The University of North Dakota is actively seeking companies to commercialize a technology that provides easier and more consistent website navigation. This technology teaches a novel method of navigating websites without the traditional use of a keyboard or mouse. This Semantic URL Handling connects semantic keywords to website pages in a manner unique to any existing system of navigating web pages.

Applications
- More consistent and easier website navigation

Advantages
- Better search control than typical search navigation
- More user friendly than typical search navigation

The Technology
Typical web servers treat a URL entry as a command. The user types in a URL which causes the URL to be sent to the web server, and the web server is configured to respond by causing the user’s browser to display the content of the webpage corresponding to the URL. When the user enters an invalid URL, the web server can send a URL that displays an error message. The user then has to figure out where they made a mistake in entering the URL. Because URLs can be quite complex and include a large number of characters, numbers, symbols, or letters, finding the mistake in the URL can be an onerous task. This patent pending technology connects semantic keywords to website pages in a way that allows users to search websites simply by entering or saying a keyword in addition to the base URL in order to more easily navigate the website.

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