Drupal

A Semantic Marketing Engine

by Fintan Galvin,

IO1 / White Label Development

PROFESSIONAL WEB DEVELOPMENT

WHITE LABEL DEVELOPMENT

About me

- Owner of the IO1 Group
  - White Label Development (http://www.white-label.biz)
    - Dedicated to working with marketing companies
  - IO1 (http://www.io1.biz)
    - Largest Drupal company in UK (Europe?)
    - Major sponsor for Drupal community
      - CVS, http://testing.drupal.org, etc.
    - Primary sponsor for RDF in Drupal 7
    - Large-scale SEO experts
    - Enterprise Software Development

IO1 PROFESSIONAL WEB DEVELOPMENT

WHITE LABEL DEVELOPMENT

Topics

- Problems for online marketing
- The Solution = The Semantic Web
- The marketing industry
- Drupal

PPC – Bad Ad Placement

Funny

I know its not PPC, but its funny

Accurate

msnbc
A Fuller Spectrum of News
Home » Politics
POLITICS | POWERED BY NBC NEWS & NATIONAL JOURNAL
Politics
2008 candidates
The debates
National Journal
Meet the Press
Hardball
Video
U.S. News
Politics
World News
Business
Sports
Entertainment
Health
Tech / Science
Travel
Weather
Blogs Etc.
Local News
Newsweek
Multimedia
Most Popular
NBC NEWS
Today Show
Nightly News
Dateline NBC
Meet the Press
MSNBC TV
MSNBC Classifieds
Shopping
Dating
with Perfectmatch.com
Real Estate
Bush to cede power to VP during colonoscopy
'The president has had no symptoms,' Snow says before Saturday procedure
BREAKING NEWS
Associated Press
Updated: 2 hours, 25 minutes ago
WASHINGTON - President Bush will undergo a routine colonoscopy Saturday and temporarily hand presidential powers over to Vice President Dick Cheney, the White House said.
Press secretary Tony Snow told reporters Friday that Bush will have the procedure done at his Camp David, Md., mountaintop retreat.
He last underwent colorectal cancer surveillance on June 29, 2002.
Story continues below ↓
advertisement
IS THIS THE NEWEST CAREERBUILDER STAR FOR THIS YEAR'S BIG GAME?
CLICK TO FIND OUT.
careerbuilder.com
MSNBC video
Launch
Bush to turn over power to V.P. temporarily
July 20: President Bush will hand over power to Vice President Dick Cheney while he undergoes a colonoscopy on Saturday. NBC's Kelly O'Donnell reports.
MSNBC
MSNBC political calendar
JULY 2007
20 Rudy Giuliani campaigns in Myrtle Beach, S.C.
20-21 Mitt Romney campaigns in Iowa
21 AFL-CIO forum with Dennis Kucinich in Columbus, Ohio

Useless

YAHOO! NEWS
Sign In
Web Search
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Select a Category: Most Popular
Coffee Might Trigger First Heart Attack in Some
TUESDAY, Aug. 15 (HealthDay News) -- An occasional cup of coffee might trigger first heart attacks in some people, a new study suggests.
Includes Photos
Most Emailed News
1.
Home sales decline in 28 states, D.C.
WASHINGTON - The slowdown in the once-sizzling housing market is spreading, with 28 states and the District of Columbia reporting spring sales declines, led by big drops in former boom areas of Arizona.
HOUSE FOR SALE
ADVERTISEMENT
Folgers
Simply Smooth
Enjoy a Second Cup

Serious

smh.com.au, Breaking News - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Stop Refresh Home Search Favorites History Mail Print
Address http://www.smh.com.au/breaking/2001/06/29/FFXSXGJU0C.html
f2 home
Search | Email | Finance | Auctions | Cars | CitySearch | Jobs | R
smh.com.au
Burn baby. Burn!
iomega
[back to Breaking News index]
One toddler dead, another critical after house fire
Source: AAP Published: Friday June 29, 11:17 AM
A baby has been killed and a toddler critically injured in a house fire in Perth.
The 15-month-old boy died in the fire, and his two-year-old brother is now in intensive care in the Princess Margaret Hospital for children.
Police say they're still investigating the cause of the blaze, that broke out around 7pm (WST) last night.
But they say it may have started from an open fire.

Silly

November 17, 2009

Man sues after all of his teeth were removed

By DEAN PRITCHARD, SUN MEDIA
The Winnipeg Sun

E-MAIL TO A FRIEND | PRINT PAGE | WRITE CHEVS | SHARE

GALLERIES

A Thompson man set to have all his upper teeth removed claims he awoke from surgery to find dentists didn't stop there and extracted all his lower teeth as well.

In a lawsuit filed last week, Dick Gregory alleges the three dentists failed to read the instructions of his primary dentist directing them to remove only his upper teeth.

Dental Scholar News

Where America's Finest Dentists Do Their Homework

www.dentalscholarnews.com Ads by Google

"His lower teeth were in good condition, according to his dentist," said Gregory's lawyer Harvey Pollock. "Just visualize waking up as a healthy man in your 30s and all your teeth .... were removed."

