



# microformats

Travis Isaacs @ CE University 8/22/07



**NOTE:**  
*Slides have been removed  
due to confidential and proprietary  
content.*



# TRAVIS

[www.TRAVISIAACS.COM](http://www.TRAVISIAACS.COM)

# USER EXPERIENCE TEAM TRAVEL NETWORK

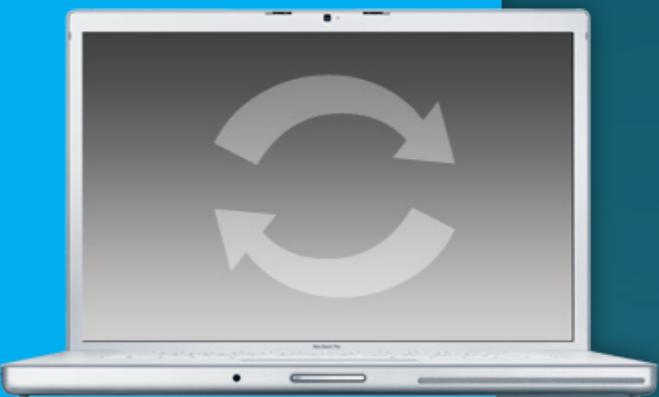


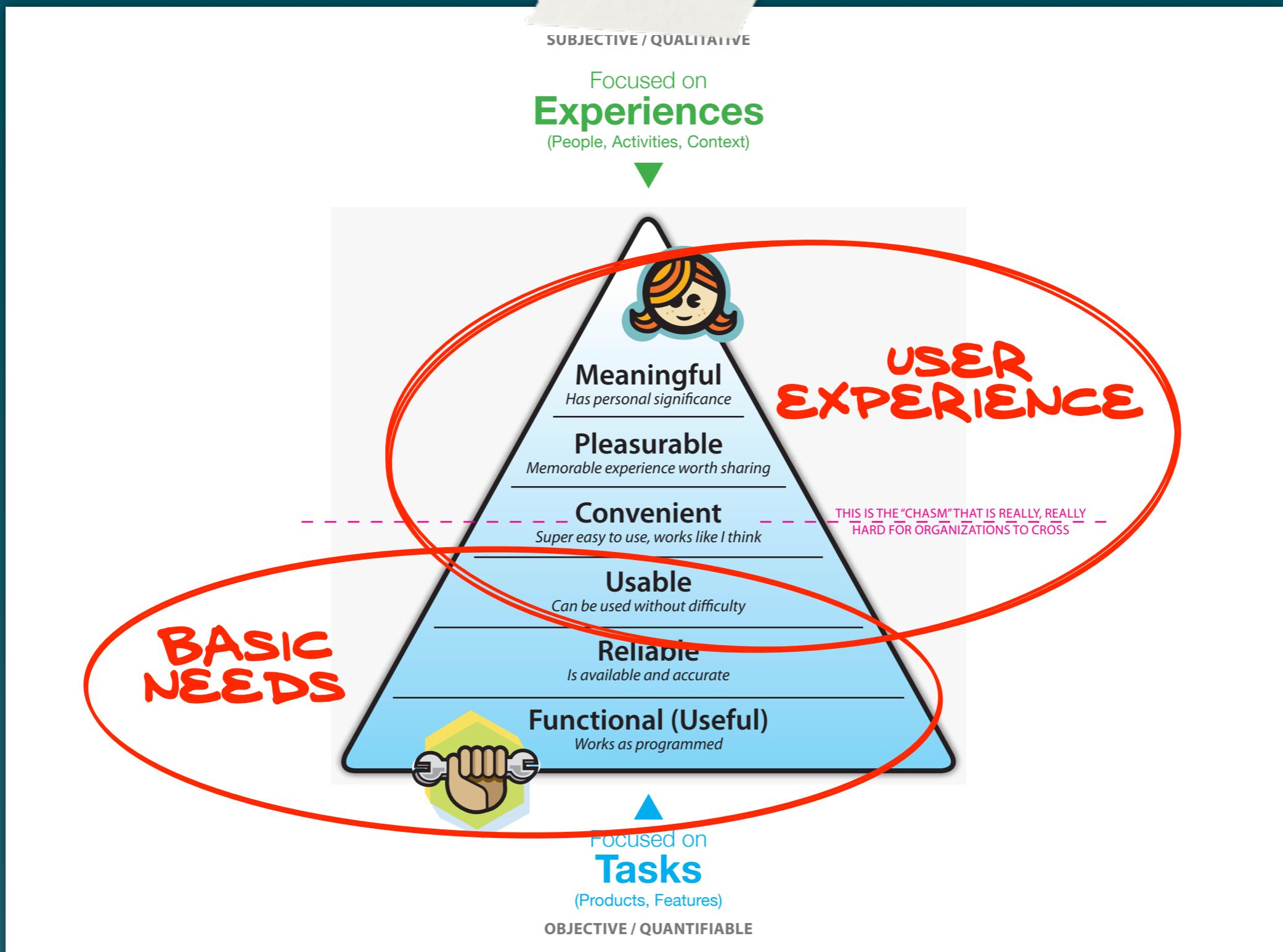


WE MAKE  
THINGS WORK  
**FOR PEOPLE.**

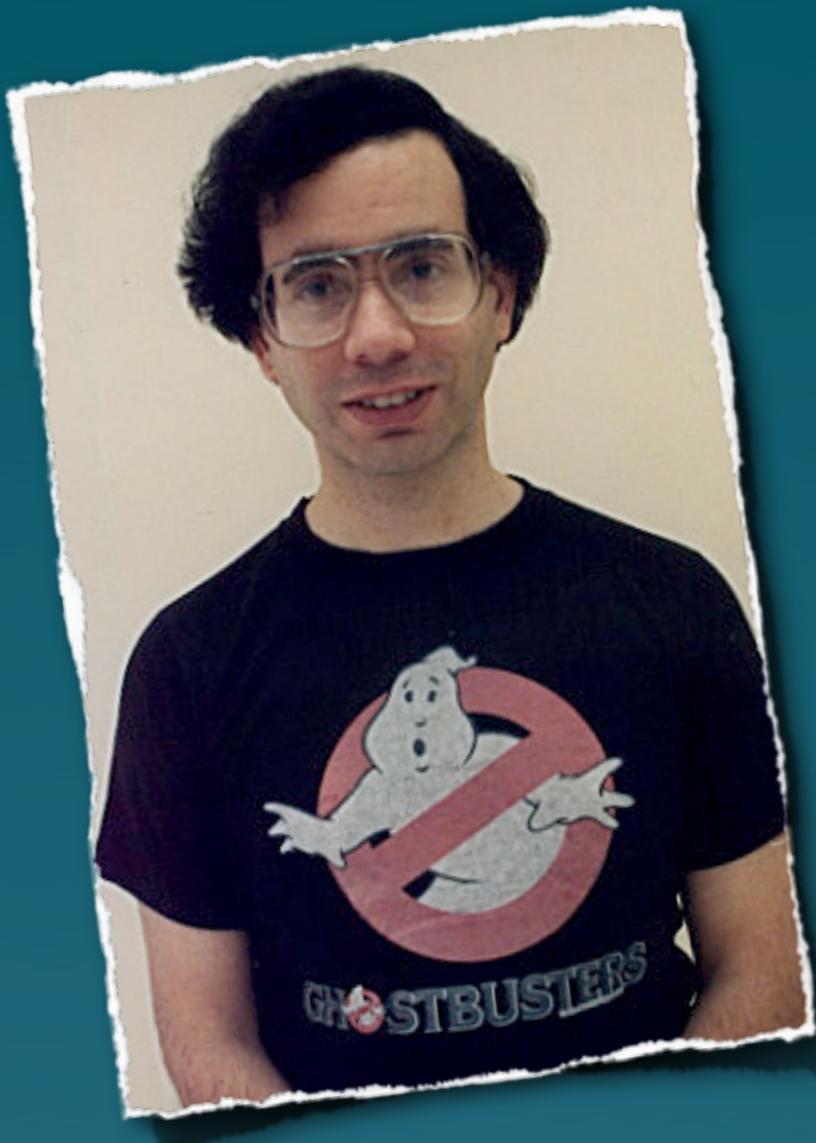


- Start with an understanding of users.  
~~PEOPLE.~~
- Imagine what could be.
- Experiment through rapid prototyping.
- Encourage participation.





