

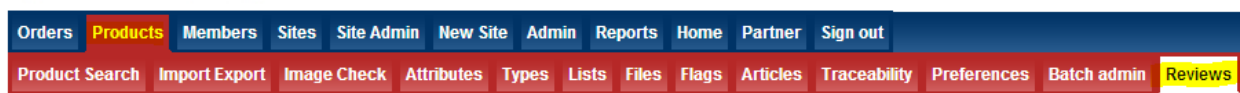
Etail Systems Tip Sheet

Objective: To approve or reject reviews, & how you can add your own in COMS.

The following tells you how to achieve this;-

Having a review function on your site is something search engines love – it can also help customers if they're not sure about buying a particular product. If you have a review function on your site, then you can manage it from the back office.

To access the review function, you need to go to 'Products' & 'Reviews'.



Approving or rejecting reviews

If you have any reviews pending, they'll look like so:

User Reviews				
Review settings Ratings				
Product description:	<input type="text"/>	Name:	<input type="text"/>	Review status: Pending <input type="button" value="Search reviews"/>
No of results: 1		Results per page: 20		Page: 1
Product / Member	Review	Date	Status	
Hologram Projector @.com		06/11/2012 20:12	Pending	<input type="button" value="Approve"/> <input type="button" value="Reject"/>

The product name will be against the review, as will the member's email address (as you have to be a member to post reviews – this cuts down on spam bots). The review will appear for you to see, along with the date and time, & whether you've accepted, rejected or a review is still pending.

To accept a review, click the green button. To reject it, click the red button.

If you need to search for a particular review, you can use the search function, by Product description, Name of the person & Review status.

Review Settings

You can also handle your Review Settings here, in the next mini tab along.

User Reviews | **Review settings** | Ratings

Product Reviews: ☒ Enable Product reviews

Approve new reviews: ☒ Approve new reviews before they go live on product

Enable Voting: ☐ Enable voting 'x' of y people found this useful'

Enable Moderation: ☐ Users can report content for moderation

Approve new Moderation: ☐ Approve user content reports before removing review content

No to display: Number of reviews to display on Product page

No Reviews text: We don't have any reviews for this item yet. Be the first to add a review (Maximum 150 characters)
77 characters remaining

Add reviews text: Your feedback is important to us so please add your own review for this item (Maximum 150 characters)
74 characters remaining

Review info: Your feedback is important to us and other customers. Please submit your own review for this product. (Maximum 500 characters)
399 characters remaining

Review Terms: By submitting your review you hereby accept that we retain the right to edit and publish them on our website and in any publication. We also retain the right not to publish should we find them unsuitable. You also grant us permission to reproduce them. Terms and conditions for user reviews

Update

Product Reviews – if this is ticked, they're enabled.

NB: If you want to implement this feature, please let us know as we need to add this to your product pages in other areas of the back office.

Approve new reviews – Do you want to approve reviews before they go on your site? Tick this box if so.

Enable Voting – Do you want people to vote on whether or not the review they read is helpful? Tick this box if so.

Enable Moderation – if your reviews automatically go live without needed to be approved, this function may be useful if someone finds something off topic or offensive.

Approve New Moderation – This lets you check the review that's been reported for moderation, before deciding if you want to remove it from your site.

No to display – How many reviews do you want to display at once? If there are a lot of them, you won't want then all showing. If someone wants to read more reviews, they can click the 'View all reviews' button.

Full Description	Product Features	Dimensions	Review
<p>Your feedback is important to us so please add your own review for this item</p> <p>Add review</p>			
<p>Reviewed by sylvia F on 25 January 2011</p> <p>This kept my grandad amused for hours. great fun!!!!</p>			
<p>Reviewed by Kat T on 25 January 2011</p> <p>Took my dad about two hours at christmas. Now he's very proud of himself, so thanks!</p>			
<p>Reviewed by Amanda S on 13 January 2011</p> <p>This little gem was good for keeping my brother amused over the Christmas period, lots of peace and quiet...shame it didn't take him longer!</p>			
<p>View all reviews</p>			

No Reviews Text – if an item has no reviews, this text will appear, along with an ‘Add review’ button.

