

# Can your website be your API?



**Drew McLellan**

**Web Standards Group Microformats, UOW, DECSE**

A black and white photograph of a lion's face behind vertical bars, with a blurred human profile in the background. The lion's face is the central focus, looking directly at the camera. The bars are dark and vertical, creating a sense of confinement. The human profile is out of focus in the background, looking towards the lion. The overall mood is somber and contemplative.

**Can your website be  
your API?**

A black and white photograph of a lion's face in a cage. The lion's face is the central focus, looking directly at the camera. The cage bars are visible on either side of the lion's head. On the right side, a person's hand is visible, reaching towards the lion. The lighting is dramatic, with strong highlights and deep shadows.

**Could my website be an  
API?**



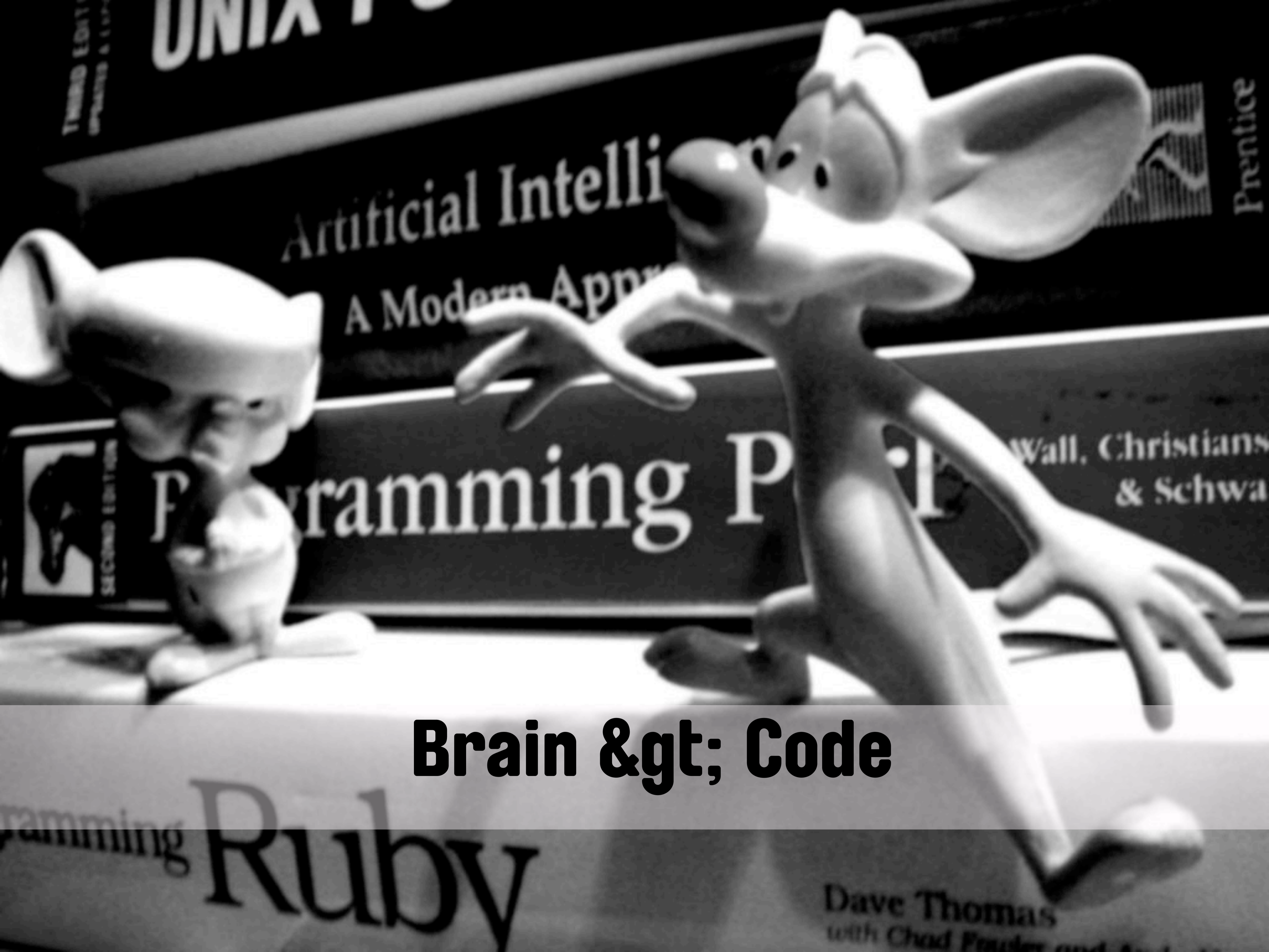
Can I add enough **semantic information** to the pages I already publish so that they could **replace** the function of a **dedicated API**?

**NO**

A large, faint, textured stamp of the word "NO" is visible in the background, rendered in a dark, almost black color. The stamp has a rough, weathered appearance, with the letters appearing slightly blurred and integrated into the grainy texture of the surface. The word is centered horizontally and occupies a significant portion of the upper and middle sections of the image.

**NO**

**but yeah, but no,  
but yeah.**



# Brain > Code

Programming Ruby

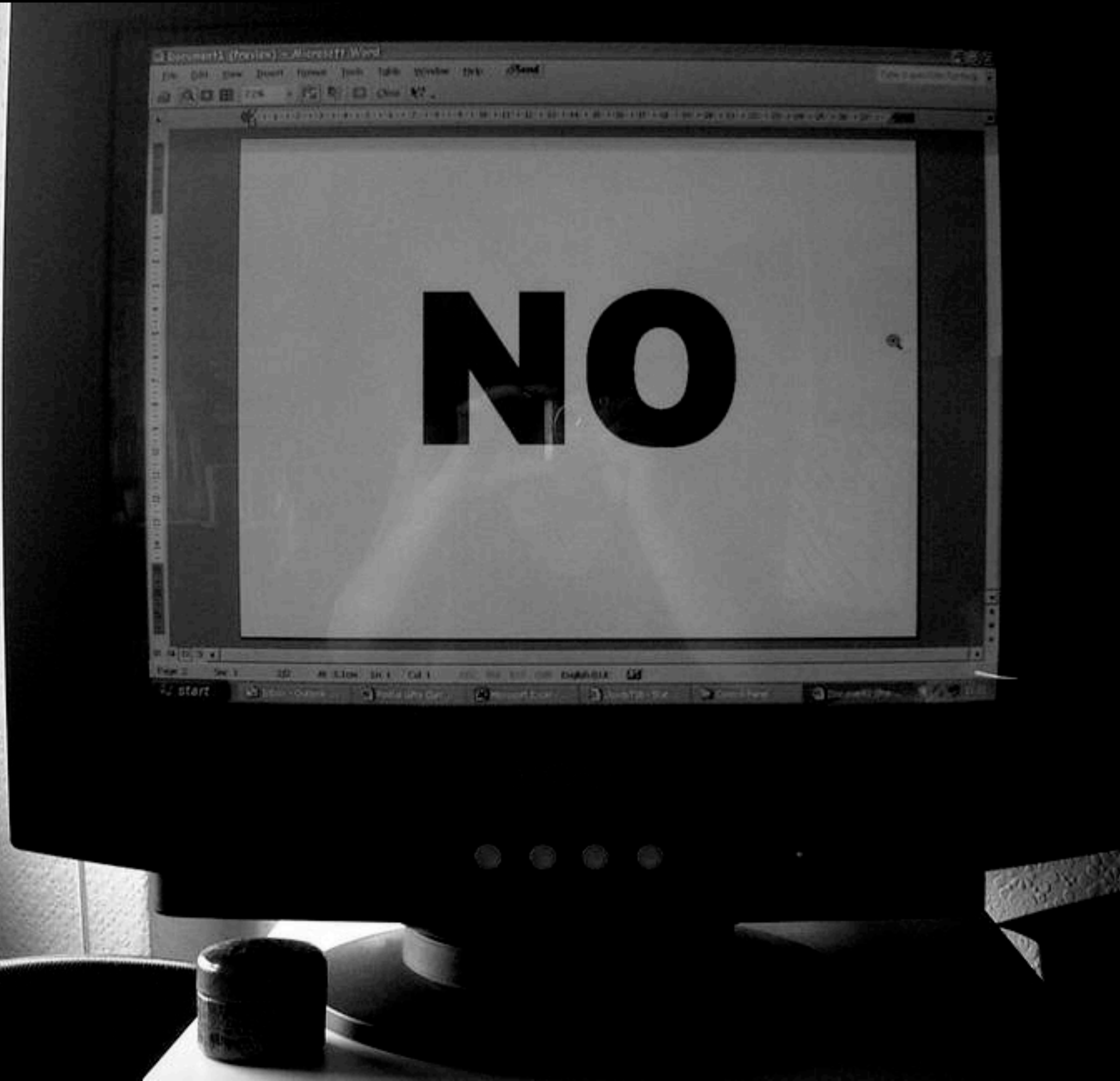
Dave Thomas  
with Chad Fowler and ...

