

<http://schema.org/Product>

I Product

I.1.1.1 [Thing](#) > [Product](#)

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Usage: Over 1,000,000 domains

- [Leave public feedback on this term](#) 
- [Check for open issues.](#)
- 'Product' is mentioned in layer: [core](#)

Property	Expected Type	Description
Properties from Product		
additionalProperty	PropertyValue	A property-value pair representing an additional characteristics of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org. Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. http://schema.org/width , http://schema.org/color , http://schema.org/gtin13 , ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
audience	Audience	An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience .
award	Text	An award won by or for this item. Supersedes awards .
brand	Brand or	The brand(s) associated with a

Property	Expected Type	Description
	Organization	product or service, or the brand(s) maintained by an organization or business person.
category	Text or Thing	A category for the item. Greater signs or slashes can be used to informally indicate a category hierarchy.
color	Text	The color of the product.
depth	Distance or QuantitativeValue	The depth of the item.
gtin12	Text	The GTIN-12 code of the product, or the product to which the offer refers. The GTIN-12 is the 12-digit GS1 Identification Key composed of a U.P.C. Company Prefix, Item Reference, and Check Digit used to identify trade items. See GS1 GTIN Summary for more details.
gtin13	Text	The GTIN-13 code of the product, or the product to which the offer refers. This is equivalent to 13-digit ISBN codes and EAN UCC-13. Former 12-digit UPC codes can be converted into a GTIN-13 code by simply adding a preceding zero. See GS1 GTIN Summary for more details.
gtin14	Text	The GTIN-14 code of the product, or the product to which the offer refers. See GS1 GTIN Summary for more details.
gtin8	Text	The GTIN-8 code of the product, or the product to which the offer refers. This code is also known as EAN/UCC-8 or 8-digit EAN. See GS1 GTIN Summary for more details.
height	Distance or QuantitativeValue	The height of the item.
isAccessoryOrSparePartFor	Product	A pointer to another product (or multiple products) for which this product is an accessory or spare part.

Property	Expected Type	Description
<u>isConsumableFor</u>	<u>Product</u>	A pointer to another product (or multiple products) for which this product is a consumable.
<u>isRelatedTo</u>	<u>Product</u> or <u>Service</u>	A pointer to another, somehow related product (or multiple products).
<u>isSimilarTo</u>	<u>Product</u> or <u>Service</u>	A pointer to another, functionally similar product (or multiple products).
<u>itemCondition</u>	<u>OfferItemCondition</u>	A predefined value from OfferItemCondition or a textual description of the condition of the product or service, or the products or services included in the offer.
<u>logo</u>	<u>ImageObject</u> or <u>URL</u>	An associated logo.
<u>manufacturer</u>	<u>Organization</u>	The manufacturer of the product.
<u>model</u>	<u>ProductModel</u> or <u>Text</u>	The model of the product. Use with the URL of a ProductModel or a textual representation of the model identifier. The URL of the ProductModel can be from an external source. It is recommended to additionally provide strong product identifiers via the gtin8/gtin13/gtin14 and mpn properties.
<u>mpn</u>	<u>Text</u>	The Manufacturer Part Number (MPN) of the product, or the product to which the offer refers.
<u>offers</u>	<u>Offer</u>	An offer to provide this item—for example, an offer to sell a product, rent the DVD of a movie, perform a service, or give away tickets to an event.
<u>productID</u>	<u>Text</u>	The product identifier, such as ISBN. For example: <code>meta itemprop="productID" content="isbn:123-456-789".</code>

Property	Expected Type	Description
<u>productionDate</u>	<u>Date</u>	The date of production of the item, e.g. vehicle.
<u>purchaseDate</u>	<u>Date</u>	The date the item e.g. vehicle was purchased by the current owner.
<u>releaseDate</u>	<u>Date</u>	The release date of a product or product model. This can be used to distinguish the exact variant of a product.
<u>review</u>	<u>Review</u>	A review of the item. Supersedes <u>reviews</u> .
<u>sku</u>	<u>Text</u>	The Stock Keeping Unit (SKU), i.e. a merchant-specific identifier for a product or service, or the product to which the offer refers.
<u>weight</u>	<u>QuantitativeValue</u>	The weight of the product or person.
<u>width</u>	<u>Distance</u> or <u>QuantitativeValue</u>	The width of the item.

