GTIN+ on the web

Session at Warsaw Industry and Standards Event

October 2015
Objectives

• Help you to understand what is GTIN+ on the web

• Give insight into current piloting activities

• Capture your questions/comments/ideas for improvement
Agenda

• **9.00 - 9.10: Setting the stage**
• **9.10 - 9.35 Business/engagement context**
  - Context – Omni-Channel Commerce – Physical/Digital Shelves, Robert Beideman
  - What is GTIN+ On The Web?, Joe Horwood + Eric Kauz
• **9.35 – 11.00 In-process work**
  - Piloting GTIN+ on The web
    - GS1 France, Arnaud Bonnefoy
    - GS1 Poland, Jacek Pucher
    - GS1 UK, David Smith
  - Discussion on piloting and deployment, all
  - Starter Kit, Joe Horwood
• **11.00 - 11.30 Break**
• **11.30 – 12.15 Moving forward plan**
  - GTIN+ on the web mark-up tool, Mark Harrison
  - Launch roadmap/Relationship with schema.org/Updates to standard, Eric Kauz
  - Conclusions and Actions
Business/engagement context

Omni-channel commerce, Robert Beideman
What is GTIN+ on the web?, Eric Kauz
Omni-channel commerce - Robert
GTIN+ on the web overview

Joe Horwood
What is GTIN+ on the web?

A new GS1 standard that makes it easier to keep information about products visible across the web in:

- Search engines
- Manufacturer and retailer websites
- Social media
Why is GTIN+ OTW needed?

It is difficult for companies to keep information about the products they make or sell visible across the web because products are not consistently accurately identified in a common machine-readable format.

Search engines

Manufacturer and retailer websites

Other digital channels such as:
Websites that contain product information (price comparison, etc.) and social media
The importance of search engines is increasing...

Bots account for 60%+ of web traffic*

2012

51% Human traffic
49% Search engines and other non-human traffic

2013

61.5% Human traffic
38.5% Search engines and other non-human traffic

*Source: www.incapsula.com Etude 2013
…with significant effects on businesses

First position in Google

>25% click through rate

Google Shopping will appear in the natural search results (without having to click on "Shopping") on mobile search starting from May 2015

Web pages using "rich snippets" (structured data) are better referenced
On average, deviation of 4 positions on Google

Over 80% of online purchases begin on Google

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1 http://www.advancedwebranking.com/ctrstudy/
2 Searchmetrics Etude 2014
How does GTIN+ OTW help?

Current Situation: online product information is not provided consistently in a structured, machine-readable format.
How does GTIN+ OTW help?

With GTIN+ OTW: computers can understand and process product information consistently.

contextual and accurate search results will help me be more relevant
now they’re speaking my language!
now I can link all the data about 00614141003211 together!
and all this helpful information makes it easy to decide

search results
Purple Shoe $74.97 Shop
Purple Shoe $79.97 Shop
Purple Shoe $89.97 Shop
See all stores

Manufacturer / Brand Owner / Retailer  Search Engine / App  Consumer
GTIN+ OTW benefits

**Increased sales**
- Better search results
- Products are more easy to find in other digital channels

**Better brand image in the digital world**
- Better consumer experience when shopping online
What is the GTIN+ on the web standard and guideline?

Eric Kauz
What are the deliverables?

• The GTIN+ On the Web lays a foundation for improved search and **machine readable product information** on the Web.
• Includes unique product identification (GTIN) and standardised product description data within product Web pages.
• The initial deliverables for GTIN+ OTW include:
  • GTIN+ OTW Guideline: guidance on how machine-readable structured data about a product offering can be embedded within a web page and suggestions on how to represent the GTIN.
  • GS1 Web Vocabulary: Provides a collection of schemas that can be used to help add structured data to webpages. It is based on the models in the GS1 Global Data Dictionary.
What is in the GS1 Vocabulary?

- Initial GS1 vocabulary includes:
  - Consumer Facing Attributes (All Product, Food/Beverage, Clothing/Footwear)
  - Global Reach

- Written to extend schema.org
  - http://schema.org/

- GS1 will continue to expand it for additional product categories and sectors as needed.
Guideline (Some Main Topics)

• HTTP URIs in Linked Data

• Background Information (benefits for brand owners, manufacturers, retailers)

• Procedure for brand owners or manufacturers to construct a block of JSON-LD to represent basic facts about any product using schema.org and gs1 vocabulary.

• Procedure for serving a block of JSON-LD for multiple products per page.