**Fork handles?**





**File > Open**





**(shameless)**

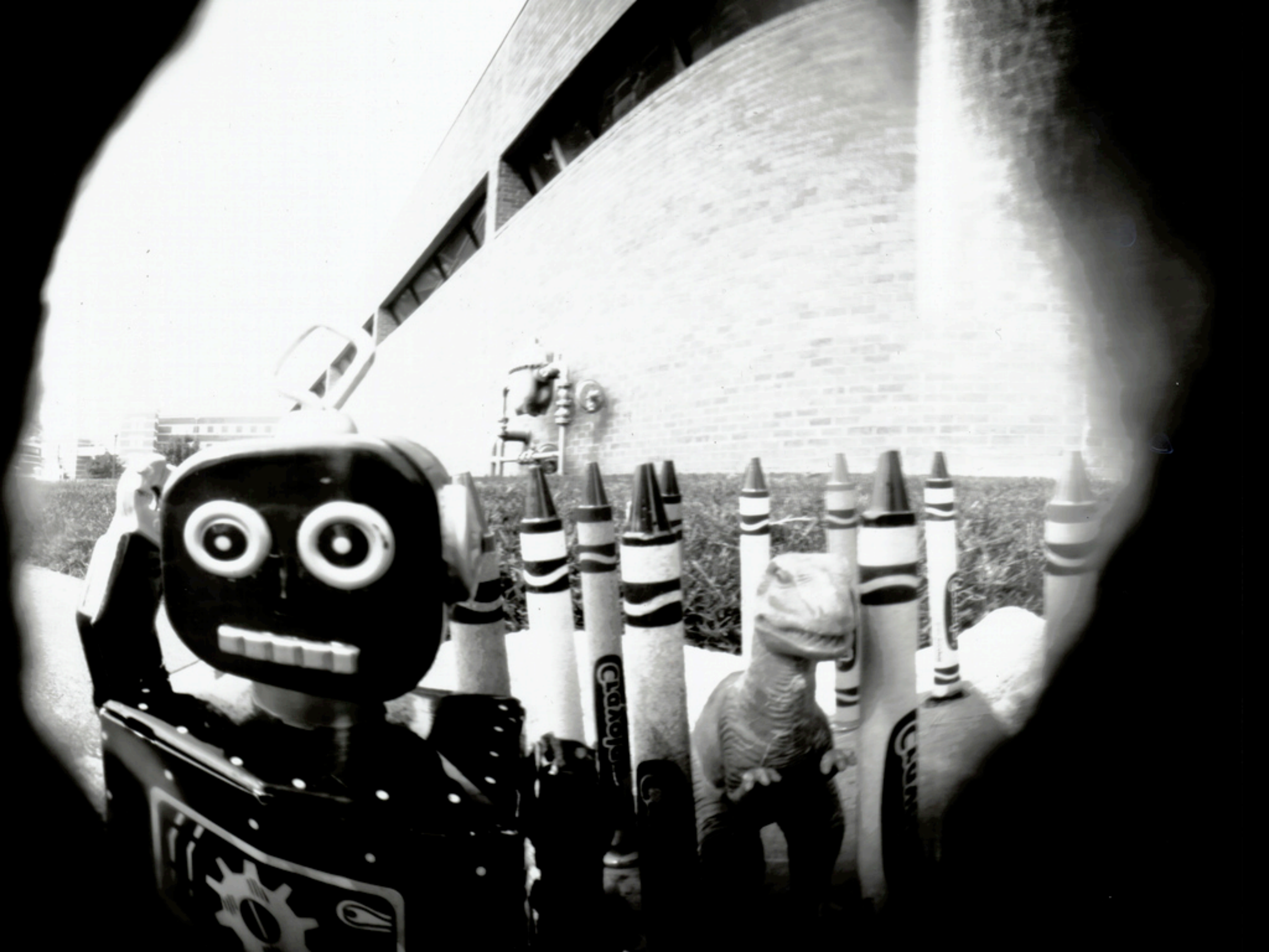
FAK



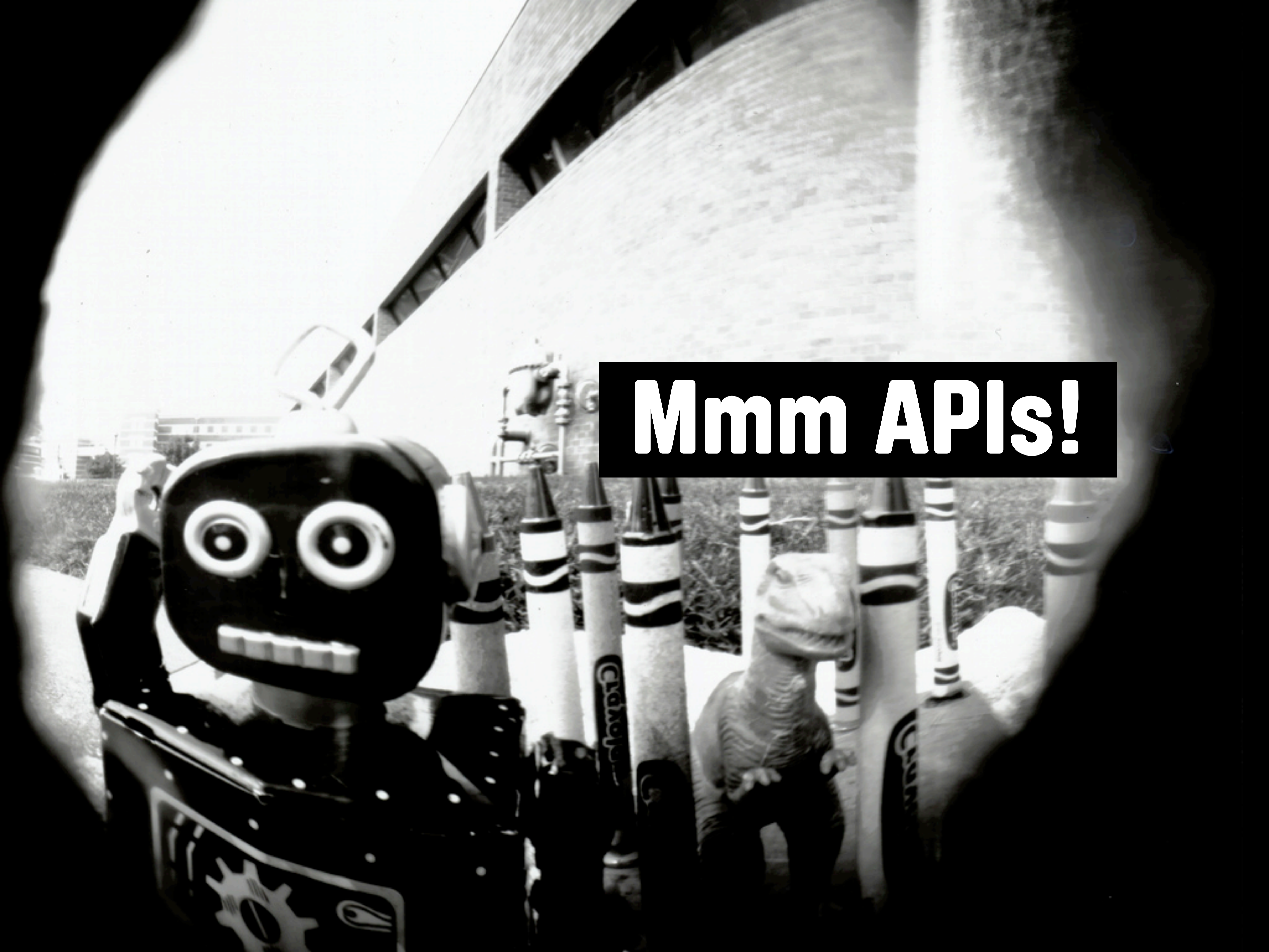
**beep**



**Tel: +44 (0) 1234 432 432**  
**Fax: +44 (0) 1234 432 433**



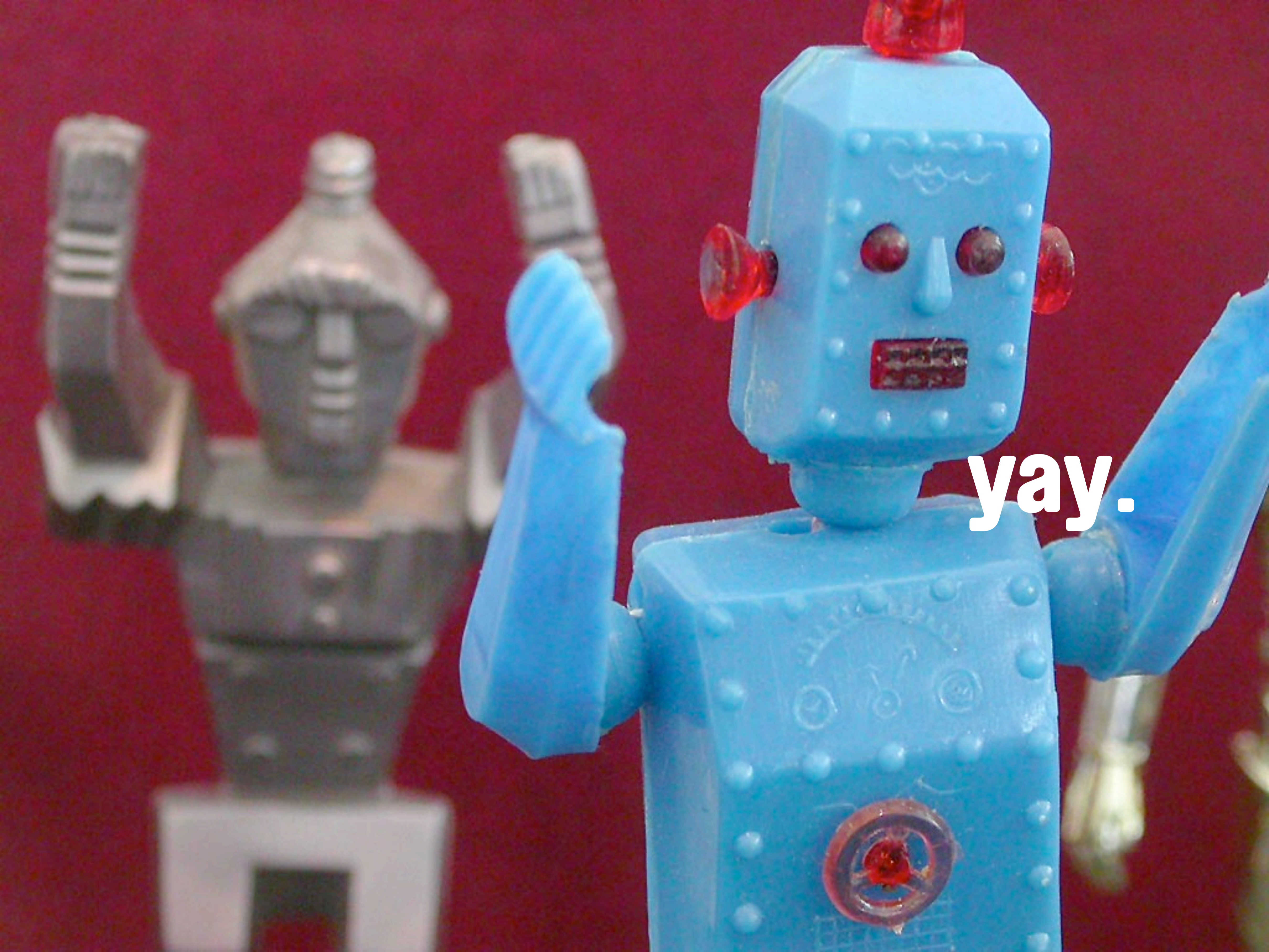
**Mmm APIs!**



**BOW-WOW**







yay.



Home > Metro > United Kingdom > London > London

# WSG Meetup: Microformats

**WHEN**  
**Thursday, October 19, 2006**  
 6:30 PM - 11:00 PM

**WHERE**  
[New Cavendish Street campus of Westminster University](#)  
 115 New Cavendish Street  
 London, London W1W 6UW  
 (Yahoo! Maps, Google Maps)

**CATEGORY**  
 Education

**DESCRIPTION**  
 From muffinresearch.co.uk:

This month the WSG meetup is going to be all about Microformats and we have three speakers that ranks among the leading lights in the field of Microformats. At the event you be guided through what microformats are, why they are important and how you can implement them in your own projects

When is it?

The event will start at 7.00pm but we would suggest you attempt to arrive at the venue at 6.30pm so that you have plenty of time to find the lecture theatre and get a seat before the event starts.

**I'm Attending** **102** Attending

**I'm Watching** **30** Watching

Don't watch or attend

Send to calendar Invite friends

Reminders: Off Report a problem

- | Attending   | Watching     |
|-------------|--------------|
| You         | trovster     |
| mn_francis  | builtbydave  |
| fberriman   | cubicgarden  |
| underpangs  | BenWard      |
| steviebm    | briansuda    |
| adactio     | simonw       |
| codepo8     | Orlando      |
| murrayrowan | tantek       |
| paulhammond | johnoxton    |
| andybudd    | mattbiddulph |
| KuraFire    | stuup        |
| danwrong    | intranation  |

Show all 132...



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102 Attending

# http://upcoming.org/event/105545

### Attending

- You
- mn\_francis
- fberriman
- underpangs
- steviebm
- adactio
- codepo8
- murrayrowan
- paulhammond
- andybudd
- KuraFire
- danwrong

### Watching

- trovster
- builtbydave
- cubicgarden
- BenWard
- briansuda
- simonw
- Orlando
- tantek
- johnoxton
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30  
Watching

# event.getInfo

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- adactio
- codepo8
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- paulhammond
- andybudd
- KuraFire
- danwrong

## Watching

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- cubicgarden
- BenWard
- briansuda
- simonw
- Orlando
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- johnoxton
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Show all 132...



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CATEGORY  
Education

DESCRIPTION  
From muffinresearch.co.uk:

This month is the WSG meetup for London and we have invited some of the leading lights in the field of Microformats. At the event you be guided through what microformats are, why they are important and how you can implement them in your own projects

When is it?

