

Product Review Best Practices:

10 Tips to Optimize Review Writing

1

Take the time to craft an insightful review. As you are writing your review, think about these questions for inspiration:

- What do you wish you knew about the product before you bought it?
- Would you buy it again, or recommend it to someone else?
- Would your research have been different without the product?
- If you could tell someone just one thing about the product, what would it be?
- Did the product meet your expectations?

2

Be original. We want to read how the product you are reviewing was helpful to your research. While it can be tempting to use the manufacturer's description of the product, we encourage you to submit original information.

3

Share as many details as possible. Since scientists rely on product reviews to learn more about tools and technologies and help make purchasing decisions, including as much information as possible is encouraged.

4

Avoid using the same title and information for more than one review. Try to be as descriptive and original as possible. Don't just say "Good" or "Great" on every review. Expand on your impressions with as many details as you can. We require original and unique content, and incomplete or duplicative reviews will be flagged for follow-up, delaying processing and payment.

5

Try to include the product name, and/or the application in the title of your review. Again, the more complete the review, the more useful it is to other scientists. Our goal is to help scientists make informed decisions in their buying process—descriptive titles let them know what the review is about at a glance.

6

Make sure that every required field is completed, especially the Synopsis, The Good, and The Bad. Our users report these fields are among the most helpful.

7

Use short file names when uploading your images. Long file names with special characters sometimes get rejected by our site. Try "productcompany.jpg" or "yourlastname.jpg".

8

A good image is especially useful. A data image is preferred for non-equipment reviews but a product shot is acceptable. For equipment, try to get a good angle where you can see the entire instrument.

9

Don't forget to complete the form with all requested reviewer information: Your institutional email, first name, last name, and department information are all essential.

10

Check your work. Please look over your reviews for grammatical errors and typing mistakes before submitting them.