Reaching those web folk

Christian Heilmann | http://wait-till-i.com | http://scriptingenabled.org

National Maritime Museum, London, UK, April 2009

The internet is a media.

It is highly distributed, available 24/7 and easy to be a part of.

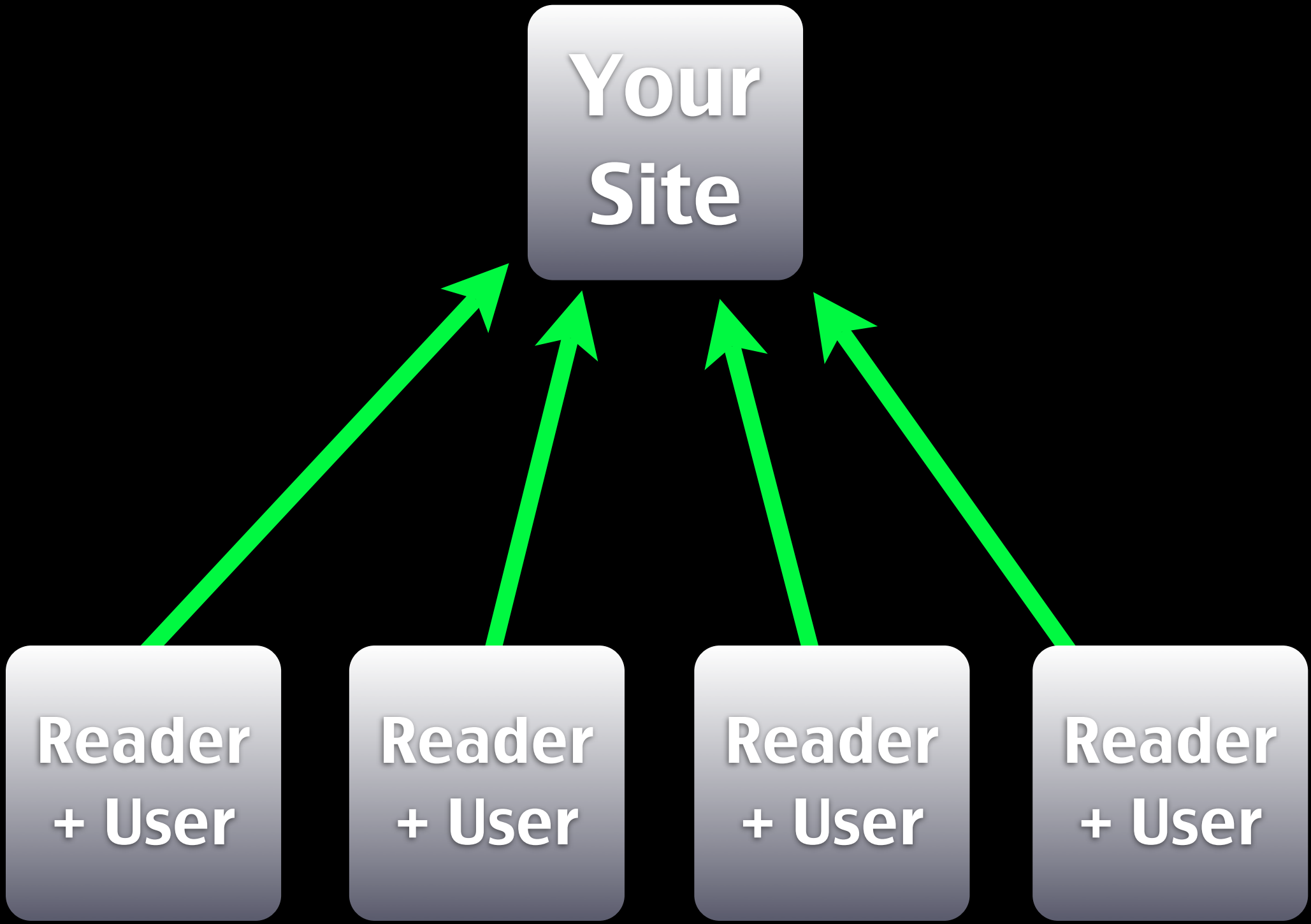
And my god is it huge.

The sheer size of the internet makes it hard to be found and to get your content out to people.

Which is why people spend more time on optimising their products for search engines than for their end users.

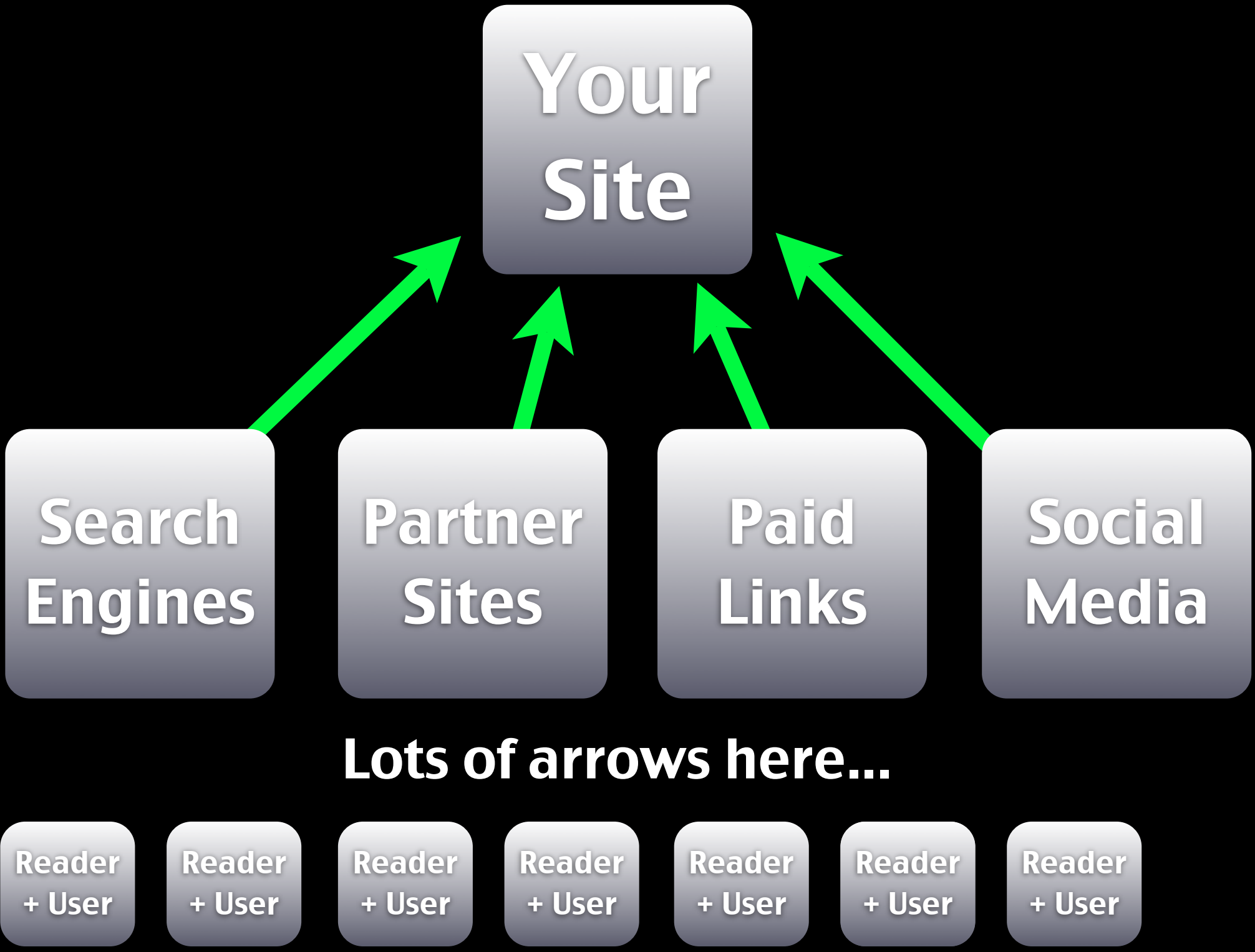
To have success in reaching people on the web, we have to re-think some ideas.

In the old school model, you build a site and people come.


Your Site
Reader + User
Reader + User
Reader + User
Reader + User

This works to some degree, but only really when you are a starting point of the web experience (ISP, news portal...)

For normal web sites, much more visitors come to your site in a roundabout way.


Your Site
Search Engines
Partner Sites
Paid Links
Social Media
Lots of arrows here...
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User

To make this work on a much bigger scale, re-think the web.

