

Microdata, Authorship and Joomla!

Ruth Cheesley – Virya Technologies

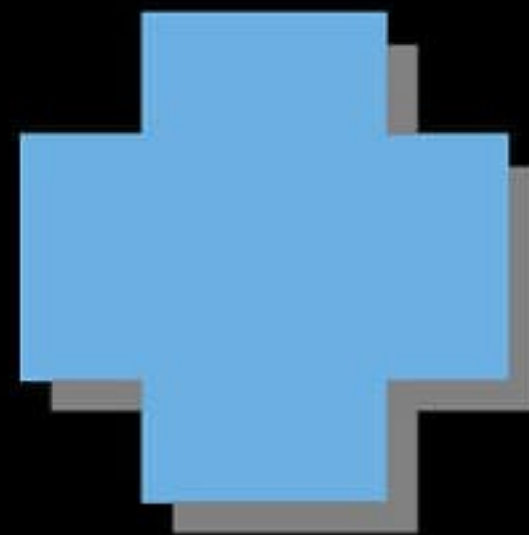




Show me the money!



Good SEO = Reputation Management



Could do better!

Microdata



```
<!DOCTYPE html>  
<html>  
  <head>  
    <h1>Header</h1>  
    <h2>Header</h2>  
    <h3>Header</h3>  
    <h4>Header</h4>
```

It all starts with the markup

I want to know
about avatar



AVATAR



Uhhh, which
one?

Content + Context = King



So many things to do!

[Joomla! la la - It's a Geek Thing! - YouTube](#)



www.youtube.com/watch?v=...

5 Aug 2010 - 4 min - Uploaded by joomla

Created by Geeks for Geeks - a **Joomla!** Rap kindly donated by TurtleApps (<http://turtleappsdesign.com> ...

[Ruth Cheesley - Joomla Specialist UK "Joomla!, Website Design ...](#)

www.academy.com/user/ruthcheesleyjoomlaspecialist



by Ruth Cheesley - in 707 Google+ circles

UK based (Suffolk) **Joomla!** specialist Website Designer and IT Support specialist located in Ipswich, providing ethical technology solutions to businesses, ...

[Stroopwafels Recipe - Food.com - 143903](#)



www.food.com/Recipes

★★★★★ Rating: 5 - 3 reviews - 45 mins - 602.9 cal

5 Nov 2005 – This is a Dutch favorite, though I've seen them recently at Starbucks (horribly overpriced, of course). If you don't have a pizzelle iron, don't ...



[Joomla 1.6 review | PC Pro](#)

www.pcpro.co.uk Enterprise • Reviews • Software

★★★★★ Rating: 4 - Review by Tom Arah

17 Mar 2011 – Simpler than Drupal yet more advanced than WordPress, we delve into the latest **Joomla** content management system.

Rich Snippets in action

[Joomla Specialist](#)

www.modesolutions.co.uk/joomla-specialist.html

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www.modesolutions.co.uk/

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corywebbmedia.com/

Cory Webb Media, LLC - **Joomla! Specialists**. We build custom websites powered by Joomla! and custom Joomla! extensions. We also design custom Joomla!

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[ProJoom - The Joomla! Specialists](#)

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The best extensions for **Joomla!** at a low price. Best support, 100% satisfaction guaranteed!

[Joomla developers UK's leading specialist in Joomla related matters ...](#)

www.webxsolution.com/

Offers website creation and design, hosting, search engine optimisation and e-commerce solutions. Includes details of services offered, portfolio and FAQ.

[Powered By ChronoForms - ChronoEngine.com](#)

www.chronoengine.com/

30 May 2012 – ChronoEngine.com is the home of many top **Joomla** extensions, **Joomla** Forms, Easy Forms builder, **Joomla** forums extension, **Joomla** data ...

[UK Joomla! Specialist - Hosting and Design | Features | UK Joomla ...](#)

www.inchhosting.co.uk/.../uk-joomla-specialist-hosting-and-d...

UK Joomla! Specialist - Hosting and Design. **Joomla!™** **UK** Hosting with free installation on any Hosting Package! **Joomla!** is an award-winning Content ...

