MICROFORMATS
POCKET CHEAT SHEET

hCard

vCard has become the standard for sharing contact information digitally. The hCard format, uses a 1:1 representation of vCard properties and values, in semantic XHTML. Web users can both embed hCards directly in their web pages, and style them with CSS to make them appear as desired. Also, hCard enables applications to retrieve information directly from web pages without having to reference a separate file.

hCalendar

Similar to hCard, the basis for hCalendar are the iCalendar properties which are the digital standard for schedule display. Web users can embed and style their calendars using these standard semantics/markup, as well as attach to conversion applications that allow their calendar to be downloaded to home user calendar programs. This also allows your schedule to be sync'd easily on many devices.

XFN

XFN (XHTML Friends Network) is a simple way to represent human relationships using hyperlinks. In recent years, blogs and blogrolls have become the fastest growing area of the Web. XFN enables web authors to indicate their relationship(s) to the people in their blogrolls simply by adding a 'rel' attribute to their <a href> tags.

gmpg.org/xfn/
gmpg.org/xfn/join

What are microformats?

Microformats are conventions for marking up commonly-encountered data (such as links, contact information, and calendar events) in established languages such as HTML. By using standardized structures, class names, and rel attribute values, information becomes more accessible and useful to both humans and computers. This is a good thing.

hCard Properties

- vcard
  - fn
  - n – req'd unless implied by fn (family–name, given–name, additional–name, honorific–prefix, honorific–suffix)
- Optional fields:
  - url, nickname, sort–string
  - email (type, value), tel (type, value)
  - adr (post–office–box, extended–address, street–address, locality, region, postal–code, country–name, type, value), label
  - geo (latitude, longitude), tz
  - photo, logo, bday (ISO date)
  - title, role, org (organization–name, organization–unit)
  - note, category, sound
  - uid, class, key, mailer, rev

hCalendar Properties

- vevent
  - dtstart (ISO date)
  - summary
- Optional Fields:
  - location
  - url
  - dtend (ISO date)
  - duration
  - description
  - uid
  - category

Note: For less commonly used properties, see the hCalendar spec.

XFN rel Values

- friend, acquaintance, contact (pick one)
- met
- co–worker, colleague
- co–resident, neighbor (pick one)
- child, parent, sibling, spouse, kin (pick one)
- muse, crush, date, sweetheart
- me

Helpful links & resources

Start with these links to learn more about microformats.

- microformats.org
- microformats.org/wiki/introduction
- microformats.org/wiki/presentations
- microformats.org/wiki/podcasts
- microformats.org/wiki/faq
- microformats.org/wiki/implement
- microformats.org/discuss

hCard Example

```
<div id="hcard-Erin-Caton"
class="vcard">
  <a class="url fn"
href="http://erincaton.ca">Erin
Caton</a>
 <div class="org">I Rule
Studios</div>
 <div class="adr">
  <span class="country-
name">Canada</span>
 </div></div>
```

microformats.org/wiki/hcard
microformats.org/wiki/hcard-examples

hCalendar Example

```
<span class="vevent">
<a class="url"
href="http://www.web2con.com/">
  <span class="summary">Web 2.0
Conference</span>:
  <abbr class="dtstart" title="2005-
10-05">October 5</abbr>-
  <abbr class="dtend" title="2005-
10-08">7</abbr>, at the
<span class="location">Argent
Hotel, San Francisco, CA</span>
 </a></span>
```

microformats.org/wiki/hcalendar

microformats.org/wiki/hcalendar-examples

XFN Example

Joe and Brad have met each other through mutual acquaintances, and had a few interesting conversations at parties where they found they had several interests in common. They have linked to each other as follows:

```
<a href="http://brad.example.org/"
rel="met friend">Brad</a>
```

```
<a href="http://joe.example.org/"
rel="met acquaintance">Joe</a>
```

gmpg.org/xfn/intro
gmpg.org/xfn/creator

hReview

hReview is a simple, open, distributed format, suitable for embedding reviews (of products, services, businesses, events, etc.) in (X)HTML, Atom, RSS, and arbitrary XML. hReview is one of several microformats open standards. Cull reviews from several sites to create a valuable online resource.