The event will start at 7.00pm but we would suggest you attempt to arrive at the venue at 6.30pm so that you have plenty of time to find the lecture theatre and get a seat before the event starts.

102  
Attending

30  
Watching

I'm attending

Don't watch or attend

Don't watch or attend

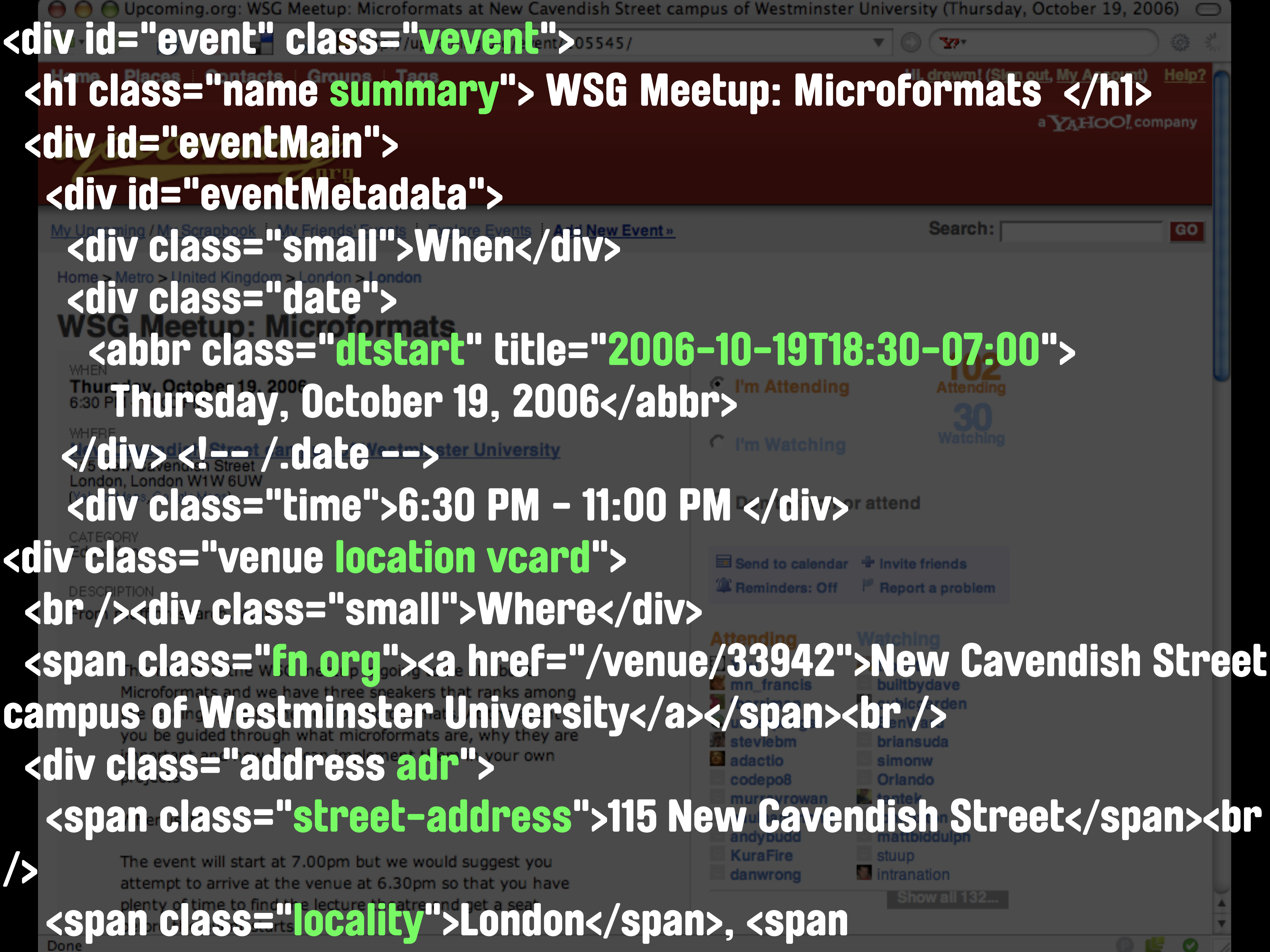
Don't watch or attend

Don't watch or attend

- fberriman
- underpangs
- steviebm
- adactio
- codepo8
- murrayrowan
- paulhammond
- andybudd
- KuraFire
- danwrong
- cubicgarden
- BenWard
- briansuda
- simonw
- Orlando
- tantek
- johnnoxtton
- mattbiddulph
- stuup
- intranation

Show all 132...

http://upcoming.org/  
services/rest/  
?api\_key=<API Key>  
&method=event.getInfo  
&event\_id=105545



```
<div id="event" class="vevent">  
  <h1 class="name summary">WSG Meetup: Microformats </h1>  
  <div id="eventMain">  
    <div id="eventMetadata">  
      <div class="small">When</div>  
      <div class="date">  
        <abbr class="dtstart" title="2006-10-19T18:30-07:00">  
          Thursday, October 19, 2006</abbr>  
      </div> <!-- /.date -->  
      <div class="time">6:30 PM - 11:00 PM </div>  
    <div class="venue location vcard">  
      <br /><div class="small">Where</div>  
      <span class="fn org"><a href="/venue/33942">New Cavendish Street  
campus of Westminster University</a></span><br />  
      <div class="address adr">  
        <span class="street-address">115 New Cavendish Street</span><br  
/>  
        <span class="locality">London</span>, <span
```



# 'Tails' for Firefox

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Microformats and we have three speakers including  
the leading lights in the field of Microformats. You  
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projects

When is it?

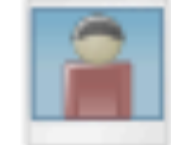
The event will start at 7.00pm but we will start to  
attempt to arrive at the venue at 6.00pm. There will be  
plenty of time to find the lecture theatre and get  
before the event starts.

All Events Contacts

**Objects Found on this Page:**

-  **WSG Meetup: Microformats**  
*Thursday, October 19, 2006*

---

-  **New Cavendish Street campus of Westminster University**  
*115 New Cavendish Street, London, London W1W 6UW*

---

<?xml version="1.0" encoding="UTF-8"?>  
<rsp stat="ok" version="1.0">

<event id="105545"

name="WSG Meetup: Microformats"

tags="microformats, web standards group, standards"

description="This month is the WSG meetup is going to be all about Microformats and we have three speakers... <snip />"

start\_date="2006-10-19" end\_date=""

start\_time="18:30:00" end\_time="23:00:00"

personal="0" selfpromotion="0" metro\_id="49"

venue\_id="33942" user\_id="73013" category\_id="5"

url="http://muffinresearch.co.uk/wsg/"

date\_posted="2006-09-07" latitude="" longitude=""

geocoding\_precision="" geocoding\_ambiguous="" />

</rsp>





a YAHOO! company

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I'm Watching

**30**  
Watching

# event.getInfo

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Reminders: Off | Report a problem

### Attending

- You
- mn\_francis
- fberriman
- underpangs
- steviebm
- adactio
- codepo8
- murrayrowan
- paulhammond
- andybudd
- KuraFire
- danwrong

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- cubicgarden
- BenWard
- briansuda
- simonw
- Orlando
- tantek
- johnoxton
- mattbiddulph
- stuup
- intranation

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[← Photos](#)

I'm **Male** and **Taken**.

[All in the <head>](#)

Maidenhead, United Kingdom

## Testimonials

drewm doesn't have any testimonials yet.