[twinn.co.uk - Joomla and Virtuemart specialists](#)

www.twinn.co.uk/

Joomla Content Management System with Virtuemart e-commerce. Domain registration and web design, hacks and whacks.

[Joomla specialist in London | Work Wanted - Computing & IT ...](#)

www.gumtree.com/p/jobs/joomla-specialist/1002700444

Hi, I'm **specialist** of **Joomla** CSM. So if You need website, module, or plugin not hesitate to write.

[Joomla Website Design Specialist - Bespoke Joomla Template Desi...](#)

www.net-venture.co.uk/

Website design and development agency specialising in internet solutions for **UK** estate and letting agents. Back office integration, automatic portal uploads, ...

[Ruth Cheesley | Joomla! Specialist | Open Source Evangelist ...](#)

www.ruthcheesley.co.uk/



by Ruth Cheesley - in 714 Google+ circles

Ruth Cheesley is a **Joomla! specialist**, open source evangelist and Buddhist geek. Director of Virya Technologies and Virya Software, Ruth is based in Ipswich, ...

[Ruth Cheesley Joomla! Specialist - United Kingdom | LinkedIn](#)

uk.linkedin.com/in/viryatechnologies

Little Bealings, Suffolk, United Kingdom - Director, Virya Technologies
View Ruth Cheesley **Joomla! Specialist's** (United Kingdom) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping ...

[About Us - Joomla developers UK's leading specialist in Joomla ...](#)

www.webxsolution.com/home/229-joomla-specialists

About us Webx **London Joomla** Solutions Developer Webx is an innovative, **London** based web company exclusively specialising in **Joomla**. Our experience ...

Stand out from the crowd!

The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font. The dot above the "i" is a small orange circle. A small "TM" trademark symbol is located to the upper right of the "g".The schema.org logo, consisting of the text "schema.org" in a white, lowercase, sans-serif font, centered within a solid red rectangular box.The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a small "TM" trademark symbol to the upper right of the "e".The YAHOO! logo, featuring the word "YAHOO!" in a purple, uppercase, serif font. A small registered trademark symbol (®) is located to the lower right of the "O".

One format to rule them all

schema.org

Thing



Creative Work

Place

Product

Event

Intangible

Person

Medical entity

Organisation

Available Schemas

schema.org

**Creative
Work**



Article
Blog
Book
Comment
Diet
Exercise Plan
Item list
Map
Media object
Movie
Music Playlist
Music Recording

Software App

TV Series

Webpage element

Creative Work Schema

schema.org

**Define the
schema**



**Declare the
property**

**itemscope
&
itemtype**

itemprop

How to use schema.org markup

schema.org

Movie listing - before Microdata

[Pirates of the Caribbean: On Stranger Tides \(2011\) - IMDb](http://www.imdb.com/title/tt1298650/)

www.imdb.com/title/tt1298650/

★★★★★ Rating: 6.6/10 - 173005 votes

Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of youth, only to discover that Blackbeard and his daughter are after it too.

Directed by Rob Marshall. Starring Johnny Depp, Penélope Cruz.

[Pirates of the Caribbean: On Stranger Tides - Rotten Tomatoes](http://www.rottentomatoes.com/m/pirates_of_the_caribbean_on_stranger_tides)

[www.rottentomatoes.com/m/pirates_of_the_caribbean_on_stra...](http://www.rottentomatoes.com/m/pirates_of_the_caribbean_on_stranger_tides)

★★★★★ Rating: 33% - 252 reviews

Johnny Depp returns to his iconic role of Captain Jack Sparrow in an action-packed adventure. Crossing paths with the enigmatic Angelica (Penélope Cruz), ...

Directed by Rob Marshall. Starring Johnny Depp, Penelope Cruz.

Pirates of the Caribbean: On Stranger Tides



en.wikipedia.org

Pirates of the Caribbean: On Stranger Tides is a 2011 fantasy adventure film and the fourth installment in the Pirates of the Caribbean series.

