

Hard to believe, but it is true.

In this article, we will show you how to scrape all product reviews for a particular product or products, by using just a browser and a Chrome extension called Web Scraper. You will not need any special software, programming or other skills to monitor reviews about a handful of your own products on Amazon.

## What data are we extracting from Amazon?

For this tutorial we will only extract the following fields from the products review page:

1. Author
2. Title
3. Date
4. Content
5. Rating

Below is the annotated screenshot of the fields of one review:

The screenshot shows an Amazon product review page with the following annotated fields:

- Rating:** Indicated by a red line pointing to the star rating (4 stars) and the text "Showing 1-10 of 545 reviews".
- Author:** Indicated by a red line pointing to the username "Springbear".
- Title:** Indicated by a red line pointing to the review title "Wasted money. Lasted a whole 2 days..".
- Date:** Indicated by a red line pointing to the date "October 23, 2017".
- Content:** Indicated by a red line pointing to the review text "This was installed on an Air 2 on Thursday night and was cracked by Sunday morning. Installed per instructions and still had a couple of small air bubbles towards the top and 1 spot with a dust particle on the lower left so wasn't the end of the world. The Ipad is in a smart case and is carried in a padded sleeve so it is handled with care. Much to my dismay by Sunday morning it had a spider crack on the right side which spread by the end of the day. When I went to remove the protector it literally chipped when pulling it off. I have purchased different brand screen protectors for other devices and never had this issue. Normally I would contact the seller before adding a low review, but there is no option to contact sell directly."

The screenshot also shows a search bar, a "Search" button, and filter options for "SORT BY" (Top rated), "FILTER BY" (All reviewers, 1 star only), and "Text, image, video".

# Prerequisites

- **Google Chrome Browser** – You will need to download the [Chrome browser](#). The extension requires Chrome 49+.
- **Web Scraper Chrome Extension** – The [Web Scraper extension](#) can be downloaded from the [Chrome Web Store](#). After downloading the extension you will see a spider icon in your browser toolbar.

## The Amazon Review Scraper

Using Web Scraper extension, you can create a sitemap that shows how the website should be traversed and what data should be extracted. The setup process is fairly simple, you can follow some of our other [Web Scraper Extension tutorials](#) or [Documentation](#) if you need to know more.

We have already made a scraper you can copy paste into the extension.

### Import Scraper

After you have installed the extension right-click anywhere on a page, go to 'Inspect' and the Developer Tools console will pop up. Click on the tab 'Web Scraper' and go on to the 'Create new sitemap' button and click on the 'Import sitemap' option. Now paste the JSON below into the Sitemap JSON box.

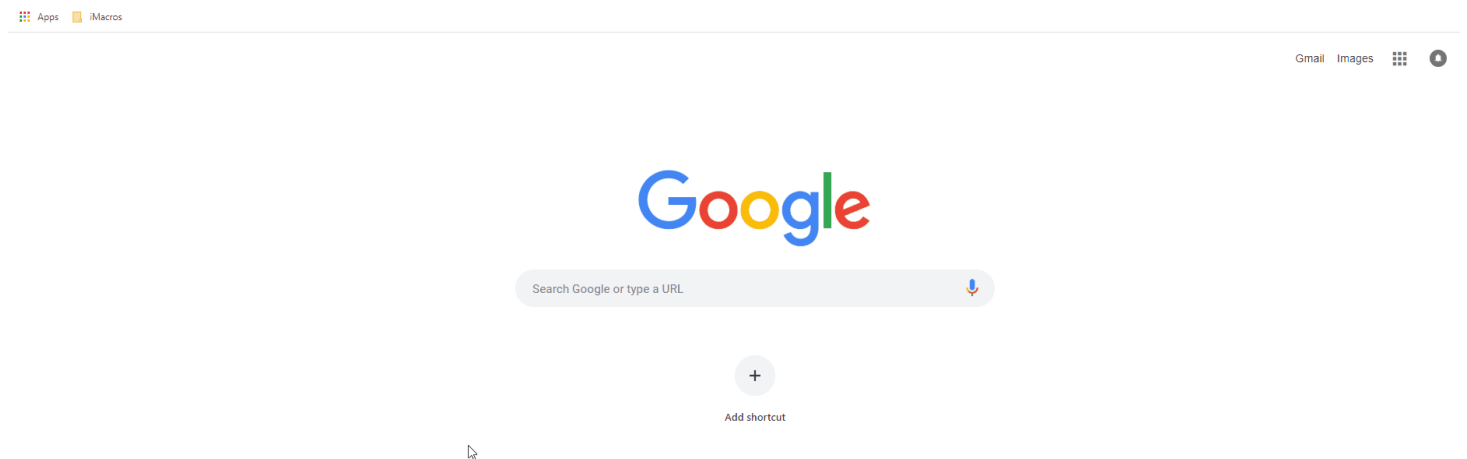
```
{
  "_id": "amazon_reviews",
  "startUrl": [
    "https://www.amazon.com/Screen-Protector-SPARIN-Tempered-Glass/product-reviews/B013JZCAZK/ref=cm_c
  ],
  "selectors": [
    {
      "id": "review",
      "type": "SelectorElement",
      "parentSelectors": [
        "_root",
        "next"
      ],
      "selector": "div.a-section.review",
      "multiple": true,
      "delay": 0
    },
  ],
}
```

```

    "id": "author",
    "type": "SelectorText",
    "parentSelectors": [
        "review"
    ],
    "selector": "span.a-profile-name",
    "multiple": false,
    "regex": "",
    "delay": 0
},
{
    "id": "title",
    "type": "SelectorText",
    "parentSelectors": [
        "review"
    ],
    "selector": "a.a-size-base.review-title",
    "multiple": false,
    "regex": "",
    "delay": 0
},
{
    "id": "date",
    "type": "SelectorText",
    "parentSelectors": [
        "review"
    ],
    "selector": "span.a-size-base.a-color-secondary",
    "multiple": false,
    "regex": "",
    "delay": 0
},
{
    "id": "content",
    "type": "SelectorText",
    "parentSelectors": [
        "review"
    ],
    "selector": "div.a-row.review-data span.a-size-base",
    "multiple": false,
    "regex": "",
    "delay": 0
},
{
    "id": "rating",
    "type": "SelectorText",
    "parentSelectors": [
        "review"
    ],
    "selector": "span.a-icon-alt",
    "multiple": false,
    "regex": "",
    "delay": 0
},
{
    "id": "next",
    "type": "SelectorLink",
    "parentSelectors": [
        "_root",
        "next"
    ],
    "selector": "li.a-last a",
    "multiple": false,
    "delay": 0
}
]
}

