



Making Metadata Matter

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W3C Mobile Web Initiative

- **Make the Web as accessible on mobile devices as it is on desktop & laptop**
- **Creating Best Practice Recommendations**
 - e.g. find out as much as you can about the device & present content accordingly
- **mobileOK trustmark for resources that follow the recommendations**
- **Trustmark will be machine-readable**

This site is mobileOK!

Oh Yeah?

Typical trustmark



f you could see which sites had a trustmark...

Search results

1 **Martin Luther King, Jr.**
 Martin Luther King Jr. This site is provided by The Seattle Times to honor the memory of Martin Luther King. The site includes photos and photos pulled from The Seattle Times over the past decade. Features of the site
 Category: U.S. History > Martin Luther King, Jr.
[View page from the site](#)

2 **The Martin Luther King Jr. Papers Project**
 The Martin Luther King Jr. Papers Project: The Martin Luther King Jr. Papers Project. This site offers historical information concerning Martin Luther King, Jr. and the social movements in which he participated. "Diary, speeches, sermons, ...
 Category: U.S. History > Martin Luther King, Jr.
[View page from the site](#)

3 **The King Center**
 The King Center: The King Center This is the site for The King Center in Atlanta, established by Coretta Scott King in 1968 as "the official, being memorial dedicated to the achievements in the legacy of Dr. Martin Luther King, Jr." The King Center
 Category: U.S. History > Martin Luther King, Jr.
[View page from the site](#)

4 **Martin Luther King, Jr. Day on the Web**
 Celebrates the man, the dream, and the legacy.
 Category: Other > Martin Luther King, Jr. Day
[View page from the site](#)

5 **Search's Holiday Site: Martin Luther King, Jr.**
 Martin Luther King, Jr. Search's Holiday Site
[View page from the site](#)


6 **Martin Luther King, Jr. and Black History Month**
 directory of links to reference sources from the University of Utah
 Category: U.S. History > Martin Luther King, Jr.
[View page from the site](#)

7 **THE 100: Martin Luther King**

Organisation X says this is really good for your homework



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