

# Designing with Structured Data

M I C R O F O R M A T S



john allsopp

part I



what the heck are microformats?

# microformats are



- a way of thinking about data
- design principles for formats
- adapted to current behaviors and usage patterns
- highly correlated with semantic XHTML

# microformats are



a set of simple open data format standards that a diverse community of individuals and organizations are actively developing and implementing for more/better structured blogging and web microcontent publishing in general.

# microformats are not



- a new language
- infinitely extensible
- an attempt to get everyone to change their behavior and rewrite their tools
- a panacea for all taxonomies, ontologies, and other such abstractions

part II



microformats in the wild



# XHTML Friends Network (XFN)

# XFN



## What is it?

for marking up common  
professional and personal  
relationships with other  
people

# XFN



## How do I use it?

In a link to a blog or other site associated with a person, add one or more of the XFN keywords as the value of the `rel` attribute

# XFN



```
<a href="http://  
www.vanderwal.net/"  
rel="colleague met  
friend">Thomas Vander Wal</a>
```

Signifies that Thomas is a friend, a colleague and that I've met him.

# XFN



Provides a set of possible values or “controlled vocabulary” for describing relationships.

Several categories, including *physical, professional, family, romantic*



# hCard

# hCard



## What is it?

simple, open, distributed format  
for representing people,  
companies, organizations, and  
places

# hCard



**What is it?**

**1:1 representation of the  
properties and values of the  
vCard standard**

# hCard



How do you use it?

Add the *semantics* of vCard using the *class design pattern*.

Adds vCard's *field names* as *class values* on any HTML element

# hCard



```
<div>  
    
  <h2>
```

```
    <a href="http://www.lebowskifest.com">  
      <span>Jeffrey</span>  
      <span>Lebowski</span>  
    </a>  
  </h2>
```

**compound microformats  
have a root element.**

```
  <h3>address</h3>  
  <div>123 Palm Drive</div>  
  <span>Los Angeles</span>,  
  <span>CA</span>,  
  <span>123456</span>  
  </div>
```

**hCard root elements have  
the class value "vcard"**

```
  <h3>phone</h3>  
  <div>+1 (123) 456-7899</div>  
  <h3>email</h3>  
  <a href="mailto:...">thedude@urban...com</a>  
</div>
```

# hCard



```
<div>
  
  <h2>
    <a href="http://www.lebowskiest.com">
      <span>Jeffrey</span>
      <span>Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a href="http://www.lebowskiest.com">
      <span>Jeffrey</span>
      <span>Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a href="http://www.lebowskifest.com">
      <span>Jeffrey</span>
      <span>Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Main Ave</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>
  <h3>phone</h3>
  <div>+1 (123) 456-7899</div>
  <h3>email</h3>
  <a href="mailto:thedude@urban...com">
  </div>
```

**Names**

**Formatted names and  
(optional) structured  
names**

# hCard



```
<div class="vcard">
  
  <h2>
    <a href="http://www.lebowskiest.com">
      <span>Jeffrey</span>
      <span>Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="photo"
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div class="url"
  <h3>phone</h3>
  <div>+1 (123) 456-7899</div>
  <h3>email</h3>
  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
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    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>street-address</div>
    <div>123 Palm Drive</div>
    <span>locality</span>
    <span>CA</span>
    <span>region</span>
    <span>postal-code</span>
    <span>country-name</span>
  </div>
  <h3>email</h3>
  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div>
    <div>123 Palm Drive</div>
    <span>Los Angeles</span>,
    <span>CA</span>,
    <span>123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="adr">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
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```
<div class="vcard">
  
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      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="adr">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="email">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>
  <div>+1 (123) 456-7899</div>

  <h3>email</h3>
  <a href="mailto:...">thedude@urban...com</a>
</div>
```

newfangled stuff

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="adr">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>

  <div>+1 (123) 456-7899</div>

  <h3>email</h3>

  <a href="mailto:...">thedude@urban...com</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="adr">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>