Wikipedia

Release date: May 20, 2011 (USA)

Director: Rob Marshall

DVD release date: October 18, 2011

Prequel: Pirates of the Caribbean: At World's End

Sequel: Pirates of the Caribbean 5

Cast



Johnny Depp
Captain Jack Sparrow



Penélope Cruz
Angelica Teach



Ian McShane
Blackbeard



Geoffrey Rush
Hector Barbossa



Astrid Bergès-Fr...
Syrena

And the results are ...

Authorship

Ruth Cheesley - @RCheesley



Why You Should be Paying Attention to Google+

Written by [Ruth Cheesley](#) Saturday, 01 September 2012 00:00 | Published in 2012 September

With the abundance of social networks that spring up on an almost daily basis, you would be forgiven for emitting a dramatic sigh to hear that you need to start paying attention to another social network. But this time, really, you do!



What's the fuss about?

Google+, if you haven't already heard, is the social network which is provided by the search engine giant Google.

On the surface it's 'Just another social network' but when you start to look at the deep

[Link to profile](#)



Ruth Cheesley

Ruth runs [Virya Technologies](#) and [Virya Software](#) and has worked with Joomla! since the fork from Mambo. She specialises in Joomla! and is interested in exploring how open source technology can be implemented in business and education. Virya means a driving force or energy to do good for the benefit of others, which is the central ethos behind the business.

She's also a field hockey goal keeper, training for ordination in the Triratna Buddhist Order and runs the popular Joomla! User Group Suffolk, as well as being part of the Joomla!Day UK organising team.

Website URL: <http://www.viryatechnologies.com>



Contributor to

- [Virya Technologies](#)
- [Ruth Cheesley's Website](#)
- [Ruth Cheesley's Buddhist Blog](#)
- [Ruth Cheesley - Joomla Specialist's Ecademy Blog](#)
- [Joomla! Community Magazine](#)
- [Econsultancy](#)
- [IT Pro Portal](#)
- [FourthSource](#)
- [Business Computing World](#)

[Why You Should be Paying Attention to Google+ - Joomla! magazine.joomla.org/.../855-Why-you-should-be-paying-at...](#)



by [Ruth Cheesley](#) - in 736 Google+ circles - More by Ruth Cheesley

Joomla! is an award-winning open source CMS for building powerful websites. ... Written by **Ruth Cheesley** | Saturday, 01 September 2012 00:00 | Published in ... **Community Magazine** you could add this as a resource to which you contribute.

What is Authorship?

A 3D word cloud with the word **BRAND** in large, red, bold letters at the center. Surrounding it are several other words in white, 3D block letters, arranged in a circular pattern. The words include: *quality*, *awareness*, *value*, *loyalty*, *perception*, *identity*, *marketing*, and *trust*. The word *strength* is also visible on the left side. The entire graphic is set against a white background with a subtle shadow effect.

Why bother?



Ruth Cheesley

Add to circles



Posts About Photos Videos +1's

Tagline Joomla! Specialist, Open Source evangelist, Techie Geek, Young Triratna Buddhist (Buddhist Geek), Hockey Goalkeeper!

Introduction Joomla! Specialist based in Suffolk, I run Virya Technologies providing Joomla! website design and support, and emergency Linux server support. Although our offices are in East Anglia, England we working with clients worldwide, and are a growing small business.

I have a keen interest in search engine optimisation (SEO), search engine marketing (SEM) and in particular developing brand, reputation and authority with Google+.

Bragging rights I run a Buddhist 'Right Livelihood' business which specialises in Open Source technologies - mainly Joomla! web design and Linux server support. We're based in Suffolk, but we work internationally!

