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Writing a product review As consumers , we frequently rely on product reviews to provide us with insight into a product's or service's quality, function, and usefulness. By writing your own product reviews, you can share information from your own experiences that will contribute to the larger body of evaluative commentary already in existence. ProductReview.com.au is a website devoted to providing consumer opinions on products, services and businesses in Australia. In this coming guide, I will show you how to write a product review that does not alienates your readers but can still generate good revenue for your website. Writing a product review of an item you have purchased and used can be a great way to share useful information with other shoppers, promote products you love, or just build your writing portfolio.