Café Noir
Web Design & Development

Microsocial Worksheet

Seen and unseen, tiny bits of data are hard at work. Microformats, microdata, metadata : search engines and social networks are using this information. But are you making them work for you?

Microcontent

What to do

- ☐ use subheadings
- ☐ use photo captions
- ☐ use pull-quotes
- ☐ use images
- ☐ use taglines
- ☐ use video summaries
- ☐ use warning text

How to do it

- ☐ bite-size
- ☐ shareable
- ☐ context-independent
- ☐ audience-specific

Metadata

What to do

- ☐ use page titles
- ☐ use page descriptions

How to do it

- ☐ use natural language
- ☐ human-centric
- ☐ unique

Structured Data

What to do

- ☐ use geotags for places
- ☐ use hCard microformats for
    - ☐ addresses
    - ☐ people
    - ☐ organizations
- ☐ use Google Authorship links
- ☐ use Twitter Card meta tags
- ☐ use Facebook Open Graph tags
- ☐ use structured data for
    - ☐ products
    - ☐ reviews
    - ☐ recipes
    - ☐ resumes
    - ☐ events

How to do it

- ☐ standards-compliant
- ☐ semantic
- ☐ tested
- ☐ useful