  <div class="tel">+1 (123) 456-7899</div>

  <h3>email</h3>

  <a class="email" href="mailto...">...</a>
</div>
```

# hCard



```
<div class="vcard">
  
  <h2>
    <a class="fn n url" href="http://www.....com">
      <span class="given-name">Jeffrey</span>
      <span class="family-name">Lebowski</span>
    </a>
  </h2>
  <h3>address</h3>
  <div class="adr">
    <div class="street-address">123 Palm Drive</div>
    <span class="locality">Los Angeles</span>,
    <span class="region">CA</span>,
    <span class="postal-code">123456</span>
  </div>

  <h3>phone</h3>

  <div class="tel">+1 (123) 456-7899</div>

  <h3>email</h3>

  <a class="email" href="mailto...">...</a>
</div>
```



# hReview

# hReview



What is it?

simple, open, distributed format,  
suitable for embedding reviews  
(of products, services,  
businesses, events, etc.) in X/  
HTML

# hReview



How do you use it?

Add common semantics for reviews using the class design pattern.

# hReview



Reviews commonly have

item reviewed

date reviewed

reviewer

description

# hReview



```
<div id="review_5740" class="hreview">
  <h5 class="item"><span class="fn">Big Barn Red</span></h5>

  <abbr class="dtreviewed" title="20060815">(152 days ago)</abbr>

  <span class="reviewer vcard">
    
    <a class="url fn" href="/people/simplebits">simplebits</a>
  </span>

  <abbr class="rating" title="3"></abbr>

  <blockquote class="description">Decent wine... from Vermont?</blockquote>

  <p class="tags">Tasting Tags:
    <a href="/tags/juicy" rel="tag" class="rel-tag">juicy</a>
  </p>
</div>
```

# hReview



```
<div id="review_5740" class="hreview">
  <h5 class="item"><span class="fn">Big Barn Red</span></h5>
  <abbr class="dtreviewed" title="20060815">(152 days ago)</abbr>
```

reviewer is an embedded hCard

```
<span class="reviewer vcard">
  <img alt="buddy icon" />
  <a class="url fn" href="/people/simplebits">simplebits</a>
</span>
<span class="reviewer vcard">
  <img alt="buddy icon" />
  <a class="url fn" href="/people/simplebits">simplebits</a>
</span>
<blockquote class="description">Decent wine... from Vermont?</blockquote>
<p class="tags">Tasting Tags:
  <a href="/tags/juicy" rel="tag" class="rel-tag">juicy</a>
</p>
</div>
```

# hReview



```
<div id="review_5740" class="hreview">
  <h5 class="item"><span class="fn">Big Barn Red</span></h5>

