

In short: Use rich data for Web marketing

The Web makes your offers globally visible. With GoodRelations, you can add an unprecedented level of precision to your communication with potential customers over the Web.



The most powerful Web vocabulary for e-commerce A paradigm shift for e-commerce. Since 2008.

Only 5% of all potential visitors of your site will actually see your offers in their original beauty. 95% will never get beyond a reduced preview of your great products and services as provided by a Web search engine.

GoodRelations is the most powerful vocabulary for publishing all of the details of your products and services in a way friendly to search engines, mobile applications, and browser extensions. By adding a bit of extra code to your Web content, you make sure that potential customers realize all the great features and services and the benefits of doing business with you, because their computers can extract and present this information with ease.