

# Microdata, Authorship and Joomla!

**Ruth Cheesley – Virya Technologies**

Ruth Cheesley - @RCheesley





**Show me the money!**

quality  
awareness  
strength  
loyalty  
perception  
marketing  
identity  
trust  
value

**BRAND**

**Good SEO = Reputation Management**



**Could do better!**

# Microdata

Ruth Cheesley - @RCheesley



<!DOCTYPE html>  
<html>  
<head>  
<title>

<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=...](http://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/ruthcheesley/joomlaspecialist](http://www.academy.com/user/ruthcheesley/joomlaspecialist)



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](http://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 ...

[Goo.gl/1n2wj](http://Goo.gl/1n2wj) – ric



sting tool

### Joomla 1.6 review | PC Pro

[www.pcpro.co.uk](http://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](http://www.modesolutions.co.uk/joomla-specialist.html)

**Joomla specialist** development services. Customise your Joomla web site.

## [Joomla Specialist | Web Development | Internet Strategy Consultants](#)

[www.modesolutions.co.uk/](http://www.modesolutions.co.uk/)

**joomla** site development services and internet strategy consultancy to build business and create success online.

[Web Design](#) - [Contact Us](#) - [Ecommerce](#) - [Portfolio](#)

## [Cory Webb Media](#)

[corywebbmedia.com/](http://corywebbmedia.com/)

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

[Jajah](#) - [WeAreTeachers](#) - [About CWM](#) - [Services](#)

## [ProJoom - The Joomla! Specialists](#)

[www.projoom.com/](http://www.projoom.com/)

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/](http://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/](http://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...](http://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/](http://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](http://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/](http://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/](http://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](http://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](http://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!

bing™

schema.org

Google™

YAHOO!®

**One format to rule them all**

[schema.org](https://schema.org)

**Thing**



**Creative Work**

**Product**

**Intangible**

**Medical entity**

**Place**

**Person**

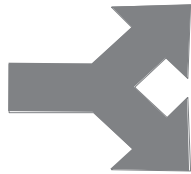
**Organisation**

**Event**

**Available Schemas**

[schema.org](http://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**  
**Pain**  
**Phot**  
**Reci**  
**Revi**  
**Scul**  
**TV E**  
**TV S**  
**Web**

**Creative Work Schema**

**schema.org**

**Define the  
schema**



**Declare the  
property**

**itemscope  
&  
itemtype**

**itemprop**

**How to use schema.org markup**

schema.org

```
<div itemscope itemtype = "http://schema.org/Movie">  
  <h1 itemprop="name">Avatar</h1>  
  <div itemprop="director" itemscope itemtype="http://schema.org/Per  
Director: <span itemprop="name">James Cameron</span> (born <span i  
</div>  
  <span itemprop="genre">Science fiction</span>  
  <a href=" ../movies/avatar-theatrical-trailer.html" itemprop="trailer">Trai  
</div>
```

schema.org markup

schema.org

<h1>Pirates of the Caribbean: On Stranger Tides (2011)</h1>

Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of youth

Director: Rob Marshall

Writers: Ted Elliott, Terry Rossio, and 7 more credits

Stars: Johnny Depp, Penelope Cruz, Ian McShane

8/10 stars from 200 users. Reviews: 50.

**Movie listing - before Microdata**



<div itemscope itemtype="http://schema.org/Movie"><h1 itemprop="name">Pirates of the Carribean: C  
<span itemprop="description">Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of

Director: <div itemprop="director" itemscope itemtype="http://schema.org/Person"><span itemprop="name">

Writers: <div itemprop="author" itemscope itemtype="http://schema.org/Person"><span itemprop="name">

Stars: <div itemprop="actor" itemscope itemtype="http://schema.org/Person"><span itemprop="name">

<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating"><span itemprop="ratingValue">

## Movie listing - after Microdata

## [Pirates of the Caribbean: On Stranger Tides \(2011\) - IMDb](#)

[www.imdb.com/title/tt1298650/](http://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](#)

[www.rottentomatoes.com/](http://www.rottentomatoes.com/) /pirates\_of\_the\_caribbean\_on\_stra...

★★★★☆ 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

Google search listings

Google's “Knowledge Graph”

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

Establishing the author of web based content by linking (using microdata) with Google+ profiles

**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>

[f](#) [t](#) [+](#) [v](#)

- 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?

quality  
awareness  
strength  
loyalty  
perception  
marketing  
identity  
trust  
value

**BRAND**

**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

2,698 IN HER CIRCLES



Don Gallagher



Larisa Pothenko



Marissa Mayer



Zara Lockwood



Anthony Gonza...



paula layton

740 HAVE HER IN CIRCLES



Google+ is where it starts

## Step 1: Add link to your G+ Profile






```
<a href="[profile_url]?rel=author">Google+</a>
```

## Step 2: Add link in 'contributor to' section on G+



**Adding author markup**

Local  16 reviews

- Other profiles
-  Ruth Cheesley on LinkedIn
  -  Ruth Cheesley on Twitter
  -  Virya Technologies on Twitter
  -  Ruth Cheesley on Ecademy
  -  Ruth Cheesley on Facebook
  -  Ruth Cheesley on Youtube

- Contributor to
-  Virya Technologies
  -  Ruth Cheesley's Website
  -  Ruth Cheesley's Buddhist Blog
  -  Ruth Cheesley - Joomla Specialist's Ecademy Blog
  -  Ruth Cheesley's Joomla! Community Magazine Profile
  -  Ruth Cheesley's Econsultancy Profile
  -  IT Pro Portal
  -  FourthSource

- Links
-  Joomla
  -  The Buddhist Centre
  -  Buddhism Today

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

[www.ruthcheesley.co.uk/](http://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 UK "Joomla!, Website ... - Ecademy](#)

[www.ecademy.com/user/ruthcheesleyjoomlaspecialist](http://www.ecademy.com/user/ruthcheesleyjoomlaspecialist)



by Ruth Cheesley - in 714 Google+ circles

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...](http://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](http://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/ruthcheesleyjoomlaspecialist](http://www.ecademy.com/user/ruthcheesleyjoomlaspecialist)

by Ruth Cheesley

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

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

[www.ruthcheesley.co.uk/](http://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](http://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/.../524ak8hjp63qejvvr03b5a9jlc\\_...](http://www.ruthcheesley.co.uk/.../524ak8hjp63qejvvr03b5a9jlc_...)