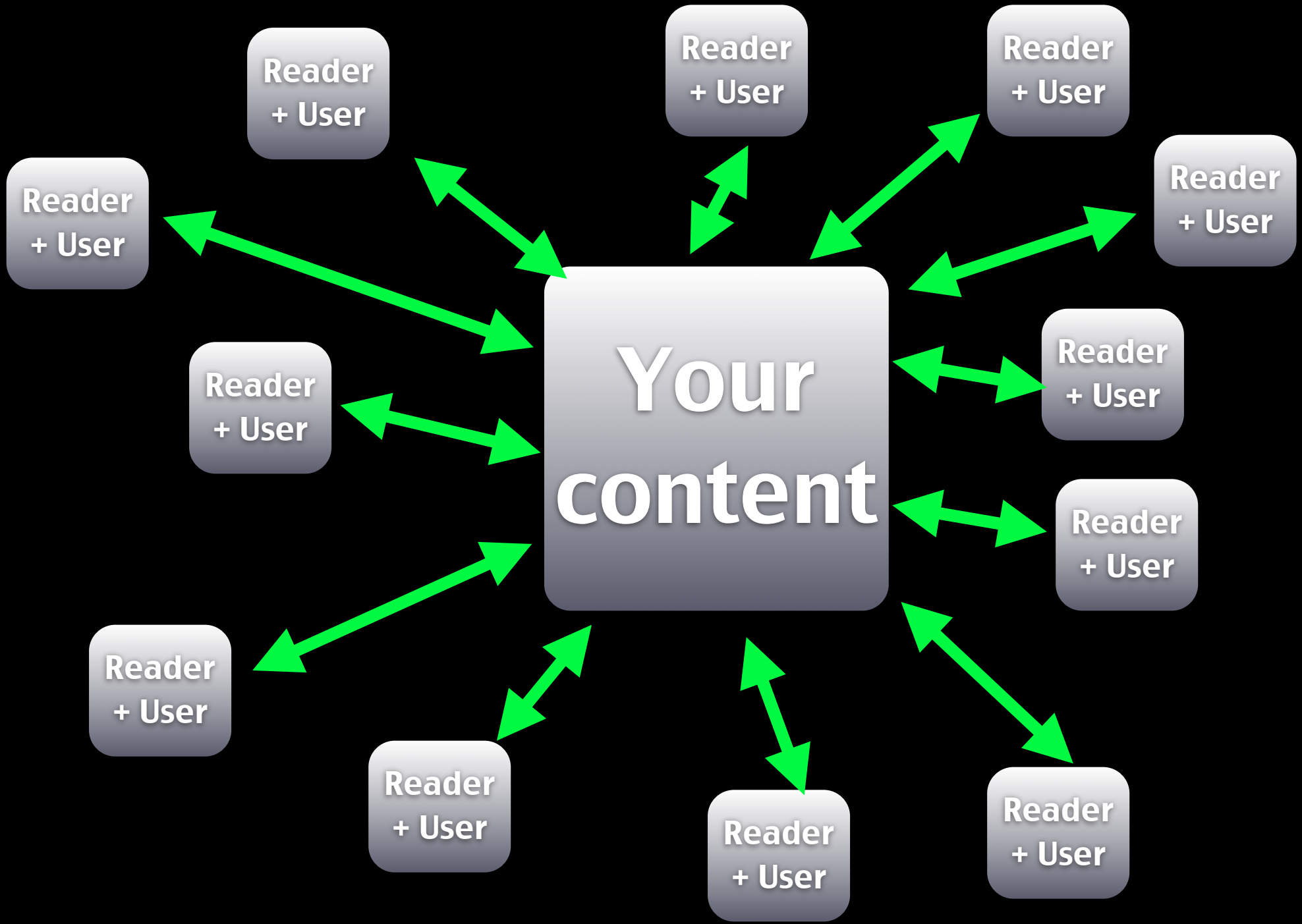
The web is *not* a broadcasting media with receivers.

Every receiver is also a broadcaster.

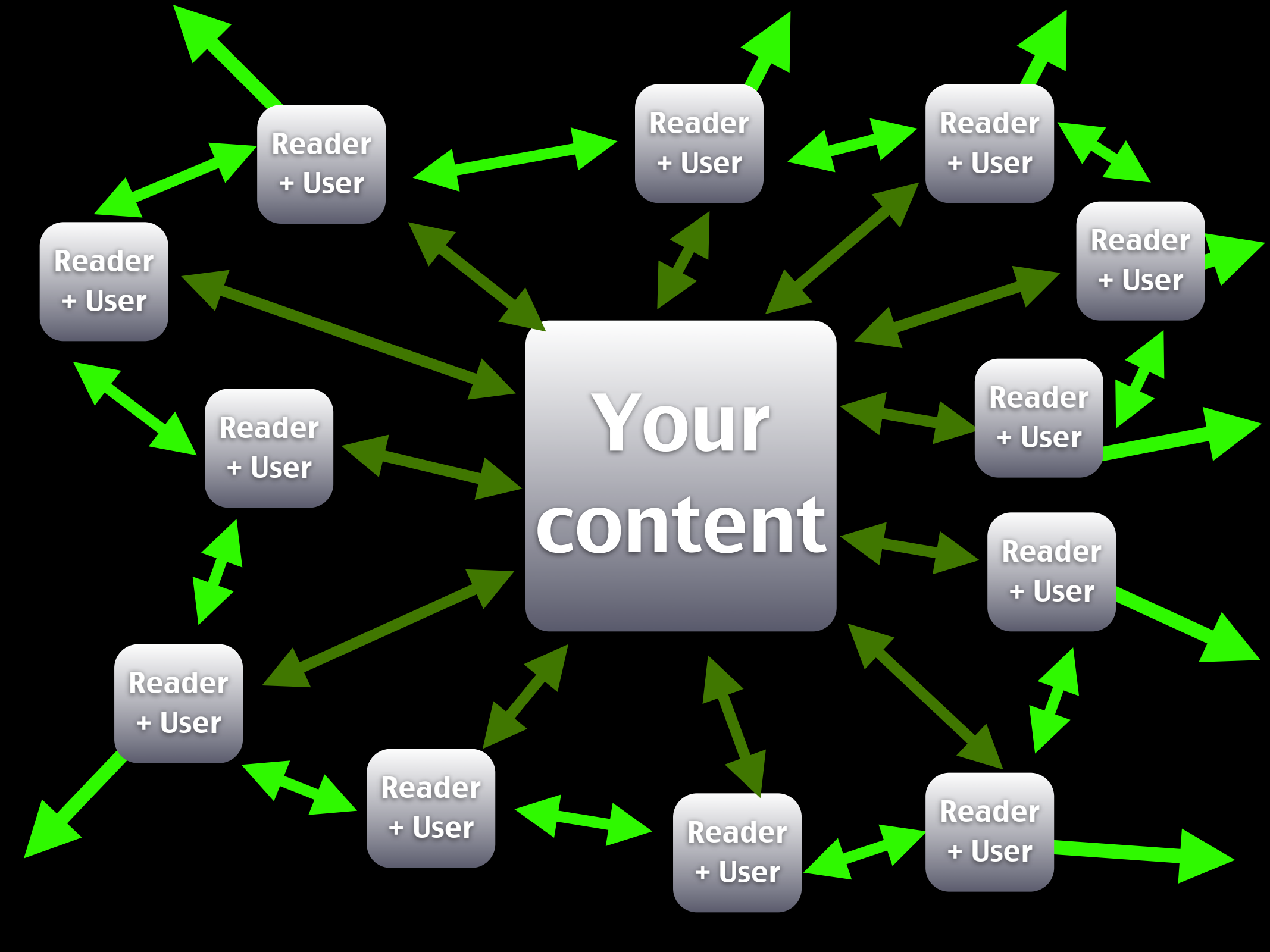
Starting a blog, signing up for twitter, uploading photos to flickr...

All of these things are terribly easy.

If you re-think your site as your content, then any of these broadcasting stations can be a relay for your message.


Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Your content
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User

And they talk to yet other people and have access to other distribution channels you aren’t even aware off.


Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Your content
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User
Reader + User

You validate content on the web with links and quoting from other sources.

People add their own opinion and allow for others to give theirs.

People also mix your information with other sources to prove a point or validate it.

Much like good journalism works – only on a wider, media richer and less professional scale.

The power of this distribution is very much obvious if you ever try to pull something from the web. :-)

So how can you be part of this?

Make your content easy to access.

This starts by structuring your web sites in a semantic manner.

Continues with adding more semantic richness with RDF and microformats.

Gets even easier by providing data feeds in Atom or RSS.

And ends with the rolls royce of distribution: your own API.

Semantic document structure, RDF and microformats are useful for other machines to make sense of your content.

Especially search engines love them.

One thing that made this much more obvious to me was when Yahoo opened their index as an API.

Yahoo! Search BOSS

BOSS (Build your Own Search Service) is Yahoo!'s open search web services platform. The goal of BOSS is simple: to foster innovation in the search industry. Developers, start- ups, and large Internet companies can use BOSS to build and launch web-scale search products that utilize the entire Yahoo! Search index. BOSS gives you access to Yahoo!'s investments in crawling and indexing, ranking and relevancy algorithms, and powerful infrastructure. By combining your unique assets and ideas with our search technology assets, BOSS is a platform for the next generation of search innovation, serving hundreds of millions of users across the Web.

How Do I Get Started?

1. Check out BOSS specs and mash-up examples below
2. Review the documentation
3. Get a BOSS Application ID

http://developer.yahoo.com/search/boss/

OVERVIEW

Search APIs are nothing new, but typically they've included rate limits, strict terms of service regarding the re-ordering and presentation of results, and provided little or no opportunity for monetization. These constraints have limited the innovation and commercial viability of new search solutions.