• Procedure for checking that structured data is correctly formatted
What are the wider benefits of GTIN+ on the Web?

• **Helps** to **identify** and **describe products more accurately** so search engines and algorithms can understand precisely.

• **Helps search engines understand** with greater accuracy which **product offerings** across the web are really the **same product** and which offerings are for **similar products yielding more relevant search results**.

• **Helps** brands, retailers and others **get products noticed**. Preliminary testing show that product web pages that contain GTINs and standard product data within their webpages show up higher on search results pages.

• Other benefits: GTIN+ on the Web could make it easier for consumers to share product data across **social media** and for **recipes, product reviews** and **apps** to link more accurately to product information.
Better Search: 
More informative search results

Before GTIN+ on the Web

Caramel Apple Cinnamon Cupcakes | Duncan Hines®
www.duncanhines.com/.../cupcakes/.../caramel-apple-cin...
Perfectly spiced cinnamon cupcakes with chunks of real cinnamon apples throughout! A smooth caramel frosting is the perfect sweet finish!

After GTIN+ on the Web

Caramel Apple Cinnamon Cupcakes | Duncan Hines®
www.duncanhines.com/.../cupcakes/.../caramel-apple-cin...
Rating: 5.6 votes - 1 hr 30 mins
Perfectly spiced cinnamon cupcakes with chunks of real cinnamon apples throughout! A smooth caramel frosting is the perfect sweet finish!
Linkage Between Recipe and Product

**Recipe Name:** TbscoAspQuinoa

**Ingredients:**
- 1/2 cup unsalted butter (room temperature)
- 2 tbsp dijon mustard
- 25 drops Tabasco Pepper Sauce
- 2 tbsp fresh lemon juice
- 1/4 tsp fine sea salt
- 1 lb asparagus (cut into 1-inch segments)
- 4 cups cooked quinoa

**Nutrition:**
- Count: 10
- Calories: 440
- Total Time: 40 minutes

**Product:**
- GTIN: 05122256709876

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Tabasco & Asparagus Quinoa

Three Natural Ingredients.
A Five-Generation Labor of Love.

In 1868, Edmund McIlhenny mixed up his own personal pepper sauce recipe with three natural ingredients: fully aged red peppers, salt from Avery Island, Louisiana, and high-quality, distilled vinegar. Decades of competing recipes have only confirmed that the flavor of McIlhenny’s recipe could not be surpassed, and today TABASCO® Original Red Sauce is still made in essentially the same way.

Our most versatile sauce.
Why has TABASCO® Sauce become so popular worldwide? It’s simple: put it on any food you like, and it’ll make you like it even more! Because TABASCO® Sauce brings out a food’s flavor while adding a peppery punch of its own. Splash it on everything from Mexican food to Italian, seasoned to sandwich spreads, Eggs Benedict to Bloody Marys!
Machine Readable Data
In-process work

GS1 France, Arnaud Bonnefoy
GS1 Poland, Jacek Pucher
GS1 UK, David Smith
**Discussion on pilots**
Starter kit, Joe Horwood
GS1 France

Arnaud Bonnefoy
French pilot overview

**French retailer**
(Geant Casino, Monoprix, Leader Price)
Rebuild their click&collect website

**French solution provider**
Create product marketing datas on e-commerce website

**Key facts**

- **Objectives:**
  - Test & Learn
  - Get datas for communication purpose

- **Scope:**
  - 35 products + “witness” products
  - 3 top keywords position to follow on search engine
### French pilot planning & methodology

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<tr>
<th>Phases</th>
<th>November 15</th>
<th>December 15</th>
<th>January 16</th>
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<td><strong>Pilote alignment</strong></td>
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<td>• Selection of pilot/witnesses products</td>
<td>• Selection of Google Keywords</td>
<td>• Governance / Planning</td>
<td>• Communication plan</td>
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<td><strong>GTIN+ Implementation</strong></td>
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<td>• Definition of products attributes</td>
<td>• Conversion in JSON-LD language</td>
<td>• GS1 validation before placing GoLive</td>
<td>• GoLive of GTIN+ products</td>
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<td><strong>Initial SEO analysis</strong></td>
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<td>• SEO positioning analysis</td>
<td>• Webanalytics KPI’s analysis</td>
<td>• Positioning and KPI’s analysis for witnesses products</td>
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<td><strong>Final SEO analysis</strong></td>
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<td>• SEO positioning analysis</td>
<td>• Webanalytics KPI’s analysis</td>
<td>• Comparative summary</td>
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<td><strong>Communication</strong></td>
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<td>• Press Release</td>
<td>• Communication Off and Online</td>
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**Legend:**
- Star: Steering committee
- Diamond: Project committee

