Part I: The Web of Data: Vision and Status  
Part II: E-Commerce on the Web of Data

In this tutorial, we will (1) explain the immediate business benefits of joining the Web of Data for Web shops, manufacturers of commodities, and service providers of any kind, (2) show how any commercial Web site can embed details of its business and offerings as RDFa metadata using the GoodRelations ontology (http://purl.org/goodrelations/), and (3) demonstrate the usage of the resulting data in multiple applications, namely Yahoo! SearchMonkey, queries on Semantic Web data repositories, Mashups, and the import from and export to popular Web shop software. Participants will learn how to use the GoodRelations ontology to augment Web shops and other Web applications with metadata on business entities, products and services, prices, warranty, shop locations, terms and conditions, etc. This will improve the visibility of an offering in next generation Web search engines, allow more precise search, and support partners in the value chain to extract and reuse product model data easily. At the same time, the tutorial will explain the modeling of more complex RDF patterns in RDFa.

The tutorial will also serve as a self-contained introduction of what the Web of Data is, which benefits it will provide for businesses, and why now is the time to get involved.
