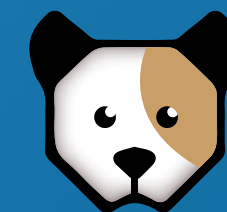


OpenLink Structured Data Sniffer



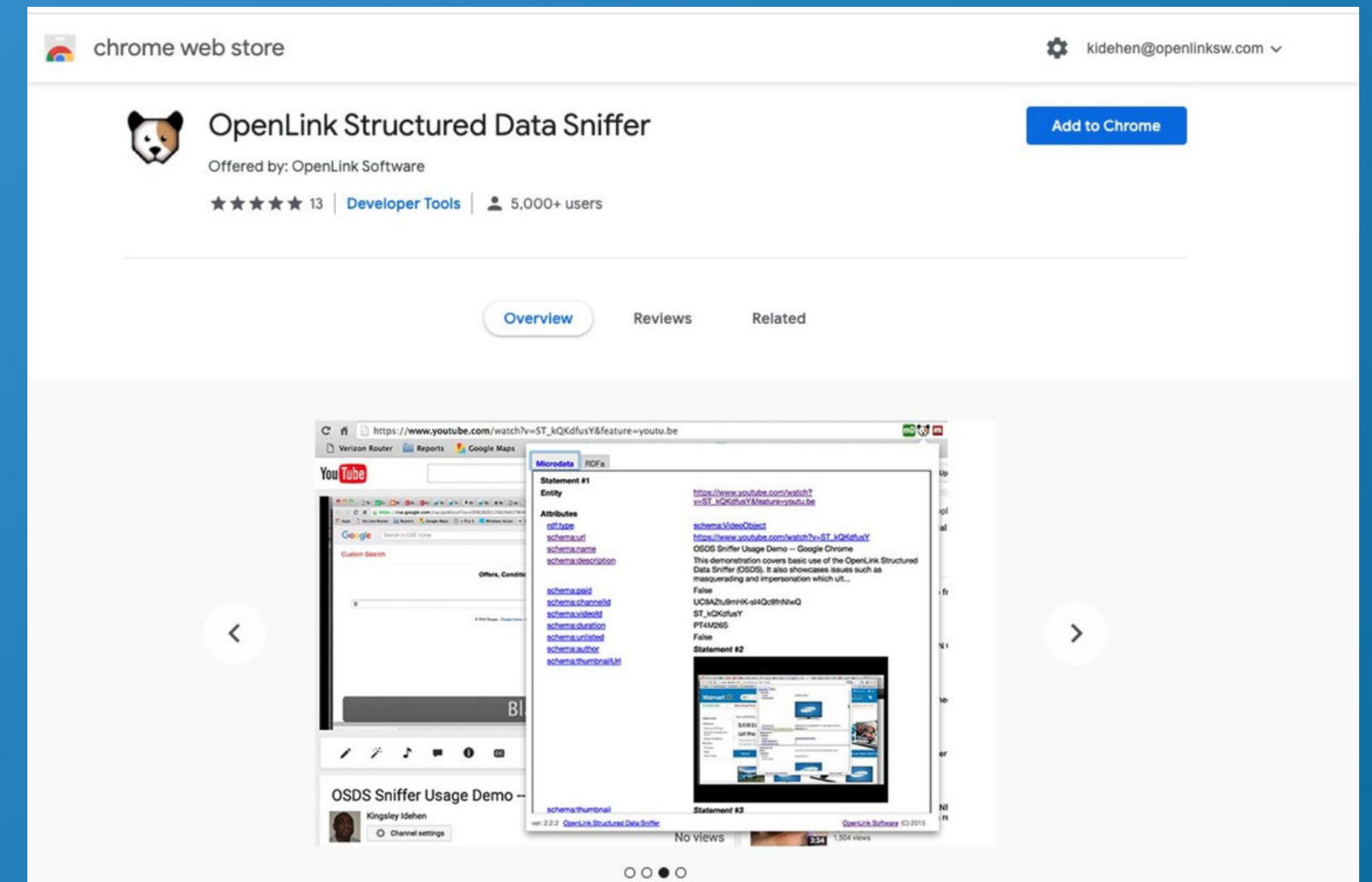
OSDS

OpenLink Structured Data Sniffer

What is the OpenLink Structured Data Sniffer?

