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The Essential New Building Blocks: Making a Web 3.0 site

Web 3.0 (the semantic web) is a new kind of Internet: Search engines provide answers to questions instead of web links to keyword searches. They will provide a *complete answer* that can make visiting your web completely unnecessary. And these answers may not provide links to alternatives. Web 3.0 relies on structured, open and linked data at its heart.

Most arts organizations have not structured their data through standardized meta-data tagging to be reliably machine-readable, i.e. read by search engines.

The essential building blocks for an effective web 3.0 site are quite different from the considerations of the past.

Yet, those considerations still have a role in web design:

Information Architecture/Navigation	Usability
User cases help understand tasks people want to accomplish and organize information for greatest ease of access, clarity and logical page flows to complete tasks	Apply user-centred design methods to build a site that behaves in predictable and reliable ways, makes it easy to complete tasks and is easy to understand and use for humans.

Web 2.0 Website Development

Graphic Design	Content
Establishes the look and feel through graphic design elements, like fonts, colour palette, imagery and placement of elements to support usability while providing a visually compelling experience	Web content is written for humans. It is easy to scan on the page, with keyword consideration for search engine optimization.

Numerous developments have dramatically changed how the web works and, what we need to consider when building site. These changes include:

- Dominance of mobile devices accessing web content.
- Social media networks are dominant content platforms.
- 4G networks and their increased data upload and download speeds enables extensive use of rich media including video
- Voice-based virtual assistants (Siri, Alexa) change how users interact with the web
- Structured data standards power the emergence of the semantic web so that Google now provides answers instead of merely search results linking to websites
- In the era of fake news and IT security breaches, being seen as an authoritative, trusted content provider is critical

The new essential building blocks for web 3.0

1. Know your Audience

Web development must focus on your audiences: Who are they? What do they want from you? What do you want from them?

2. Mobile-friendly, touch controlled site

Short texts, image driven (using web resolution, not high resolution), scrolling sites require a different architecture

3. Write texts to be spoken not only read

Writing content to be spoken requires a shift away from long, complex sentences, and toward short, meaningful text. Writing moves toward being spoken and away from being read.

4. Social media integration

Create a seamless user experience from website to social networks without dead-ends. Use social utilities on every page so users can share your content easily in their social media or connect to yours.

5. Content Management System (CMS)

Build your site on a proven, open-source CMS like WordPress, FourSquare or similar. Chose a CMS that has a strong universe of widgets and SEO plug-ins that use structured data (Based on schema.org).

6. SSL

Secure Socket Layer (SSL) is the standard for keep internet connections secure and safeguard data that is sent between two systems. Google favours sites that use SSL in its search listings.

7. Search Engine Optimization (SEO) matters

Long-standing methods of SEO still apply (see next page)

8. Machine-readable structured data

Use a good CMS with the structured data and SEO plug-ins, so you don't need to code meta-tags manually. Simply use the tools available to make your content machine-readable.

Know your audience
Mobile web
Write text to be spoken by virtual assistants
Social network integration
Content Management System
SSL encryption
Search engine optimization (SEO)
Machine-readable structured data

Effective graphic design and well-architected functional sites are still important. However, without these eight building blocks, your site will fall behind and may become invisible online.

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Search Engine Optimization

> Write your site for humans, but code it to be machine-readable. Understand that many web users will never visit your site, but receive the answers they want on Google directly.

Writing for people

1. Use your most important keywords, rather than many variants, in headings and body text
2. Be authentic and trustworthy
3. Use concise sentences that are clear and to the point
4. Avoid many run on sentences with complex sentence structure
5. Use transition words to achieve a natural read
6. Use images to illustrate key messages
7. Provide useful links and identify them clearly

Construct for search engines

1. Heed the power of the url – use words not acronyms
   o Domain and page urls
2. Each event, product, service requires its own page with relevant keywords
3. Create the most important Meta tags
   o title tag: appears in the web browser tab as well as a page name in search results
   o description tag: a summary of the content of the specific page
   o keyword tag: when search engines cannot read your page, e.g. due to rich media content, they may evaluate your keyword tag
4. Create "image ALT" keyword-rich tags for each image on your site (this is also a good accessibility guideline)

Technical SEO

Google especially also looks for other attributes to rank your web pages highly:

- Fast load times, so avoid heavy images and auto-play videos unless your users all have superfast internet
- Use SSL (secure socket layer) encryption
- Know what your sitemap.xml and robot.txt files say, i.e. ensure that search engines can index your site

The Semantic web – Web 3.0

Structured data is the meta-data (the information **about** your event) that helps a search engine and other web crawlers and scrapers "read" your content correctly. Search engines use schema.org's common standard for meta-data tags. There are plug-ins like Yoast that deliver this for any WordPress user. Those with other types of websites can use Google's detailed information on its developer site about how to implement structured data.

As the semantic web takes hold this type of discoverability through structured – and ultimately open and linked data - is expected to be paramont. However, it isn't clear how this will play out exactly or when, so website owners should pay attention to both aspects right now.