**Timeline:**
- 5 weeks
- 8 weeks
- 2 weeks

- November 15: 5 weeks
- December 15: 8 weeks
- January 16: 2 weeks
GS1 Poland

Jacek Pucher
Omnichannel Landscape in Poland

- Polish e-commerce market consists of more than 10k online stores and its worth ca. 7.5 billion €,
- 90% of online store are owned by small entrepeneurs,
- Polish consumers demand omnichannel but many companies don’t even have an omnichannel strategy:
  - consumer electronics sector is the most advanced (actually GS1 standards are not so well placed there),
  - FMCG and DIY are in the middle of the way,
  - Home and Beauty is more offline than online.
Education

- Guide on how to use GTINs in eCommerce,
- With content authorised by Google,
- Patronage of eCommerce Chamber.
Network of partners

- Joint webinars (we educate on GS1 and they present their point of view about eCommerce),
- Meetings (workshops, conferences, special meeting for GS1 Board),
- Research initiatives.
Fashion/Apparel B2C Working Group

• Main goal: standarisation of major product attributes for eCommerce purposes (request from sector because of Consumer Directive),
• Partnership with Polish eCommerce Chamber.

Actions:

• Fashion Apparel Working Group,
• First draft list of attributes (GDSN analysis),
• Research on e-label (what attributes are important for consumers and businesses).
Research – GTIN+ on the Web

- Looking for clear proof that implementation of GTINs has an impact on SEO, CTR and microconversions
- Important: the online store has to be selected carefully
- We test this hypothesis in two selected online stores
Background

• Today over 50% of sales are influenced by information on the internet and actual ecommerce sales continue to experience strong growth across all product categories.

• However, it is difficult for companies to keep information about the products they make or sell visible across the web via:
  - manufacturer and retailer websites
  - search engines
  - other digital channels such as
    • websites that contain product information (price comparison, etc.)
    • social media
Background cont....

- The GS1 GTIN+ on the web standard and guideline offers a way for web developers to embed structured product information in web pages so that:
  - Products are uniquely identified using a GS1 Global Trade Item Number (GTIN)
  - The GS1 Global Trade Item Number is linked to associated machine-readable product information that other websites can “see”
  - Other websites (such as search engines) can easily integrate the product information in their services
Benefits of GTIN+ on the web

- **Increased sales**
  - Improved search results (on retailer websites and external search engines).
    - Products appear higher up in search results.
    - Search results display product information more clearly.
    - Consumers can more easily find where they can buy products.
  - Products are more easy to find in other digital channels.
- **Better brand image in the digital world**
  - Better consumer experience when shopping online.
    - Consumers find what they want more easily.
- **Good quality product information** shared more consistently across different websites.
GS1 UK plan

- We are planning to run a series of Proof of Concepts (POCs) with member companies to prove the new standard but to help make pilots successful we need to:
  - Identify the right targets
  - Get the targets to commit to pilots
  - Capture the results of pilots in a compelling way
  - Get the pilot participants to champion the results
  - Discover what worked and what didn’t work
  - Plan the best ways to communicate the value of the standards
  - Provide the tools to utilise the Standard
  - Make it simple and easy for our members to adopt
What Does Good Look Like

• Depending on the viewpoint – GS1 UK, Retailer, or Brand the measures or KPIs will be different.
• From GS1 UKs viewpoint it will be adoption, use etc.
• For the success measures of the POC we will need to demonstrate improvements based on accepted KPIs employed by the Retailers and Brands used on their sites which will include:-
  - Sales
  - Search ranking
  - Traffic
  - Conversion rate
    • Site
    • Product
  - Returns (reduction)
  - Bounce rate
  - Browse rate
  - Others to be determined?
The Engagement Landscape – who we target

- **Product Categories** – product groups that we think will particularly benefit from using GTIN+ because of their large portfolio quantity. We could then show search indexing advantages and demonstrate the benefit of detailed and accurate product comparison data.

- **Brands** – product manufacturers with marketing teams that maintain a product brand name outside of any one retailer. For the purpose of this document, brands are regarded as a *product data source* for GTIN+.

- **Retailers** – shops and website offering products for sale to consumers. Retailers are *product data consumers and publishers* of GTIN+, and benefit from indexing the GTIN+ data for the products they sell in order to provide accurate and comparative searching for their customers.

