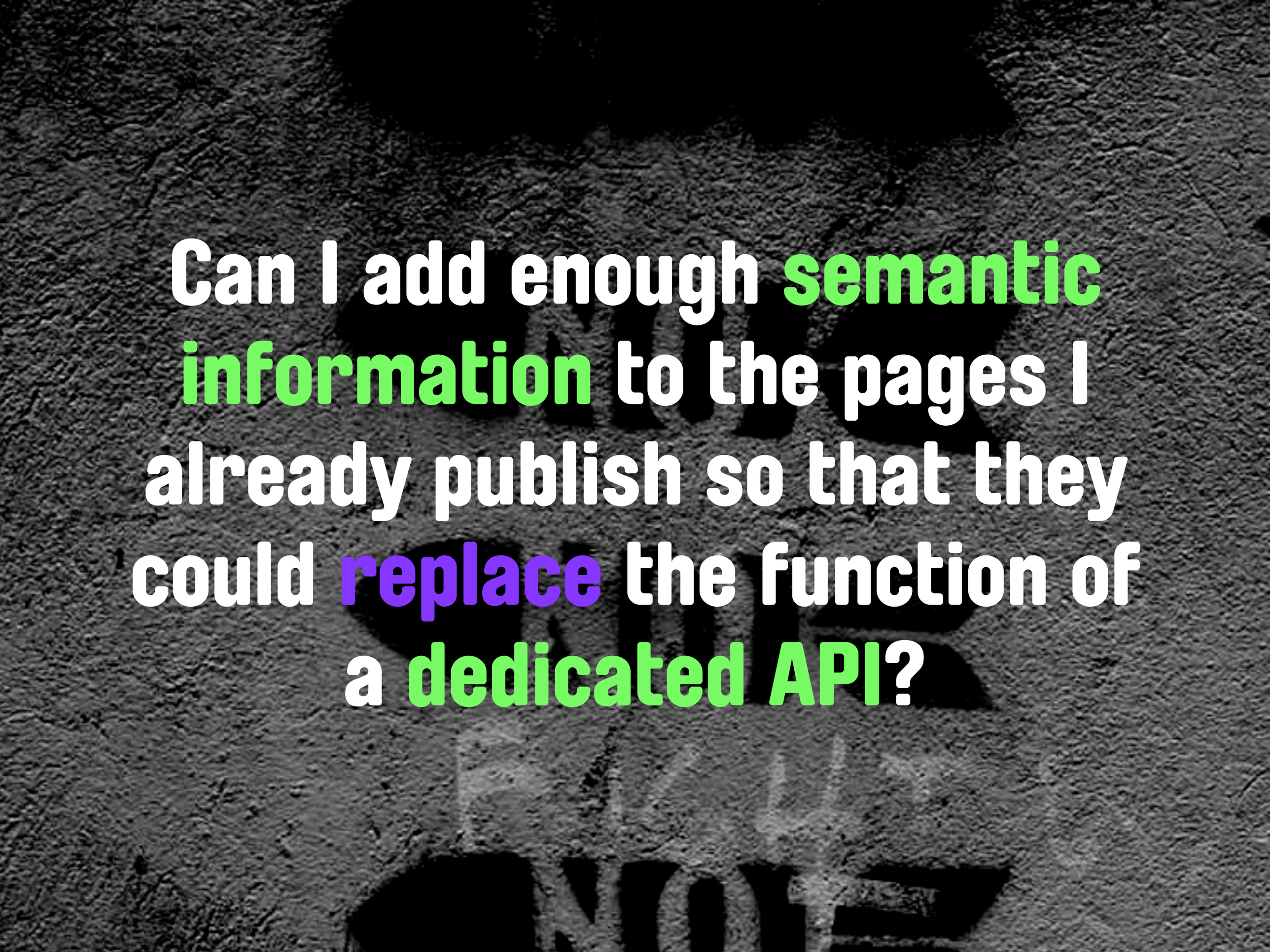
Can your website be your API?

Drew McLellan

Highland Fling, April 2007

Can your website be your API?

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?

Am I bovvered?

Am I bovvered?

do I look bovvered ?

Data is dying.

EMI takes locks off music tracks

Tue 3 Apr 2007, 3:35 AM ET

LONDON – EMI Group PLC said Monday it will begin selling songs online that are free of copy-protection technology through Apple Inc.'s iTunes Store.

The announcement followed calls by Apple Chief Executive Steve Jobs earlier this year for the world's four major record companies to start selling songs online without copy-protection software.

"Doing the right thing for the customer going forward is to tear down the walls that impede interoperability," Jobs told a London news conference.

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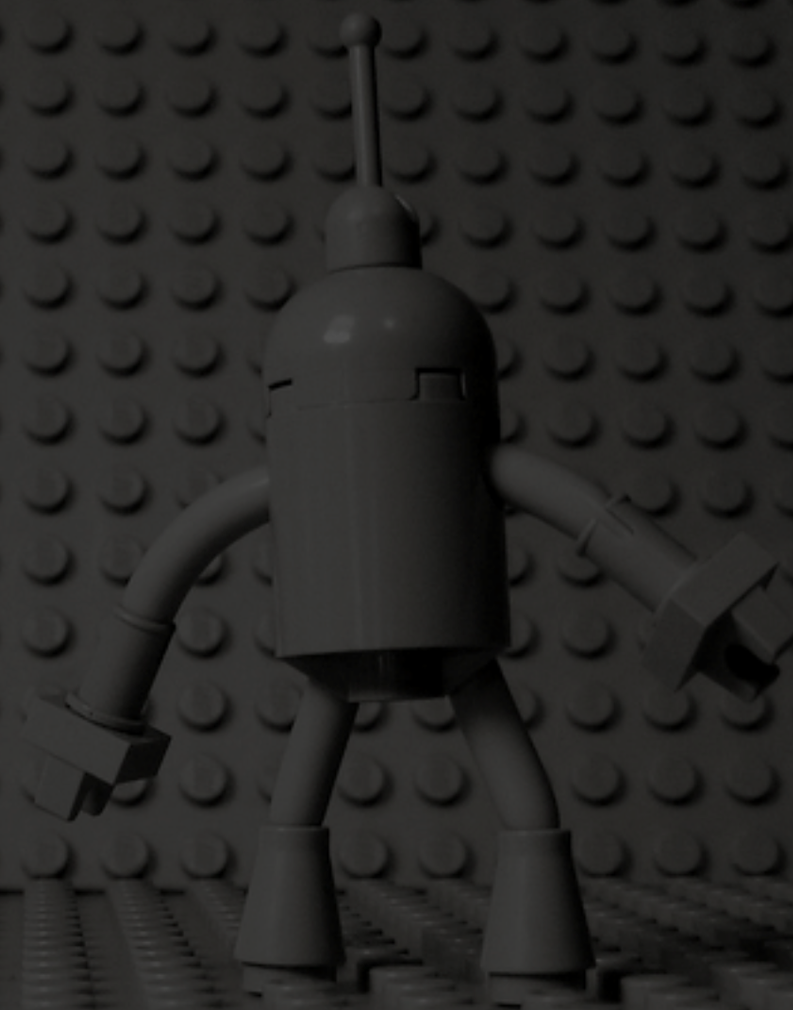
Article
Date
Author
Location
Person
Role
Company



