
Boosting Drupal Content using Semantic Technology

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About ZAD Solutions

- **Software** House
- Since **2003**
- **1st** Open Source Software based Company In Egypt
- Over **100** Clients

Solutions/Services

- Business Automation
- Content Management
- Tailored Applications
- E- Commerce
- E- Learning
- Digital Marketing

Featured Clients



Case Study

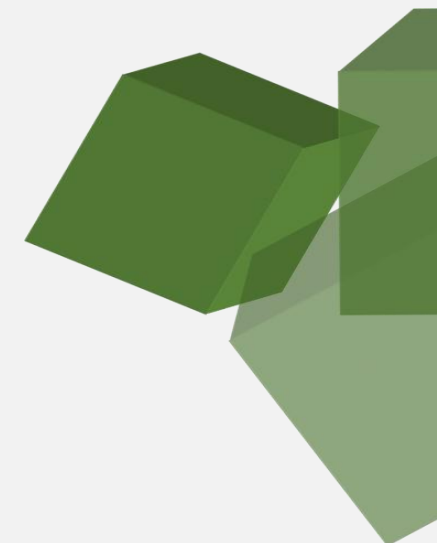
Real Estate Companies in Egypt

The Online War



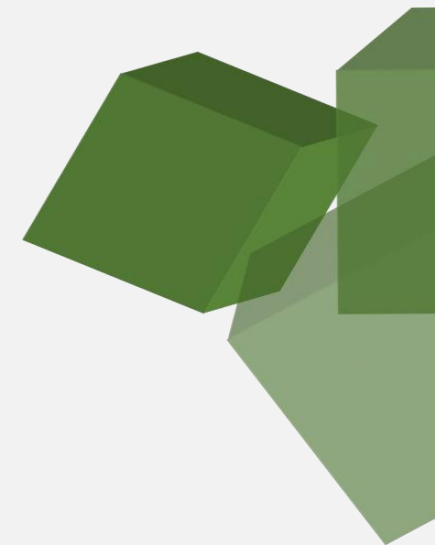
SEO

- Key words.
- Meta tags.
- Using HTML tags and alt attributes.
- Content.
- Webmaster tools and analytics.
- XML sitemap.
- URL alias.



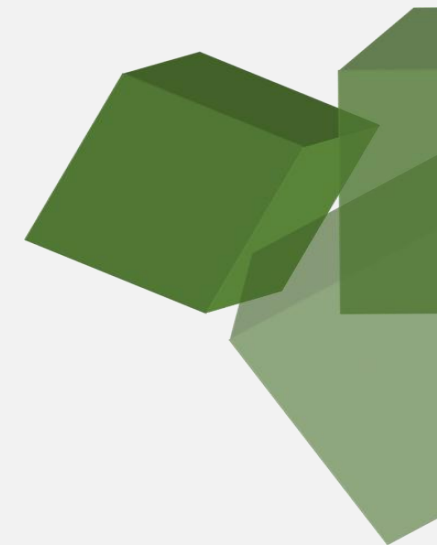
Competitive Edge

- ▣ HTML5.
- ▣ Semantic web.

