

Content Unlocked
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NEILPATEL

Product Review

How To **Grow Your Traffic With**
Content Marketing

Product Review Template

Product reviews are similar to book reviews and are an easy way for you to build authority as a solutions provider for your followers.

For instance, if a new tactic is gaining momentum in your space, and if you find a product that makes it easier to implement, you owe it to your followers to tell them about it.

You can treat product reviews like the book review above. To do that you simply introduce the product and talk about what it does and whether it's worth the purchase.

In this asset we have a simplified version for you to follow and an in depth version for you to follow. Let's start off with the short version:

Step 1: INTRODUCE THE PRODUCT

Provide an introduction to your topic. You can do this in two ways:

1. Introduce the problem the product solves.
2. Introduce the product and move straight to a review of how it works.

Step 2: INTRODUCE THE PRODUCER/MAKER.

People appreciate a product more if they know the story behind its production. So introduce the maker and a link to their website.

Step 3: DESCRIBE THE PRODUCT.

Why was it created? What problem does it solve? How does it do it? Here's where you give all the details about the product.

IDEA: You can turn your content into a hybrid product review/how-to by including your how-to information here. Make each step of your solution a subhead, with images and copy to provide in-depth instruction.

Step 4: TELL WHAT YOU LIKE AND DON'T LIKE ABOUT IT.

You need to give your thoughts about the product. Tell your followers what works, what doesn't work, and why.

Step 5: GIVE YOUR RECOMMENDATION.

Share your opinion. Tell your readers whether you think the product is worth the investment. If you have any tips, share them as well.

Step 6: CONCLUSION/CALL TO ACTION.

If you opened your product review with a problem, you can close with the solution. That's an easy way to take your content full-circle, making your readers feel as if they got the whole story.

As always, include a call to action.

Now if you would like to know how to do things more in depth, we have the long version for you below as well!

1. Insert benefit-rich title that clearly and succinctly explains if the company is worth the reader's time/attention

Would you recommend it to a friend? Why or why not?

Don't pull any punches, but also aim to be as fair as possible. Before you lambast them, for example, compare the company to similar competitors.

This is your introduction and LEDE to the piece, which means you need to quickly encapsulate all the notable pros and cons of the content.

If the reader doesn't find this part engaging, then they won't continue reading. "Wow" them here.

Most readers just want to quickly know if the content is worth their attention or not when they open up a review. Is this company *worthwhile*? (When you consider "worthwhile," note who the content is for, its competitors, and the category it operates in.)

We advise not to just list out promoted features here. This <200-word opener should tell me if the company is worth my time.

If not, then point the reader to the competitor, which should definitely be worth their time.

2. [Insert benefit-rich title explaining top reason to use the [company]]

Keep it brief!

Use detailed questions [3-4] as a way to not only explain how the company is meant to function, but also to give the reader a sense if the company is right [OR WRONG] for them.

3. [Insert benefit-rich title explaining top reason people love the [company]]

This is the strengths section. You'll summarize the top positive features that *experts* and consumers [comments on review sites, for example] have to say about this company.

The credibility of your verdict hinges on how well you execute this section.

Don't build your whole case around the company based on one review by one user, "xyz_23 in Atlanta, Georgia."

This section and the next deserve a large portion of your reporting and word count.

4. [Enter benefit rich title summarizing consumer complaints]

This is the section where you'll highlight the top *negative* features that *experts* and consumers [comments on review sites, for example] have to say about this company. Use your own words!

Keep in mind that NTB is meant to illuminate how the company differs from others in its category.

Like the "what people love" section above, the credibility of your verdict hinges on how well you execute this section.

5. “They compete with... [insert [company’s] top competitor]”

Introduce the no. 1 competitor to [insert company name].

What is it about this competitor—specifically—that makes it stand out in comparison to the company?

Introduce and summarize the differences.

Why would a consumer go with the company versus the competition? Vice versa?

Clearly and persuasively explain. Use proof, e.g. “If you bought [insert company name] instead of [Company Name] you would pay \$5 more per month, costing you \$60 a year. Is the customer service worth it? Yes!”

6. “If you like X, then here are Y other competitive [products] to consider”

There’s obviously more than one product out there that competes with the one you’re reviewing. For the sake of clarity and concision, and so we don’t overwhelm the reader, briefly introduce those products.

7. “[Enter the top FAQ question here]”

Find the top question using Google, Reddit, Quora or your comment section.

This is the TOP question that consumers are asking about the company. Succinctly, and persuasively, answer that question.

8. Write a benefit-rich title that summarizes the perks and pain of the using the company’s products/services

Summarize the relationship between pros and cons of the experience, as an introduction.

Example, “While the company offers a slick product that delivers on style and performance, it can be frustrating if you need to reach out to their customer service. Luckily the quality of the product means you won’t have to do so very often.”

Then use normal text bold to call out the most notable points concerning:

- Product/service quality
- Key advantages
- The result of using the company's product/service (the benefits)
- Any unique features or issues
- Any other details or fine print

We advise to not just list features out. We are interested to know how the company compares to its competitors in the market.

- Are there areas where they stand out?
- Are there areas where they are lacking?
- How are they positioned in the market versus their competitors (luxury, value, utility)?
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This section and the next deserve a large portion of your reporting and word count.

9. Key Digital Services

What unique digital features/services does the company offer that the reader should know about?

Do they have an amazing feature that sets them apart from the competition? Simply "having an app" is not enough here. What makes it great and what does it let users do? Why will users love it?

Briefly, summarize in a short paragraph[s] and then use normal text bullets to explain these points.

What digital services should the reader care about?

If their app is a key digital service, be sure to look at their app ratings on Google Play if applicable.

10. "FAQ"

What are the top FAQs according to Quora, Reddit, Yahoo, the company's website, the internet?

Introduce and answer the most common ones clearly and concisely. *Google* to find these questions. We advise to not guess or exclusively rely on company's site for FAQ discovery.

11. Enter benefit rich title that echoes verdict

Now, write a brief conclusion that basically echoes the verdict you wrote at the start of the piece.

When done, we advise to add language stimulating the reader to share their opinion and leave comments

Have you tried [enter company name] [products/services]?

How has that worked out for you?

Any great tips [or nightmares] to share with the rest of us?

Let us know in the comments below!

12. Don't forget to write your meta description.

1. Use action-oriented language [start with an action verb: Discover, Learn, Understand, Boost].
2. Provide a solution or benefit.
3. Keep it under 155 characters.
4. Don't deceive searchers.
5. Make it specific and relevant.