By applying for an App
hereby agree to the T

Read

RECENT BLOG A

BOSS Hack Day
Tue, 28 Oct 2008

BOSS Challenge
Mashable
Wed, 22 Oct 2008

The BOSS Team
Wed, 22 Oct 2008

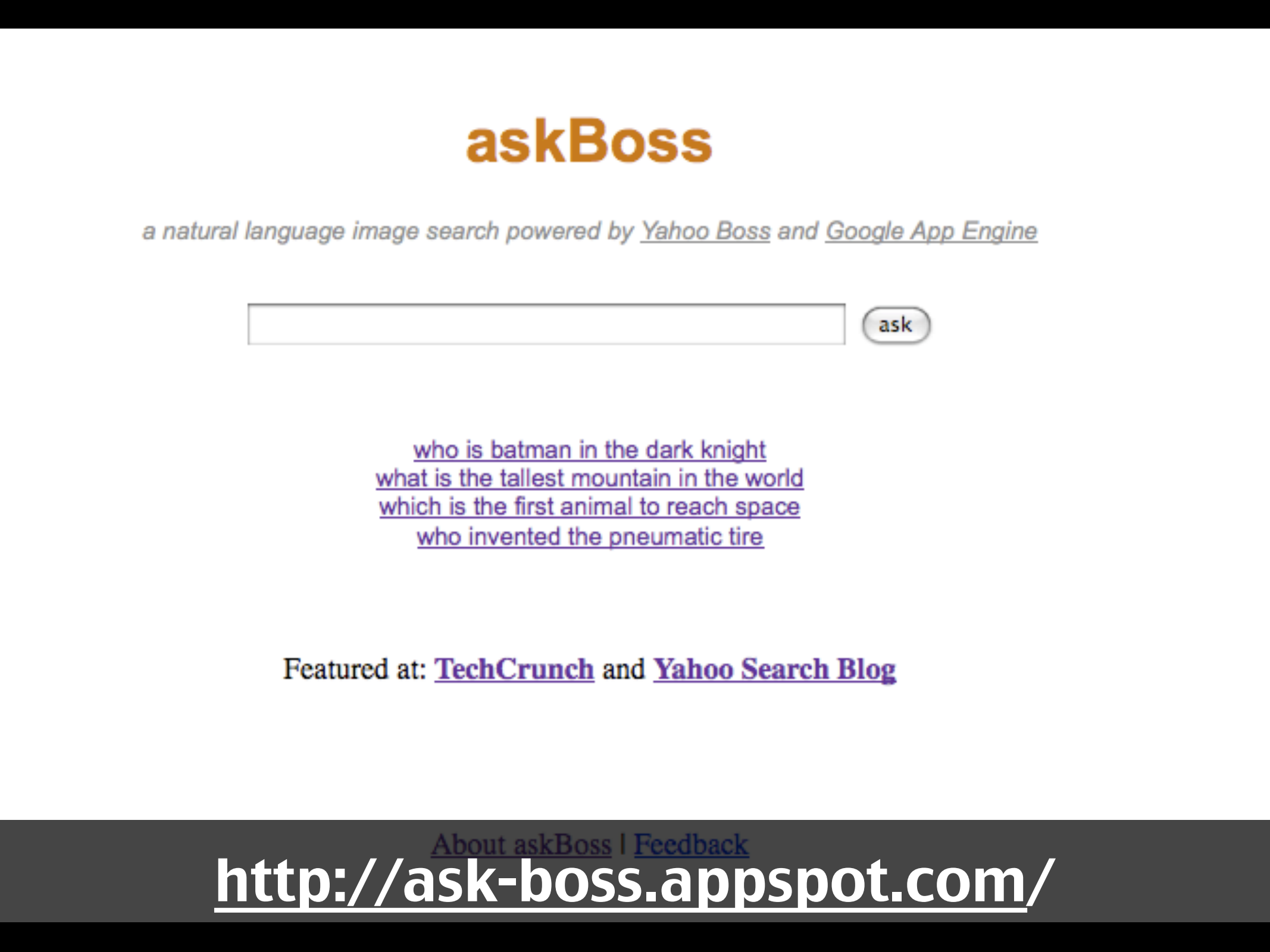
And the Winner Is
Tue, 14 Oct 2008

São Paulo
– 23:27

A small suggestio
Tue, 11 Nov 2008

Re: Silly questio
Mon, 10 Nov 2008

Using this and special information or technology you can build a cleverer web search.


askBoss
a natural language image search powered by Yahoo Boss and Google App Engine
ask
who is batman in the dark knight
what is the tallest mountain in the world
which is the first animal to reach space
who invented the pneumatic tire
Featured at: TechCrunch and Yahoo Search Blog
About askBoss | Feedback
http://ask-boss.appspot.com/

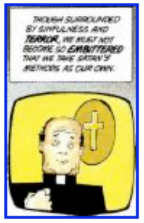
Web | **Images** | Video | Local | Shopping | more »

YAHOO! SEARCH who is batman in the dark knight Search Advanced Search Preferences

SafeSearch is **on** (turn off)

Image Results 1 - 20 of about 72 for **who is batman in the dark knight** - 0.02 sec.

Show: All | Wallpaper - Large - Medium - Small | Color - Black & White



DarkKnight_priest.jpg
300 x 485 | 42.8kB
www.adherents.com

492f33314963505...4c.jpg
160 x 153 | 11.1kB
booksall.net

darkknightreturns.jpg

Arnold_Crimp.jpg

BMBatman2.jpg

batman-20060428...15.jpg
468 x 206 | 62.4kB
www.superherohype.com

Peppi_Spandeck.jpg
700 x 222 | 71.3kB
www.adherents.com

Google who is batman in the dark knight Search Images Search the Web Advanced Image Search Preferences

Moderate SafeSearch is on

New! Google Image Labeler

Images Showing: All image sizes Results **1** - **20** of about **1,840,000** for **who is batman in the dark knight**. (**0.15** seconds)

... **Batman** - The **Dark Knight**
1024 x 768 - 141k - jpg
www.myfreewallpapers.net

batman dark knight
1280 x 960 - 229k - jpg
win-vista-wallpaper.blogspot.com

Batman the **Dark Knight** wallpaper
1280 x 960 - 135k - jpg
www.cinematicwallpaper.com

batman dark knight
877 x 620 - 62k - jpg
win-vista-wallpaper.blogspot.com

The new **Batman Dark Knight** Trailer ...
428 x 336 - 59k - jpg
www.hidef.com

Batman Dark Knight on motorcycle
1900 x 1267 - 563k - jpg
www.cool-wallpapers.biz

Okay **Batman** fans! Today The **Dark** ...
450 x 535 - 32k - jpg
grownupgeek.com

Joker **Dark Knight**
508 x 482 - 22k - jpg
www.thefilmchair.com

Batman, Bob Kane, The **Dark Knight**, ...
420 x 631 - 52k
www.pjlighthouse.com

Batman Dark Knight photos
500 x 333 - 29k - jpg
www.brokenkode.com

askBoss

who is batman in the dark knight ask

who is batman in the dark knight
which is the famous bridge of San Francisco
what is the tallest mountain in the world
who invented the telephone

Image Results 1 - 18 of about 40631 results for **who is batman in the dark knight**

Bale_JS4796.jpg
600 X 841 | 64K
http://www.absolut...

christian_bale1...
150 X 150 | 5K
http://www.tiscali...

christian_bale....
114 X 178 | 5K
http://www.killerm...

492f33314963505...
160 X 153 | 10K
http://booksall.ne...

christian_bale_...
526 X 600 | 73K
http://handson.pro...

BMBatman2.jpg
205 X 300 | 11K
http://www.minimat...

christian_bale_...
383 X 465 | 57K
http://handson.pro...

Bale_Blazic_JS4...
600 X 900 | 98K
http://www.absolut...

christian_bale_...
440 X 272 | 25K
http://wetmen.prov...

DarkKnight_prie...
300 X 485 | 41K
http://www.adheren...

