

pages improves the visibility of offers in modern search engines and recommender systems. GoodRelations allows for the annotation of products and services on the web in a way that can be used by search engines to deliver a better search experience to their users. It allows for very specific search queries and gives very precise answers.

Besides information on products and providers, the GoodRelations ontology also allows the expression of commercial and functional details of e-commerce transactions, such as eligible countries, payment and delivery options, quantity discounts, opening hours, etc.

The GoodRelations ontology<sup>2</sup> contains classes such as `gr:ProductOrServiceModel`, `gr:PriceSpecification`, `gr:OpeningHoursSpecification` and `gr:DeliveryChargeSpecification`, with properties such as `gr:typeOfGood`, `gr:acceptedPaymentMethods`, `gr:hasCurrency` and `gr:eligibleRegions`, among many others.

### 6.1.2 Example

We show a simple but realistic example taken from the pages of the Karneval Alarm shop, selling party costumes in Germany. A particular web page<sup>3</sup> describes a superman costume in size 48/50 for the price of 59.90 euros. This product (number 935 from Karneval Alarm's catalogue) is represented as the RDF entity `offering_935` and, using the RDFa syntax, the web page for this product contains, among others, the following RDF statements:

```
offering_935 gr:name "Superman Kostum 48/50" ;  
             gr:availableAtOrFrom http://www.karneval-alarm.de/#shop ;  
             gr:hasPriceSpecification UnitPriceSpecification_935 .  
UnitPriceSpecification_935 gr:hasCurrency "EUR" ;  
                           gr:hasCurrencyValue "59.9" ;  
                           gr:valueAddedTaxIncluded "true" .
```

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<sup>2</sup><http://www.heppnetz.de/ontologies/goodrelations/v1>.

<sup>3</sup><http://www.karneval-alarm.de/superman-m.html>.