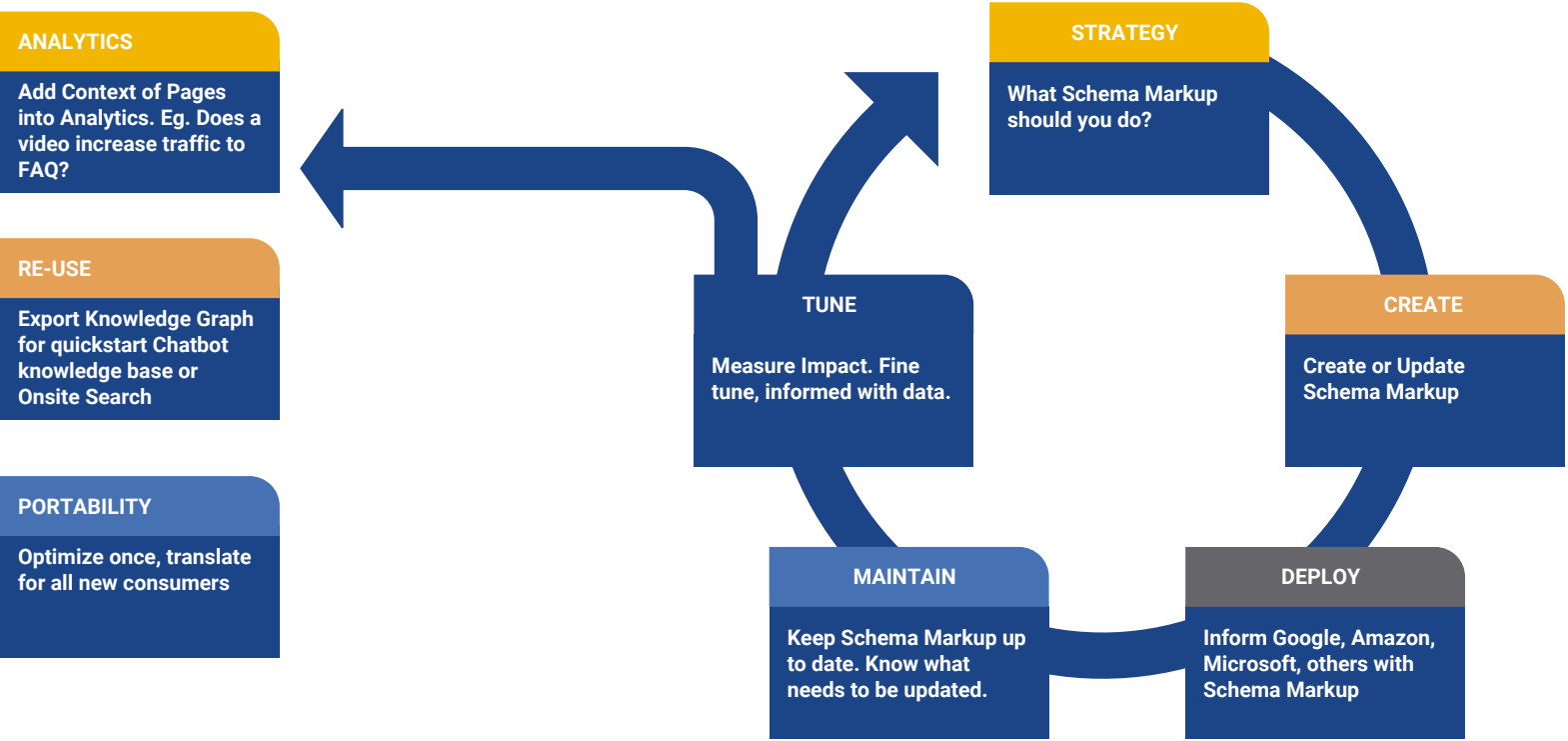The Schema Markup Process and Beyond