

第四步：写产品评论

评论是为你销售的基础，它是如此重要，但是大部分的人却忽略了这一部分。hey，我曾经也这样做的。我们把收入放在了第一位，把读者放在第二位，我们的评论缺少细节，并且不能提供足够的有价值的信息。直到现在，我的很多网站充斥着没有色彩的评论，不能为我提供任何价值。但是我们正在逐步的修改这些网站，因为我们看到了有价值的评论带来的巨大潜力。

请记住读者想要被告知要买什么，大部分的人不想为某个问题纠结半天，他们只是想让我们帮他下结论，这是我们的切入点。

怎么写产品评论？

写产品评论对一些人来说是个挑战，但是我们有一个大体的轮廓，这样整个过程就很简单了，使用了这个轮廓你将会写出完美的产品评论，同样做得越多，就会越来越容易，熟能生巧。

不用花费大量时间考虑怎么写一篇完美的产品评论，。。不断的尝试和调整会使你的排名上升，从而盈利。

我们要确保尽力而为，然后发布这篇产品评论，最后为它获得流量，我们为此页面获得流量的同时，不断地改善产品评论直到它近乎完美，所以刚开始的时候不要为它的不完美而担心。

我们写产品评论的方法

我们写评论已经有几年历史了，刚开始的时候销售过几单，但是数据不是那么壮观，直到有一天我们开始用不同的版式写评论，证明这个典型的着陆页面十分成功。

着陆页面一般很长，使用很多副标题、小段落和圈圈点点。当然，我们可以对相应产品做轻微的改变，让它看一眼就知道是做什么的。

直到今天这个模板的效果仍让人吃惊，我们已经精简了这个页面来适合 Amazon 产品，下面我们开始吧...

一步一步的写产品评论

我们打算用举例子的方法说明怎么写产品评论，继续使用 **Panasonic cordless drill**。牢记现在我们对 **cordless drill** 一无所知，这没有关系，当我们完成产品评论时就会对它足够了解了。

假如你对选择的产品了解的话，写评论会相对轻松很多，但是这里我想说的是假如你对产品一无所知，并不影响你写出优秀的产品评论。

1: 尽可能的收集产品的相关信息

第一步是尽可能的收集产品的相关信息，这是你可能抱怨这个工作量太大，但是资源越多，获得的收入越多。

你应该花费一天的时间写一篇完美的评论，然后不断的完善它，至少一天的辛苦工作可以带来数千刀的收入。

第一步先去 Amazon 的产品页面，先要看的部分是 Technical Details（技术参数）：

Technical Details

- 15.6-volt Ni-MH 1/2-inch cordless drill/driver kit with keyless chuck
- Compact and lightweight yet powerful; dual speed ranges (0-400/0-1,300 rpm), 390 inch-pounds of torque, and electronic brake
- Durable plastic exterior and soft-pad grip for cushion
- Includes drill/driver, 2 batteries, 1-hour charger, and hard-plastic carrying case
- 9-inches long; 4.4 pounds; 1-year warranty

使用这些信息转化成产品评论中的内容。先看一下第一句：

‘15.6 Ni-MH volt drill inch cordless drill/driver kit with keyless chuck’.

我对这一句的意思一无所知，虽然我曾经使用过钻孔机，所以先搜索一下它的相关内容，打开 Google，输入“what to look for in a cordless drill”。这将会得到一些相关的网站。也可以输入“what is an NIMH cordless drill”或者“cordless drill volts”来获得更具体的信息。最后，进入钻孔机生产厂商的网站，了解更多的内容。

通过参阅这些网站可以获得“volts”和“NIMH”的背景信息，这些信息十分重要，我在浏览这些信息的同时做着笔记，如下：

15.6 volt NiMH cordless drill

- The number of volts is one of the most important components of a cordless drill.
- The greater the volts the faster the motor spins and therefore the more powerful the drill.
- The downside with having too many volts is that the battery will be heavier and therefore the drill will be heavier.
- Most consider the Ni-MH battery to be one of the best for cordless drill use.
- Compared to NiCad batteries, NiMH batteries last longer.
- NiMH batteries are also lighter than NiCad batteries.
- NiMH batteries have a quick recharging time.
- The Panasonic website mentions that for this cordless drill the battery charges in as little as 55 minutes and also features a 5 minute emergency charge.

