Fixing the Internet through Timestamps & Structured Data

@ Friends of Search

Co-funded by the Horizon 2020 programme of the European Union

Sebastiaan van der Lans

Founder & COO **WordProof**

Chairman **Trusted Web Foundation**

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About me

Sebastiaan van der Lans

@delans

15 years experience with WordPress (agency since 2006)

Co-organizer of Dutch WordCamps since 2015

9 years blockchain experience

Started WordProof in 2019

- **Keynote on mainstage #WCEU2019**
- **#1 in Europe's Blockchains for Social Good competition 2020 🏆🇪🇺**
- **Marieke & Joost on board since 2020**

Married to Mirco 💍🏳️‍🌈

Aspiring dad 🐕👨‍👧

In 1991, blockchain was invented for Timestamping.

References

[1] W. Dai, "b-money," http://www.weidai.com/bmoney.txt, 1998.

[2] H. Massias, X.S. Avila, and J.-J. Quisquater, "Design of a secure timestamping service with minimal trust requirements," In *20th Symposium on Information Theory in the Benelux*, May 1999.

[3] S. Haber, W.S. Stornetta, "How to time-stamp a digital document," In *Journal of Cryptology*, vol 3, no 2, pages 99-111, 1991.

Standards

ISO

schema.org

Transparency

Accountability

trustedweb

Sebastiaan van der Lans,
Chairman Trusted Web Foundation

Through Timestamps we bring open source benefits to 4.88 billion people

- 100 million open source site owners
- As site owners, we have transparency and can hold our software accountable, because it's open source
- Through timestamps, all internet users benefit

In a few years from now, if you don't timestamp your articles on the blockchain, you're going to be considered a fraud.

Brendan Blumer

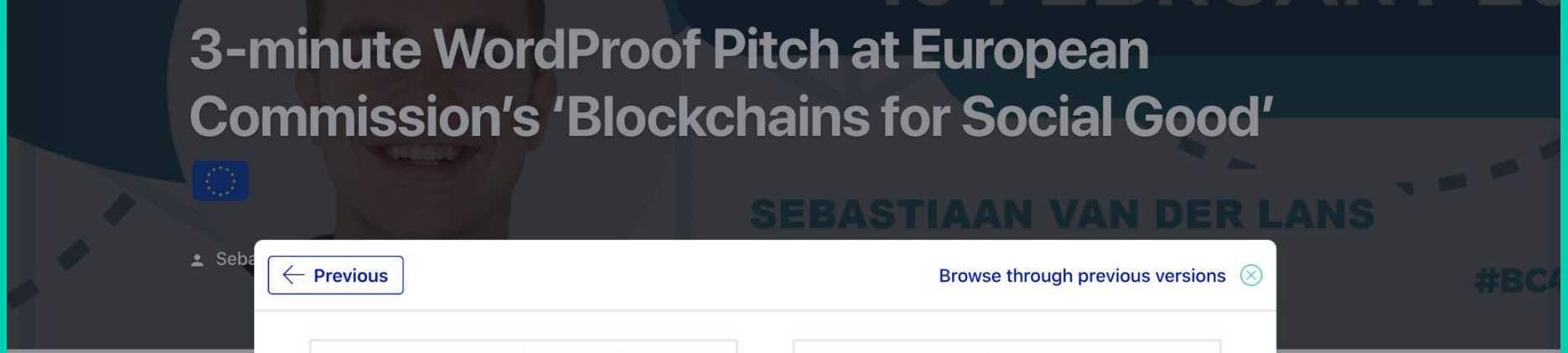
Co-Founder & CEO Block.One

Matt Mullenweg at CB Insights: "Open-source 'eventually' dominates every sector it enters."

Sebastiaan December 24, 2019 Leave a comment

I have been a big fan of Matt Mullenweg's work for more than a decade. In this fireside chat at CB Insights, at the end of 2017, he gives some great insight into WordPress (which he co-founded in

See it live



Previous

Browse through previous versions

first timestamp 2/12/2020 at 12:20:02 PM

recent 2/16/2020 at 1:20:19 AM

mo, getting the chance to present the impact of their solutions on social good aspects and t he underlying economic models, and demonstr ated how their solutions work.

https://www.youtube.com/watch?v=8vlDczYQt sgProblem Outline / WordProof's MissionThe in ternet has a deep-rooted issue: trust.

