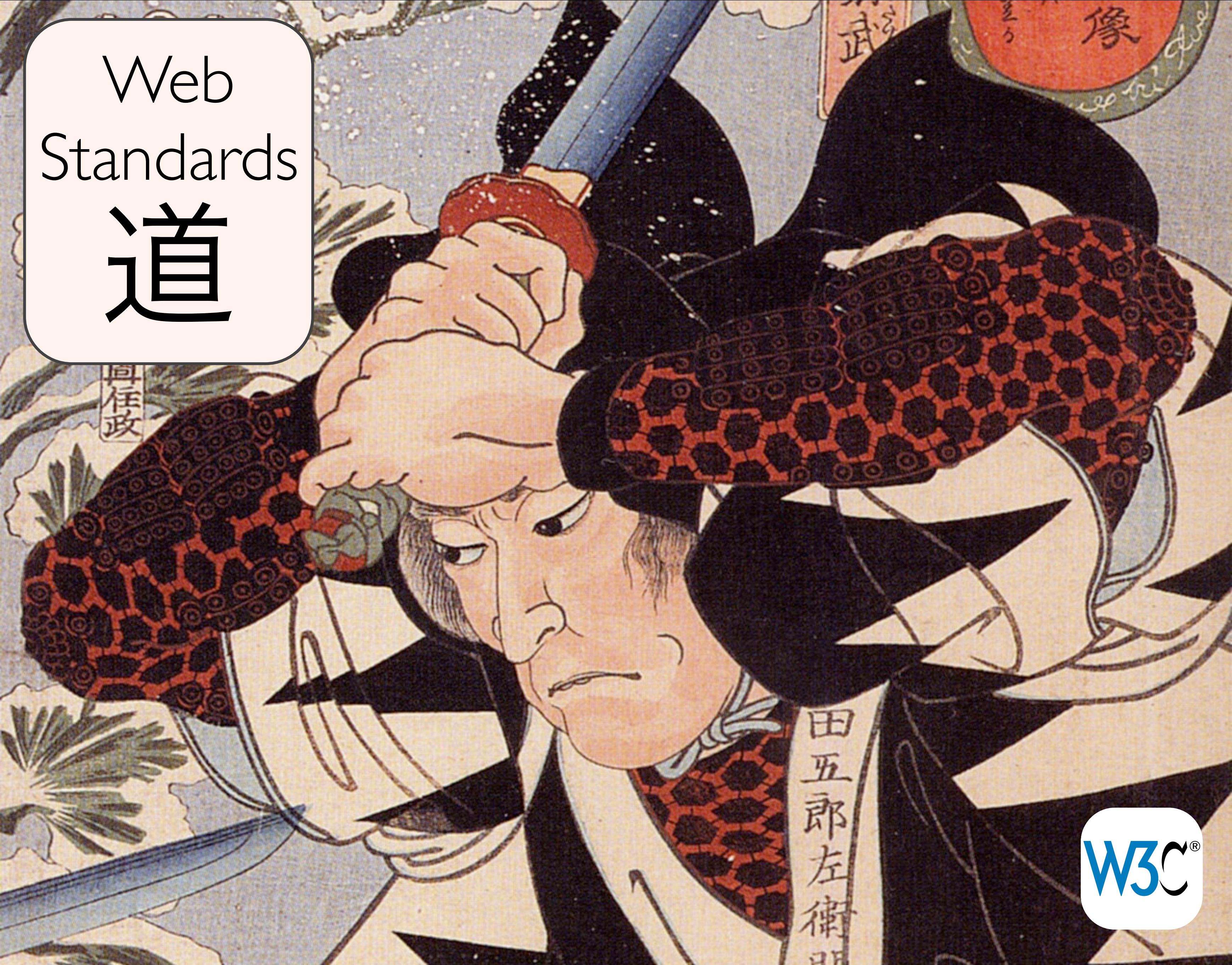
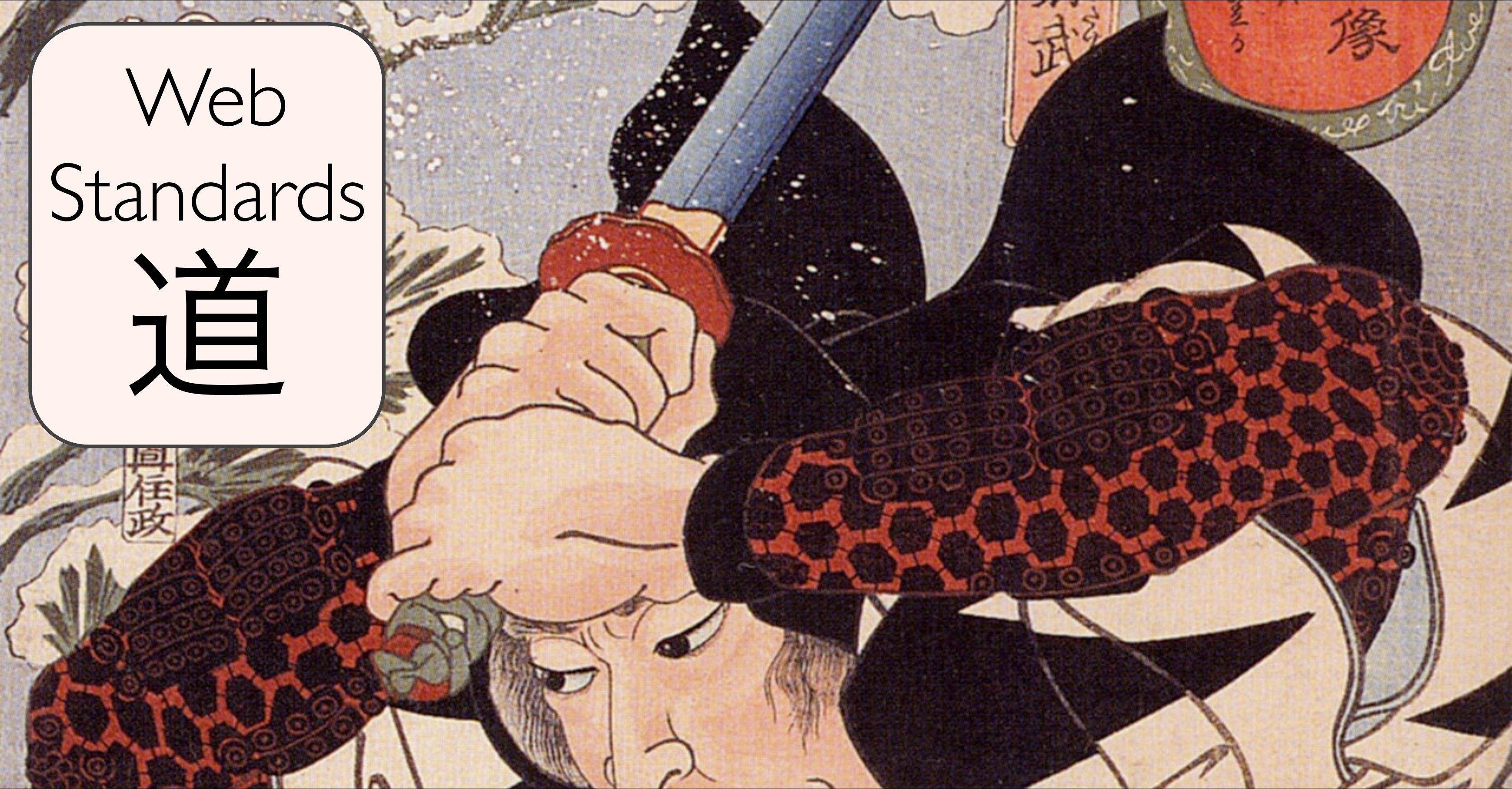


Web  
Standards  
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Web  
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The Days of Web Standards 2007 [Web標準の日々]

Karl Dubost - Olivier Théraux  
<http://www.w3.org/QA/>







Use semantic markup

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HTML

is the publishing language  
of the World Wide Web.