Add Reviews Text – If an item has reviews, this text will appear at the top, encouraging more people to add their own reviews.

Review Info – When a customer goes to enter a review, this is the text they’ll see.

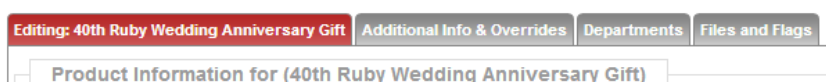
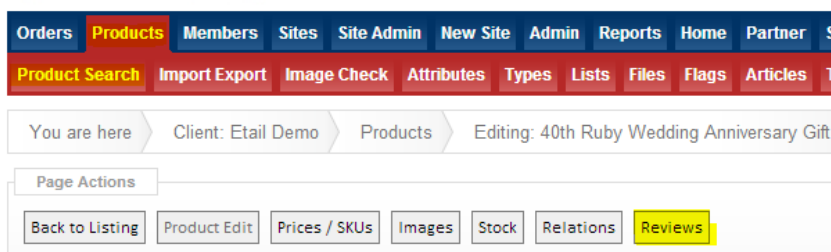
Review Terms – These are some terms & conditions people will see when they go to review an item.

If you make any changes, don’t forget to hit the ‘Update’ button.

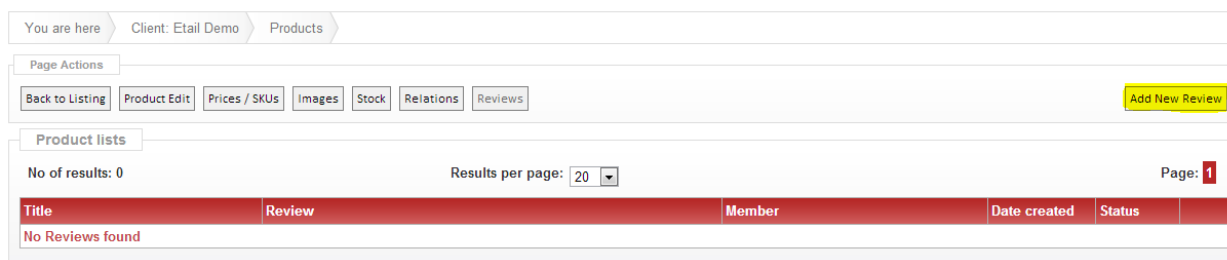
Adding reviews to a product (in COMS)

People may email in reviews of a product to you, or tell you over the phone – a way to add these reviews would be to add it yourself in the back office, if you have their permission.

First, you need to search for the product, & click in to edit it. You’ll then need to ‘Reviews’ tab.



Once in here, click ‘Add New Review’ on the right hand side.



You can now add your review information.

User Alias – the name of the person who provided the review.

Title – You can add a title to the review if you wish: customer don’t have the option to do this on the site, so may want to leave this blank so it blends in with any others.

Date added – You can select the date the review was added to the site.

Review – You type the actual review in here.

The screenshot shows a web form titled "Add User Review for 40th Ruby Wedding Anniversary Gift". The form contains several input fields and a large text area. The fields are labeled "User /Alias", "Title", "Date added", and "Review". The "Date added" field is pre-filled with "04/12/2012" and has a calendar icon. The "Review" field is a large text area. Below the text area, it says "2000 characters remaining". At the bottom of the form is a yellow button labeled "Add Review".

Add User Review for 40th Ruby Wedding Anniversary Gift

User /Alias The 'Alias' of the user who has provided the review

Title Title for the review. Note: Titles are not entered by site users so you may want to leave this blank

Date added 04/12/2012 Enter the date when the user added this review

Review

2000 characters remaining

Add Review

Once you're finished, click 'Add Review', & you're done!

If you need any help with reviews, please call 0844 482 0908 or email support@etailsystems.com