# SABREUX.COM



TALK NERDY TO ME



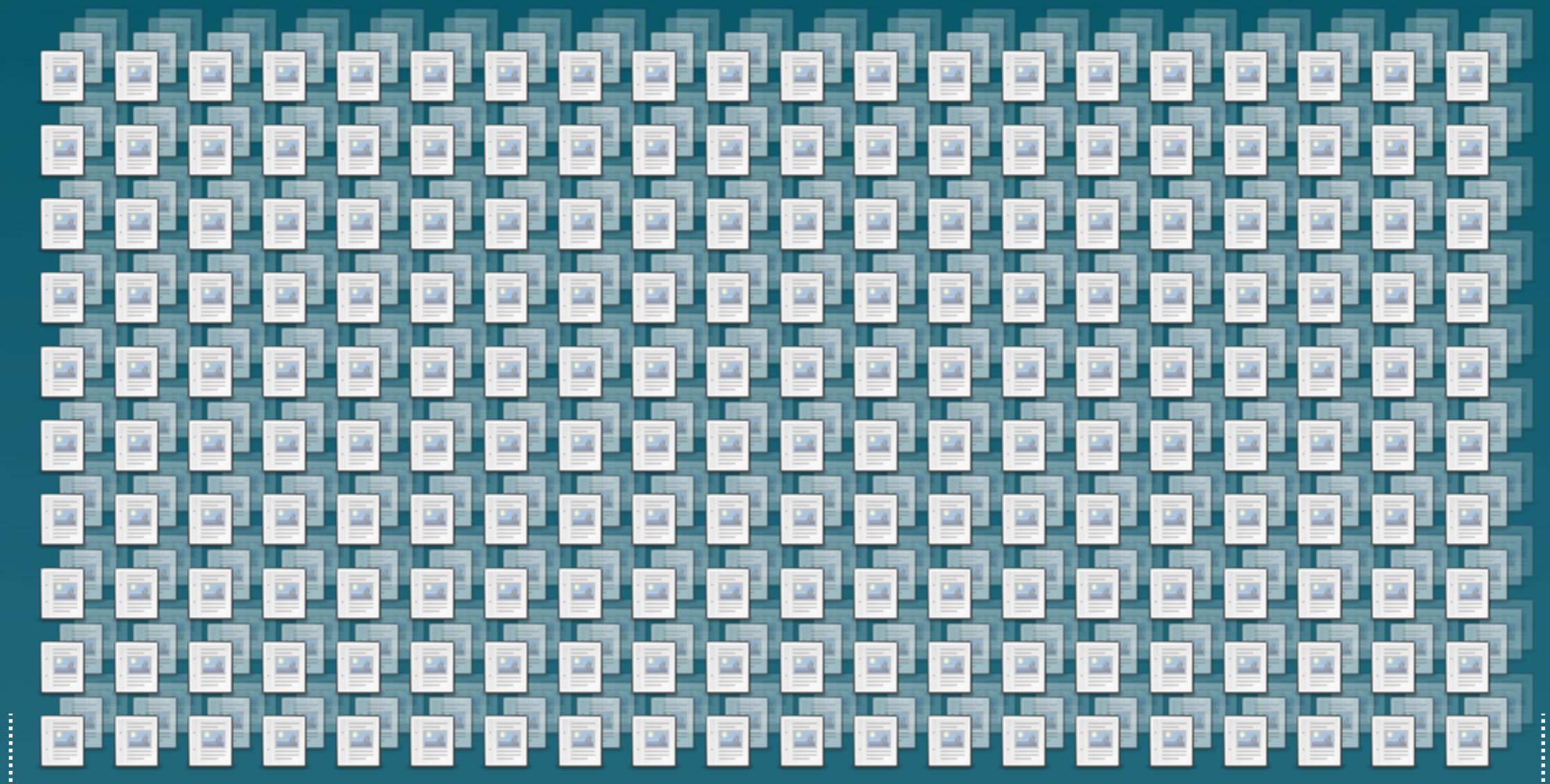
**SKIP THE NOTES,  
THERE WON'T  
BE A QUIZ AT  
THE END.**

(PLUS, YOU CAN DOWNLOAD THE SLIDES)

*Not Boring*



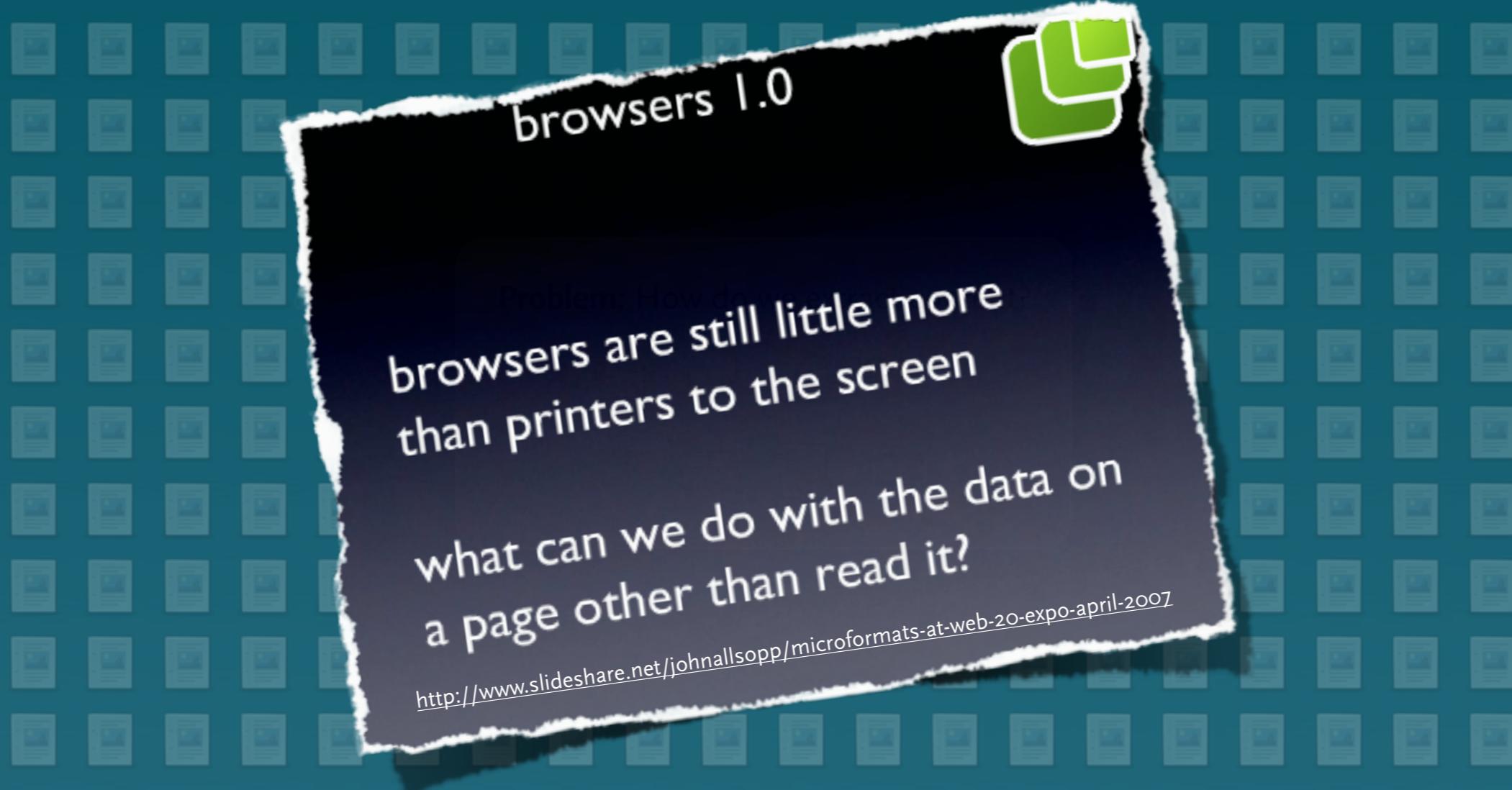
# The web is BIG

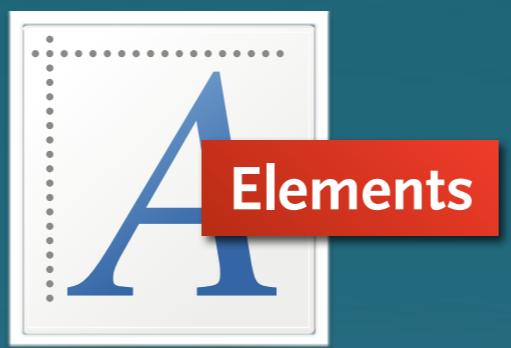


20+ billion pages

**Problem:** How do we extract content?







the internets



[See larger image](#)



[See all 8 customer images](#)

[Share your own customer images](#)

Watch [it in action](#) [Flash]

## Canon EOS 5D 12.8 MP Digital SLR Camera (Body Only)

Other products by [Canon](#)

(45 customer reviews) | [More about this product](#)

### Style Name:

Body Only: \$2,539.95

**List Price:** \$4,900.00

**Price:** **\$2,539.95**

**You Save:** \$2,360.05 (48%)

**Availability:** In Stock. Ships from and sold by [Adorama Camera](#).

[25 used & new](#) Click to see price

**Related Searches:** [canon eos digital camera](#), [dslr-canon 5d](#), [mp slr digital camera](#), [canon digital 5d](#)

## Title

```
<h1>
    Canon EOS 5D 12.8 MP Digital SLR Camera
</h1>
```

## Paragraph

```

```

<p>The 12.8-megapixel Canon EOS 5D creates a new D-SLR category, combining a full frame CMOS sensor with a lightweight, compact magnesium-alloy body.</p>

## List

```
<ul>
    <li>35.8 x 23.9-millimeter CMOS sensor</li>
    <li>3 frame-per-second burst</li>
    <li>0.2 second start-up time operation</li>
</ul>
```