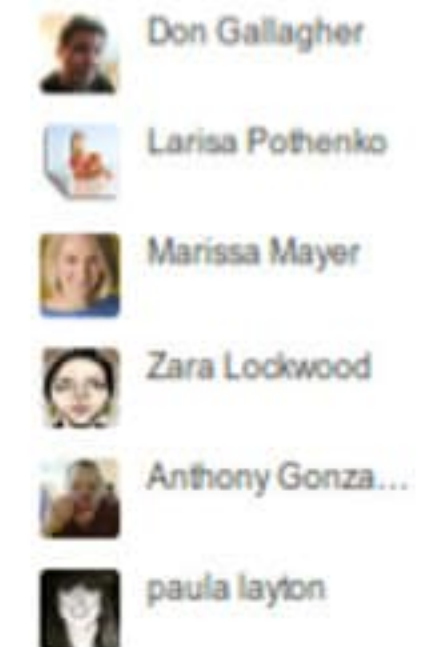
Occupation Joomla! specialist at Virya Technologies, Web Design Manager and Director

Employment Virya Technologies Ltd
Director & Web Design Manager, 2006 - present
NHS Suffolk
Data Analyst, Infection Prevention & Control Team, 2008 - 2010
Ipswich High School for Girls
IT Technician, 2007 - 2009

Education University of Essex
MSc Physiotherapy (Pre Registration), 2004 - 2006
University of Essex
BSc(Hons) Sport & Exercise Science, 2001 - 2004

Works at Virya Technologies Ltd
Attended University of Essex
Lives in Ipswich, Suffolk

2,098 IN HER CIRCLES



740 HAVE HER IN CIRCLES



Google+ is where it starts

Contributor to

-  Virya Technologies
-  Ruth Cheesley's Website
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Adding author markup

Local  16 reviews

Other profiles

-  Ruth Cheesley on LinkedIn
-  Ruth Cheesley on Twitter
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-  FourthSource

Links

-  Joomla
-  The Buddhist Centre
-  Buddhism Today

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www.ruthcheesley.co.uk/



by Ruth Cheesley - in 714 Google+ circles

Ruth Cheesley is a Joomla! specialist, open source evangelist and Buddhist geek. Director of Virya Technologies and Virya Software, Ruth is based in Ipswich, ...

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www.ecademy.com/user/ruthcheesleyjoomlaspecialist



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Virya Technologies' **Blogs ...** My name is **Ruth Cheesley**, and as you might have guessed, I run a company called Virya Technologies which specialises in open ...

[Why You Should be Paying Attention to Google+](#)

magazine.joomla.org/.../855-Why-you-should-be-paying-at...



by Ruth Cheesley - in 714 Google+ circles

Joomla! is an award-winning open **source** CMS for building powerful websites. ... Written by **Ruth Cheesley** | Saturday, 01 September 2012 00:00 | Published in 2012 ... what they talk about and so **forth** – as well as having the ability to control ...

[Why You Should be Paying Attention to Google+ | ITProPortal.com](#)

www.itproportal.com > 2012 > October > 24



by Ruth Cheesley - in 714 Google+ circles

by **Ruth Cheesley**, 24 October, 2012 ... **Ruth Cheesley** is the Director of Virya Technologies Ltd, a business specialising in open ... Sign up for **ITProPortal** news ...

Profile linking in action

Learn more about how authors appear in search - [Google Authorship](#)

[Ruth Cheesley - Joomla! Specialist UK "Joomla!, Website Design ...](#)

www.ecademy.com/user/ruthcheesleyjoomlapecialist

by Ruth Cheesley

UK based (Suffolk) Joomla! specialist Website Designer and IT Support specialist located in Ipswich, providing ethical technology solutions to businesses, ...

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www.ruthcheesley.co.uk/

by Ruth Cheesley

Ruth Cheesley is a Joomla! specialist, open source evangelist and Buddhist geek. Director of Virya Technologies and Virya Software, **Ruth** is based in Ipswich, ...

[calendar - Ruth Cheesley](#)

www.ruthcheesley.co.uk/gcalendar.html

by Ruth Cheesley

Ruth Cheesley @nigeltemple Hi Nigel, what do you need a Joomla specialist for, help with a website or joining a network? About 21 hours ago ...

[Joomla! User Group Suffolk Meeting - Ruth Cheesley](#)

www.ruthcheesley.co.uk/.../524ak8hjp63qeivvr03b5a9jlc_...

by Ruth Cheesley

31 Oct 2012 – Calendar: Meet **Ruth Cheesley**. Title: Joomla! User Group Suffolk Meeting. When: 13.12.2012 19:30 - 22:00. Location: Basepoint Business ...

