

# How leading Dutch newspaper NRC adds integrity and improves future SEO results



WordProof

nrc.nl



# Core values of NRC

NRC is all about 'truth finding'



## Independence

NRC is guided by truth finding, not by political, economic or social sectional interests.



## Integrity

NRC does its work honestly, openly, and carefully.



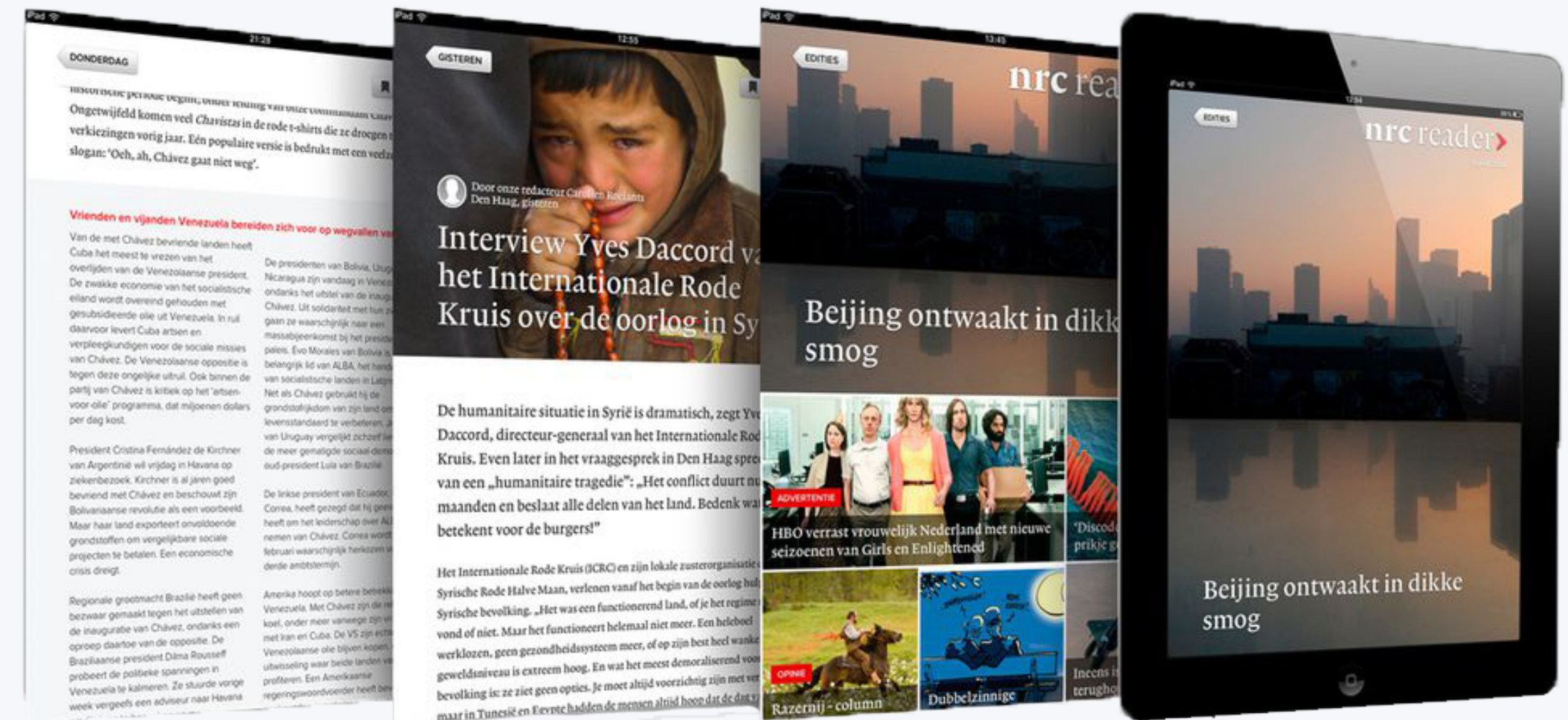
## Transparency

NRC is willing and able to explain how and why work was done.



## Ownership

NRC is accountable for publications of its newspapers and sites. Journalistic publications are the product of a collective: authors, editors-in-chief, chiefs and chief editors.



**nrc** >

# The Problem

“Truth” has become very subjective,  
which is a threat to NRC’s values, credibility and existence

○) 86% of all people have fallen for fake news.

○) 29% of Europeans are suspicious of the internet.

○) 71% of Europeans encounter fake news at least once a week on social media and 65% via search engines.

○) 76% see major news media moderately or not effective in fighting fake news.



**Han-Menno Dopeweg**

Chief Digital Officer - NRC

“Misinformation is a big threat for the publishing industry and society as a whole. The credibility of NRC and the entire industry is at stake.”



# The Solution

Timestamps make content verifiable,  
which re-affirms their credibility in times of fake news

- ) 92% of Europeans give more trust to  
content if they know what organization and  
author was behind a piece of content.
- ) 90% of Europeans give more trust to  
content if they can see what changes had  
been made to the content over time.
- ) 89% of Europeans give more trust to  
content if they can easily research the  
reputation of the author.
- ) NRC uses timestamping to authenticate  
content enabling verification, re-affirming  
credibility and preparing for SEO-revolutions.

Source: State of Misinformation Report 2021  
Quarterly research by the Trusted Web Foundation



**Thomas Meijer**  
SEO consultant at SDIM

“Leading the way in SEO is a priority for SDIM and our client NRC. SDIM believes that the internet should maintain a reliable source of information. We believe it is our duty to help both users and search engines to achieve this.”

# The Implementation

Timestamping on the blockchain made easy and scalable



## Step 1: WordProof API

NRC uses the WordProof API to establish a secure connection.



## Step 2: Hashing content

Content, containing information about the author, medium and publication date, is hashed and published on the blockchain.



## Step 3: Structured Data

Timestamp data is added to the structured data on the webpages of NRC.



## Step 4: SEO Ranking

Search engine crawlers can read out the structured data and use it as a ranking factor.

## Numbers



**246.400 timestamps published per day**  
without a negative impact on server performance



**945.000 timestamps published in total**  
which will increase up to 2.500.000 in February 2021



**4 hours**  
of development to integrate WordProof



**€500 per month**  
to timestamp the entire NRC operation

> In February, the first search engine committed to make timestamps part of its algorithm.

> NRC timestamps are published on the eco-friendly blockchain 'EOS' to minimize environmental impact.

# The Result

Integrity of all NRC publications are secured and prepared for SEO-revolutions



**2.500.000 existing articles** were secured and prepared for SEO-revolutions in a matter of days.



**100% of all future articles** will be timestamped automatically in the background.



**Timestamp data** is added to the structured data to offer accountability and transparency for humans, search engines and social platforms.



**NRC** uses WordProof Timestamp to further anchor its core values of independence, integrity, transparency and ownership in daily operations.



**Brendan Blumer**

CEO at Block.One

“In five years from now, if you don’t timestamp your articles on the blockchain, you’re going to be considered a fraud.”