## Title

```
<h1>  
    Canon EOS 5D 12.8 MP Digital SLR Camera  
</h1>
```

## Paragraph

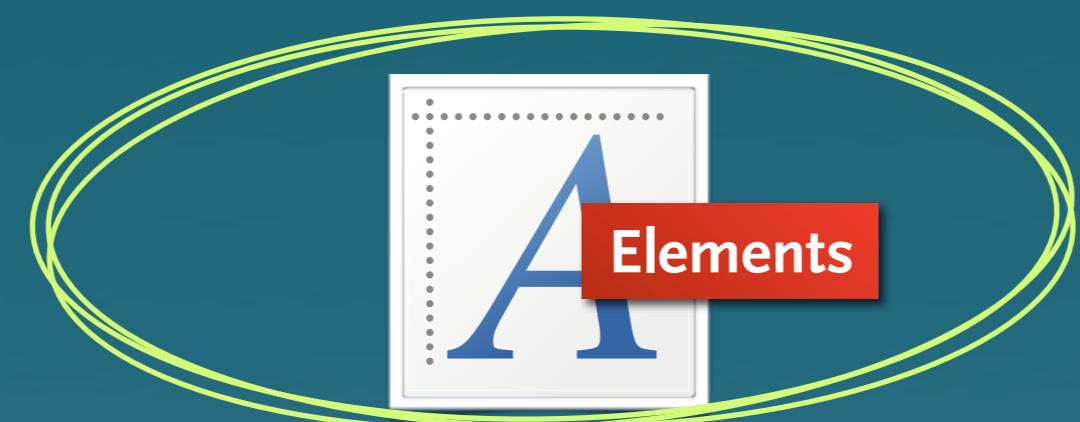
```
<p>  
    <strong>average rating:</strong>  
      
</p>
```



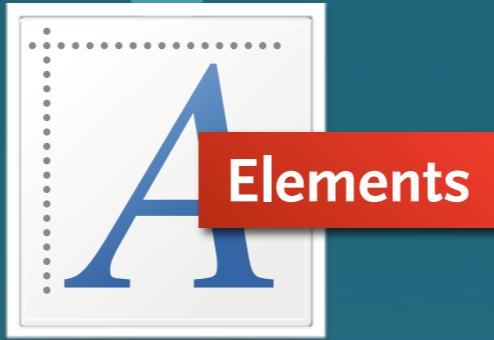
<p>The 12.8-megapixel Canon EOS 5D creates a  
**Not very meaningful**  
sensor with a lightweight, compact magnesium-alloy body.</p>

## List

```
<ul>  
    <li>35.8 x 23.9-millimeter CMOS sensor</li>  
    <li>3 frame-per-second burst</li>  
    <li>0.2 second start-up time operation</li>  
</ul>
```



semantic **HTML**  
elements



the real  
semantic web

**Review**

**Canon EOS 5D 12.8 MP Digital SLR Camera (Body Only)**

Other products by [Canon](#)

(45 customer reviews) | More about this product

**Title**

Style Name:

Body Only: \$2,539.95

**Rating**

List Price: \$4,900.00

Price: **\$2,539.95**

You Save: \$2,360.05 (48%)

**Description**: In Stock. Ships from and sold by [Adorama Camera](#).

**Features**

Click to see price

**Related Searches:** canon eos digital camera, canon digital 5d

Watch [it in action](#) [Flash]

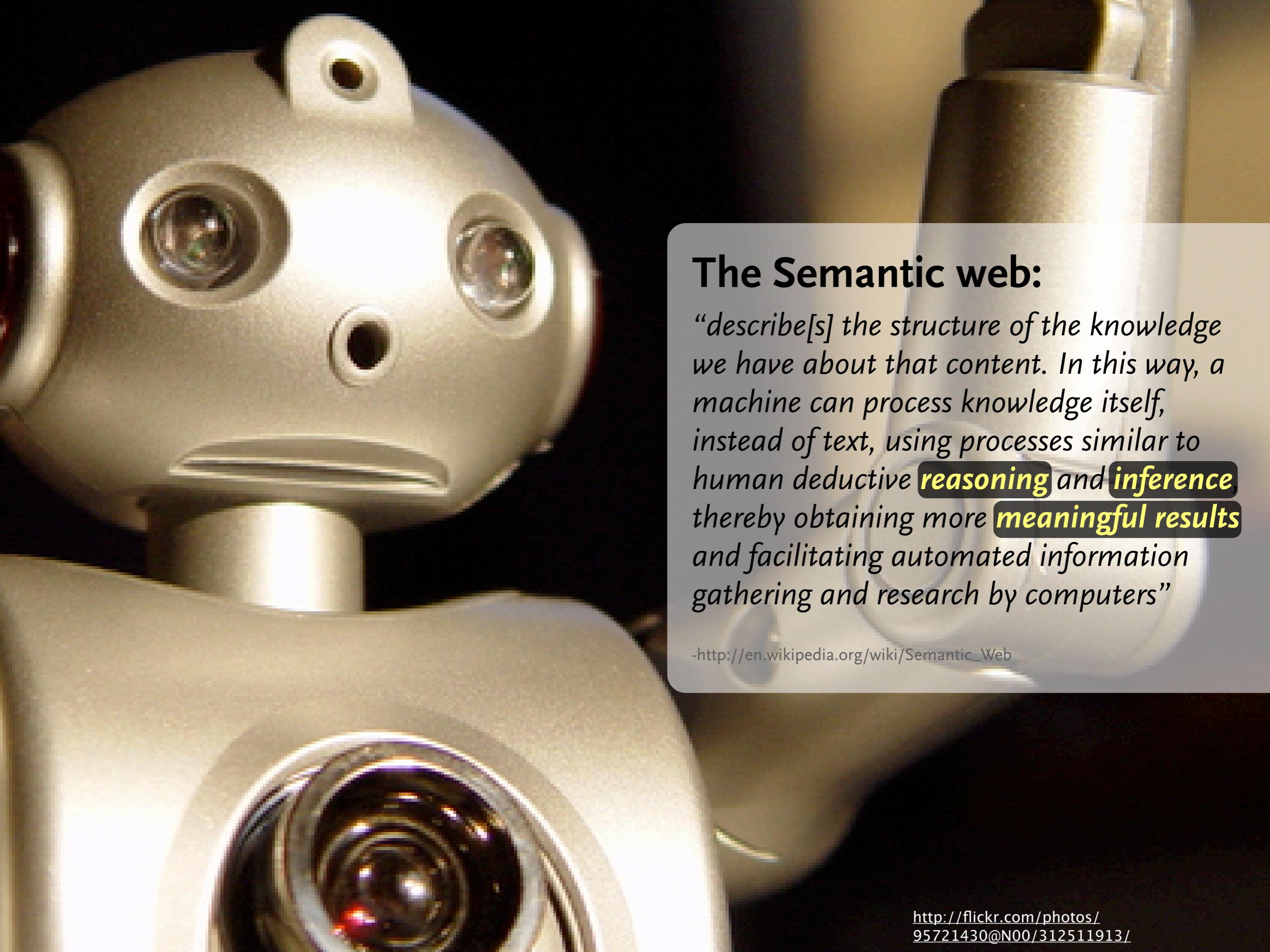
# HTML 5

section  
header  
footer  
nav  
article  
aside

figure  
dialog  
mark  
time  
meter  
progress

video  
audio  
details  
datagrid  
menu  
command

*Close...  
but not  
semantic*



## The Semantic web:

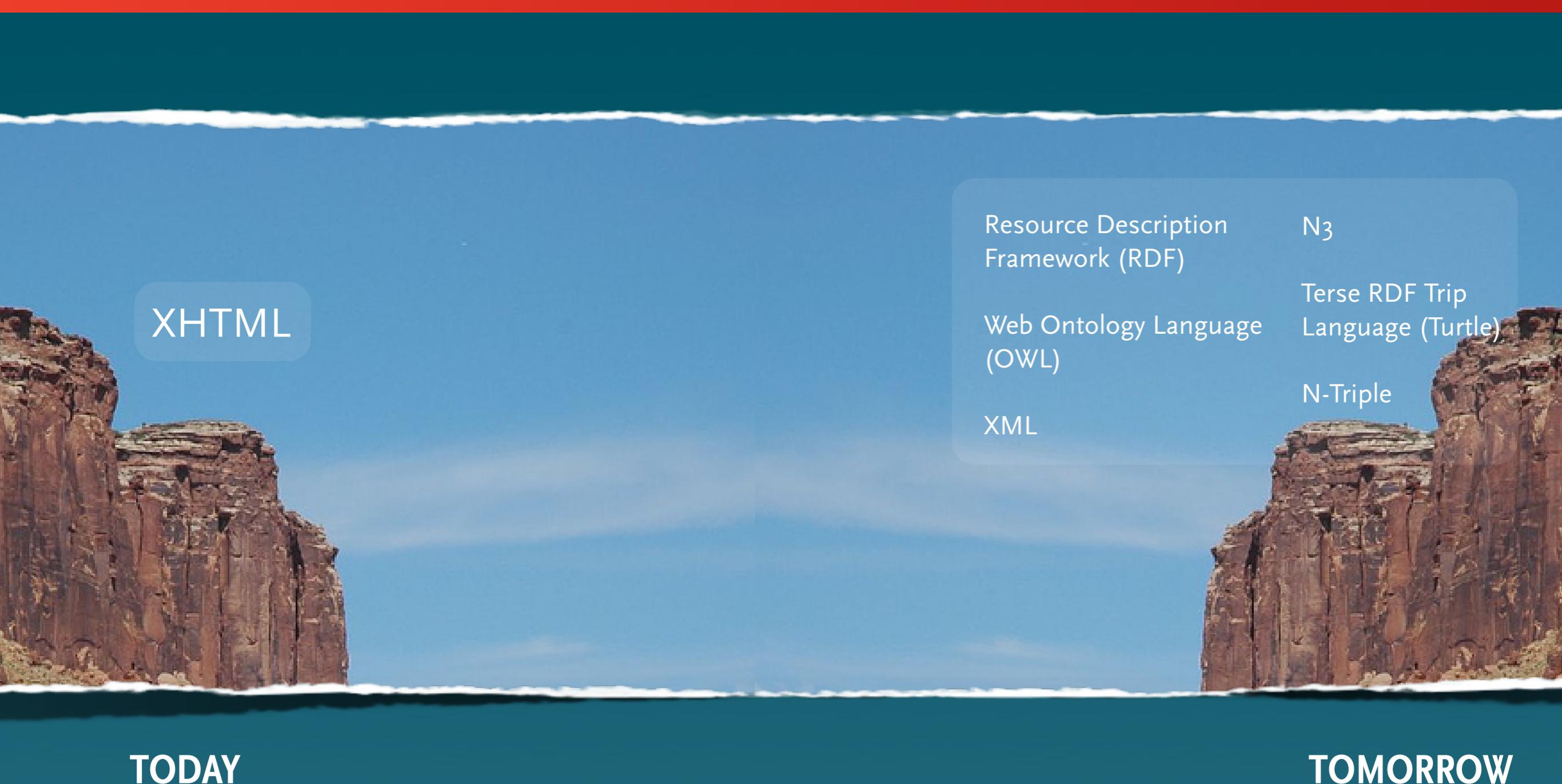
*“describe[s] the structure of the knowledge we have about that content. In this way, a machine can process knowledge itself, instead of text, using processes similar to human deductive reasoning and inference, thereby obtaining more meaningful results and facilitating automated information gathering and research by computers”*