[Ruth Cheesley](#)

www.ruthcheesley.co.uk/blog/Ruth-Cheesley.html

by Ruth Cheesley

24 Aug 2012 – Meet **Ruth Cheesley**View Ruth's Calendar · Schedule a meetingWant to meet? Book me here! Read about me. **Ruth Cheesley's** BlogRead my ...

[Ecademy BlackStar First Friday Working Lunch - Ruth Cheesley](#)

www.ruthcheesley.co.uk/.../58h8eb6trjvoqg1fvnqpt8hpl8_...

by Ruth Cheesley

Calendar: Meet **Ruth Cheesley**. Title: Ecademy BlackStar First Friday Working Lunch. When: 01.11.2012 12:00 - 17:20. Location: Vapiano , 19-21 Great Portland ...

[Joomla! World Conference in San Jose, California ... - Ruth Cheesley](#)

www.ruthcheesley.co.uk/event/1/7hpd329a1g6tjs391orqft057k.html

by Ruth Cheesley

Calendar: Meet **Ruth Cheesley**. Title: Joomla! World Conference in San Jose, California, USA. When: 16.11.2012 - 19.11.2012. Location: San Jose, California, ...

[Ruth Cheesley - About - Google+](#)

<https://plus.google.com/111957478638559368409/about>

by Ruth Cheesley

Ruth Cheesley - Joomla! Specialist, Open Source evangelist, Techie Geek, Young Triratna Buddhist (Buddhist Geek), Hockey Goalkeeper! - Joomla! specialist at ...

[Ruth Cheesley](#)



plus.google.com

Joomla! Specialist, Open Source evangelist, Techie Geek, Young Triratna Buddhist (Buddhist Geek), Hockey Goalkeeper!

714

Have Ruth Cheesley in circles

[Recent activity](#)

Ruth Cheesley – 7 Nov 2012 – #pandaupdate and #penguinupdate - how to identify and (hopefully) recover from problems Google Panda & Penguin: How to identify problems and ...

View all by author

[Joomla! - Google+](#)

<https://plus.google.com/112939345266070287086>

Joomla! - Joomla! The world's most popular open-source content management system
- The official Joomla! Google Plus page. Joomla! is an open source ...

You, Andy Gaskell, Ariadne Pinheiro and 50 other people +1'd this

[Google+ Platform — Google Developers](#)