但是我还对后面的“inch cordless drill/drive with keyless chuck”不了解，同样的再在 Google 中搜索“what is a 1/2 inch cordless drill”和“what is a keyless chuck”，出来如下的信息：

1/2 inch cordless drill with keyless chuck

- The keyless chuck means you that can hand tighten the bits so you don't need extra tools to do it.
- Most cordless drills have a 3/8 inch chuck whereas the Panasonic has a 1/2 inch chuck. This means that larger drill bits can be used giving you greater flexibility.

现在我们已经收集了一点信息，但是仅仅完成了“Technical Details”里的第一句！需要注意的是，“Technical Details”中展示的不仅仅有产品特性，我们要记录这些特性，还有这些特性的好处。

举个例子，假如我只讨论产品特性，我可以这样写：“The Panasonic cordless drill has an NIMH battery”。

但是，假如我还要讨论这个产品特性的好处，这样写：“The Panasonic cordless drill has an NIMH battery which is lighter than NiCad batteries and has a quick recharging time。”

我们的访客渴望知道你推销的产品能给他们带来什么好处。他们不需要仅仅看到一排排的产品特性。

所以，完成“Technical Details”里的第一句之后，继续下面的关于“dual speed ranges, 390 pounds”等等，和上面例子的做法完全一样，这样就添加了更多的细节。

做完“Technical Details”之后，再去 Amazon 产品页的“product description”（如下图），做法和上一步的一样。

Product Description
Amazon.com Product Description
The Panasonic EH4322QDR 15.0-Volt NIMH 1/2-Inch Cordless Drill/Driver Kit is a powerful, cordless tool with an ergonomic design that lets you work comfortably and effectively, whether you're a professional contractor or a person do-it-yourself. This high-quality tool is an ideal choice for general construction, plumbing, electrical installation work, and finish carpentry.

Powerful, Two-Speed Design For Versatility
This powerful 15.0-volt drill driver delivers a maximum of 390 inch-pounds of full-torque, so you can be confident that it will get tough jobs done while letting you maintain control. And with a two-speed gearbox, you can ensure that you're using the tool smartly and effectively.

The low-speed setting of 65 to 450 rpm is ideal for tough jobs requiring high torque, such as drilling with large bits and driving screws in a controlled manner, while a high-speed of 300 to 3000 rpm is great for more general drilling and fastening in metal.

10-Speed Chuck for Tackling Tough Jobs
The chuck/driver is also equipped with an 10-stage chuck. This chuck system helps ensure accuracy and control while you're working, and it further extends the life of your drill driver by making sure the correct amount of torque is available for a variety of applications. This helps prevent driving screws too far, snapping them off, and damaging materials as you work.

Thoughtful, Ergonomic Construction For Ease of Use
A well-balanced tool like this drill driver is easier to work with, and it allows you to work long hours more comfortably. The EH4322QDR measures a compact 9-1/16 inches in length and weighs less than two pounds. Ideal for both right- and left-handed users, this tool's ergonomic design includes a comfortable, contoured rubber grip to reduce fatigue during extended use. And convenient placement of the variable speed control trigger and forward/reverse switch permits simple, one-handed operation.

A heavy-duty keyless chuck means that a lost chuck key will never bring your work to a standstill again. And it makes changing bits fast and easy, which is important if you switch tasks often or need protection gloves on the job.

Reliable, Quick-Charge Battery Power
Effective battery power means no more tangled extension cords that can lead your movement or cause a safety hazard. That's why the Panasonic drill driver is powered by a 3.6Ah Ni-MH battery pack that can be fully charged in just 30 minutes. This high-tech battery is industry exclusive, with 75-percent more capacity than the 2.0Ah Ni-Cd batteries that come with many standard drills.

Panasonic
ideas for life

Panasonic's EH4322QDR 15.0-Volt NIMH Cordless Drill/Driver at a Glance:	
• Max. torque:	390 inch-pounds
• Speed at the Switch:	Low 65-450 rpm High 300-3000 rpm
• Chuck torque:	14.0 inch-pounds 15.0 inch-pounds per stage, 10 stages
• Charging time:	30 minutes
• Weight (excluding battery):	4.8 pounds

我把“product description”里的每一句都提取出来，把它们转化成一排有条理的内容。有时候“product description”和“Technical Details”里面的信息是一样的，假如这样的话，继续阅读“product description”部分，从中可以提炼出新的内容。