OSDS is an extension for Chromium (Google Chrome, Microsoft Edge, Opera, and others) and Firefox Browsers that discovers Knowledge Graphs deployed as HTML-based Structured Data Islands.

Its discoveries are presented as Entity Descriptions using a Property Sheet presentation style.



Why is OSDS Important?

For end-users:

It serves as a productivity tool for discovering and operating on Knowledge Graphs.

For SEO Practitioners:

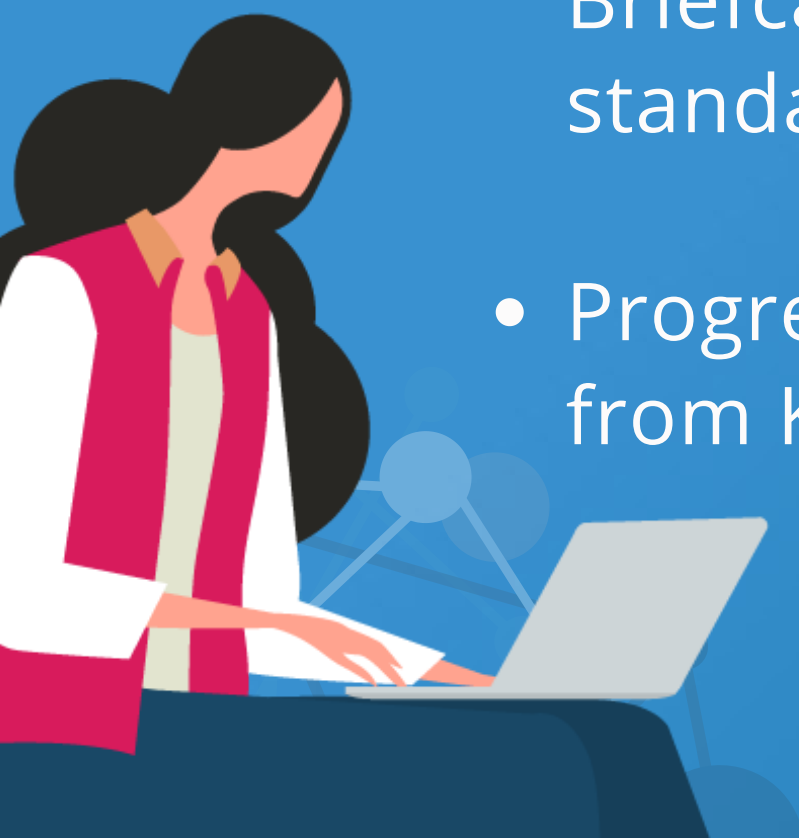
It is a powerful discovery and troubleshooting tool that informs activities around Search Engine Results Placement (SERP) optimization.

Generally, Digital Brand Managers, Digital Content Managers, and others associated with Digital Brand Management benefit immensely from its functionality.



Additional Functionality

- Full exploitation of Hyperlinks as Data Source Names by deconstructing them into their constituent parts, thereby simplifying the process of Web Page discovery and experience customization
- Progressive Import (via Sponger or SPARQL) into other Knowledge Graphs (e.g., our public URIBurner instance)
- Export (via "Save As") to Local or Remote File System Storage (e.g., ODS-Briefcase) or other Personal Data Spaces (e.g., Solid Pods) using open standards such as WebDAV or LDP
- Progressive injection of SuperLinks into current browser documents from Knowledge Graphs across the massive Linked Open Data Cloud