<https://developers.google.com/+/>

16 Jul 2012 — Access public Google+ social graph info, build Hangout apps, and more.

Thomas Morffew, Shaun Robinson, VENEL VERNET and 20 other people +1'd this

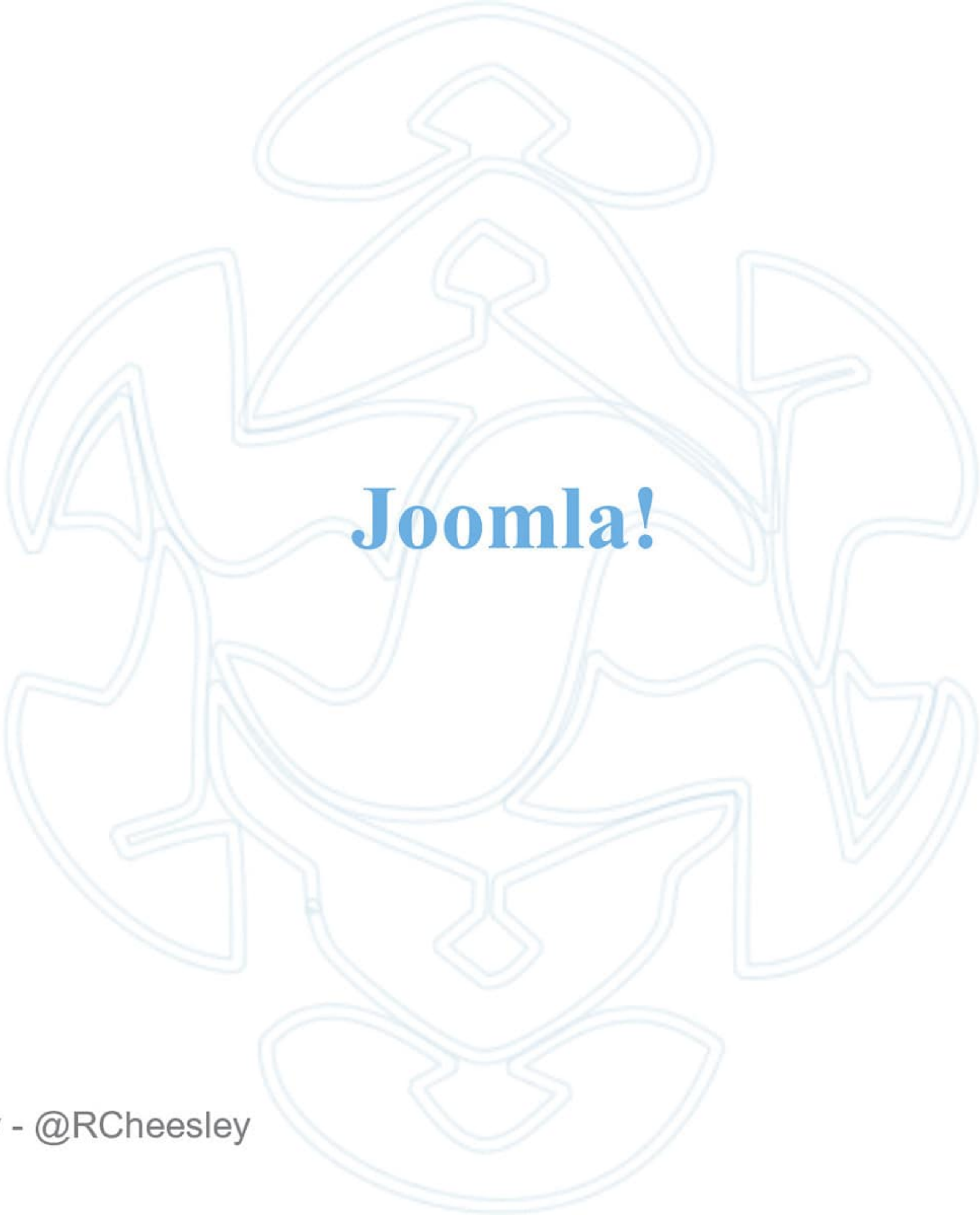
[Why You Should be Paying Attention to Google+](#)

magazine.joomla.org/.../855-Why-you-should-be-paying-atte...

1 Sep 2012 — With the abundance of social networks that spring up on an almost daily basis, **you would** be forgiven for emitting a dramatic sigh to hear that ...