下面进入下一版块，做法和上面一样，这个版块是“Product Details”：

Product Details
[Product Manual](#) (319kb PDF)
Item Weight: 1 pounds
Shipping Weight: 12.6 pounds ([View shipping rates and policies](#))
Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.
Shipping Advisory: This item must be shipped separately from other items in your order. Additional shipping charges will not apply.
ASIN: B00009KDGX
California residents: [Click here](#) for Proposition 65 warning.
Item model number: EY6432GQKW
Average Customer Review: ★★★★★ (201 customer reviews)
Amazon.com Sales Rank: #1,437 in Home Improvement (See [Bestsellers in Home Improvement](#))
Popular in this category: ([What's this?](#))
#3 in [Home Improvement](#) > [Power Tools](#) > [Cordless Tools](#) > [Drills](#) > [Drill Drivers](#)

很快会发现这个版块并没有太多要记录的内容，尽管可以议论一下“Average Customer Review”，它的得分是 4.5，（一共是 5 分），所以我在记录单上加上如下内容：

Amazon Rating

- Consumers in Amazon have given this product a 4.5 star rating.

然后进入产品制造商的网站，具体做法和上面一样，Panasonic 的网站提供了丰富的信息，一句句的阅读这些信息，这样可以发现新的内容，充实我们的记录单。

当我们全都做完的时候，将会得到一个充满圈圈点点的记录单，这个记录单已经涵盖了钻孔机的各个部分。

2. 把记录单中的内容转变成产品评论

尽管我们有了关于钻孔机的很多信息，但是不希望产品评论是由零散的句子组成的，所以要把这些信息转化成完整的段落。

接着把记录单中的内容组成连贯的句子，看下面我是怎么把它们转化成句子和段落的，并且为每一部分设置了标题。这是我的记录单：

15.6 volt NiMH cordless drill

- The number of volts is one of the most important components of a cordless drill.
- The greater the volts the faster the motor spins and therefore the more powerful the drill.
- The downside with having too many volts is that the battery will be heavier and therefore the drill will be heavier.
- Most consider the Ni-MH battery to be one of the best for cordless drill use.
- Compared to NiCad batteries, NiMH batteries last longer.
- NiMH batteries are also lighter than NiCad batteries.
- NiMH batteries have a quick recharging time.
- The Panasonic website mentions that for this cordless drill the battery charges in as little as 55 minutes and also features a 5 minute emergency charge.

下面的是转化后的结果:

How Many Volts?

One of the most important components of a cordless drill is the number of volts. The greater the volts the faster the motor spins and therefore the more powerful the drill. It does have a downside however in that generally the more volts you have the heavier the battery and therefore the heavier the drill will be. So you need to keep this in mind when choosing a drill. Think about whether you will be using it for long periods. If so, you don't want anything too heavy – you will really be feeling it by the end of the day.

This Panasonic Cordless drill is 15.6 volts making it quite powerful but still lightweight at 4.8lbs so that it won't put undue pressure on your wrist.

It's all about the battery...

This drill uses a Ni-MH battery which is considered one of the best for cordless drill use. Compared to NiCad batteries which are commonly used in cordless drills, NiMH batteries last longer and are lighter. They also have a quick recharging time so you can get back to your job much quicker. According to the Panasonic website, the battery charges in as little as "55 minutes...and features a 5 minute emergency charge that charges the pack to 15% of its capacity".

假如你对上面的两部分内容进行对比的话，会发现他们之间并没有太大差别。只是附加了一些语句，但是大体意思还是一致的。

当你感到写评论很棘手的时候使用这种方法，这样会使整个过程变得很容易。
接下来再对下面的记录单做同样的转化。

这个是记录单中的内容：

inch cordless drill with keyless chuck

- The keyless chuck means you that can hand tighten the bits so you don't need extra tools to do it.
- Most cordless drills have a 3/8 inch chuck whereas the Panasonic has a inch chuck. This means that larger drill bits can be used giving you greater flexibility.

下面的是我转化后的内容：

Size Does Matter!

The Panasonic EY6432 Cordless Drill has a inch chuck. You will generally find that most cordless drills have a 3/8 inch chuck. What this means is that you can use drill bits that are up to inch in diameter giving you greater flexibility.

The keyless chuck means you can hand tighten the bits. You won't need to be searching for tools to do the job. This makes it quick and easy to change the drill bits.

现在我们继续这个步骤，直到把所有记录单中的内容转化成连贯的句子和段落。

3: 介绍部分

投入点时间到介绍部分，因为它可以吸引访客的注意并引导他们读完整个产品评论，不要把他们写的很枯燥乏味，不要把他们写的和大部分产品评论一样：例如“Today I am going to review the Panasonic Cordless Drill...”或者“The Panasonic cordless drill is a great product and I am going to show you why”。这些介绍虽然不太垃圾，但是不能引起访客的注意。

写产品介绍最好的办法是尽量让它人性化，就像和朋友交谈一样。所以我会把产品介绍写成这样：

I have a friend who is in the market for a drill. Sounds simple right?...just send them down to the local hardware store and buy one. Well, it's not that easy. There are so many to choose from and if you don't know what you are doing you could end up buying something that really doesn't do the job. So I decided to take it upon myself to do the research for him to find the best cordless drill on the market today and eventually came up with the Panasonic 15-6 Volt 1/2-Inch Cordless Drill (EY6432GQKW).

