# Cazoodle Apartment Search Engine Created At University of Illinois

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Some real estate websites call themselves "search engines", IMO, to fool the consumer into thinking they are search engines in the Google sense, searching the entire internet for homes— when, in fact, they are only searching homes in their own limited database. This might be good marketing, but it's truly misleading, truly sneaky.



<u>Cazoodle</u> apparently is a real search engine, using semantic search, designed to crawl the "deep" web for apartments in the U.S., by automatically collecting

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Ads by Google

apartment listings from thousands of landlord websites and other online sources, who do not pay to get listed. Cazoodle is integrated with Google Street View. It is a free service. It was officially launched April 13, 2009.

According to Quoc Le, lead developer, "the system is available nationwide, and can find at-least 20-30 times more rental choices than the currently popular services."



## Apartment Search (Nationwide and all locations)

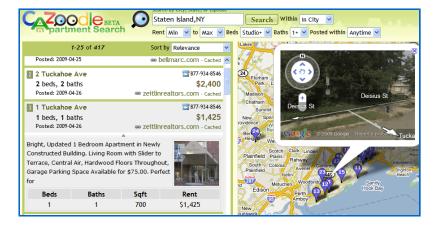
One Search, All Apartments, Entire Web!

It all starts with a map based search. The results page is a user friendly alphabetical list of cities, towns and, in the case of New York City, boroughs. (Notice the lettered jump links):

New York  ABCDEFGHIJKLMNOPQRSTUVWY			
Accord	Allegany	Angelica	Athens
Adams	Allentown	Angola	Athol
Adams Center	Allerton	Aquebogue	Atlantic Beach
Addison	Altamont	Arcade	Atlantic Beach Bridge
Adirondack	Altona	Arden	Attica
Airmont	Amagansett	Ardsley	Au Sable Forks
Albany	Amawalk	Argyle	Auburn
Albertson	Amherst	Arkville	Aurora
Alden	Amity Harbor	Armonk	Averill Park
Alexander	Amityville	Arverne	Avon
Alexandria Bay	Amsterdam	Asharoken	
Alfred	Andes	Astoria	

The SERP (search results page) is also map based and has filters for most recently posted apartments, proximity search, high-low pricing, and more. Each listing has a telephone number and a link to the original listing page or website.

What's really neat is the AJAX display of the basic apartment features and Street View when you click a listing. Try it by clicking the image below.



If you'd like to list your apartment on Cazoodle, you can (it's free):

Either go to http://apartment.cazoodle.com/datafeed.php to submit your XML Feed URL. Or you can email us your web site link and we will add it to our crawler.

Cazoodle was created at the <u>University of Illinois at Urbana-Champaign</u> (UIUC), to access the oodles of structured information beyond the reach of current search engines. The company is co-founded by <u>Prof.</u> Kevin C. Chang and his research team of graduate and undergraduate students.

Maybe the NAR should stroll over to the campus and talk to these smartypants on improving <u>Realtor.com</u>, which doesn't even have a map based search for those folks who can't spell Kalamazoo.

Watch a Cazoodle demo video here.

## Read the Cazoodle blog here.

The only real estate search engine/website I know doing this type of search for homes is <u>Retrove.com</u>, which flies under the radar with <u>12 million listings</u>.

Interestingly, Cazoodle is also working on event search, which seems to fit nicely with neighborhood lifestyle real estate search.

Has anyone used Cazoodle?

Technorati Tags: search engine, cazoodle, tech, cool tools, retrove, real estate search