Properties from [Thing](#)

<u>additionalType</u>	<u>URL</u>	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
<u>alternateName</u>	<u>Text</u>	An alias for the item.
<u>description</u>	<u>Text</u>	A description of the item.
<u>disambiguatingDescription</u>	<u>Text</u>	A sub property of description. A short description of the item used to disambiguate from other, similar items. Information from other properties (in particular, name) may

Property	Expected Type	Description
<u>image</u>	<u>ImageObject</u> or <u>URL</u>	be necessary for the description to be useful for disambiguation. An image of the item. This can be a <u>URL</u> or a fully described <u>ImageObject</u> .
<u>mainEntityOfPage</u>	<u>CreativeWork</u> or <u>URL</u>	Indicates a page (or other CreativeWork) for which this thing is the main entity being described. See <u>background notes</u> for details. Inverse property: <u>mainEntity</u> .
<u>name</u>	<u>Text</u>	The name of the item.
<u>potentialAction</u>	<u>Action</u>	Indicates a potential Action, which describes an idealized action in which this thing would play an 'object' role.
<u>sameAs</u>	<u>URL</u>	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.
<u>url</u>	<u>URL</u>	URL of the item.

Instances of [Product](#) may appear as values for the following properties

Property	On Types	Description
<u>isAccessoryOrSparePartFor</u>	<u>Product</u>	A pointer to another product (or multiple products) for which this product is an accessory or spare part.
<u>isBasedOn</u>	<u>CreativeWork</u>	A resource that was used in the creation of this resource. This term can be repeated for multiple sources. For example, http://example.com/great-multiplication-intro.html . Supersedes <u>isBasedOnUrl</u> .
<u>isConsumableFor</u>	<u>Product</u>	A pointer to another product (or multiple products) for which this product is a consumable.
<u>isRelatedTo</u>	<u>Product</u> or	A pointer to another, somehow

Property	On Types	Description
	Service	related product (or multiple products).
isSimilarTo	Product or Service	A pointer to another, functionally similar product (or multiple products).
itemOffered	Demand or Offer	The item being offered.
itemShipped	ParcelDelivery	Item(s) being shipped.
orderedItem	Order or OrderItem	The item ordered.
owns	Organization or Person	Products owned by the organization or person.
productSupported	ContactPoint	The product or service this support contact point is related to (such as product support for a particular product line). This can be a specific product or product line (e.g. "iPhone") or a general category of products or services (e.g. "smartphones").
typeOfGood	OwnershipInfo or TypeAndQuantityNode	The product that this structured value is referring to.

More specific Types

- [IndividualProduct](#)
- [ProductModel](#)
- [SomeProducts](#)
- [Vehicle](#)

I.1.1.2 Acknowledgement

This term [uses](#) terminology from the GoodRelations Vocabulary for E-Commerce, created by Martin Hepp. GoodRelations is a data model for sharing e-commerce data on the Web. More information about GoodRelations can be found at <http://purl.org/goodrelations/>.

Examples

Example 1

Without Markup

Kenmore White 17" Microwave

Rated 3.5/5 based on 11 customer reviews
\$55.00
In stock
Product description:
0.7 cubic feet countertop microwave. Has six preset cooking categories
and
convenience features like Add-A-Minute and Child Lock.
Customer reviews:
Not a happy camper - by Ellie, April 1, 2011
1/5 stars
The lamp burned out and now I have to replace it.
Value purchase - by Lucas, March 25, 2011
4/5 stars
Great microwave for the price. It is small and fits in my apartment.
...

Microdata

```
<div itemscope itemtype="http://schema.org/Product">
  <span itemprop="name">Kenmore White 17" Microwave</span>
  
  <div itemprop="aggregateRating"
    itemscope itemtype="http://schema.org/AggregateRating">
    Rated <span itemprop="ratingValue">3.5</span>/5
    based on <span itemprop="reviewCount">11</span> customer reviews
  </div>
  <div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
    <!--price is 1000, a number, with locale-specific thousands
separator
and decimal mark, and the $ character is marked up with the
machine-readable code "USD" -->
    <span itemprop="priceCurrency" content="USD">$</span><span
      itemprop="price" content="1000.00">1,000.00</span>
    <link itemprop="availability" href="http://schema.org/InStock" />In
stock
  </div>
  Product description:
  <span itemprop="description">0.7 cubic feet countertop microwave.
Has six preset cooking categories and convenience features like
Add-A-Minute and Child Lock.</span>
  Customer reviews:
  <div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="name">Not a happy camper</span> -
    by <span itemprop="author">Ellie</span>,
    <meta itemprop="datePublished" content="2011-04-01">April 1, 2011
    <div itemprop="reviewRating" itemscope
itemscope itemtype="http://schema.org/Rating">
      <meta itemprop="worstRating" content = "1">
      <span itemprop="ratingValue">1</span>/
      <span itemprop="bestRating">5</span>stars
    </div>
  </div>
```

```

    <span itemprop="description">The lamp burned out and now I have to
replace
    it. </span>
</div>
<div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="name">Value purchase</span> -
    by <span itemprop="author">Lucas</span>,
    <meta itemprop="datePublished" content="2011-03-25">March 25, 2011
    <div itemprop="reviewRating" itemscope
itemtype="http://schema.org/Rating">
        <meta itemprop="worstRating" content = "1"/>
        <span itemprop="ratingValue">4</span>/
        <span itemprop="bestRating">5</span>stars
    </div>
    <span itemprop="description">Great microwave for the price. It is
small and
    fits in my apartment.</span>
</div>
...
</div>

