This Website Helps You Spot Fake Reviews on Amazon

Shopping online has transformed immensely with greater product range as well as a more immersive way to showcase them online, but establishing the verity of a product online is still in shambles.

The product reviews are used by users to ascertain the quality of a product but they are more often flooded with fake reviews. And not only that, it isn't even easy to make out which reviews are authentic from that are not.

Reviews on e-commerce websites were meant to be the yardstick for measuring the quality of a product, but with growing competition, brand marketers have switched to malpractices such as leaving fake reviews.

At times like these, it's really hard to verify the authenticity of the reviews but you don't need to worry as people at **Fakespot** have made analysing the authenticity of a review easier.

"Reviews were meant to be a way to ensure that you're getting a good product. But with all the fake reviews, that trust is broken. Fakespot is trying to do something about it. Never again buy a 5-star product that turns out to be a 1-star in reality," the company states on their website.

Want to analyze the reviews of a product?

2,157,825   Amazon Products Analyzed
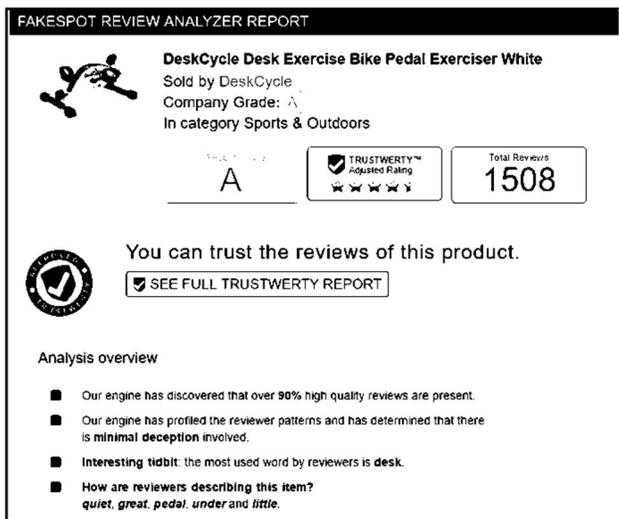40,733   Yelp Listings Analyzed

548,584,072   Total Reviews Analyzed

At the time of writing this report, Fakespot had analysed over 548 million reviews of 2 million Amazon products and several thousands of Yelp listings.

All you need to do is copy and enter the URL of the product you're looking to verify the reviews for and after a few seconds Fakespot will let you know how trustworthy the reviews of the products are

FAKESPOT REVIEW ANALYZER REPORT

DeskCycle Desk Exercise Bike Pedal Exerciser White
Sold by DeskCycle
Company Grade:
In category Sports & Outdoors

Total Reviews
619

Analyzing reviews, please wait..

Finalizing results..

Review Authentication Example

"User reviews should be an informative tool for providing honest feedback from other buyers — but what about when the reviews themselves cannot be trusted? Fakespot helps smart shoppers make informed decisions," the company's website states.

FAKESPOT REVIEW ANALYZER REPORT

DeskCycle Desk Exercise Bike Pedal Exerciser White
Sold by DeskCycle
Company Grade: A
In category Sports & Outdoors

TRUSTWERTY™
Adjusted Rating
★★★★☆

Total Reviews
1508

A

You can trust the reviews of this product.

☑ SEE FULL TRUSTWERTY REPORT

Analysis overview

- Our engine has discovered that over 90% high quality reviews are present.
- Our engine has profiled the reviewer patterns and has determined that there is minimal deception involved.
- Interesting tidbit: the most used word by reviewers is desk.
- How are reviewers describing this item? quiet, great, pedal, under and little.

Review Authentication Example

Fakespot uses parameters such as the language used in reviews like the use of too many positive adjectives — which is a rarity even if a user likes the product — and authenticity of the reviewer's profile, among others.

A number of positive reviews flooding the thread on the same day also raises the suspicion of the website.

Although this website isn't a foolproof way of establishing the authenticity of a listed product on Amazon or Yelp, as the metrics it flags can sometimes be also used by an authentic reviewer, but it does give you some insight into the product at least.