  <abbr class="dtreviewed" title="20060815">(152 days ago)</abbr>

  <span class="reviewer vcard">
    
    <a class="url fn" href="/people/simplebits">simplebits</a>
  </span>

  <abbr class="rating" title="3"></abbr>

  <blockquote class="description">Decent wine... from Vermont?</blockquote>

  <p class="tags">Tasting Tags:
    <a href="/tags/juicy" rel="tag" class="rel-tag">juicy</a>
  </p>
</div>
```

# Part III



services using microformats

# Technorati microformats search



Microformats Search:

[home](#) / [search](#) / results for vancouver

26 current events contain vancouver sorted by most recently updated. Results 1 - 20.  
Show: [All](#) [Current](#)

Date	Summary	Location	Updated
Feb 6, 2007	<a href="#">Web Directions North</a>	Vancouver	2 hours ago
Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		2 hours ago
Feb 12, 2010	<a href="#">Vancouver 2010: XXI Olympic Winter Games</a>		2 hours ago
Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		15 hours ago
Feb 12, 2010	<a href="#">Vancouver 2010: XXI Olympic Winter Games</a>		15 hours ago
Apr 20, 2007	<a href="#">MUTE MATH w/ The Cinematics &amp; Someone Still Loves You Boris Yeltsin</a>	Richards On Richards 1036 Richards St. Vancouver, British Columbia V6B 3E1 Canada 49.254225 -123.130	2 days ago
Feb 7, 2007	<a href="#">Web Directions north</a>	Vancouver, Canada	2 days ago
Mar 20, 2007	<a href="#">nPost.com Entrepreneur Networking Events</a>	The Great Nabob United States	17 days ago
Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		65 days ago
Feb 6, 2007	<a href="#">Web Directions North</a>	Vancouver	68 days ago
Feb 25, 2007	<a href="#">Vancouver Canucks at Dallas Stars</a>	American Airlines Center 2500 Victory Ave Dallas, Texas 75201 United States	88 days ago
Apr 7, 2007	<a href="#">Vancouver Canucks at San Jose Sharks</a>	HP Pavilion (Compaq Center) at San Jose 525 West Santa Clara Street San Jose, California 95113 United States	88 days ago
May 9, 2007	<a href="#">American Shih Tzu Club, Inc.</a>	BC Place Stadium 765 Pacific Boulevard S Vancouver, Washington 00000 United States	92 days ago

Indexes microformatted content

supports hCard, hCalendar, hReview

# Technorati microformats search



Microformats Search: <input type="text" value="vancouver"/> <input type="text" value="in events"/> <input type="button" value="Search"/>				
<a href="#">home</a> / <a href="#">search</a> / results for vancouver				
26 current events contain <b>vancouver</b> sorted by most recently updated. Results 1 - 20. Show: <a href="#">All</a> , <a href="#">Current</a> .				
Date	Summary	Location	Updated	
+  Feb 6, 2007	<a href="#">Web Directions North</a>	Vancouver	2 hours ago	
+  Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		2 hours ago	
