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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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.

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

Where **online** do people encounter you **first**?

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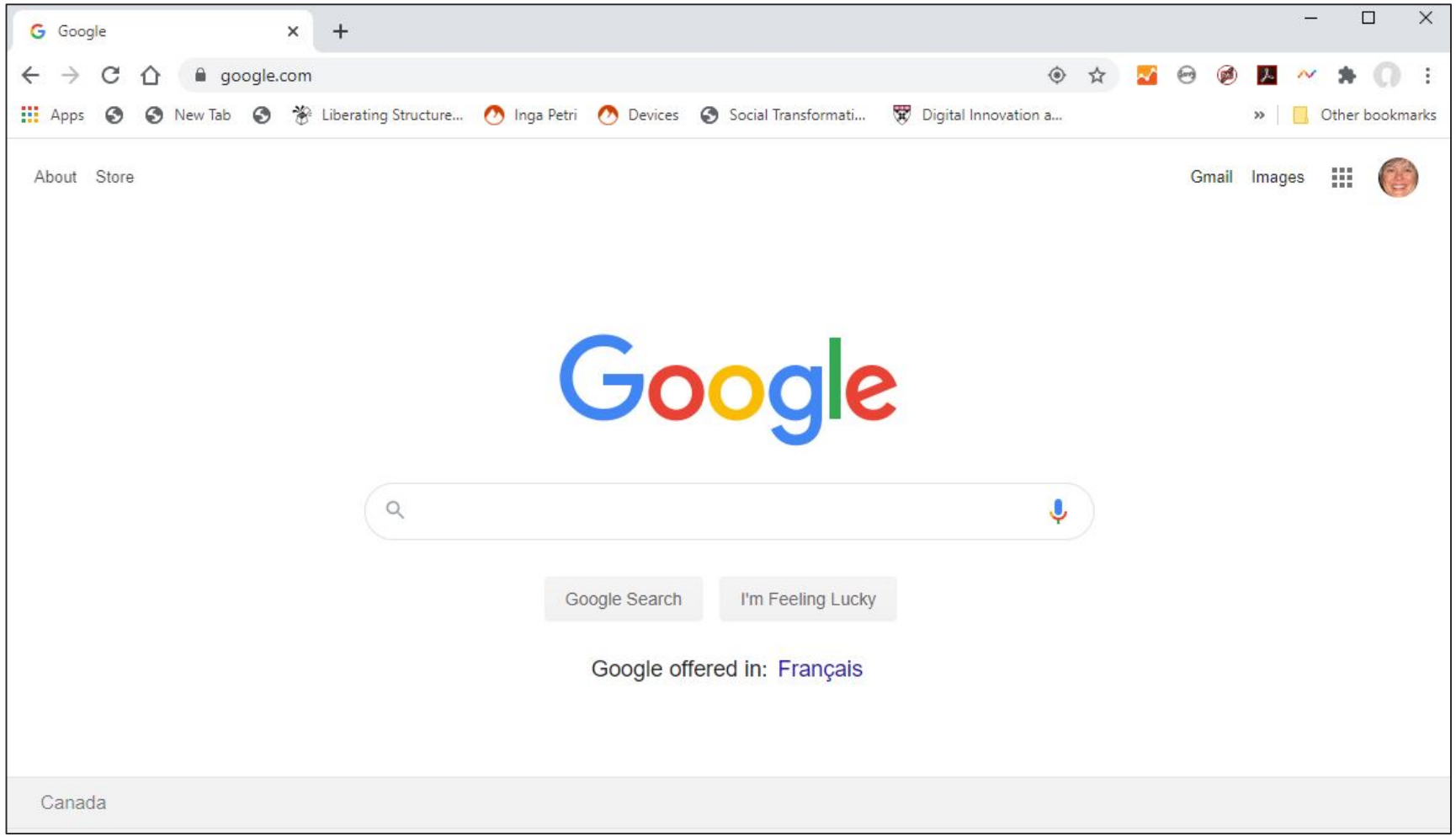