Gregory alleges his dentist referred him to an oral surgeon in September 2008, with instructions that his upper teeth be removed. Three days later at Health Sciences Centre, dentists gave him Novocaine and removed his upper teeth.

"He was subsequently given a general anesthetic and upon awakening, discovered that the defendants, all or any of them, had extracted from the plaintiff's mouth all of the teeth in his mouth," says the lawsuit.

The lawsuit against the dentists and the Winnipeg Regional Health Authority alleges the dentists removed Gregory's lower teeth without his consent and are

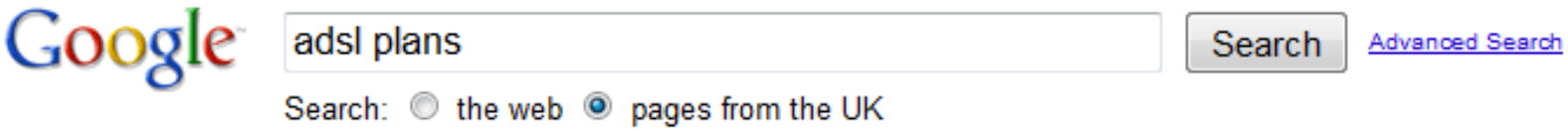
Bad Ad Placement

A Major risk to the brand

A waste of money

SEO - Bad Search Results

Funny



Web Show options... Results **1 - 10**

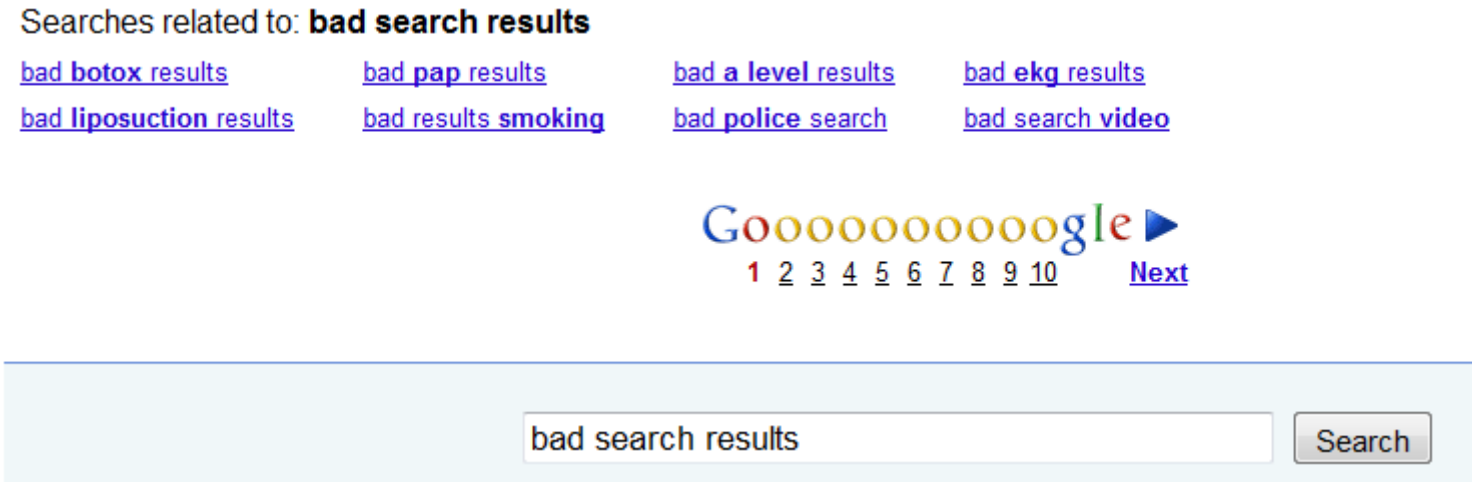
Compare **ADSL Plans**
24 Nov 2009 **...** compare-**adsl**-broadband-**plans** **...** Message. Compare **ADSL Plans** - http://bro.gs/fblbPosted about 1 hour ago. Follow us on Twitter **...**
www.davidnaylor.co.uk/compare-**adsl-plans**.html - 3 hours ago

Telewest abandons **ADSL plans** | Broadband | News | PC Pro
Telewest abandons **ADSL plans**. Gallery. Posted on 12 Dec 2000 at 13:18. Cable company Telewest yesterday announced that it was withdrawing from the local **...**
www.pcpro.co.uk/news/broadband/.../telewest-abandons-**adsl-plans** - Cached

RomTelecom Has 0.5mn **ADSL** Users, **Plans** IPTV Offer - Telecoms Insight
Romania Companies Industry Telecoms New products/services Industry developments.
www.telecomsinsight.com/.../romtelecom-has-05mn-**adsl**-users-**plans**-iptv-offer.html - Cached - Similar

