Schema.org Injector

Stefan Haberl, Mathias Meinschad

STI Innsbruck

December 14, 2016

Overview

Project

Our Problems

Extension Preview

Further Steps

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.

Typo3

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
- Poor documentation for developing TYPO3 extensions
- Small community
- Low basic knowledge in PHP
- Typo3 already supports file injection with TypoScript, so the specification is unclear for us
- Caching behaviour in Typo3 while development
- Many different versions of Typo3
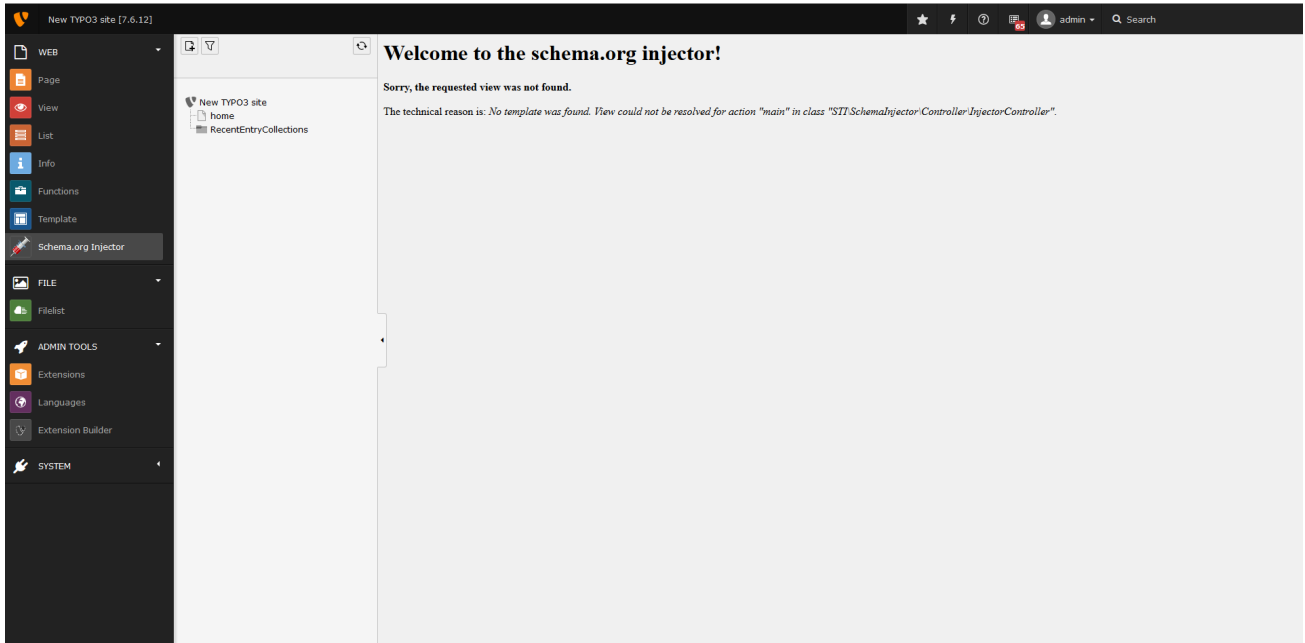- Typo3 in general: How to do Code Injection, generating HTML, . . .

Preview

Abbildung 1 : Figure: UI of our extension

Further Steps

- ▶ Define the exact functionality on how users can define, where to place which JSON-LD file
- ▶ Develop main functionality
- ▶ Test main functionality and build up a simple page tree for testing
- ▶ Write documentation, which also is used in Typo3 extension repository

When is schema.org Injector finished?

We will finish development of our injector extension during the Christmas holidays, which gives us an additional puffer for testing and writing documentation before the final presentation. The outcome will be an extension for Typo3 which allows admins to add JSON-LD structured data to their webpages as easy as possible.

Thanks a lot!

Thank you for your attention!