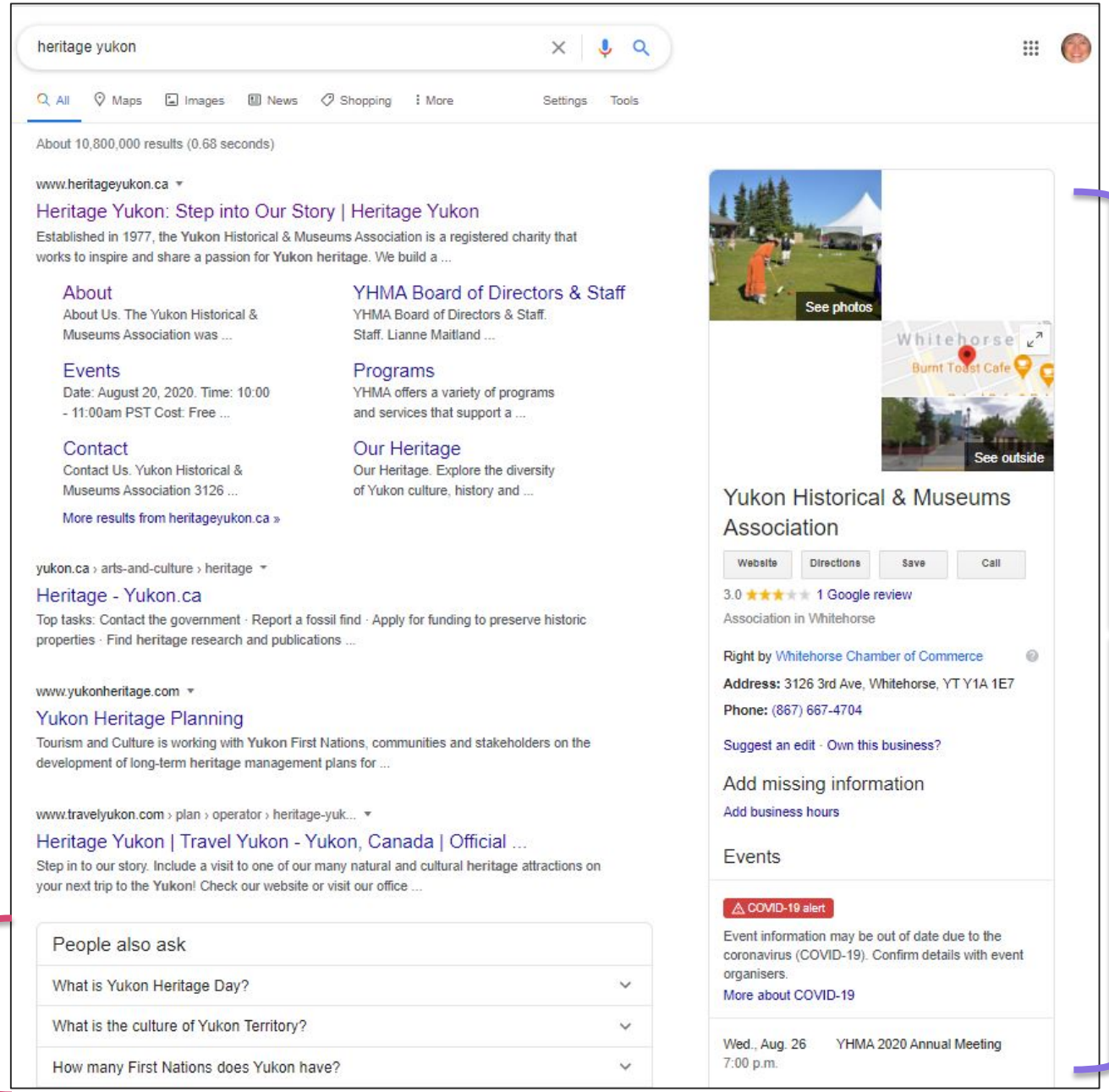
As soon as we type in he Google search field, it makes suggestions of similar searches … and it suggests answers already!

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?