-[http://en.wikipedia.org/wiki/Semantic\\_Web](http://en.wikipedia.org/wiki/Semantic_Web)

*The Semantic Web is about two things:  
It is about common formats for integration and  
combination of data **drawn from diverse sources**,  
where on the original Web mainly concentrated on  
the interchange of documents.*

*...It is also about language for recording how the data relates to real world objects. That allows a person, or a machine, to start off in one database, and then move through an unending set of databases which are connected not by wires but by being about the same thing.*

<http://www.w3.org/2001/sw/>



<http://flickr.com/photos/catski/1198675978/>



How do we bridge the gap between  
today's semantic web and the semantic  
web of the future?



Add semantics to today's web using  
Microformats, rather than create a future web.

<http://www.tantek.com/presentations/2004etech/realworldsemanticspres.html>



## “The lower-case semantic web”

<http://www.pixelcharmer.com/photos/2003/Mar/09-1814.html>

## From microformats.org

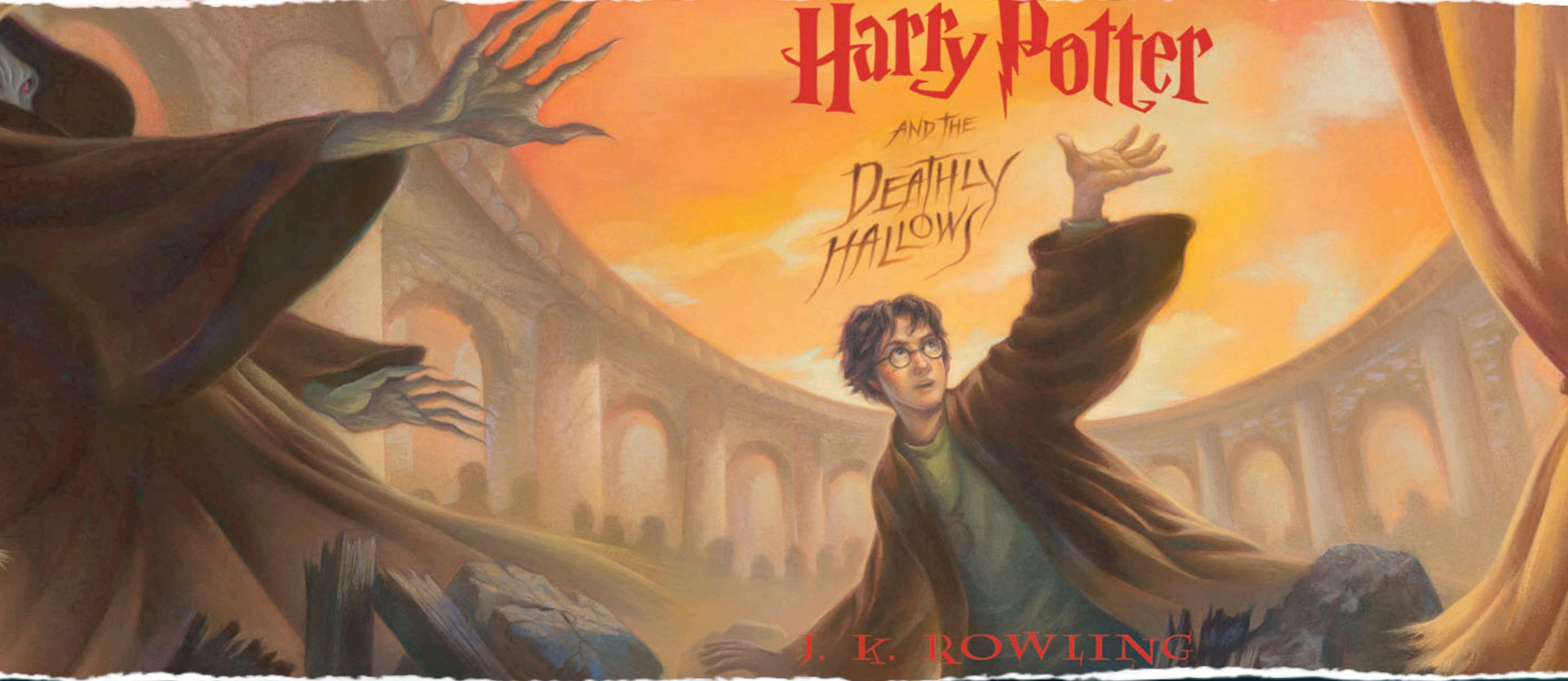
*Designed for humans first, machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards. Instead of throwing away what works today, microformats intend to solve simpler problems first by adapting to current behaviors and usage patterns.*

Sound  
Familiar?

## Microformats are not:

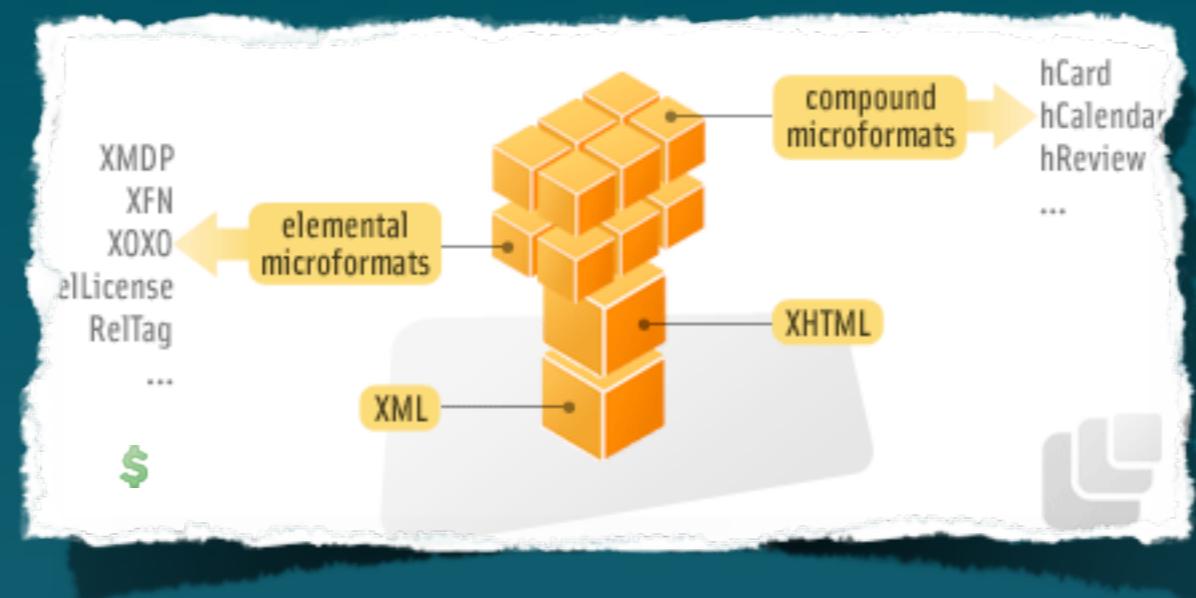
- A new language
- An attempt to get everyone to change their behavior and rewrite their tools
- A whole new approach that throws away what already works today

<http://www.tantek.com/presentations/2004etech/realworldsemanticspres.html>



# SPOILER ALERT

XHTML + Classes = 



**hCalendar**

**hCard**

**hReview**

**hListing**

**hAtom**

**hResume**

**rel-license**

**rel-nofollow**

**rel-tag**

**rel-directory**

**rel-enclosure**

**rel-home**

**rel-payment**

**robots exclusion**

**xFolk**

**vote links**

**XFN**

**XMDP**

**XOXO**

**geo**

**adr**

Compound microformats

Elemental microformats



# hCalendar

For distributed calendaring and events format, based on the iCalendar standard.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