Oftel unveils controversial **ADSL plans** - ZDNet.co.uk
Oftel has released its official guidelines for unbundling the local loop, but the rules appear to contravene a European Community directive. Oftel...
news.zdnet.co.uk/internet/0,1000000097,2080545,00.htm - Cached

Irrelevant


Searches related to: bad search results
bad botox results
bad pap results
bad a level results
bad ekg results
bad liposuction results
bad results smoking
bad police search
bad search video
Goooooooooogle
1 2 3 4 5 6 7 8 9 10 Next
bad search results
Search

Dangerous

Fever blister **cure**. Immediate
I have found the **cure for fever** blisters and wouldn't you know it, it was by accident. Its all natural. When you feel a blister coming on and we all can **...**
www.tipking.co.uk/tip/5964.html - Cached

Masturbation could bring hay **fever** relief for men - health - 01 **...**
1 Apr 2009 **...** Spring is here and with it come the woes of hay **fever**. **...** Ejaculation might ease the symptoms of hay **fever** (Image: Digital Vision/Getty) **...**
www.newscientist.com/.../dn16872-masturbation-could-bring-hay-**fever**-relief-for-men.html - Cached - Similar

How to **Cure** a **Fever** Naturally | FireHow.com
16 Mar 2009 **...** How to **Cure** a **Fever** Naturally. If you have a temperature which is above normal, then you have a **fever**. Follow these steps to **cure** a **fever** **...**
www.firehow.com/.../how-to-**cure**-a-**fever**-naturally.html - Cached - Similar

Searches related to: **cure for fever**

remedies for fever	**symptoms** for fever	**ibuprofen** for fever	cure fever **sore throat**
fever **immune system**	**aspirin** for fever	**acetaminophen** for fever	**vitamin c** fever

Goooooooooogle ▶
1 2 3 4 5 6 7 8 9 10 Next

cure for fever Search

Paris Hilton Hotel ??

Hilton Hotel Paris ??

Web Images Videos Maps **News** Shopping Mail more ▼ Sign in

Google hilton hotel paris Search News Search the Web Advanced news search Preferences

News Results **1 – 10** of about **295** for **hilton hotel paris**. (**0.19** seconds)

Top Stories
More sections ▼

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Images

› **Any recent news**
Past hour
Past day
Past week
Past month

› **Sorted by relevance**
Sorted by date

« View all web results for hilton hotel paris

Oligarch's sons accused over alleged supercar race crash
guardian.co.uk - 57 minutes ago
Earlier this year he paid for **Paris Hilton**, Sharon Stone, Richard Gere and other celebrities to attend the launch of his luxury Marden Palace **hotel**, ...

Contactmusic.com

HILTON'S MOTHER: '**PARIS** WANTED A BOOB JOB'
Contactmusic.com - Nov 20, 2009
Caption: **Paris Hilton** (Picture) **Paris Hilton's** new hairstyling tools launch party held at the Thompson **Hotel** in Beverly Hills Los Angeles, California . ...
Hilton's Mother '**paris** Wanted A Boob Job' Gaea Times
Hilton mother: '**Paris** wanted boob job' Digital Spy
Paris Hilton dresses like a Barbie in Beverly Hills to launch new beauty products Examiner.com
Softpedia - PerezHilton.com (blog)
all 30 news articles » Email this story

X17 Online (blog)

Kathy **Hilton**: **Paris** Wanted Breast Implants
FOXNews - Hollie McKay - Nov 19, 2009
But the **hotel** heiress has since come forward and claimed it was a case of mistaken identity. A rep for **Hilton** said that they had nothing to do with the ...
Paris Hilton designs her new hair styling line The Skinny
POLICE CALLED AFTER NOISY **HILTON**/REINHARDT FIGHT Contactmusic.com
Paris Hilton and Doug Reinhardt Pictures: **Paris Hilton** Hair and Beauty Line ... American Superstar Magazine
Times of India - Digital Spy
all 108 news articles » Email this story

Travel Agent

The Van Gogh Museum is a must-see for museum-hoppers in Amsterdam
Travel Agent - Jena Tesse Fox - 27 minutes ago
Here's what's new, and what's coming up: While Amsterdam isn't generally considered a fashion mecca like **Paris** or Milan, the new four-star Fashion **Hotel** ...

Paris Hilton, Doug Reinhardt get final warning from fed-up cops
India Business Blog (blog) - Nov 23, 2009
The **hotel**-heiress reportedly skipped events in Frankfurt, and later flew to Italy to judge... London, Oct 27 (IANS) Socialite **Paris Hilton** fled from ...

Paris Hilton Launches Hair product line
Mom's Word (blog) - Nov 23, 2009
... up with.... but here is **Paris Hilton** looking like a pretty pink barbie doll promoting her hair products. The was at a launch party at the Thompson **Hotel** ...
Paris Hilton Launches Hair Product Line AHN
all 2 news articles » Email this story

Direct rail links to be opened between London and Amsterdam, Gordon Brown ...
Telegraph.co.uk - Rosa Prince - Nov 23, 2009
Speaking at the same conference, in central London's Park Lane **Hilton Hotel**, David Cameron, the Conservative leader, said that his party had outlined a ...