这样看起来会比“Today I am going to review the Panasonic Cordless Drill...”（今天我给大家介绍一款钻孔机）好一点。

我不主张胡乱捏造事实，我们必须让访客建立信任感。这仅仅是一个例子，它指导我们编故事使文章更有趣。

假如你不能想出一个有关联的故事，可以按照下面的模板：

I love writing reviews and decided it was time to check out the range of cordless drills. I've used cordless drills in the past but have never really researched them. I just assumed that a drill was a drill and that I just needed to buy one that suited my budget. How wrong was I? There is more to cordless drills than meets the eye so I took some time to really get into the detail to find out the best cordless drill on the market today. My extensive research finally led me to the Panasonic 15-6 Volt 1/2-Inch Cordless Drill (EY6432GQKW).

想要了解更多编故事的详细资料，请参照附录 7。

写产品介绍时要记住添加一些和内容相关的关键词，就是那些我们在步骤 2 中获得的关键词列表。稍微用心的朋友可以注意到我写的产品介绍中也包括关键词：“cordless drills”，“best cordless drill”和“Panasonic 15-6 volt 1/2-inch cordless drill（EY6432GQKW）”。

不要为此而恶意堆积关键词，最好用最自然的写法。

4：产品评论总结

产品总结是产品评论中最简单的部分之一，因为你不用写一个结论，我们做的就是给访客 Amazon 的产品地址，标题可以写成这样：

- “Where Can I Buy the Panasonic 15.6 Volt NiMH Cordless Drill?”
- “Where Can I Read More Reviews for the Panasonic 15.6 Volt NiMH Cordless Drill?”

每个标题的下面写上产品信息并放置 Amazon 的链接。举个例子：

Where Can I Buy the Panasonic 15.6 Volt NiMH Cordless Drill?

You can buy this Panasonic Cordless Drill on Amazon. At the moment they include free shipping and from what I can tell when comparing prices with other online merchants, Amazon do currently have the best deal especially with the free shipping option. Click here to view on Amazon.

Where Can I Read More Reviews for the Panasonic 15.6 Volt NiMH Cordless Drill?

The best place for reviews from people who actually use the product is Amazon. Click here to read more.

不要每次写产品总结时都用一样的句子。试着用你自己的语言改变一下。

5: 标题

产品标题是最后一步但是它十分重要。你必须确保包含关键字，并且足够有趣，使访客有冲动在搜索结果中点击它，这两者兼顾是十分困难的，特别当产品的名字很长的时候。我们只被提供 70 个字符的空间（包括空格）（这是 Google 搜索结果中全部展示的），所以我们要充分利用它。

回到 cordless drill 的例子，这款产品的确切名字是：Panasonic EY6432GQKW 15. 6-Volt NiMH 1/2-Inch Cordless Drill/Driver Kit。这些就有了 70 个字符，但是标题并不具有吸引力了。

所以我们有必要回到我们的关键词列表，找一下最有前途的关键词，在标题中使用它们。

Keyword	Local Monthly Searches
Panasonic cordless drill	2400
Panasonic cordless drills	1000
Panasonic EY6432GQKW	1000
Panasonic drill	2400
Panasonic EY6432GQKW cordless drill	210
Panasonic drills	1000
best cordless drill	2900
best cordless drills	880
Panasonic power tools	1600
cordless power tools	33100
cordless drills	90500
cordless drill	74000
cordless drill review	880
cordless drill reviews	3600
TOTAL	215,470 (6950 daily searches)

我一般的做法是在关键词列表中找出最常见的关键词。本例中他们是：

- Panasonic
- Cordless
- Drill
- Drills
- Best
- EY6432GQKW
- Power
- Tools
- Review

下一步用这些关键词组成可读性的标题，但是有时不太可能，尽力而为就可以了，下面是使用这个方法的标题：

- Best Panasonic Cordless Drill Review
- Best Cordless Drill: Panasonic EY6432GQKW Cordless Drill Review
- Best Cordless Drill Review: Panasonic EY6432GQKW Cordless Drill
- Cordless Drill Reviews: Panasonic EY6432GQKW Cordless Drill