hAtom

Article
Date
Author
Location
Person
Role
Company

hAtom

Article

Date

hCard

Author

Location

Person

Role

Company

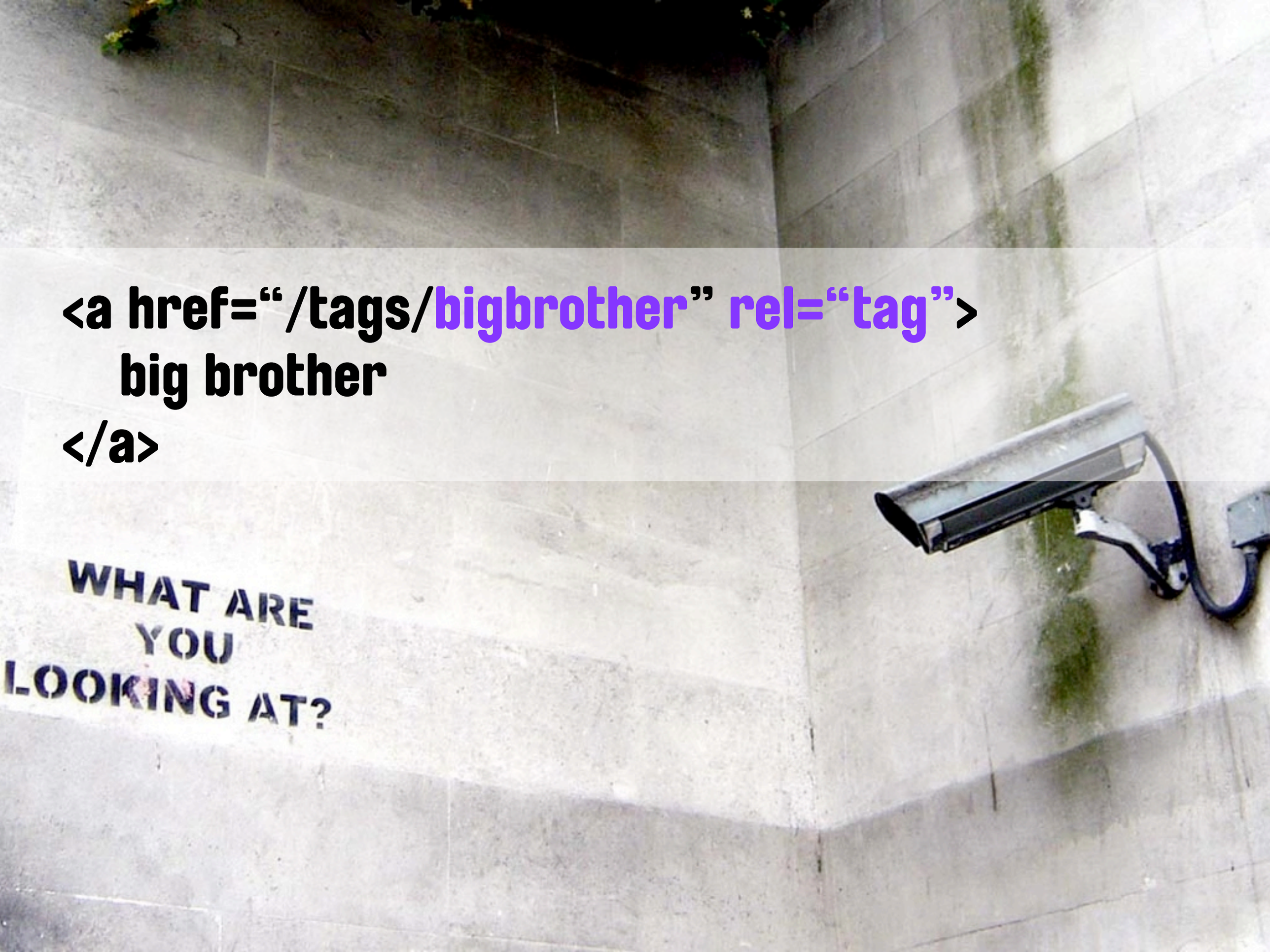
microformats

rel-tag for tags

```
<a href="/tags/bigbrother" rel="tag">
    big brother
</a>
```

```
<a href="/tags/bigbrother" rel="tag">
    big brother
</a>
```

```
<a href="/tags/bigbrother" rel="tag">
    big brother
</a>
```



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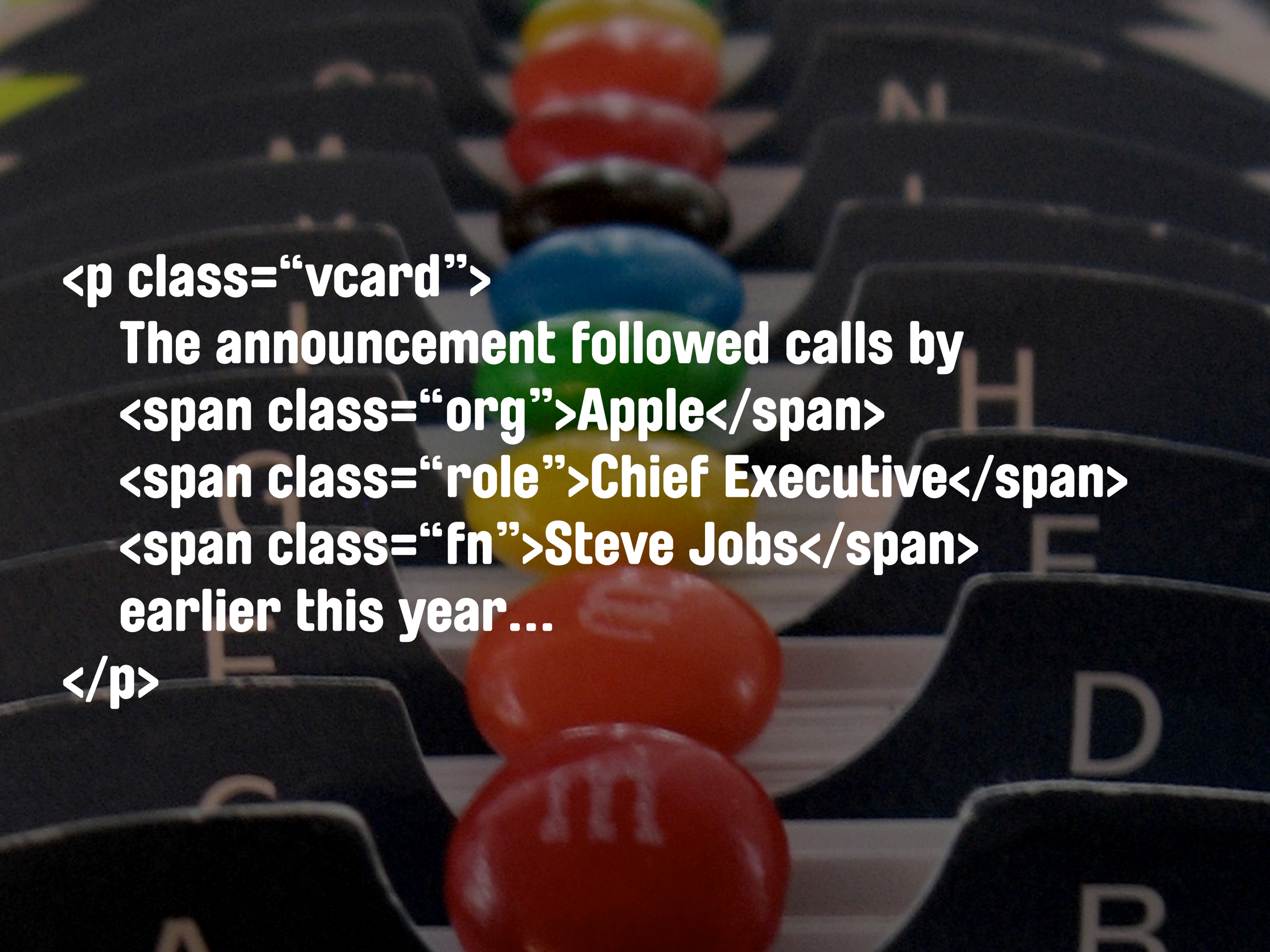
<a href="/tags/bigbrother?foo=bar" rel="tag">
    big brother
</a>
```

