Structured Data for Marketing

Alexandre Bertails (betehess)
Syntaxes

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD.

To turn your web pages into graph objects, you need to add basic metadata to your page. We've based the initial version of the protocol on RDFa which means that you'll place additional `<meta>` tags in the `<head>` of your web page. The four

Cards Markup Tag Reference
The table in this section explains the OpenGraph fallback behavior for each Twitter tag.

Article Rich Pins
We support Open Graph and Schema.org article formats.
Web vs Data
Ontology overlaps
Support
# Flexible Box Layout Module

Method of positioning elements in horizontal or vertical stacks. Support includes the support for all properties prefixed with `flex` as well as `display: flex, display: inline-flex, align-content, align-items, align-self, justify-content, and order.`

<table>
<thead>
<tr>
<th></th>
<th>IE</th>
<th>Edge</th>
<th>Firefox</th>
<th>Chrome</th>
<th>Safari</th>
<th>Opera</th>
<th>iOS Safari</th>
<th>Opera Mini</th>
<th>Android Browser</th>
<th>Chrome for Android</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>38</td>
<td>43</td>
<td>44</td>
<td>31</td>
<td>32</td>
<td>9.1</td>
<td>8.4</td>
<td>8</td>
<td>4.1</td>
<td>4.3</td>
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<td>9</td>
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<td>32</td>
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<td>8.4</td>
<td>8</td>
<td>4.1</td>
<td>4.3</td>
</tr>
</tbody>
</table>

## Notes
1. In IE10 the default value for `flex` is `0 0 auto` rather than `0 1 auto` as defined in the latest spec.
2. In IE10 and IE11, containers with `display: flex` and `flex-direction: column` will not properly calculate their flexed children's sizes if the container has `min-height` but no explicit `height` property. See bug.
How Structured Data feels today

This page requires Internet Explorer 6. If this error persists, call the help desk x911.
• gather Google, Facebook, Twitter, Apple, Pinterest ... in the same room
  • ontology makers, data publishers, data consumers
• how to make contributions?
  • e.g. process for Schema.org
• make user's lifes simpler
  • align ontology
  • fix the syntax mess
• fix the syntax issues
  • make it more about Data, less about Markup
• track Implementations
W3C, anyone?

STANDARDIZE

ALL THE THINGS