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Schema.org for Knowledge Products

Improving discoverability

Schema.org is a data vocabulary and microdata format that can improve the discoverability of resources that are shared online. It was created and is maintained by Google, Yahoo!, and Bing.

Essentially, Schema.org let's you turn a web page into a database. All it takes is embedding bits of special HTML code, or microdata, into the HTML that displays your web content. Once augmented with Schema.org, the information available in a web page—information that we humans can understand at a glance—becomes data that a machine can parse. Search engines and other platforms, such as IssueLab, can then use the data to do things like share content more broadly and build better search tools.

Where the knowledge produced by the social sector is concerned, Schema.org's data vocabulary let's you describe everything from the title of a report, to the name of the report's author, to the web address where the report can be downloaded. To illustrate how straightforward using Schema.org can be, let's mark-up our core set of metadata points -- title, date published, publisher(s), and web address of the resource. In this example, we'll use a recent report published by the Foundation Quarterly:

Grey Matter(s): Embracing the Publisher Within

Date Published: 2015-06-30

Publisher(s): The Foundation Review Download here: http://doi.org/67

Here's the HTML behind this display, with Schema.org (in red) embedded in the code:

<div itemscope itemtype="http://schema.org/CreativeWork">

<h1 itemprop="name">Grey Matter(s): Embracing the Publisher Within</h1>
Date published: 2015-06-30
>br />



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```
Publisher(s):
    <span itemscope="organization">
        <span itemprop="publisher">
        <span itemprop="name">The Foundation Review</span>
        </span>
        </span><br/>
        <br/>
        Download here:
        <a itemprop="URL" href="http://doi.org/67j">http://doi.org/67j</a>
<//div>
```

In this code view, we can see that seven Schema.org microdata tags are embedded into our HTML. The microdata let's us describe the type of content being displayed (a "CreativeWork"),

the name of the CreativeWork (itemprop="name"), the date it was published (itemprop="datePublished"), the publisher (itemtype="organization" / itemprop="publisher"), and its web address (itemprop="URL"). So what does this look like to a machine?

Google's Structured Data Testing Tool output shows below*. This is what the machine "sees":



Much more than this can be described with Schema.org, including pretty much every metadata point that can be applied to knowledge products. Have a look at the Schema.org



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website to get the full gist of this powerful vocabulary and microdata format: http://www.schema.org.

If you have questions about how to implement Schema.org in your own web pages, we can help! Just get in touch.

* Access Google's Structured Data Testing Tool at https://developers.google.com/structured-data/testing-tool.