```

Copy the JSON above and import into Web Scraper Extension, as shown below.  
If you have trouble copying, please [copy from Github](#).



We will extract reviews from the product review page –

[https://www.amazon.com/Screen-Protector-SPARIN-Tempered-Glass/product-reviews/B013JZCAZK/ref=cm\\_cr\\_arp\\_d\\_viewopt\\_sr?ie=UTF8&reviewerType=all\\_reviews&pageNumber=1&filterByStar=one\\_star](https://www.amazon.com/Screen-Protector-SPARIN-Tempered-Glass/product-reviews/B013JZCAZK/ref=cm_cr_arp_d_viewopt_sr?ie=UTF8&reviewerType=all_reviews&pageNumber=1&filterByStar=one_star)

You can scrape other URLs by editing the metadata. In the Web Scraper toolbar, click on the Sitemap button (which would have changed to sitemap 'your sitemap name' now) and select the "Edit metadata" option and paste the new URL as the Start URL.

Here is how

### Customer reviews

**★★★★☆ 1,249**

4.0 out of 5 stars ~

Star Rating	Percentage
5 star	59%
4 star	13%
3 star	8%
2 star	7%
1 star	13%

[Write a review](#)

### Amazon Fire 7 Tablet Case (7th Generation, 2017 Release), Charcoal Black

by Amazon

Color: Charcoal Black [Change](#)

Price: \$18.75 + Free shipping with Amazon Prime

### Top positive review

See all 903 positive reviews ›

Phil in Magnolia
HALL OF FAME
TOP 50 REVIEWER

**★★★★★ A great choice for a good looking and durable case to protect the new 7" Fire tablet**

June 9, 2017

Over the years, I've tried a variety of cases for the various models of Kindle and Fire tablet that I've purchased from Amazon. While I've found a few third party covers that have been durable and attractive, I found myself coming back to Amazon's own product when I purchased one of their new 7" Fire tablets, and I'm pleased with it.

This is a very good quality cover, it fits well, and it provides support to the tablet both in landscape and portrait orientation. It's made of fabric on the outside, with a microfiber inner lining to protect the screen of the tablet when the cover is closed. It matches the color of the Fire tablet perfectly.

### Top critical review

See all 346 critical reviews ›

Wren

**★★☆☆☆ Don't do it!**

September 14, 2017

Hate this case. Won't stand up, constantly closes up, no way to hold onto it so that the speakers are uncovered. Constantly falls from my hands. Wish I could still exchange it, but it's been too long.

39 people found this helpful

[Shop now](#)

Add feedback

🔍

Elements Console Sources Network Performance Memory Application Security Audits AdBlock Web Scraper

Sitemaps Sitemap amazon-reviews Create new sitemap

\_root

ID	Selector	type	Multiple	Parent selectors	Actions
review	div.a-section.review	SelectorElement	yes	_root.nest	<a href="#">Element preview</a> <a href="#">Data preview</a> <a href="#">Edit</a> <a href="#">Delete</a>
nest	li.a-list a	SelectorLink	no	_root.nest	<a href="#">Element preview</a> <a href="#">Data preview</a> <a href="#">Edit</a> <a href="#">Delete</a>

[Add new selector](#)

To start scraping, go to the Sitemap and click 'Scrape' from the drop down. A new instance of Chrome will launch, enabling the extension to scroll and grab the data. Once the scrape is complete, the browser will close automatically and send a notification.

# Download the Data as CSV

To download the scraped data as a CSV file that you can open in Microsoft Excel or Google Sheets, go to the **Sitemap drop down > Export as CSV > Download Now**

## We can help with your data or automation needs

Turn the Internet into meaningful, structured and usable data

Please enter details, data sources, requests - anything relevant

Contact Us

**Disclaimer:** *Any code provided in our tutorials is for illustration and learning purposes only. We are not responsible for how it is used and assume no liability for any detrimental usage of the source code. The mere presence of this code*

*on our site does not imply that we encourage scraping or scrape the websites referenced in the code and accompanying tutorial. The tutorials only help illustrate the technique of programming web scrapers for popular internet websites. We are not obligated to provide any support for the code, however, if you add your questions in the comments section, we may periodically address them.*