Welcome to the Machine: Making digital library collections findable by people and bots using SEO, schema.org, and HTML5 microdata

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#html5css3

http://pinboard.in/u:jasonclark/t:html5-amigos/
Overview

• What is microdata?
• Classification vocabularies (schema.org)
• Microdata and search engine optimization
• Tools for microdata
Item: Women posing on college locomotive engine

Title: Women posing on college locomotive engine
Creator: unknown
Date: unknown
Description: Women posing on a college locomotive engine.

Notes:
Physical Description: Photo print - Black and White
Subjects: Locomotive
Keywords: locomotive
Photograph ID: parc-000432

Back to MSU Photos Homepage
Women posing on college locomotive engine

Title: Women posing on college locomotive engine
Creator: unknown
Date: unknown
Description: Women posing on a college locomotive engine.
Notes:
Physical Description: Photo print - Black and White
Subjects: Locomotive
Keywords: locomotive
Photograph ID: parc-000432
<dl>
  <dt>Title</dt>
  <dd>A River Runs Through It and Other Stories</dd>
  <dt>Author</dt>
  <dd>Norman Maclean</dd>
  <dt>Publication date</dt>
  <dd>October 1, 2001</dd>
  <dt>ID</dt>
  <dd>0226500667</dd>
</dl>
Microdata introduces classification & metadata

Microdata helps machine-readers and search engines understand your site's content
<dl itemscope itemtype="http://schema.org/Book">
  <dt>Title</dt>
  <dd itemprop="title">A River Runs Through It and Other Stories</dd>
  <dt>Author</dt>
  <dd itemprop="author">Norman Maclean</dd>
  <dt>Publication date</dt>
  <dd itemprop="pubdate">October 1, 2001</dd>
  <dt>ID</dt>
  <dd itemprop="isbn">0226500667</dd>
</dl>
Schema.org

A lingua franca for web classification and markup

Google, Bing, Yahoo
Why Microdata?

The Semantic Web
Why Microdata?

An evolution of semantic components

Microformats
RDFa
Why Microdata?

Refocuses visible HTML

How can machine-readable and human-readable markup work together?
Why Microdata?

Rich Snippets

https://sites.google.com/site/webmasterhelpforum/en/faq-rich-snippets
Why Microdata?

Search Results Display
Why Microdata?

Your Website is your API
Using the microdata DOM API
window.addEventListener('load', function() {
  var photo = document.getItems('http://schema.org/Photograph')[0];
  console.log('photo.properties Name: ' + photo.properties['name'][0].textContent);
  function supports_microdata_api() {
    return !!document.getItems;
  }
  console.log(supports_microdata_api());
});
Microdata in the Wild

YouTube Markup

view-source: www.youtube.com/watch?v=s1EGXkQtgTE&list=UUtkGqJEVc21-Coie-4kS7EA
Microdata in the Wild

MSU Library People App

view-source: http://www.lib.montana.edu/people/about.php?id=23
Microdata in the Wild

MSU Historical Photos Collection
view-source: http://arc.lib.montana.edu/msu-photos/item.php?id=11
Microdata Tools

Structured Data Testing Tool

http://www.google.com/webmasters/tools/richsnippets
Microdata Tools

Schema Creator
http://schema-creator.org/
Google Webmaster Tools

Structured Data Highlighter

https://www.google.com/webmasters/tools/
Lessons

- Study schema.org
- Register as a microdata provider with Google
- Get ahead of the curve
  - person, organization are currently supported
Best Practices

• Try to mark up only human-readable visible HTML
• Check your markup with the Structured Data Testing Tool
  ◦ Microdata must validate as HTML5
• Mark up only the main body content, not <head>
• Follow existing vocabularies (schema.org)
• Mark up as much data as is possible to help with getting picked up in Google microdata indexing
Essential Links

schema.org
http://schema.org/

Structured Data Testing Tool
http://www.google.com/webmasters/tools/richsnippets
About Microdata - Google
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=176035

schema.org FAQ
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=1211158

Schema Creator

RDFa Lite
http://dev.opera.com/articles/view/geolocation-html-api/
Essential Projects

Combine Drupal, HTML5, and microdata

Wordpress Plugin - Microdata for SEO
http://wordpress.org/extend/plugins/microdata-for-seo-by-optimum7com/
Questions?
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@jaclark
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