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**MetaQuery**  
**The power to unleash the relational web!**

**Background and context**

MetaQuery is a term to describe a virtual linking mechanism. Any text word on a web page is double clicked and it invokes a script to open another web page dedicated only to that one word. The content of the new web page can be anything including text reference and multi-media.

This is not a new concept. It has been available for a while through third party dictionary providers such as <http://thefreedictionary.com> by Farlex.

MetaQuery takes this concept and builds several new features with special enhancements. Instead of querying a fixed data source such as thefreedictionary, we make a complete service application available to query custom built resources.

**Aims and utilization**

MetaQuery has primary uses in web 3.0 structures to enable extended meaning, context and connectivity with web content.

**How can it benefit you?**

Imagine you are a large website publisher producing thousands of pages by teams of specialists authors across many websites. Now imagine the prospect of creating a rich and diverse reference system where terms, names and concepts all need to be connected by relational links. Imagine creating a dynamic system where those links need to be updated across thousands of pages and multiple topics. Imagine the organisation, human input and constant attention to accuracy and detail. This is a management nightmare that conventionally costs producers time, effort and staff.

MetaQuery (MQ) is a new and powerful web tool that gives you the power to unleash the relational web to every word on every page of your website or network!

Every word becomes a potential link that can go anywhere you want. The link does not exist until you double-click a word, but when you do, that word is turned into a query that opens a new page containing information that is intrinsically linked only to that word.

Words queried in this way can open text pages, images, sound files, video, or any other web based media content. As the web designer you are in control, but your readers have expanded freedom to go anywhere they want without the restrictions of conventional links and prescribed navigation. From simple definitions to complex encyclopedia pages, to search results, or multimedia experiences, you have the power to unleash controlled relational content to your readers without any traditional link code on the page!

With MQ the reader can go to just one reference page, or a choice of multiple options such as Wikipedia, Google or any other sites of your choosing. Keep the queries all in house, either back to your own website, or other external websites in your preferred network. You can use MQ to go to a gateway page that redirects the reader to focussed content pages related to that word. In this way, all you need to do is keep that one gateway site up to date and your link network is taken care of. Any word that queries the gateway site always gets directed to up to date content and it works



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globally across all sites. Imagine having 20, or 2000 sites all needing to have thousands of links to the exact same content, but that content changes all the time. You can do this with total ease and guaranteed consistency with MetaQuery.

MetaQuery keeps your pages looking neat without link text and underlined words. Every word on your page, no matter if its in 'red H1' or 'xx-small' is also a potential link. You only need to double click the word, or pair of words and MetaQuery jumps into action by either popping up a small menu of options, or going straight to the query page that you have requested. It's fast, consistent, low on web site resources and requires absolutely no learning or understanding from your web site visitors. All Conventional links still work as usual and do not respond to a MetaQuery double click.

### **"Every word a virtual link?"**

That's too many options! I only want certain keywords to be active, I don't want readers querying every word because I don't have entries for all of them."

MetaQuery will always activate any word that is double clicked, but you can choose to show a supplementary panel of keywords for readers to query. The keywords in a panel do not need to be linked conventionally as the double click mechanism will work instead. Now you tell your readers to query only words in the extra panel, because these will always return results.

### **How does MetaQuery help my authors?**

Your authors no longer need to encode links in their texts. They don't even need to know if reference information is available. All they need to think about is writing content and any links and references can be entered in a separate section on the website, or even on a different site altogether. All the author needs to be aware of is using agreed terminology and correct spelling so that all important keywords are consistent and written in an agreed schema.

### **How does Metatquery keep my links and references up to date?**

Imagine you have a number of authors writing on similar topics, or several sites referring to similar topics with identical keywords. Each page on every site, if enabled with MetaQuery, will be able to query the same reference sources. All you need to do is keep those references up to date and everyone sees the same information when they use MetaQuery. Everything is maintained accurately and consistently through your controlled updates.

