

schema.org

- The value of the schema.org endorsement early on for JSON-LD can't be understated.
- Consequentially, JSON-LD rapidly became the most deployed linked-data format.
- JSON-LD easier to understand and deploy than Microdata or RDFa markup, but can work together.

```
<html>
<head>
  <title>Party Coffee Cake</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "Recipe",
    "name": "Party Coffee Cake",
    "author": {
      "@type": "Person",
      "name": "Mary Stone"
    },
    "datePublished": "2018-03-10",
    "description": "This coffee cake is awesome and perfect for parties.",
    "prepTime": "PT20M"
  }
</script>
</head>
<body>
  <h2>Party coffee cake recipe</h2>
  <p>
    This coffee cake is awesome and perfect for parties.
  </p>
</body>
</html>
```

Example credit <https://developers.google.com/search/docs/guides/intro-structured-data>

JSON-LD Value Proposition

- Allow Idiomatic JSON to have meaning independent of API documentation.
- Favor consumers and publishers of JSON-LD over tool creators.
- Promote soft-use of Linked Data principles [1]; many consumers will never know they are working with an RDF format.
- (Finally) differentiate URLs from Text – necessary to be a *Linked Data* format.

[1] https://www.europeandataportal.eu/sites/default/files/d2.1.2_training_module_1.2_introduction_to_linked_data_en_edp.pdf