Get Involved!

Empower omni-channel commerce in the GTIN+ on the Web Work Group

IS THIS FOR ME?

ARE YOU...	– A Digital "generalist" that can combine Supply Chain experience with Digital Marketing or Web Development experience? – Someone with SEO and Search experience across eCommerce platforms? – Familiar with Semantic Web / Linked Data technologies (RDFa, JSON-LD, Microdata, HTML)? – Involved with Product Information Systems or Digital Asset Management Systems and their design?
DO YOU...	Work for (or with) Manufacturers, Retailers, Search Engines, or Solution Providers who want to raise online visibility of product and service offerings to consumers.
OUR...	GS1 "GTIN+ on the Web" standards and guidelines for consistent online representation of the GS1 System...
WE WILL...	Enable companies to improve the visibility of products and services across online search and discovery platforms and will help to structure accurate product information for consumption by search engines and web crawlers.

DID YOU KNOW?

ALTHOUGH...	The use of basic descriptors and XML data feeds for exchange of product data for the Web is commonplace
OUR...	GS1 Global Standards for "GTIN+ on the Web" will expand and augment existing solutions and will provide a robust ontology and URI structures that enable Linked Data representations of product data across enterprise silos and on the Web...leveraging data that is already resident in your organisation and that is currently used in your supply chain and logistics business processes.
THIS WORK WILL...	Enable industry to speak in one common language of identification, classification and description when managing supply chains, sharing product data across the enterprise, and creating content for the Web.

THE DETAILS

WHAT WE'RE DOING	– Join the team and develop URI structures/syntax for the representation of GS1 Keys and Attributes on the Web. – Develop standards for Semantic Web representations of GS1 Attributes and Attribute Values to encourage consistent, globally-recognized web page markup – Craft guidelines for best practices for semantic markup of product web pages and for the future of data feeds. – Develop and leverage an RDFa representation of the Global Product Classification (GPC) structure.
WITH	The GS1 Community of Manufacturers, Retailers, Search Engines, and Solution Providers
REASONS TO GET INVOLVED	– Engaging in the development of GTIN+ on the Web standards and guidelines will provide you and your organisation critical insight into the ontology and data structures that will help to shape your product web pages and future data feeds. – The " GTIN+ on the Web" work group is growing quickly and includes representatives from all relevant business processes across industry. Get involved and prepare your business for success.

WHAT TO DO:

The GS1 "GTIN+ on the Web" Mission-Specific Work Group is looking for experienced and knowledgeable participants. Contact your local Member Organisation, email digital@gs1.org, visit http://www.gs1.org/digital, or scan the QR code below for more information!