LEARNING

schema.org

#schema.or

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About

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Chapter 1: Getting started with schema.org

Remarks

About Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org – http://schema.org

Microdata

Microdata is a specification to embed machine-readable data in HTML documents. Microdata consists of name-value pairs (known as items) defined according to a vocabulary. A collection of commonly used markup vocabularies are provided by schema.org

Source – https://developers.google.com/schemas/formats/microdata

JSON-LD

JSON-LD is an easy-to-use JSON-based linked data format that defines the concept of context to specify the vocabulary for types and properties.

Source – https://developers.google.com/schemas/formats/json-ld

Testing your schema markup

Google Structured Data Testing Tool

The Structured Data Testing Tool (SDTT) provides a variety of ways to develop, test, and modify your structured markup. You can load markup into the tool either directly or by supplying a URL.

Yandex Structured Data Validator

The validator lets you check all the most common microformats: microdata,

schema.org, microformats, OpenGraph and RDF.

Versions

Version	Release date
3.1	2016-08-09
3.0	2016-05-04
2.2	2015-11-05

Examples

Basic implementation

Person

Microdata

```
<section itemscope itemtype="http://schema.org/Person">
  Hello, my name is
  <span itemprop="name">John Doe</span>,
  I am a
  <span itemprop="jobTitle">Graduate research assistant</span>
  at the
  <span itemprop="affiliation">University of Dreams</span>
  My friends call me
  <span itemprop="additionalName">Johnny</span>
  You can visit my homepage at
  <a href="http://www.example.com" itemprop="url">www.example.com</a>
</section>
```

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "John Doe",
  "jobTitle": "Graduate research assistant",
  "affiliation": "University of Dreams",
  "additionalName": "Johnny",
  "url": "http://www.example.com"
}
</script>
```

Read Getting started with schema.org online: https://riptutorial.com/schema-org/topic/8704/getting-started-with-schema-org

Credits

S. No	Chapters	Contributors
1	Getting started with schema.org	Community, Shannon Young