Semantic markup

- Add metadata (invisible to users) to web pages' contents

  – Microformats

  – RDFa

```
Les oiseaux se sont perchés à
    <span class="geo">
        <span class="latitude">52.48</span>,
        <span class="longitude">-1.89</span>
    </span>
```

```
<div xmlns:dc="http://purl.org/dc/elements/1.1/"
    about="http://www.example.com/books/wikinomics">
    <span property="dc:title">Wikinomics</span>
    <span property="dc:author">Don Tapscott</span>
    <span property="dc:date">2006-10-01</span>
</div>
```

```
<p xmlns:dc="http://purl.org/dc/elements/1.1/"
    about="http://www.example.com/books/wikinomics">
Dans son dernier livre
<em property="dc:title">Wikinomics</em>,
<span property="dc:author">Don Tapscott</span>
explique les profonds changements technologiques, démographiques
et économiques.
Ce livre a été publié en
<span property="dc:date" content="2006-10-01">octobre 2006</span>.
</p>
```

Semantic markup

- Enables advanced semantic searches
- Enables advanced plugins