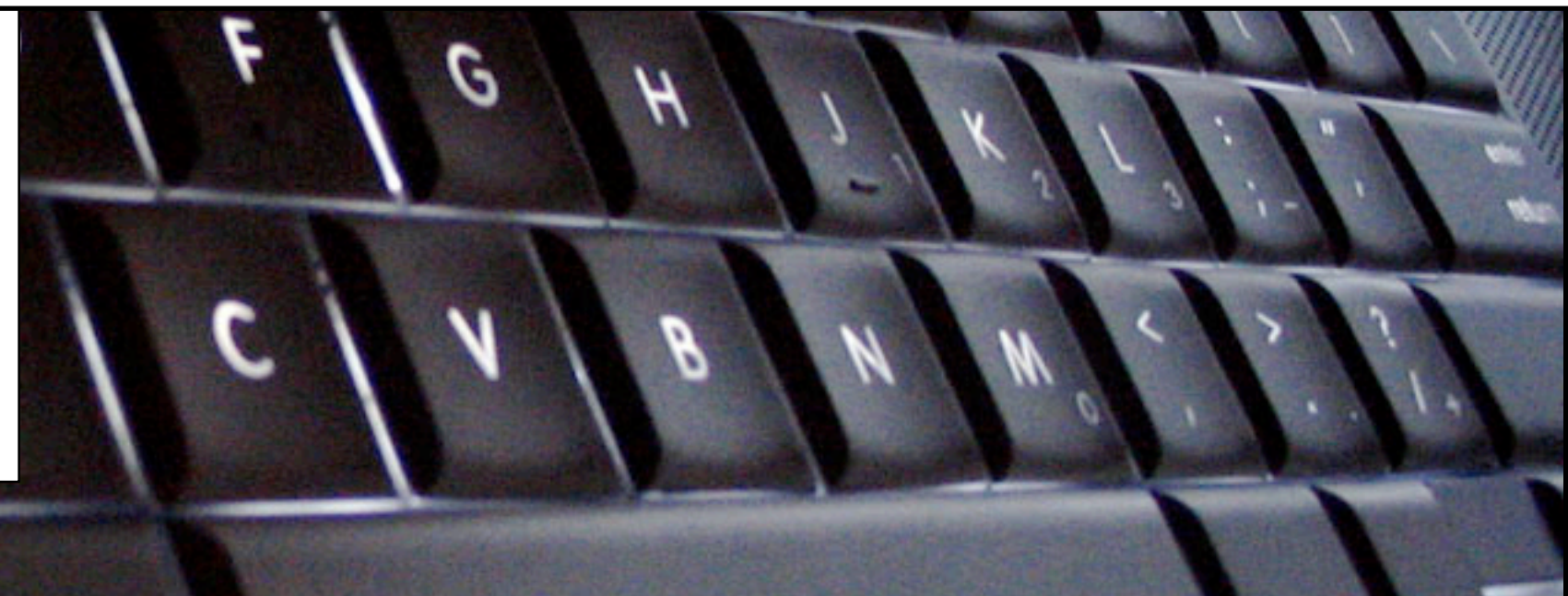
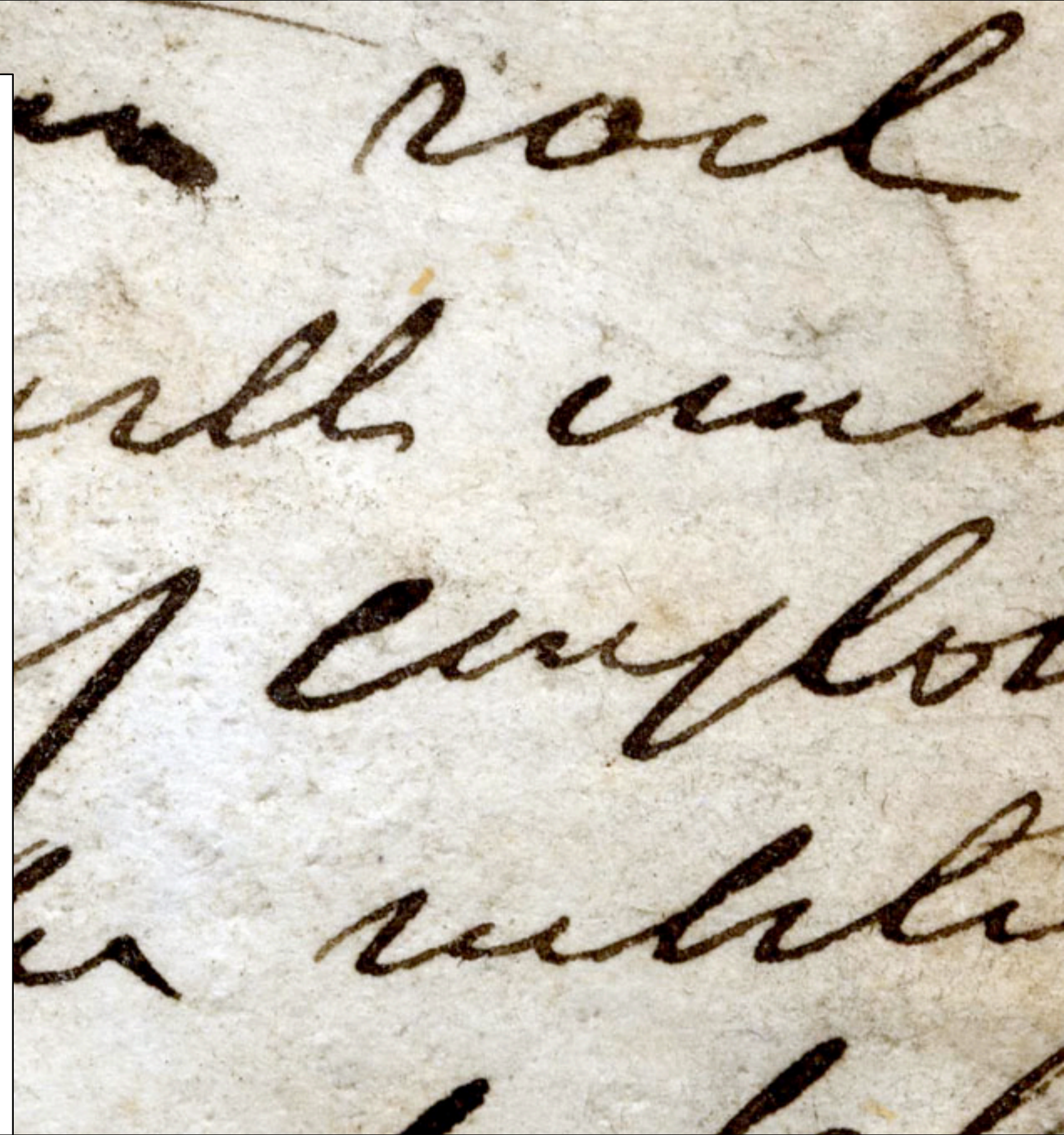
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# Tristes Tropiques, Claude Levi-Strauss