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

```
<div class="vevent">
  <a class="url" href="http://sabreux.com/ceu">
    <abbr class="dtstart"
      title="20070822T1500-0600">August 22th 3pm</abbr>,
    <abbr class="dtend" title="20070823T1600-0600">
      4pm 2007</abbr> &mdash;
    <span class="summary">CEU - Microformats</span>&mdash; at
    <span class="location">Building A</span>
  </a>
  <div class="description">
    Microformats are a way to add human-readable data
    to your markup using simple XHTML. Set your content
    free! We'll walk through adding XFN, hCard,
    hCalendar, hAtom, and other Microformats.
  </div>
</div>
```



## August 17, 2007 3—4pm — CEU - Microformats— at Building B

*Microformats are a way to add human-readable data to your markup using simple XHTML. Set your content free! We'll walk through adding XFN, hCard, hCalendar, hAtom, and other Microformats.*



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  </div>
```



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Search Events Upcoming - Mozilla Firefox (Build 2007072317)

upcoming.yahoo.com /search/?type=Events&q=&loc=austi ... TAG Google

Resize View Source Tools Disable Cookies CSS Forms Images Information Miscellaneous Outline Options Options

Contact(s) Event(s) (100) Locations(s) Tagspace(s) Bookmark(s) Options

**Sign In or Join now Help?**

**a YAHOO! service**

**Austin**  
Travis County / Texas / United States

Find events  What? (e.g. jazz, U2, Lakers) Where? Austin, Texas, United S **GO**

Events 1 to 100 of 195 in **Austin** **Subscribe**

**Narrow by Location**  
Anywhere Near me **Austin**

**Narrow by Category**  
**All**  
Music Social Education Performing/Visual Arts Commercial Festivals Media Sports

**Order by:** Start date | Most Popular | Relevance | Recently Added

**Today** **Austin Bloggers' Monthly Get-Together** Jo's Coffee Downtown  
Austin, TX  
The Austin Bloggers get together monthly. If you are a blogger, blogger groupie, or just want to find out what this blogging thing is about, you are welcome to join us. Our meetings are informal gathe...  
**2 people**

**Protest Execution of Kenneth Parr** Governor's Mansion  
Austin, TX  
Kenneth Parr is scheduled for execution on August 15, 2007. Urge Gov Perry to Stop the Execution Visit Texas Moratorium Network for more information about the Texas Death Penalty. Come to the Gov...

**Penny Jo Pullus** Opal Divines Marina  
Austin, TX  
Dine inside or outside on the decks and enjoy a refreshing drink while watching live music in north austin texas. All opal divines decks are water mister cooled. Daily food specials and happy hour dr...

Search Events Upcoming - Mozilla Firefox (Build 2007-07-23 17:17)

upcoming.yahoo.com /search/?type=Events&q=&loc=austi ... TAG Google

Resize View Source Tools Disable Cookies CSS Forms Images Information Miscellaneous Outline Options

Contact(s) Event(s) (100) Locations(s) Tagspace(s) Bookmark(s) Options

Austin Bloggers' Monthly Get-Together

Protest Execution of Kenneth Parr

Penny Jo Pullus Places Friends Groups Popular Add New Event >

Private Workshop, Four Seasons Austin

The Sickest F\*\*\*ing Stories I Ever Heard

Texas Renegade

Women Printmakers of Austin Exhibit Reception

MAUREEN BROUILLETTE: Road Trip

Jennifer Gentle - (In-Store)

Entrepreneurs Go Online!

KOOP Birthday Bash w/ Horse+donkey & Notorious H.E.B.

Shannon Soule Photographs

Austin Ice Cream Festival

3 Balls Of Fire

Alex Schaefer

Gore Gore Girls Bloodshot CD Release Show

Facing East: 48 Hours In The Life Of East Austin

The Bull's Eye Ball

Stool Pigeon

Cary Brothers

The Artist's Market

Dr. Sketchy

Find events B Order by Start date | Most Popular | Relevance | Recently Added

Export Event

Bookmark with Firefox

Copy with Live Clipboard

Add to Yahoo! Calendar

Add to Google Calendar

Add to 30 Boxes

Subscribe

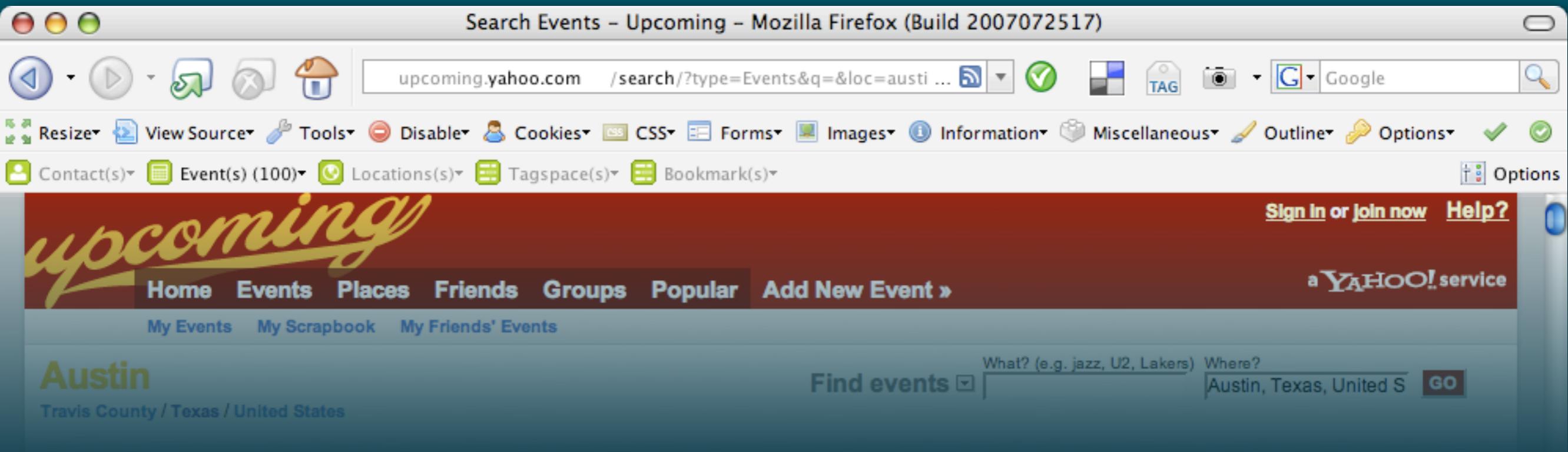
Sign in or join now Help?

YAHOO! service

Austin, Texas, United States GO

Narrow Location Anywhere Near me Austin

Narrow Category All Music Social Education Performing Arts Commercial Festivals Media Sports



## Operator Firefox Extension

<http://www.kaply.com/weblog/>

*Operator lets you combine pieces of information on Web sites with applications in ways that are useful.*



# hCard

For representing people, companies, organizations, and places, using a 1:1 representation of vCard properties and values in semantic XHTML.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

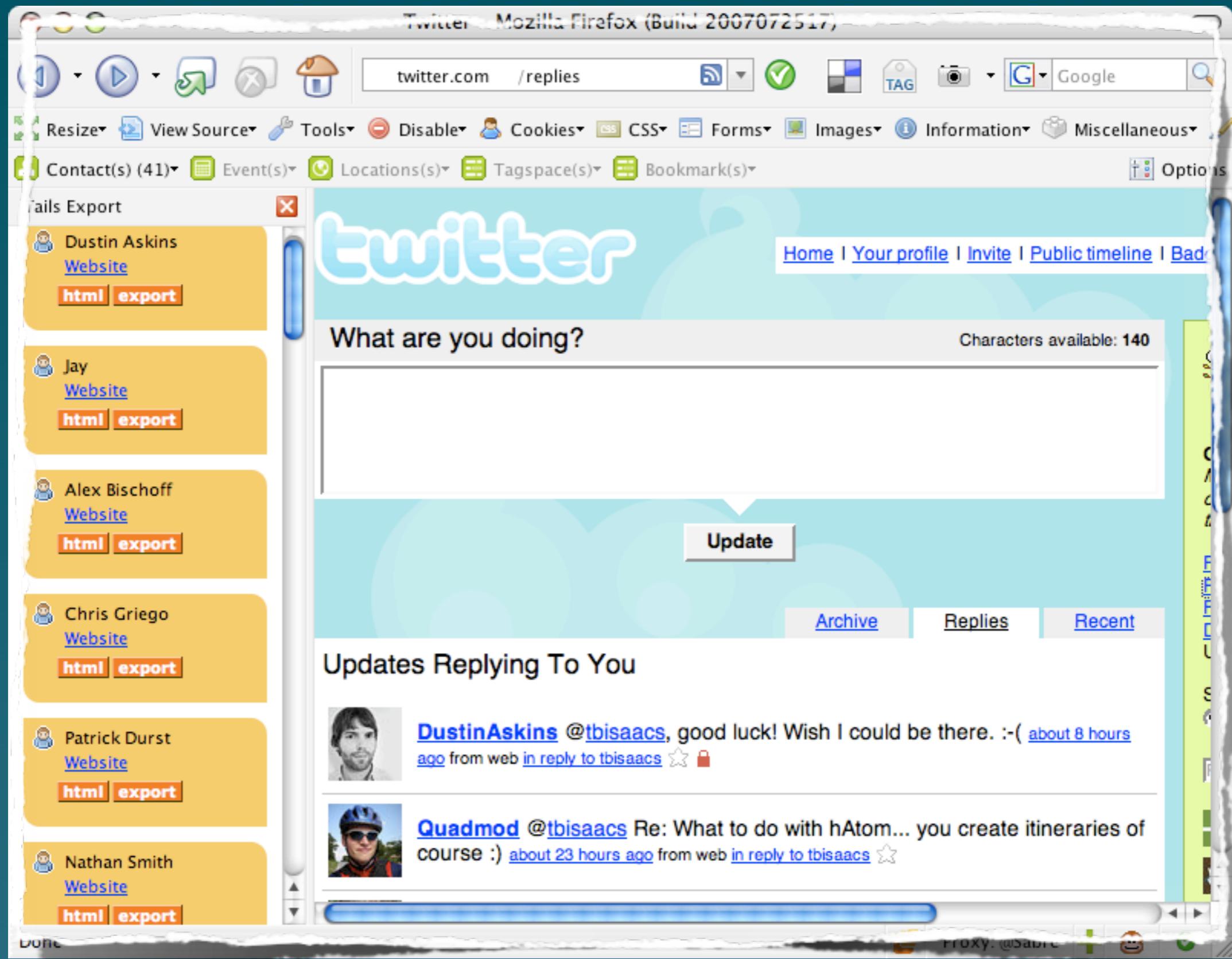
[microformats.org/wiki/hCard](http://microformats.org/wiki/hCard)

