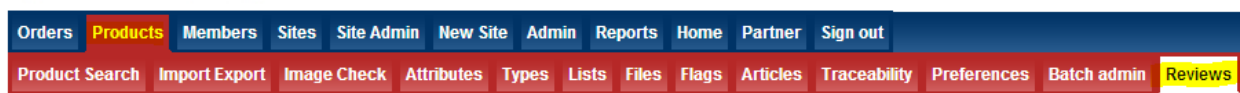## Etail Systems Tip Sheet

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:

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.

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.

Adding & approving reviews

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.
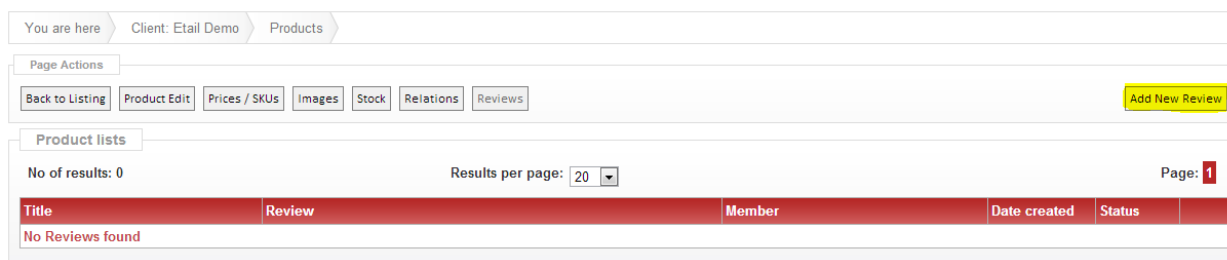
Adding reviews to a product (in COMS)

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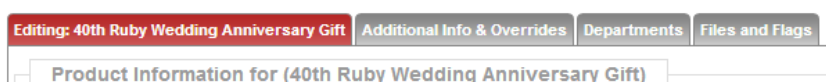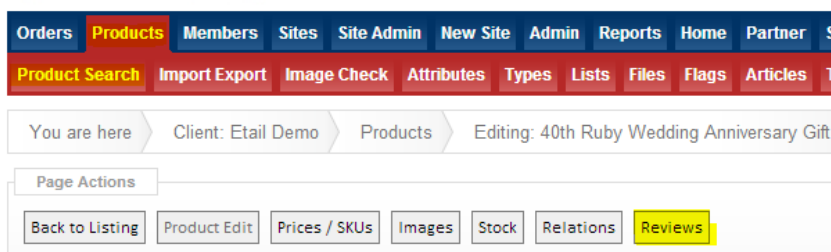
Once in here, click 'Add New Review' on the right hand side.

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.

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