```
<a href="/tags/bigbrother#wtf" rel="tag">
    big brother
</a>
```

hCard
for address cards



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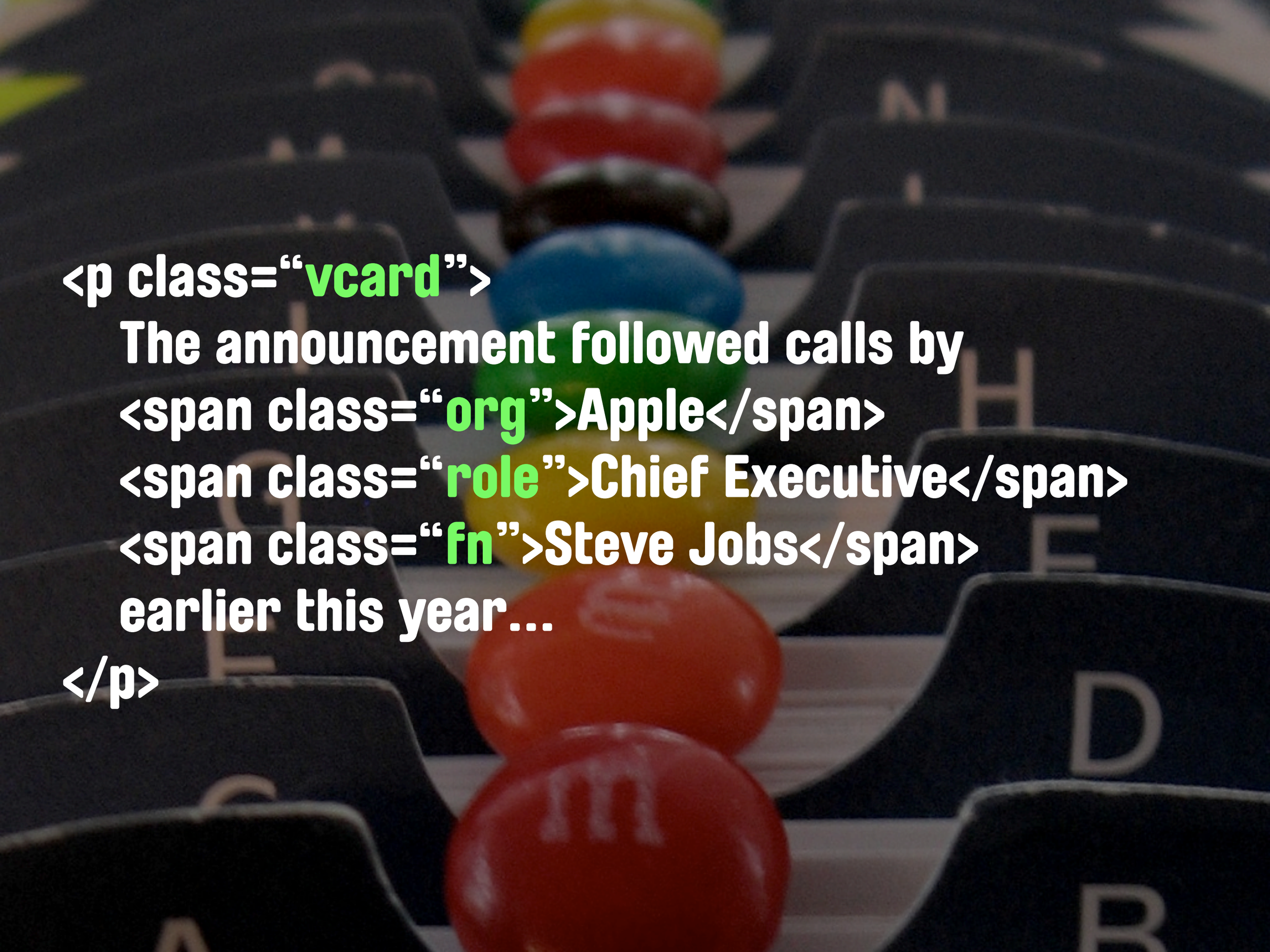
Steve Jobs
earlier this year...



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Steve Jobs
earlier this year...

hCalendar

for events

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<p class="vevent">
   I'll be presenting about microformats at
   <span class="summary">The Highland Fling
   </span> at the
   <span class="location">
   Symposium Hall in Edinburgh</span>
   <abbr class="dtstart"
title="2007-03-05">this Thursday</abbr>.
</p>
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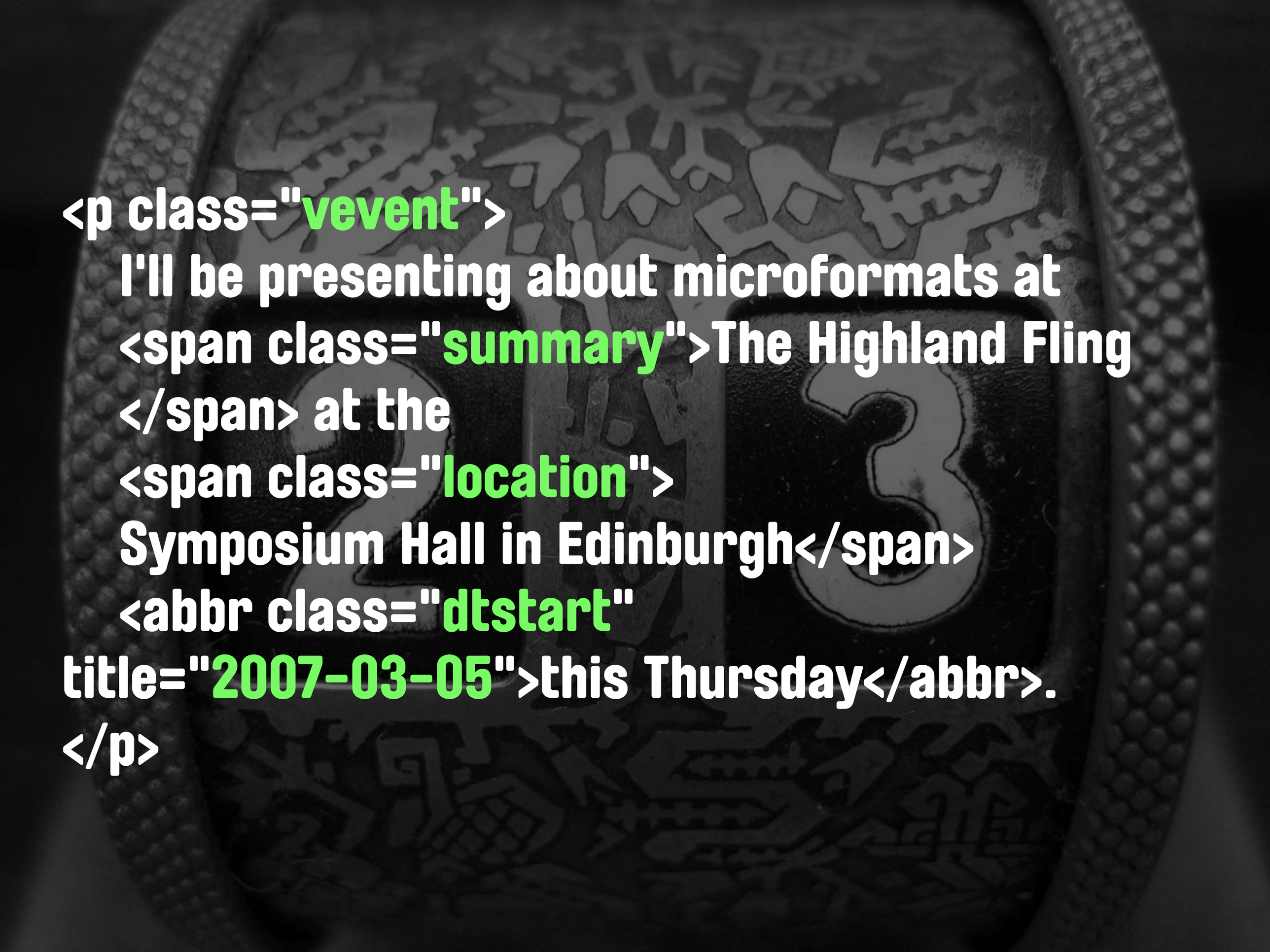

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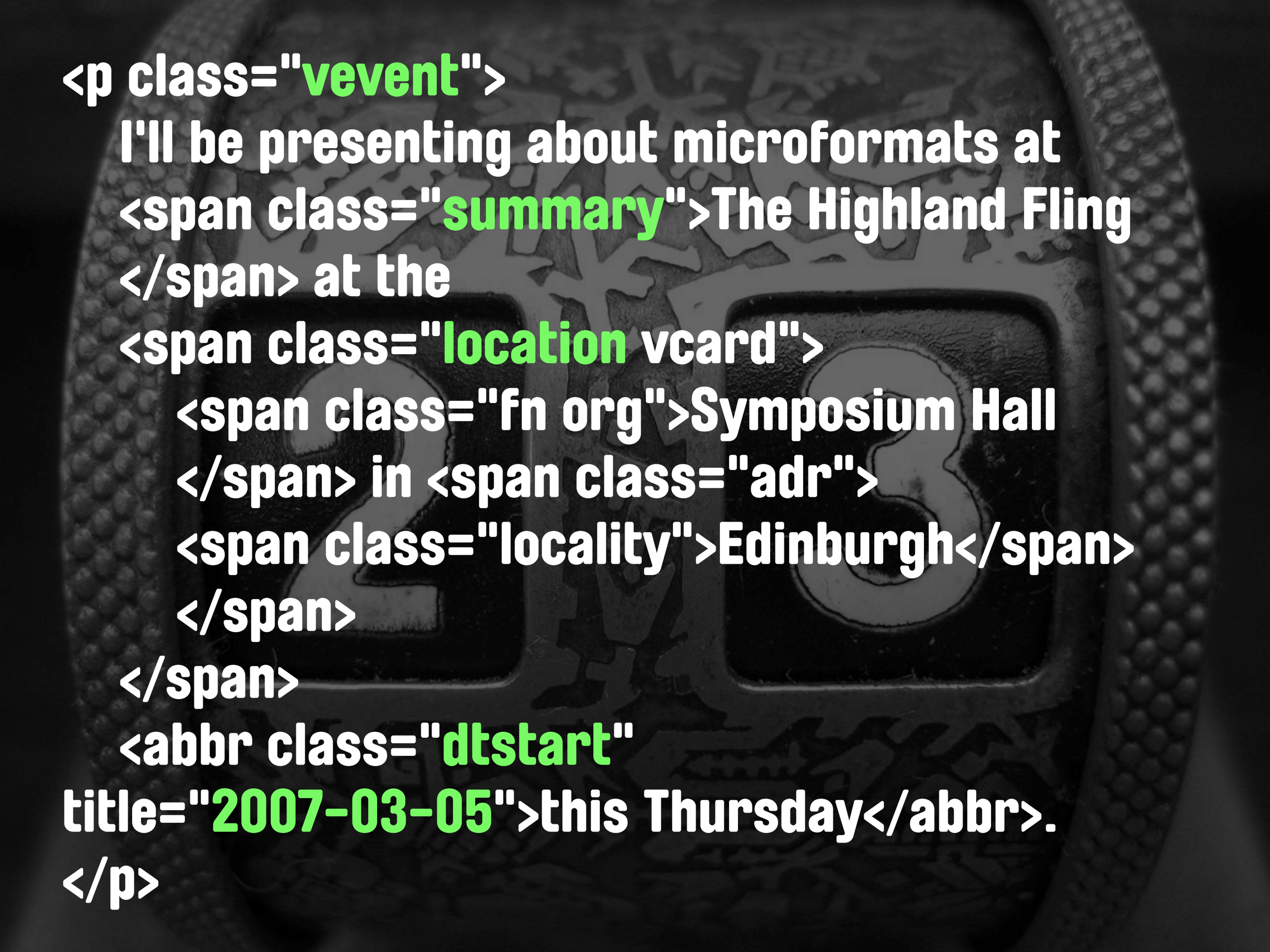

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      <span class="locality">Edinburgh</span>
      </span>
   </span>
   <abbr class="dtstart"
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</p>
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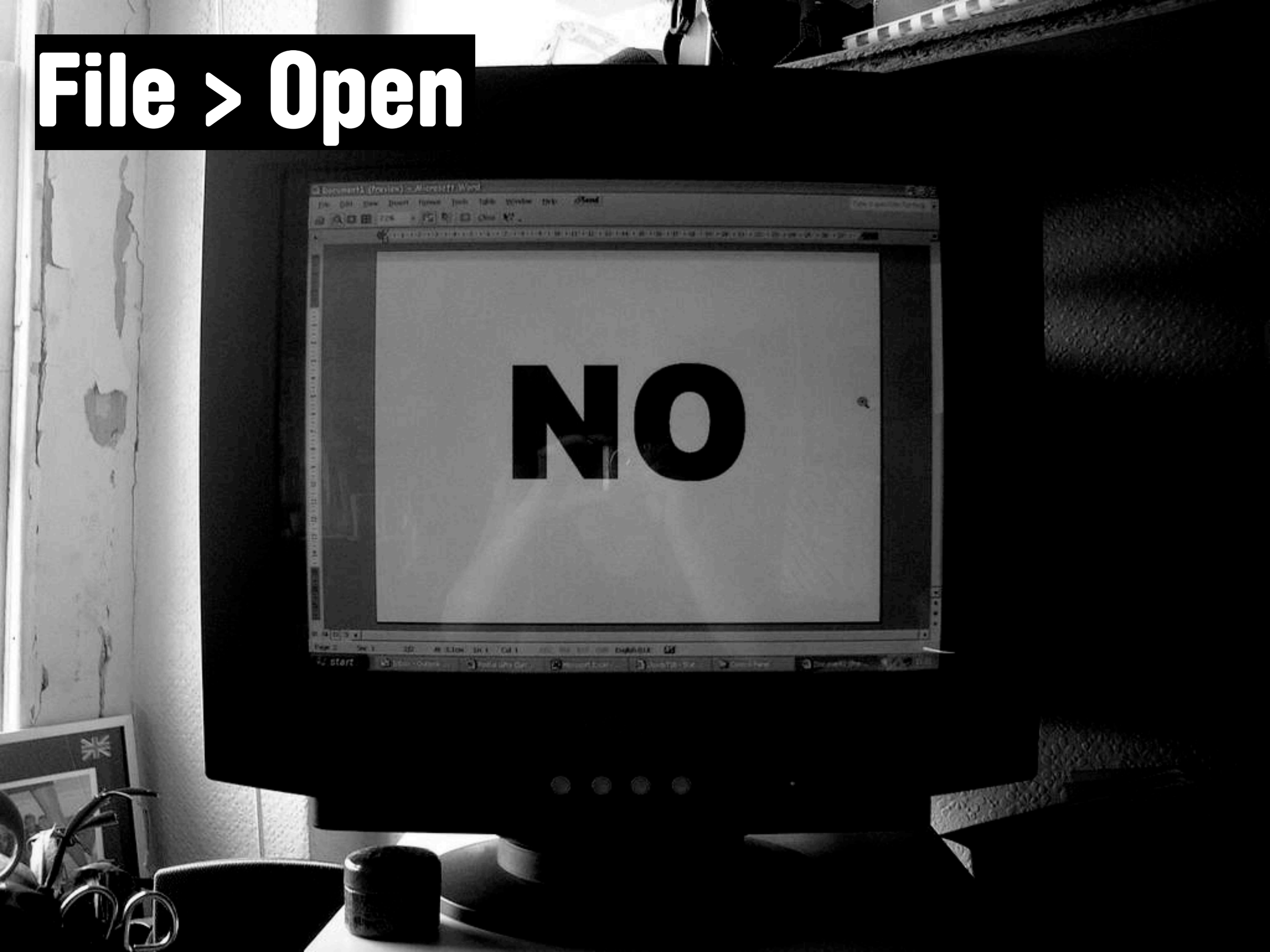
hCard

Artificial Intelli
A Modern Appr
ramming P
Wall, Christians
& Schwa
Prentice
ramming Ruby
Dave Thomas

Brain > Code

Fork handles?

File > Open

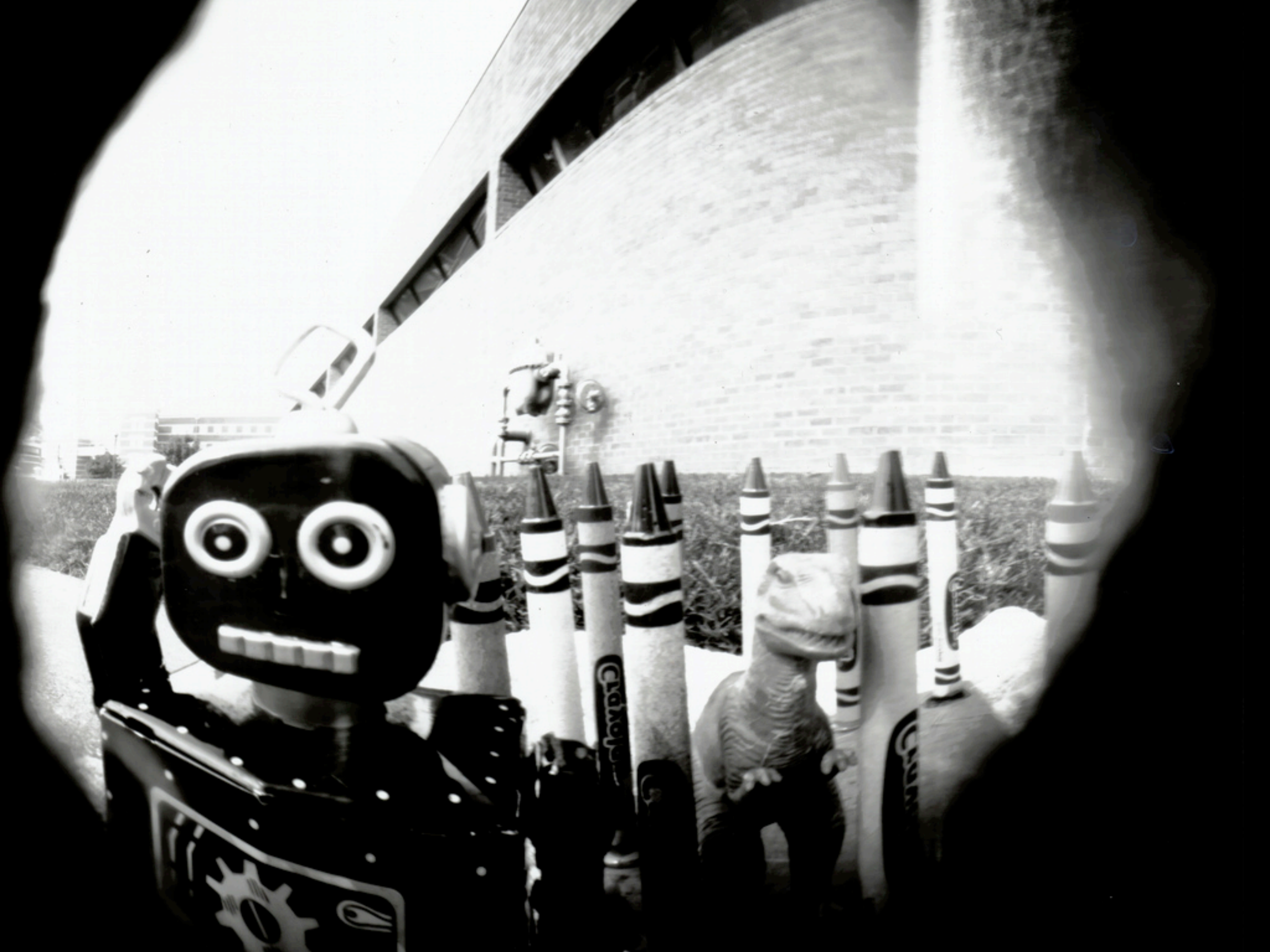


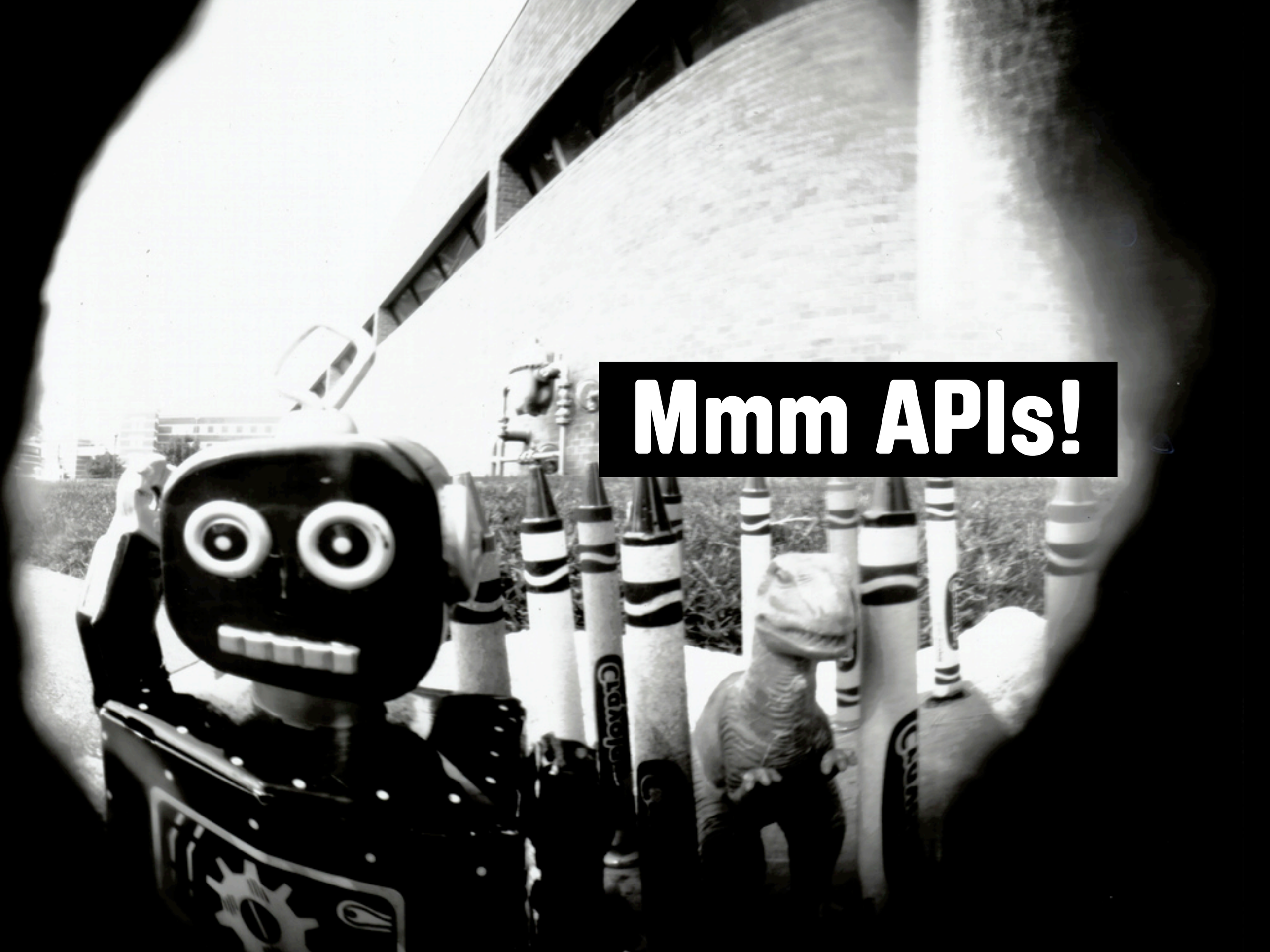
(shameless)

FAX

beep

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




Mmm APIs!

Bow-wow

yay.

Upcoming.org: The Highland Fling 2007 – Web Standards in Scotland at Symposium Hall (Thursday, April 5, 2007)

http://upcoming.org/event/141320/

Google

The Highland Fling 2007 - Web Standards in Scotland

WHEN
Thursday, April 5, 2007

WHERE
Symposium Hall
10 Hill Sqaure
Edinburgh, Scotland EH8 9DW
(Yahoo! Maps, Google Maps)

CATEGORY
Education

DESCRIPTION
This inaugural Highland Fling conference will cover the topic of progressive enhancement and is designed to make developers aware of both the benefits and pitfalls involved of using such technologies, how to use them, when not to use them, and what the future holds.

