

Extra Tasks

VI. The efficient recognition of annotation by Google for Mayrhofen, Seefeld, Fügen.

Your task is to suggest ways for optimization of Event, Infrastructure, Article/Blog annotations of Mayrhofen, Seefeld, Fügen regions, compare their representation in Google (rich snippets, rich cards) with other resources.

For example, you can have a look how different events (or a few concrete events) are displayed, what types of information are indicated in rich snippets, what properties from Schema.org are used, what could be changed for good recognizing by Google.

1. Mayrhofen <http://www.mayrhofen.at/>.

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- a) Events: <http://www.mayrhofen.at/events/>.
- b) Infrastructure: <http://www.mayrhofen.at/service/infrastruktur/>.
- c) Articles: <http://press.mayrhofen.at/>
- d) Hotels: <https://www.mayrhofen.at/en/accommodations/>

2. Seefeld <https://www.seefeld.com/>

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- a) Events: <https://www.seefeld.com/events>
- b) Infrastructure: <https://www.seefeld.com/en/region-tyrol-olympiaregion/gastronomy>, <https://www.seefeld.com/en/region-tyrol-olympiaregion/sights-attractions>, <https://www.seefeld.com/urlaub-tirol-spa-wellness>.
- c) Articles: <https://www.seefeld.com/en/press/press-releases-olympiaregion-seefeld/press-releases-olympiaregion>
- d) Hotels: <https://www.seefeld.com/hotel-tirol>

3. Fügen <https://www.best-of-zillertal.at/>

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- a) Events: <https://www.best-of-zillertal.at/veranstaltungen/>

b) Infrastructure: <https://www.best-of-zillertal.at/en/fuegen-kaltenbach-region/infrastructure-from-a-z/>

c) Hotels: <https://www.best-of-zillertal.at/unterkuenfte/>

II. Annotation of Transportation System

Your task is to annotate the maps for Achensee region: <http://maps.achensee.com/>. Transport there is a subclass of infrastructure <http://maps.achensee.com/#overview,3184>. On the map each element has its own id and url. The annotation should include the information presented on <http://maps.achensee.com/>: bus stops and parking places, information about directions, timetable (<http://maps.achensee.com/#resourceDetail,16678482>), contact information (<http://maps.achensee.com/#resourceDetail,16768574>).

Use types <http://schema.org/BusStop>, <http://schema.org/BusStation>, <http://schema.org/ParkingFacility> and their properties.

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III. Annotation of Oberösterreich Werbung

The task is to annotate the various related content of <http://www.oberoesterreich-tourismus.at/>. Oberösterreich Werbung can be annotated with several classes in Schema.org, for example <https://schema.org/LocalBusiness>, <http://schema.org/Article>, <https://schema.org/Event>.

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References :

<https://developers.google.com/search/docs/data-types/events>
<https://developers.google.com/search/docs/data-types/articles>
<https://developers.google.com/search/docs/data-types/local-businesses>
<http://schema.org/>
<https://search.google.com/structured-data/testing-tool>