

Critic review guidelines

In addition to the [general structured data guidelines](#), review markup should follow the general guidelines and content-type guidelines listed below.

GENERAL

To be eligible for critic reviews, be aware of the following general guidelines:

- **Authoritative human editor(s) must create, curate, or compile content for critic reviews.**
- **Refer clearly to a specific product or service.** Do this by nesting the review or ratings within the markup of another schema.org type—such as [schema.org/Book](#) or [schema.org/LocalBusiness](#)—or by using that schema.org typed element as a value for the `itemReviewed` property.
- **Make sure the reviews and ratings you mark up are readily available to users** from the marked-up page. It should be immediately obvious to users that the page has review or ratings content.
- **Provide review and/or rating information about a specific item, not about a category or a list of items.** For example, “hotels in Madrid,” “summer dresses,” or “cake recipes” are not specific items. See also our [structured data guidelines](#) for multiple entities on the same page.
- **No reviews are shown for adult-related products or services.**
- **Single reviewer name needs to be valid.** For example, "50% off until Saturday" is not a valid name for a reviewer.
- **Ratings that don't use a 5-point scale:** By default, Google assumes that your site uses a 5-point scale, where 5 is the best possible rating and 1 is the worst, but you can use any other scale. If you do, you can mark up the best and worst ratings, and Google will scale that to the 5-star system used in rich snippets.

LOCAL BUSINESSES

The following guidelines apply to critic reviews of local businesses:

- Snippets must not be written or provided by the business or content provider unless they are genuine, independent, and unpaid editorial

reviews.

- Critic reviews must allow for customers to express both positive and negative sentiments. They may not be vetted by the business or restricted by the content provider based on the positive/negative sentiment of the review before submission to Google.
- Critic reviews cannot be template sentences built from data or automated metrics. For example, the following is not acceptable: "Based on X number of responses, on average people experienced X with this business."
- Critic reviews for multiple-location businesses such as retail chains or franchises can only be submitted for the specific business location for which they were written. In other words, critic reviews for multiple-location businesses cannot be syndicated or applied to all business locations of the same company.
- Content providers must have no commercial agreements paid or otherwise with businesses to provide critic reviews.
- Do not include critic reviews that are duplicate or similar across many businesses.
- Only include critic reviews that have been directly produced by your site, not reviews from third-party sites or syndicated reviews.

Review snippet guidelines

In addition to the [general structured data guidelines](#), review markup should follow these additional guidelines.

GENERAL

To be eligible for review snippets, be aware of the following general guidelines:

- **Aggregate ratings:** An aggregate evaluation of an item by many people should be marked up as a schema.org/AggregateRating. Google may display aggregate ratings as rich snippets or, for certain types of items, answers in search results.
- **Refer clearly to a specific product or service.** Do this by nesting the review or ratings within the markup of another schema.org type—such as schema.org/Book or schema.org/LocalBusiness—or by using that schema.org typed element as a value for the `itemReviewed` property.
- **Make sure the reviews and ratings you mark up are readily**

available to users from the marked-up page. It should be immediately obvious to users that the page has review or ratings content.

- **Provide review and/or rating information about a specific item, not about a category or a list of items.** For example, “hotels in Madrid,” “summer dresses,” or “cake recipes” are not specific items. See also our [structured data guidelines](#) for multiple entities on the same page.
- **No reviews are shown for adult-related products or services.**
- **Single reviewer name needs to be valid.** For example, "50% off until Saturday" is not a valid name for a reviewer.
- **Ratings that don't use a 5-point scale:** By default, Google assumes that your site uses a 5-point scale, where 5 is the best possible rating and 1 is the worst, but you can use any other scale. If you do, you can mark up the best and worst ratings, and Google will scale that to the 5-star system used in rich snippets.

LOCAL BUSINESSES

Google may display information from aggregate ratings markup in the Google Knowledge Cards. The following guidelines apply to review snippets in knowledge cards for local businesses:

- Ratings must be sourced directly from users.
- Don't rely on human editors to create, curate or compile ratings information for local businesses. These types of reviews are [critic reviews](#).
- Sites must collect ratings information directly from users and not from other sites.