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Jeremy Keith – What is progressive enhancement?

Mark Norman Francis – Graded browser support

Andy Budd – Progressive enhancement using advanced CSS

I'm Attending — 29 Attending

I'm Watching — 32 Watching

Don't watch or attend

Send to calendar | Invite friends
Reminders: Off | Report a problem

Attending

You
briansuda
adactio
andybudd
mn_francis
azcazandco
olly
simey_j

Watching

trovster
nataliedowne
clagnut
ellythompson
meriwilliams
fberriman
WordRidden
andrewdisley

Done

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The Highland Fling 2007 - Web Standards in Scotland

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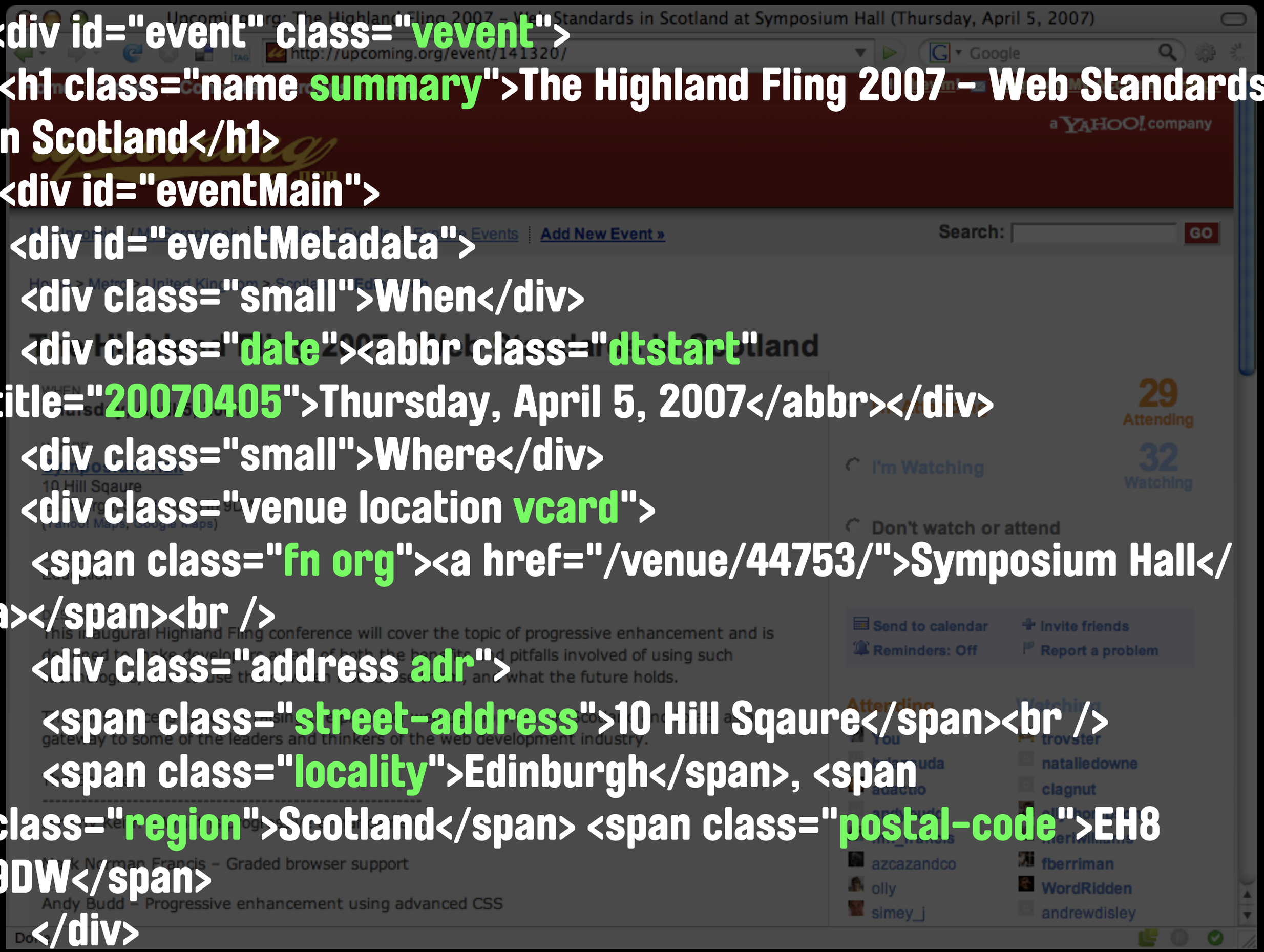
http://upcoming.yahooapis.com/services/rest/?api_key=<API Key>&method=event.getInfo&event_id=141320



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   <div class="date"><abbr class="dtstart" title="20070405">Thursday, April 5, 2007</abbr></div>
   <div class="small">Where</div>
  <div class="venue location vcard">
   <span class="fn org"><a href="/venue/44753/">Symposium Hall</a></span><br />
   <div class="address adr">
    <span class="street-address">10 Hill Sqaure</span><br />
    <span class="locality">Edinburgh</span>, <span class="region">Scotland</span> <span class="postal-code">EH8 9DW</span>
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```

‘Tails’ for Firefox

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All | Contacts | Events

Objects Found on this Page:

The Highland Fling 2007 - Web Standards in Scotland
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Done

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WordRidden
andrewdisley

Done

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← Photos

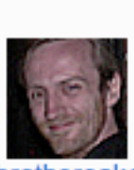
I'm **Male** and **Taken**.

All in the <head>
Maidenhead, United Kingdom

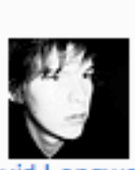
Testimonials

drewm doesn't have any testimonials yet.

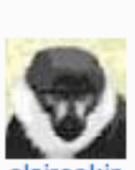
drewm's contacts (135)


brothercake

ChameleonGreen


David Longworth

muffinresearch