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## Section Heading

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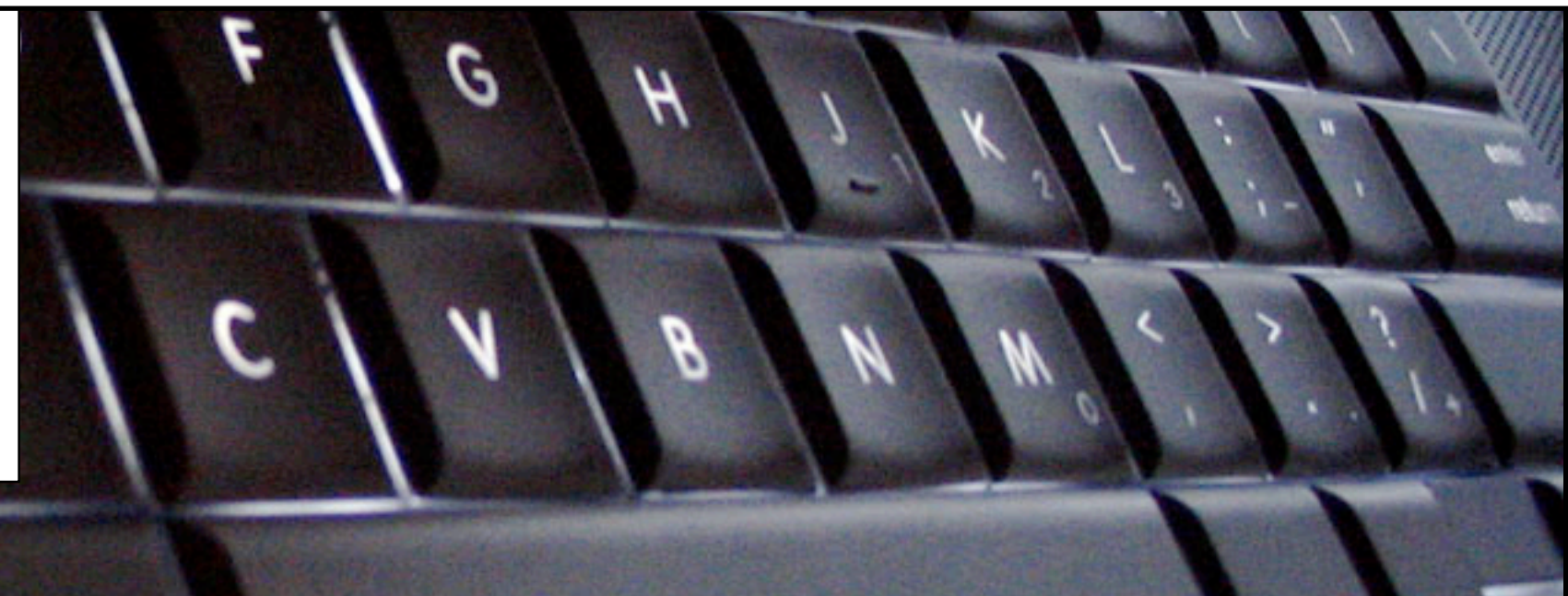
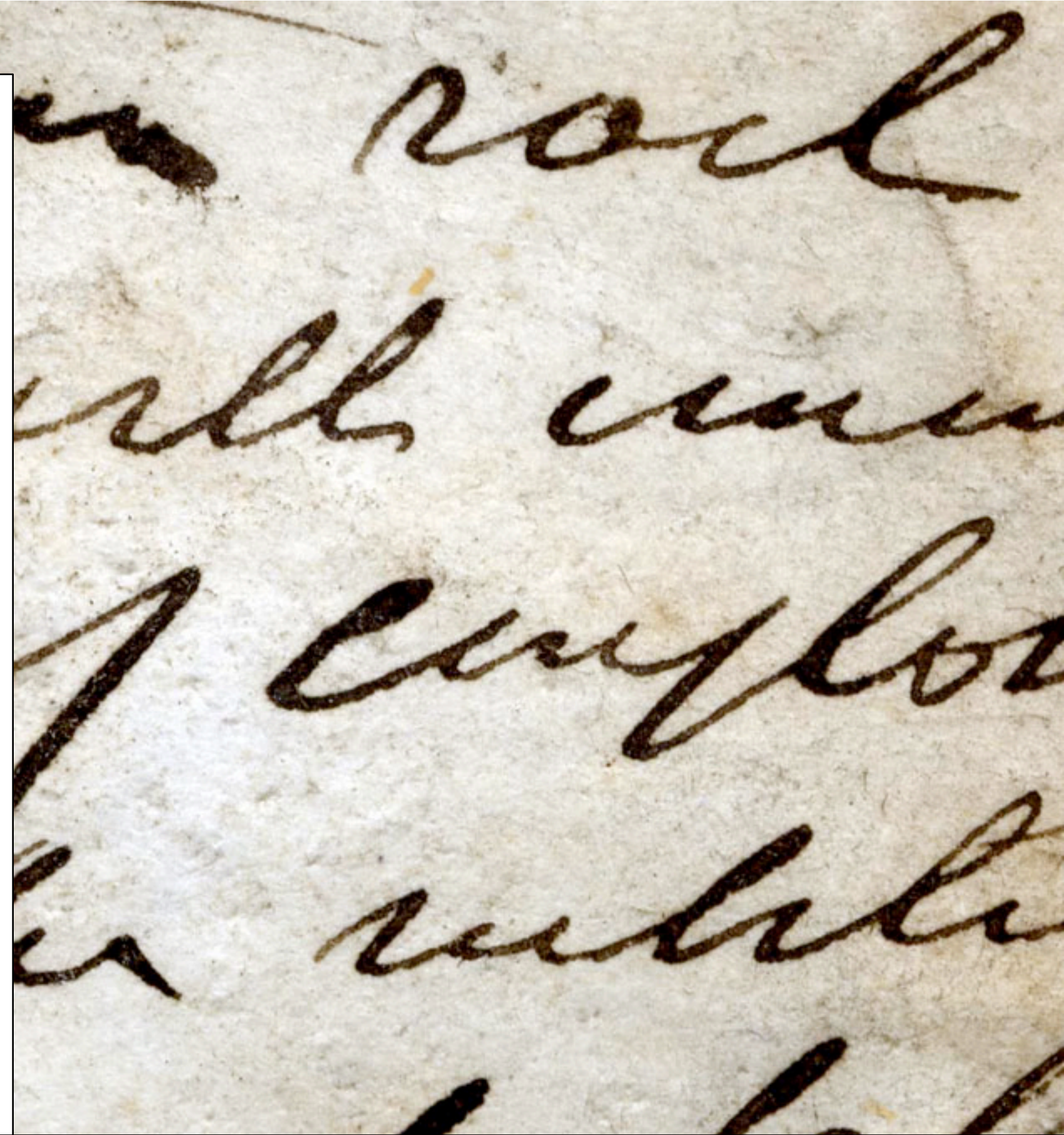
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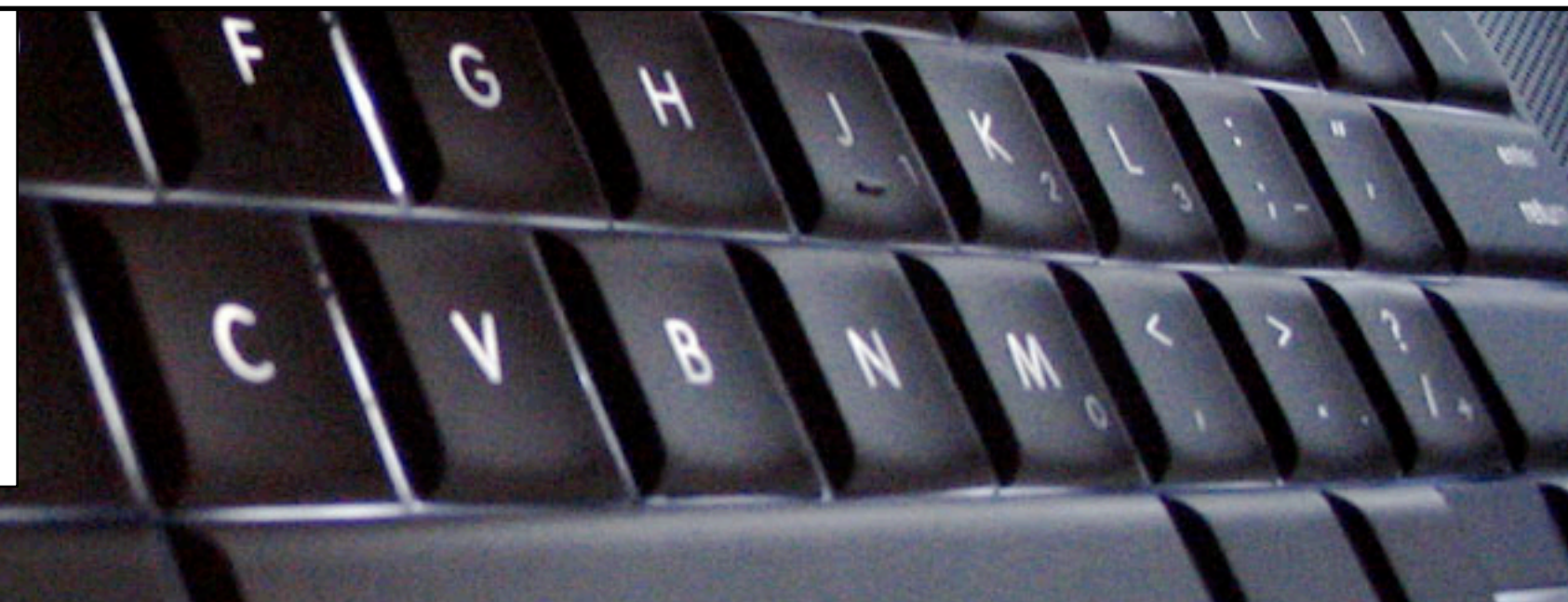
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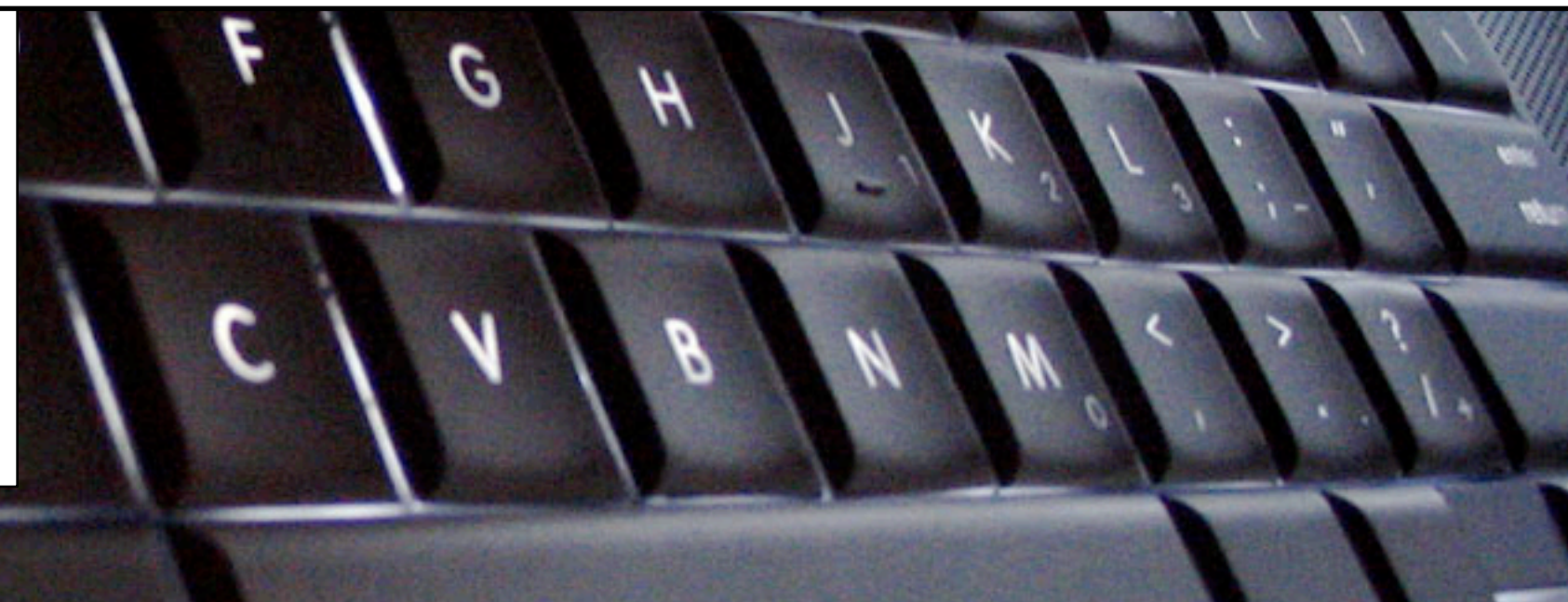
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<h2>The making of an anthropologist</h2>