```
<div class="vcard">
  
  <a class="url fn n" href="http://sabreux.com">
    <span class="given-name">Travis</span>
    <span class="additional-name">B.</span>
    <span class="family-name">Isaacs</span>
  </a>
  <a class="email"
    href="mailto:travis.isaacs@sabre.com">
    travis.isaacs@sabre.com
  </a>
  <div class="tel">682-605-5119</div>
  <div class="org">Sabre Holdings</div>
  <div class="adr">
    <div class="street-address">
      3150 Sabre Drive
    </div>
    <span class="locality">Southlake</span>,
    <span class="region">TX</span>,
    <span class="postal-code">76092</span>
    <span class="country-name">USA</span>
  </div>
  <br/>
```



Travis B. Isaacs  
[travis.isaacs@sabre.com](mailto:travis.isaacs@sabre.com)  
682 - 605 - 5119

Sabre Holdings  
3150 Sabre Drive  
Southlake, TX, 76092 USA



## 👎👍 hReview

For embedding reviews of products, services, businesses, events, etc.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

[microformats.org/wiki/hReview](https://microformats.org/wiki/hReview)

```
<div class="hreview">
  <h1 class="item fn">
    Canon EOS 5D 12.8 MP Digital SLR Camera
  </h1>
  
  <p>
    <strong>average rating:</strong>
    <span class="rating" title="5">
      
    </span>
  </p>

  <p class="description">The 12.8-megapixel Canon EOS 5D creates a new D-SLR category, combining a full frame CMOS sensor with a lightweight, compact magnesium-alloy body.
    <ul>
      <li>35.8 x 23.9-millimeter CMOS sensor</li>
      <li>3 frame-per-second burst</li>
      <li>0.2 second start-up time operation</li>
    </ul>
  </p>
</div>
```

Contact(s) (3) Event(s) Locations(s) Tagspace(s) (3) Bookmark(s)

Export

**lushosmel**  
[Website](#)  
[html](#) [export](#)

**chilechicalorena**  
[Website](#)  
[html](#) [export](#)

**iholesman**  
[Website](#)  
[html](#) [export](#)

**Kanu Chenin Blanc 2005**  
by lushosmel  
[html](#)

**Kanu Chenin Blanc 2005**  
by chilechicalorena  
[html](#)

**Kanu Chenin Blanc 2005**  
by iholesman  
[html](#)

**~ WINE LIBRARY TV ~**  
"Host Gary Vaynerchuk is the most enthusiastic, knowledgeable, creative wine critic we've seen. Highly entertaining show—watch a few episodes and you'll be hooked. We love this show!" — Dan & Dan

Loading... Cork'd | Wine Reviews for Kanu ...

cork'd™

★ Today's featured wine:  
Kanu Chenin Blanc 2005

YOUR MENU

Home

Wine Journal

Wine Cellar

Shopping List

Drinking Buddies

Recommendations

SPONSORS



**Kanu Chenin Blanc 2005**

[review](#) | [+ add to cellar](#) | [+ add to shopping list](#)

Avg. Rating: **87.7**/100 (3 Reviews)

Your Rating: **0.0**/100 [Edit Rating](#)

Winery: Kanu

Vintage: 2005

Varietal: Chenin Blanc

Country: South Africa

Region: South Africa

Retail Price: **\$\$\$\$** 10.00 USD

Created by: [Melissa McCulloch](#)

Purchase: [Buy this wine](#)

Tropical fruit, melon, and strong pineapple flavors. Also nice acidity.  
Good value.

**Tasting Tags From All Members**

grass melon pineapple



Contact(s) (3) Event(s) Locations(s) Tagspace(s) (3) Bookmark(s)

Export

lushosmel  
Website  
html export

chilechicalorena  
Website  
html export

iholesman  
Website  
html export

Kanu Chenin Blanc 2005  
by lushosmel

Loading... Cork'd | Wine Reviews for Kanu ...

cork'd™

★ Today's featured wine:  
Kanu Chenin Blanc 2005

YOUR MENU

Home Wine Journal Wine Cellar

Kanu Chenin Blanc 2005

review | + add to cellar | + add to shopping list

Avg. Rating: 87.7/100 (3 Reviews)

# Tails Export Firefox Extension

<http://bordewolf.blogspot.com/>

[City Guide](#) [My Local](#) [Directory](#)

search for...

located near...

Search

[Dallas](#) > [Food & Dining](#) > [Restaurants](#)

## Dallas Restaurants See more cities

### Restaurants Categories

[Afghani Restaurants \(34\)](#)[African](#)[American Restaurants \(566\)](#)[Australian Restaurants \(33\)](#)[Bagel & Donut Shops \(494\)](#)[Bakeries \(412\)](#)[Barbecue Restaurants \(275\)](#)[Bistro Restaurants \(40\)](#)[Brazilian Restaurants \(4\)](#)[Breakfast Restaurants \(42\)](#)[Brewpubs \(31\)](#)[Buffets \(1\)](#)[Burgers \(539\)](#)[Cafes \(226\)](#)[Cajun Restaurants \(35\)](#)[Californian Restaurants \(6\)](#)[Caribbean Restaurants \(3\)](#)[Carry Out & Take Out \(642\)](#)[Chinese Restaurants \(401\)](#)[Coffee Houses \(247\)](#)[Continental Restaurants \(10\)](#)[Delicatessens \(201\)](#)

### Dallas Restaurants Recommendations

[Golden Corral](#)[Familysteak House](#)

(972) 923-2900

606 N Highway 77 Waxahachie, TX

[Get Directions](#)[mammals@sbcglobal.net](#)

- "Its out of business its now a chinines place and not bad at all. lots of varitiys in its buffet we went in looking for the corral but we staid and had lunch nic and clean place"

[Sushi Sapporo](#)

(214) 383-5200

604 W Bethany Dr Allen, TX

[Get Directions](#)[frankieandsnitch](#)

- "We moved to Dallas from Los Angeles two years ago, and we had just about given up finding good sushi in the Allen area until Sushi Sapporo opened. Although the sushi and sashimi are excellent, the..." [more](#)

[Circle Grill](#)

(214) 327-4140

2721 N Bishop Ave Dallas, TX

[cado -](#)

"A great breakfast place. Love the



Proposal for a distributed listing format.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

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

```
<div class="hlisting hreview">
  <h1>
    <a class="item fn permalink" href="http://
travelocity.com/something/">Residence Inn by Marriott
East Greenbush / Tech Valley</span>
  </h1>
  <span class="photo">
    