- **Product Libraries** – organisations that specialise in creating, maintaining and publishing large amount of product data. We should think of them as providing *product data translation* into the GTIN+ “JSON-LD” web format for retailers to easily consume and publish to their product details pages.
The Engagement Landscape – who we target

- **Search Engine Optimisation (SEO) Agencies** – These organisations work with web brands to heighten the page ranking on Google and other search engines by formatting the content and markup of each web page to match known (and unknown!) patterns of successful rank improvements. They recommend ‘off-page’ techniques too such as working to improve social media connections.

- **E-commerce Shopping Platforms** – These are hosted web sites designed for retailers to quickly build and operate a web retail outlet store. The retailer uploads product information, and the platform provides a database, product categories and search, configurable user-experience, and full checkout capabilities for major payment cards. A variation of this model is where the retailer buys e-commerce platform software and hosts it on their own servers.

- **Search Index Engines** – As well as the main search services such as Google and Bing, this category includes vendor software that indexes a particular web site.
Product Categories

1. **Grocery** – large number of variances in data and greatest opportunity for objective product comparisons in terms of discovering healthier options, and filtering products that take account of allergies.

2. **Apparel** – deals with subjective comparisons using objective data for colour, fabric, size, gender, and more.

3. **White goods** – specifically washing machines or dishwashers. Comparison attributes may be fewer but more expensive models should have the reason(s) for their higher prices stand out in the GTIN data.

4. **High value enthusiasts’ technology** – for example digital SLR cameras that have small technical differences between models that ‘experts’ appreciate.

5. **Non-product GTIN example** – such as a location (GLN) or coupon (GCN).
Brands

1. **Grocery** – FMCGs such as *Unilever* or *Procter & Gamble* with large product portfolios and a focussed interest in seeing that their products are described in the best manner online.

2. **Apparel** – Two GS1 UK clothing members e.g. *Levi Strauss* or *Adidas*, both with large own-product portfolios and a need for accurate comparisons between clothing of the same type / size / colour / gender / textiles / design / & more.

3. **White goods** – Manufacturer with a large product portfolio such as *Hotpoint* or *Beko*, and a brand with higher value models such as *Smeg* or *Bosch*.

4. **High value enthusiasts’ technology** – digital SLR cameras from *Nikon* and *Canon* – both these brands have competing models at every price point, so accurate technical comparisons are important.
Retailers

1. **Grocery** - Large grocery retailer such as *Tesco*, and a small/medium sized GS1 member grocery

2. **Department Store** – *House of Fraser, John Lewis, ShopDirect* – large, wide ranging category and product portfolios

3. **Apparel** – *New Look, Monsoon Accessorise, Oasis* – large product portfolios with indexing and product comparisons regarded as highly important to their customers

4. **White goods** – *AO (Boots, a member, is ‘powered by AO’) and John Lewis* (the latter selling high value brands)

5. **High value enthusiasts’ technology** – Currys PC World and an online only retailer such as *Amazon* (big) or *SLRHut* (small)

6. **SMEs – Marketplace merchants** – Must have own website
What we would like to achieve

• Provide examples of their products on a forthcoming ‘Gold Standard reference web site

• Encourage the retailers to embedded the GTIN+ JSON-LD data format in product pages on their own web site

• Demonstrate to the industry the value of using the GTIN+ On The Web format, via:-
  • Case studies
  • joint webinars
  • conference presentations
Other sources of engagement

Product Libraries

- **Grocery** – BrandBank
- **Apparel** – Fashot
- **White Goods** – To be found
- **High value enthusiasts’ technology** – To be found
Other sources of engagement

• **Search Engine Optimisation (SEO) Agencies**
  - WPP, ZenithOptimedia, Anicca

• **E-commerce Shopping Platforms**
  - Venda (NetSuite) – host brands such as Tesco F&F Clothing, boohoo.com, Laura Ashley, Little Tikes, TK Maxx and Arsenal Football Club.
  - SiteCore Commerce Server (formerly Microsoft Commerce Server) – e-commerce software to be installed on a retailer’s own web servers. Used by ASOS, VisitBritain, and the Royal Mint.
  - IBM WebSphere Commerce – e-commerce software to be installed on a retailer’s own web servers. Used by Marks & Spencer.
  - Hybris – Lots of brands and retailers – Nespresso, 3M, Joules, Maplin
Other sources of engagement