```

RDFa

```

<div vocab="http://schema.org/" typeof="Product">
    <span property="name">Kenmore White 17" Microwave</span>
    
    <div property="aggregateRating"
        typeof="AggregateRating">
        Rated <span property="ratingValue">3.5</span>/5
        based on <span property="reviewCount">11</span> customer reviews
    </div>
    <div property="offers" typeof="Offer">
        <!--price is 1000, a number, with locale-specific thousands
separator
        and decimal mark, and the $ character is marked up with the
machine-readable code "USD" -->
        <span property="priceCurrency" content="USD">$</span><span
        property="price" content="1000.00">1,000.00</span>
        <link property="availability" href="http://schema.org/InStock" />In
stock
    </div>
    Product description:
    <span property="description">0.7 cubic feet countertop microwave.
Has six preset cooking categories and convenience features like
Add-A-Minute and Child Lock.</span>
    Customer reviews:
    <div property="review" typeof="Review">
        <span property="name">Not a happy camper</span> -
        by <span property="author">Ellie</span>,
        <meta property="datePublished" content="2011-04-01">April 1, 2011
        <div property="reviewRating" typeof="Rating">
            <meta property="worstRating" content = "1">
            <span property="ratingValue">1</span>/
            <span property="bestRating">5</span>stars
        </div>
    </div>

```

```

    </div>
    <span property="description">The lamp burned out and now I have to
replace
    it. </span>
</div>
<div property="review" typeof="Review">
    <span property="name">Value purchase</span> -
    by <span property="author">Lucas</span>,
    <meta property="datePublished" content="2011-03-25">March 25, 2011
    <div property="reviewRating" typeof="Rating">
        <meta property="worstRating" content = "1"/>
        <span property="ratingValue">4</span>/
        <span property="bestRating">5</span>stars
    </div>
    <span property="description">Great microwave for the price. It is
small and
    fits in my apartment.</span>
</div>
...
</div>

```

JSON-LD

```

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "3.5",
    "reviewCount": "11"
  },
  "description": "0.7 cubic feet countertop microwave. Has six preset
cooking categories and convenience features like Add-A-Minute and Child
Lock.",
  "name": "Kenmore White 17\" Microwave",
  "image": "kenmore-microwave-17in.jpg",
  "offers": {
    "@type": "Offer",
    "availability": "http://schema.org/InStock",
    "price": "55.00",
    "priceCurrency": "USD"
  },
  "review": [
    {
      "@type": "Review",
      "author": "Ellie",
      "datePublished": "2011-04-01",
      "description": "The lamp burned out and now I have to replace
it.",
      "name": "Not a happy camper",
      "reviewRating": {
        "@type": "Rating",

```

```

        "bestRating": "5",
        "ratingValue": "1",
        "worstRating": "1"
    }
},
{
    "@type": "Review",
    "author": "Lucas",
    "datePublished": "2011-03-25",
    "description": "Great microwave for the price. It is small and
fits in my apartment.",
    "name": "Value purchase",
    "reviewRating": {
        "@type": "Rating",
        "bestRating": "5",
        "ratingValue": "4",
        "worstRating": "1"
    }
}
]
}
</script>

```

Example 2

Without Markup

```


Dell UltraSharp 30" LCD Monitor
87 out of 100 based on 24 user ratings
$1250 to $1495 from 8 sellers
Sellers:
<a href="save-a-lot-monitors.com/dell-30.html">
  Save A Lot Monitors - $1250</a>
<a href="jondoe-gadgets.com/dell-30.html">
  Jon Doe's Gadgets - $1350</a>
...