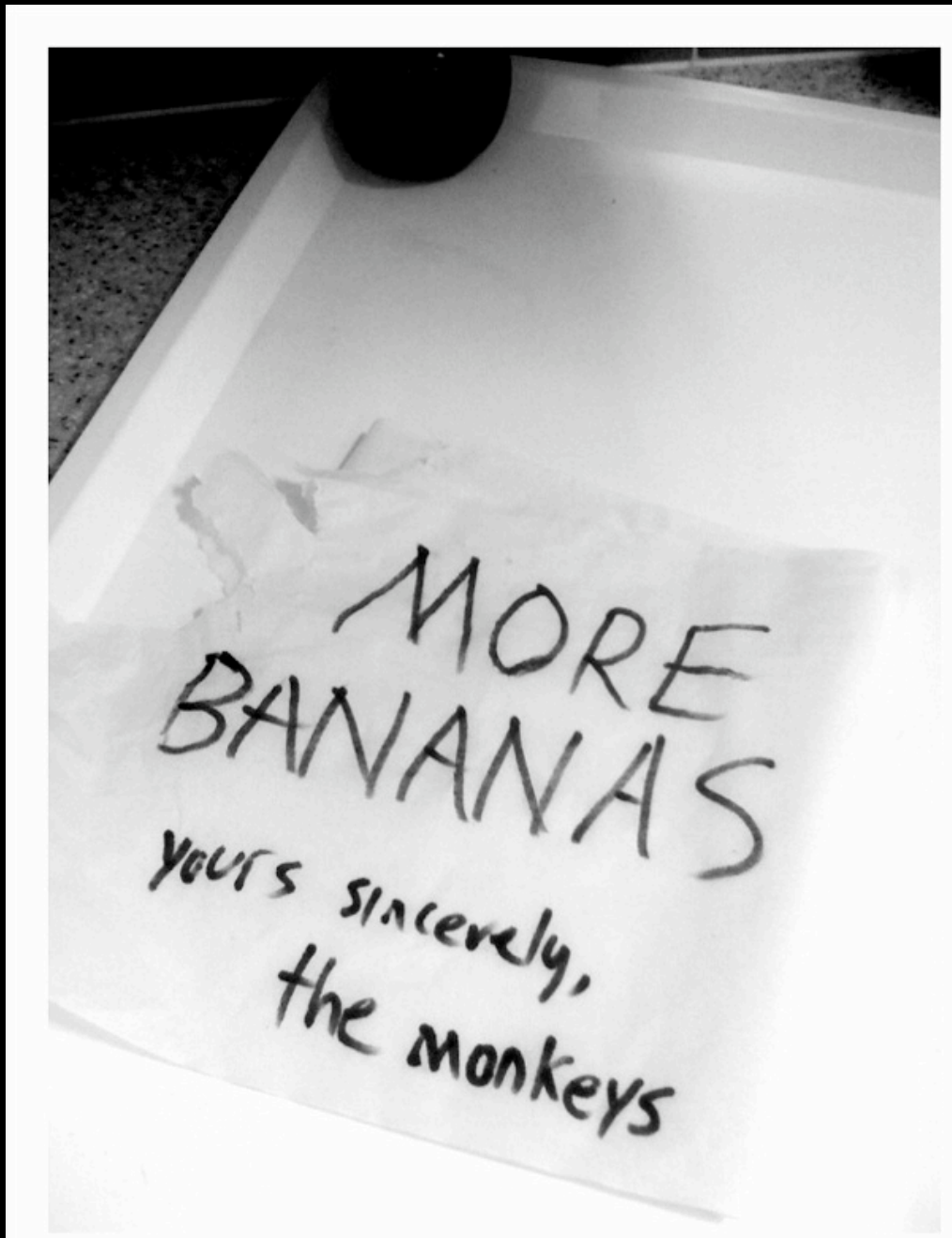
christian-bale-...
400 X 266 | 28K
http://www.glunp.c...

christian_bale_...
600 X 448 | 111K
http://barefoot.pr...

http://ask-boss.appspot.com/

Another thing BOSS does right now is provide a mainstream channel for the semantic web and Microformats.

Using SearchMonkey technology BOSS lists this information in the results.



http://www.flickr.com/photos/glenscott/3273401181/

view=searchmonkey_feed

view=searchmonkey_rdf

http://developer.yahoo.com/search/boss/structureddata.html

Another interesting thing is the keyterms parameter in BOSS.

This one returns the keywords people entered to find a web site.

Keywordfinder - find related keywords for any search

Keywordfinder helps you discover very successful keywords for any topic you enter. This allows you to write page copy that makes it much easier for people on the web to find your content.

Simply enter a topic in the following search box, hit "Go" and we will provide you with the 20 most successful keywords related to your topic and the top web sites to compare yours with.

Find keywords for:

in India

GO

You searched for namaste in India (share results):

Related Keywords:

gesture
India
bow
honor
spirit
Namaste Yoga
Namaste
H
nama
Nepal

Top Sources:

1. Namasté - Wikipedia, the free encyclopedia…
2. Salaam Namaste - Wikipedia, the free encyclopedia…
3. YouTube - Namaste!
4. YouTube - NAMASTE LONDON - OUR INDIA IS THE BEST…
5. Namaste Interfaith Center, The
6. Namaste TV Sh… Episode Gui…
7. Namaste UK Ltd > Gift Ra…
8. Namaste-UK Ltd > Clothing & Accessories

How does Keywordfinder work?

Is it free?

Can we have a version for our company?

Contact Us

Ads by Google

Keyword Selection Tool
Keyword Research Tool 12 Mth Trends Popular keyword lists, Free Trial
KeywordDiscovery.com

network traffic
Automate Network report generation. Get reports emailed. Download Now !
Manageengine.adventne

Free Keyword Suggestions

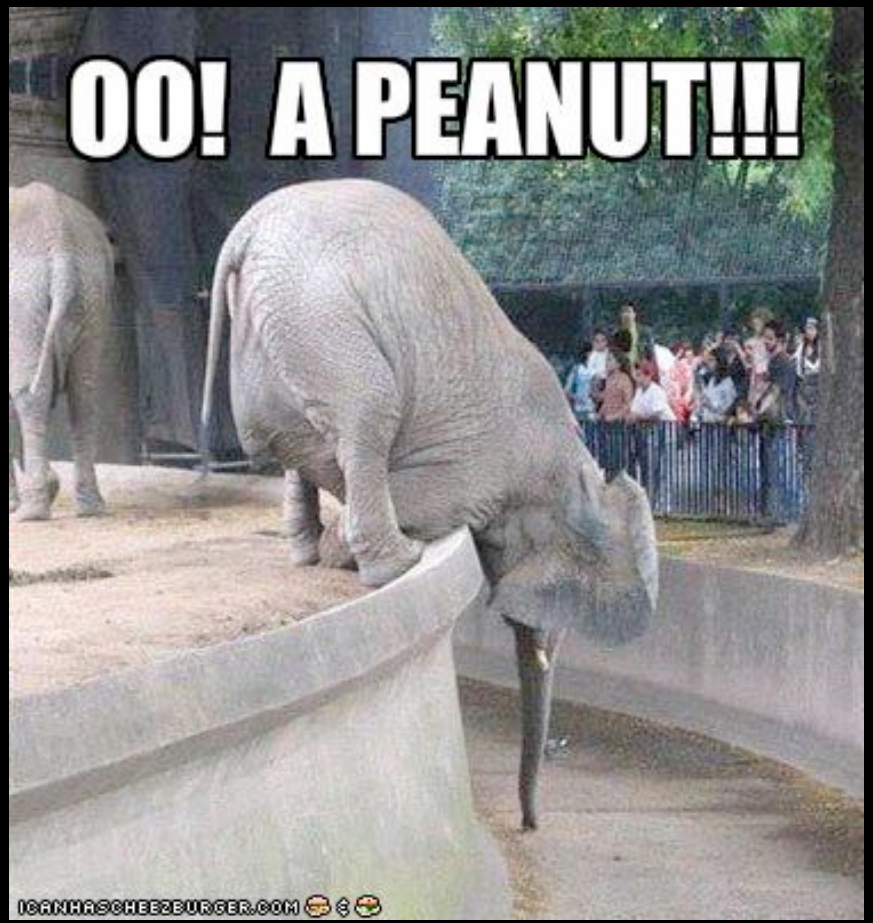
http://keywordfinder.org

This gives search engines access (and also hard core developers).

But you can make it even easier.

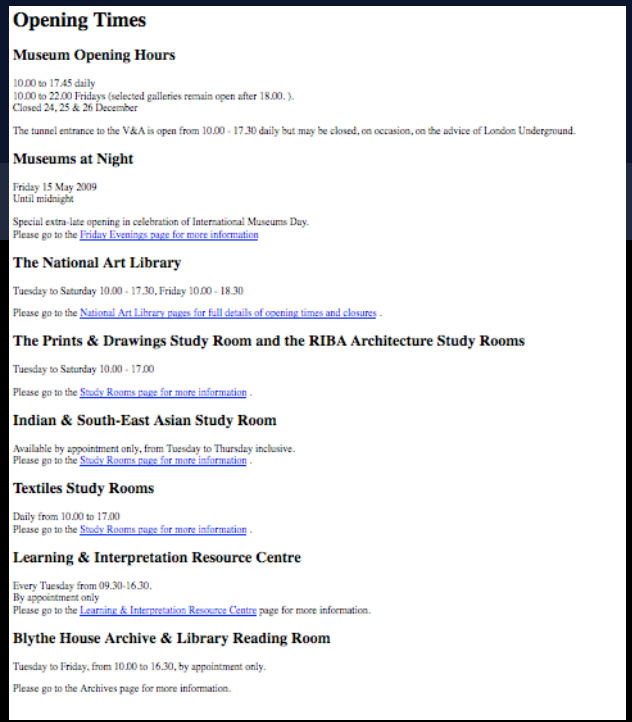
Your data is already available on the web.

And if it is interesting enough, people will try to get to it and remix it.