Search Index Engines

- Google – world’s most popular search service
- Bing – Microsoft’s contender, with a keenness to help improve their index
- Oracle Endeca – On-site search engine that runs alongside commerce software on a website and performs internal indexing
- SLi Systems – On site search for Boden, Snow & Rock, Paul Smith
Roadmap 2015/16

GS1: GTIN+ On The Web Timeline

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<td>Meet potential commercial members and build list of ‘start-up’ partners for GTIN+</td>
<td>Presentation to Innovation in Marketing Conf 22nd October</td>
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<td>Build GTIN+ Awareness Pack (presentation, video)</td>
<td>GS1 Booth at Olympia</td>
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<tr>
<td>Build GTIN++ JSON-LD writer (Dr. Mark Harrison)</td>
<td>Build GTIN+ JSON-LD translator in co-operation with data libraries</td>
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<td>Build Gold Standard demonstration website (in agreement with partners)</td>
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<td></td>
<td>Plan and Launch GTIN+ On The Web</td>
<td>Plan and host first GS1 Hackathon</td>
<td>Board presentation 2016-2018 roadmap</td>
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Support

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<tr>
<td>Create GTIN+ Toolkit for use by GS1 members to use GTIN+ effectively</td>
<td>Run pilot to improve Google search rankings for Gold Standard and ‘start-up’ partner sites</td>
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<td>Set up and run telephone and web support service for GS1 members wanting to set up GTIN+ on their sites</td>
<td>Work with ‘start-up’ partners to provide GTIN+ as part of their service.</td>
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The Global Language of Business © GS1 2015
GS1 UK Resource Area

• https://www.gs1uk.org/gtin-on-the-web
Issues

• Awareness and relevancy of GS1
• Contacts for engagement with new departments/job functions within members
• Engagement with new stakeholders
• Search engines indexing to the new standard
• Product vocabularies/classifications
• Building scale
MO needs

1. Marketing materials to recruit pilot participants

2. Advice and tools to run a successful pilot
Starter Kit

1. Marketing materials to recruit pilot participants
   • PowerPoint slides
   • Interactive demonstration tool
   • 1-pager handout
   • Video
   • Communication/endorsement from Google/schema.org

2. Advice and tools to run a successful pilot
   • Common methodology based on MO experience
   • GTIN+ on the web mark-up tool
1-pager handout
Work in progress

GTIN+ on the web
Improving online product visibility by bringing unique product identification and structured data to the web.

What is GTIN+ on the web?
GTIN+ on the Web is a standard and protocol that allows businesses to improve the visibility of their products displayed on online searches, container-faceted mobile devices and websites. It allows web developers to embed structured product information into the web page HTML, so services like search engines can deliver faster search results and audiences product information to help consumers find just what they’re looking for and online sales.

Why is it needed?
With over 70% of sales influenced by online data, the power of online services to rank or boost your business or product is paramount. Research indicates that 55% of users do not get past page one in their search results where visibility in page one ranking can create a 5% plus click through rate. To improve your product’s visibility, web services must be able to effectively read, understand and present your online information.

Web traffic: humans vs. bots

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<th>Year</th>
<th>Humans</th>
<th>Bots</th>
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<tr>
<td>2012</td>
<td>48%</td>
<td>52%</td>
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<tr>
<td>2013</td>
<td>34%</td>
<td>66%</td>
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Bots account for 60% of web traffic.*

How does GTIN+ on the web help?
A GTIN+ on the web enables you to encode and structure your product data to make it machine-readable and available to web services like search by integrating a GTIN unique identifier and an actionable URL, related to that product. When online services can easily read and identify a product, they can better present it to online consumers.

Learn more about GTIN+ on the web
To see how this new standard can benefit your business, be sure to join us at our upcoming pilot program on www.gs1.org/join

What are the benefits of GTIN+ on the web?
- Increased product visibility across Internet services like search engines benefit both brand owners and consumers
- Increased sales
- Better, higher-ranked search results on retailer websites and external search engines
- “Rich snippets” help search results display product data accurately and clearly
- Help consumers easily find when to buy products

Built your brand image in the digital world
- Provide a better consumer online shopping experience and engagement with your product

© GS1 2015
Video
Work in progress

**GTIN+ on the web**

VO: GTIN+ on the web improves the visibility of products.
Motion: Text appears

**Purple shoe**

VO: ...displayed on e-commerce websites and online search.
Motion: Screen pans down to search bar, search bar text appears and results populate

VO: Currently, businesses and brand owners...
Motion: Retailer icon and brand owner person appear

