

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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The Semantic Web

What it is and how it works

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August 2020

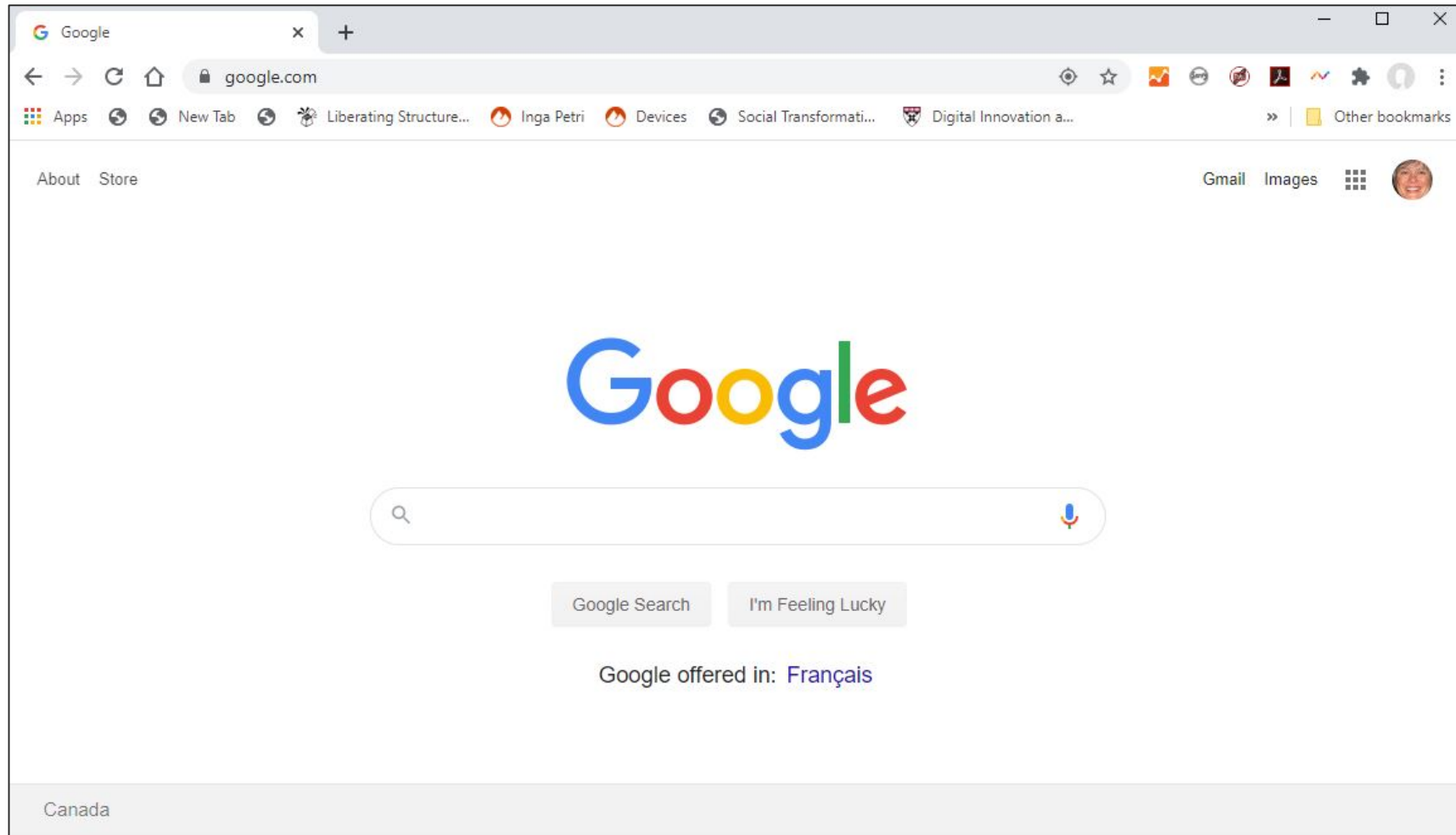
We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

In Whitehorse, I am grateful to live and work on the **Traditional Territories of the Kwanlin Dün First Nation** and **Ta'an Kwäch'än Council**, self-governing nations that negotiated modern treaties under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.



Where do you make
the all-important
first impression today?

Where online do people encounter
you first?





As soon as we type in the Google search field, it makes suggestions of similar searches ... and it suggests answers already!

Organic (= not paid) search result.

Headline text = [Title tag] on the page

Sentence = either first HTML sentence on the page or [Description Tag]

Look for natural language and focus on connecting your audience to important information

Other sites and directories link to yours, so what they say also matters. Can you provide them information or feedback to shape the Google result displayed?

