Timestamps & Trusted Web
@ Yoast SEO News

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ISO | schema.org | trustedweb | W3C®

Sebastiaan van der Lans

Founder & CEO **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**.**

What is Hashing and what is a Timestamp?

WordProof. Academy

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.

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

W

Sebastiaan van der Lans — On WordPress, Blockchain, Timestamps & Trust

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

3-minute WordProof Pitch at European Commission's 'Blockchains for Social Good'

SEBASTIAAN VAN DER LANS

#BC

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 the underlying economic models, and demonstrated how their solutions work.

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

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

mo, gettingHere's the chancefull totranscript presentof WordProof's pitch, presenting the impact of theirour solutions on social good aspects and the underlying economic models, and demonstrated how their solutions workmodel.

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

29% of Europeans are suspicious of the internet

Explanation   Timestamp check   Raw input   View on Blockchain

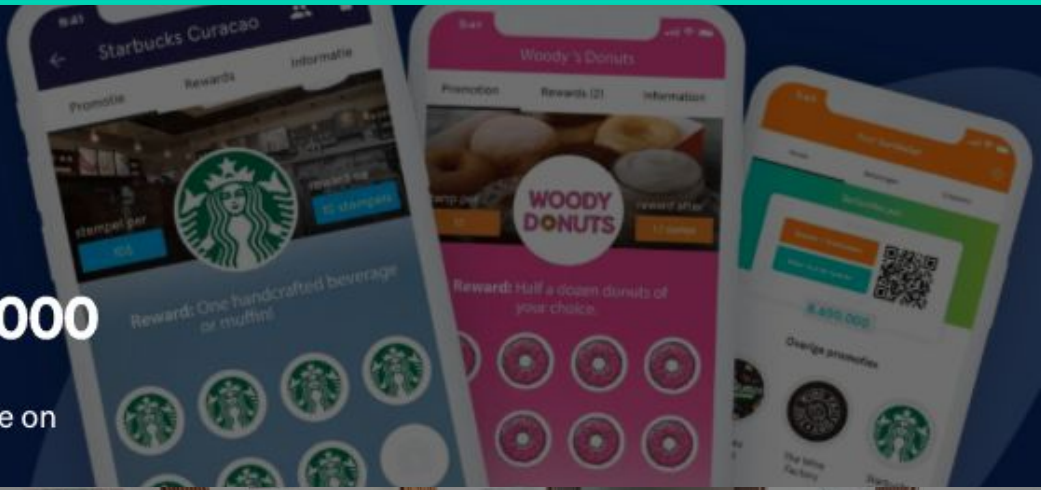WordProof Pitch at Europe's 'Blockchains for Social ...

Later bekij...   Delen

How customer loyalty app Stampwallet saved over € 20.000

After Stampwallet captured most of the market share on Curaçao, the customer loyalty app moved to The Netherlands and started its international expansion case study, you will learn why Stampwallet started timestamping and how it saved them over € 20.000

"

As an entrepreneur, you always try to avoid legal issues with customers. WordProof really helped me to avoid those headaches and maintain a good relationship with my former client.

Wouter Meeuwise
Managing Director @ Stampwallet

#1 SEO strategy:

Simply <u>BE</u> 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

Create

Discover

Read

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**
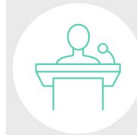
WordProof

WordProof in Numbers

2.850.000+
Unique Timestamps by quality news outlets alone.

150M+
Unique page views, showing a link to WordProof's Timestamp Certificate. *

3.000+
Developers attended the offline **WordProof Keynotes**.

50.000+
Views of **YouTube** video's mentioning WordProof.

1.053
Unique users of WordProof Timestamp.

50+
Conferences, in **Europe, Asia and the U.S.** Represented with a keynote or merchandising.

275+
WordProof Community members.

Start timestamping today!

WordProof is the market leader in content timestamping, integrating with CMSes, webshops and we have an API.

Let's build the *Trusted Web*, together!

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Chairman **Trusted Web**

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- Team: 8 fte. dev, bus dev, policy, communications
- >10 million pageviews / month serve timestamps

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

Winners of **Europe's *Blockchains for Social Good* contest**: € 1 million.

Founders of **Yoast SEO** (>14 million websites use their software for Search Engine Optimisation) are **investors** and **actively involved**.

Let's build the Trusted Web, together!

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