+  Feb 12, 2010	<a href="#">Vancouver 2010: XXI Olympic Winter Games</a>		2 hours ago	
+  Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		15 hours ago	
+  Feb 12, 2010	<a href="#">Vancouver 2010: XXI Olympic Winter Games</a>		15 hours ago	
+  Apr 20, 2007	<a href="#">MUTE MATH w/ The Cinematics &amp; Someone Still Loves You Boris Yeltsin</a>	Richards On Richards 1036 Richards St. Vancouver, British Columbia V6B 3E1 Canada 49.25 -123.133	2 days ago	
+  Feb 7, 2007	<a href="#">Web Directions north</a>	Vancouver, Canada	12 days ago	
+  Mar 20, 2007	<a href="#">nPost.com Entrepreneur Networking Events</a>	The Great Nabob United States	17 days ago	
+  Jul 13, 2007	<a href="#">30th Annual Vancouver Folk Music Festival</a>		65 days ago	
+  Feb 6, 2007	<a href="#">Web Directions North</a>	Vancouver	68 days ago	
+  Feb 25, 2007	<a href="#">Vancouver Canucks at Dallas Stars</a>	American Airlines Center 2500 Victory Ave Dallas, Texas 75201 United States	88 days ago	
+  Apr 7, 2007	<a href="#">Vancouver Canucks at San Jose Sharks</a>	HP Pavilion (Compaq Center) at San Jose 525 West Santa Clara Street San Jose, California 95113 United States	88 days ago	
+  May 9, 2007	<a href="#">American Shih Tzu Club, Inc.</a>	BC Place Stadium 765 Pacific Boulevard S Vancouver, Washington 00000 United States	92 days ago	

# Pingerati



Notify Pingerati of new or changed microformatted content

Other services can receive updates when content changes

## Microformats and Pingerati

Microformats are tiny bits of markup in web pages that label [contacts](#), [events](#), [reviews](#), [addresses](#), [geo-locations](#), and other commonly published chunks of information. Microformats are often published on blogs and in feeds, but are increasingly published on other types of web pages as well such as event databases, social network profiles, reviews sites, and contact information pages. Traditional ping services only handle blog or feed updates, so we've set up Pingerati to handle microformat updates on



Share your microformats!

URL:  
http://

Send Pings!

## Recently updated pages

hCards

[Robert Koehler](#) 16 seconds ago

[iwo](#) 38 seconds ago

[ms\\_angel](#) 46 seconds ago

hCalendars

[Nanoparticle Monitoring, in Occupational Environments](#) 2 minutes ago

[ALICE HARFIELD](#) 2 minutes ago

[Seeking Bowel Cancer Support Group](#) 2 minutes ago

[SUPPORT GROUP](#) 2 minutes ago

hReviews

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

## Ping Senders

These services support microformats and send microformat update pings to Pingerati. By using these services, your updates are handled automatically!

[edgeio](#)

[eventful](#)

[upcoming.org](#)

[YAHOO! TECH](#)

[Technorati](#)