Contextual Google suggestions for similar questions displayed in Google Answer Box (generated by rich text snippets, using schema.org structure data markup). Do you have answers to position for Google to use?

The screenshot shows a Google search for "heritage yukon". The search bar at the top shows the query and search icons. Below the search bar, navigation tabs for "All", "Maps", "Images", "News", "Shopping", and "More" are visible, along with "Settings" and "Tools".

The main search results area displays "About 10,800,000 results (0.68 seconds)". The first result is from "www.heritageyukon.ca" with the title "Heritage Yukon: Step into Our Story | Heritage Yukon". The snippet describes the Yukon Historical & Museums Association as a registered charity established in 1977. Below the title are links for "About", "Events", "Contact", "YHMA Board of Directors & Staff", "Programs", and "Our Heritage".

Below the first result, there are more links from "yukon.ca" and "www.yukonheritage.com".

On the right side of the search results, a Google Knowledge panel is displayed for the "Yukon Historical & Museums Association". It includes a "Website" link, "Directions", "Save", and "Call" buttons. It shows a 3.0 star rating from 1 Google review and the address "3126 3rd Ave, Whitehorse, YT Y1A 1E7".

Below the Knowledge panel, there is a "Right by Whitehorse Chamber of Commerce" link, the address "3126 3rd Ave, Whitehorse, YT Y1A 1E7", and the phone number "(867) 667-4704". There are also links for "Suggest an edit", "Own this business?", "Add missing information", and "Add business hours".

At the bottom of the Knowledge panel, there is an "Events" section with a "COVID-19 alert" and information about the "YHMA 2020 Annual Meeting" on Wednesday, August 26, at 7:00 p.m.

At the bottom of the search results, a "People also ask" section is displayed with three questions: "What is Yukon Heritage Day?", "What is the culture of Yukon Territory?", and "How many First Nations does Yukon have?".

Google Knowledge panel. Sourced from various databases automatically.

Through Google MyBusiness you can own your own Business Profile and shape the information to be accurate and more powerful.

Major changes

- Mobile devices / small screens
- Video views are extremely high
- Structured data powers the semantic web
- Google provides answers
- Voice-based virtual assistants (Siri, Alexa)
- Being seen as authoritative, trusted content provider is critical



Web 3.0 – semantic web

On the web

- Web site
- Drive traffic to site
- Social media
- Closed system
- Google's ranked web page listing

In the web

- Database
- Discoverability of content
- Common metadata standard
- Open, linked data
- Google gives the answer

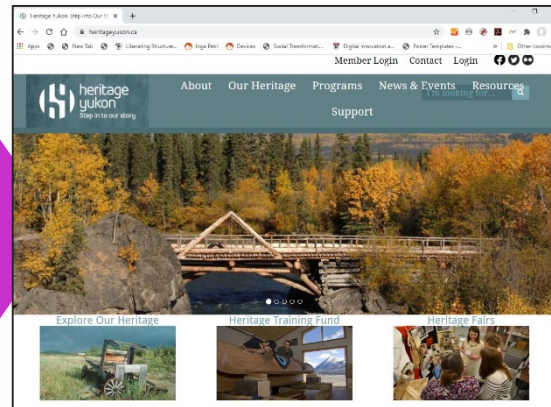
Data about data = meta data

- Semantic = Meaning of a word, phrase, text
- Semantic web = machine-readable data
- Meta data standards (for search it's schema.org)
- Many directories - ISNI, Wikidata, Wikimedia, VIAF - National Libraries, specialized directories

Understanding and Meaning

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How
machines
read



How humans
read

From finding links and websites via Search to getting the answers you want

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stagecraft theatre school
stagecraft ottawa reviews
stagecraft children's theatre school ottawa
why is stagecraft important

Stagecraft is the technical aspect of theatrical, film, and video production. It includes constructing and rigging scenery; hanging and focusing of lighting; design and procurement of costumes; make-up; **stage** management; audio engineering; and procurement of props.

Stagecraft - Wikipedia
<https://en.wikipedia.org/wiki/Stagecraft>

Report inappropriate predictions



www.douglascollege.ca

?

 About this result

Feedback

Stagecraft - Wikipedia
<https://en.wikipedia.org/wiki/Stagecraft> ▼

Stagecraft is the technical aspect of theatrical, film, and video production. It includes constructing and rigging scenery; hanging and focusing of lighting; design and procurement of costumes; make-up; **stage** management; audio engineering; and procurement of props.