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

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- 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

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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

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- 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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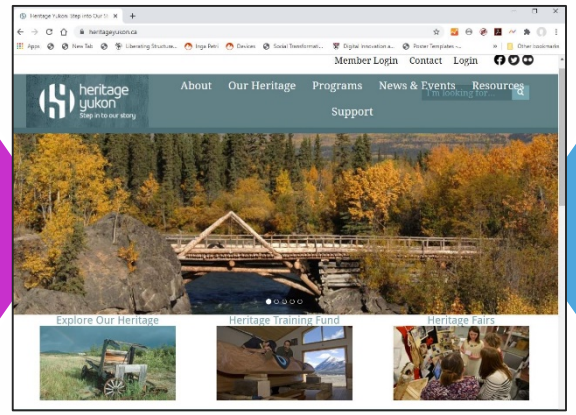
How machines read



How humans read

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

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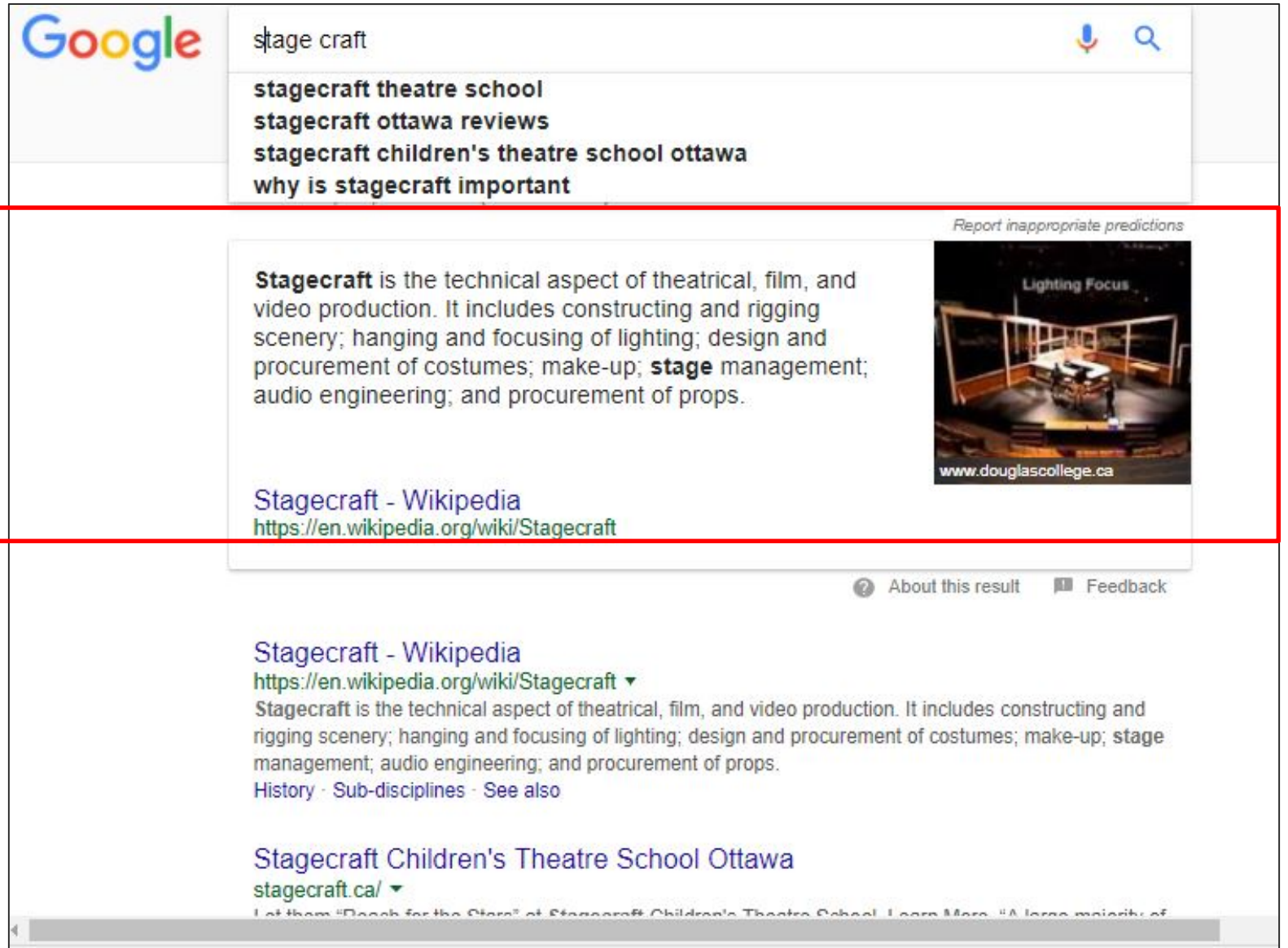

