Sasa.com
莎莎網

Online Product Visibility - More with Less
事半功倍 提升網上曝光率

About the company

Sasa.com is the official website of Sa Sa International Holdings Limited. Sasa.com offers a huge variety of beauty and 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.

Challenges

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.

Solution

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 trail 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%** 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 leads to more click-through to product pages.

Without GS1 SmartSearch   **With GS1 SmartSearch**

To search engines, a web page with GS1 SmartSearch contains structured data it can easily add to its index.

Product Data

Fast Runner Colour Purple Girls Style 33-42 Size

Without GS1 SmartSearch

Product Data

Product Name = Fast Runner
Colour = Purple
Style = Girls
Sizes available (EU) = 33-42
GTIN = 00614141003211

With GS1 SmartSearch

To consumers, a web page with GS1 SmartSearch looks no different from a page without. But to search engines, it is very different.

Benefits

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**

公司簡介

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，透過大批量採購貨品來提高議價能力，故能以折扣優惠回饋消費者。除此之外，莎莎亦竭力確保所出售的貨品一律為正貨，品質卓越。

挑戰

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物，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，確保潛在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？

箇中關鍵就是在於企業所提供的結構數據，而該等數據需符合搜尋引擎(如Google、Yahoo 和 Bing)的演算法。不過，即使sasa.com已是一個相當完善的平台，亦有感程序繁複。GS1智慧搜尋恰好能幫助sasa.com掃除障礙，令其業務更上一層樓。

解決方案

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，而結果令人十分鼓舞。

- **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。
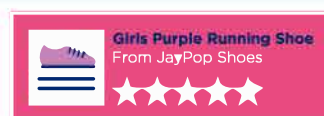- **16%**的產品於美國及香港獲得更多的網站流量

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. 於網站建立結構產品資訊，並將數據與全球貿易貨品編碼(GTIN)聯繫起來
2. 結構產品資訊隨即可被搜尋引擎及智能電話應用程式辨識
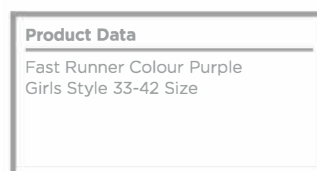3. 而搜尋引擎就會向消費者顯示更精準和相關的搜尋結果，有助增加產品網站的點擊率

Girls Purple Running Shoe From JayPop Shoes ★★★★★	**Girls Purple Running Shoe** From JayPop Shoes ★★★★★
沒有GS1智慧搜尋	具備GS1智慧搜尋

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。

Product Data	Product Data
Fast Runner Colour Purple Girls Style 33-42 Size	**Product Name** = Fast Runner **Colour** = Purple **Style** = Girls **Sizes available (EU)** = 33-42 **GTIN** = 00614141003211
沒有GS1智慧搜尋	具備GS1智慧搜尋

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來如出一轍，沒有分別。但對於搜尋引擎，就大有分別。

效益

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，無需費盡心神來研究繁複的搜尋引擎演算法，卻能事半功倍，捕捉更多商機。現在，Sasa.com的產品資料更容易被搜尋引擎解讀，這有助：

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