Schema.org and digital repositories

Kevin Clair
Alliance Digital Repository Metadata Day
10 Sept 2013
What is it?

• Metadata schemas
• Structured web markup
• Giving meaning to web content for search engines
Where it comes from

• Search engines (Yahoo, Google, Bing)
• Web standards (Microformats, RDFa, microdata)
How it works

• Schemas and attributes
• May contain other schemas
• Search engines can understand markup attributes and format data appropriately
Denver
City in Colorado

The City and County of Denver is the largest city and the capital of the U.S. state of Colorado. Denver is also the second most populous county in Colorado after El Paso County. [Wikipedia]

Area: 154.9 sq miles (401.2 km²)
Founded: November 22, 1858
Weather: 66°F (19°C). Wind N at 10 mph (16 km/h), 70% Humidity
Local time: Monday 4:39 PM
Population: 619,968 (2011)
Unemployment rate: 7.3% (Apr 2013)

Upcoming events

Great American Techno Festival
Sep 13
Colorado Rockies vs St. Louis Sep 16
Denver Coliseum, Mineral, F... Sep 10
Snowboard on the Block Sep 14
TECH NSNE "Something... Sep 14

Points of interest

Denver Zoo
Elitch Gardens
Denver Art Museum
Denver Museum of Nature an... Pepsi Center
Who uses it

• WorldCat
• World Wide Web consortium
• Europeana
• Islandora!
What it would take

• Consistent data modeling
• Consistent metadata