Let's say I want to display the opening hours of the V&A on my tourism tips site for London.

```php
<?php
$url = "http://www.vam.ac.uk/your_visit/opening/index.html";
$ch = curl_init();
curl_setopt($ch, CURLOPT_URL, $url);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
$output = curl_exec($ch);
curl_close($ch);
$output = preg_replace("/\r|\n/",'',$output);
$output = preg_replace("/^.*<h1/",'<h1',$output);
$output = preg_replace("/<div class=\"clear\"
id=\"sub_navigation\">.*$/",'',$output);
echo $output;
?>
```



Opening Times

Museum Opening Hours

10.00 to 17.45 daily
10.00 to 22.00 Fridays (selected galleries remain open after 18.00.).
Closed 24, 25 & 26 December

The tunnel entrance to the V&A is open from 10.00 - 17.30 daily but may be closed, on occasion, on the advice of London Underground.

Museums at Night

Friday 15 May 2009
Until midnight

Special extra-late opening in celebration of International Museums Day.
Please go to the Friday Evenings page for more information

The National Art Library

Tuesday to Saturday 10.00 - 17.30, Friday 10.00 - 18.30

Please go to the National Art Library pages for full details of opening times and closures .

The Prints & Drawings Study Room and the RIBA Architecture Study Rooms

Tuesday to Saturday 10.00 - 17.00

Please go to the Study Rooms page for more information .

Indian & South-East Asian Study Room

Available by appointment only, from Tuesday to Thursday inclusive.
Please go to the Study Rooms page for more information .

Textiles Study Rooms

Daily from 10.00 to 17.00
Please go to the Study Rooms page for more information .

Learning & Interpretation Resource Centre

Every Tuesday from 09.30-16.30.
By appointment only
Please go to the Learning & Interpretation Resource Centre page for more information.

Blythe House Archive & Library Reading Room

Tuesday to Friday, from 10.00 to 16.30, by appointment only.

Please go to the Archives page for more information.

http://isithackday.com/hacks/nmm/

A more useful way to offer that is RSS.

That way I can subscribe to this and get updated when there is a change.

Add a subscription

Home
All items (6)
Starred items
Your stuff
Shared items
Notes
Trends
Browse for stuff
Friends' shared items
Subscriptions
blogs
css
fluff
I CAN HAS CHEEZBURGER?
Pencils at Dawn
The Daily Puppy
the rut.
fun
General (6)
Comments on your phot...
Google Blog Search:
HotLinks - Level 1
Travel activity for f... (6)
lowtraffic
nsfw
B3ta
Manage subscriptions »

All items

Show: 6 new items - **all items** Mark all as read Refresh View settings...

CREATE OR DIE! **Kunst versus Twitter** - Target, ein junger Streeetart-Künstler aus Portugal, kann den g

del.icio.us/codepo8 **moot wins, Time Inc. loses « Music Machinery** - Bookmark this on Delicious - Saved

moot wins, Time Inc. loses « Music Machinery

from del.icio.us/codepo8 by codepo8

Bookmark this on Delicious - Saved by codepo8 to web media internet articles captcha time hacking anonymous - More about this bookmark

Add star Share Share with note Email Keep unread Add tags

del.icio.us/codepo8 **YouTube - Superstar Rajini Kanth Fight Part 2** - Bookmark this on Delicious - Saved

Miguel **Twitter Considered Harmful To Swine-Flu Panic** - judgecorp writes "Twitter is being cr

Explosm.net **04.28.2009** - New Cyanide and Happiness Comic.

The Daily Puppy **Ratchet-the-Mastiff-Mix** - On a walk one night our beagle, Clank, found Ratchet, a nir

CREATE OR DIE! **Netbook mit Android** - Für 250 Dollar will Skytone im Laufe des kommenden Somme

WebAppers **FullCalendar - Full-Sized, Drag & Drop Calendar** - FullCalendar is a jQuery plugin tha

HotLinks - Level 1 **Type Nesting** - joshua : Type Nesting - ya joke blog Tags : repeated

TechCrunch **Marin Raises $13 Million For Search Engine Optimization Software** - Marin Software,

High Performance Web Site **Loading Scripts Without Blocking** - This post is based on Chapter 4 from Even Faster

Blame It On The Voices **Invisible door** - Cat gets pranked. via

Blame It On The Voices **Coconut transportation** - This is one overloaded rickshaw! Surely a road accident wai

Blame It On The Voices **Live news** - via

Blame It On The Voices **Monkey vs. tigers** - Another oldie but goodie. A cheeky gibbon that doesn't know wha

Previous item Next item

Some companies understood that very early.

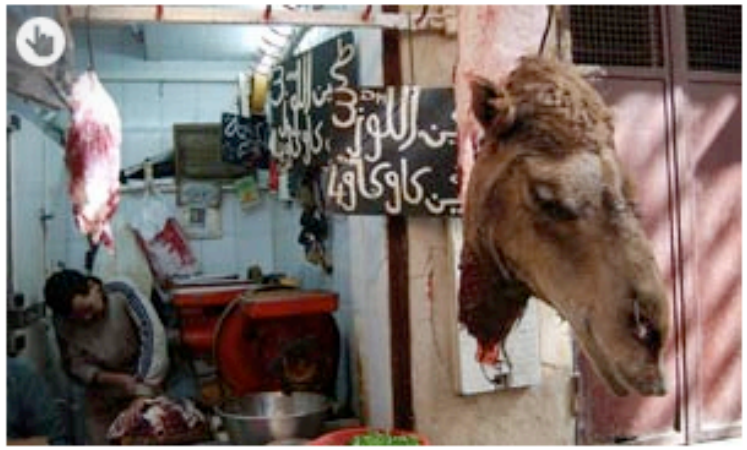
Restaurants

Webfeed

UK restaurants

Birmingham
Bristol
Brighton
Cardiff
Devon
Edinburgh
Glasgow
Lake District
Liverpool
London
Manchester
Newcastle
Wales
Yorkshire
All UK restaurants

Editors' picks



One hump or two?

Interactive: Mike Richardson used to serve eggs benedict to celebs at the Wolseley in London. Now, he tells Andy Pietrasik, he's happy flipping camel burgers in his Fes cafe

A recipe to keep camels at bay

Last suppers in the city of culture

Get your fill of the capital of culture before it passes on its crown on next month. **Tony Naylor** recommends diners where the price is as tasty as the food

culture

http://www.guardian.co.uk/travel/restaurants

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Valentine's in Verona

Wed, Jan 14, 2009 12:36

For a romantic Valentine's Day voyage it is difficult to find a more seductive destination than the Italian city of Verona. Famous for inspiring William Shakespeare to write Romeo and Juliet, there is a lot more to discover here than that balcony. Here are 10 romantic ideas

1. Verona in love

Each year around 14 February, the city organises a series of romantic events entitled Verona in Love. Not surprisingly, you can't really escape Romeo and Juliet, with guided tours following in the footsteps of the star-crossed lovers and an award for the best love-letter sent to Juliet. But there are also restaurants offering candle-lit dinners, art exhibitions and poetry readings, plus a series of free early evening concerts ranging from classical recitals and chamber music, to local bands performing salsa, reggae and ragamuffin. It is worth noting that just after Valentine's Day, celebrations for the 2009 Carnival season begin, and although Verona can't compare with Venice, there is a big masked parade here on 20 February, followed by a sumptuous Regata Storica on the Adige river the next day.

2. Verona Arena

This ancient Roman amphitheatre dates back to AD 30, and dominates the centre of the city. Be warned that if you pose with the actors dressed up as gladiators at the entrance they'll expect to be paid, but once inside, the sheer size and grandeur of the arena is quite breathtaking, with far less crowds and queues than Rome's Colosseum. And you may well want to return here in summer during the famous Opera festival, for the unforgettable experience of watching a magical performance of Aida, The Barber of Seville or Tosca under a starlit sky.

3. Relais Il Sogno di Giulietta

This luxury boutique hotel has just opened up right inside the courtyard of the palace where lovers come to marvel at Juliet's mythical balcony. It has to be the ultimate place to splash out for someone looking to pop the question or celebrate an anniversary. Naturally, it

http://www.guardian.co.uk/travel/restaurants/rss

And they took the next steps of providing APIs to end users to filter down the data to exactly what they need.

