



## SermonIndex Announcements :: Question For Christian Webmasters About Schema Markup

### Question For Christian Webmasters About Schema Markup - posted by sermonindex (), on: 2012/10/21 23:54

For those that do not know Schema is a new big markup language where you can simply "label" everything on a webpage. This is a new type of markup called Schema: <http://www.schema.org> Google, Bing and Yahoo search engines have said they recognize these labels.

My question is for web-masters who run Christian sites have you implemented this markup yet? What terms do you use to describe sermon content? It would be great to hear back from anyone who has gone ahead and done some in-depth research in this area. I know it can have very positive results for searches if put in, and it seems the web is going this way so it might be wise to get content ready for this big change on the web.

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For those who have not read on Schema is a blurb from their site:

What is Schema.org?

This site provides a collection of schemas, i.e., HTML tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines including Bing, Google, Yahoo! and Yandex rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes it easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, search engines have come together to provide a shared collection of schemas that webmasters can use.

from: <http://www.schema.org>