claireskin

James Wheare

builtbydave

aralbalkan

emsef

Martin Wroe

More...

drewm's public groups

- Macintosh
- Jumping Project
- Comic Sans
- The Red Panda Group
- flickrsnout
- Cotswold Geekend
- Badgers!
- d.Construct 2005
- WineCamp
- ♪NowPlaying
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- Reflective designs
- Carson Workshops Summit 2006
- Being Dan Cederholm
- A Spread Worth Meme-ing
- Rhinos
- Cork'd
- Two Point Oh Yeah
- Greenbelt 2006
- Pub Standards

Flickr: drewm

http://flickr.com/people/drewm

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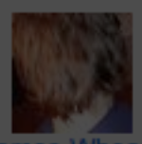
drewm's contacts (19)

brothercake

ChameleonC

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

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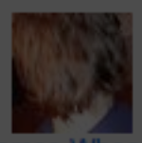
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drewm's public groups

- Macintosh
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- Comic Sans
- The Red Panda Group
- flickrsnout
- Cotswold Geekend
- Badgers!
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- Reflective designs
- Carson Workshops Summit 2006
- Being Dan Cederholm
- A Spread Worth Meme-ing
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I'm **Male** and **Taken**.

All in the <head>

Maidenhead, United Kingdom

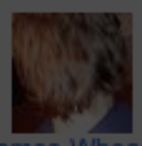
Testimonials

drewm doesn't have any testimonials yet.

drewm's contacts (25)

brothercake ChameleonGreen David Long

More...



James Wheare

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- flickrsnout
- Cotswold Geekend
- Badgers!
- d.Construct 2005
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- ♪NowPlaying
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- A Spread Worth Meme-ing
- Rhinos
- Cork'd
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flickr.people.getInfo

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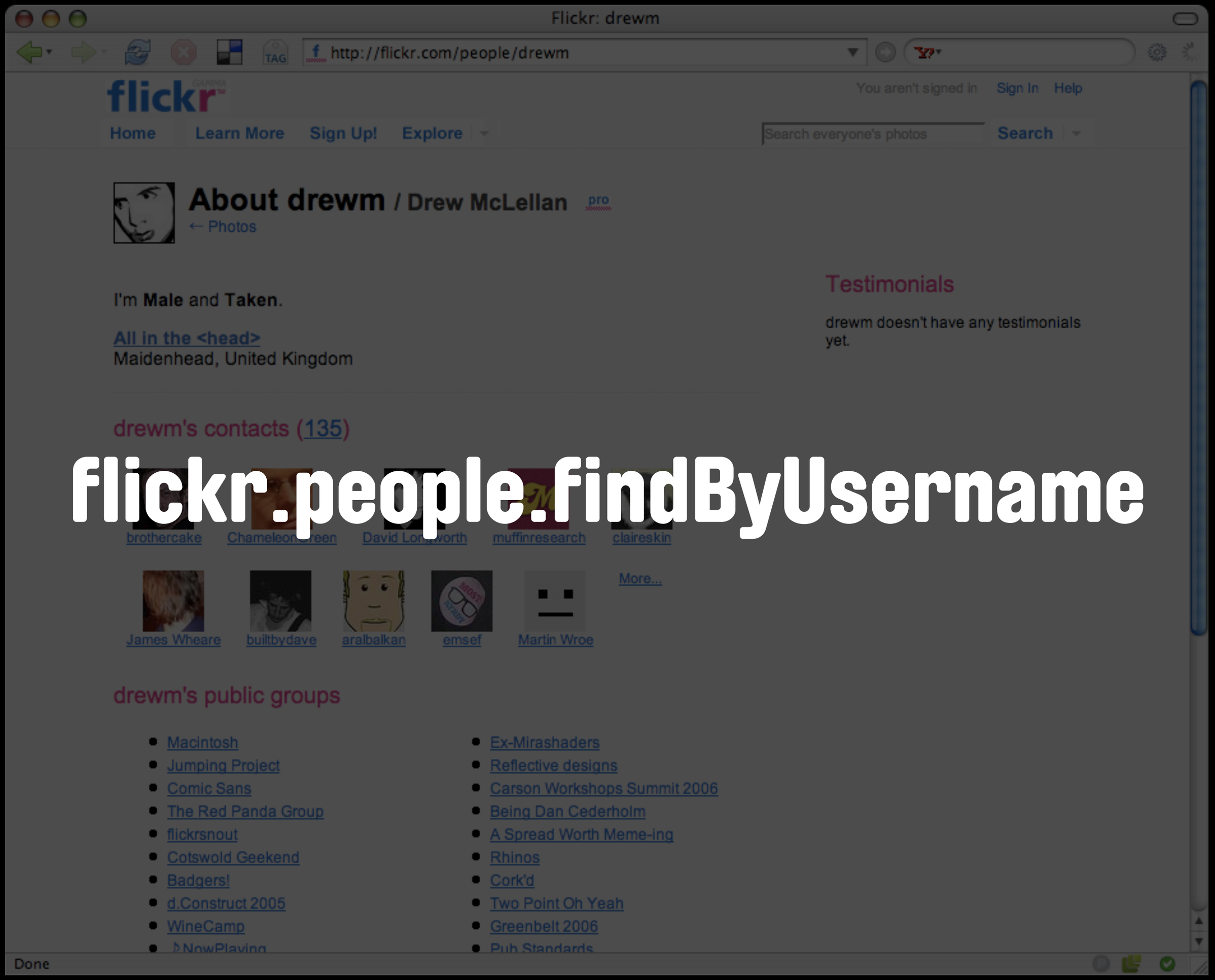

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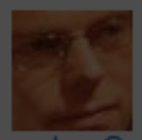
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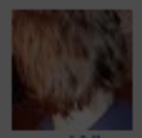
