

## SOP | How to Remove Negative Product Reviews on Amazon

### Important Notes:

It is very difficult to convince Amazon to remove negative Product Reviews. Even when it is blatantly in a customer's best interest to remove said Product Review. Sometimes fake reviews come in the form of negative 1-3 star reviews. Your #1 goal to get negative Product Review removed is to be a squeaky wheel and continuously claim the review breaks Amazon's terms and conditions. And do that, you should quote their own rules.

### Understanding the difference between A Product Review and Seller Feedback:

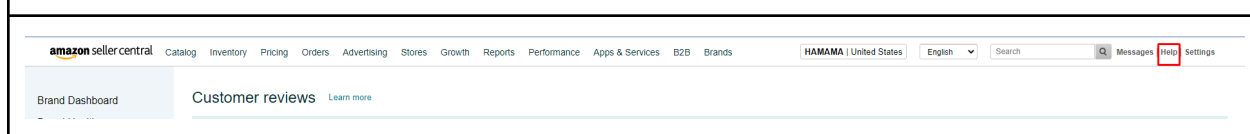
**Seller Feedback** is seller "report card" from Amazon customers regarding their buying experience. A **Product Review** is the review of the items purchased, not the seller or the purchasing experience.

Figure out which of the below responses makes the most sense, and then go file a ticket by selecting Selling on Amazon issue / Products and inventory / Product Reviews / and then fill in the contact reasons and describe issue sections.

You will have a sub 20% chance of getting a removal, and it will almost always take 3 follow-ups on the ticket. But it may be worth your efforts.

### How/Where To Place The Request:

Seller Central - Help - Get Support - Selling on Amazon - or browse for your issue in the menu - Products, listings or Inventory - Product Reviews





We heard you and are making support simpler.

We will be continuously adding new features to make it easier to get the help you need.

Help [Rate this experience](#)

[Case log](#)

### Recommended for you

Solutions to quickly fix your issue or contact us

#### Determine why a listing is not displaying

Troubleshoot why a listing is inactive or not searchable by customers.

##### Enter ASIN or FNSKU

Enter ASIN or FNSKU  Enter required information above. ASIN and FNSKU must contain input values between 9 to 10 characters

[Next](#)

Please wait while we look into your listing. This can take up to 10 seconds.

#### Investigate an Item Lost in Warehouse

Find out eligibility and reimbursement or replacement status for your lost warehouse item.

##### Enter FNSKU

To check status for multiple FNSKUs or additional help, contact us in the next step

[Continue](#)

Note: We will search the record for the past 18 months. If this FNSKU has a large number of inventory adjustments, generating report will take time.

### Search help

Help articles, tools, videos and more



#### Seller Forums

Ask questions or find answers from our community of sellers.

[Launch Seller Forums](#)

Click Here

#### Need more help?

Browse for your issue so we can find the right solution for you.

[Get Support](#)

#### Case log

View or review open cases.

[Launch Case Log](#)



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Help > [Get support](#)

### Get Support

What service can we help you with?

#### Selling on Amazon

Listing and selling on [www.amazon.com](http://www.amazon.com)



#### Sponsored Ads and Stores

Sponsored Products, Sponsored Brands and Stores





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### Get support

① This is a new way for you to get support from Amazon. Tell us what you think.

#### Describe Your Issue

Your description will be included as part of your case.

Do not include personal or sensitive data in your description.

DO NOT FILL THIS OUT!!!

Instead, Click Here

Continue

What is personal or sensitive data? ⓘ

○ Confirm Your Issue

○ Resolve Your Issue

Or, browse for your issue in the menu



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### Get Support

Customer or Non-FBA Orders ▶

Products, Listings, or Inventory ▶

Seller Fulfilled Prime and  
Same-Day Delivery ▶

Marketplace Web Service  
(Amazon MWS) ▶

Amazon Business (B2B) ▶

Your account ▶

Fulfillment by Amazon ▶

Deals, coupons, and  
promotions ▶

Launchpad ▶

Other issues ▶

Browse for your issue. Start by making a selection in the menu.

#### Menu updated

New options were added to help you find and  
select the right issue.

1/3

[Next](#)



We heard you and are making support simpler.  
We will be continuously adding new features to make it easier to get the help you need.

Help [Rate this experience](#)

[Case log](#)

[Help](#) > [Get support](#) > [Selling on Amazon](#)

### Get Support

Customer or Non-FBA Orders ▶

Products, Listings, or Inventory ▼

[Merge duplicate or split product pages](#)

[Fix a product page](#)

[Change a product's category](#)

[Listing Not Active](#)

[Climate Pledge Friendly](#)

[Incorrect listing variation](#)

[Add or remove newer model link on detail page](#)

[Trouble Adding a Product](#)

[Inventory file upload issue](#)

[Product Reviews](#)

[Promotions](#)

[Find Product IDs or request exemption \(UPC, EAN, JAN, ISBN, etc.\)](#)

[Buy Box](#)

Browse for your issue. Start by making a selection in the menu.

