

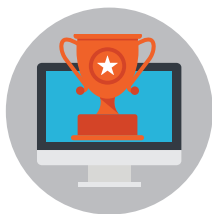
GS1 SmartSearch

Increase Sales Through More Relevant Search Results



GS1 SmartSearch standard uses GS1 GTIN (Global Trade Item Number) and turns product data into structured data (i.e. machine-readable format) used in web page development, to facilitate more efficient and accurate web searches. GS1 Web Vocabulary Standard and an implementation guideline have been developed to foster industry adoption of the standard, which lay the foundation for product data on the web.

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 to 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



ACTION NOW!

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

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