James Wheare

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Web Application Developer

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http://flickr.com/people/drewm
X2V
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SOURCE:http://flickr.com/people/drewm
NAME:Flickr: drewm
VERSION:3.0
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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
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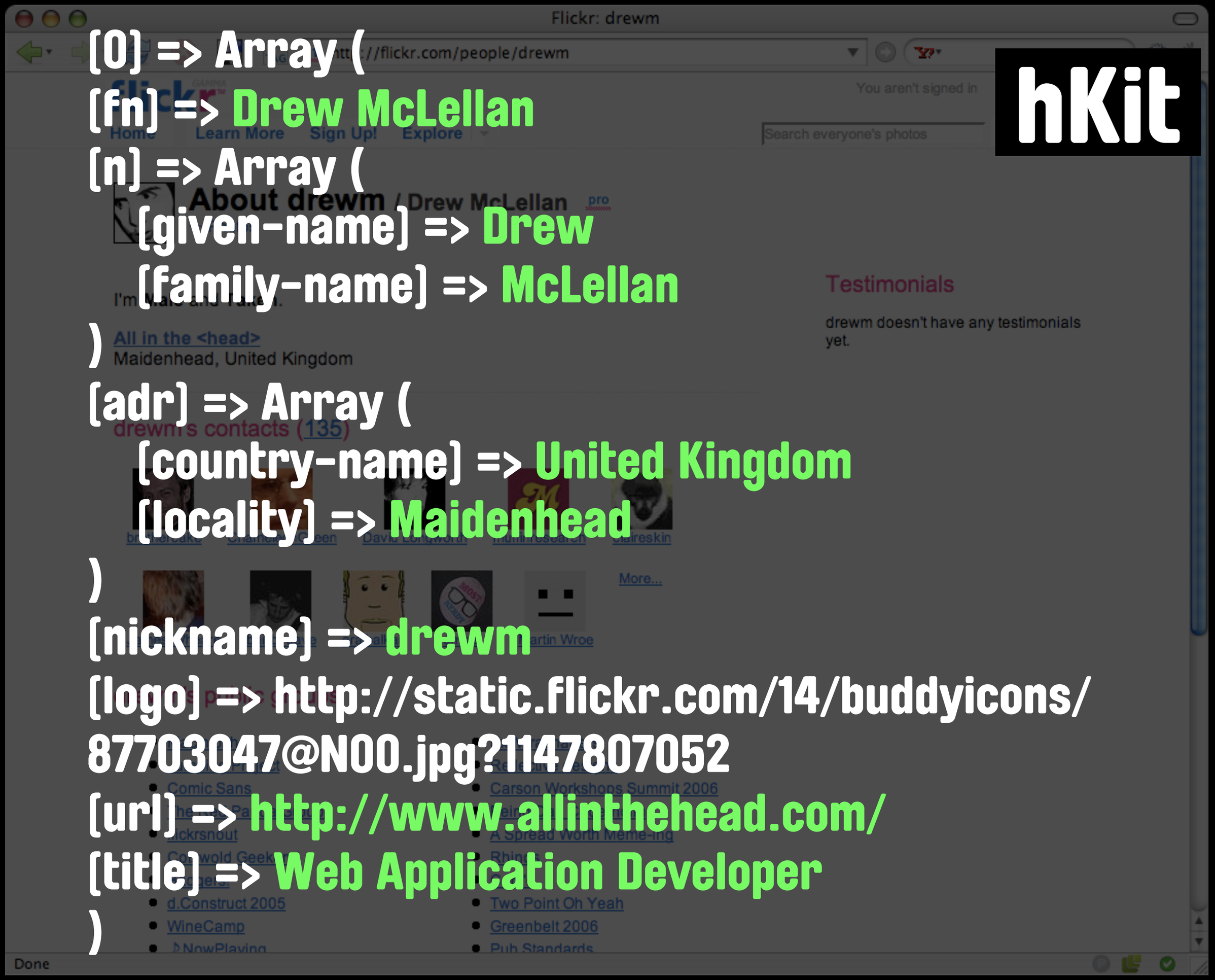
Testimonials
drewm doesn't have any testimonials yet.
Done


Flickr: drewm
hKit
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[fn] => Drew McLellan
[n] => Array (
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)
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)
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[title] => Web Application Developer
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Done

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</rsp>
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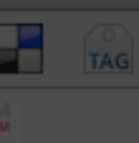
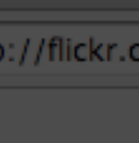
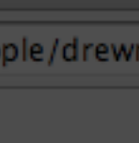
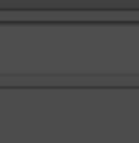
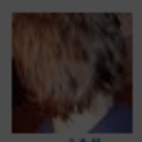

ChameleonGreen


David Longw h


muffinresearch


claireskin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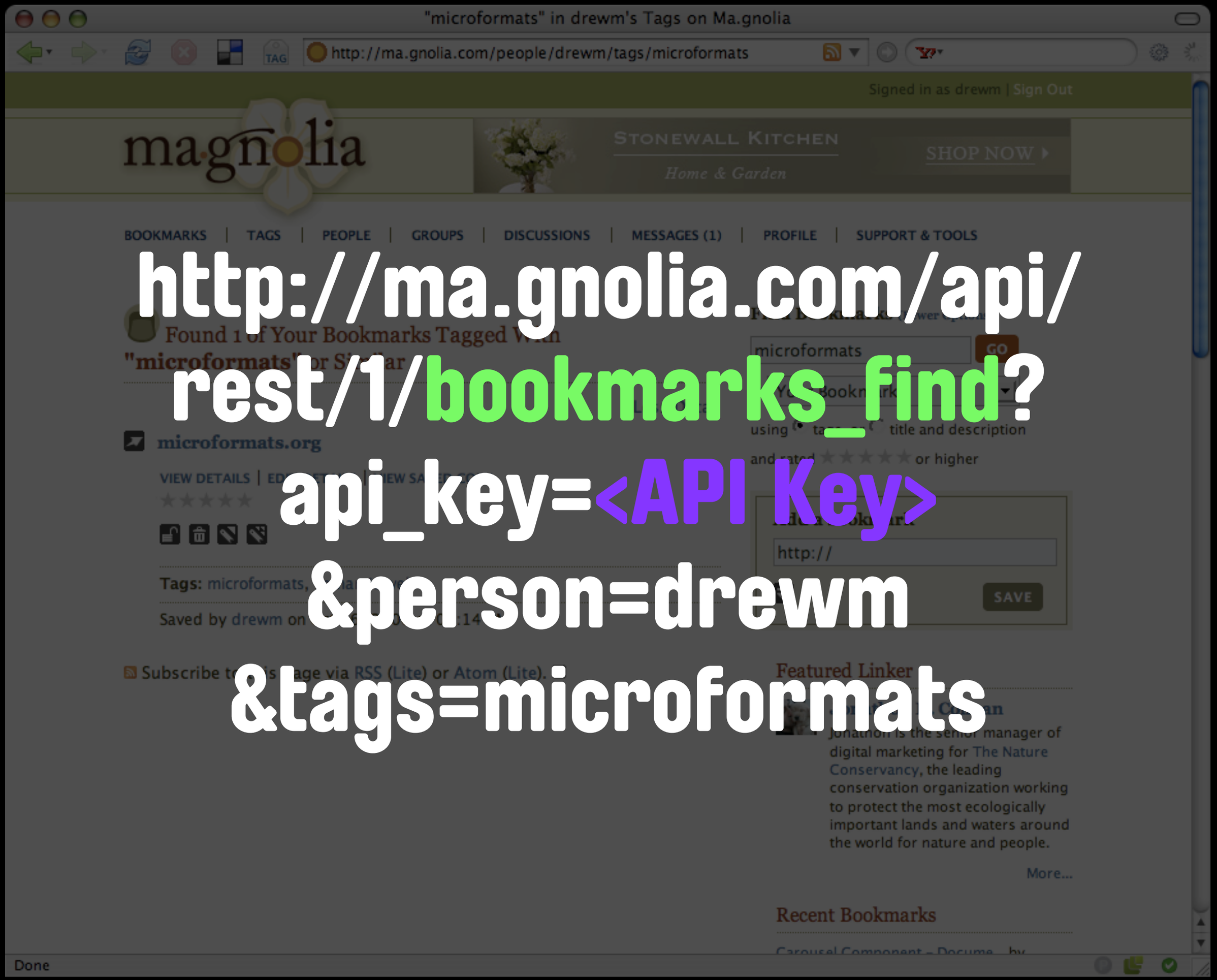
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&tags=microformats
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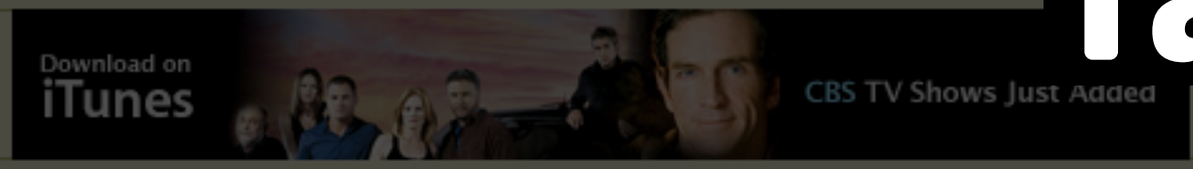

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Average Rating: ★★★★☆ (6 Reviews)

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 (202 days ago)

★★★★★

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Tasting Tags:

hivelogic (202 days ago)

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Varietal: Pinot Noir

Country: United States

Region: California: Central Co

Price: $$$$ 47.5

this wine

Tasting Tags: cherry | pinot | raspbe | red | wine

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★★★★★