Moving for searching to discovering

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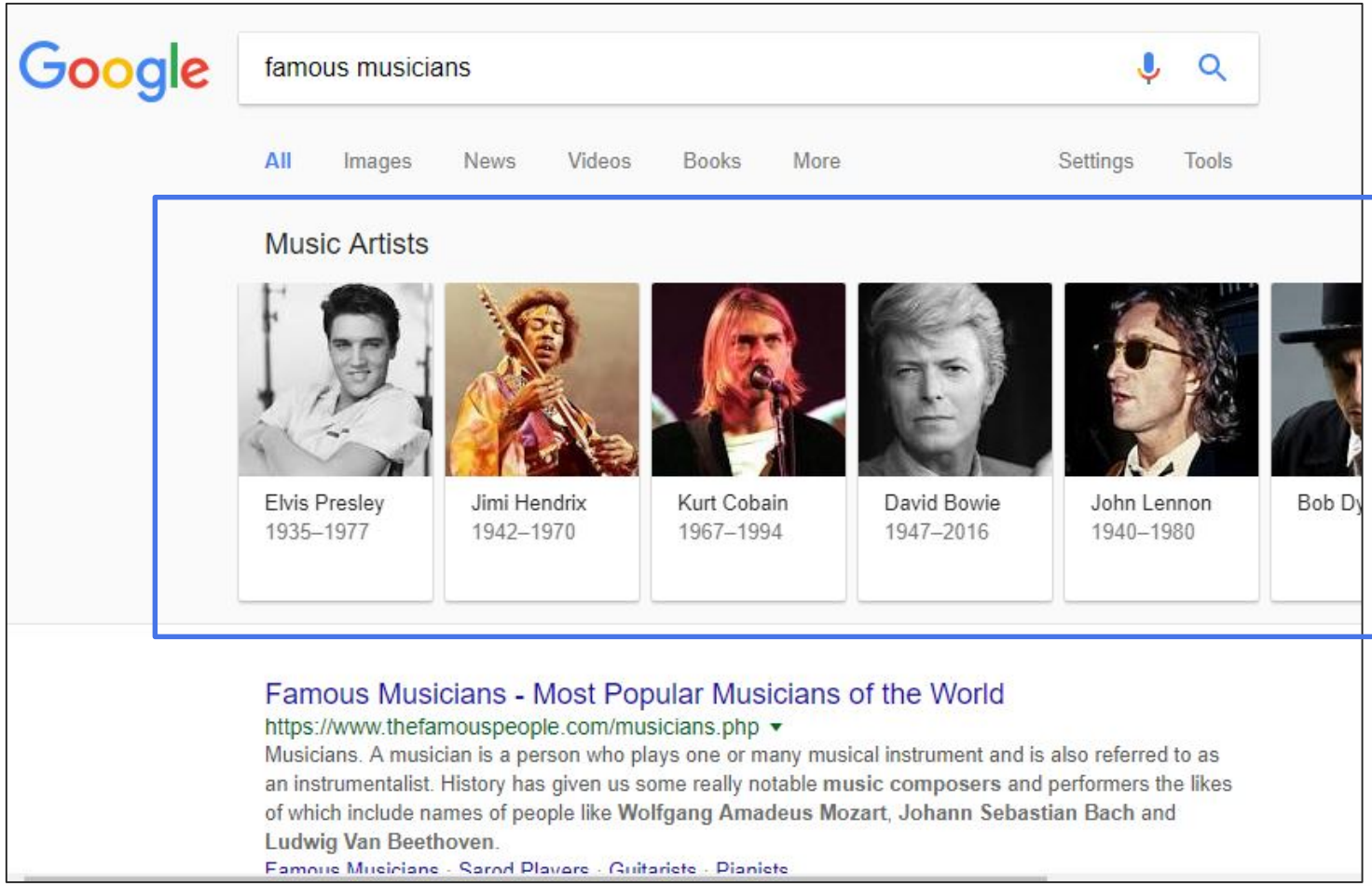