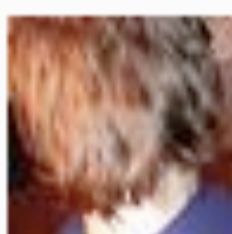
## drewm's contacts ([135](#))


[brothercake](#)

[ChameleonGreen](#)

[David Longworth](#)

[muffinresearch](#)

[claireskin](#)

[James Wheare](#)

[builtbydave](#)

[aralbalkan](#)

[emsef](#)

[Martin Wroe](#)
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Maidenhead, United Kingdom

## Testimonials

drewm doesn't have any testimonials yet.

# http://flickr.com/people/drewm

### drewm's contacts (10)



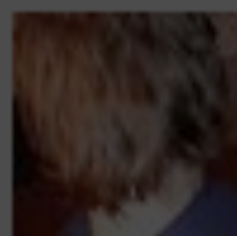
[brothercake](#)



[ChameleonC](#)



[\[unclear\]](#)



[James Wheare](#)



[builtbydave](#)



[aralbalkan](#)



[emsef](#)



[Martin Wroe](#)

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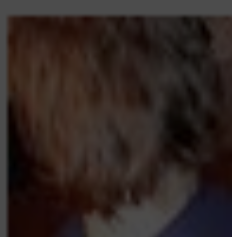
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drewm doesn't have any testimonials yet.

## drewm's contacts ([135](#))

# flickr.people.getInfo

[brothercake](#) [ChameleonGreen](#) [David Longworth](#) [muffinresearch](#) [claireskin](#)



[James Wheare](#)



[builtbydave](#)



[aralbalkan](#)



[emsef](#)



[Martin Wroe](#)

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About drewm / Drew McLellan

I'm Male and Taken.

All in the <head>

Maidenhead, United Kingdom

drewm's contacts



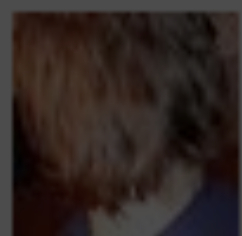
brothercake



ChameleonGreen



David Long



James Wheare

drewm's public groups

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- [Rhinos](#)
- [Cork'd](#)
- [Two Point Oh Yeah](#)
- [Greenbelt 2006](#)
- [Pub Standards](#)

http://api.flickr.com/  
services/rest/

?api\_key=<API Key>

&method=

flickr.people.getInfo

&user\_id=87703047@N00



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Albums Drewm's photos

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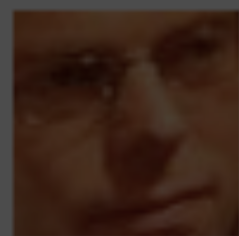
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- [Two Point Oh Yeah](#)
- [Greenbelt 2006](#)
- [Pub Standards](#)

http://api.flickr.com/

services/rest/

?api\_key=<API Key>

&method=

flickr.people.findByUsername

e

&username=drewm



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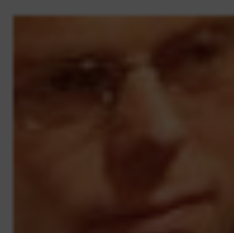
[All in the <head>](#)

Maidenhead, United Kingdom

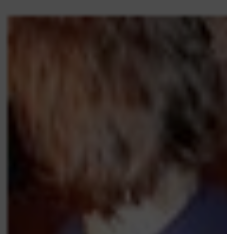
## drewm's contacts (135)



[brothercake](#)



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[James Wheare](#)



[builtbydave](#)



[ara](#)

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- [flickrsnout](#)
- [Cotswold Geekend](#)
- [Badgers!](#)
- [d.Construct 2005](#)
- [WineCamp](#)
- [NowPlaying](#)

## Testimonials

drewm doesn't have any testimonials

# Tails

All **Contacts**

**Objects Found on this Page:**

**Drew McLellan**

*Web Application Developer*

---



**X2V****BEGIN:VCARD****PRODID:-//suda.co.uk//X2V 0.8 (BETA)//EN****SOURCE:<http://flickr.com/people/drewm>****NAME:Flickr: [drewm](#)****VERSION:3.0****N;CHARSET=UTF-8:McLellan;Drew;;;****FN;CHARSET=UTF-8:[Drew McLellan](#)****TITLE;CHARSET=UTF-8:[Web Application Developer](#)****NICKNAME;CHARSET=UTF-8:[drewm](#)****ADR;CHARSET=UTF-8:;;;Maidenhead;;;United****Kingdom****LOGO;VALUE=uri:<http://static.flickr.com/14/buddyicons/87703047@N00.jpg?1147807052>****URL:<http://www.allinthehead.com/>****END:VCARD**

### Testimonials

drewm doesn't have any testimonials yet.

[James Wheare](#) [builtbydave](#) [aralbalkan](#) [emsef](#) [Martin Wroe](#)

### drewm's public groups

- [Jumping Project](#)
- [The Red Panda Group](#)
- [Badger](#)
- [WineCamp](#)
- [NowPlaying](#)
- [Cork'd](#)
- [Two Point Oh Yeah](#)
- [Greenbelt 2006](#)
- [Pub Standards](#)

[0] => Array (

[fn] => **Drew McLellan**

[n] => Array (

[given-name] => **Drew**

[family-name] => **McLellan**

)  
All in the <head>  
Maidenhead, United Kingdom

[adr] => Array (

[country-name] => **United Kingdom**

[locality] => **Maidenhead**

)  
[nickname] => **drewm**

[logo] => <http://static.flickr.com/14/buddyicons/87703047@N00.jpg?1147807052>

[url] => <http://www.allinthehead.com/>

[title] => **Web Application Developer**

)

```
<?xml version="1.0" encoding="utf-8" ?>
```

```
<rsp stat="ok">
```

```
<person id="87703047@N00" nsid="87703047@N00" isadmin="0"
```

```
ispro="1" iconserver="14">
```

```
<username>drewm</username>
```

```
<realname>Drew McLellan</realname>
```

```
<mbox_sha1sum>2201f242d415d2daca2faa7bfb6da27bd476ea6b</mbox_sha1sum>
```

```
<location>Maidenhead, United Kingdom</location>
```

```
<photosurl>http://www.flickr.com/photos/drewm/</photosurl>
```

```
<profileurl>http://www.flickr.com/people/drewm/</profileurl>
```

```
<mobileurl>http://www.flickr.com/mob/photostream.gne?id=199423</mobileurl>
```

```
<photos>
```

```
<firstdatetaken>2001-03-21 14:08:15</firstdatetaken>
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<count>772</count>
```

