Businesses and Organizations

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HTML-5.com ➢ itemscopehttp://data-vocabulary.org/BreadcrumbHTML 5 ➢ itemscopehttp://data-vocabulary.org/Breadcrumb **Businesses and Organizations**

Businesses and Organizations

Microdata for business listings and organization information

The <dfn>Organization microdata</dfn> can be used for both information about organizations as well as businesses. This could be used on an <dfn>About</dfn> page for a single business or organization or in an directory with listings of businesses and organizations.

Accilent Corp.

 321 Forbes Ave. Pittsburgh, PA 15222 USA

1-877-554-3210

Accilent.com

Map & Directions <meta itemprop="latitude" content="40.44"></meta> <meta itemprop="longitude" content="-80.00"></meta>

Beverly Hills Television Studio

 123456 Seventh Street
Beverly Hills, CA 90210 USA

1-777-555-1212

ExampleOnly.com

Map & Directions <meta itemprop="latitude" content="34.13156"></meta> <meta itemprop="longitude" content="-118.44"></meta>

This is an actual working example of the Business / Organization microdata example code below. You can see how search engines might parse and display it using the Rich Snippets Testing Tool.

Syntax

Item type: `http://data-vocabulary.org/Organization`

Property		Description
name		The name of the business or organization.
url		The URL for their main web page.
address		The address of the person or a [Address microdata item](#) for the address.
tel		The main telephone number for the business or organization.
geo		A [Geographical microdata item](#) with the geographical coordinates for the location on a map.

Examples

```
<dl itemscope="itemscope" itemtype="http://data-vocabulary.org/Organization">
    <dt itemprop="name">Accilent Corp.</dt>
    <dd><span itemprop="address" itemscope="itemscope"
      itemtype="http://data-vocabulary.org/Address">
        <span itemprop="street-address">321 Forbes Ave.</span><br/>
        <span itemprop="locality">Pittsburgh</span>, <span
itemprop="region">PA</span>
        <span itemprop="postal-code">15222</span><br/>
        <span itemprop="country-name">USA</span>
    </span>
    </dd>
    <dd itemprop="tel">1-877-554-3210</dd>
    <dd><a itemprop="url" href="http://www.Accilent.com/">Accilent.com</a></dd>
    <dd><a href="http://maps.Google.com/maps?f=q&amp;source=s_q&amp;hl=en&am
p;geocode=&amp;q=40.44,-80&amp;aq=&amp;sll=37.0625,-95.677068&amp;sspn=44.3
88698,77.519531&amp;ie=UTF8&amp;z=16"
      itemprop="geo" itemscope="itemscope"
itemtype="http://data-vocabulary.org/Geo">
        Map &amp; Directions
        <meta itemprop="latitude" content="40.44" />
        <meta itemprop="longitude" content="-80.00" />
    </a>
    </dd>
</dl>
<dl itemscope="itemscope" itemtype="http://data-vocabulary.org/Organization">
    <dt itemprop="name">Beverly Hills Television Studio</dt>
    <dd><span itemprop="address" itemscope="itemscope"
      itemtype="http://data-vocabulary.org/Address">
        <span itemprop="street-address">123456 Seventh Street</span><br/>
        <span itemprop="locality">Beverly Hills</span>, <span
itemprop="region">CA</span>
        <span itemprop="postal-code">90210</span><br/>
        <span itemprop="country-name">USA</span>
    </span>
    </dd>
```

```
    <dd itemprop="tel">1-777-555-1212</dd>
    <dd><a itemprop="url" href="http://www.ExampleOnly.com/">ExampleOnly.com
➥ </a></dd>
    <dd><a href="http://maps.Google.com/maps?f=q&amp;source=s_q&amp;hl=en&am
➥ p;geocode=&amp;q=34.13156,-118.44&amp;aq=&amp;sll=40.43992,-80.00007&amp;ss
➥ pn=0.010468,0.018926&amp;ie=UTF8&amp;z=16"
        itemprop="geo" itemscope="itemscope"
➥ itemtype="http://data-vocabulary.org/Geo">
        Map &amp; Directions
        <meta itemprop="latitude" content="34.13156" />
        <meta itemprop="longitude" content="-118.44" />
    </a>
    </dd>
</dl>
```

In this example, the hypertext links to Google Maps are also microdata items with geogaphical coordinates. At first glance it may seem that it would not be appropriate to use the hypertext link as the item property, since the value is taken from the href attribute of the <a> tag when `itemprop` is coded without any other microdata item attributes. But since `itemscope="itemscope"` is also coded the value of the `geo` property is the microdata item defined by the **a** element.

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THE END