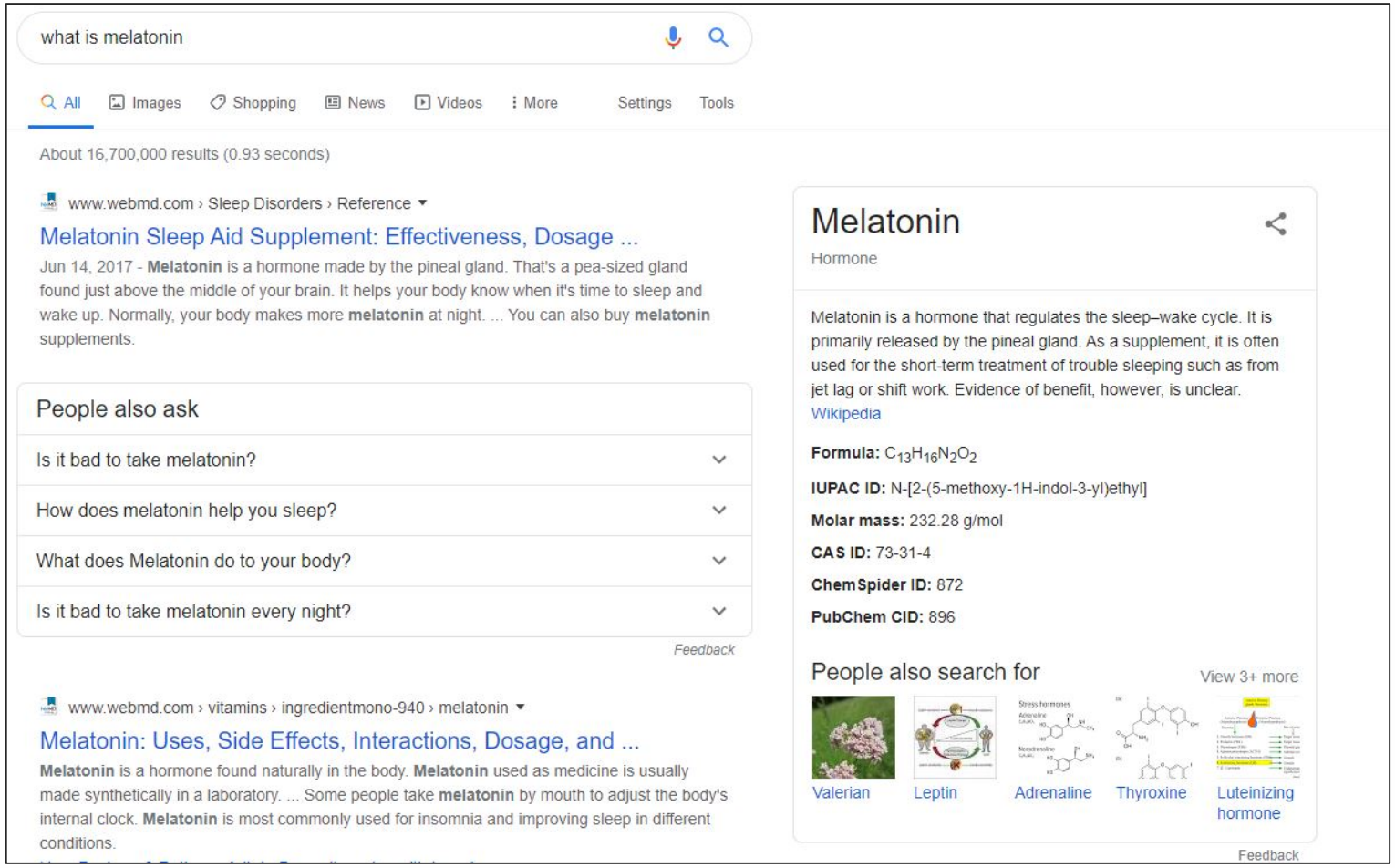


Google Answer boxes keep getting smarter



What does it mean to you when Google gives answers?