  </span>
  <span class="rating" title="3">
    
  </span>
  <p class="description">
    Newly built, located in the heart of the Albany
    Capital District. The Residence Inn East Greenbush at
    Tech Valley offers the perfect extended stay
    experience!
  </p>
  <div class="location vcard adr">
    <span class="street-address">1 Residence Inn
    Drive</span>
    <span class="locality">Latham</span>
    , <span class="region">NY</span>
    <span class="postal-code">12110</span>
    <span class="country">USA</span>
  </div>
  <p>
    From <span class="price">$176/night</span> for a
    <span class="offer rent">Studio Room</span>
  </p>
</div>
```

[Home](#)[Resume](#)[Website](#)[Network](#)[Search](#)

Not a user? Create an account. Forgot your password? It happens.

emurse users sign in: e-mail

password

[Sign In](#)

## Job Postings for **web, designer** in dallas tx

**Results 1-10 of 181 from around the web**

powered by

1. [Web Designer](#) Dallas, TX

Tuesday, August 7th, 2007 Software Consultants Inc.

com Develop enhancements and new features for Verizon.com or related internal web applications / client server applications Work closely and coordinate with...

[view job](#) ➔

2. [Web Designer](#) Dallas, TX

Wednesday, August 1st, 2007 I.S. Professionals

No Sponsorship\*\*\* Web Designer/Assistant Graphic Designer The Web Designer/Assistant Graphic Designer\*\*s... and implement ideas for web and print. Qualified...

[view job](#) ➔

3. [Web Graphic Designer](#) Dallas, TX

Thursday, August 2nd, 2007 PSCI

Graphic Designer will expand the initial web style... experience creating web style guides, templates for content management systems and web-enabled application...

[view job](#) ➔

### Search Again

look for in United States 

[Emurse](#) is a powerful tool that lets you create and host your resume online — for free.

[Sign Up Now! »](#)

Ads by Google

### Healthcare Jobs

Quickly Find Healthcare Employment Resources in Our Online Directory.  
[www.business.com](#)

### Retirement Jobs

Find a job today with a  
50+ friendly companies



# hAtom

hAtom is a microformat for content that can be syndicated, primarily but not exclusively weblog postings. hAtom is based on a subset of the Atom syndication format.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

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

```
<div class="hfeed">
  <div class="hentry posts" id="112993192128302715">
    <strong class="entry-title entry-content">
      Nelson's final prayer
    </strong>
    <span class="entry-content">
      written on the night before Trafalgar:<blockquote>May the Great
      God, ... heart.
    </span>
    <div>
      <span class="byline">posted by <span class="author vcard"><span
        class="fn">Natalie</span></span> at
        <a rel="bookmark"
        href="2005_10_16_nataliesolent_archive.html#112993192128302715">
          <abbr class="published" title="2005-10-24t09:49:00-00:00">9:49
          PM</abbr></a>
        </span>
      </div>
    </div>

    <div class="hentry posts" id="112993022840118939">
      <strong class="heading content">"I really, truly </strong>
      <span class="entry-content">
        didn't go ... view.
      </span>
      <div>
        <span class="byline">
          posted by <span class="author vcard"><span class="fn">Natalie</
          span></span> at
          <a rel="bookmark"
          href="2005_10_16_nataliesolent_archive.html#112993022840118939">
            <abbr class="published" title="2005-10-24t09:49:00-00:00">9:28
            pm</abbr></a>
          </span>
        </div>
      </div>
    </div>
```

A screenshot of a web browser window displaying a list of blog posts. The browser has tabs at the top labeled 'All (7)', 'Blog Posts (6)', and 'Contacts (1)'. The main content area is titled 'Objects Found on this Page:' and lists five entries, each with a yellow pencil icon and a green diamond icon:

- MailList for Wordpress - A mailing list, mass mailing, mailer plugin**  
Hooray! Today I finished my Mailing List plugin for wordpress. It was...
- Going elastic with ems, layout techniques**  
This guide focuses on changing a pixel layout to ems, making it more...
- Guide to Semantic Mark-up**  
This article is aimed at semantic mark-up beginners, including clients...
- The use of "access keys", a guide for webmasters**  
Access keys provide a vital role in accessibility, this guide attempts...
- Bad design - my tips on what NOT to do**  
This article describes what designers should avoid when making websites...
- How to... use conditional comments**  
Conditional comments are a great replacement for hacks, this article...

<http://blue-anvil.com/archives/introduction-to-microformats-a-look-at-hcard-hatom/3>



# hResume

For publishing resumes and CV's.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

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

```
<div class="hresume">
  <h2>Summary</h2>
  <div class="summary">
    I am a Dallas, TX based web designer specializing in
    elegant XHTML/CSS based web
    sites and no-nonsense usability.
  </div>
  <h2>Professional Experience</h2>
  <div class="vcalendar">
    <div class="experience vevent vcard">
      <div class="htitle">
        <span class="title">Sr. Web Designer</
        span><br/>
        <span class="org">Sabre Holdings</span>
      </div>
      <div class="date_duration">
        <abbr class="dtstart" title="2007-02-01">
          February 2007
        </abbr> -
        <abbr class="dtend">Present</abbr>
      </div>
      <div class="description">
        As an Interaction Designer at Sabre I am able
        to
        apply my passion for information architecture,
        visual design, and front-end development to
        travel product used by travel agencies across
        the globe.
      </div>
    </div>
  </div>
</div>
```



# hResume

For publishing resumes and CV's.

Suitable for embedding in XHTML, RSS, and arbitrary XML.

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

```
<div class="hresume">
  <h2>Summary</h2>
  <div class="summary">
    I am a Dallas, TX based web designer specializing in
    elegant XHTML/CSS based web
    sites and no-nonsense usability.
  </div>
```

## Summary

## Contact info (hCard)

## Experience (hCalendar)

## Education (hCalendar)

## Skills (rel-tag)

## Affiliations (hCard)

## Publications

```
<h2>Professional Experience</h2>
<div class="vcalendar">
  <div class="experience vevent vcard">
    <div class="dtstart">
      <span class="title">Sr. Web Designer</span>
      <br/>
      <span class="org">Sabre Holdings</span>
    </div>
    <div class="date duration">
      <abbr class="dtstart" title="2007-02-01">
        February 2007
      </abbr> -
      <abbr class="dtend" title="Present">Present</abbr>
    </div>
    <div class="description">
      As an Information Designer at Sabre I am able
      to
      apply my passion for information architecture,
      visual design, and front-end development to
      travel product used by travel agencies across
      the globe.
    </div>
  </div>
</div>
</div>
</div>
```

**rel-license**  
**rel-nofollow**  
**rel-tag**  
**rel-directory**  
**rel-enclosure**  
**rel-home**  
**rel-payment**  
**vote links**

## Link based microformats:

Metadata attached to links using the **rel** or **rev** HTML attributes.

### Rel attribute:

Describes the relationship of the anchor specified by the **href** attribute to the current document<sup>1</sup>.

```
<link rel="stylesheet" href="screen.css" media="all" />
```

```
<a rel="license" href="http://creativecommons.org">  
    License info  
</a>
```

