



## Product Review Essay Brief

**MINIMUM WORD COUNT:** 1,200-1,800

### Step 1: Pick a Product to Review

This can be anything from lenses, cameras, lights, accessories or software. Just make sure it's a very specific product. Example: Instead of writing your essay on Canon lenses, write an essay reviewing Canon's Tamron – 10-24mm f3.5-4.5 Di II VC HLD Ultrawide Zoom Lens.

Here are a few other product review examples you could write about:

#### Lenses

- Sigma 60-600mm f/4.5-6.3 DG OS HSM Sports
- Tamron SP 15-30 mm f/2.8 Di VC USD G2
- Nikon AF-S Nikkor 500 mm f/5.6E PF ED VR

#### Cameras

- Nikon Z6
- Panasonic Lumix DC-G9
- Sony A7 III

#### Lights/Bulbs

- Lowell GoLite
- Neewer LED Ring Light
- LimoStudio 600-Watt Light Kit

#### Accessories

- Lenspen Elitepro Cleaning Kit
- Hoya Pro1 Digital UV Filter
- Andycine A6 5.7 inch HDML Field Monitor



## Software

- Affinity Photo
- Snapseed
- Skylum Luminar

### Step 2: Do Some Research on the Product

This can be both personal/experimental research and online research. Talk about the pros and cons of the product. Talk about specific features the product has. Talk about what the product is used for.

### Step 3: Make a List of Associated Keywords

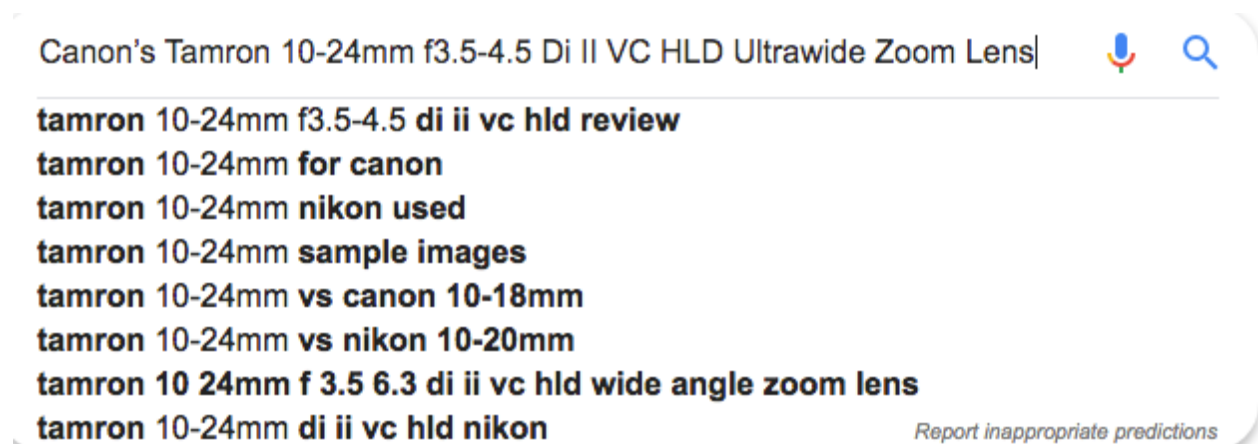
Google the product you'll be reviewing and pay attention to the Google's autofill suggestions, "People Also Ask" and "Related Searches" sections.

Make a list and use any keywords that pop up with the product (this will be what people are commonly searching for).

Pay special attention to any questions that pop up and try to answer those questions within your essay.

Example: With lenses, people often search for the lens plus the word "sample images." This means you might want to include a few example photos you took with the lens within your essay.

Here are some of the results that pop up when doing a quick search for the Canon's Tamron 10-24mm f3.5-4.5 Di II VC HLD Ultrawide Zoom Lens:





## Searches related to Canon's Tamron 10-24mm f3.5-4.5 Di II VC HLD Ultrawide Zoom Lens

tamron 10-24mm f3.5-4.5 di ii vc hld review

tamron 10-24mm for canon

tamron 10-24mm nikon used

tamron 10-24mm sample images

tamron 10-24mm vs canon 10-18mm

tamron 10-24mm vs nikon 10-20mm

tamron 10 24mm f 3.5 6.3 di ii vc hld wide angle zoom lens

tamron 10-24mm di ii vc hld nikon

### Step 4: Follow Photonify's Essay Outline Template

Your essay should be written using this template/outline as a guide:

**Introduction** – Write two to three sentences introducing the product you will be reviewing.

**Bulleted List** – Create a bulleted list with an overview of what you'll be talking about in the essay. You want to give your reader a quick preview of the information you will be covering so they can quickly scan through to find the information they want to read most. When reviewing a product, a good bulleted list to create is a list of pros and cons.

**Bulleted List: Expanded** – Refer to the bulleted list you just created. Expand upon each step/trick/the information you outlined. Be sure to use subheadings throughout the article so that the text is broken up a bit and easy to read. A good way to structure your subheadings is by using what you wrote in your bulleted list.

**Conclusion** – Wrap up the article in one or two paragraphs.

If you'd like to see a few examples of this article template being used, check out the Photonify blog at <https://photonify.com/blog/>.