<cite>Robert H. Lowie's *Primitive Society*</cite>

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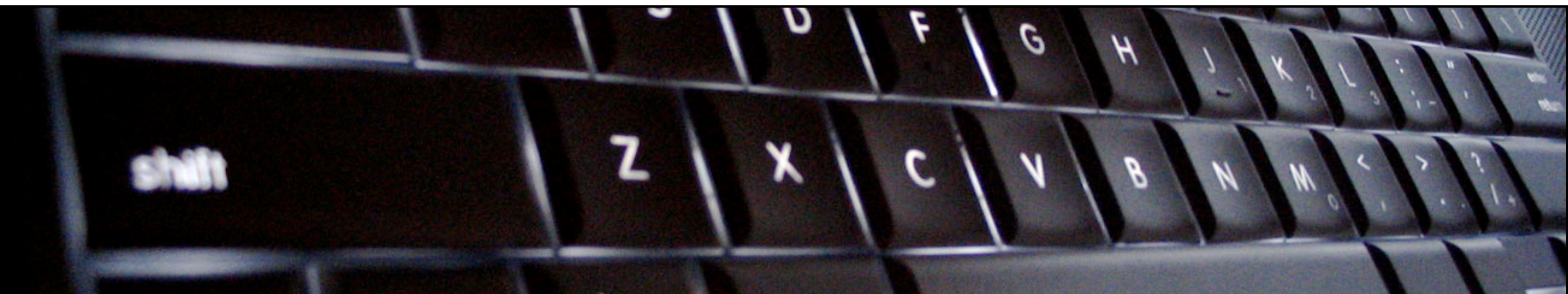
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Landstam rock  
wheel with iron  
nipples of copper  
from the rubble

HTML elements ➡ search engines indexing







It is a **global** world.







lang attributes





```
<html lang="ja">
<head>
  <title>誠</title>
</head>
<body>
  <p lang="en">Honesty</p>
</body>
</html>
```

lang attributes







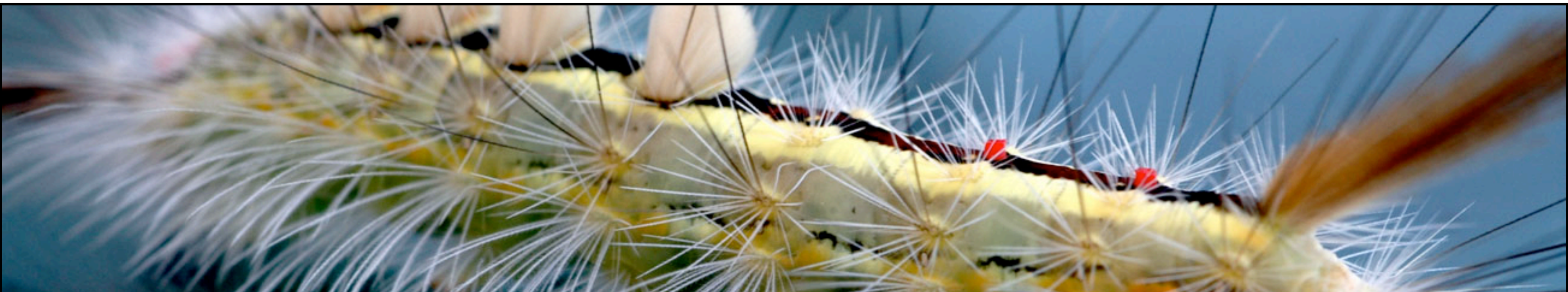
lang attributes ➡ voice browser and translations







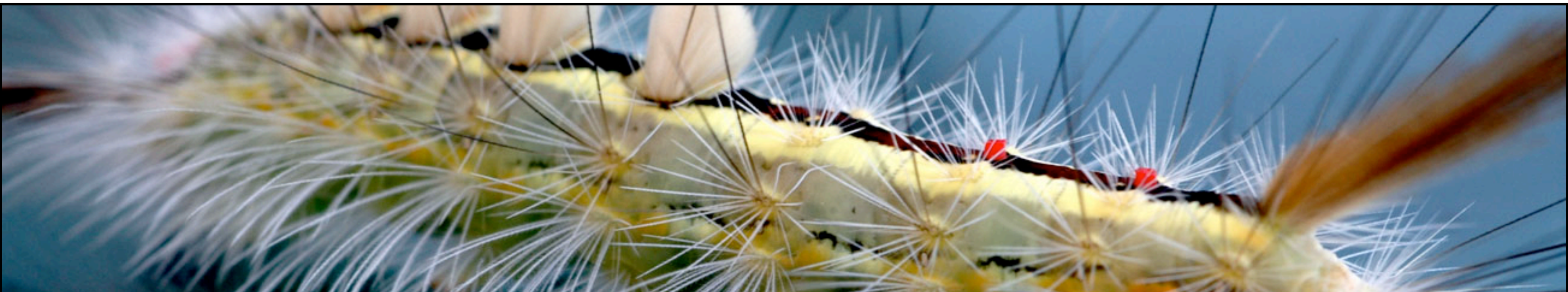
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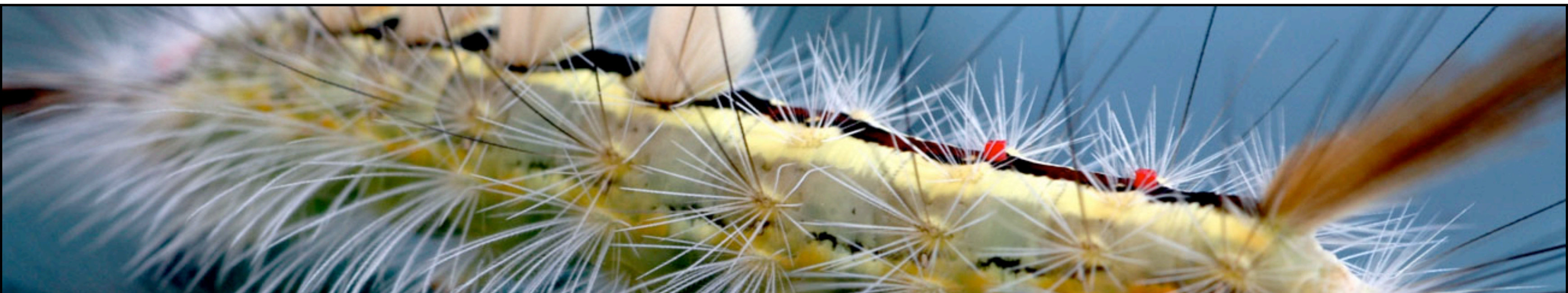
*macro*-applications with *micro*-formats