microformats.org/wiki/hreview

hReview Properties

- hreview
  - item (fn, url, photo, hCard, hCalendar)

Optional Fields:
- version
- summary
- type
- reviewer (hCard)
- dtreviewed (ISO date)
- rating (worst, best, value)
- description
- tags – rel-tag (rating)
- permalink – rel-bookmark
- license – rel-license

For full details see website.

hReview Example

```
<div class="hreview">
<span class="rating">5</span>
<h4 class="summary"><span
class="item vcard"><span class="fn
 org">Lucy Mae Brown</span>'s is
Superb</span></h4><span
class="reviewer vcard">Reviewer:
<span class="fn">Erin Caton
</span>–<abbr class="dtreviewed"
title="2007-03-08T15:40-0800">
March 8, 2007</abbr></span>
<div class="description">The appe-
tizers are worth fighting over.
</div></div>
```

hResume

hResume is a microformat for publishing resumes and CVs. hResume is one of several open microformat standards suitable for embedding in (X)HTML, Atom, RSS, and arbitrary XML. Job hunting sites can compile databases by searching for hResume formatted CVs online. Imagine only having to input your information once?

microformats.org/wiki/resume

hresume.weblogswork.com/hresumecreator

hResume Properties

- hresume
  - contact info. Must use hCard. Should use <address> + hCard.

Optional Fields:
- summary. text.
- experience. 1 or more hCalendar events with class name 'experience', & embedded hCard indicating job title, name & address of company etc.
- education. 1 or more hCalendar events with class name 'education', & embedded hCard indicating the name/address of school.
- skills. phrases/keywords using rel-tag microformat with class name 'skill'.
- affiliations. class name affiliation & hCard of organization
- publications. 1 or more citations. Use cite element.

hResume Examples

A basic experience event:
```
<ol class="vcalendar">
<li class="experience vevent">
<span class="summary">Queen
</span>,
<span class="location">The
United Kingdom </span>.
<abbr class="dtstart"
title="1953-07-02">June
1953</abbr> – <abbr
title="2007-05-25">present
</abbr></li></ol>
```
microformats.org/wiki/resume-examples

Common rels

Rel–License is a simple, open, format for indicating content licenses which is embedable in (X)HTML, Atom, RSS, and arbitrary XML.

By adding rel="tag" to a hyperlink, a page indicates that the destination of that hyperlink is an author-designated "tag" (or keyword/subject) for the current page.

rel microformats

- rel="license"
microformats.org/wiki/rel-license

- rel="tag"
microformats.org/wiki/rel-tag

- rel="directory"
microformats.org/wiki/rel-directory

- rel="enclosure"
microformats.org/wiki/rel-enclosure

- rel="home"
microformats.org/wiki/rel-home

- rel="payment"
microformats.org/wiki/rel-payment

rel Examples

```
<a rel="license"
href="http://creativecommons.org/l
icenses/by/2.0/">cc by 2.0</a>
```

```
<a rel="tag"
href="http://technorati.com/tag/css
">Cascading Style Sheets</a>
```

- the author indicates that the page (or some portion of the page) has the tag "css".

hAtom

hAtom is a microformat for content that can be syndicated, primarily but not exclusively weblog postings. hAtom is based on a subset of the Atom (**atomenabled.org**/) syndication format. hAtom is one of several microformats open standards.

microformats.org/wiki/hatom

hAtom Properties

- hentry (hentry)
  - entry-title. text
  - author. using hCard
  - updated. using datetime-design-pattern

Optional Fields:
- hfeed (hfeed)
  - entry-content. text
  - entry-summary. text
  - published. using datetime-design-pattern
  - bookmark (permalink). using rel-bookmark
  - tags. use rel-tag.

hAtom Example

```
<div class="hfeed"> ...
<div class="hentry" id="post23">
<h3 class="entry-title"><a
href="http://example.org/blog/..."
rel="bookmark">Ouch</a></h3>
<p class="entry-content">... this is
hard to squeeze in!</p>
<ul><li><abbr class="published"
title="2007-03-08T16:27-0800">
March 8th, 2007</abbr></li>
<li><address class="vcard author">
<a href="http://erincaton.ca"
class="url fn">Erin Caton</a>
</address></li>
</ul></div>
```