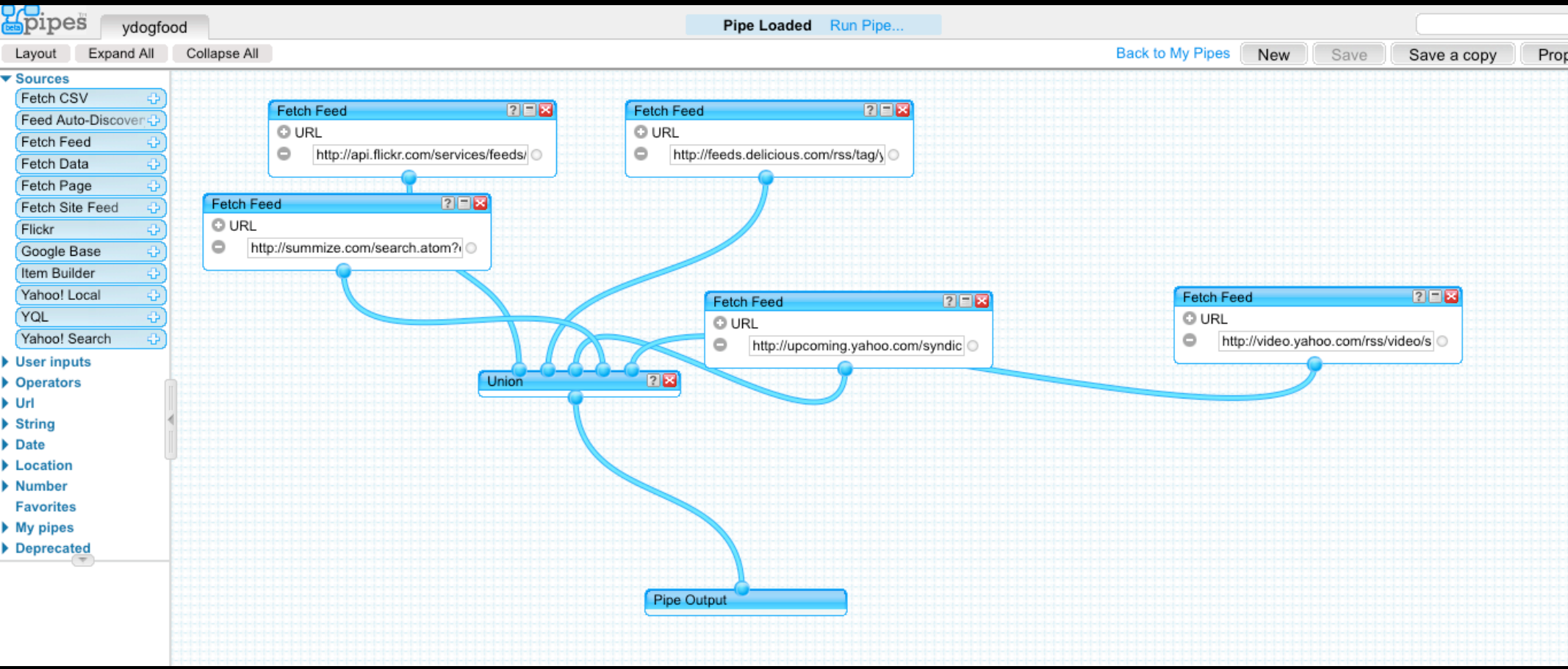
So now developers have access to all kind of data out on the web to mix and match.

And they build blog plugins, Facebook applications and other widgets and distribution channels for our data.

The problem is that the more data sources you use, the more time you spend on reading API documentation.

The other problem is that the more sources you connect to, the more chances of error are there.

What we needed are systems to aggregate several sources painlessly.



http://pipes.yahoo.com

Pipes allows you to get user input, get data from web resources, put them all together and get them back as XML, JSON and other formats.

The drawback of pipes is that it is a visual interface and changes have to be made by hand.

You can’t just quickly use a pipe in your code and alter it on the fly.

Which is one of the reasons for a new system with a different angle: YQL.

YQL is a SQL-style interface to all Yahoo data – and the web!

Say you want to get photos of London that you are allowed to show in your own products.

You need to define London without a doubt.

```
select woeid from
geo.places where
text='London,uk'
```

Then find photos that were taken there.

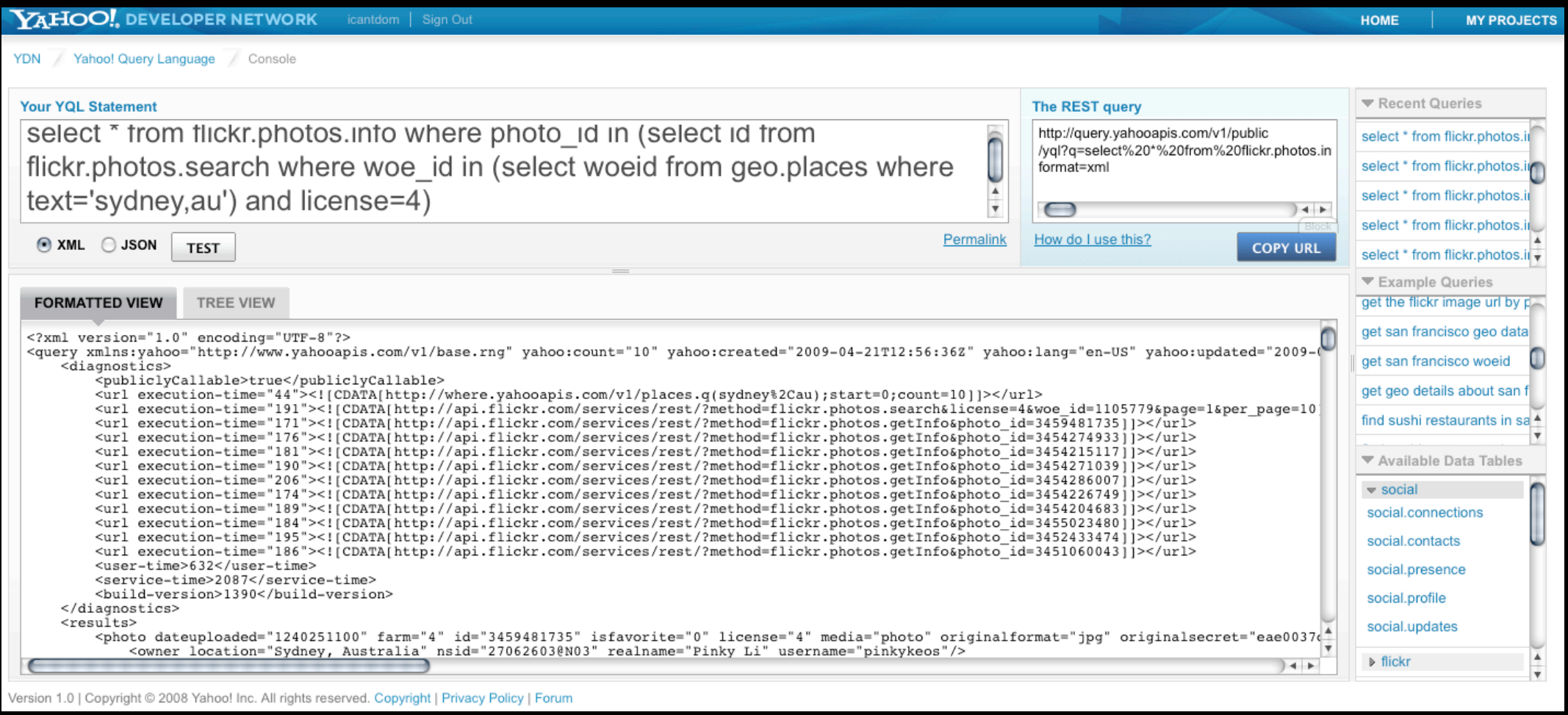
```
select id from flickr.photos.search
 where woe_id in (select woeid from
 geo.places where text='london,uk')
```

Check that they have the right license.

```
select id from flickr.photos.search
where woe_id in (select woeid from
geo.places where text='london,uk')
and license=4
```

And get all the information about them.

```
select * from flickr.photos.info
where photo_id in (select id from
flickr.photos.search where woe_id in
(select woeid from geo.places where
text='london,uk') and license=4)
```