rich markup ➡ query, reuse and mashup





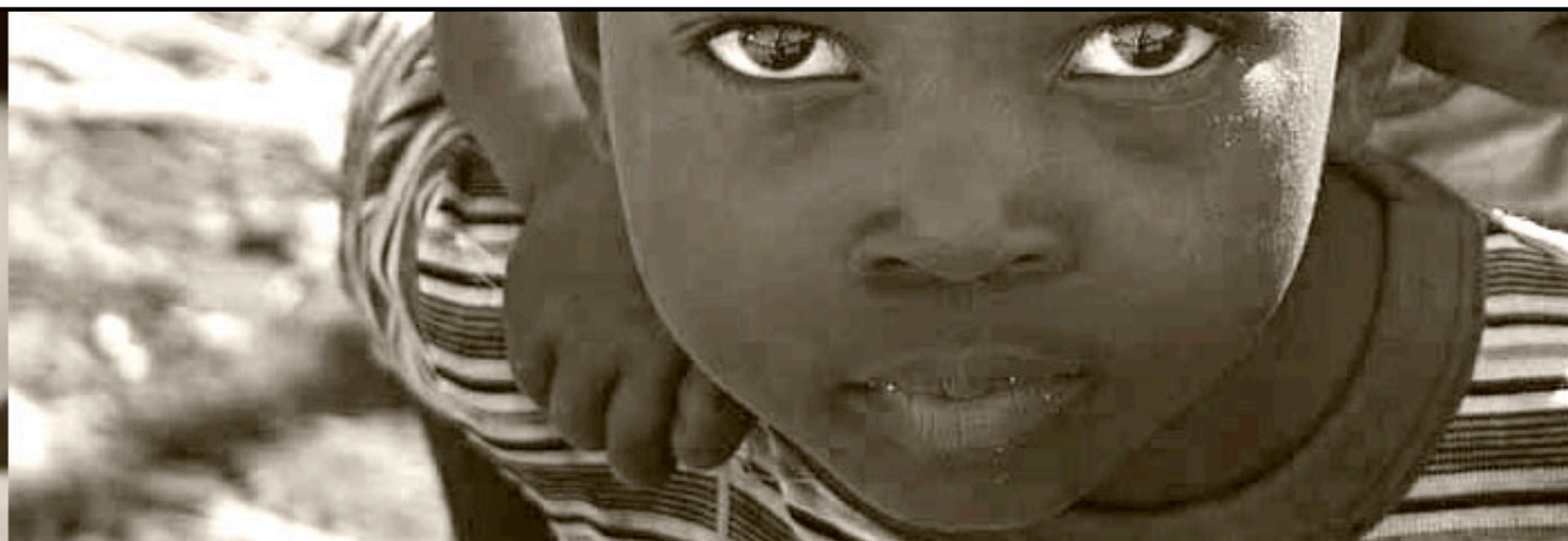
Use HTTP language negotiation

礼





Serve users in their own languages







Tom, USA







Tomoyo, Japan







Accept-Language: fi,en;q=0.9

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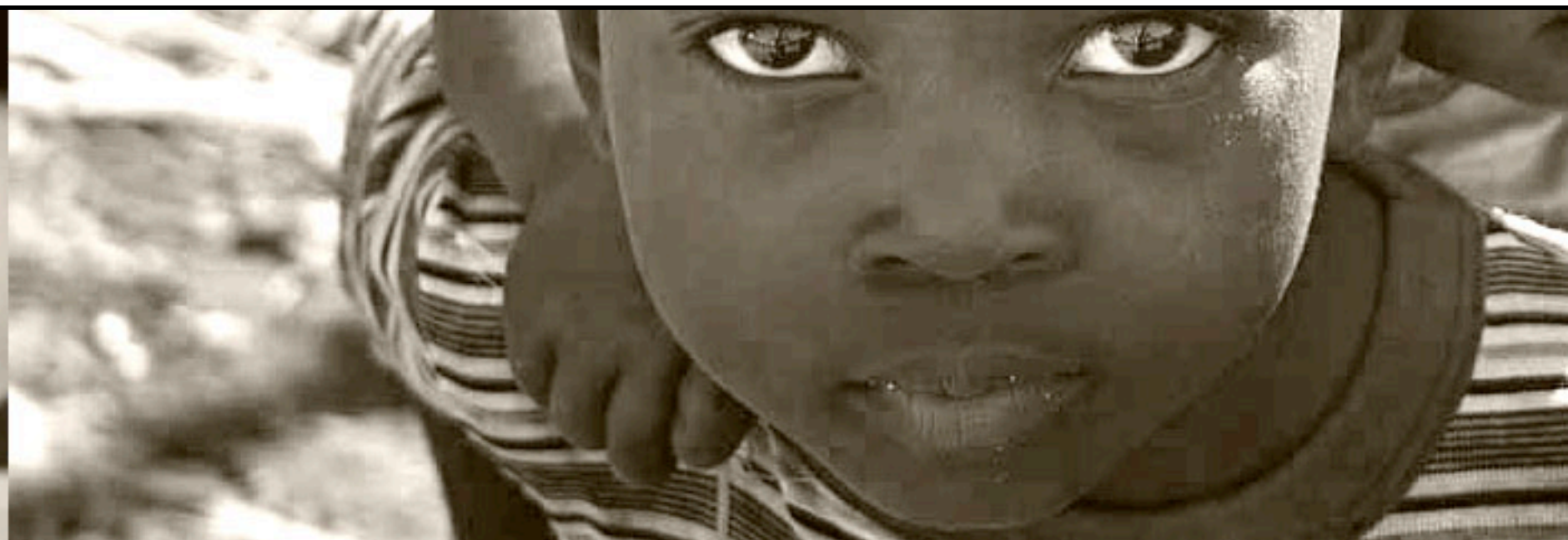
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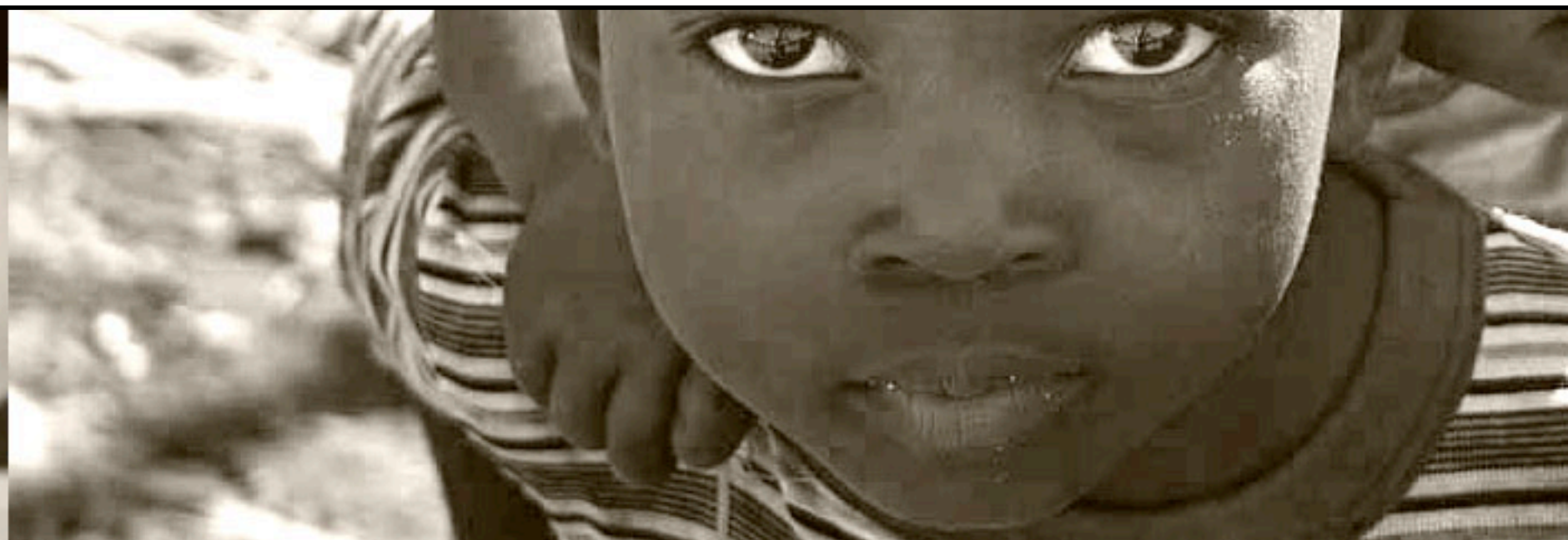




