



Affiliate Marketers: Tips for Writing an Effective Product Review

Product reviews give potential buyers information and opinions on products so that they can make better buying decisions. Reviews are great promotional tools for affiliate marketers like you for a number of reasons including:

- ❑ Giving a full-page review to your product (or dedicating an email broadcast a review) commands your reader's full attention. It's not like a graphic or other random ad on a page.
- ❑ Detailed and honest reviews can help build your credibility as a trusted source of product information in your market.
- ❑ Allows you to target specific product keyword phrases in order to rank well in search engines or to purchase pay-per-click ads.
- ❑ Helps you warm up your readers to the product before sending them to the website for a sales pitch.
- ❑ People hate to make decisions – especially with their money and they often prefer to follow the crowd. If you've shown them your results...they are more likely to take your recommendation.

What to Include in Your Review:

As with many things in marketing, there are no hard and fast rules on what must be in a product review, but here are some suggestions:

- **Name of the product.**
- **Pertinent details:** For example the author, format, etc. where applicable.
- **Purpose of the product:** What does it do and why would someone want it?
- **Features of the product:** Give an easy-to-read bulleted list.
- Highlight what you think are the **best features/benefits** of the product.
- **Potential drawbacks:** No product is perfect or suitable for every single buyer. You can highlight these drawbacks in a positive way:

- Mention the drawback and give a solution. For example, “There is no drink holder in the stroller, but you can purchase an attachable one at _____.
- You can also qualify readers by saying things like, “This product is not for beginners,” or “This product is best suited for those who can dedicate at least 20 minutes per day to make the methods work.”
- If this is a low-cost alternative to a higher-priced but better product – you can say the trade-off is the money you save (and still link to the other higher priced product for those who want it)
- **Your personal experience:** Offer your own thoughts on the product and remember to include as many details as possible about how you use the product and the results you got. Also provide as much proof of your results as you can.
- **Experiences of Others:** You can also ask for feedback from your subscribers and visitors and add that to your review. Or simply let them post their own comments to your review.

How to Use Your Full Page Review:

- Optimize your page for search engine visitors. Do your keyword research. (<http://www.wordtracker.com>) to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, links pointing to your review, etc.
- Link to your full page recommendation from various areas of your website, include the review in your autoresponders, pay-per-click campaigns and article bylines where appropriate.
- Make your review into a PDF document that people can print out and send to their friends.
- Register a separate domain and create a review site with all of your product reviews.