29% of Europeans are suspicious of the intern et, and 86% have fallen for fake news.This cau

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https://www.youtube.com/watch?v=8vlDczYQt sgProblem Outline / WordProof's MissionThe in ternet has a deep-rooted issue: trust.

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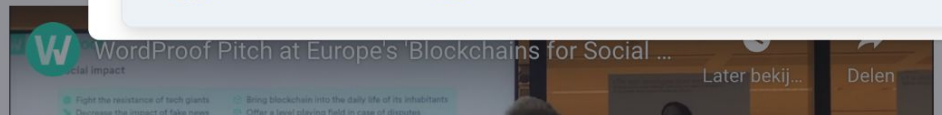
Explanation

Timestamp check

Raw input

View on Blockchain



WordProof

This content is WordProof

Content has not changed since the last timestamp

Not the website nor a third party has modified the content of this page since it was last timestamped on the blockchain.

> Why is this important?

Last edit on October 9, 2019 at 3:12 pm

Discover how this content changed over time

Because this website timestamps every revision on the blockchain, you can compare the different versions.

> View previous versions

← Previous

Browse through previous versions

first timestamp 12/24/2019 at 12:37:33 PM

recent 1/8/2020 at 3:03:55 PM

tps://www.youtube.com/watch?v=ClMeanZtlSs Here's a fully searchable transcript of the firesi de chat, discussing: WordPress' Marketshare a nd EcosystemBe Independent, Own Your Desti nationOpen-source Eventually Dominates the Sectors it EntersRegulationsMonopoliesDistrib uted WorkQ: I'm delighted to be here to speak with Matt Mullenweg who has had a huge impa ct on the development of the web over the last decade. WordPress was one of the seminal pu blishing tools that really drove a lot of innovati

tps://www.youtube.com/watch?v=ClMeanZtlSs Here's a fully searchable transcript of the firesi de chat, discussing: WordPress' Marketshare a nd EcosystemBeEcosystemAn Independent Pl atform, to Own Your DestinationOpen-source Eventually Dominates the Sectors it EntersReg ulationsMonopoliesDistributedEntersRegulatio ns WorkQand MonopoliesDistributed WorkWor dPress' Marketshare and EcosystemQ: I'm deli ghted to be here to speak with Matt Mullenwe g who has had a huge impact on the developm

Explanation | Timestamp check | Raw input | View on Blockchain

WordProof

WordProof in Numbers

835.000.000

Unique page views, serving a WordProof Timestamp. *

5.300.000+

Unique Timestamps. Measured at December 2022.

3.000+

Developers attended the offline **WordProof Keynotes.**

18.000+

Views of **YouTube** video's mentioning WordProof.

2.000+

Sites us WordProof (over 700 unique accounts/ addresses interacted with our Smart Contracts.

20+

Conferences, in **Europe, Asia and the U.S.** Represented with a keynote or merchandising.

275+

WordProof Community members, including 70+ testers from the first hour.

How leading Dutch newspaper NRC adds integrity and improves future SEO results

WordProof | nrc.nl | sdim.

The Implementation

Timestamping on the blockchain made easy and scalable

Step 1: WordProof API
NRC uses the WordProof API to establish a secure connection.

Step 2: Hashing content
Content, containing information about the author, medium and publication date, is hashed and published on the blockchain.

Step 3: Structured Data
Timestamp data is added to the structured data on the webpages of NRC.

Step 4: SEO Ranking
Search engine crawlers can read out the structured data and use it as a ranking factor.

Numbers

246.400 timestamps published per day
without a negative impact on server performance

945.000 timestamps published in total
which will increase up to 2.500.000 in February 2021

4 hours
of development to integrate WordProof

€500 per month
to timestamp the entire NRC operation

> In February, the first search engine committed to make timestamps part of its algorithm.

> NRC timestamps are published on the eco-friendly blockchain 'EOS' to minimize environmental impact.

#1 SEO strategy:

Simply BE the best result!