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- 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

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- 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

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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

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- https://developers.google.com/search/docs/data-types/event
- Data Highlighter https://support.google.com/webmasters/answer/2774099

- https://seositecheckup.com/seo-audit

- Rich Results Test https://search.google.com/test/rich-results?utm_campaign=sdtt&utm_medium=message

SEO so the machine understands

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- 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

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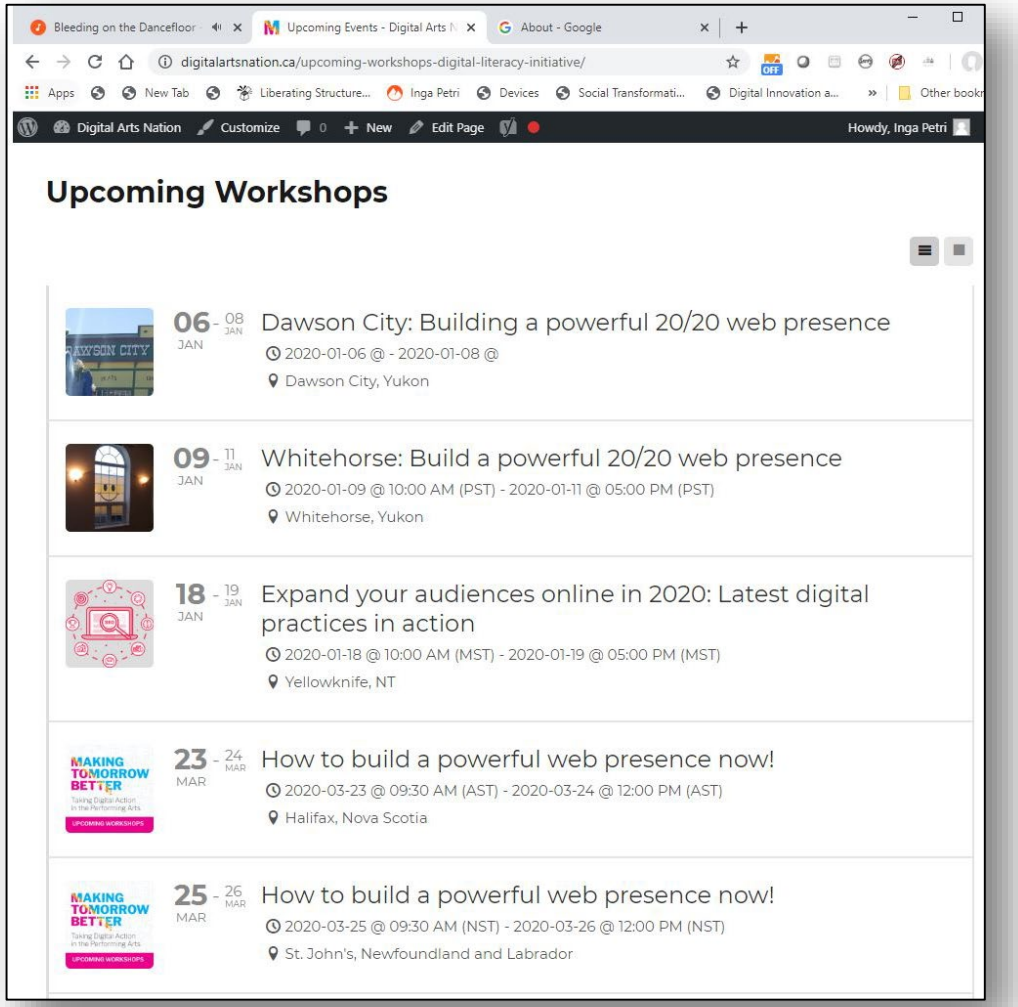
- **Web 1.0 (1st decade)** – Dial up. Static websites connected by hyperlinks. Like printed brochures, websites were designed to be visually engaging while conveying information to visitors
- **Web 2.0 (2nd decade)** - The internet becomes dynamic and interactive. Web users can access dynamic content, 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.



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

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