Confused

Google wind powered clock Search Advanced Search

Search: the web pages from the UK

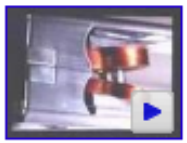
Web Show options... Results **1** - **10** of about **825,00**

Citrus-**Powered** Eco-Friendly **Clock** - EnviroGadget.com
16 Dec 2008 **...** If you don't already have a solar **powered** or **wind powered clock**, then you might fancy this rather odd lemon **powered clock**.
www.envirogadget.com/**clocks**.../citrus-**powered**-eco-friendly-**clock**/ - Cached

Longcase **clock** - Wikipedia, the free encyclopedia
To **wind** a chain-driven longcase **clock**, one pulls on the end of each chain, **...** the middle weight provides **power** for the **clock's** pendulum and general **...**
en.wikipedia.org/wiki/Longcase_**clock** - Cached - Similar

Wind Up Radios, Torches, Solar and Water **Powered** Products, UK **...**
For the best in water **powered clocks**, water **powered** calculators, **wind** up radios, **wind** up torches and Solar **powered** products, make the Tango Group your **...**
www.tangogroup.net/ - Cached - Similar

Video results for **wind powered clock**



New **Wind Power** - The **Wind** Belt Invention
2 min 4 sec - 20 Nov 2007
www.youtube.com

Vertical Axis **Wind** Turbine and **Clock**
50 sec - 14 Apr 2008
www.youtube.com

Shopping results for **wind powered clock**

Wind Powered Wall **Clock**
£12.00 new - CafePress.co.uk

SEO - Bad Search Results

Frustrating for end user

Potentially dangerous for end user

A waste of money for site owners

Missed Revenue for site owners

Wind - a common problem

I go out for a stroll on a breezy day and as I wind my way along, I feel the wind in my face.

This sets my mind thinking about how to improve the way that people wind up companies when they fall on their face?

Recently I was involved in the wind up of a company that was involved in making gears for wind up clocks.

Wind Problems

1) What Advert do I put on that page ?

2) What search term do I return that page for?

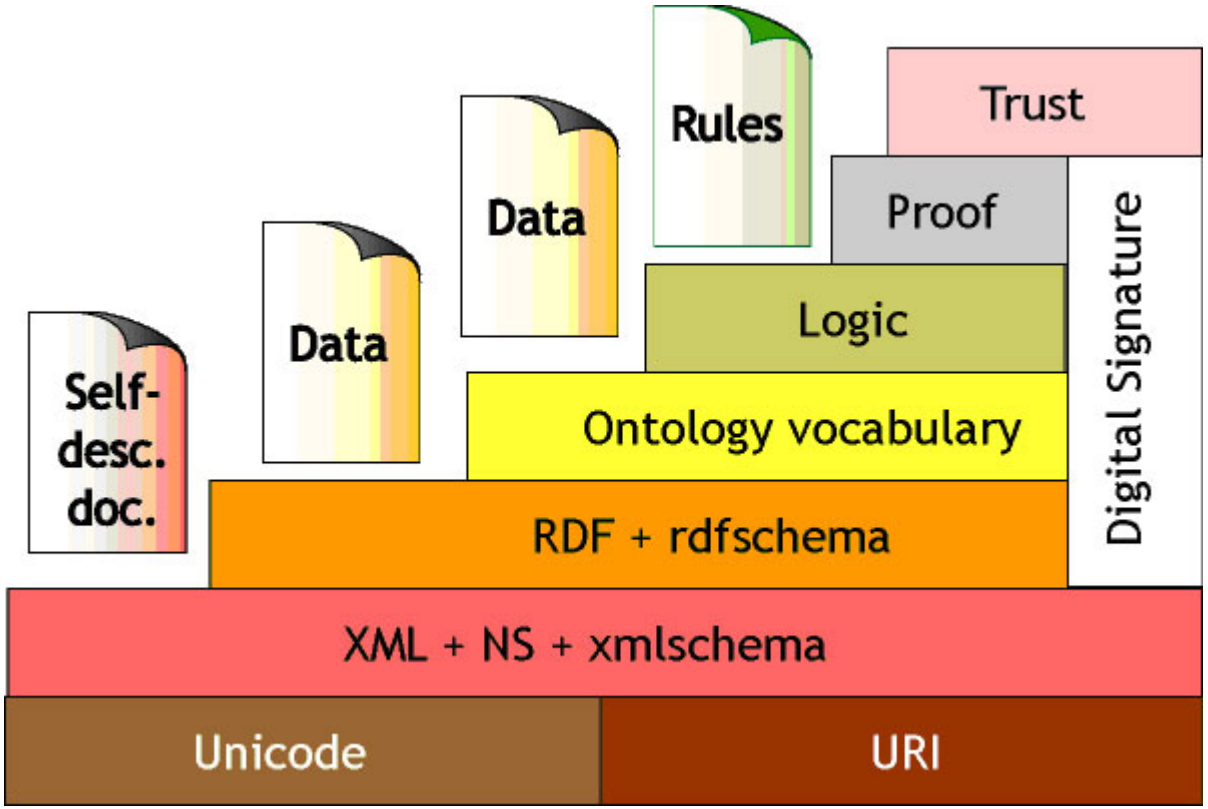
The Solution

The Semantic Web

A web aimed at machines,

not people (directly).

