

# Recorded Webcast – Why is JSON-LD Important to Businesses?

Although you may not have heard of JavaScript Object Notation Linked Data (JSON-LD), it is already impacting your business.



Dr. Jans Aasman, CEO, Franz Inc.

Search engine giants such as Google have mandated JSON-LD as a preferred means of adding structured data to web pages 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. JSON-LD 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.

**Join us March 27, 2019 at 10:00 AM Pacific** to learn more about optimizing the unique Document and Graph Database capabilities provided by AllegroGraph to develop or enhance your Enterprise Knowledge Graph using JSON-LD.

**Recording of the Webcast can be viewed on our YouTube Channel.**

The presentation slides are available in PDF or on Slideshare

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