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</photos>
```

```
</person>
```

```
</rsp>
```



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# About drewm / Drew McLellan pro

← Photos

I'm **Male** and **Taken**.

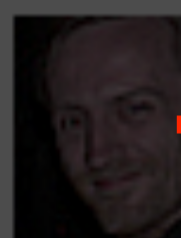
[All in the <head>](#)

Maidenhead, United Kingdom

## Testimonials

drewm doesn't have any testimonials yet.

## drewm's contacts ([135](#))



[brothercake](#)



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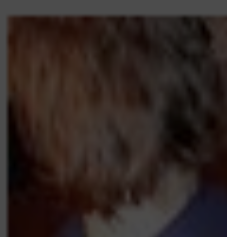
[David Longworth](#)



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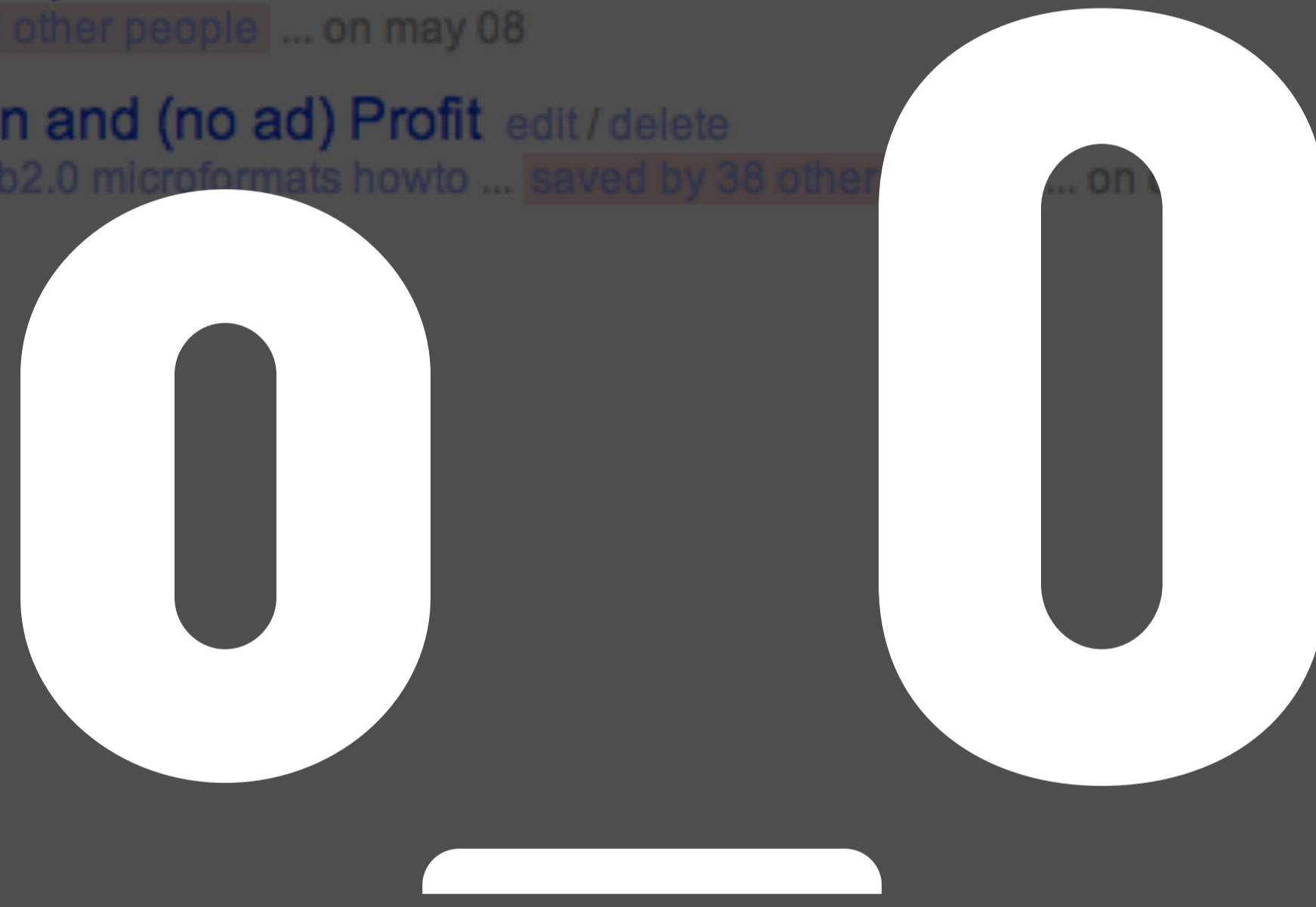
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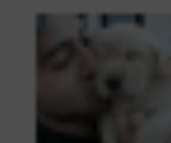
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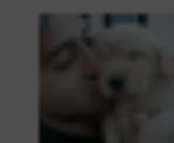
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Average Rating: ★★★★★ (6 Reviews)

Winery: Domaine Alfred

Vintage: 2003

Varietal: Pinot Noir

Country: United States

Region: California: Central Coast

Price: \$\$\$\$ 47.50 USD · [Buy this wine](#)

Tasting Tags: [cherry](#) [pinot](#) [raspberry](#) [red](#) [wine](#)



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**ryanirelan**

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Wonderful. I tasted this at the winery and at a restaurant.

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Winery: Domaine Alfred

Vintage: 2003

Varietal: Pinot Noir

Country: United States

Region: California - Central Coast

Price: \$\$\$\$ 47.50 USD Buy this wine

Tasting Tags: cherry, pinot, grape, berry, red, wine



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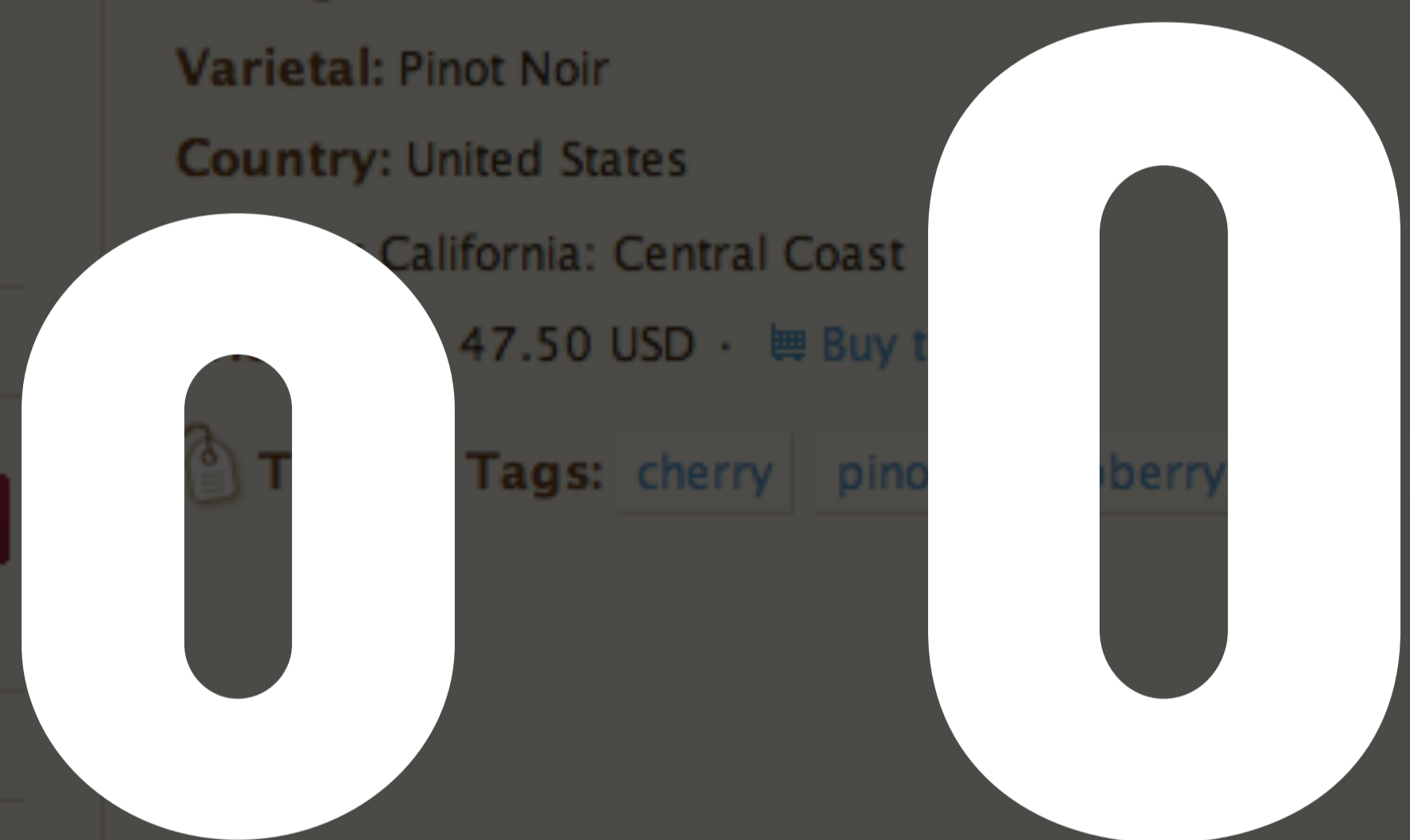
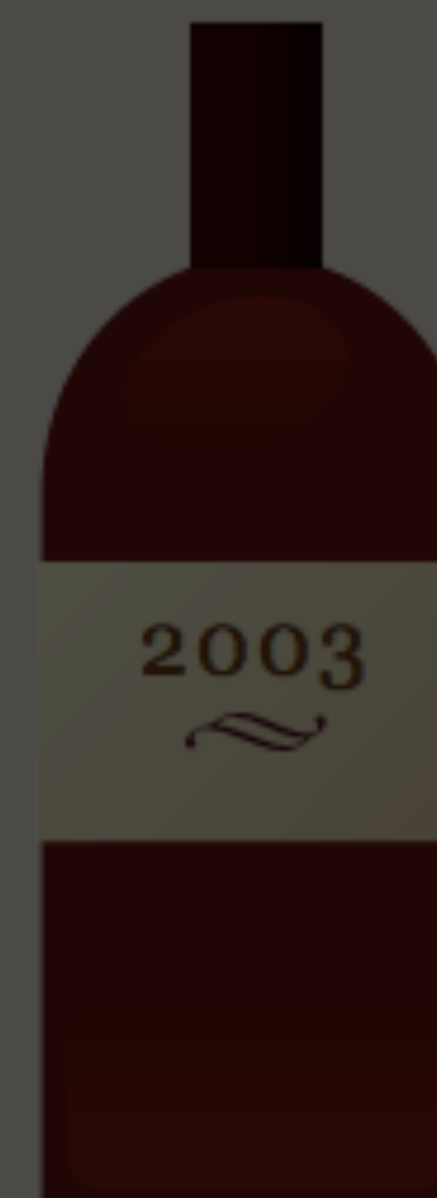
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Country: United States

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Tags: cherry pinot berry wine



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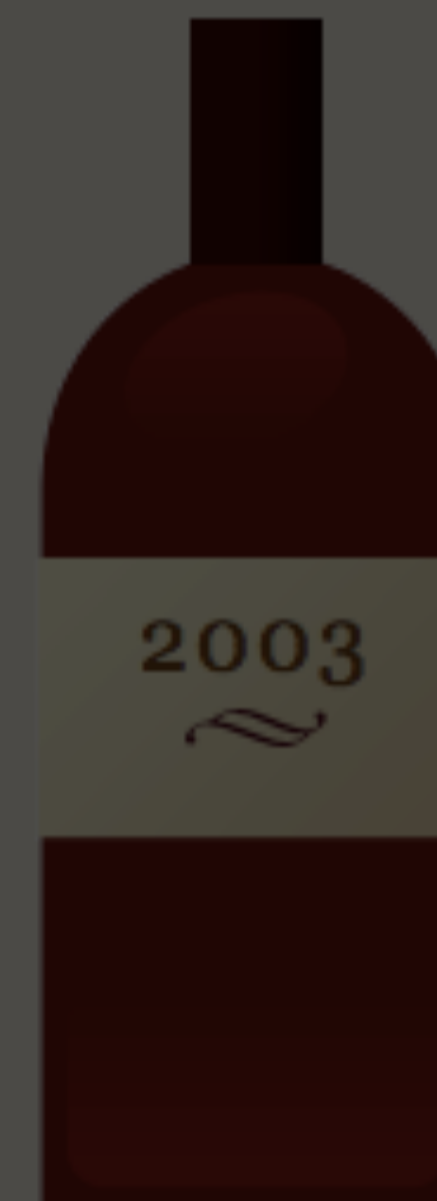
