

Elemental microformats, part 2

Presented by Chris Cressman at Refresh Doylestown 11 on 2009-08-22.

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<http://chriscressman.com>

What you missed in part 1

Elements and compounds

rel and rev

rel-license

Creative Commons

Validation tools

Suggested CSS

Catch up at: <http://chriscrossman.com/?p=108>

rel-tag

<http://microformats.org/wiki/rel-tag>

```
<p>Tags:</p>
<ul>
<li><a rel="tag" href="http://technorati.com/tag/starwars">Star Wars</a></li>
<li><a rel="tag" href="http://technorati.com/tag/startrek">Star Trek</a></li>
</ul>
```

rel-tag (continued)

Tags are labels.

What something is about.

Keywords.

Subjects.

Categories.

rel-tag (continued)

rel-tag is used for:

Tags assigned by the author (Flickr style tags)

Not for:

Tags assigned by the consumer (Delicious style tags).

rel-tag (continued)

rel-tag codifies "tag" as a reserved value for the rel attribute.

Uses links on a web page to create visible meta data.

Preferred over the META element (invisible).

Easier to spot errors as the author.

Easier to spot abuse as the consumer.

rel-tag (continued)

```
<a rel="tag" href="http://www.flickr.com/photos/tags/starwars">Star Wars</a>
```

Tag space + tag value.

Both come from the URI, not the link text.

Use the link text to provide a more descriptive label or to use a different language.

Spaces in URIs need to be encoded as %20.

Choose a tag space based on the content you are tagging.

rel-tag (continued)

Applies to the whole page.

Or a portion of the page (a blog post).

The exact scoping mechanism is undefined. HTML 5 may help to resolve this.

rel-tag (continued)

Used inside many other microformats.

Tag a review, an event, or your skillset within your résumé.

rel-tag (continued)

Tags show up in Operator.

Browse/search Technorati tags and subscribe to a feed of the results. May be preferred over subscribing to individual sources.

rel-nofollow

<http://microformats.org/wiki/rel-nofollow>

```
<a rel="nofollow" href="http://jabba-male-enhancement.com/">Jabba the Hutt</a>
```

rel-nofollow (continued)

Codifies "nofollow" as a reserved value for the rel attribute.

Means don't give PageRank (reputation) to this resource.

Typically used for blog comments to avoid giving PageRank to comment spammers.

Also used for ads or other secondary content to let search engines know those things are not your website's main content.

rel-nofollow (continued)

Google introduced the idea on their own:

<http://googleblog.blogspot.com/2005/01/preventing-comment-spam.html>

Tantek and Kevin Marks drafted it into a microformat.

Many open issues, as documented on the wiki page.

VoteLinks

<http://microformats.org/wiki/vote-links>

```
<a rev="vote-for" href="http://example.com/chewy">Chewbacca</a>
```

```
<a rev="vote-against" href="http://example.com/jar-jar">Jar Jar Binks</a>
```

```
<a rev="vote-abstain" href="http://example.com/lando">Lando Calrissian</a>
```

VoteLinks (continued)

Codifies "vote-for", "vote-against", and "vote-abstain", as reserved values for the rev attribute.

Links to a site are often assumed to be an endorsement.

VoteLinks allow you to clarify your opinion of the resource you are linking to.

VoteLinks (continued)

Not widely adopted by search engines.

Questionable value.

Chicken and egg.

Were used to conduct informal polls during the 2004 US presidential race. Used to poll the blogosphere. This is a clever use.

Could be useful as a polling mechanism.

Could be useful as hooks for CSS (thumbs up/down).

VoteLinks (continued)

Mistakenly used @rel at first.

Now correctly uses @rev.

However, @rev has been dropped in HTML 5.

XFN (The XHTML Friends Network)

<http://microformats.org/wiki/XFN>

<http://www.gmpg.org/xfn/>

<p>Excerpt from Luke Skywalker's blog roll:</p>

Leia Organa

Yoda

XFN (continued)

Uses links to represent human relationships.

Use multiple, space-separated rel values.

Uses a specific set of values (controlled vocabulary).

View the values: <http://www.gmpg.org/xfn/11>

XFN (continued)

Version 1.1 added "me" as a value.

rel="me" is used for identity consolidation.

The name Chris Cressman is all over the web. Many of my profiles link to each other using rel="me". This identifies which pages belong to or are about me, rather than another person with my name.

Effective use of rel="me" has improved searches for my name (assuming you're looking for me).

XFN (continued)

Reciprocal rel="me" links can be used to prove ownership/control.

This is how you claim your blogs on Technorati.

XFN (continued)

Could be used to create portable social networks.

<http://rubhub.com/>

<http://socialgraph-resources.googlecode.com/svn/trunk/samples/findcontacts.html>

XFN (continued)

The "first" microformat.

Actually predates the term microformats and the microformats.org community site.

Validators

Some microformats have their own validators. Visit the wiki page for each microformat to find these.

Optimus is a general purpose microformats validator and transformer.

<http://microformatique.com/optimus/>

<http://tantek.com/favelets/>

Plugins

Don't need to hand code to use these microformats.

Visit the wiki page of the microformat you would like to use for a list of tools.

Web-based tools and Dreamweaver add-ons.

Also visit the support page for your CMS.

Styling with CSS

These microformats use @rel and @rev.

Use CSS attribute selectors.

<http://www.w3.org/TR/CSS2/selectors.html#attribute-selectors>

```
[rel] { /* styles here */ }
```

```
[rel~="tag"] { /* styles here */ }
```

Styling with CSS (continued)

Styling examples from last month (rel-license):

<http://chriscressman.com/stuff/rel-license-example-1.html>

<http://chriscressman.com/stuff/rel-license-example-2.html>