

# 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 km<sup>2</sup>)

**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 F...  
Sep 13



Colorado Rockies vs. St. Louis...  
Sep 16



Denver Coliseum Mineral, F...  
Sep 10



Snowboard on the Block  
Sep 14



TECH N9NE "Somethi...  
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