What is the Semantic Web?



Simply put.....

- The Semantic Web allows us to
  - Explicitly provide information about stuff on websites so that software (e.g. A search engine) does not have to guess at what you meant when you wrote it
  - Provide intelligent links between stuff on the web

Content Example without RDFA

What the users see :

I stayed in the Paris Hilton and met Paris Hilton.

What the search engines see :

I stayed in the Paris Hilton and met Paris Hilton.

Content Example with RDFA

What the users see :

I stayed in the Paris Hilton and met Paris Hilton.

What the search engines see :

```
<p>I stayed in the <span property="vcard:Locality">
Paris</span><span typeof="vcard:Organization">
Hilton</span> and met <span typeof="foaf:Person"
property="foaf:name">Paris Hilton</span>. </p>
```

Links Example without RDFA

What the users see :

* +1 (310) 597 3781 work

* I'm on Wikipedia so you can leave a message on my user talk page.

* Jack Bauer Facts

What the search engines see :

<ul">

+1 (310) 597 3781 work

I'm on Wikipedia so you can leave a message on my user talk page.

Jack Bauer Facts

Links Example with RDFA

What the users see :

* +1 (310) 597 3781 work

* I'm on Wikipedia so you can leave a message on my user talk page.

* Jack Bauer Facts

What the search engines see :