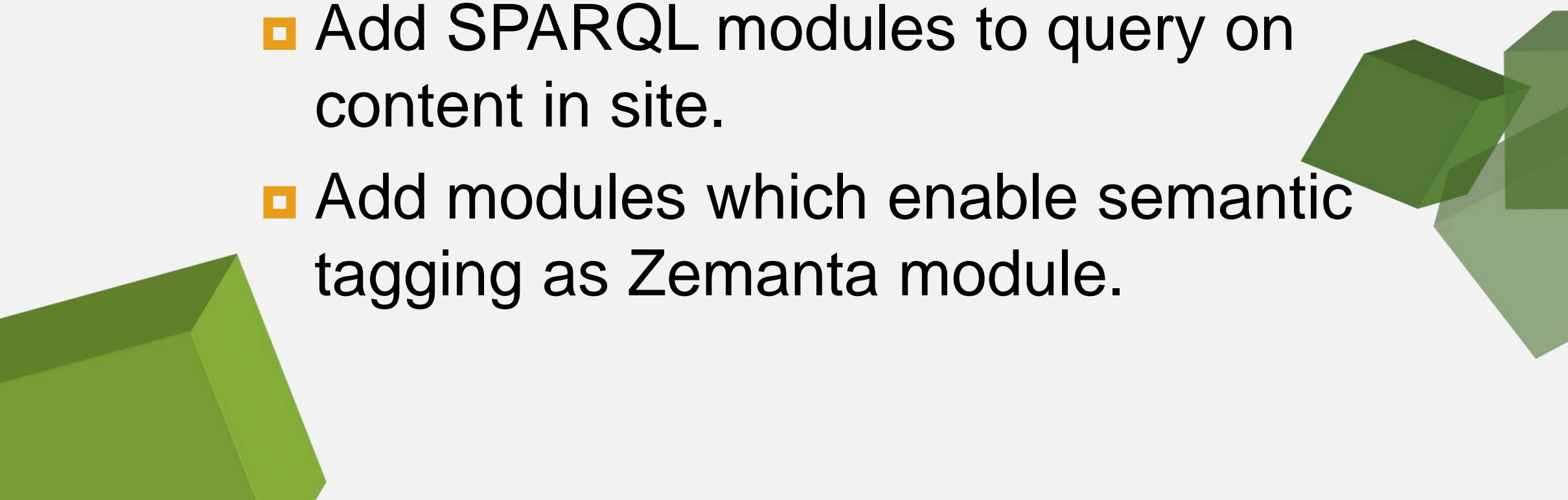


What is Semantic web?

- International standard by W3C.
- Web of linked data.
- Standardized the way common information is presented.



Convert Drupal CMS to semantic

- Add modules which will support site to make RDF mapping with external vocabularies.
 - Add SPARQL modules to query on content in site.
 - Add modules which enable semantic tagging as Zemanta module.
- 

Why Drupal

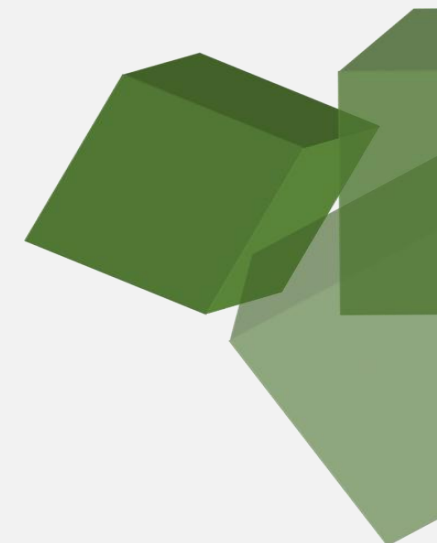
- Open source CMS based on PHP.
- Maintained and developed by a community of 630,000+ users and developers.
- Distributed under the terms of the GNU General Public License.



Drupal™

Why Zemanta

- Tool that analyzes the text and recommend related content that can be inserted into the post
 - In text links
 - Images
 - Related articles
 - Tags

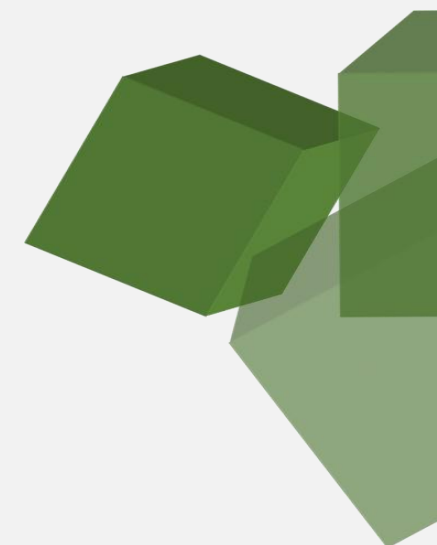


Challenges

- ❑ rdfx module conflicts with libraries modules & Libraries module is essential.
- ❑ Zemanta module only analyzes text in the default body field.
- ❑ Zemanta module analyze one field per form.
- ❑ Zemanta not supporting Arabic.

Solutions

- Modify rdfs module.
- Develop Drupal custom module for Zemanta.



Benefits of Semantic CMS

- Content is easier to understand for both user and developer.
- More traffic.
- Better search experience.
- Establish authority.
- Easier integration.
- Automatically including RDF CMS.

Thank You

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