[History](#) · [Sub-disciplines](#) · [See also](#)

Stagecraft Children's Theatre School Ottawa
stagecraft.ca/ ▼

Let them "Reach for the Stars" at Stagecraft Children's Theatre School. Learn More. "A large majority of







Moving for searching to discovering

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Google famous musicians

All Images News Videos Books More Settings Tools

Music Artists

					
Elvis Presley 1935–1977	Jimi Hendrix 1942–1970	Kurt Cobain 1967–1994	David Bowie 1947–2016	John Lennon 1940–1980	Bob Dylan 1943–

Famous Musicians - Most Popular Musicians of the World
<https://www.thefamouspeople.com/musicians.php> ▼
Musicians. A musician is a person who plays one or many musical instrument and is also referred to as an instrumentalist. History has given us some really notable music composers and performers the likes of which include names of people like Wolfgang Amadeus Mozart, Johann Sebastian Bach and Ludwig Van Beethoven.
[Famous Musicians](#) · [Saxophone Players](#) · [Guitarists](#) · [Pianists](#)

Google Answer boxes keep getting smarter

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what is melatonin

All

Images

Shopping

News

Videos

More

Settings

Tools

About 16,700,000 results (0.93 seconds)

www.webmd.com > Sleep Disorders > Reference

Melatonin Sleep Aid Supplement: Effectiveness, Dosage ...

Jun 14, 2017 - **Melatonin** is a hormone made by the pineal gland. That's a pea-sized gland found just above the middle of your brain. It helps your body know when it's time to sleep and wake up. Normally, your body makes more **melatonin** at night. ... You can also buy **melatonin** supplements.

People also ask

Is it bad to take melatonin?

How does melatonin help you sleep?

What does Melatonin do to your body?

Is it bad to take melatonin every night?

Feedback

www.webmd.com > vitamins > ingredientmono-940 > melatonin

Melatonin: Uses, Side Effects, Interactions, Dosage, and ...

Melatonin is a hormone found naturally in the body. **Melatonin** used as medicine is usually made synthetically in a laboratory. ... Some people take **melatonin** by mouth to adjust the body's internal clock. **Melatonin** is most commonly used for insomnia and improving sleep in different conditions.

Melatonin

Hormone

Melatonin is a hormone that regulates the sleep–wake cycle. It is primarily released by the pineal gland. As a supplement, it is often used for the short-term treatment of trouble sleeping such as from jet lag or shift work. Evidence of benefit, however, is unclear.

[Wikipedia](#)

Formula: $C_{13}H_{16}N_2O_2$

IUPAC ID: N-[2-(5-methoxy-1H-indol-3-yl)ethyl]


Molar mass: 232.28 g/mol

CAS ID: 73-31-4


ChemSpider ID: 872

PubChem CID: 896


People also search for




Valerian




Leptin



Adrenaline



Thyroxine



Luteinizing hormone

View 3+ more

Feedback

13

What does it mean to you when Google gives answers?



- Might bypass your website entirely ... soon
 - Google displays what it considers the best answer
 - Answer boxes are informational not commercial = no ads
 - Google considers *unbiased, trusted* sites as sources - Wikipedia, .edu and similar often appear
- Web content is extracted by Google so users see your content without you seeing web traffic on your site

The internet speaks

- More people are using voice-based assistants: Siri, Alexa, Google Assistant
- Consider how you need to adjust or re-write your content to be spoken
- Especially important when you consider attraction and event information

Steps to position yourself as the answer



- Keywords and phrases
- Respond to specific questions and include them in the text or description meta tag
- Write great content, straightforward information, to the point
- Structure your content - structured data markup (schema.org) creates a rich snippet
- Use plug-ins or JSON-LD* generators or go to Google for instructions

*JavaScript Object Notation for Linked Data

The website building blocks

Content
Management
Systems

Google tools
(Maps,
MyBusiness)

Databases
(wikidata,
wikimedia)

SSL
encryption

Speakable
by virtual
assistants

Social
network
integration

Search engine optimization (SEO) and marketing
(SEM)

Machine-
readable
structured
data

Mobile
web

Know your audience

Appendix

Search Engine Optimization and Structured Data



- <https://developers.google.com/search/docs/data-types/event>
- [Data Highlighter](https://support.google.com/webmasters/answer/2774099)
<https://support.google.com/webmasters/answer/2774099>
- <https://seositecheckup.com/seo-audit>
- [Rich Results Test](https://search.google.com/test/rich-results?utm_campaign=sdt&utm_medium=message)
[https://search.google.com/test/rich-
results?utm_campaign=sdt&utm_medium=message](https://search.google.com/test/rich-results?utm_campaign=sdt&utm_medium=message)