Sharing one link accross languages












Use HTTP cache

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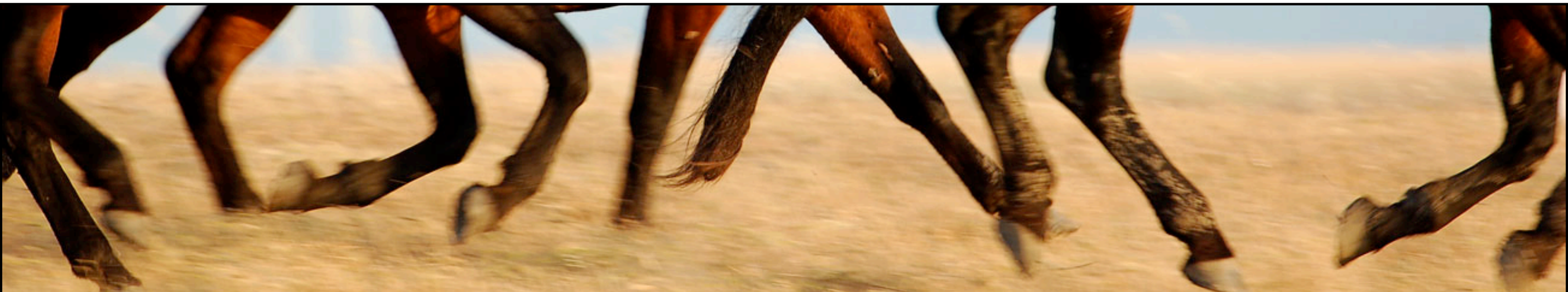




“Slow response times  
often translate directly  
into a reduce level of trust.”  
Jakob Nielsen, December 99



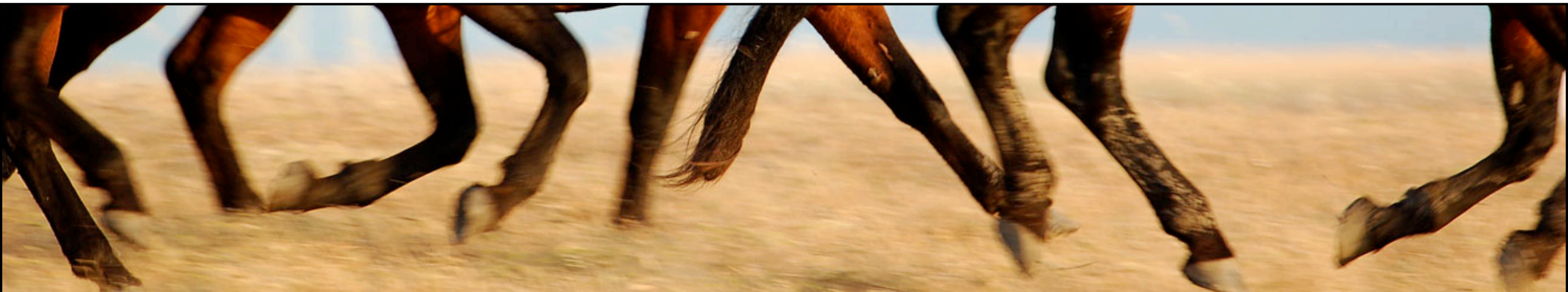
Providing a better user experience.





- 
- A tall, white clock tower with a clock face near the top, set against a dramatic sky with large, white, fluffy clouds and darker, greyish clouds. The tower has a balcony with three arched openings below the clock face.
- Apache mod-expires
  - DB timestamp in php
  - HTTP headers in php

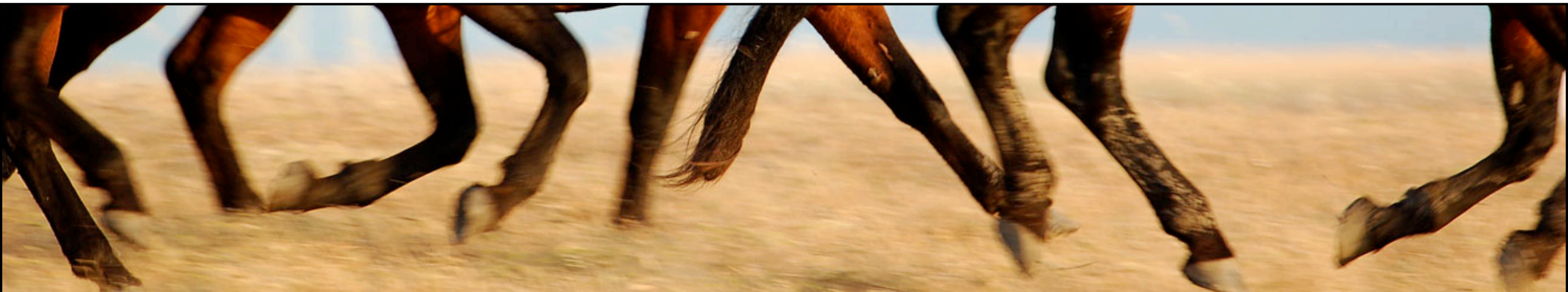
Setting HTTP caching is *easy*.





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- A tall, white clock tower with a clock face near the top, set against a dramatic sky with large, white, fluffy clouds and darker, grey clouds. The tower has a balcony with three arched windows and a vertical decorative element on its side.
- Proxy and cache servers
  - Search engines

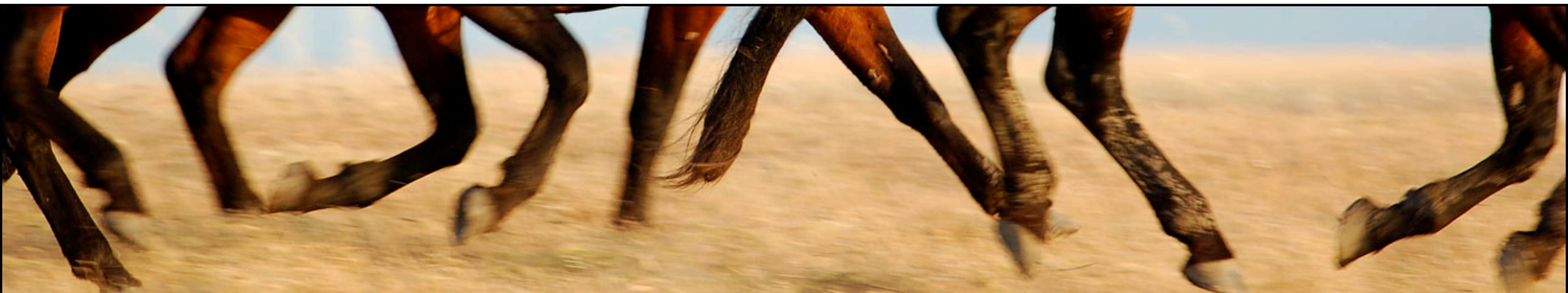
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HTTP Cache ➡ faster site and saving bandwidth