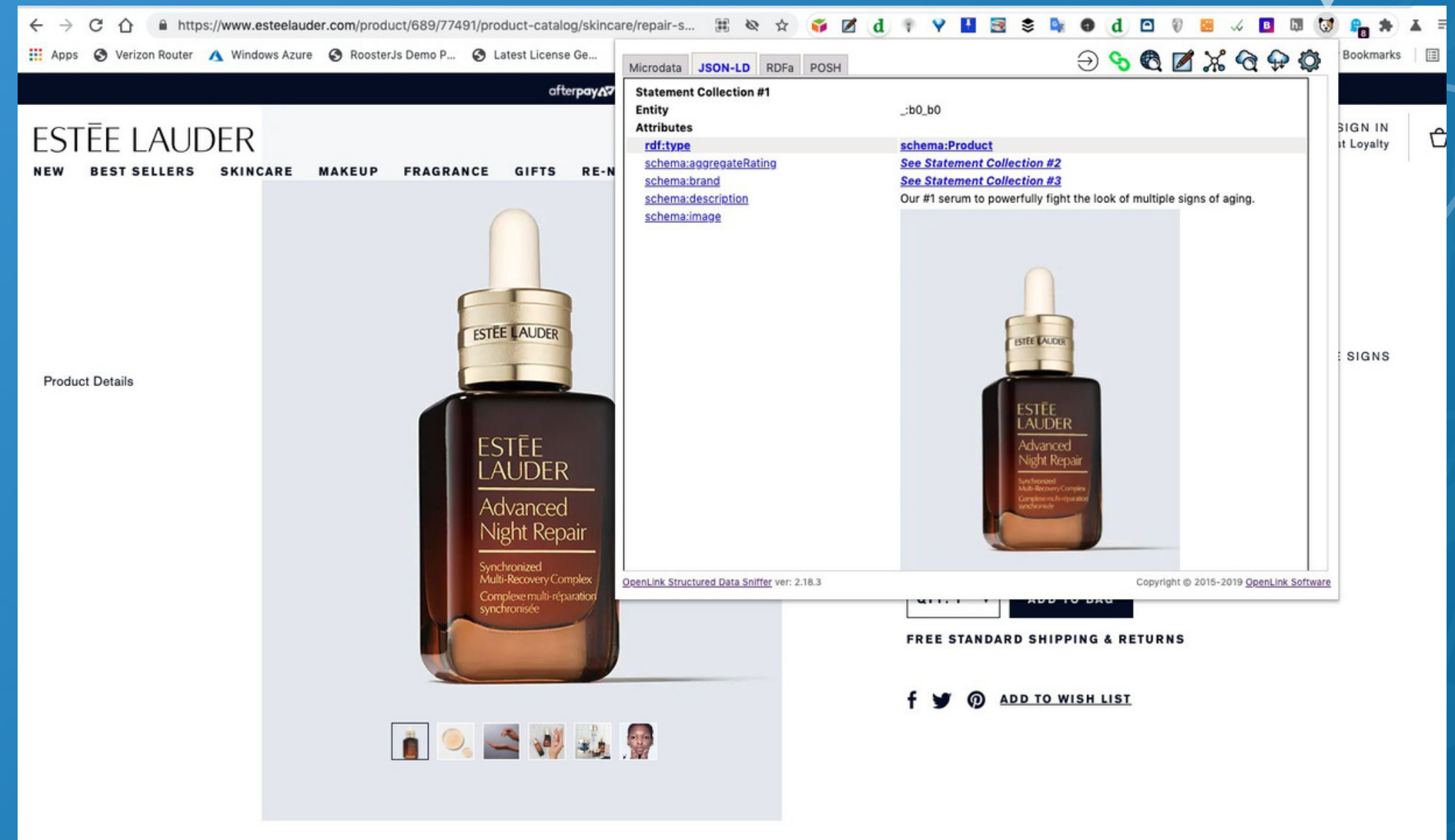


Use-case Demonstration: One-Click Knowledge Graph Discovery

Click on the OSDS icon in your browser's toolbar 🐶

Result:

Shows Estee Lauder is exploiting Product Knowledge Graph deployment via HTML5, RDF, and Schema.Org too



