

# Extract all reviews from Amazon.com with just Google Chrome

What data are we extracting from Amazon?

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Hard to believe, but it is true.

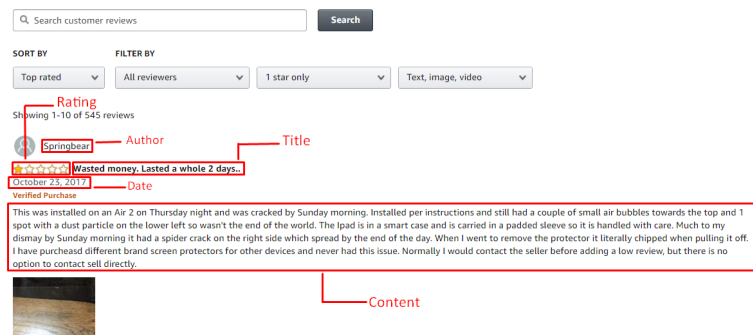
In this article, we will show you how to scrape all product reviews for a particular product or products, by using just a browser and a Chrome extension called Web Scraper. You will not need any special software, programming or other skills to monitor reviews about a handful of your own products on Amazon.

## 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

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



## 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](#)

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

## Import Scraper

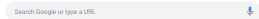
After you have installed the extension right-click anywhere on a page, go to 'Inspect' and the Developer Tools console will pop up. Click on the tab 'Web Scraper' and go on to the 'Create new sitemap' button and click on the 'Import sitemap' option. Now paste the JSON below into the Sitemap JSON box.

```
{
  "_id": "amazon_reviews",
  "startUrl": [
    "https://www.amazon.com/Screen-
  ],
  "selectors": [
    {
      "id": "review",
      "type": "SelectorElement",
      "parentSelectors": [
        "_root",
        "next"
      ],
      "selector": "div.a-section.re
      "multiple": true,
      "delay": 0
    },
    {
      "id": "author",
      "type": "SelectorText",
```

```
    ],
    "selector": "span.a-profile-n",
    "multiple": false,
    "regex": "",
    "delay": 0
  },
  {
    "id": "title",
    "type": "SelectorText",
    "parentSelectors": [
      "review"
    ],
    "selector": "a.a-size-base.re",
    "multiple": false,
    "regex": "",
    "delay": 0
  },
  {
    "id": "date",
    "type": "SelectorText",
    "parentSelectors": [
      "review"
    ],
    "selector": "span.a-size-base",
    "multiple": false,
    "regex": "",
    "delay": 0
  },
  {
    "id": "content",
    "type": "SelectorText",
    "parentSelectors": [
      "review"
    ],
    "selector": "div.a-row.review",
    "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](#).



[Add shortcuts](#)

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\_vie  
wopt\_sr?  
ie=UTF8&reviewerType=all\_reviews&pageN  
umber=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

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[Gift Cards](#)
[Registry](#)
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[Cart](#)

Amazon Fire 7 Tablet Case (7th Generation, 2017 Release), Charcoal... [Customer reviews](#)

### Customer reviews

4.3 out of 5 stars

|        |     |
|--------|-----|
| 5 star | 50% |
| 4 star | 30% |
| 3 star | 15% |
| 2 star | 7%  |
| 1 star | 1%  |

[Write a review](#)

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

Color: Charcoal Black [Change](#)

Price: \$15.75 [Free shipping with Amazon Prime](#)

[Add to Cart](#)

[Add to Wish List](#)

#### Top positive review

out of 100 positive reviews

**PHD in Magnolia** [HALL OF FAME](#) [TOP 100 REVIEWER](#)

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

Over the years, I've tried a variety of cases for the various models of Kindle and Fire tablet that I have owned. Unfortunately, I have found that the only third party cases 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, I was looking for a good looking and durable case to protect the new 7" Fire tablet. I found this case. I wasn't stand up, certainly classless, no way to hold onto it that the speakers are unobscured. Certainly looks like it has been hand made by hand. What I could not believe is, it's not been too long.