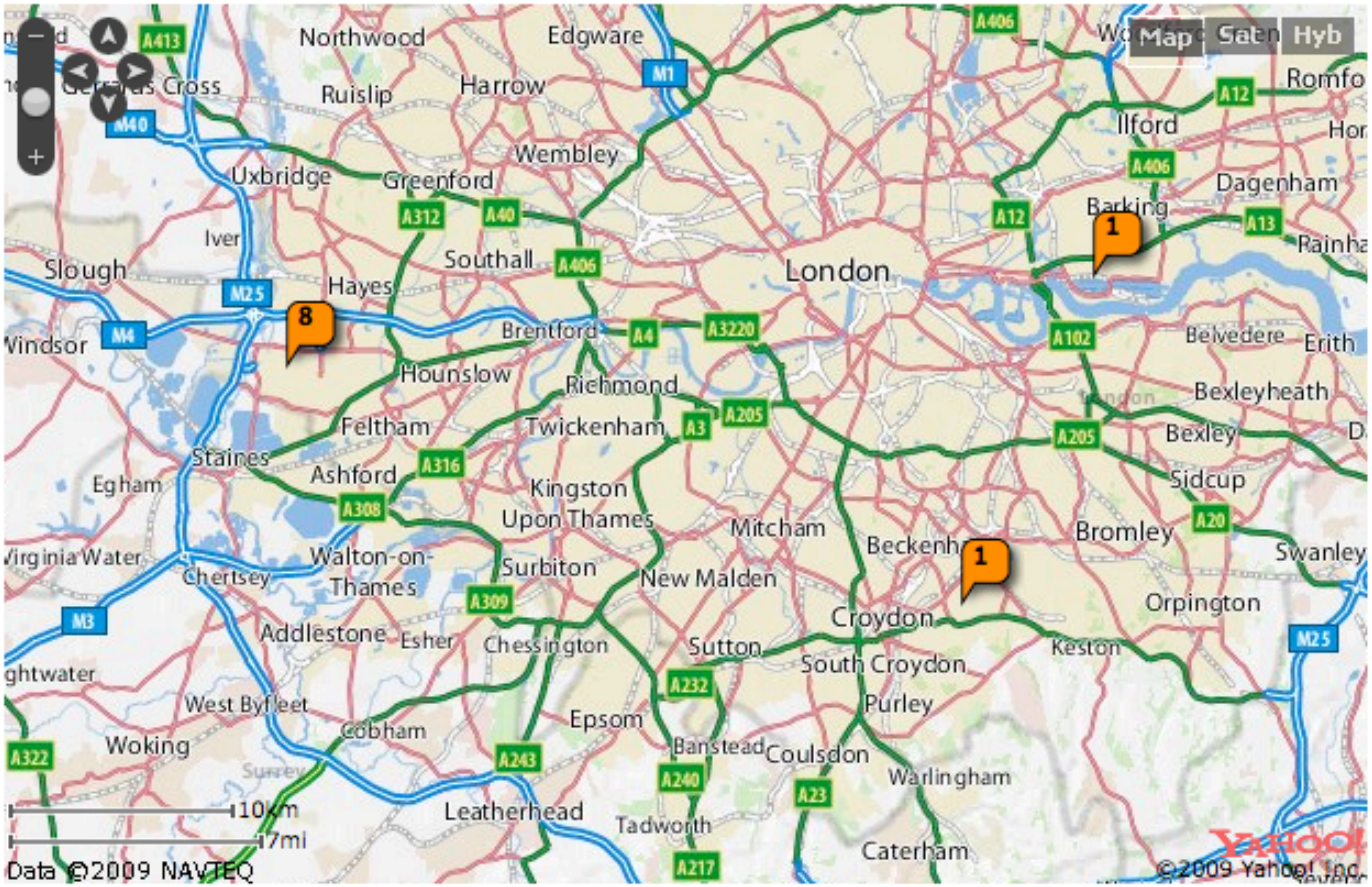
http://developer.yahoo.com/yql

http://developer.yahoo.com/yql/console/?q=select%20*%20from%20flickr.photos.info%20where%20photo_id%20in%20(select%20id%20from%20flickr.photos.search%20where%20woe_id%20in%20(select%20woeid%20from%20geo.places%20where%20text%3D%27london%2Cuk%27)%20and%20license%3D4)

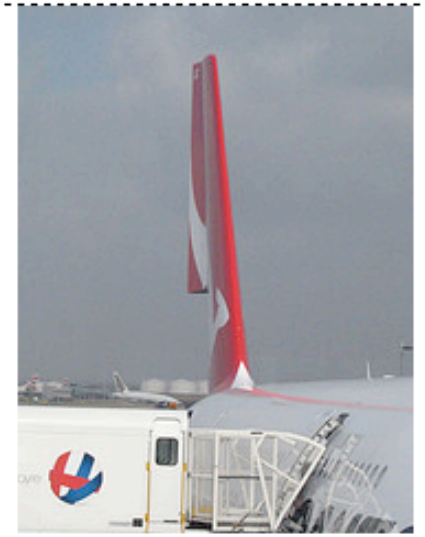
Then you can build a nice interface and show that data.

Geo Location powered image search with YQL and Flickr

Find photos in: london,uk Search



Go to page 1



About to board. This plane has been in service with Qantas for 2-3 months.

Written by Christian Heilmann, powered by YUI, YQL, Flickr and Yahoo Maps

http://isithackday.com/hacks/cantine/index.php?loc=london%2Cuk

All without having to spend hours on reading either the Flickr or the GeoPlanet API docs :)

This also helps us immensely internally – as we have varying APIs in all departments.

YQL gives you access to the Yahoo services and to any data source on the web – including HTML and microformats.

Now here’s the really good news:

You can easily add your information to YQL via something we call “Open Tables”.

Take young Jim O’Donnell of the National Maritime Museum in London.

They are already part of the Commons on flickr:

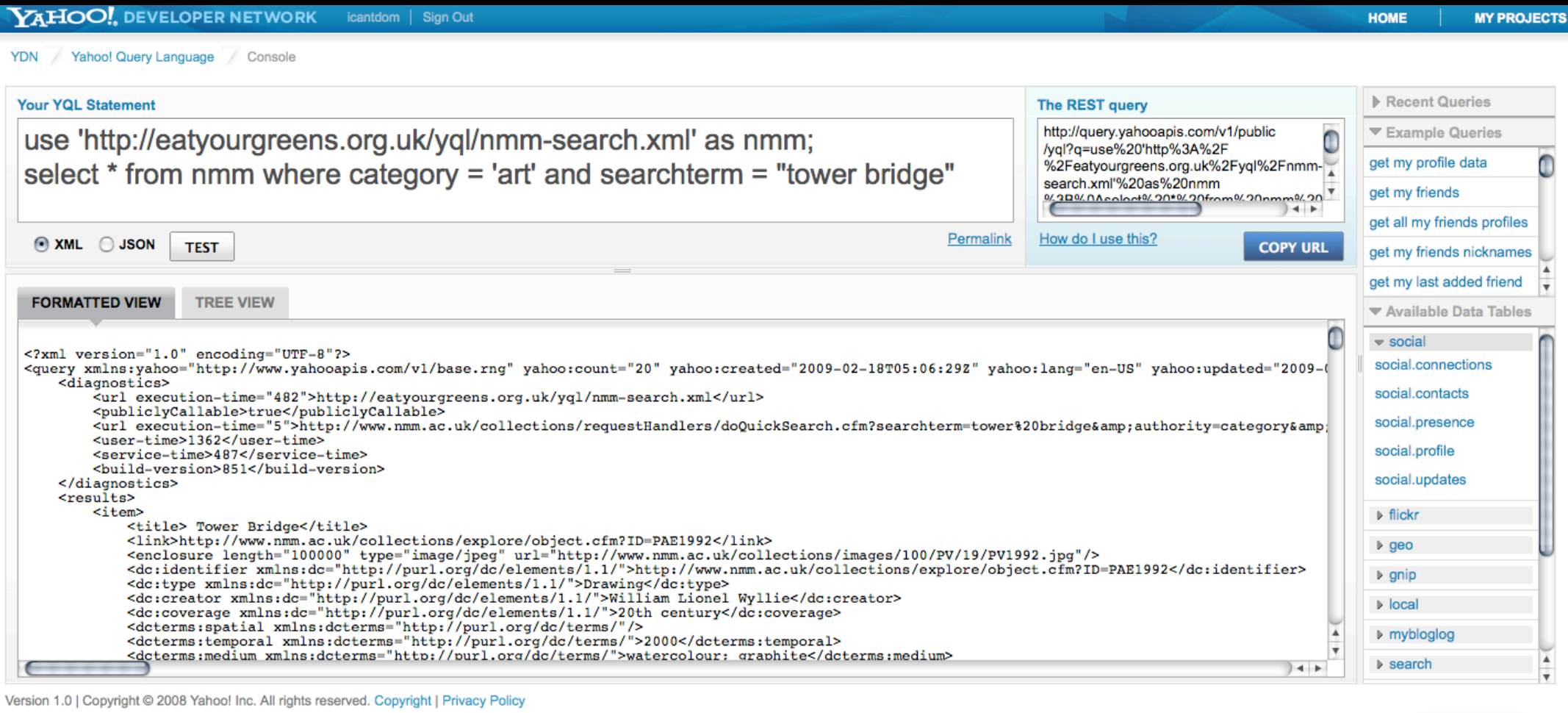
http://www.flickr.com/people/nationalmaritimemuseum/

He wanted to allow people to access their free data and filter it without providing an API.

