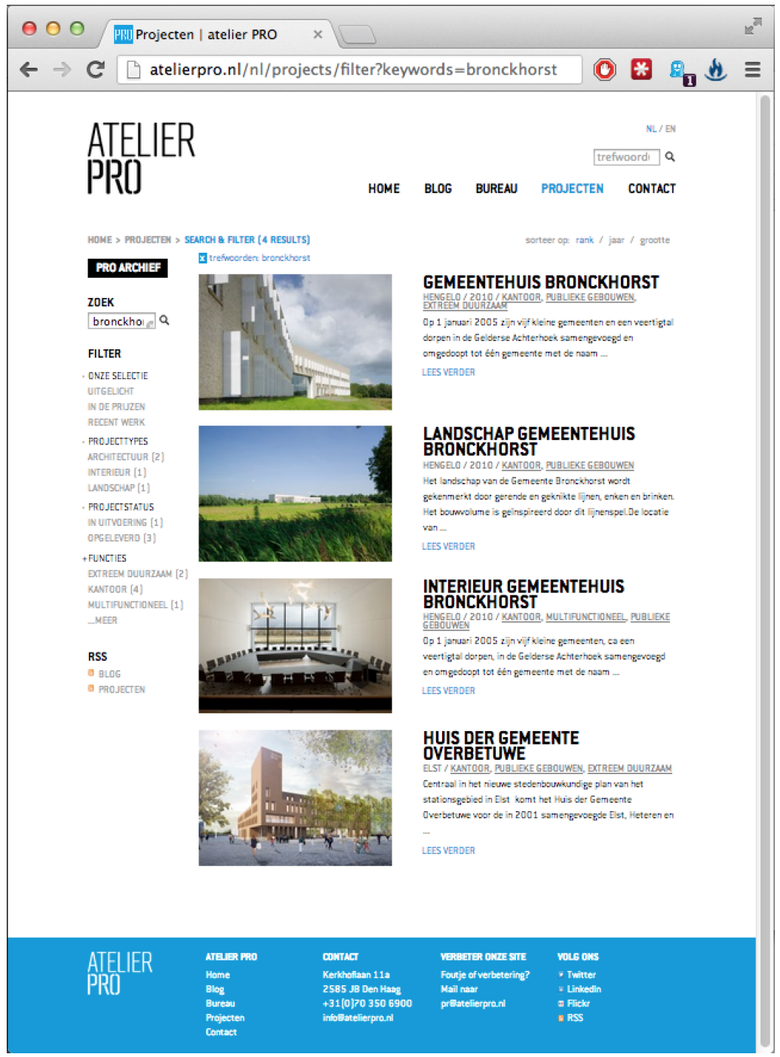
description document example:

```
<OpenSearchDescription xmlns="http://
a9.com/-/spec/opensearch/1.1/"">
   <ShortName>PRO search (nl)</ShortName>
   <Language>nl</Language>
   <Url type="text/html" method="get"
      template="http://atelierpro.local/nl/
      projects/filter?keywords={searchTerms}"/>
</OpenSearchDescription>
```

response elements example:

```
<meta name="totalResults" content="4"/>
<meta name="startIndex"   content="1"/>
<meta name="itemsPerPage" content="10"/>
```

(source: www.atelierpro.nl/nl/projects/filter?keywords=bronckhorst)



RSS feed

xml file example:

```
<?xml version="1.0" encoding="utf-8"?>
   <feed xmlns="http://www.w3.org/2005/Atom">
   <title>atelier PRO News</title>
   <link href="http://atelierpro.nl/nl/blog/feed" rel="self"/>
   <updated>2013-04-18T11:18:04Z</updated>
   <entry>
      <title>Eerste paal Damlaan</title>
      <link href="http://atelierpro.nl/nl/blog/106/eerste-paal-damlaan" />
      <id>http://atelierpro.nl/nl/blog/106/eerste-paal-damlaan</id>
         <updated>2013-04-12T00:00:00Z</updated>
         <summary>
             Op woensdag 10 april 2013 is op feestelijke wijze de eerste
paal geslagen van het Kindcentrum Nieuwe Damlaan in Schiedam. gaan  samen-
wonen in &eacute;&eacute;n gebouw en gaan vol vertrouwen de nieuwe samenw-
erking  tegemoet.
         </summary>
         <author><name>atelier PRO</name></author>
    </entry>
```

