

Schema.org Injector

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Project

The goal is to develop an extension for the CMS-system TYPO3, which allows the users to inject schema.org annotations inside their websites. Pages can be associated with JSON-LD files, which then will be injected into the pages <head>tag.

Specification

- ▶ Inject JSON-LD into single page
- ▶ Inject JSON-LD into multiple pages
- ▶ Define JSON-LD to be injected into specific page category

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Person",
  "name": "Albert Einstein"
}
</script>
```

Why JSON-LD?

JSON is a data format which is quite easily readable for both humans and machines. Extending this format for linked data (JSON-LD) allows webmasters and crawlers to handle these contents quite easily. The classical name- value pairs from JSON are extended to take additional information, like context.

Short introduction to Typo3

- ▶ Typo3 is an open source Content Managment System
- ▶ developed by: Kasper Skårhøj
- ▶ released: 1998
- ▶ current version: 8.4.1 (November 22, 2016)
- ▶ languages: PHP, SQL und JavaScript

What is a Content Managment System (CMS)?

CMS is a software for handling (create, update, delete) contents inside a webpage.

Our Problems

- ▶ No experience with Typo3
- ▶ Caching behaviour in Typo3 while development
- ▶ No helpful documentation for developing TYPO3 extensions
- ▶ Small community, nearly no forums
- ▶ Low basic knowledge in PHP
- ▶ Typo3 already supports file injection with TypoScript, therefore the specification is unclear to us
- ▶ Solutions for older version not suitable for us
- ▶ Typo3 in general: How to do Code Injection, how is rendering done exactly, ...

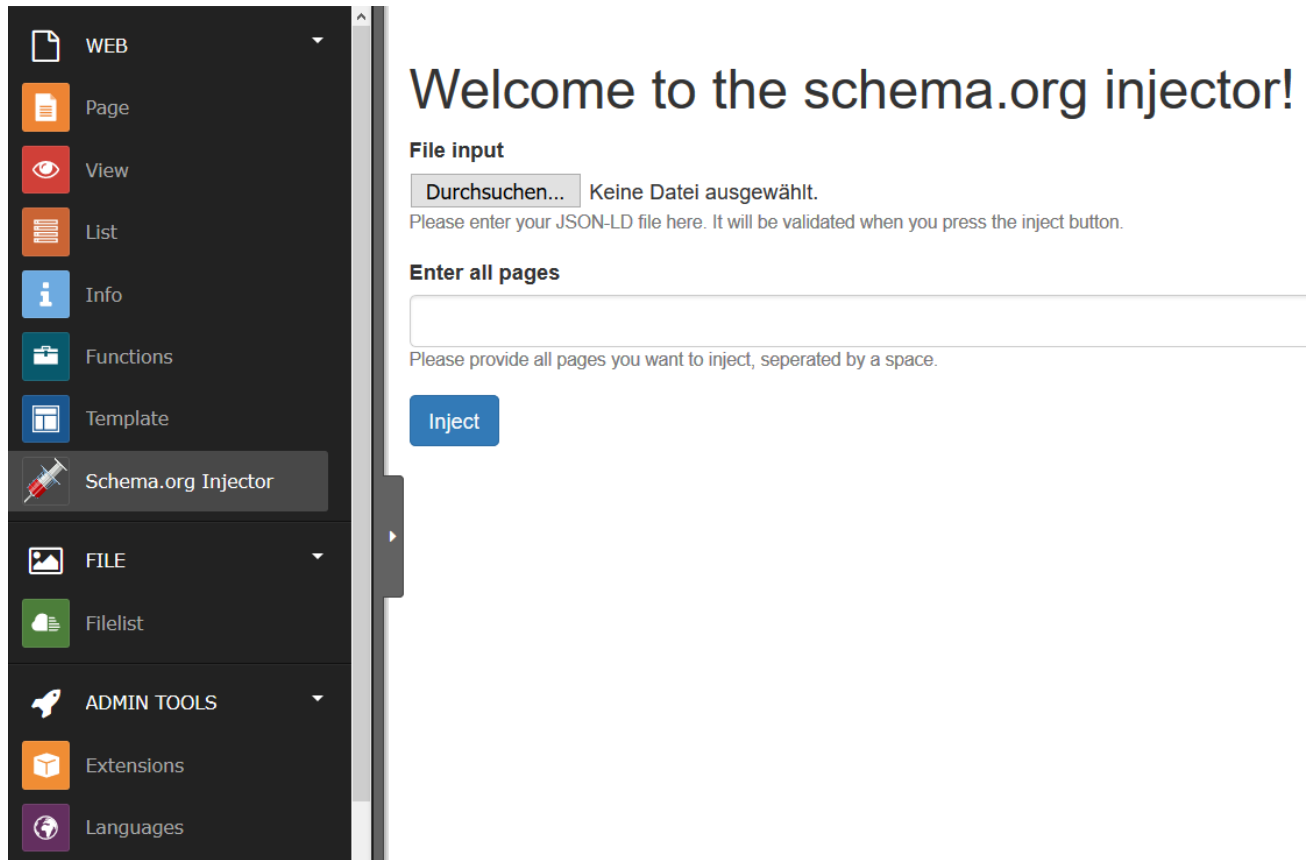


Abbildung 1 : Figure: first UI prototype of our extension

Further Steps

- ▶ Define the UI
- ▶ Develop the database entity for user settings
- ▶ Develop main functionality
- ▶ Test main functionality
- ▶ Documentation

When is schema.org Injector finished?

After christmas holiday

What should be the outcome?

An extension for Typo3 which allows admins to add JSON-LD structured data to their webpages as easy as possible.

QUESTIONS?

Thanks a lot!

Thank you for your attention!