If your service supports microformats, please ping Pingerati with updates!

## Ping Receivers

These services index and aggregate microformats and are automatically notified of Pingerati updates.

# Pingerati



Share your microformats!

URL:

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Send Pings!

## Recently updated pages

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[Robert Koehler](#) 16 seconds ago

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[Nanoparticle Monitoring, in Occupational Environments](#) 2 minutes ago

[ALCE HARFIELD](#) 2 minutes ago

[Beating Bowel Cancer : SOUTH WEST LONDON BOWEL CANCER SUPPORT GROUP](#) 2 minutes ago

### hReviews

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

<http://kotoba.livedoor.biz/arc...> 44 seconds ago

## Microformats and Pingerati

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## Ping Senders

These services support microformats and send microformat update pings to Pingerati. By using these services, your updates are handled automatically!

[edgeio](#)

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[Technorati](#)

If your service supports microformats, please ping Pingerati with updates!

## Ping Receivers

These services index and aggregate microformats and are automatically notified of Pingerati updates.

# Pingerati



Edgio aggregates classifieds from across the web, including those marked up using the draft hListing format

The screenshot shows the Edgio website interface. At the top left is the 'edgeio' logo. Below it is a search bar containing the text 'snowboard' and a 'Search' button. Under the search bar, it says 'Results for: home / search results for "snowboard"' and includes a 'Subscribe' button. There are sorting options: 'Sort by Relevance', 'Sort by Date', and 'Sort by Price'. Below this is a section titled 'Classified listings for snowboard'. The listings are as follows:

Item	Price
<a href="#">CAPITA STAINMASTER SNOWBOARD 148 WHITE SNOWBOARD</a> Posted on: <a href="#">eBayMidwest Skateboards and Snowboards</a> at 2007-01-24 11:11 pm Location: <a href="#">USA</a>	\$250.00
<a href="#">Ride Decade snowboard. Ride snowboard 160</a> Posted on: <a href="#">eBay</a> at 2007-01-25 2:52 am Location: <a href="#">USA</a>	\$280.00
<a href="#">Burton Stigma Burton women's snowboard Burton snowboard</a> Posted on: <a href="#">eBay</a> at 2007-01-25 2:34 am Location: <a href="#">USA</a>	\$240.00
<a href="#">Monson Snowboard 151cm, US snowboard team, New</a> Posted on: <a href="#">eBay</a> at 2007-01-27 3:02 am Location: <a href="#">USA</a>	\$50.00

# Pingerati



**edgeio**





snowboard

Results for: home / search results for "snowboard"

Sort by Relevance  Sort by Date  Sort by Price

