# **Apps4X WordPress plugin**

# The problem

Event organizers all over the world have their own websites that contain information about the events they’re organizing. These websites always look different, but they contain the same sort of data: the event location, the date and time of the event, etc... If we want to know about events that are taking place in a certain area, but aren’t organized by the same organizer, we would have to visit multiple websites.

# **The solution**

By structuring websites in a specific way conform the semantic web, we can harvest data from these websites. This happens by adding specific metadata in the source code of the website.

Using the Apps4X WordPress plugin, event organizers can manage their events, while the plugin takes care of adding the necessary metadata to the website.

# Semantic web

The concept of the semantic web is making websites readable by machines.

Events are always associated with specific data, for example the people signing up for the event. This data can refer to other data: a person has an age, a contact address, etc... The semantic web allows computers to see the relationships between these data.

# Possibilities

Among the advantages of adding this semantic web layer, we foresee an augmentation of the discoverability of the events and an increased business potential. The data becomes more accessible and harvestable by indexers.

Image edited from <http://semanticweb.com/graphlab-raises-6-75m-to-build-hadoop-for-graphs_b37277>