The screenshot displays the Estee Lauder website's product page for 'Advanced Night Repair'. The OSDS toolbar is active, showing a 'Statement Collection #1' for the product. The toolbar's 'Attributes' section lists the following schema properties: `rdf:type` (pointing to `schema:Product`), `schema:aggregateRating`, `schema:brand`, `schema:description`, and `schema:image`. The 'Entity' section shows the product's URI: `_:b0_b0`. The 'Statement Collection #1' section displays the product's description: 'Our #1 serum to powerfully fight the look of multiple signs of aging.' and a small image of the product. The toolbar also includes a 'Microdata' tab and a 'JSON-LD' tab. The website's footer shows 'FREE STANDARD SHIPPING & RETURNS' and social media links for Facebook, Twitter, and Pinterest.



Use-case Demonstration: Knowledge Graph Exploration & Serendiptious Discovery of Related Information

The description of an Entity from Estee Lauder's Knowledge Graph leads to the discovery of Products from other organizations that publish Knowledge Graphs via HTML.

Live Demo Link: [Sponged Estee Lauder Product Page](#)

Click on the blue links (such as the value of the "Type" property) for follow-your-nose exploration.

OPENLINK
SOFTWARE

Logged in as: Kingsley Uyi Idehen | Logo

Facets (new session)DescriptionMetadataSettings

About: **Advanced Night Repair**[Goto](#) [Sponge](#) [NotDistinct](#) [Permalink](#)

An Entity of Type : [schema:Product](#), within Data Space : [linkedata.uriburner.com](#) associated with source [document\(s\)](#)

Type: [Product](#) [New Facet based on Instances of this Class](#)

Attributes

Type

Name

description

url

described by

image

Values


[Product](#)

Advanced Night Repair

Our #1 serum to powerfully fight the look of multiple signs of aging.

<https://www.estelauder.com/product/689/77491/product-catalog/skincare/repair-serum/advanced-night-repair/synchronized-multi-recovery-complex>

<https://www.estelauder.com/product/689/77491/product-catalog/skincare/repair-serum/advanced-night-repair/synchronized-multi-recovery-complex>



aggregateRating

brand

offers

review

sku

is container of

is subject of

<https://linkedata.uriburner.com/proxy-iri/c9b0a90ce61e12a95c5022e9ac9e972292a26c9f>

[Estée Lauder Official Site](#)

<https://linkedata.uriburner.com/proxy-iri/d4238691fab823448078742e5de1fc8d28b8b5dd>
<https://linkedata.uriburner.com/proxy-iri/4a56edd41ed105dc313fc1fba1bb43fb8ac0d4>
<https://linkedata.uriburner.com/proxy-iri/0755d97aa73bc7799ab1b56f55ce9eac52546845>

PG5001

[Advanced Night Repair Synchronized Multi-Recovery Complex | Est e Lauder Official Site](#)

[Embedded JSONLD-in-HTML Statement 5](#)
[Embedded JSONLD-in-HTML Statement 6](#)
[Embedded JSONLD-in-HTML Statement 7](#)
[Embedded JSONLD-in-HTML Statement 8](#)
[Embedded JSONLD-in-HTML Statement 9](#)
[more](#)



How Do I Get Going?

Simply install the OSDS extension in your browser and then visit a page of interest. Upon page display, the OSDS icon will be visually activated, indicating metadata discovery. Once the OSDS icon is clicked, you will be presented with a visualization of transformed metadata.

OSDS Download options:

- [Chrome Store](#)
- [Mozilla Firefox Store](#)
- [GitHub](#)
- Safari - available to download from the apple app store



Additional Information

- [OSDS Home Page](#)
- [Virtuoso Home Page](#)
- [OpenLink Software Home Page](#)
- [OSDS Screencast Demo on YouTube](#)
- [Functionality Demo — Super Links](#)
- [Functionality Demo — SPARQL Query Editing](#)



OSDS
OpenLink Structured Data Sniffer