

Breadcrumb Trail for Better Search Engine Results

A breadcrumb trail can appear in search engine results. HTML-5.com is a great guide for web developers. [TV Series & Actors and Actresses](#). Follow [TV Series](#) and [HTML 5](#) on Google+.

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Breadcrumb Trail Microdata

Use microdata to create a breadcrumb trail for better search engine results.

A `<dfn>breadcrumb trail</dfn>` is a list of [hypertext links](#) (`<dfn>breadcrumbs</dfn>`) based on the hierarchical navigation of a web site. When the proper [HTML microdata](#) is added to these links, Google displays the breadcrumb trail in the search results, providing access to multiple pages on the site instead of just displaying the non-clickable URL:

HTML `<a href>` Tag

Description, syntax, usage, attributes and examples of the HTML `<a href>` tag.

`<cite>` [www.html-5.com](#) › [HTML Tags](#) › [HTML `<a href>` Tag](#) › [Examples](#) `</cite>`

Item type: <http://data-vocabulary.org/Breadcrumb>

Property		Description
title	required	the displayed text for the breadcrumb link
url	required	the target URL for when the breadcrumb is clicked on
child	optional	establishes the hierarchical organization of breadcrumbs when there is more than one breadcrumb trail on a page

Examples

```
<<a mode="pre" href="../../../tags/ul-tag/">ul</a> class="breadcrumb-trail">
  <<a mode="pre" href="../../../tags/li-tag/">li</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    <<a mode="pre" href="../../../tags/a-tag/">a</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
      <<a mode="pre" href="../../../tags/span-tag/">span</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    </a>
  </li>
  <<a mode="pre" href="../../../tags/li-tag/">li</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    <<a mode="pre" href="../../../tags/a-tag/">a</a> class="noabbr" <a mode="pre" href="../../../attributes/microdata/">microdata</a>
      <<a mode="pre" href="../../../tags/span-tag/">span</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    </a>
  </li>
  <<a mode="pre" href="../../../tags/li-tag/">li</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    <<a mode="pre" href="../../../tags/a-tag/">a</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
      <<a mode="pre" href="../../../tags/span-tag/">span</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    </a>
  </li>
  <<a mode="pre" href="../../../tags/li-tag/">li</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
    <<a mode="pre" href="../../../tags/a-tag/">a</a> <a mode="pre" href="../../../attributes/microdata/">microdata</a>
```

```
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/
</a>
</li>
</ul>
```

In this example, the breadcrumb list is implemented as an [unordered list](#) using a [ul element](#) with a [list item](#) for each breadcrumb link.

```
<<a mode="pre" href="../../tags/nav-tag/">nav</a> <a mode="pre" href="../../attributes/microdata-
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/microdata-i
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/mi
</a>
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/micro
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/microdata
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/
</a>
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/mi
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/micro
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attribut
</a>
</span>
</nav>
<<a mode="pre" href="../../tags/nav-tag/">nav</a> <a mode="pre" href="../../attributes/microdata-
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/microdata-i
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/mi
</a>
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/micro
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/microdata
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/
</a>
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attributes/mi
<<a mode="pre" href="../../tags/a-tag/">a</a> <a mode="pre" href="../../attributes/micro
<<a mode="pre" href="../../tags/span-tag/">span</a> <a mode="pre" href="../../attribut
</a>
</span>
</nav>
```

[back to top](#)

THE END