Fixing the Internet through Timestamps & Structured Data

@ Friends of Search

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


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
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 2003) and the future of the industry. As a former investor in Automattic, the company behind WordPress, and as someone who has followed the company’s growth closely, I was excited to hear his thoughts on where the platform is headed.

During the chat, Matt talked about the importance of open-source software and how it has transformed the way we build and deliver software. He mentioned that open-source software has enabled a diverse ecosystem of developers and businesses to create and innovate, leading to the creation of many new products and services. He also talked about the role of blockchain technology in the future of software development and how it could help to make software more secure and transparent.

Matt also discussed the future of WordPress and how it will evolve to meet the needs of its users. He mentioned that WordPress is already being used in a variety of industries and is being used to create websites for businesses of all sizes. He also talked about how WordPress is being used to create more interactive and engaging content, and how it is being used to create more powerful and dynamic websites.

Overall, Matt’s talk was a fascinating and thought-provoking discussion about the future of software development and the role of open-source software in this journey. It was clear that he is passionate about the power of open-source software and is excited to see where it will take us in the future.
WordProof Pitch at European Commission’s ‘Blockchains for Social Good’

SEbastiaan Van der Lans

WordProof Pitch at Europe’s ‘Blockchains for Social Good’

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

Second timestamp: 2/16/2020 at 1:20:19 AM

Getting the chance to present the impact of their solutions on social good aspects and the underlying economic models, and demonstrated how their solutions work.

https://www.youtube.com/watch?v=8vlDczYT

sgProblem Outline / WordProof’s Mission: The internet has a deep-rooted issue: trust.

29% of Europeans are suspicious of the internet, and 86% have fallen for fake news. This causes...
How leading Dutch newspaper NRC adds integrity and improves future SEO results
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

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<th>Year</th>
<th>Question</th>
<th>Answer</th>
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| 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

- Expertise
- Authority
- Trust
WordProof Policy Framework

A truthful internet makes a trustworthy society

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
### Research

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

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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

Or download the report [State of Misinformation in Europe 2021](#).

Or download the report [State of Misinformation in the United States 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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