- @JdeValk, since ... forever

2014	Does having a mobile version of my site impact my ranking?	✅ YES! - Hence mobile-indexing - It's simply better UX
2017	Does using SSL impact my ranking?	✅ YES! - Google says "Not secure" without - It's better because it's safer
2022	Does radical transparency & accountability impact my ranking?	…

Timestamps lead to a Trusted Web

Transparency

- Timestamp content
- Show certificate
- Show revisions

Accountability

- Use a custom blockchain account
- Connect identity to your wallet
- Timestamp T&C
- Hold degrees in your wallet

Outputting the timestamps to people & search engines

schema.org

Google E.A.T

- Expertise
- Authority
- Trust

Readability analysis

SEO analysis

Trust analysis

edition.cnn.com › 2021/02/22 › media › spotify-podcast-...

Barack Obama and Bruce Springsteen team up to host Spotify ...

2 days ago — The podcast, called "Renegades: Born in the USA," is part of the multi-year partnership between Spotify and Barack and Michelle Obama's ...

Times of India

Donald Trump predicts Woods' return, Barack Obama says never count Tiger out

Golf News: Former US President Donald Trump predicted that Tiger Woods, his occasional golfing partner, will recover from severe injuries ...

16 hours ago

Barack Obama
February 9 at 5:30 PM ·

There is a lot of disinformation out there, but here's the truth: You should get a COVID vaccine as soon as it's available to you. It could save your life—or a loved one's.

NYTIMES.COM

Opinion | 60 Black Health Experts Urge Black Americans to Get Vaccinated

149K 9.1K Comments 7.4K Shares

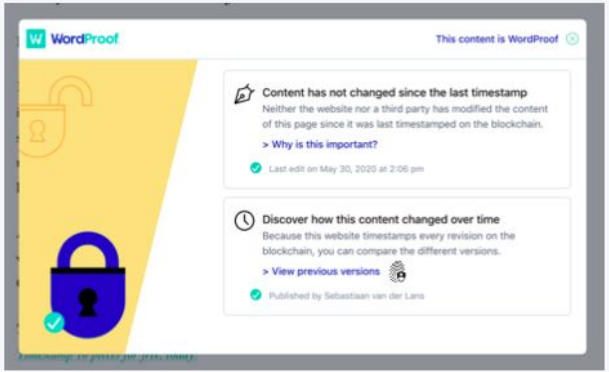
https://www.nytimes.com/live/2021/02/24/world/covid-19-coronavirus

The New York Times

California, With 50,000 Lost, Has More Deaths Than Any Other State

Last Updated 1 hour ago

A study that looked at the broad rollout of the Pfizer vaccine confirms that it is highly effective. The U.S. plans to send millions of masks to vulnerable communities.



Create

Discover

Read

WordProof Policy Framework

A **truthful internet**
makes a **trustworthy society**

trustedweb

Unregulated Internet

- Law of the jungle

GDPR

- Makes organizations more responsible for their user's privacy
- Gives citizens more rights regarding their personal data

Trusted Web

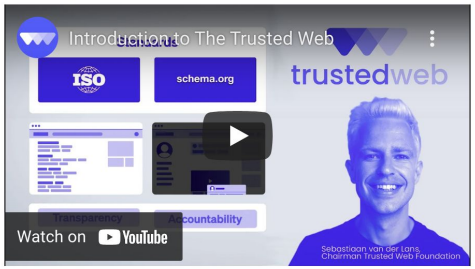
- If information impacts lives, citizens deserve **transparency**
- If information impacts lives, citizens deserve a sender to take **accountability**
- Through the holistic **Timestamp Ecosystem**

trustedweb

MENU

Education

New to The Trusted Web? This short introduction is a good place to start:



The following sequence of posts will get you up to speed on blockchain timestamps and why it matters for policy and regulation.

Timestamps 101

This sequence of videos will get you up to speed on blockchain timestamps, why it matters, and a variety of use-cases:

- What is a Timestamp?
- Database vs. Blockchain Timestamps
- Timestamp Certificates for Content

Research

Get up to speed with our research. Available now are our reports on the State of Misinformation 2021 in Europe and the US.

State of Misinformation 2021 Europe

State of Misinformation in Europe 2021

Or download the report State of Misinformation in Europe 2021.

State of Misinformation 2021 United States

State of Misinformation in the United States 2021

Or download the report State of Misinformation in the United States 2021.

State of Misinformation 2021 Global

State of Misinformation in the US and EU 2021

Or download the report State of Misinformation in the US and EU 2021.

Let's build the Trusted Web, together!

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🔎 Launching Users

wordproof.com/fos

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