GS1 SmartSearch Effectively Increase Sales & Enhance Brand Image

Higher Rankings
Search engines prioritise the web-content they understand, placing the product page onto a higher ranking.

Enhanced Search Results
Structured data helps search engines provide consumers with more concise and relevant results.

Machine Readability
Using structured data online helps search engines better understand their products.

Communicating Accurate Information
Search engines deliver more reliable search results using trusted information from brand owners.

Successful Case
Sasa.com
- 21% keywords search rankings have improved
- 16% of their products get more website traffic in US and HK

In Store, GS1 HK partner and website design expert, will integrate GS1 SmartSearch and help you construct the online store that stands out from crowd!

Why In Store:
- 20+ years of experience in building website platforms
- 60+ government-recognized awards
- 1,000+ online stores for different industries
- Self-developed In Store system which makes website building / maintenance easy
- Embedded GS1 SmartSearch standard that elevate your website search ranking
- Successful applications for various government funding including TVP, BUD and EMF for 100+ companies.

CONTACT US NOW  E: services@gs1hk.org  T: 2861 2819

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