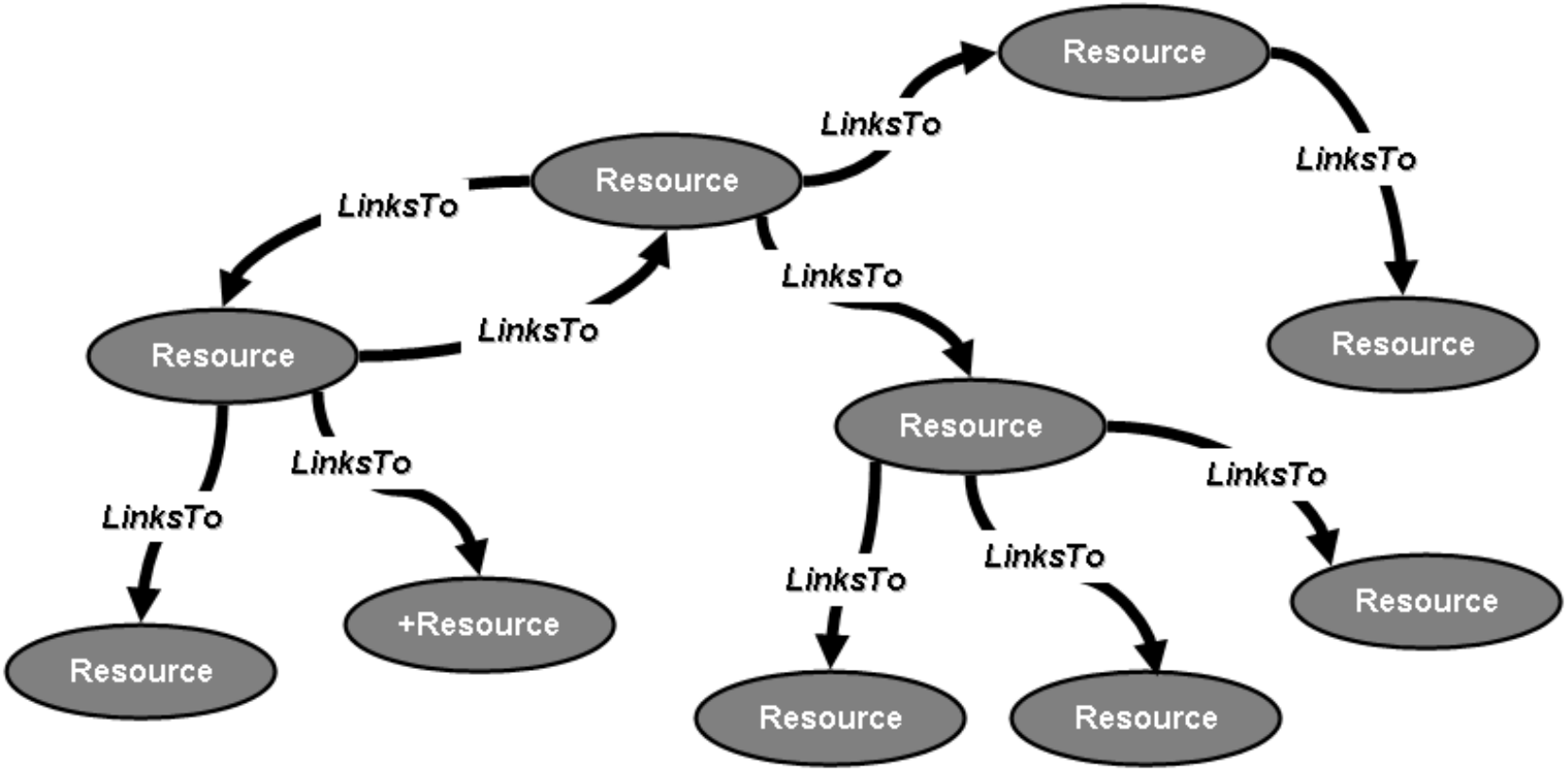
<ul about="#jack">

<li class="tel">+1 (310) 597 3781 work

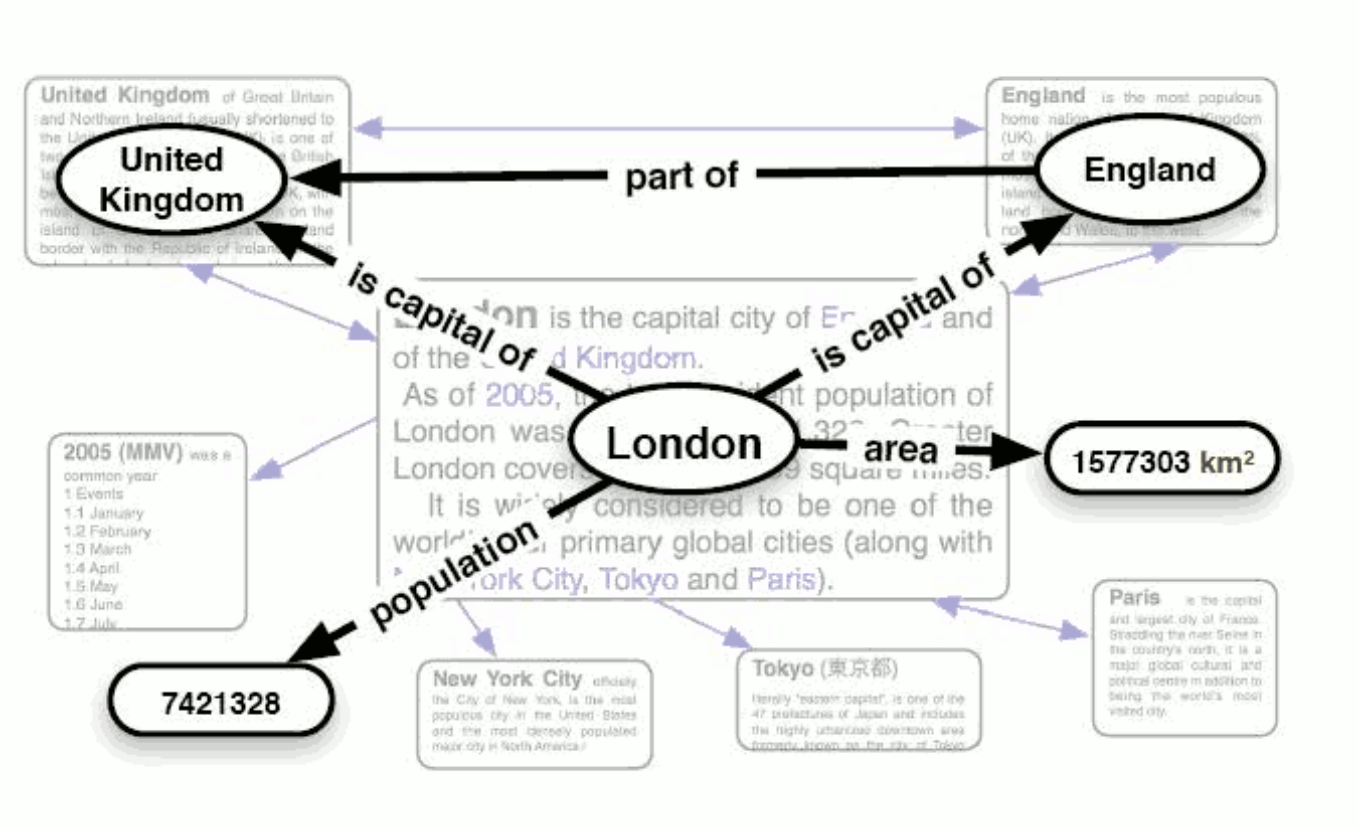
I'm on Wikipedia so you can leave a message on my user talk page.

