

MICROFORMATS

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Design for web content

Who

knows what

Microformats are?

MICROFORMATS

Microformats are a part of HTML markup. It's an extended markup. It is additional metadata that can be added to some content on your website. You can put microformat tags around certain content on your website, such as

- Dates, times and places of events
- Contact information such as the address and phone number of your business

Who
knows what
metadata is?

METADATA

Metadata is information stored within a document that is not evident by looking at the file. Instead, it is an electronic “fingerprint” that automatically adds identifying characteristics, such as the creator or author of the file, the name of individuals who have accessed or edited the file, the location from which the file was accessed, and the amount of time spent editing the file.

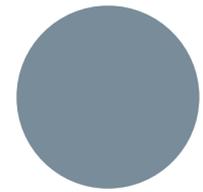
Example of Metadata

Music files
(data)

- Album
- Artist name
- File size
- Release date

Let's go
back to
microformats

A real-life example of microformats- Problem

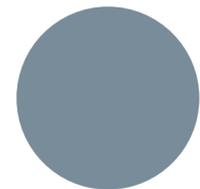


Example: Cinema times

Go to the official website, select the cinema and date.

Google exact cinema and date.

Current solution



Microformats!

The screenshot shows a mobile application interface for finding movie showtimes. At the top, the status bar displays the time 5:12, signal strength, Wi-Fi, and battery icons. Below the status bar is a search bar with the text 'movie times' and a search icon on the left and a close icon on the right. Underneath the search bar are navigation tabs: 'All', 'Images', 'News', 'Shopping', 'Videos', 'Maps', and 'B'. The main content area is titled 'Cinema showtimes' with a sub-header 'Near you' and an 'Edit' link. There are two tabs: 'Films' (selected) and 'Cinemas'. Below these are filter buttons: 'Today', 'Genres', 'Screen type', and 'Critic scores'. The first movie card is for 'The Batman', an Action film (2h 56m). It shows 'No showtimes on 21 Feb. See 3 Mar showtimes.' and a button for 'More cinemas and showtimes >'. The second movie card is for 'Uncharted', an Adventure film (2h 0m). It features a poster, a rating of 6.7/10, a Metacritic score of 47%, and a Rotten Tomatoes score of 40%. Below the movie information, it lists the cinema 'ODEON Greenwich' (1.2 mi) and shows showtimes for 'Standard' (16:50, 19:50) and 'IMAX' (17:50, 20:50). A button for 'More cinemas and showtimes >' is at the bottom of the card.

HISTORY

Microformats emerged around 2005 as part of a grassroots movement to make recognizable data items (such as events, contact details or geographical locations) capable of automated processing by software and directly readable by end-users.

ADVANTAGES

- Google is becoming more time-sensitive, real-time search
- They make sharing and reusing information more accessible across different applications and websites.
- Ultimately microformats allow more interaction between your website, other websites, and different applications
- Make it easier for others to understand and reuse the extra information about your content
- Improve the semantic value of your content
- Compatible with most commonly used web browsers such as Safari, Chrome, Firefox, Edge, Internet Explorer, Opera

What is SEO?

SEO is an acronym for Search Engine Optimization. This is a process based on the optimization of Internet search engines and the best positioning of a specific website in those searches.

SEO AND MICROFORMATS



Microformats can significantly benefit a web page. This is due to the fact that with microformats, on the one hand, the user's experience on the web will be improved, allowing them to interact, obtain the information they are looking for or even not looking for but may find useful.



On the other hand, these microformats will make an organization's website much more personal. These will allow you to customize your website to the taste of the company, and that unique design will, in turn, cause a good impression on the user.

DISADVANTAGES

Dependant on XHTML

- Microformats are dependent rather than standalone format
- In order to utilise a microformat, XHTML must also be supported in the host document.

Verbose

- Using the same format for human and machine consumption, services may become much more bandwidth intensive.

Harvestable

- As microformats are open conventions that seek to apply semantic value to XHTML content.
- Risk of codified content being successfully harvested for less than desirable purposes.
- Concern for the he abuse of hCard for spamming purposes is of particular concern.

Types of microformats

Each microformat has a specific type of information. For example, microformats allow you to add the name and address of a person.

On the other hand, if it is a product, they allow you to add its price or purchase options, for example.

h-card	Person or organization
h-entry	episodic or date stamped online content
h-feed	A stream or feed of posts
“P” e.g “p-name”, “p-summary”	Plain text or elements e.g img/alt
“U” e.g “u-url”, “u-photo”	Url properties
“Dt” e.g “dt-start”, “dt-end”	Datetime properties
“E” e.g “e-content”	Element hierarchy is the value

Without Microformats

```
<ul>
```

```
<li>The richardson bakery</li>
```

```
<li>The richardson traditional bakery</li>
```

```
<li>604-555-1234</li>
```

```
<li><a href="https://barahona.co.uk/bakery/bakery.html">http://bakery.com/</a></li>
```

```
</ul>
```

Using Microformats

With hCard microformat markup, that becomes:

```
<ul class="vcard">  
  <li class="fn">The Richardson bakery</li>  
  <li class="org">The Richardson traditional bakery</li>  
  <li class="tel">604-555-1234</li>  
  <li><a class="url" href="https://barahona.co.uk/bakery/bakery.html">http://bakery.  
com/</a></li>  
</ul>
```

GAME TIME

TRUE/FALSE

Microformats use
metadata

Microformats do
not improve your
website's SEO

Microformats are
a standalone
format

SOURCES



<https://developer.mozilla.org/en-US/docs/Web/HTML/microformats>



<https://vanseodesign.com/web-design/microformats-what-how-why/>



<https://www.youtube.com/watch?v=WGp8uDJSgnM>



<https://chenzhe328.wordpress.com/2010/12/06/microformat-advantage-and-disadvantage/>



<https://www.youtube.com/watch?v=HX-AstVP3-y0>



<https://webtematica.com/que-son-los-microformatos-en-mi-web-para-seo>

THANK YOU