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★★★★★ reviewed by benbarren



**Domaine Alfred Califa 2003 Pinot Noir** →

★★★★★ reviewed by damon



**Domaine Alfred Califa 2003 Pinot Noir** →

★★★★★ reviewed by stewartwright



**Domaine Alfred Califa 2003 Pinot Noir** →

★★★ reviewed by htomren

“ I could tell you about Brian Suda emailing about some crazy XSLT/SPARQL stuff he did by scraping his drinking buddies, then running a search query and cross-referencing the **hReviews** with his **XFN** list. He was attempting to show how he could get a search result of “**trusted**” reviews all based on the microformats we've implemented.

**I didn't have a clue as to what he was talking about. :-)**

But that's the beauty of it! Something I'm calling "**oblivious development**". I've always looked at microformats as "**planting seeds**" that later grow into things you never even thought of.

microformats are so **easy** to sprinkle in, that as designer I can plant the stuff that **later** someone like Brian Suda can do insane things with. **I love that.** I don't understand the stuff that Brian was doing - but I don't have to."

**Dan Cederholm, Cork'd**



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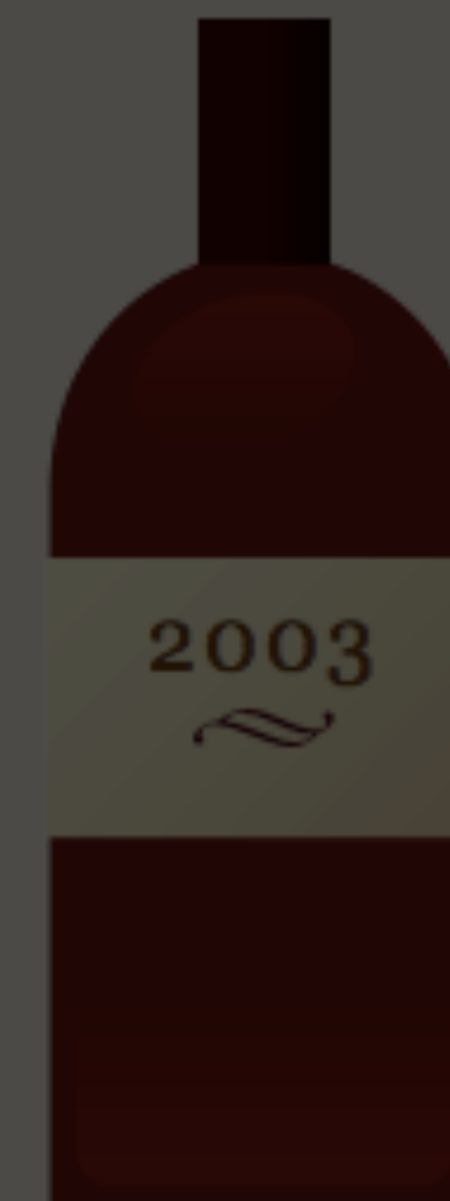
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Winery: J



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(202 days ago)



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LA VITA E' COME UNA SCATOLA DI  
CIOCCOLATINI: UN REGALO BANALE!

**read/write**

A black and white photograph of three white eggs resting on a light-colored surface. The eggs are arranged in a slight arc, with one egg in the foreground and two behind it. The lighting is soft, creating gentle shadows. The text "Cook'd?" is printed in a bold, black, sans-serif font across the middle of the foreground egg.

**Cook'd?**



**drewmclellan.getInfo**





<http://allinthehead.com/about>



drewmclellan.**getPhotos**