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](http://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\\_...](http://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](http://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...](http://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

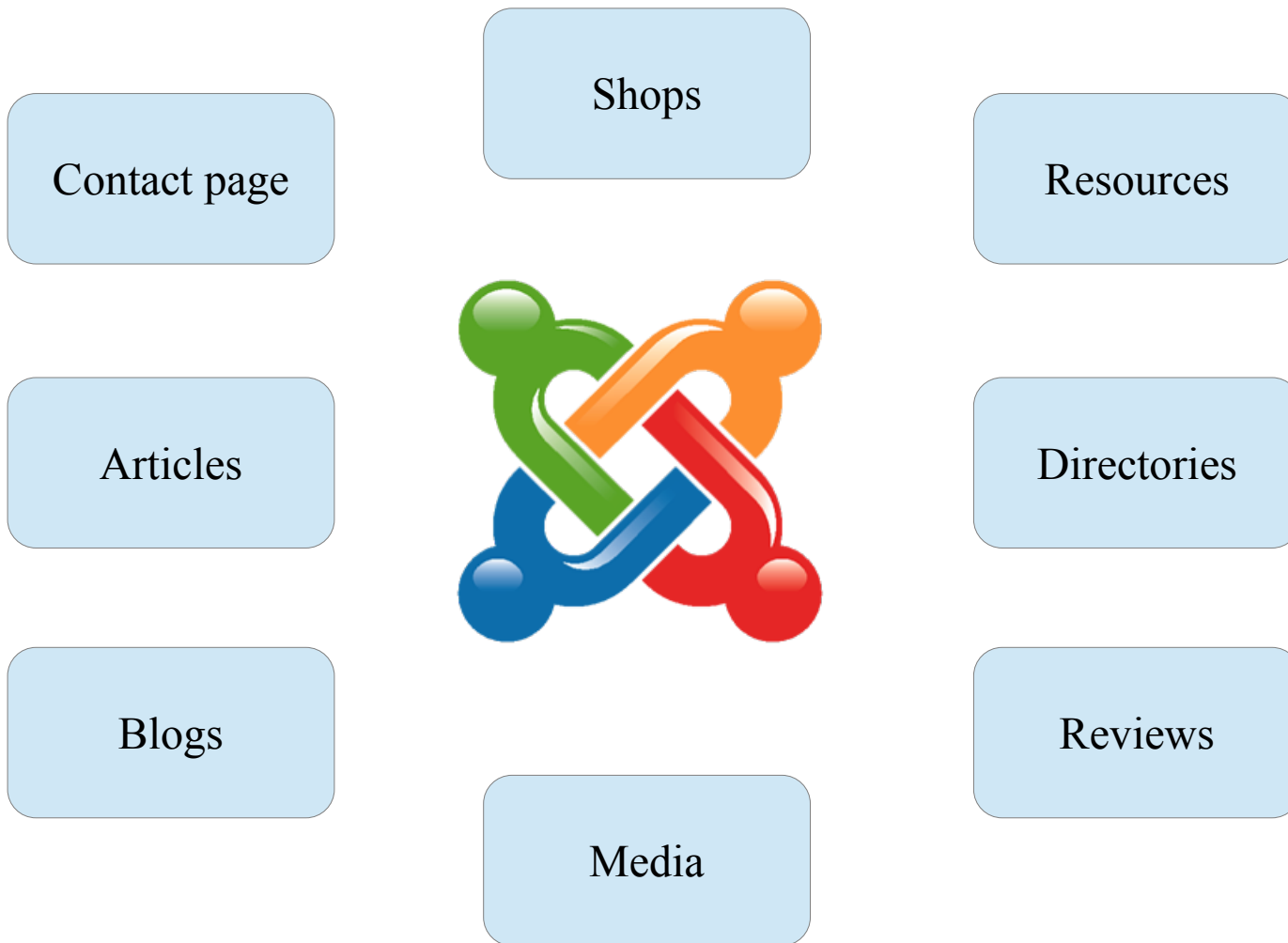
**Trusted recommendations**



**Joomla!**

Ruth Cheesley - @RCheesley





**Microdata needs adding**

**Avatar**

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

**J4Schema**  
[www.fabbricabinaria.it](http://www.fabbricabinaria.it)

Insert microdata 'on the fly' via editor button, also includes template overrides

Pro version creates tokens for use in templates, extensions etc

**Use JWC12 for 33% discount on pro version**

**Check out the JED**

[schema.org](http://schema.org)

**Define the  
schema**



**Declare the  
property**

**itemscope  
&  
itemtype**

**itemprop**

**Add it yourself!**

# Review

Ruth Cheesley - @RCheesley



• **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](http://www.schema.org)

[plus.google.com/authorship](https://plus.google.com/authorship)

[gplus.to/RCheesley](https://gplus.to/RCheesley)





ViryaTechnologies

ETHICAL TECHNOLOGY SOLUTIONS