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Winery:

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A LIST APART

For people who make websites.

Domaine Alfred Califa 2003 Pinot Noir

Edit Wine

Average Rating: ★★★★☆ (6 Reviews)

Winery: Domaine Alfred

All | Contacts | Reviews

Objects Found on this Page:

Domaine Alfred Califa 2003 Pinot Noir
★★★★★ *reviewed by ryanirelan*

Domaine Alfred Califa 2003 Pinot Noir
★★★★★ *reviewed by hivelogic*

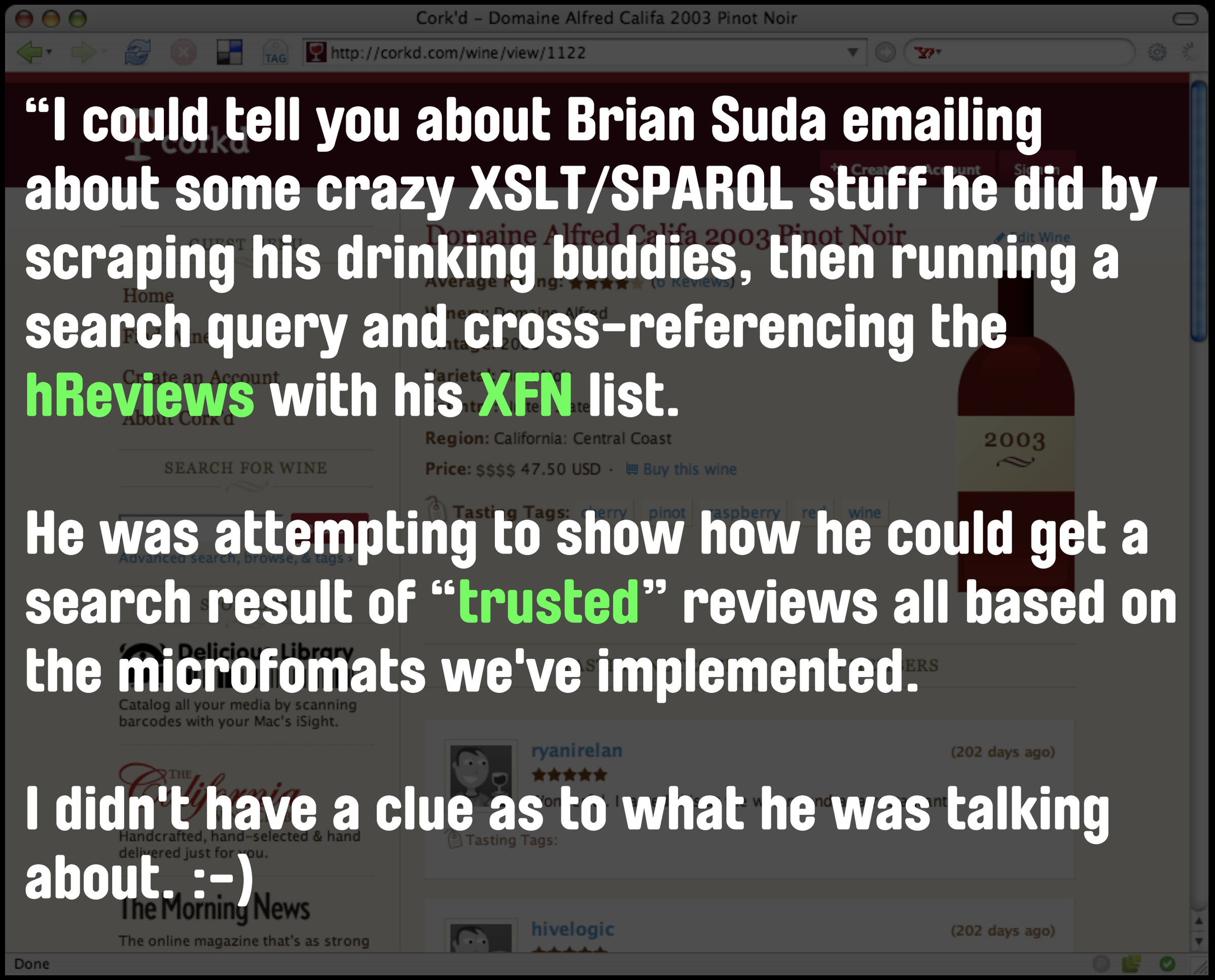
Domaine Alfred Califa 2003 Pinot Noir
★★★★ *reviewed by benbarren*

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*

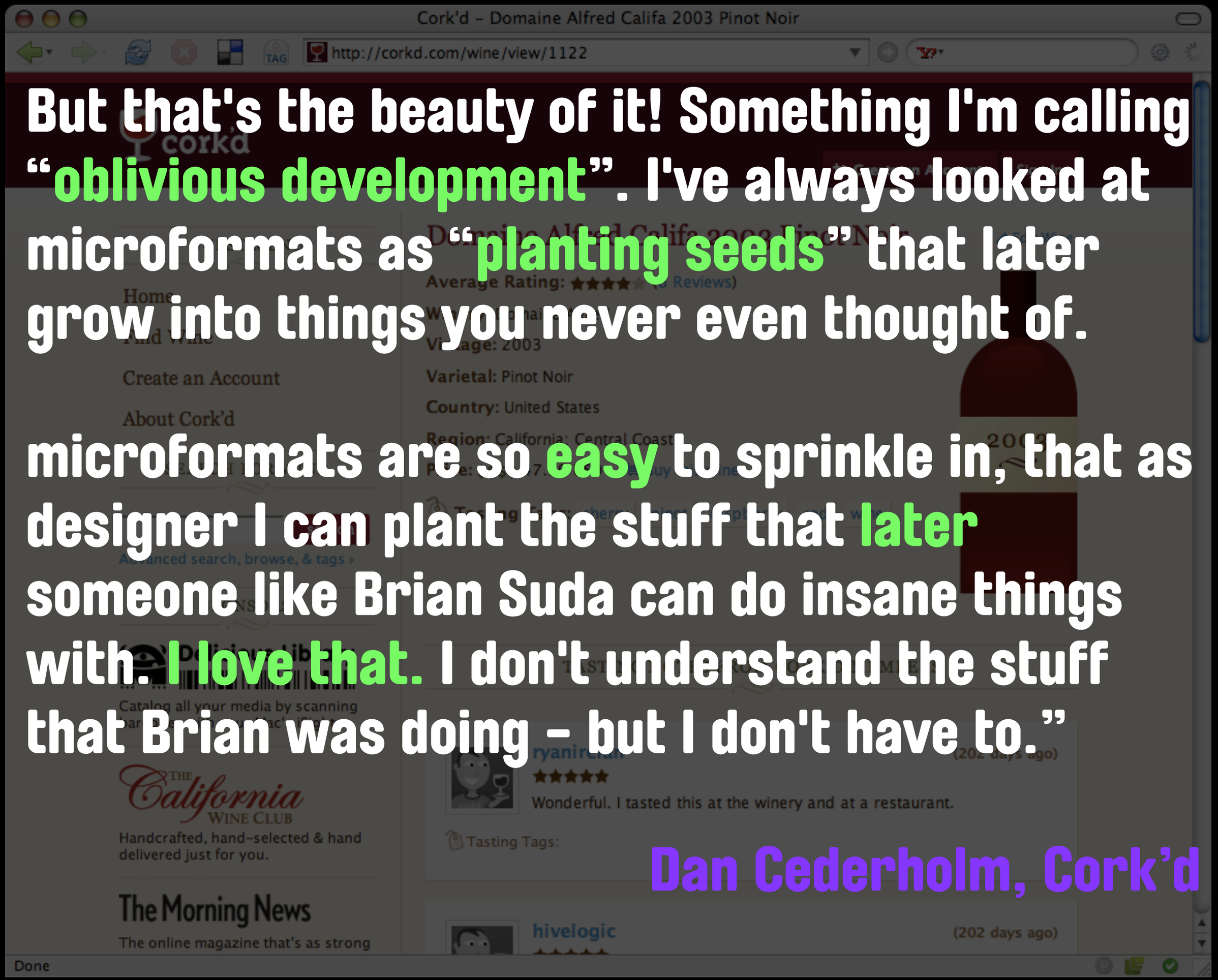
http://ma.gnolia.com/people/featured



"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 microfomats we've implemented.

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


Cork'd – Domaine Alfred Califa 2003 Pinot Noir
http://corkd.com/wine/view/1122
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
Done

Cork'd – Domaine Alfred Califa 2003 Pinot Noir

http://corkd.com/wine/view/1122

corkd

Create an Account | Sign In

GUEST MENU

- Home
- Find Wine
- Create an Account
- About Cork'd

SEARCH FOR WINE

search

Advanced search, browse, & tags ›

SPONSORS

Delicious Library

Catalog all your media by scanning barcodes with your Mac's iSight.

The California Wine Club

Handcrafted, hand-selected & hand delivered just for you.

The Morning News

The online magazine that's as strong

Domaine Alfred Califa 2003 Pinot Noir

Edit Wine

Average R

Winery:

wine

CORK'D MEMBERS

ryanirelan (202 days ago)

★★★★★

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

Tasting Tags:

hivelogic (202 days ago)

Done

read/write

Cook’d?

drewmclellan.getInfo

http://allinthehead.com/about

drewmclellan.getPhotos

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

drewmclellan.getEvents

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

drewmclellan.getDrunk

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

So what?

Highrise – People

http://drew.highrisehq.com/people

Google

Drew McLellan

