Microdata is a standardized way to provide additional semantics in your web pages.

Microdata lets you define your own customized elements and start embedding custom properties in your web pages. At a high level, microdata consists of a group of name-value pairs.

The groups are called **items**, and each name-value pair is a **property**. Items and properties are represented by regular elements.

**Example**

* To create an item, the **itemscope** attribute is used.
* To add a property to an item, the **itemprop** attribute is used on one of the item's descendants.

Here there are two items, each of which has the property "name" −

<html>

<body>

<div itemscope>

<p>My name is <span itemprop = "name">Zara</span>.</p>

</div>

<div itemscope>

<p>My name is <span itemprop = "name">Nuha</span>.</p>

</div>

</body>

</html>

## Global Attributes

|  |  |
| --- | --- |
| Sr.No. | Attribute & Description |
| 1 | **itemscope**  This is used to create an item. The itemscope attribute is a Boolean attribute that tells that there is Microdata on this page, and this is where it starts. |
| 2 | **itemtype**  This attribute is a valid URL which defines the item and provides the context for the properties. |
| 3 | **itemid**  This attribute is global identifier for the item. |
| 4 | **itemprop**  This attribute defines a property of the item. |
| 5 | **itemref**  This attribute gives a list of additional elements to crawl to find the name-value pairs of the item. |

Microdata introduces five global attributes which would be available for any element to use and give context for machines about your data.