<li rel="foaf:workInfoHomepage">Jack Bauer Facts

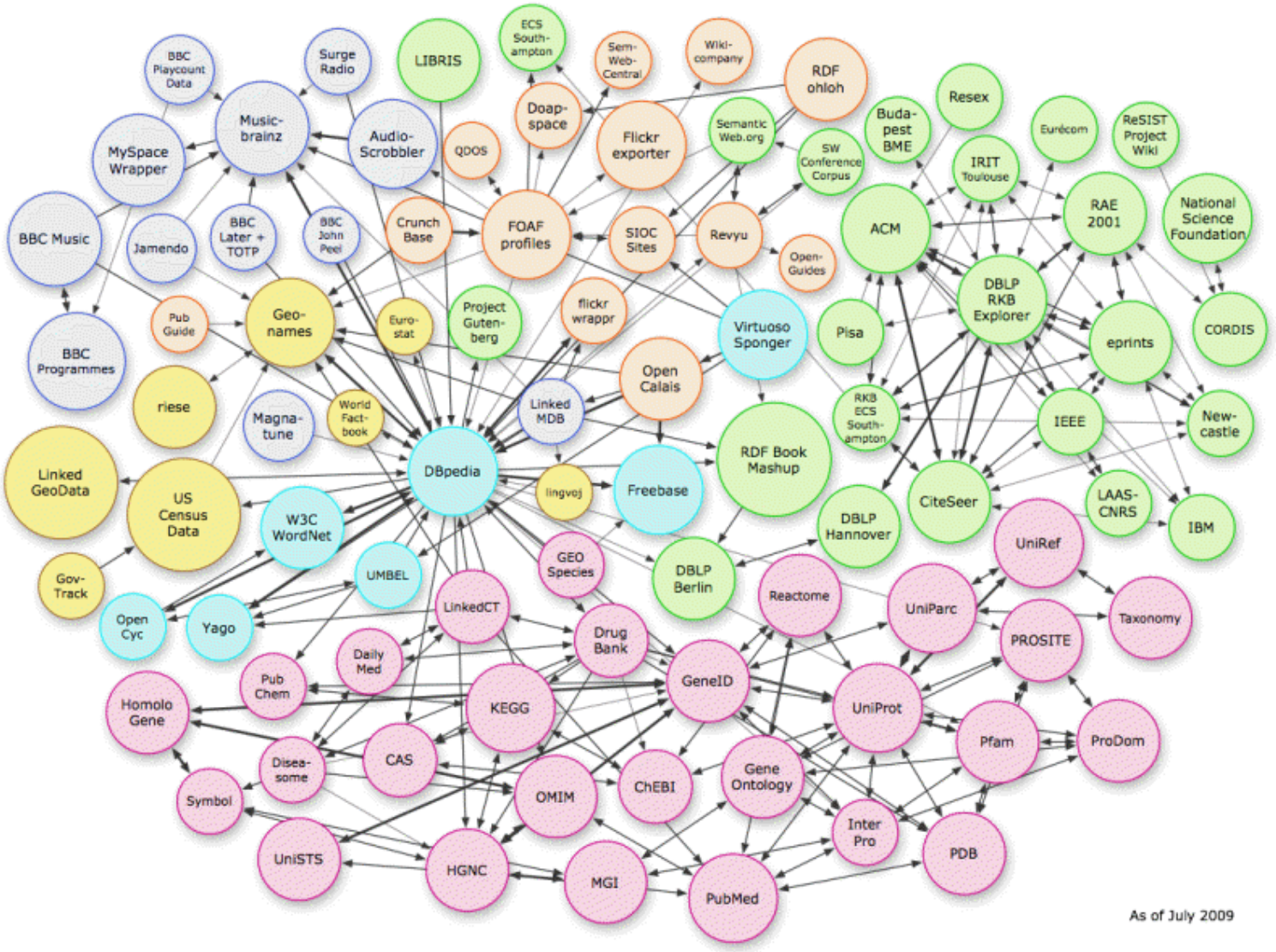
Off-site SEO : Old links



Off-Site SEO : Intelligent links



Billions of pieces of semantic data already published and linked



http://www4.wiwiss.fu-berlin.de/bizer/pub/lod-datasets_2009-07-14_colored.png

What it means to SE's

- Stop the guess-work / Return better results
- Build more intelligent link graphs
- Major blackhat issues
- Directly compete with companies
  - Business networks (Linkedin)
  - Directories / Comparison sites
  - Geo based services
  - E-commerce sites
  - Social networks
  - You?

What publishers get

- Rich snippets in search results
- More targeted traffic
- Easier to analyse competitors
- Easier to integrate data from external sources
- Easier to share data
- A chance to grab an advantage

Review: MacBook Air (first-generation) Review | Laptop | Macworld

Reviews Ratings:

Photos Price range: $1650.65 – $1,799

Share Compare to: Dell, Lenovo, HP

www.macworld.com/article/131583/2008/01/macbookair.html

What do you need to do?

- Use a semantically enabled framework for your websites
- Use semantically enabled Ad systems
- Learn how to & implement Semantic Data on your sites
- Evolve your SEO tools to account for semantic data
- Closely monitor your competitors semantic activities
- Adopt industry standards
- Work with the rest of your industry to agree standards
- Add RDFA data to external links where you can

The Marketing industry

Are they taking it seriously?