### **What limitations are there on sites and pages querying my reference sources?**

Absolutely none. You can enable one website or thousands. Once a site is MQ enabled, it will have access to your reference site(s). This feature creates total consistency and accuracy as all your data is referenced from one or more controlled sources. No longer do you have to be concerned about keeping your links up to date, or suddenly having to change an internet address across multiple pages or sites. You change it once on the reference site and everyone else sees the same thing.

### **How do I enable a website to become MQ active?**

The code for enabling MQ is one simple javascript added to your pages or main template. That's all! What happens to the queries is another step that offers far more flexibility and customisation. You can chose a number of options to be built into the query or simply direct them to one reference



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site, or your internal search.

**What sort of content can I provide to my readers using MetaQuery?**

Anything you like, from a simple dictionary to multiple expanded content references. You may already have the content or you may want to create a new resource especially for this feature. We can assist you in all aspects of design and capabilities.

**What are the drawbacks with MetaQuery?**

The main drawback is that MetaQuery does not use conventional linking with HTML tags. This means that there is no permanent link for search engines or other machine code readers to follow. There are no links as such and therefore no recognisable connections between words and any other piece of data. The link is only momentarily created when you double click the word. This factor is both a weakness, but also its main strength. Conventional Links are always hard coded to a fixed address which means someone has to change them when they become broken. MetaQuery creates virtual links that are infinitely flexible. That means they cannot be hard coded which disconnects them from the conventional link system.

The second restriction is that currently we can only query one, or at most, two words together. Single words are simply queried by double clicking the word. Two words adjacent to each other can be queried by highlighting both words and double clicking in the space between the words. This will send both words as a string to the query engine.

**Give me a simple example of MetaQuery in action.**

**1- Single Site search**

MQ is linked to your site search engine. Whenever a reader double clicks a word it is queried to your own site search engine. What the reader sees is a results page for the word(s) queried..

**2- Single Site internal reference.**

MQ is linked to a separate reference section on your site. When a reader double clicks a word it queries a glossary or reference section displaying a page of results related to that term.

**3- Single Site external reference.**

MQ is linked to an external reference site so that queries are fetched from outside of the host website.

**4- Multiple sites reference.**

MQ is enabled on multiple sites that all query one reference site. Any query from any site on the network always goes to the same data set.

**5- Single site, multiple option reference.**

MQ produces a small popup next to any word that is double clicked. The popup window has options to send the query word to more than one reference site.

**6- Multiple sites, multiple option reference.**



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Over many sites, MQ produces a small popup next to any word that is double clicked. The popup window has a options to send the query word to more than one reference site.

#### **7- Learning, translations and support systems**

MQ can be linked to a translation service so that any word clicked can be translated. Sound files can be used to facilitate pronunciation or a dictionary can be used to expand meaning and definitions.

#### **8- Multimedia and entertainment**

MQ can be linked to any multimedia database. Words that are double clicked can invoke video, sound or diagrammatic supplementary data.

#### **9- Building and maintaining relationships through a portal.**

Words that are queried can open social networking services and display relevant content for that word.

#### **10 Global Comment pool.**

Several sites can send keyword related comments to one central pool. This facilitates cross pollination of ideas within strict or loose taxonomies.

#### **Summary**

MetaQuery is one of the easiest ways to add immediate expansion to your page content.

It has a tiny code footprint on your website, uses minimal server or client side resources and provides a wealth of top quality information, meaning, context and connectivity to your existing website material. It can be customised to meet individual requirements and designed to allow access to privileged users only.

MetaQuery can be used simply to access existing information service providers like Wikipedia or Google, or can be connected to a custom built reference site to provide exclusive meta content. One or several sites can query the same resources which creates easier data updates and ensures accurate consistent information across a whole network.

Can you do without MetaQuery? Sure you can, but why should you?

Moving into Web 3.0 technology has never been easier or provided so much rich content for so little outlay.