

GS1 SmartSearch

Increase sales through more relevant search results



Whether you're a brand or a retailer, GS1 SmartSearch helps you to increase sales of your products online and offline.



By adding structured product information to your webpages, in line with the GS1 SmartSearch standard, you help search engines display more relevant search results to your consumers.

In turn, this leads to more click-throughs to your product pages and more sales.

Today 70% of all sales are influenced by information consumers find on the web, whether they purchase online or at the store.

Meanwhile, e-commerce sales continue to grow significantly across all product categories around the world.

There's never been a more important time to make the information about the products you sell visible and accurate. GS1 SmartSearch can help.

Pilots have shown that products with structured data appear high in relevant search results, and that higher search positions lead to a 30% increase in web traffic.

With this level of search relevance and visibility, your consumers will be able to find (and buy) exactly what they're looking for. After all, "seeing is buying."

Learn more about GS1 SmartSearch

To find out more, including how to participate in the GS1 SmartSearch implementation programme, visit www.gs1ie.org/smartsearch or scan the QR code to watch the short explainer video.



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