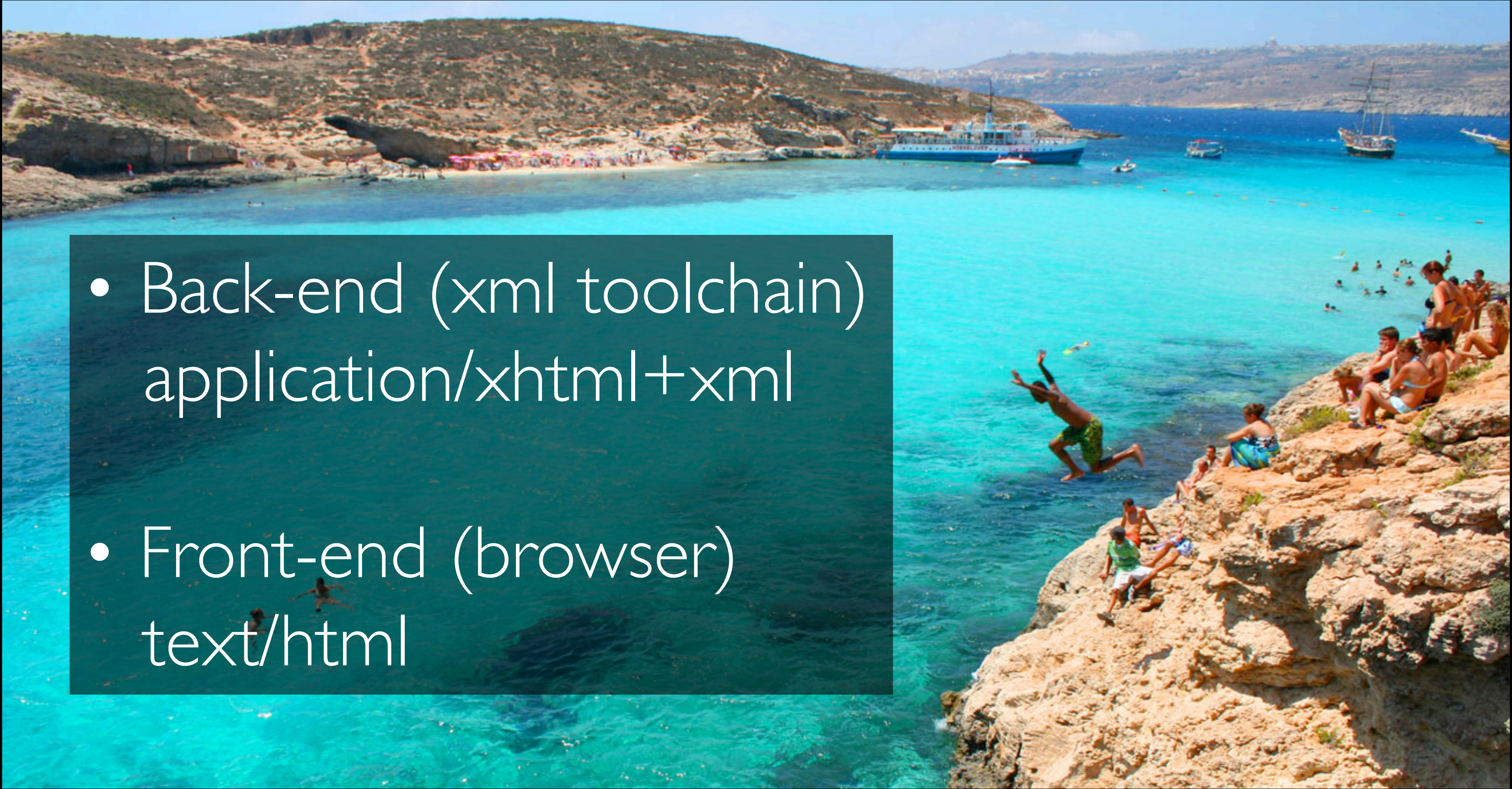




Use application/xhtml+xml

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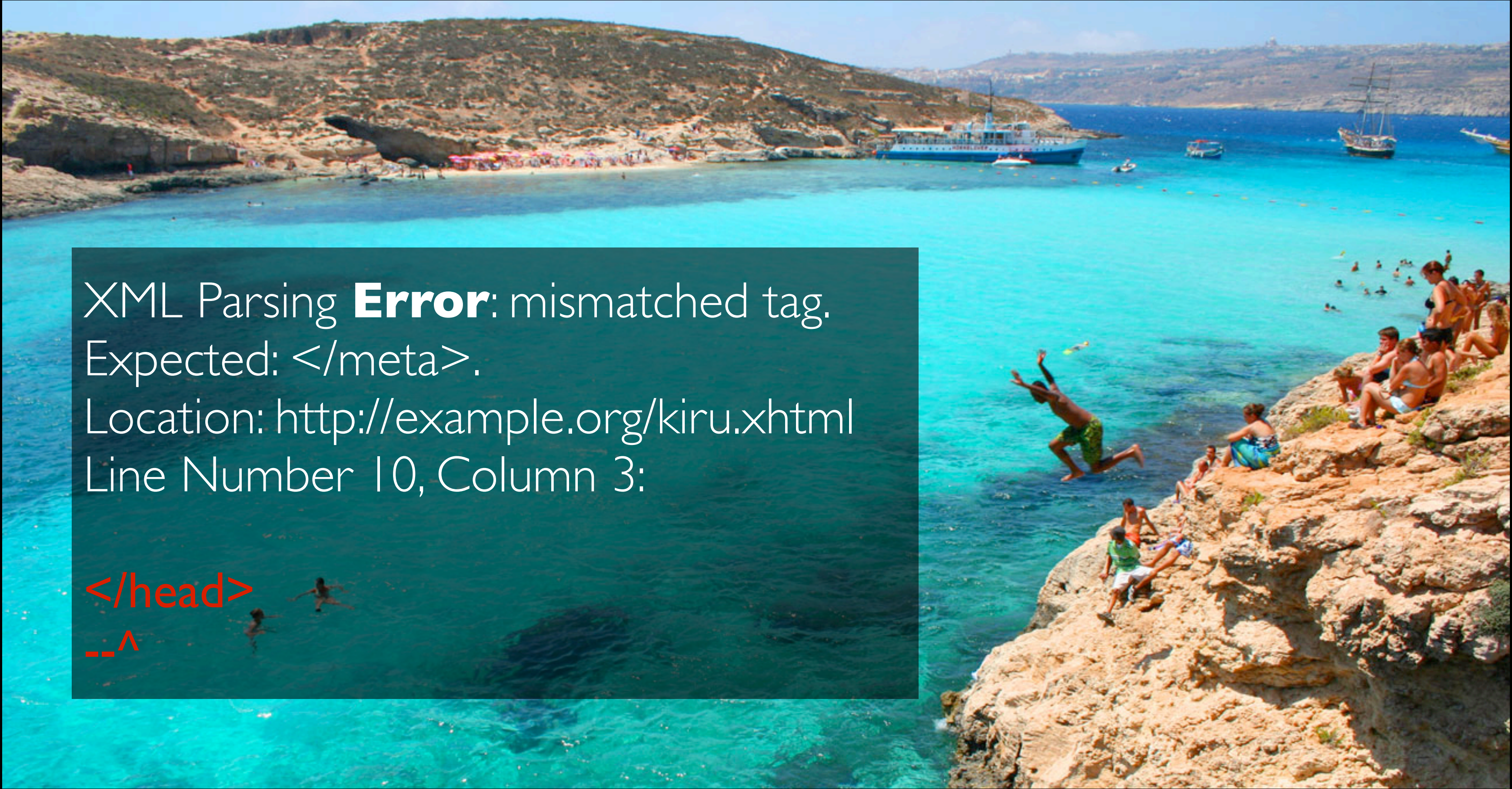


- 
- Back-end (xml toolchain)  
application/xhtml+xml
  - Front-end (browser)  
text/html

Work with XML. Serve as HTML







XML Parsing **Error**: mismatched tag.  
Expected: `</meta>`.  
Location: `http://example.org/kiru.xhtml`  
Line Number 10, Column 3:

