



Beyond Search

Wednesday, April 15, 2009

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Cazoodle: Semantic Search

April 3, 2009

A happy quack to the reader who sent me a link to Euwyn's "Cazoodle - Semantic Data-aware Search" [here](#). Developed by Chambana wizards, Cazoodle "looks to create semantic data-aware search for various verticals, starting with apartments, events, and shopping (electronics, for the most part)." Euwyn makes clear that Cazoodle is a vertical search engine; that is, the content focuses on a specific topic such as apartments. Cazoodle said:

[It is] a startup company from the [University of Illinois at Urbana-Champaign](#) (UIUC), aims to enable "data-aware" search— to access the vast amount of structured information beyond the reach of current search engines. The company is co-founded by [Prof. Kevin C. Chang](#) and his research team of graduate and undergraduate students, with the support of the University and technology transfer from the [MetaQuerier](#) research at UIUC. Cazoodle is located at [EnterpriseWorks](#), an incubator facility of the University, on the [Research Park](#) of UIUC in Champaign, Illinois.

The company seems to be going in the same direction as Classifieds.com, a Web start up that I found quite interesting. Cazoodle delivers a "semantic data-aware search." I ran a query for an apartment in Urbana, where I worked on my PhD many years ago. The Cazoodle results looked like this:



The service looks interesting, demonstrating that dataspace can be useful. I detected a few Google influences as well. Click [here](#) to try the beta search.

Stephen Arnold, April 3, 2009

Written by Stephen E. Arnold · Filed Under [news](#), [online \(general\)](#), [search](#), [semantic](#), [vertical search](#)

Comments

3 Responses to “Cazoodle: Semantic Search”

1. [Charlie Hull](#) on April 3rd, 2009 7:36 am

Is it just me, or are other people getting tired of the fact that every time a new search thingummy pops up, it's got two 'o's in the name? Cazoodle, Hadoop, Dooble....

Charlie

2. [Stephen E. Arnold](#) on April 3rd, 2009 7:47 am

Charlie Hull,

I thought I was the only person who noticed the desire to impact a Google spin. In the case of Navgle.com and Cazoodle.com, I think there is more than vowel envy at work. The Chambana crowd follows the doings of a couple of Googlers pretty closely. More info on this will booble up over time I anticipate.

Stephen Arnold, April 3, 2009

3. [Cazoodle Blog » Blog Archive » Cazoodle launches Apartment Search Service in Web 2.0 Expo](#) on April 13th, 2009 12:48 am

[...] dubbed us as “Semantic Search,” “data-aware vertical search,” “intelligent vertical search” and the [...]

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