

Product

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Product

The Product schema is used for the item types shown in bold below in the microdata type hierarchy:

Thing

Place

Organization

Local Business

Xxx

<http://schema.org/Xxx>

Yyy

<http://schema.org/Yyy>

Properties

Property	Type	Description
Properties from Thing		
name	text	required the name of the establishment
description	text	a short description of the establishment
url	URL	URL of a web page (itemtype="http://schema.org/WebPage") about (itemprop="about") the establishment
image	URL	URL of a picture of the establishment
Properties from		

Template

```
<div itemscope="itemscope" itemtype="http://schema.org/<var mode="pre"><#SchemaName#></var> "
  <span itemprop="name"><var mode="pre"><#Establishment Name#></var> </span>
  <span itemprop="description"><var mode="pre"><#Description of the establishment#></var> </span>
  <a href="<var mode="pre"><#http://www.ExampleOnly.com/path/file-name.html#></var> " ><var mode="pre"><#></var>
  <#http://www.ExampleOnly.com/images/image-name.png#></var> " alt="
</div>
```

Examples

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THE END