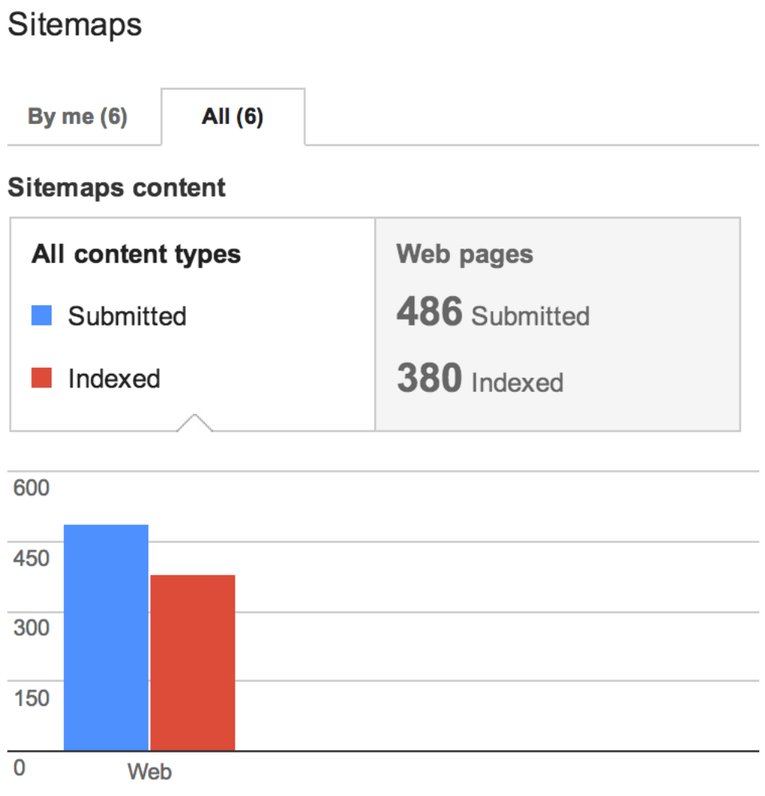
XML Sitemaps

sitemaps.org

example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/
sitemap/0.9">
   <url>
      <loc>http://atelierpro.nl/nl/blog/102</loc>
      <lastmod>2013-04-03T14:37:53+01:00</lastmod>
      <changefreq>monthly</changefreq>
      <priority>0.5</priority>
   </url>
```

upload to Google & Bing Webmaster Tools and reference in robots.txt



(source: google.com/webmasters/tools)

Robots.txt

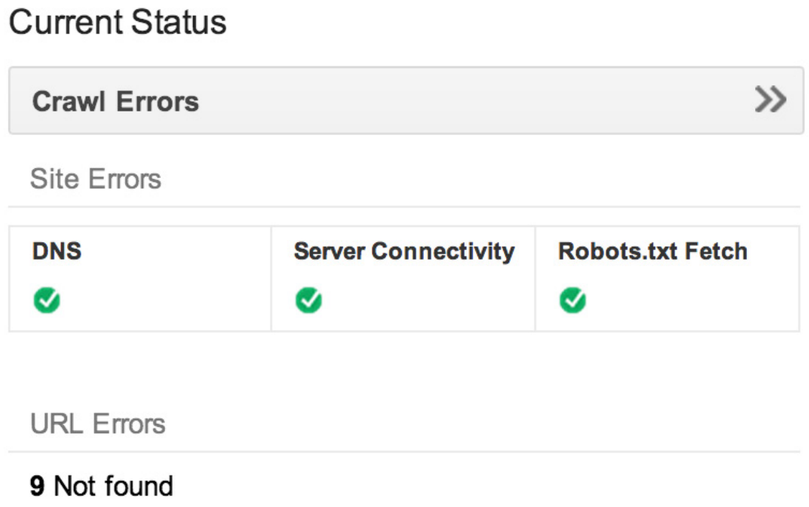
www.robotstxt.org

disallow example:

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /tmp/
Disallow: /~joe/
```

sitemap index example:

```
# http://www.sitemaps.org/protocol.html#submit_robots
Sitemap: http://atelierpro.nl/nl/blog/sitemap
Sitemap: http://atelierpro.nl/en/blog/sitemap
Sitemap: http://atelierpro.nl/nl/office/sitemap
Sitemap: http://atelierpro.nl/en/office/sitemap
Sitemap: http://atelierpro.nl/nl/projects/sitemap
Sitemap: http://atelierpro.nl/en/projects/sitemap
```



Humans.txt

www.humanstxt.org

reference in head example:

```
<link type="text/plain" rel="author"
      href="http://domain/humans.txt" />
```

content:

```
   Presenter: Jasper Moelker
   Twitter    @jbmoelker

/* Special thanks to: */

   Host:     Wilfred Nas
   Twitter:  @wnas

   Platform: fronteers
   Twitter:  @fronteers
```