SEO so the machine understands

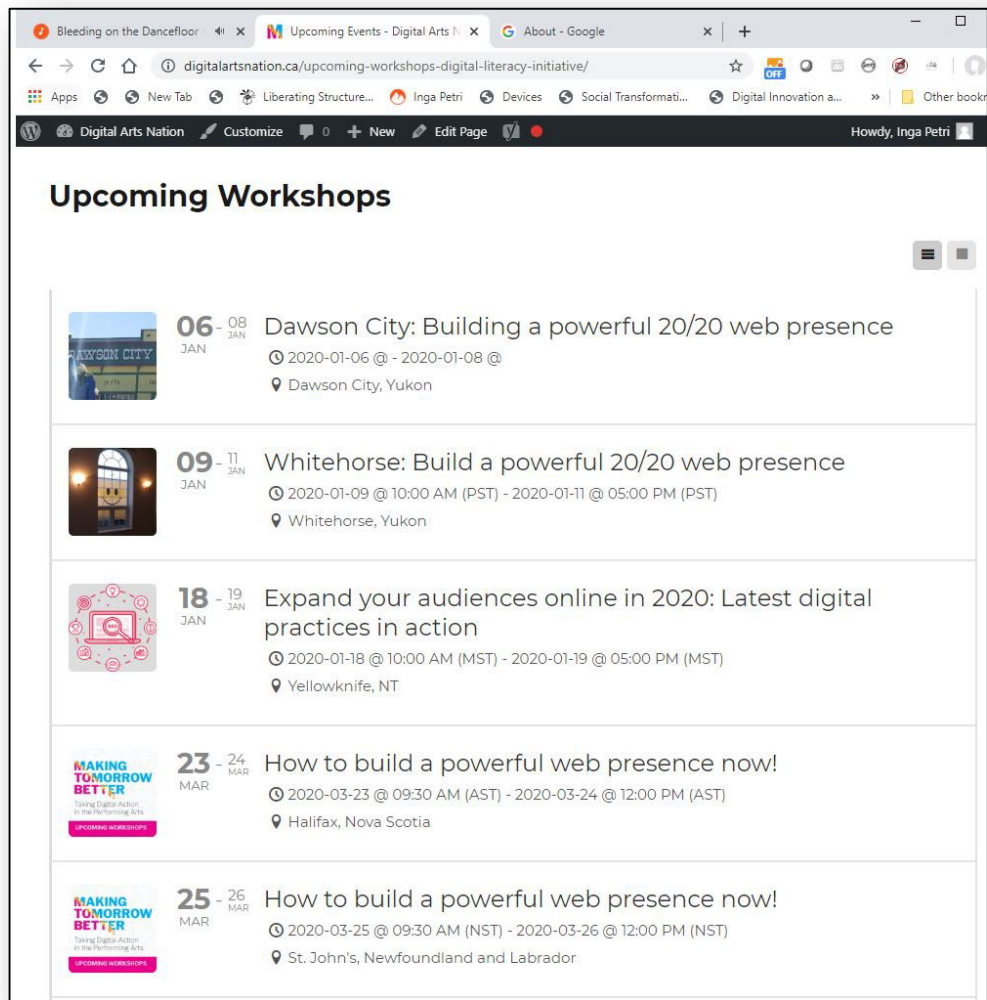


- URL (uniform resource locator) = web address
 - Use words not acronyms or numbers
- URL page names
 - Each service / product / experience on own page
 - Use relevant keywords
- Title tags
 - Appears on browser tab
 - Search engine uses them as the header in search listings
 - Facebook does, too
- Image Alt tags (keyword rich)
 - Use the “image ALT” text for keyword-rich descriptive text
- Description meta tag (one sentence)
 - This is a real summary sentence for a specific page
 - Search engines, and other sites, can use them in result displays
- Keywords meta tag
 - Search engines may evaluate your keywords meta tags (keep it salient)



Web Evolution Continues

- **Web 1.0 (1st decade)** - Dial up. Static websites connected by hyperlinks. Like printed brochures, websites were designed to be visually engaging while conveying information to visitors
- **Web 2.0 (2nd decade)** - The internet becomes dynamic and interactive. Web users can access dynamic content, connect and interact with other people through social networks, blogs, web-based services like wikis.
- **Web 3.0 (3rd decade)** - The Semantic Web. It creates a way for search engines and other machines to discern the meaning of data/information. Powered by structured data standards, individual points of information are linked to create powerful knowledge. The Google Knowledge graph is a key innovation.



<https://DigitalArtsNation.ca/>
How-to tutorials
Digital News
Digital Playbook

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Atlantic Presenters
Association