```
<a rel="nofollow" href="http://expedia.com">  
    Expedia  
</a>
```

<sup>1</sup>: [Microformats: Empowering Your Markup for Web 2.0](#): John Allsopp

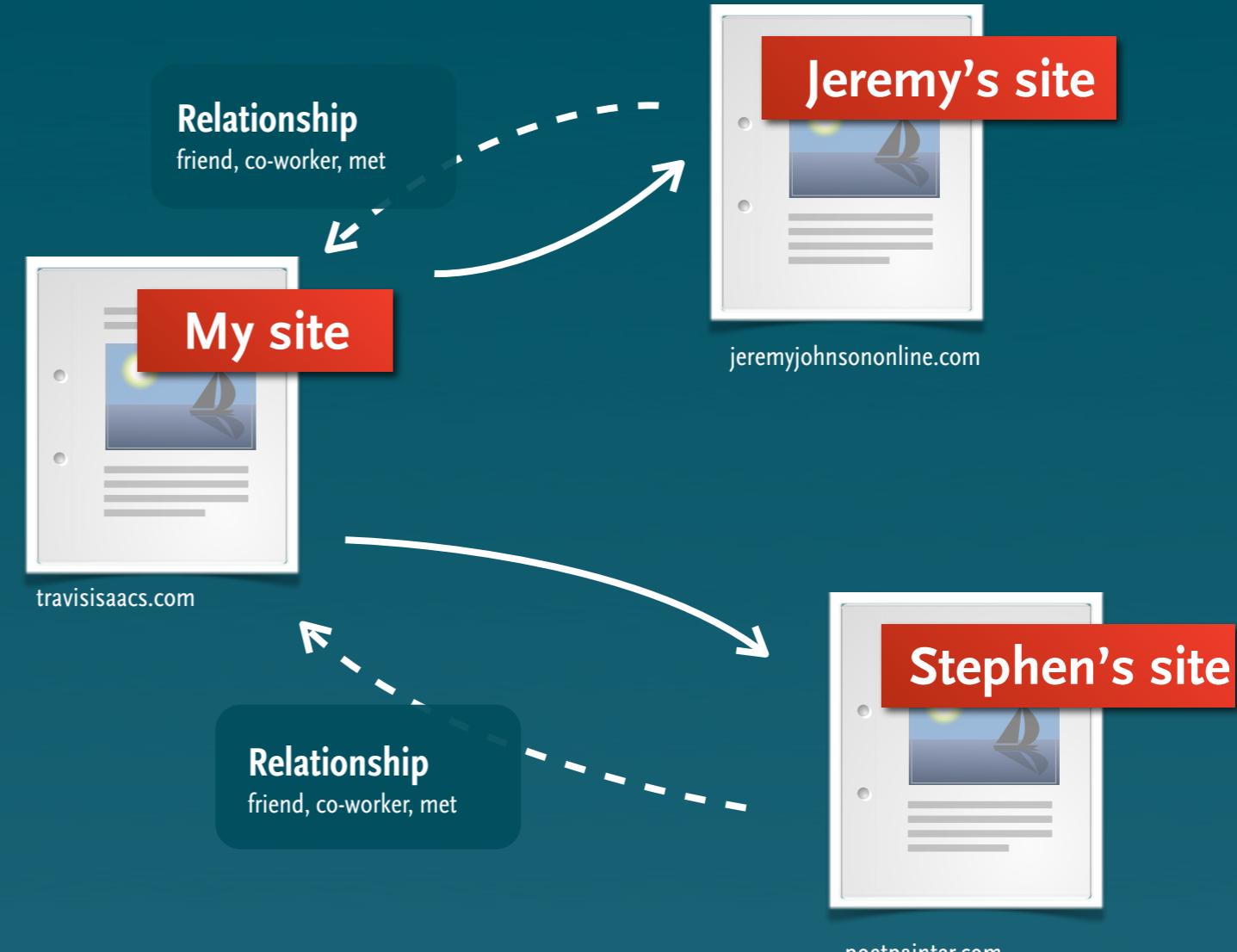
## XFN

XHTML Friends Network.

Predates Microformats (started at SXSWi 2003). Describes the relationship between people.

*Suitable for embedding in XHTML, Atom, RSS, and arbitrary XML.*

<http://gmpg.org/xfn/>



**friendship (at most one):**  
friend, acquaintance

**physical:**  
met

**professional:**  
co-worker, colleague

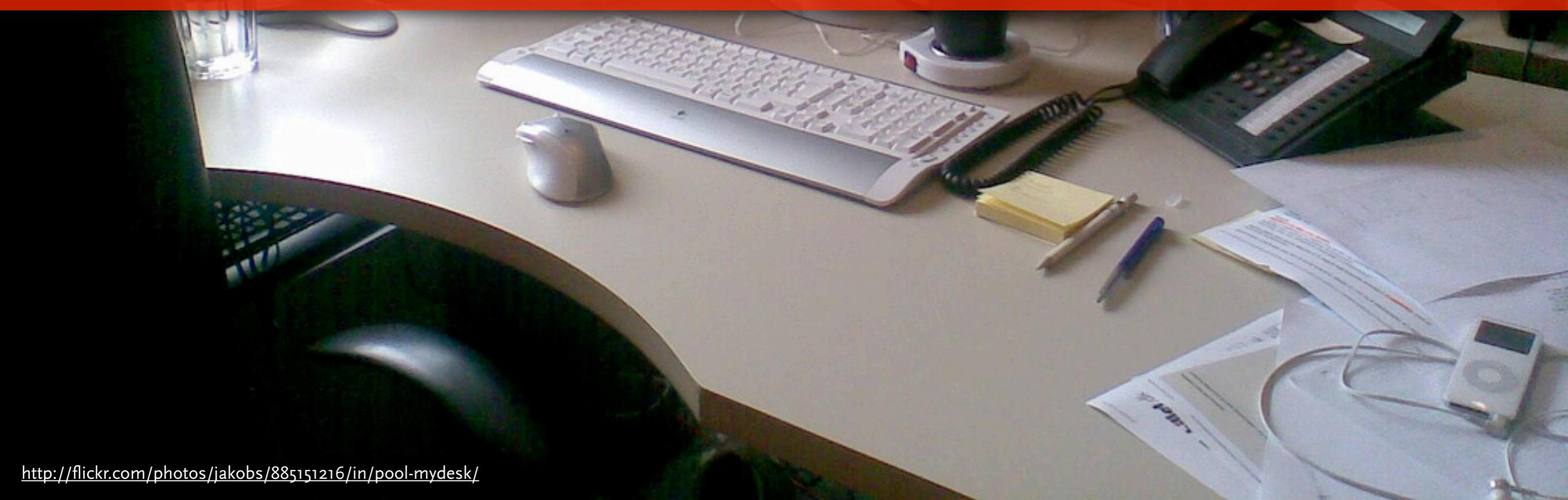
**geographical:**  
co-resident, neighbor

**family:**  
child, parent, sibling, spouse

**romantic:**  
muse, crush, date, sweetheart



## *Using Microformats In Your Markup*



```
<tr class="vcard" id="carefree-getaway-travel">
  <td>
    <a class="fn org" href="details.php"
       title="Click here to configure this agency">
      Carefree Getaway Travel
    </a>
  </td>
  <td class="street-address">1528 Cat Mountain Trail</td>
  <td class="locality">Keller</td>
  <td class="region">TX</td>
  <td class="country-name">USA</td>
</tr>
```

Classes can be attached to anything (*almost*).

Remember that you don't have to display all elements (*but keep them in there anyway*).

**hCalendar:** <http://microformats.org/code/hcalendar/creator>

**hCard:** <http://microformats.org/code/hcard/creator>

**hReview:** <http://microformats.org/code/hreview/creator>

**hResume:** <http://hresume.weblogswork.com/hresumecreator/>

**hAtom:** <http://dichotomize.com/uf/hatom/creator.html>

Creators are great if you are starting from scratch  
to make sure you have all the required classes.



## Dreamweaver Extension:

<http://webstandards.org/action/dwtf/microformats>

Adds all the functionality of online creators to  
your native environment.



MovableType  
Publishing Platform



Many popular CMS's, blogging tools, and development frameworks have Microformats baked in.

# What?

- » Microformats + XHTML = the semantic web (for today)

# So What?

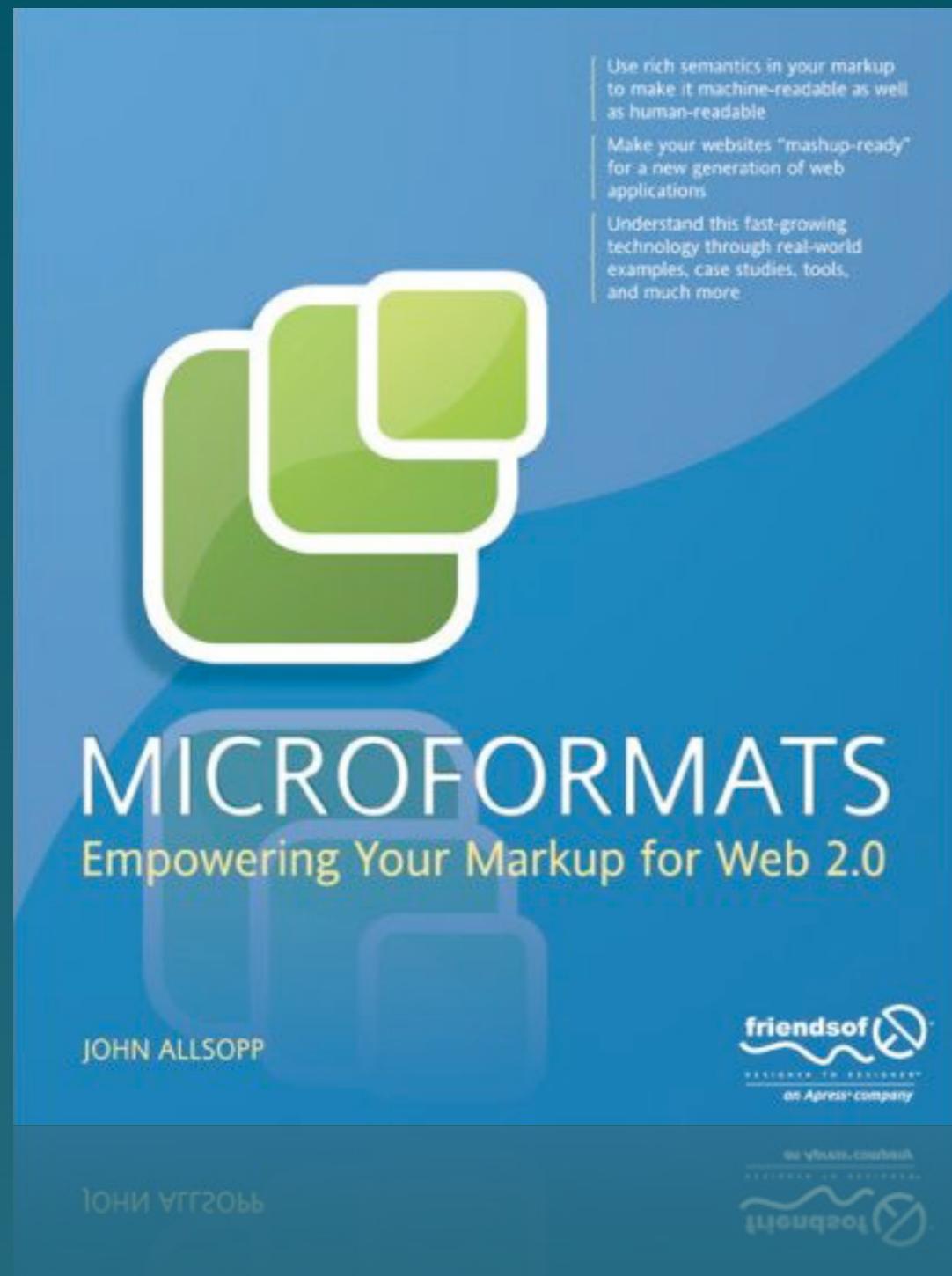
- » The semantic web will help infer meaning from otherwise meaningless markup
- » Mashups
- » SEO
- » Aggregation
- » Content portability

# Now What?

- » Add microformats to your old code (it's easy)
- » *Definitely include it in your new code*



DIGGING DEEPER



# Microformats: *Empowering Your Markup for Web 2.0*

John Allsopp



[del.icio.us/tbisaacs/microformats](https://del.icio.us/tbisaacs/microformats)

# Thanks!