You, Doreen Quashie, Jordan Bowser and 4 other people +1'd this

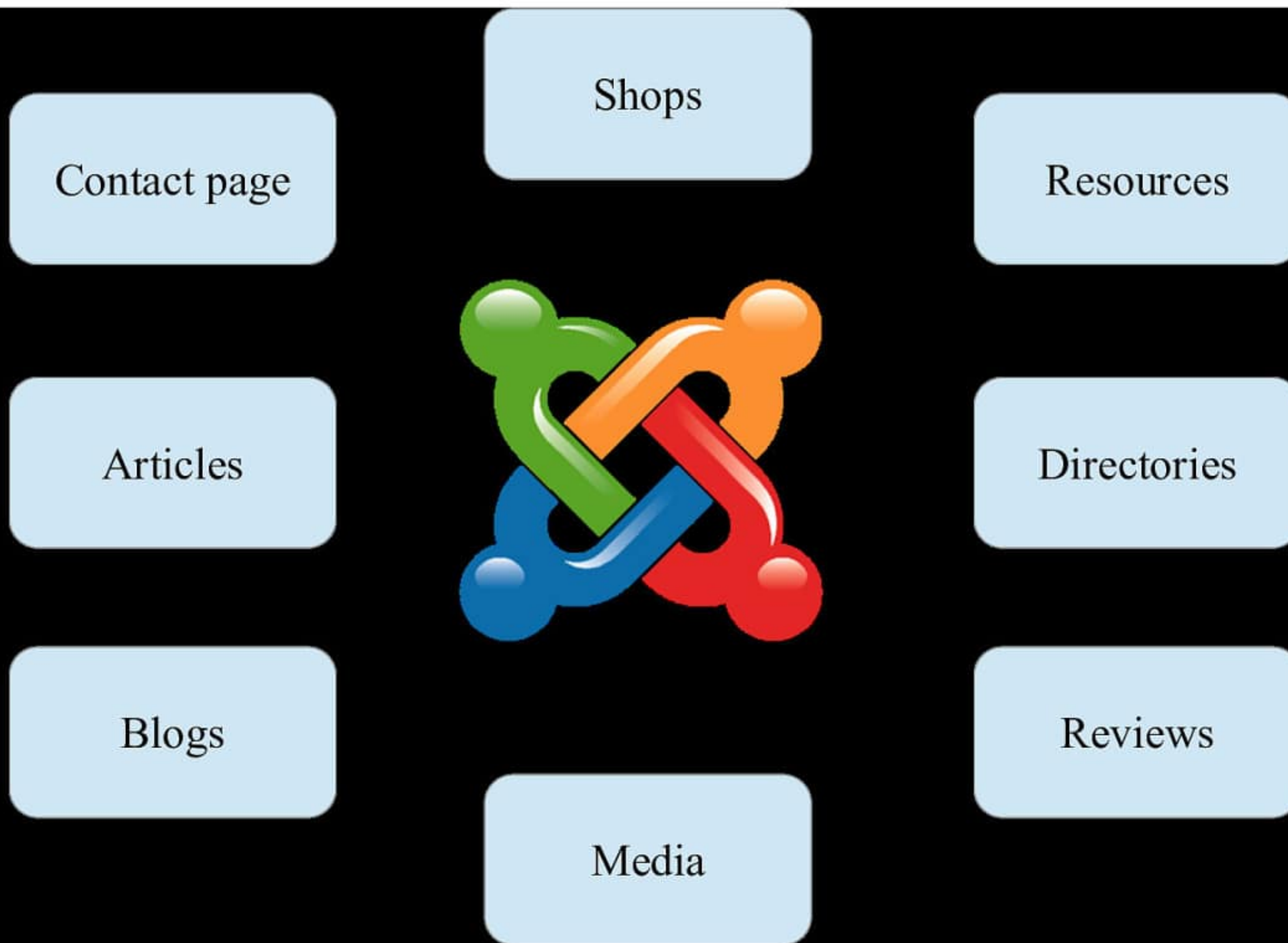
Trusted recommendations

A large, faint, light blue outline of the Joomla! logo is centered in the background of the slide. The logo is a circular emblem with a stylized 'J' and '!' inside.

Joomla!

Ruth Cheesley - @RCheesley





Microdata needs adding

Avatar

Director: James Cameron (born August 16, 1954) Science fiction [Trailer](#)

via editor button, also includes template overrides for use in templates, extensions etc

Use JWC12 for 33% discount on pro version

1

```
<div>
<h1>Avatar</h1>
<span>Director: James Cameron (born August 16, 1954)</span> <span>Science fiction</span> <a href='../movies/avatar->
```

2

3

4

5

6

7

8

Add type

Add attribute

Back to back

Check out the JED

schema.org

**Define the
schema**



**Declare the
property**

**itemscope
&
itemtype**

itemprop

Add it yourself!

Review



.Microdata allows you to add context to your web-based content

.Search engines can use microdata to create '**rich snippets**' in your listings

.Authorship is a way of using microdata to link an author to all their content on the web

.Joomla! does not include microdata by default but you can add it manually or with extensions



For more information

www.schema.org

plus.google.com/authorship

gplus.to/RCheesley





ViryaTechnologies

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