`</head>`  
`--^`

Quality control







ふりがなああああ

Ruby annotation in XHTML 1.1







W3 Québec



You are the market, *push it!*







application/xhtml+xml ➡ quality and sane market







Use early testing

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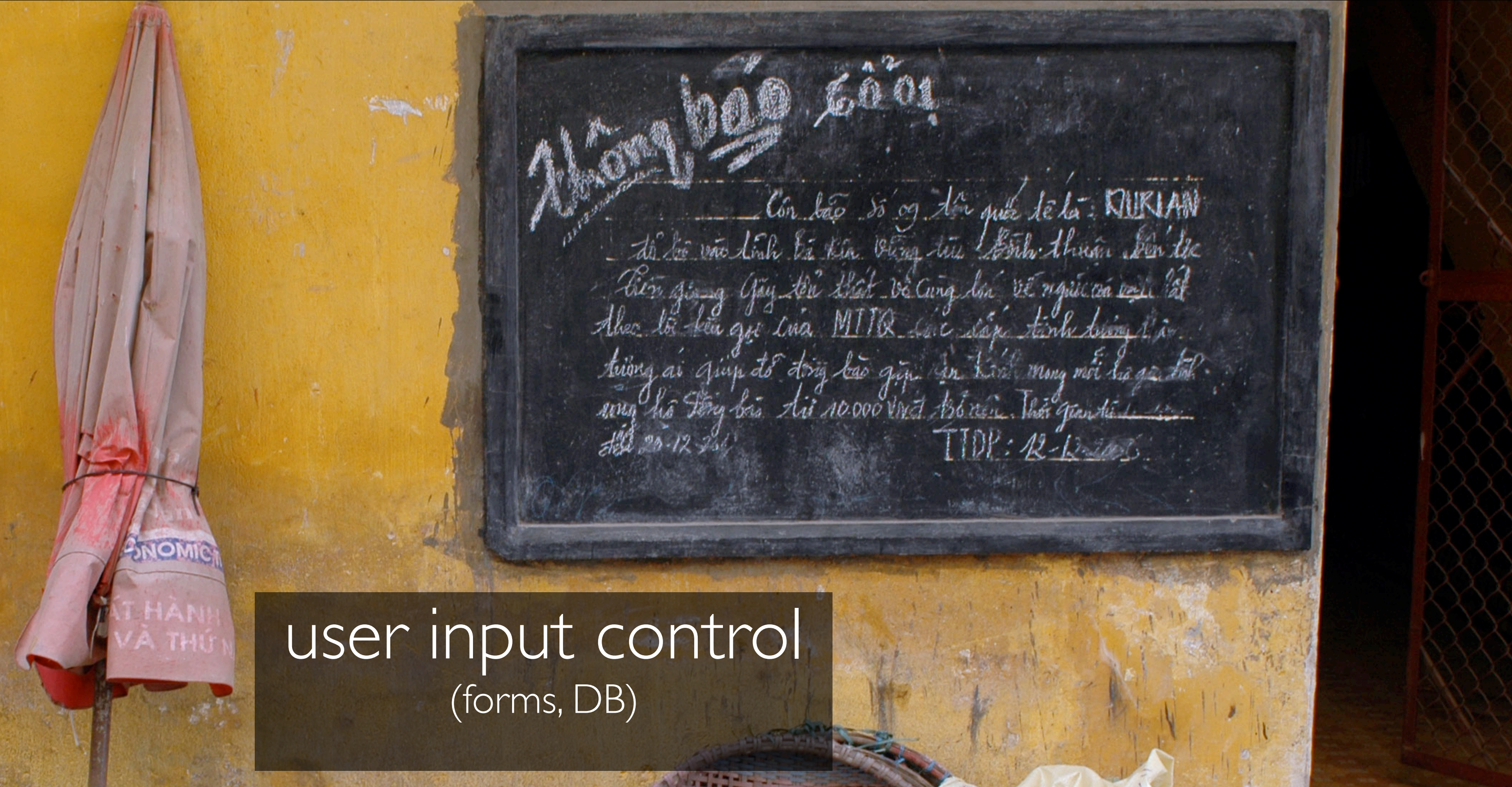


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Light seeds of quality







user input control  
(forms, DB)

Light seeds of quality







atomic checking  
(html fragment)

Light seeds of quality







step by step  
(not everything but always)

Light seeds of quality





social process  
(participation is the key)



Light seeds of quality







Early testing ➡ robust and flexible application







Use persistent URIs

尽忠



Web site  
dynamic and reliable



Do not lose customers







Keep your customers happy





You are not alone  
on the Web



The link *is* your brand







persistent URIs ➡ brand recognition and loyalty

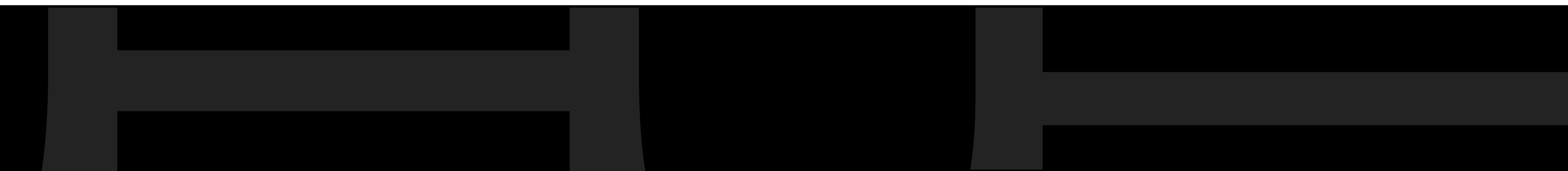






Make business

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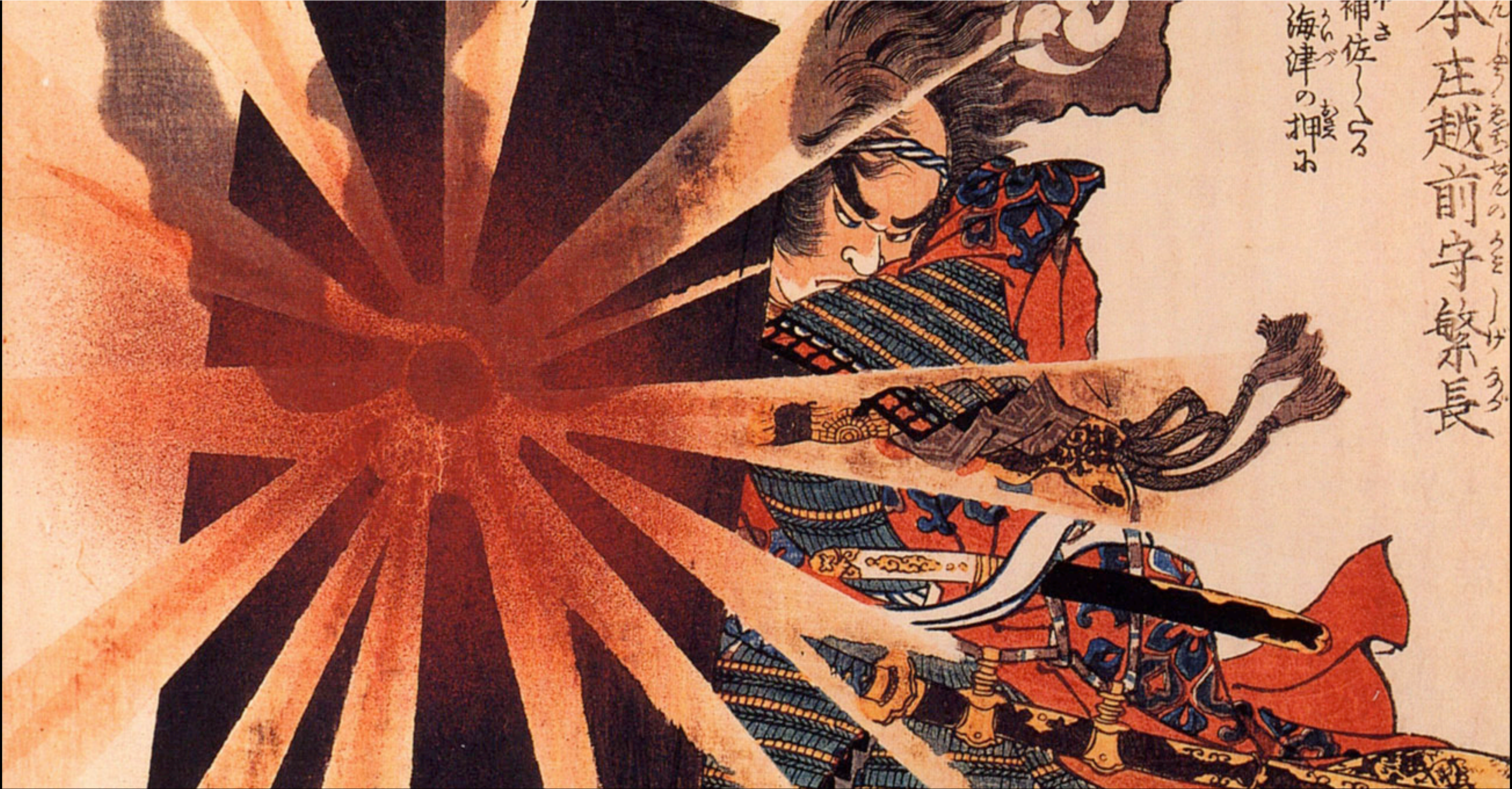


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Web Standards are a practice, not a belief.







小庄越前守繁長  
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海津の押入

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