



- Find me on [Facebook](#), [Twitter](#) and email - me at euwyn dot com.
- Born in Singapore but grew up in Vancouver.
- Went to Cornell (and Cornell Law). Go Big Red.

APRIL 2, 2009

Cazoodle - Semantic Data-aware Search

A friend just sent me a link to [Cazoodle](#), a company out of the University of Illinois at Urbana-Champaign that looks to create semantic data-aware search for various verticals, starting with apartments, events, and shopping (electronics, for the most part).

Vertical search is an interesting space, with players like [Kayak.com](#) leading the way in helping consumers easily find the best results in a specific domain across a wide spectrum of sources. The new-ish [TicketStumbler](#) does a great job in the tickets space (though it could use more sources and inventory).

One of Cazoodle's primary verticals is [apartments](#). Given the pain involved in finding an apartment in New York and other big cities, I actually found it quite surprising that there isn't a good solution in the space (beyond CL mashups like [HousingMaps](#), which rely on the CL postings and aren't very comprehensive). Perhaps it's because it's hard to capture affiliate revenue from the resulting transactions? Unlike buying hotel rooms and tickets, you don't just whip out a credit card to rent a room and it's a little harder to track the transactions a site ultimately generates.

While Cazoodle's approach to collecting data, deep crawling, yields a large list of results, it also returns a lot of "dirty data" - bad links, inaccurate listings, listings that are no longer available, wildly inaccurate rent prices, landing pages for paid membership sites, etc. I'm guessing this will be one of the key areas in which its parsing/crawling technology will have to improve in order to make the site appealing to the masses.

What are your thoughts on the Cazoodle approach?

[1 week ago](#)

[1 Comment](#)



Add New Comment