```
<a href="http://flickr.com/photos/drewm"
rel="me">My photos</a>
```



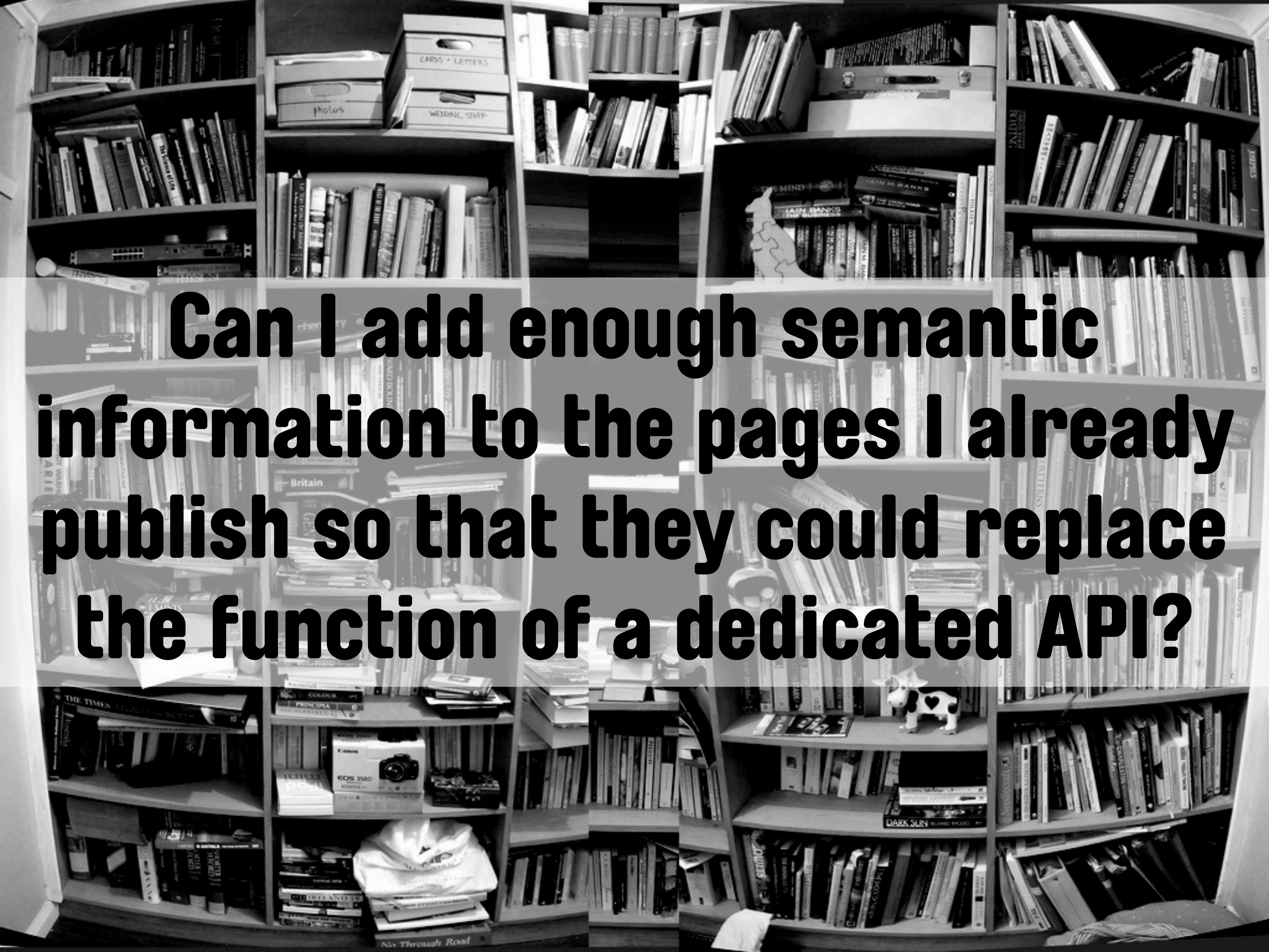
# drewmclellan.getEvents

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<a href="http://upcoming.org/user/38988"  
rel="me">My events</a>
```