```

Microdata

```

<div itemscope itemtype="http://schema.org/Product">
  
  <span itemprop="name">Dell UltraSharp 30" LCD Monitor</span>
  <div itemprop="aggregateRating"
    itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue">87</span>
    out of <span itemprop="bestRating">100</span>
    based on <span itemprop="ratingCount">24</span> user ratings
  </div>
  <div itemprop="offers" itemscope
itemtype="http://schema.org/AggregateOffer">
    <span itemprop="lowPrice">$1250</span>

```

```

to <span itemprop="highPrice">$1495</span>
from <span itemprop="offerCount">8</span> sellers
Sellers:
<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
  <a itemprop="url" href="save-a-lot-monitors.com/dell-30.html">
    Save A Lot Monitors - $1250</a>
</div>
<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
  <a itemprop="url" href="jondoe-gadgets.com/dell-30.html">
    Jon Doe's Gadgets - $1350</a>
</div>
</div>
...
</div>

```

RDFa

```

<div vocab="http://schema.org/" typeof="Product">
  
  <span property="name">Dell UltraSharp 30" LCD Monitor</span>
  <div property="aggregateRating"
    typeof="AggregateRating">
    <span property="ratingValue">87</span>
    out of <span property="bestRating">100</span>
    based on <span property="ratingCount">24</span> user ratings
  </div>
  <div property="offers" typeof="AggregateOffer">
    <span property="lowPrice">$1250</span>
    to <span property="highPrice">$1495</span>
    from <span property="offerCount">8</span> sellers
  Sellers:
  <div property="offers" typeof="Offer">
    <a property="url" href="save-a-lot-monitors.com/dell-30.html">
      Save A Lot Monitors - $1250</a>
  </div>
  <div property="offers" typeof="Offer">
    <a property="url" href="jondoe-gadgets.com/dell-30.html">
      Jon Doe's Gadgets - $1350</a>
  </div>
  ...
</div>

```

JSON-LD

```

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "aggregateRating": {
    "@type": "AggregateRating",
    "bestRating": "100",
    "ratingCount": "24",
    "ratingValue": "87"
  }
}

```

```

    },
    "image": "dell-30in-lcd.jpg",
    "name": "Dell UltraSharp 30\" LCD Monitor",
    "offers": {
      "@type": "AggregateOffer",
      "highPrice": "$1495",
      "lowPrice": "$1250",
      "offerCount": "8",
      "offers": [
        {
          "@type": "Offer",
          "url": "save-a-lot-monitors.com/dell-30.html"
        },
        {
          "@type": "Offer",
          "url": "jondoe-gadgets.com/dell-30.html"
        }
      ]
    }
  }
}
</script>

```

Example 3

Without Markup

```

<div>
  <!-- http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600 -->
  <span>315</span>
  <div>
    
    <a href="http://multivarki.ru/brand_502/">
      <span>BRAND 502</span>
    </a>
    <div>
      <span>4399 p.</span>
    </div>...
  <div>
    ...
  </div>
</div>
</div>

```

Microdata

```

<div itemscope itemtype="http://schema.org/ItemList">
  <link itemprop="url"
  href="http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600" />
  <span itemprop="numberOfItems">315</span>
  <div itemprop="itemListElement" itemscope
  itemtype="http://schema.org/Product">
    
        <a itemprop="url" href="http://multivarki.ru/brand_502/">
            <span itemprop="name">BRAND 502</span>
        </a>
        <div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
            <span itemprop="price">4399 p.</span>
        </div>...
        <div itemprop="itemListElement"
itemtype="http://schema.org/Product">
            ...
        </div>
    </div>
</div>

```

RDFa

```

<div vocab="http://schema.org/" typeof="ItemList">
    <link property="url"
href="http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600" />
    <span property="numberOfItems">315</span>
    <div property="itemListElement" typeof="Product">
        
        <a property="url" href="http://multivarki.ru/brand_502/">
            <span property="name">BRAND 502</span>
        </a>
        <div property="offers" typeof="http://schema.org/Offer">
            <meta property="schema:priceCurrency" content="RUB">pyб
            <meta property="schema:price" content="4399.00">4 399,00
            <link property="schema:itemCondition"
href="http://schema.org/NewCondition">
        </div>...
        <div property="itemListElement" typeof="Product">
            ...
        </div>
    </div>
</div>

```

JSON-LD

```

<script type="application/ld+json">
{
    "@context": "http://schema.org",
    "@type": "ItemList",
    "url": "http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600",
    "numberOfItems": "315",
    "itemListElement": [{
        "@type": "Product",
        "image": "http://img01.multivarki.ru.ru/c9/f1/a5fe6642-18d0-47ad-
b038-6fca20f1c923.jpeg",
        "url": "http://multivarki.ru/brand_502/",

```

```
    "name": "Brand 502"
  }, {
    "@type": "Product",
    "name": "...
  }
],
"offers": {
  "@type": "Offer",
  "price": "4399 p."
}
}
</script>
```