Settings | Users | Groups | My info | Log-out HELP

Welcome | Dashboard | Contacts | Tasks | Cases | Search | Account

Find someone by typing their name

Build your contacts: Add a person

You can also upload a vCard or import from Basecamp in the sidebar on the right

People

Drew McLellan comments@allinthehead.com

Add a new person

Add a new company

Upload a vCard file

Import from Basecamp

Done

Highrise – People

http://drew.highrisehq.com/people

Google

Drew McLellan

Settings | Users | Groups | My info | Log-out HELP

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People

Drew McLellan comments@allinthehead.com

Privacy policy | Terms of service | 37signals, LLC

Add a new person

Add a new company

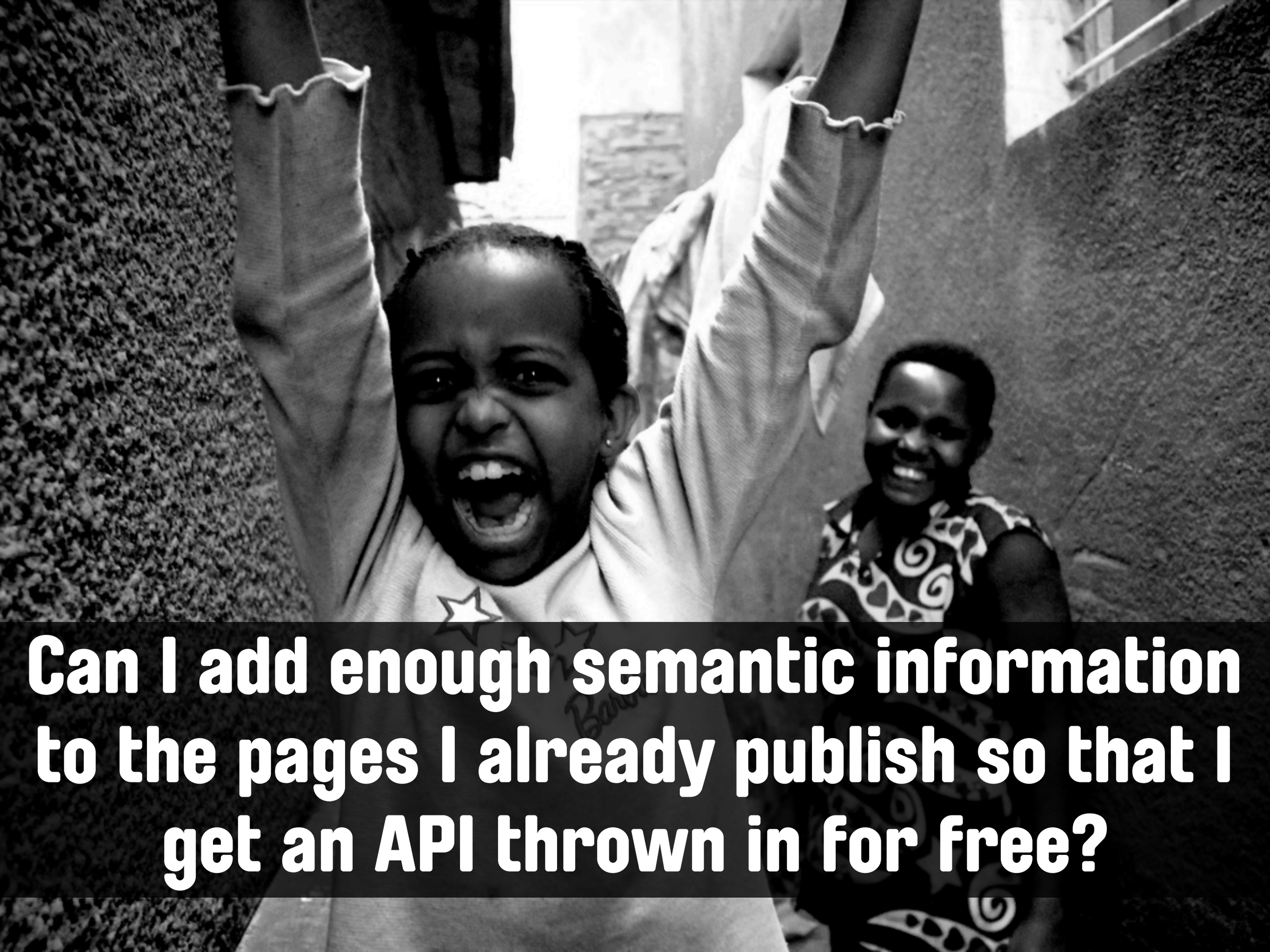
Upload a vCard file

Import from Basecamp

Add by URI?

Done

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.

O'REILLY® Short Cuts

Using Microformats

By Brian Suda

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ISBN: 0-596-52817-5

Microformats let you share structured information in HTML web pages. Although the information is visible to human readers—as it should be—software can also extract structured information.

This Short Cut is a general introduction to the history of microformats and an explanation why these ideas are rocketing to the forefront of technology. It includes information and examples on how to add all of the popular microformats used and consumed today to your documents. Also included is discussion of where the idea behind microformats originated and why the microformats process is so open for everyone to contribute.

With millions of instances of microformats on the Web, isn't it about time to learn what it's all about?

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Compound Microformats Catalog 18
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The value of Semantic Markup 32
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Can your website be your API?

Fo shizzle.

Thanks!

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PUSH FOR
FREE CHEESE

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