**Classified listings for snowboard**

Items Sorted By Relevance: Page 1 of 20

	<a href="#">CAPITA STAIRMASTER SNOWBOARD 148 WHITE SNOWBOARD</a> <b>\$250.00</b>
Posted on: <a href="#">eBayMidwest Skateboards and Snowboards</a> at 2007-01-24 11:11 pm Location: <a href="#">USA</a>	
	<a href="#">Ride Decade snowboard. Ride snowboard 160</a> <b>\$280.00</b>
Posted on: <a href="#">eBay</a> at 2007-01-25 2:52 am Location: <a href="#">USA</a>	
	<a href="#">Burton Stigma Burton women's snowboard Burton snowboard</a> <b>\$240.00</b>
Posted on: <a href="#">eBay</a> at 2007-01-25 2:34 am Location: <a href="#">USA</a>	
	<a href="#">Monson Snowboard 151cm, US snowboard team, New</a> <b>\$50.00</b>
Posted on: <a href="#">eBay</a> at 2007-01-27 3:02 am Location: <a href="#">USA</a>	

**Ads by Google**

[Canadian Snowboard Store](#)  
Burton, Sims, Forum, Option and more. Guaranteed low prices.  
[www.boardzone.com](#)

[Snowboard Bc](#)  
Overviews of 12 Mountains & More. on Tourism BC Official Travel Site.  
[HelloBC.com/Snowboard](#)

[0750636351](#)  
Buy This Book

# Part III




publishers using microformats

# Flickr



Uploaded on September 21, 2006

[View John f allsopp's map](#) Close X



**Geo microformat**

YAHOO!

Taken in Sydney, New South Wales (See [more photos here](#)) 33°53' 27" S, 151°16' 55" E

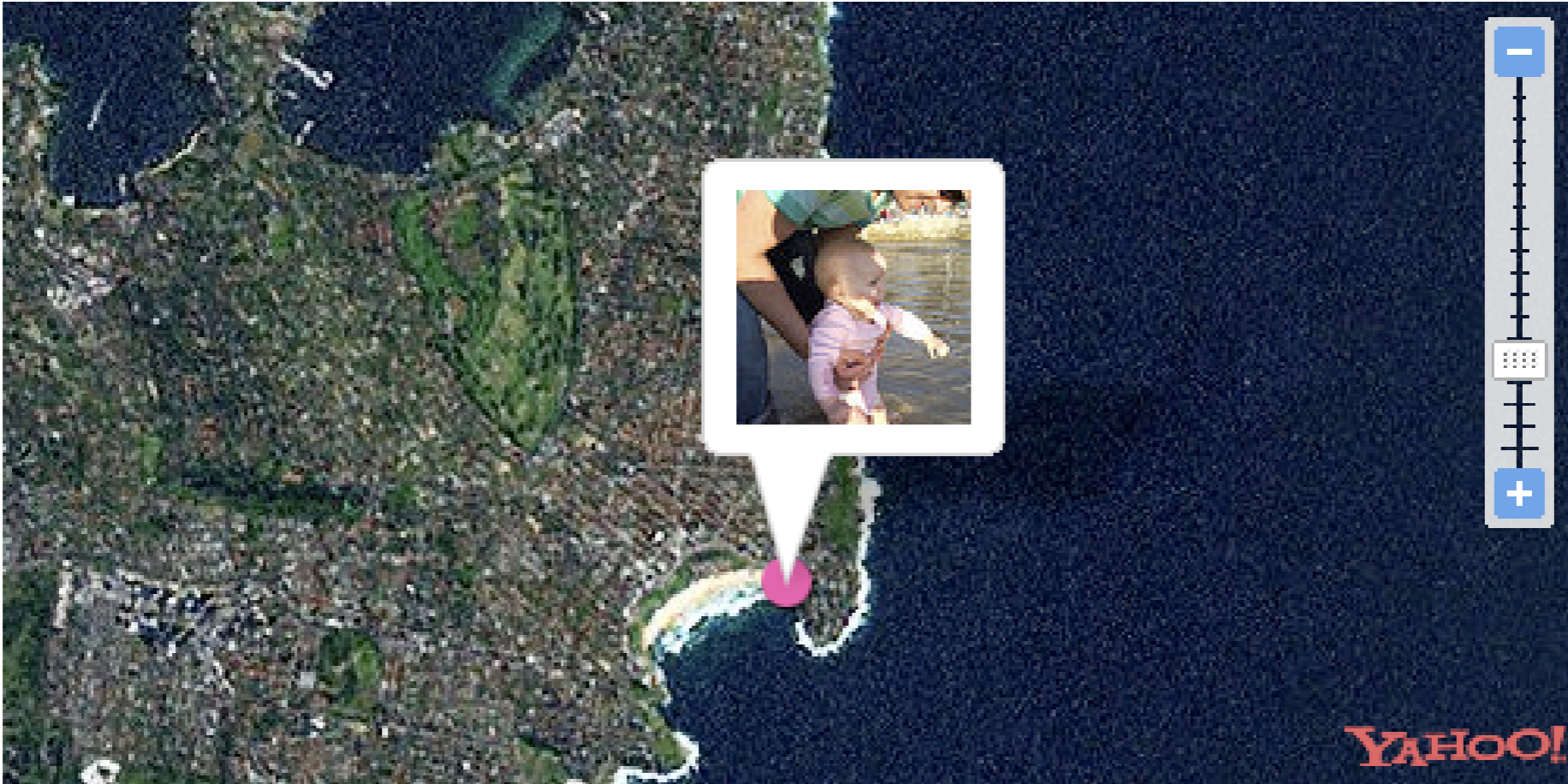
- Taken in Sydney, New South Wales ([map](#))
- Taken with a Pentax Optio S30.  
[More properties](#)
- Taken on August 30, 2006 ([edit](#))

# Flickr



Uploaded on [September 21, 2006](#)

[View John f allsopp's map](#) Close



YAHOO!

Taken in [Sydney, New South Wales](#) (See [more photos here](#)) 33°53' 27" S, 151°16' 55" E

- Taken in [Sydney, New South Wales](#) ([map](#))
- Taken with a [Pentax Optio S30](#).  
[More properties](#)
- Taken on [August 30, 2006](#) ([edit](#))

# Yahoo! Tech



## Does everything but the dishes.

By [jimo.crcmvgtr@sbcglobal.net](mailto:jimo.crcmvgtr@sbcglobal.net) - See all

[jimo.crcmvgtr@sbcglobal.net's reviews](#) - 11/27/06

Overall:	★★★★★	Pros:	Good size, good grip, great pic, super in low light!
Features:	★★★★★	Cons:	Funny little cover over USB, video out compartment.
Quality:	★★★★★		
Support:	★★★★★		
Value:	★★★★★		

# hReview, hCard

The A620 is my fourth digital camera and far and away the best. I have a Canon S50, great but hard to handle-it's slippery. My Olympus c720 is a very good camera but not enough megapixels. This came...

# Yahoo! Tech



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<b>Overall:</b>	★★★★★	<b>Pros:</b>
.....		
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Quality:	★★★★★	
Support:	★★★★★	<b>Cons:</b>
Value:	★★★★★	Funny little cover over USB, video out compartment.