All it needed was a simple XML file.

```
<?xml version="1.0"?>
<table xmlns="http://query.yahooapis.com/v1/schema/table.xsd">
  <meta>
    <author>Jim O'Donnell</author>
    <documentationURL>http://www.nmm.ac.uk/collections/</documentationURL>
  </meta>
  <bindings>
    <select produces="XML" itemPath="rss.channel.item">
      <urls>
        <url>http://www.nmm.ac.uk/collections/requestHandlers/
doQuickSearch.cfm?
searchterm={searchterm}&amp;authority={authority}&amp;category={category}&
amp;startrow=1&amp;format=rss</url>
      </urls>
      <inputs>
        <key id="searchterm" type="xs:string" paramType="path"
required="true"/>
        <key id="authority" type="xs:string" paramType="path"
required="false" default="category"/>
        <key id="category" type="xs:string" paramType="path"
required="false" default=""/>
      </inputs>
    </select>
  </bindings>
```

http://developer.yahoo.com/yql/guide/yql-opentables-chapter.html

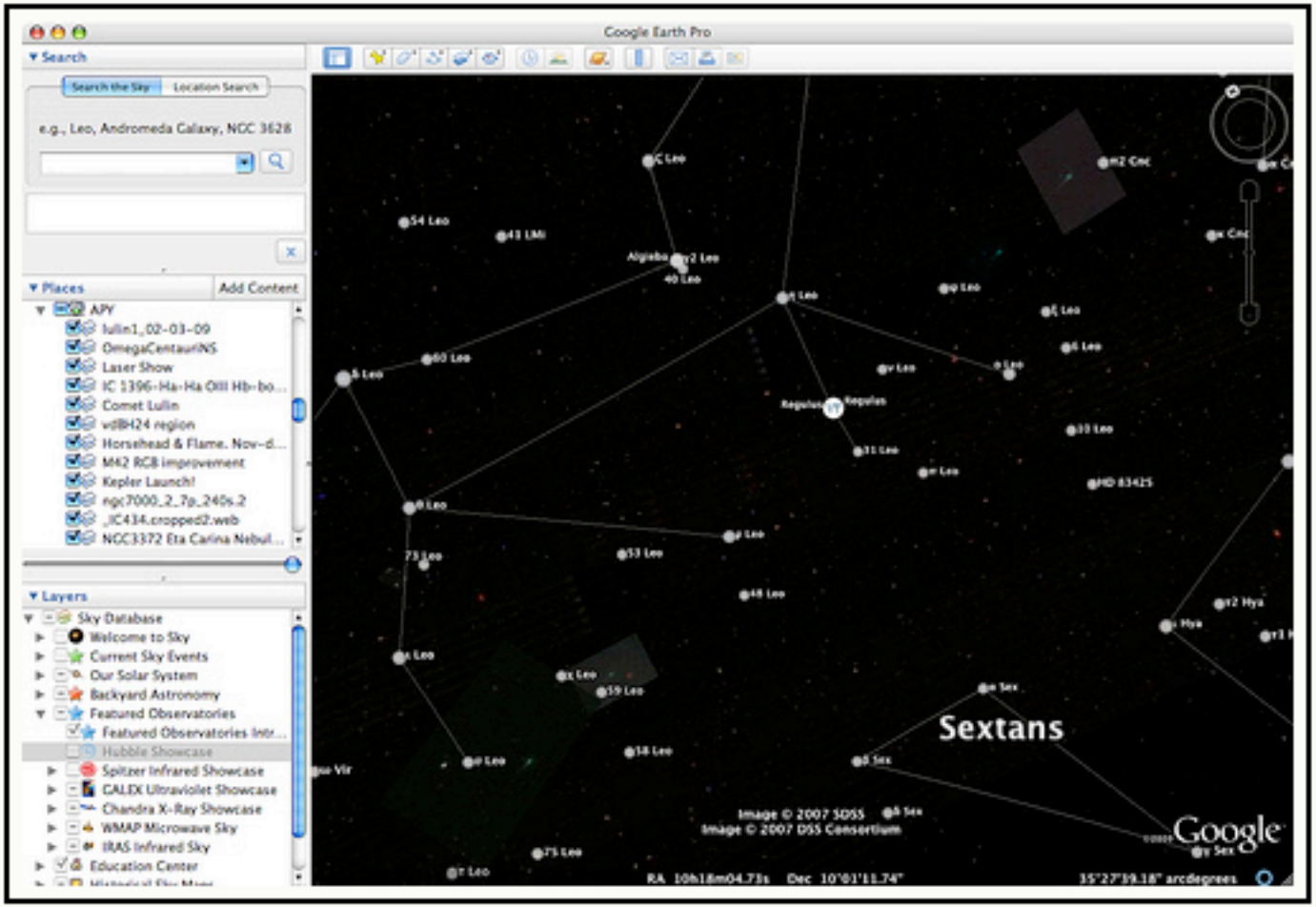


http://developer.yahoo.com/yql/console/?q=use%20%27http%3A%2F%2Featyourgreens.org.uk%2Fyql%2Fnmm-search.xml%27%20as%20nmm%3B%0Aselect%20*%20from%20nmm%20where%20category%20%3D%20%27art%27%20and%20searchterm%20%3D%20%22tower%20bridge%22

This was a start, now he is going nuts with it...

Posted in astronomy, geekage on 04/24/2009 09:46 am by Jimbo

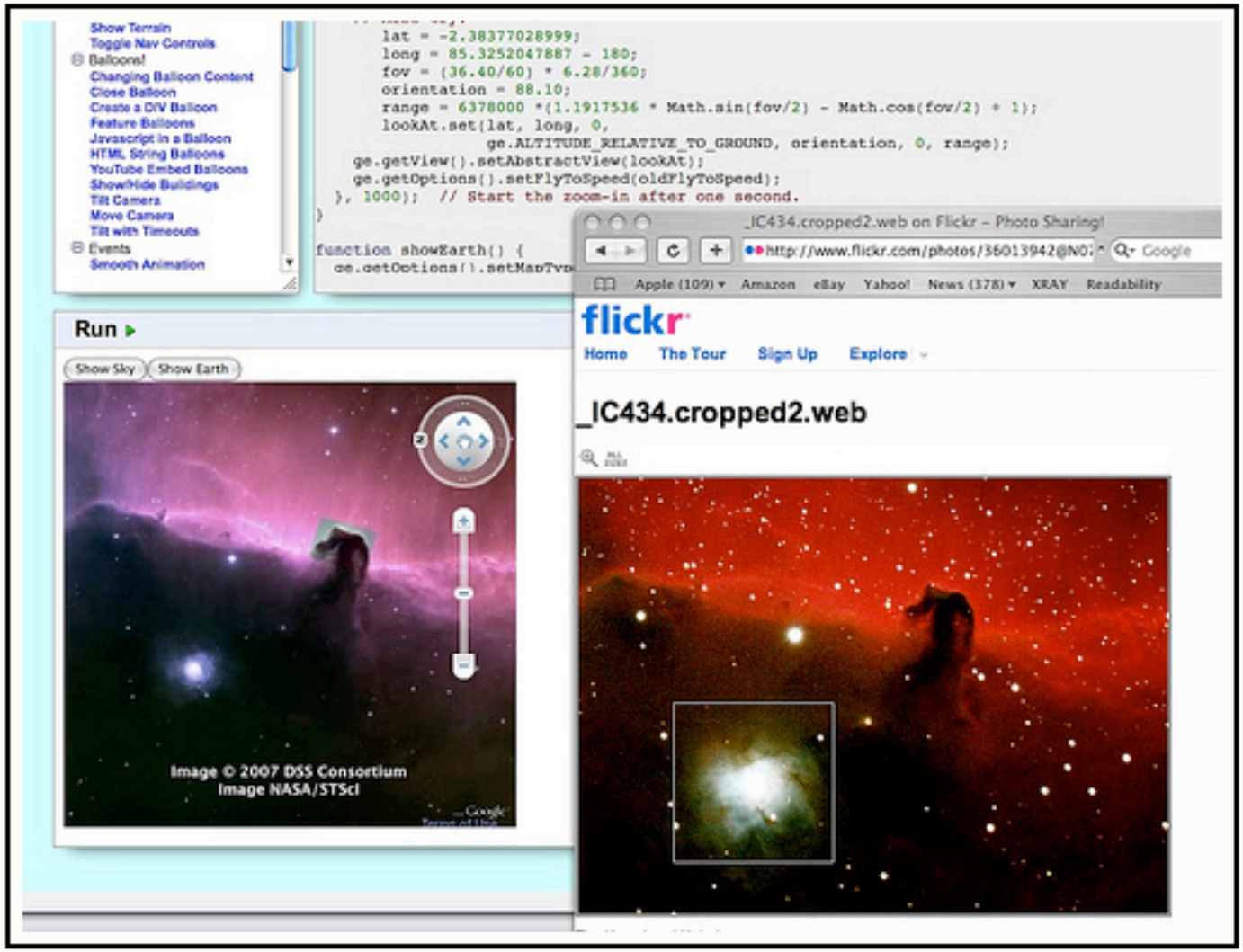
Building a KML feed with YQL and coldfusion



4 views of Comet Lulin, originally uploaded by eat your greens.

Posted in astronomy, geekage on 03/08/2009 05:15 pm by Jimbo

Mapping the sky with YQL and astrometry.net



Machine tags and Google Sky, originally uploaded by eat your greens.

Astronomy photographer of the year has been open for a couple of months now, and the astrophoto Flickr group has a few hundred photos now. The amazing astrometry.net bot has been scanning the group and about 70 photos have been tagged with their celestial coordinates, using `astro:` machine tags.

Read the rest of this entry »

Let’s look at some of his stuff later…

In conclusion:

By opening your data to the web you make web users your data advocates.

You start by writing clean, semantic web sites.

You make it easier for people by providing data feeds.

You really go to town with your own API.

If you can't do that, a YQL open data table pointing to a search engine on your site also works.

YQL handles the interface, caching and data conversion for you.

YQL also limits the access to sensible levels.

It works for us, it can work for you.

T H A N K S !

Keep in touch:

Christian Heilmann

http://wait-till-i.com

http://scriptingenabled.org

http://twitter.com/codepo8