```
<h2>Consultation hours</h2>
Mon 11am - 7pm<br>
Tue 11am - 7pm<br>
Wed 3pm - 7pm<br>
Thu 11am - 7pm<br>
Fri 11am - 3pm<p>
But note that we do not offer consultation
during the weeks of the
<a href=·· . .¨>State of Origin</a> games.
```

For people the information is presented in a satisfactory way, but machines will have problems. Keyword-based searches will identify the words *physiotherapy* and *consultation hours*. And an intelligent agent might even be able to identify the personnel of the center. But it will have trouble distinguishing the therapists from the secretary, and even more trouble finding the exact consultation hours (for which it would have to follow the link to the State of Origin games to find when they take place).

The Semantic Web approach to solving these problems is not the development of superintelligent agents. Instead it proposes to attack the problem from the web page side. If HTML is replaced by more appropriate languages, then web pages can carry their content on their sleeve. In addition to containing formatting information aimed at producing a document for human readers, they could contain information about their content.

A first step in this direction is eXtensible Markup Language (XML), which allows one to define the structure of information on web pages. In our example, there might be information such as:

```
<company>
    <treatmentOffered>Physiotherapy</treatmentOffered>
    <companyName>Agilitas Physiotherapy Centre</companyName>
```