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# Yahoo! Tech



Does everything but the dishes.

## Review: Canon PowerShot A620

jimo.crcmngtr@sbcglobal.net's reviews - 11/27/06

★★★★★ reviewed by jimo.crcmngtr@sbcglobal.net

**Summary:** *Does everything but the dishes.*

**Item:** 5/5

**Reviewer:** *jimo.crcmngtr@sbcglobal.net*

**Item:** *Canon PowerShot A620*

**Description:** *Pros: Good size, good grip, great pics, super in low light!*

The A620 is my fourth digital camera and far and away the best. I

have a Canon S50, great but hard to handle-it's slippery. My

Olympus c720 is a very good camera but not enough megapixels.

This came...

# Upcoming



## Web Directions North

### WHEN

**Wednesday, February 7, 2007 - Saturday, February 10, 2007**

### WHERE

**[Marriott Renaissance Harbourside \(Vancouver\)](#)**

1133 West Hastings Street  
Vancouver, British Columbia V6E 3T3

([Yahoo! Maps](#), [Google Maps](#))

### CATEGORY

Education

### DESCRIPTION

We're crossing hemispheres and date lines to bring you the first annual Web Directions North. Put together by designers and developers, for designer and developers, this conference is brought to you by Dave Shea, Derek Featherstone, Maxine Sherrin and John Allsopp.

# hCalendar, hCard

Over two days and nights, Web Directions North is packed tight with sessions by renowned, inspiring, entertaining speakers and experts, parties and other events.

Beginning with an optional day of workshops from some of the web's best educators, and rounded off with two optional day's skiing and boarding and Blackcomb Whistler, Web Directions North is 2007's web design and development event not to be missed.

### HOME PAGE

<http://north.webdirections.org/>

# Upcoming



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### HOME PAGE

<http://north.webdirections.org/>

# Upcoming



## Web Directions North

### Contact: Marriott Renaissance Harbourside (Vancouver)

1133 West Hastings Street, Vancouver, British Columbia V6E 3T3

---

**Full Name:** *Marriott Renaissance Harbourside (Vancouver)*

**Organization:** *Marriott Renaissance Harbourside (Vancouver)*

**Street Address:** *1133 West Hastings Street*

**City/Locality:** *Vancouver*

**State/Region:** *British Columbia*

**Zip/Postal Code:** *V6E 3T3*

**Note:** *Vancouver hotel located on the waterfront in British Columbia, the Renaissance Vancouver Hotel Harbourside is in the heart of it all. This Vancouver waterfront hotel is within walking distance of the Cruise Ship Terminal and the Vancouver Convention and Exhibition Centre, as well as being just steps away from shopping, Historic Gastown and the 1,000 acre Stanley Park. Enjoy the scenic attractions of downtown Vancouver while staying in one of their hotel suites and