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#### Top critical review

out of 100 critical reviews

**W**

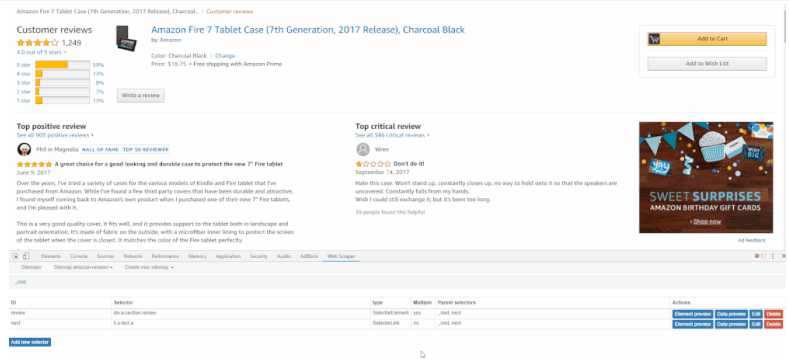
★★★★★ **Don't do it**

September 14, 2017

Have this case. Won't stand up, certainly classless, no way to hold onto it that the speakers are unobscured. Certainly looks like it has been hand made by hand. What I could not believe is, it's not been too long.

**SWEET SURPRISES**

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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**

usable data

Please enter details, data sources,  
requests - anything relevant

Contact Us

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### [Analysing Amazon Product Reviews](#)

#### [Using LDA Topic Modelling](#)

This tutorial is to help you understand better ways of retrieving and structuring reviews using Python. We take the example of Amazon Echo and derive some insights.



### [How to scrape Amazon Reviews](#)

#### [using Python](#)

This tutorial is a follow-up to Tutorial: How To Scrape Amazon Product Details and Pricing using Python, by extending the Amazon price data to also cover product reviews. The scope of this tutorial is limited...



### [How to Scrape Amazon BestSeller](#)

## Chrome Extension

Tutorial on how to scrape product details from best seller listings of Amazon using web scraper chrome extension.



### How To Scrape Amazon Product

#### Details and Pricing using Python

In this tutorial we will build an amazon scraper for extracting product details and pricing. We will build this simple web scraper using python and LXML and run it in a console. But before we...



### How to scrape Amazon Reviews

#### using Python

This tutorial is a follow-up to Tutorial: How To Scrape Amazon Product Details and Pricing using Python, by extending the Amazon price data to also cover product reviews. The scope of this tutorial is limited...



Amazon Top 10

## Categories

A picture speaks a thousand words, or so the saying goes - so here we go



## How Many Products Does Amazon Sell

### Worldwide - August 2017

Amazon.com - a company that sold books, has now become a massive e-commerce that has 11 marketplaces worldwide. We took a look at the number of products sold in each country that Amazon sells online...

Posted in: [eCommerce Data Gathering Tutorials](#), [Web Scraping Tutorials](#)

Published On: January 24, 2019

## Responses



**Jordan** February 9, 2019

Hello,

Thank you for this guide – very helpful!

Is there a way to also scrape the "\_\_\_ people found this helpful" field for each review using this scraping method?

Thank you!



**ScrapeHero** February 10, 2019

You should be able to edit this sitemap using the chrome extension and add that field.

[Reply](#)



**boop** February 15, 2019

Hi guys, tried doing this but it didn't scrape all the reviews, it only got like 260 out of 320. Any ideas? I did it twice, same issue

[Reply](#)



**ScrapeHero** February 16, 2019

Can you please paste the ASIN you are trying this for ?

[Reply](#)



**SV** February 23, 2019

@boop is correct. There's something wrong as it doesn't scrape all the reviews. If there are around 190 reviews, it only scrapes 155. @ScrapeHero, can you please look that issue and let us all know why it that the case? Otherwise, it is a powerful tool but the fact that it doesn't get all the reviews is somewhat annoying. Would appreciate a quick response. Thanks.

[Reply](#)

### Comments or Questions?

Enter your comment here...



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