About the Company 公司簡介

Sasa.com is the official website of Sa Sa International Holdings Limited. Sasa.com offers a huge variety of beauty & healthcare products. Sa Sa uses its global purchasing and sourcing capabilities to buy in large quantities and pass the savings to consumers. They also take exceptional care to ensure that everything they sell is genuine and of tip-top condition.

Sasa.com為莎莎國際控股有限公司的官方網站，提供各式各樣的美容及保健產品。莎莎運用超群的全球採購能力，通過大批量採購商品來提高議價能力，故能以折扣優惠回饋消費者。除此之外，莎莎亦致力確保所出售的貨品一律為正貨，品質卓越。

Challenges 挑戰

Today 70% of sales are influenced by information consumers find on the web, whether they purchase online or at the store. It is thus essential for brands to keep product information visible across the web on search engines, to make sure their products can actually be “found” when a potential customer search for it. So, what is the best way to achieve product visibility on search engines?

The key is to providing structured data that follows the algorithm of search engines like Google, Yahoo and Bing. However, even for well-developed platform like sasa.com might find this a bit tricky. GS1 SmartSearch is here to help sasa.com to tackle the challenge.

現今消費者在互聯網瀏覽資訊，繼而於網上或實體店親身購買，有多達70%的銷售額正是受網上資訊所帶動。因此，企業需讓產品資料出現於搜尋引擎，確保當消費者於網上搜尋時，能夠準確「找到」產品。那麼，若要有效維持產品於搜尋引擎的曝光率，最佳方法是甚麼呢？

關鍵就是要在於企業所提供的結構數據，而該等數據需符合搜索引擎（如 Google、Yahoo 和 Bing）的演算法，不過，即使sasa.com已是一個相當完備的平臺，亦有其程序繁複，GS1智慧搜尋恰恰能幫助sasa.com掃除障礙，令其業務更上一層樓。
Solutions 解決方案
A one and a half months trial was conducted from August to November 2016 in collaboration with Sasa.com. A total of 30 products in three categories were tested on Google US and Google HK. The trial has recorded remarkable success.

- 21% of the keywords showed improvement in search ranking
- In US Market, one of the keywords recorded a boost of 70 ranks from 101st to 31st in search ranking
- 16.5% of the products recorded improved traffic in the US and HK sites

How SmartSearch works?
GS1 SmartSearch can increase product visibility on search engines and generate more relevant search result and higher search ranking. Here is how it works:

1. Create structured product information to web pages and relates the data to GTIN.
2. The structured data can then be communicated with search engines and smart phone apps.
3. Search engines can display more concise and relevant search results to consumers and lead to more click-through to product pages.

於2016年8月至12月，本會與Sasa.com攜手合作，進行了為期一個半月的測試。Sasa.com三個類別的30個產品皆交予Google US和Google HK測試，以觀看市場的反應，而結果令人十分驚喜。

- 21%關鍵字的搜尋排名得以提升
- 其中一個關鍵字於美國市場由第101位躍升至第31位，排名提高70之多。
- 16.5%的产品於美國及香港獲得更多的網站流量

GS1智慧搜尋如何運作？
GS1智慧搜尋可以增加產品在各搜尋引擎的曝光率，提供更相關的搜尋結果，及提高搜尋排名。GS1智慧搜尋會：

1. 建立結構化產品資訊，將關鍵字與全球貿易貨品編碼(GTIN)聯繫起來
2. 結構化產品資訊即可被搜尋引擎及智能手機應用程式辨識
3. 而搜尋引擎就會向消費者顯示更精確和相關的搜尋結果，有助增加產品網站的點擊率

To search engines, a web page with GS1 SmartSearch contains structured data that can be easily add to the search engines' index.
應用GS1智慧搜尋的網站載有結構數據，有助搜尋引擎輕易將內容收錄於其索引 (index)之中。

To consumers, a web page with GS1 SmartSearch looks no different from a page without.
比較有GS1智慧搜尋與沒有該項搜尋的網站時，消費者會發現兩者看起來一模一樣，沒有分別，但對於搜尋引擎就有大有分別。

Benefits 效益
By adopting SmartSearch, sasa.com saved time to look up the search engines’ algorithm since GS1 has directly worked with Google, Yahoo and Bing on the important attributes. Sasa.com can now provide product information that is more easily read and understood by search engines, which leads to:
1. Higher search rankings of products
2. More relevant search
3. Increased web traffic and sales

由於GS1直接與Google、Yahoo和Bing合作，處理搜尋引擎的項目，故Sasa.com採用GS1智慧搜尋後，得以節省時間，無需費盡心神去研究複雜的搜尋引擎演算法，實在事半功倍，兼揀更多商機。現在，Sasa.com的產品資料更容易被搜尋引擎解讀，將有好處：
1. 提高產品的搜尋排名
2. 提供更相關的搜尋結果
3. 增加網站流量及銷售率

GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road, Wan Chai, Hong Kong
T (852)2861 2810 | F (852)2861 2423 | E info@gs1hk.org
www.gs1.org

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