也可以是下面的标题：

- My Favorite Cordless Drill: Panasonic EY6432GQKW Cordless Drill
- My Review of the Panasonic EY6432GQKW Cordless Drill
- My Personal Review of the Panasonic EY6432GQKW Cordless Drill
- I Love the Panasonic EY6432GQKW Cordless Drill. Read Why!
- I Love the Panasonic EY6432GQKW Cordless Drill. Read My Review

访客喜欢读到真人写的真实的产品评论，所以当他们在 Google 中看到这些标题时，很可能会去点击。

我们的关键词清单中没有“15.6 volt”和“NiMH”这些词语，假如有足够空间的话可以插入进去，但要确保标题有意义。

举个例子：

- Best Panasonic 15.6 Volt NiMH Cordless Drill Review
- Cordless Drill Reviews: Panasonic 15.6 Volt NiMH Cordless Drill

6: 评论中要添加的其他内容

我通常在评论中添加如下内容。

- 包含什么——我们一般在产品评论中写明产品的组成，你也许在 Amazon 中看到过这类信息。拿“cordless drill”举个例子：

What's Included

- *Cordless drill*
 - *2 NiMH batteries*
 - *1 hour charger*
 - *Hard plastic carrying case*
- 客户的评价——我们经常在网络上看到客户的评价，一般这些都来源于 Amazon，有时我把全部的评论放进去，有时候添加一些句子，例子如下：

What Others Are Saying

This drill has received rave reviews from most consumers on the net with an average of 4.5 out of 5 from most reviewers on Amazon and the Panasonic website itself.

Here are some of the comments to date:

- *"Terrific combination of power, weight, size, & ergonomics..."*
 - *"Awesome"*
 - *"Best overall drill"*
 - *"Great cordless drill/screwdriver for home projects"*
 - *"You can't go wrong with a Panasonic screw gun"*
 - *"Panasonic cordlesses have become contagious in the building trades"*
 - *"This drill gets 6 stars"*
- 多少钱？—我们经常被问及是否在评论中添加产品价格，因为产品价格每天都在变动，我们一般不再评论中加入价格，假如我们打算添加价格，可以使用通用的句子，例如：“You should not really pay any more than \$200 for this Panasonic cordless drill”或者“These types of cordless drills generally range in price from \$150 to\$300。”

写评论前必须拥有这款产品吗？

通常真实使用过这款产品，能够很方便的写出优秀的产品评论，但是，没有拥有这款产品不影响你写出很好的产品评论。

我们要做的是在 Amazon 选择要推广的产品，写出评论，再为它创造流量。一旦发现某个产品有很火爆的销量，赶快自己购买一款，我们就可以写自己的亲身体验了，适当的添加一些个人照片和使用视频，这个方法可以很大程度的提高转化率。

自己不想写产品评论怎么办？

阅读完上面的内容后，假如你还是不能写产品评论的话，可以尝试一下外包服务，例如 Elance 或其他相似的网站。那里有很多写手等待接到任务。

假如你对外包感兴趣的话，请参照本文档的附录 3，附录中有可以提交给 Elance 的文件。

一篇产品评论应该有多长？

我们认为最高转化率的评论大约 1000 个字，或者更多，假如写不到 1000 字的话也不用紧张，自己尽力而为就可以了，可以等到找到更多信息时进一步完善它，最好让他们充实起来。

好的，坏的，丑陋的—怎么写产品的负面信息

很多产品有负面信息，你不要忽略它们，同时也不能把这些细节写得太详细。我们的准则的第一步是选择没有太多负面信息的产品，假如你做到了这一点，就不用为负面信息而转移精力了。

观察一款产品是否有问题，可以通过阅读 Amazon 的客户评价部分，不要写下每一个看到的负面信息，假如有 50 个客户评价，里面仅仅有一位顾客提交了负面评论，我们没有必要在产品评论中提及，因为这仅代表他个人的观点，但是假如有 30 个顾客提交了负面评价，你就应该重视这个问题了，并在你的产品评论中探讨。

即使这样你也可以把负面信息转变成正面信息，举个例子，一个人抱怨 panasonic drill 在使用时很难让小部件居中。但是另外一个评论者回复“是因为他把卡盘放置得太远，只要离得近一点就没这个问题了”。

这位评论者基本上把一个负面评论转变成正面评论，所以我在我的产品评论中这样写道：

One complaint concerning this drill was that it is difficult to center small bits in the chuck. This can be rectified by simply closing up the chuck a little more before inserting the drill bit.