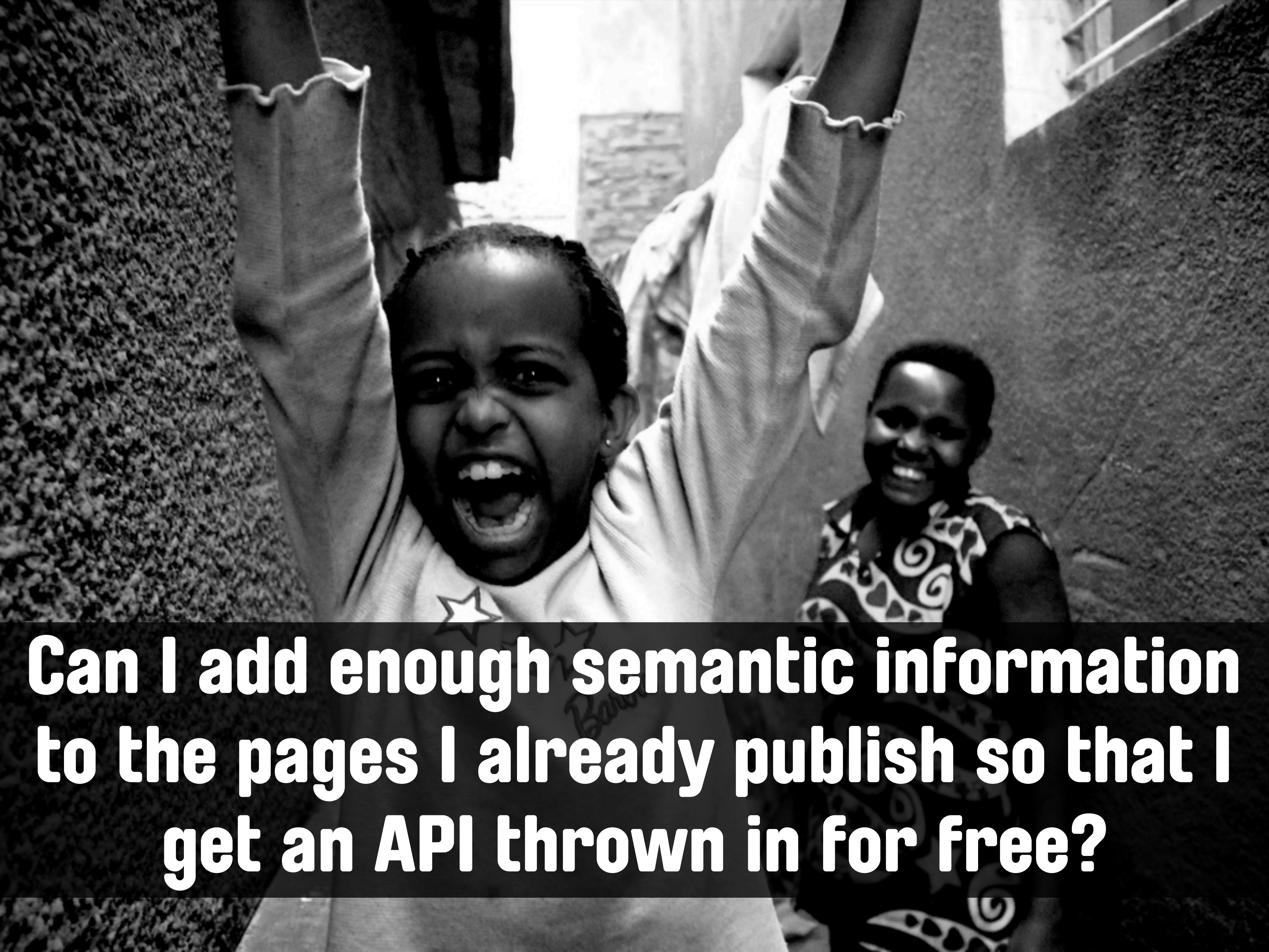


**drewmclellan.getWines**

`<a href="http://corkd.com/people/drewm" rel="me">My wine journal</a>`



**Can I add enough semantic information to the pages I already publish so that they could replace the function of a dedicated API?**



**Can I add enough semantic information to the pages I already publish so that I get an API thrown in for free?**

**Hell yeah.**



Can **your** website be  
**your** API?



**Fo shizzle.**

**Thanks!**

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