

Timestamps & Trusted Web @ Yoast SEO News



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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?



W 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

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

Seba

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

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=8vIDczYQtsg>Problem Outline / WordProof's MissionThe internet has a deep-rooted issue: trust.

<https://www.youtube.com/watch?v=8vIDczYQtsg>Problem 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

29% of Europeans are suspicious of the intern



Explanation



Timestamp check



Raw input



View on Blockchain



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

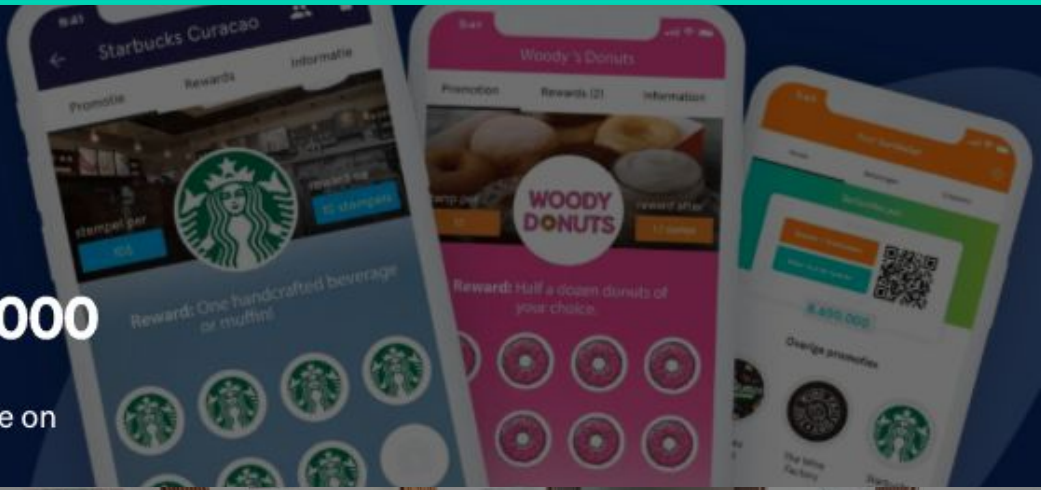
Later bekij...

Delen

CASE STUDY

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. In this 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 Meeuwse
Managing Director @ Stampwallet



#1 SEO strategy: Simply BE the best result!

- @JdeValk, since ... forever

2014	Does having a mobile version of my site impact my ranking?	<input checked="" type="checkbox"/> YES! - Hence mobile-indexing - It's simply better UX
2017	Does using SSL impact my ranking?	<input checked="" type="checkbox"/> 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

Create

- Readability analysis
- SEO analysis
- Trust analysis

Discover

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

Read

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.

WordProof
This content is WordProof

Content has not changed since the last timestamp
Neither 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 May 30, 2020 at 2:06 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
Published by Sebastian van der Lans

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



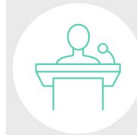
2.850.000+

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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WordProof



trustedweb

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



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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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