Schema.org Injector

Final presentation

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Overview

Project

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Project

Developing 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
- 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?

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)?

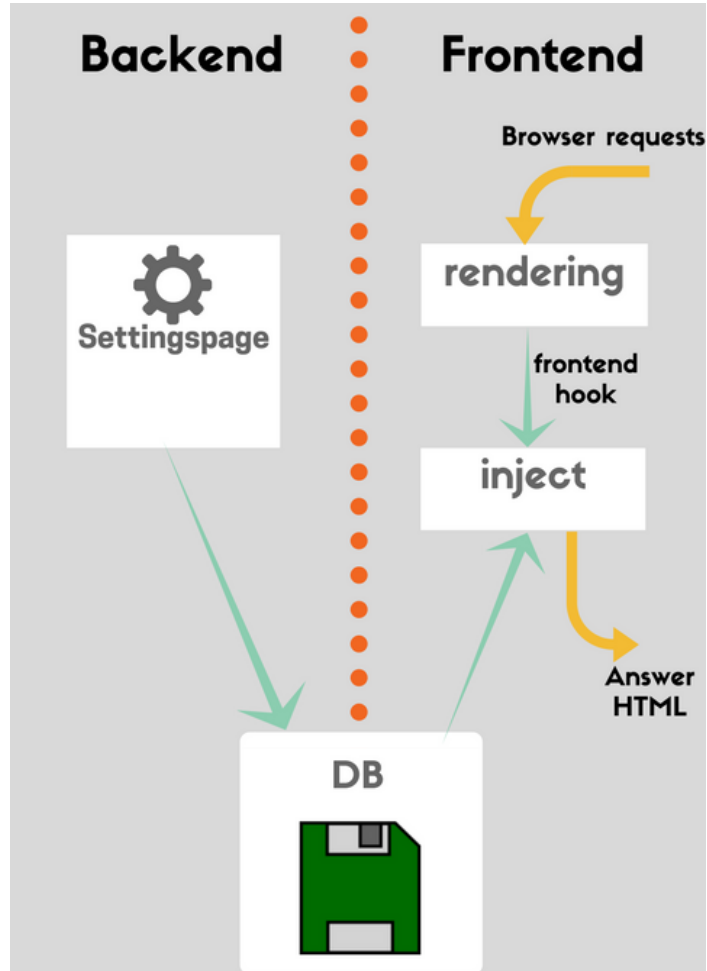CMS is a software for handling (create, update, delete) contents inside a webpage.

Our 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
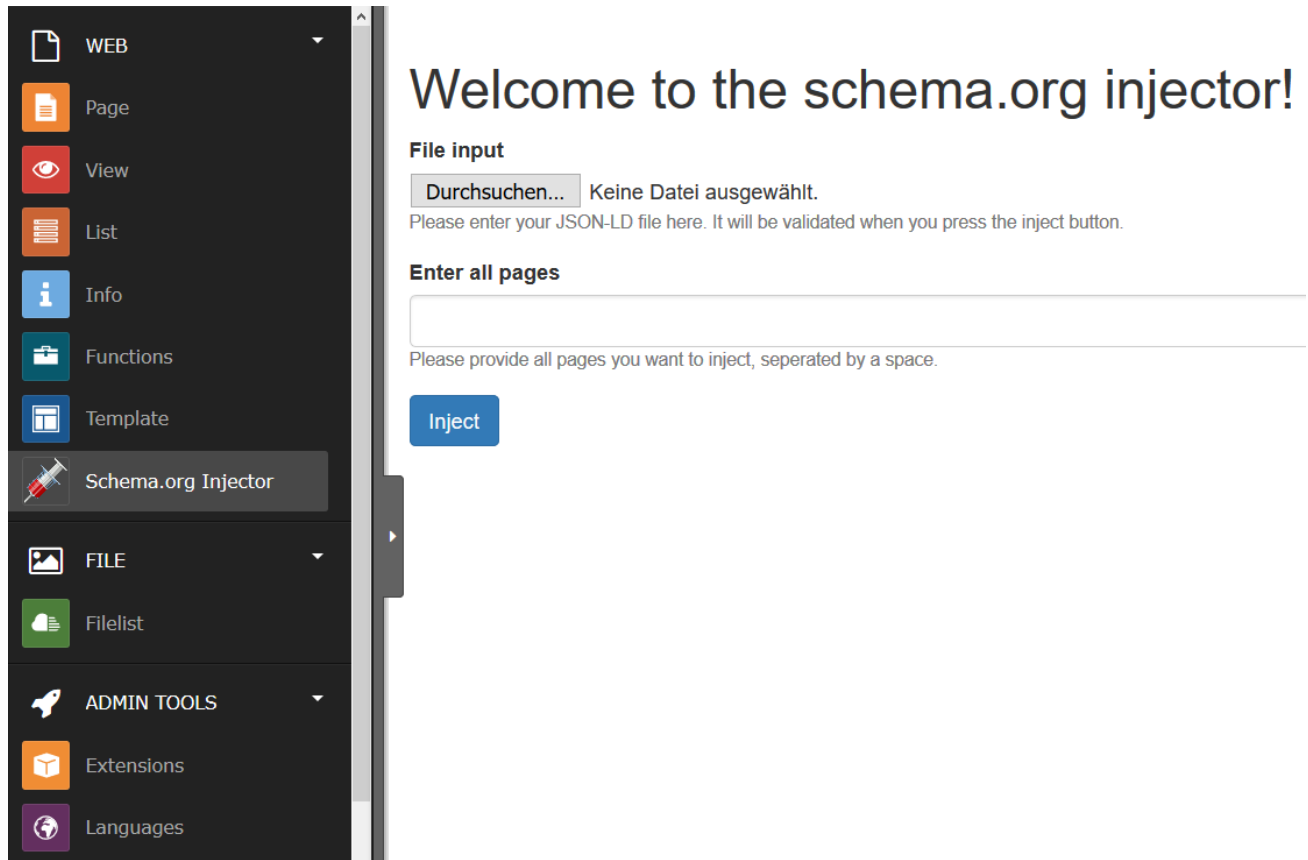
Our Extension

Live Demo

Abbildung 1 : Figure: first UI prototype of our extension

Our Problems

- No experience with Typo3
- Caching behaviour in Typo3 while development
- 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: How to do Code Injection, how is rendering done exactly, . . .

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!