hotel rooms with sweeping views of Coal Harbour and the beautiful coastal mountains. This Vancouver business hotel offers 18,000 sq ft of meeting and event space, perfect for conferences, banquets, and weddings. Enjoy dining in Vistas Revolving Restaurant & Bar, offering breathtaking views of downtown Vancouver. Visit our fully equipped fitness centre with indoor pool, whirlpool, sauna and exercise area. Whether traveling for business or pleasure, this downtown Vancouver, BC Canada hotel has something for everyone.*

**Address(es)**

- **POSTAL**

**Street Address:** *1133 West Hastings Street*

**City/Locality:** *Vancouver*

**Zip/Postal Code:** *V6E 3T3*

**Telephone(s)**

- *1 604 689 9211*

**HOMEPAGE**

<http://north.webdirections.org/>

# LinkedIn



## Steve Ganz

Web Professional

San Francisco Bay Area

- Current
- Sr. Web Developer at LinkedIn Corporation
- Past
- Staff Web Developer at PayPal, an eBay Company
  - Sr. Web User Interface Architect at McKee, Inc.
  - Sr. User Interface Developer at Printable Technologies, Inc.
- 2 more..

Recommended



10 people have recommended Steve

Connections



275 connections

Industry

Internet

Websites

- [My Website](#)
- [My Blog](#)

# LinkedIn



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**Recommended**



**10** people have recommended Steve

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**275** connections

**Industry**

Internet

**Websites**

- [My Website](#)
- [My Blog](#)

# LinkedIn



## Steve Ganz

### Resume: Usability Professionals Association member

Web Professional with over 12 years of experience.

---

Contact: *Usability Professionals Association member*

#### Experience:

- LinkedIn Corporation, Sr. Web Developer 2006-11-01 -
- PayPal, an eBay Company, Staff Web Developer 2005-09-01 - 2006-11-01
- McAfee, Inc., Sr. Web User Interface Architect 2003-06-01 - 2005-08-01
- Printable Technologies, Inc., Sr. User Interface Developer 2001-06-01 - 2002-09-01
- Collabria, Inc., Sr. Web Designer 1998-04-01 - 2001-06-01
- Self-employed, Consultant 1995-01-01 - 1998-04-01

#### Affiliations:

- BayCHI member
- Usability Professionals Association member

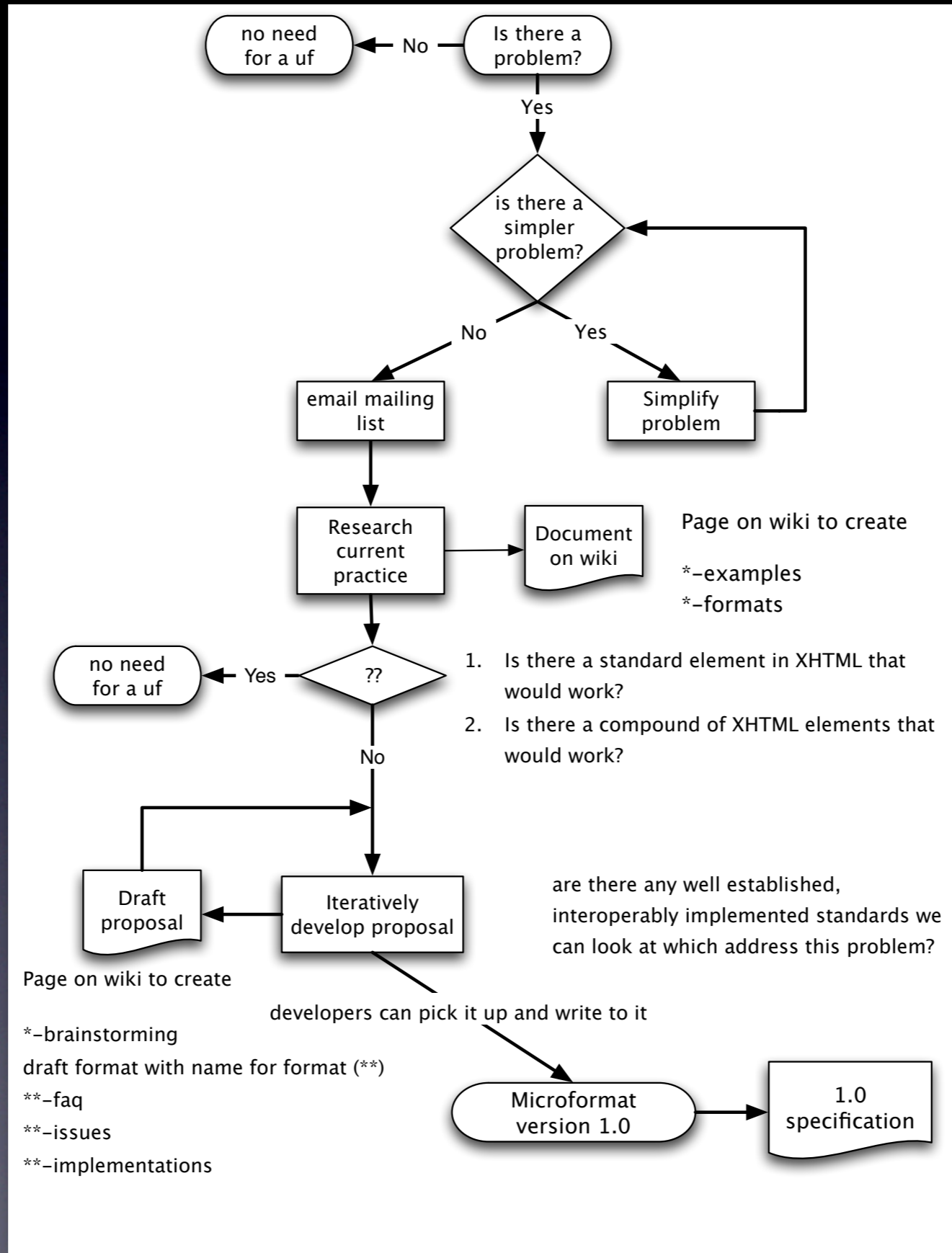
- Websites
- My Website
  - My Blog

# Part IV



developing microformats

# the process



# in a nutshell



1. choose a simple problem
2. enlist the interest of the microformats community
3. research and document the current usage, implied schemas
4. can HTML alone provide a solution?
5. iteratively develop a format

More?



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

Thank you



[john@westciv.com](mailto:john@westciv.com)

<http://microformatique.com>

Microformats: Empower your  
markup for Web 2.0  
Friends of Ed