Very seriously!!!

“Over the next 5-10 years the semantic technologies will have a bigger influence on most businesses than search had over the past 5 – 10 years.”

Jean-Paul Edwards
Executive Director Futures at OMD

Serious but not there yet

- The marketing community are starting to get what the semantic web means for them
- They don't yet understand that they have to work closer together to make it happen
- They need to pull together to develop the taxonomies and ontologies needed
- There are still major opportunities in the marketing

Players in Marketing

Manning Gottlieb OMD

Peer39

Dapper

Expert System

Sem logic

The New York Times

iSense

lucidmedia

Hapax

Leiki

ad pepper media

Proximic

Collective Media/Personifi

Maxifier

Drupal + Tools

What is Drupal

- A web development framework #smallcore
- A CMS application
- A semantic content platform
- A community with a core of people focused on the semantic web

Full blown Semantic Applications

- Tattler
  - Using semantic Web technologies, Tattler mines news, websites, blogs, multimedia sites, and other social media like Twitter, to find mentions of the issues most relevant to your organization.
- OpenPublish
  - OpenPublish is ideal for the implementation of a variety of media outlets sites including magazines, newspapers, journals, trade publications, broadcast, wire service and membership publications.
- Managing News
  - Managing News is a robust news and data aggregation engine with pluggable visualization and workflow tools.

Semantic Marketing with Drupal Today ?

Drupal Modules supporting / implementing RDF

RDF
Semantic Filters and Layers
FOAF
SIOC
Semantic Markup Editor
sparcool
RDF SPARQL Endpoint
RDF SPARQL Proxy
structOntology
conStruct
ARC RDF Store
Machine Tags
Exhibit
Views Datasource
File Server
File Framework

Apache Solr RDF Support
OpenDover
QueryPath
File Relations Server
Scholarly
RDF external vocabulary importer
Citation counts
Calais Marmoset
Calais
More Like This
Bitcache
DAV
Vertica Integration
Resource
Create from Web
SPARQL

Topic Hubs
Image Annotation
FeedAPI RDF processor
Killfile
CheapID
RDF CCK
Neologism
Relations API
Potluck
Codemetrics
Semantic Search
Relationship
Sesame Connector
Skype Status
MOAT
Taxonomy import/export via XM

Key enablers : CCK, FeedAPI, Views, Location, Services

Drupal Marketing Tools

Pathauto
Token
Views
Panels
Google Analytics
Top Terms
Snoobi web analytics
Omniture Integration
XML sitemap
Nodewords
Integrated Metatags
Alinks
Visitor path
Context Ad Serving and Analytics
Wibiya
Quantcast
SEO Friend
SEO Compliance Checker
SEO Checklist
Backlink Handler
RSSAd
Classified Ads
Affiliates
AdSense

Google Analytics API
Nedstat
Community Analytics
Webalizer Integration
Activity Map
Visitors
Language Checker
Geo Stats
Statistics Pro
Yahoo! - Web Analytics
Pathtrack
PHP Web-Stat integration
Mint
Woopra
Piwik - Web analytics
Add to Any Share/Bookmark Button
GetClicky - Web Analytics in Real Time
StatCounter
Search Engine Referers
pMetrics Integration
Affiliate Window's ShopWindow
split_test
HTML Mail
AuctionAds Integration

Social Statistics
Keywords
Page Title
Global Redirect
Mollom
Automatic Nodetitles
Advertisement
Ad-blockers detector
BannerConnect Adspace
Interspire Email Marketer
PepperJam Network Merchant
OpenX (+ Manager)
Content Optimizer
Webform2Sugar
ad_flash
Lat49 Ad Integration
Google Ad Manager
Simple Ad Block
AdBard
Flash Block
Rotor Banner
Redirecting Click Bouncer
ShoppingAds

Next Version of Drupal - D7

- We agreed final Drupal 7 features in Paris with Danbri & Dries
- Dries extended deadline for rdf in Drupal 7
- IO1 stepped up to the plate and sponsored Scor to get it done
- Scor Delivered

My favourite commit

#158

Dries - October 19, 2009 - 18:30

Status: needs review » needs work

I reviewed this patch once again, and decided to finally commit it to CVS HEAD. There are some extra things we can do as follow-up patches, but it is very solid as is. Great job to all the people involved, especially scor!

We need a CHANGELOG.txt entry though.

Login or **register** to post comments

Drupal 7 has RDF in the core of the framework

Why to use Drupal

- Fantastic Semantic Web Support
- It's incredibly flexible / scalable
- Drupal 7 is essentially a Semantic Web publishing framework
- Huge selection of community modules
- It's way ahead of the competition
- High quality development

PROFESSIONAL WEB DEVELOPMENT

WHITE LABEL DEVELOPMENT

THANK YOU!!

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Blog: http://www.io1.biz/blog/