

FAQs about reviews

Q. Can I ask my friends and family to buy and review my products?

A. According to Amazon, family members, close friends and employees are not permitted to post reviews on your listings.

However, there's more to it than that. Amazon will also filter out or remove reviews where they detect a connection between your seller account and the reviewer's customer account. Example of that would be using the same IP address to log in. Or, if reviewers share the same IP address, this is another reason why reviews may be flagged. An example of that would be asking your co-workers to help you out by purchasing and reviewing your product. If some of them do this from the same location (work), this would also be seen as suspicious.

Q. So, does this mean that I can't ask ANY of my friends or relatives to help me out?

A. Not necessarily. If you have friends or relatives in other parts of the country and there could definitely be no connection between your seller account and their customer account, then sure, you can ask them to help out.

Q. What about Facebook groups for Amazon deals and discounts?

A. These can be useful. Not only for reviews, but for some initial sales. However, it's recommended that you only accept 2 users from each group to purchase your product. It's also recommended that you make your arrangements with them via Messenger to ensure that they have a customer account with history. Users with brand new customer accounts may not be able to leave a review.

Q. What is the best way to get reviews on a new listing?

A. The best way is to use a solution like Feedback Genius (or send an email manually if you don't have the Professional account), AND, if possible, use inserts inside your product packaging

Q. I suspect that a competitor has left a negative review on my listing. What can I do?

A. You should contact Amazon and report it immediately. There is no guarantee that the review will be removed because it depends on whether Amazon can validate your suspicions. However, they are beginning to take these things very seriously, so you always report any review on your own listing if you feel you are justified in doing so.

Q. I've seen another listing where the reviews look fake. Should I report this to Amazon?

A. The advice is no. Focus on your own business and don't worry about what others are doing, even if they happen to be your competitors.

Additionally, as a seller, it's advised that you never post negative reviews on another seller's listing. If you don't like a product that you purchased, get a refund, but don't post a negative review!