

in Wikipedia are reflected in the Product Ontology. This means that if a supplier sells a product that is not listed in the Product Ontology, they can create a page for it in Wikipedia and the product type will appear within 24 hours in the Product Ontology.

### **6.1.3 Adoption**

The first company to adopt the GoodRelations ontology on a large scale was BestBuy, a large US retailer of consumer electronics. BestBuy reported a 30 percent increase in search traffic for its GoodRelation-enhanced pages, and a significantly increased click-through rate. Google is now recommending the use of GoodRelations for semantic markup of e-commerce pages, and both Yahoo and Google are crawling RDFa statements and using them to enhance the presentation of their search results. Other adopters at the time of writing are Overstock.com retailers, the O'Reilly Media publishing house, the Peek & Cloppenburg clothing chain store, and smaller enterprises such as Robinson Outdoors and the aforementioned Karneval Alarm. At the time of writing, the Sindice semantic search engine lists 273,000 pages annotated with the GoodRelations vocabulary.

### **6.1.4 Publication**

Martin Hepp. GoodRelations: An Ontology for Describing Products and Services Offers on the Web. In Proceedings of the 16th International Conference on Knowledge Engineering and Knowledge Management (EKAW2008). Acitrezza, Italy. September 29 – October 3, 2008. Springer LNCS, Vol 5268, 332–347.