

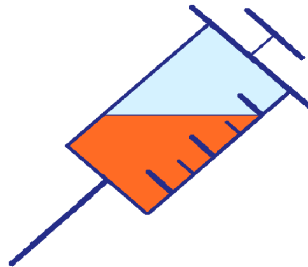
# Schema.org Injector

## Final presentation

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# Overview

Project

Our Extension and how it works

Live Demo

Our Problems

Outcome

# Project

Developing an extension for the CMS-system **TYPO3**, which allows the users to inject schema.org annotations inside their webpages. Each page can be associated with JSON-LD files, which then are injected into the pages **head tag**.

## Specification

- ▶ Inject JSON-LD into single page
- ▶ Inject JSON-LD into multiple pages
- ▶ Easy to set up and intuitive customizations
- ▶ Compatibility to as many TYPO3 versions as possible

# JSON-LD

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

## Why JSON-LD?

- ▶ easy readable for humans and machines
- ▶ standard libraries for nearly any programming language
- ▶ difference between JSON and JSON-LD: extending known format with additional keys (e.g. context)

## Overview

- ▶ Typo3 is an open source Content Managment System
- ▶ developed by: Kasper Skårhøj
- ▶ released: 1998
- ▶ current version: 8.5.1 (January 25, 2017)
- ▶ languages: PHP, SQL und JavaScript
- ▶ Building page with TypoScript and Fluid

## What is a Content Managment System (CMS)?

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

# Our Extension

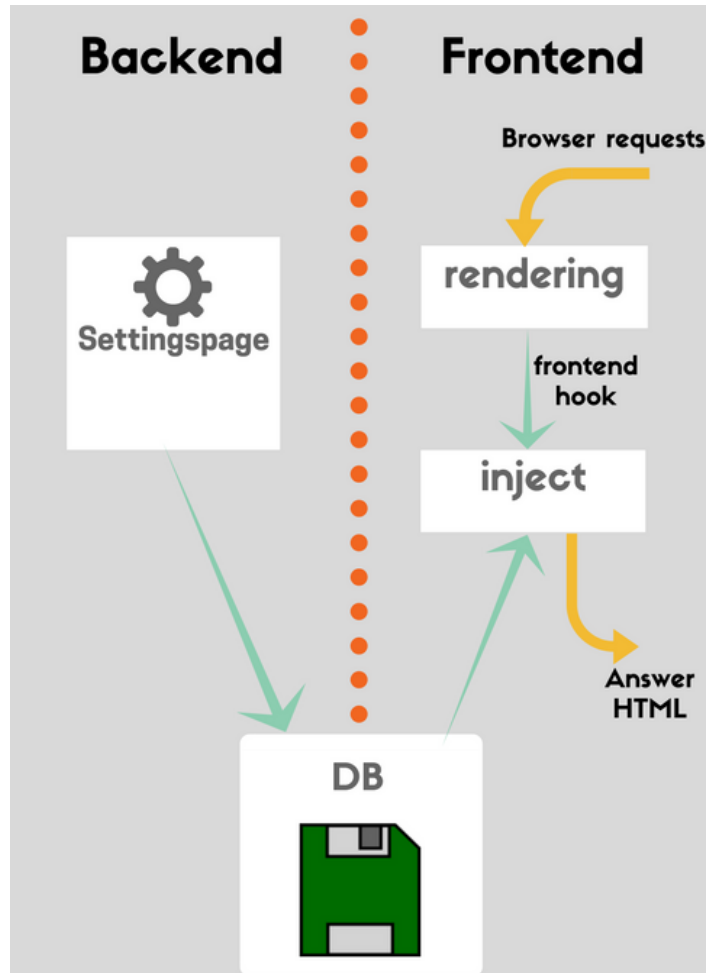
## General

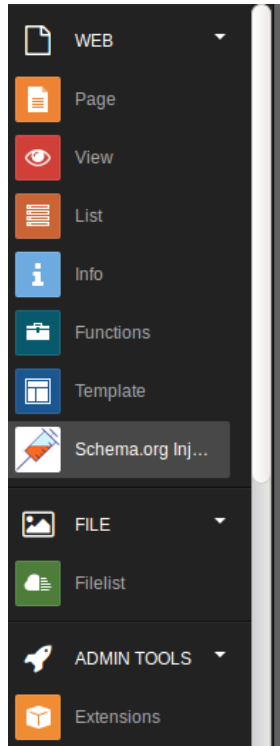
- ▶ TYPO3 uses extension keys to allow unique identifying each extension
- ▶ extension key registered: **schema\_injector**
- ▶ Developed with JetBrains PhpStorm
- ▶ XAMPP for local testing
- ▶ Will be published in TEM (Typo3 Extension Repository)

## Technical

- ▶ using hooks to manipulated rendered data
- ▶ persist settings into database
- ▶ use page ID to check if an injection is configured for a specific page

# How it works





## Welcome to the schema.org injector!

### File input

Keine Datei ausgewählt.

Please enter your JSON-LD files here. Or choose one existing JSON file

### Enter all pages

Please provide all pages you want to inject, separated by a space.

Page Name

JSON File



# Our Problems

- ▶ No experience with Typo3
- ▶ Caching behaviour in Typo3 while development (can't be completely turned off)
- ▶ Documentation is often out of date
- ▶ Small community, nearly no forums
- ▶ Low basic knowledge in PHP
- ▶ Solutions for older version not suitable for us
- ▶ Typo3 in general: TypoScript, how to inject code ...

# Outcome

## What we stated before Christmas

- ▶ **Done** Define the UI
- ▶ **Done** Develop the database entity for user settings
- ▶ **Done** Develop main functionality
- ▶ **Done** Test main functionality
- ▶ **In progress** Documentation

## What's next?

- ▶ Publishing on TER (Typo3 Extension Repository)
- ▶ Finish documentation in Sphinx

ANY QUESTIONS?

Thanks a lot!

Thank you for your attention!