### Get Support

Customer or Non-FBA Orders ▶

Products, Listings, or Inventory ▼

[Merge duplicate or split product pages.](#)

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[Listing Not Active](#)

[Climate Pledge Friendly](#)

This is a template provided by Amazon. Fill this out EXACTLY

Contact Reason

Product Reviews

Please describe your issue

ASIN or ISBN of the product:

Title of the review:

The name of the reviewer:

The date of the review as it appears on our website:

The direct link to the review/post (click the 'Comments' link after the review, and copy/paste the URL that displays in your web browser:

Required action: Here you need to present the request using Amazon's TOS language and where the violation occurs - Some examples are in our SOP

## Customer Review



dirtypholk **Name of the Reviewer**



**Waste Title of the Review**

Reviewed in the United States on **March 9, 2020** **Date of the Review**

**Verified Purchase**

Here's what mine looks like after 10 days, 2/3 of the seeds didn't sprout, and the ones that did look week and wilted

Click Here to enter the specific review to get the direct link

amazon.com/gp/customer-reviews/R1ZMJAQF0DT1OM/ref=cm\_cr\_arp\_d\_rvw\_ttl?ie=UTF8&ASIN=B06WW8FGSZ

amazon Deliver to K Washington 20006 All

All Best Sellers Health & Household Customer Service New Releases Amazon Launchpad Livestreams Amazon Ba

## Customer Review

dirtypholk

★☆☆☆☆ Waste

Reviewed in the United States on March 9, 2020

Verified Purchase

Here's what mine looks like after 10 days, 2/3 of the seeds didn't sprout, and the ones that did look week and wilted

Review Direct Link

\*\*\*\*Amazon's Community Guidelines:

<https://www.amazon.com/gp/help/customer/display.html?nodeId=201929730>

| Review Type    | Response                                                                                                                                                                                                                                                                                                  | Response Option 2 |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| About seller   | The following review is about the seller and not the product, which does not comply with Amazon's community guideline under the section "Be Helpful and Relevant" bullet point two. We are requesting this review to be removed in order to provide helpful reviews for our customers. Review link below. |                   |
| About shipment | The following review is about the shipment and not the product which does not comply with Amazon's community guideline under the section "Be Helpful and                                                                                                                                                  |                   |

|                 |                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | <p>Relevant” bullet point two.<br/>We are requesting this review to be removed in order to provide helpful reviews for our customers.<br/>Review link below.</p>                                                                                                                                                       |                                                                                                                                                                                            |
| About packaging | <p>The following review is about packaging and not the product which does not comply with Amazon’s community guideline under the section “Be Helpful and Relevant” bullet point two.<br/>We are requesting this review to be removed in order to provide helpful reviews for our customers.<br/>Review link below.</p> |                                                                                                                                                                                            |
| Competitor      | <p>The following negative review is from a competitor which violates Amazon’s community guidelines under “Promotions and Commercial Solicitations”.<br/>We are requesting this negative review to be removed in order to provide helpful reviews for our customers. Review link below.</p>                             |                                                                                                                                                                                            |
| Wrong Product   | <p>The following negative review is about the wrong product which violates Amazon’s community guidelines under “Be Helpful and Relevant”. We are requesting this negative review to be</p>                                                                                                                             | <p>The following negative review is about the wrong product which violates Amazon’s community guidelines under “Be Helpful and Relevant”. We are requesting this negative review to be</p> |

|                    |                                                                                                                                                                                                                                                                                                                 |                                                                                                        |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|                    | removed in order to provide helpful reviews for our customers. Review link below.                                                                                                                                                                                                                               | moved to the correct product in order to provide helpful reviews for our customers. Review link below. |
| Wrong Ingredients  | The following negative review lists the wrong ingredients which do not comply with Amazon's community guidelines under "Be Helpful and Relevant". We are requesting this review to be removed in order to provide helpful and authentic reviews for our customers. Review link below. Ingredient list attached. |                                                                                                        |
| About pricing      | The following negative review is about pricing which violates Amazon's community guidelines under "Be Helpful and Relevant" bullet point two. We are requesting this negative review to be removed in order to provide helpful reviews for our customers. Review link below.                                    |                                                                                                        |
| Contains Profanity | The following review contains profanity which violates Amazon's community guidelines under "Respect Others" bullet point one. We are requesting this negative                                                                                                                                                   |                                                                                                        |

|                                                                                        |                                                                                                                                                                                                                                                                         |  |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                                                                        | review to be removed in order to provide helpful reviews for our customers.                                                                                                                                                                                             |  |
| Hostile, Threatening Speech, or Violent                                                | The following review contains hostile speech which violates Amazon's community guidelines under "Respect Others". We are requesting this negative review to be removed in order to provide helpful reviews for our customers.                                           |  |
| Unverified                                                                             | We are requesting the review made by XXX to be removed on the following product. We have verified she/he did not order this product but instead posted a review. Please remove this review as it is unfair for us and other customers. See screenshot for more details. |  |
| Not from the actual customer (someone claiming they are leaving it for another person) | We are requesting the review made by XXX to be removed on the following product. We have verified she/he did not order this product but instead posted a review impersonating the customer which is a blatant violation of community and legal guidelines               |  |



|                                 |                                                                                                                                                |  |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Vague and not about the product | The following negative review is vague and irrelevant which does not comply with Amazon's community guidelines under "Be Helpful and Relevant" |  |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--|

Report Abuse:

108 people found this helpful

Helpful

Report abuse

Permalink

Amazon.com:Report Content as Inappropriate - Google Chrome

amazon.com/hz/reviews-render/report-abuse?ie=UTF8&voteDomain=Reviews&ref.

# Report abuse

If you find this content inappropriate and think it should be removed from the Amazon site, let us know by clicking the button below.

Report