VO: ...face challenges keeping their products visible to consumers online.
Motion: Orange background and search bar slide on screen from the left, results images pop up with question mark above consumer

**That's because posting products using HTML language alone isn't optimal for other websites and search engines to find and understand product data.**
Motion: Product appears and drops down into the orange computer; question marks pop up above the screen

**Search engine rankings**

VO: If they can't understand it, it's also hard for them to display it accurately online.
Motion: Zoom in on green computer, products and question marks pop up along with the words “accurately online” when spoken by voiceover

**Wrong product info**

VO: Businesses see this in the form of poor search engine rankings for their product or watching their customers find the wrong product information or even a competitor's product first.
Motion: Words appear as they are spoken by voiceover

**GTIN+ on the web**

VO: GTIN+ on the web can help.
Motion: Cut to bright coloured slide with large text
Moving forward plan

Demo: GTIN+ on the web mark-up tool, Mark Harrison
Launch roadmap/Relationship with schema.org/Updates to standard, Eric Kauz
Demo: GTIN+ on the web mark-up tool

Mark Harrison

http://milecastle.media/dev2015/GS1webVocabulary/webmarkuptool.html
Launch roadmap/Relationship with schema.org/Updates to standard

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Rollout Roadmap

MO Pilots

Starter kit

Mark-up Tool

Update of Standard

Pilot report
Release starter kit

(Recognition/endorsement from schema.org)
Possible KPIs Measurement

- Search Ranking changes
- Web Traffic changes
- Click-Thru rate changes
- Avg. Time on Site/Page
- Increased visits
- E-commerce conversions (increasing the percentage of visitors to a website that convert into customers).
Standards Status

• Initial version was ratified and posted in the June 2015

• We discovered the need for improvements through some testing, discussions with schema.org and the development of a mark-up tool.

• New version is in Community Review which ends this Friday.
Changes to Property Names

• Changed names of some properties to be more consistent across the vocabulary for example:
  - consolidated if.. and is... properties
  - Changed names of associated properties to eliminate the use of has... (e.g. hasAdditives).
  - Changed some class names to avoid confusion between property and class names (where they previously only differed in the capitalisation of the first letter).
Improved Groupings of Related Properties

• By developing a JSON-LD markup tool for GS1 users, we realized that some properties need to be organized in pairs or groups and have made the appropriate changes to the vocabulary to permit multiple 'repeat blocks' of these groups of properties.

For example,

\[
\begin{align*}
gs1:certificationAgency \\
gs1:certificationStandard \\
gs1:certificationValue
\end{align*}
\]

now grouped within a new class

\[
\begin{align*}
gs1:CertificationDetails
\end{align*}
\]

so that each product can have multiple certification details
Example without grouped properties

```
gs1:Product

gs1:certificationAgency xsd:string
 gs1:certificationStandard xsd:string
 gs1:certificationValue xsd:string
```
Example With Grouped Properties
Indication of Language-Tagged Strings

- For properties that expect a string value with a language tag such as @en, @fr, @de etc., the GS1 vocabulary makes this clear by stating that the rdfs:range of the property is `rdf:langString` instead of `xsd:string`.

- For properties that expect a language-independent string value (including global code values), the rdfs:range remains `xsd:string`.

- This is useful for some properties, e.g. `fs1:productDescription` that need to simultaneously support different string values in different languages.
Vocabulary Alignment With schema.org

- We renamed a number of classes and properties to align with schema.org nomenclature where these are an exact match or a very close match.

- The GS1 vocabulary now also explicitly states if one of our classes or properties is related to a corresponding class or property in schema.org.

- To express the alignment, we have used rdfs:subClassOf, rdfs:subPropertyOf, skos:exactMatch, skos:broadMatch and skos:related.

- We have also had a couple of very good discussions with Dan Brickley (Google / schema.org).
Relationship to schema.org

- GS1 has been working schema.org to be recognized as an external extension.

- Benefits to having this recognition include:
  - increased visibility of GS1 Vocabulary
  - increased usage of GS1 “language”
  - Recognition by or integration with various Google tools.
Types of schema.org Extensions

- Reviewed/hosted extensions and external extensions.
- Both kinds of extensions typically add subclasses and properties to the schema.org core.
- Extensions have to be consistent with the core schema.org.
- External Extensions
  - “External Organisations” (GS1) host their extension and specifying how it links with core schema.org. schema.org will refer to these as external extensions and the GS1 Vocabulary will refer back.
- GS1 has been working with schema.org on a hybrid proposal: External extension but more recognition.