

# Why Is JSON-LD Important To Businesses?

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Although you may not have heard of JavaScript Object Notation Linked Data (JSON-LD), it is already affecting your business. Search engine giant Google has mentioned JSON-LD as a preferred means of adding structured data to webpages to make them considerably easier to parse for more accurate search engine results. The Google use case is indicative of the larger capacity for JSON-LD to increase web traffic for sites and better guide users to the results they want.



Expectations are high for JSON-LD, and with good reason. It effectively delivers the many benefits of JSON, a lightweight data interchange format, into the linked data world. Linked data is the technological approach supporting the World Wide Web and one of the most effective means of sharing data ever devised.

In addition, the growing number of enterprise knowledge graphs fully exploit the potential of JSON-LD as it enables organizations to readily access data stored in document formats and a variety of semi-structured and unstructured data as well. By using this technology to link internal and external data, knowledge graphs exemplify the linked data approach underpinning the growing adoption of JSON-LD – and the demonstrable, recurring business value that linked data consistently provides.

Read the full article at Forbes.