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Product reviews in WooCommerce: switching them on, verified owners and moderation

Online Stores

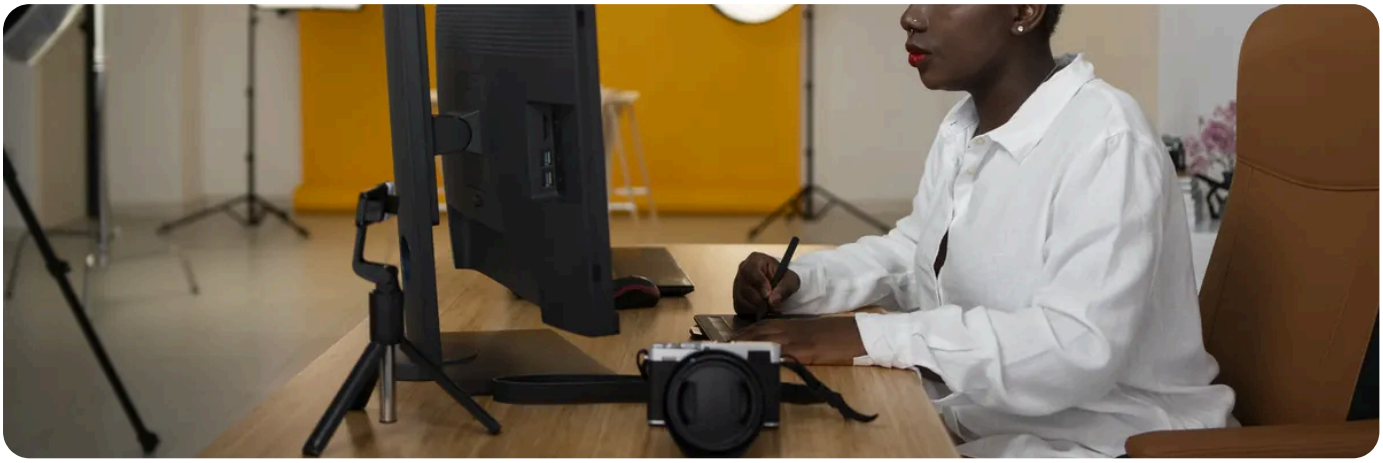
CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-1930	v2026.10.15	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

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Product reviews in WooCommerce: switching them on, verified owners and moderation

Online Stores Created on **October 15, 2026** 2 min read



The short answer: reviews give confidence to those who have not bought yet. In WooCommerce you switch them on with one setting, and you can require that only **people who bought** can review, which makes them more credible. The work is in moderation: approving, replying (to the bad ones too) and stopping spam.

The settings

Setting	What it does
Enable product reviews	Shows the “Reviews” tab on each product.
Show “verified owner” label	Puts a label on reviews by people who really bought.
Only verified owners can review	More credibility, fewer reviews. Worth it when you get spam.
Star ratings	The stars show on the product and in the list. You can make them required.
Moderation	You can require manual approval of each review before it appears.

Step by step

1. **Go to WooCommerce > Settings > Products** and find the reviews section.
2. **Enable reviews** and, if you want, the “verified owner” label and the rule that only buyers can review.
3. **Enable star ratings** and decide whether they are required.

4 **Check the new reviews** under Products > Reviews: approve, reply or mark as spam.

5 **Ask buyers for reviews,** in the e-mail after the order, with a direct link to the product.

! **Do not delete genuine bad reviews and do not write fake ones.**
In many countries that is against consumer rules, and customers notice. Reply calmly, fix the problem and leave the reply in view: **Reviews and reputation**.

Reviews are a door to spam, like comments: add a captcha or require a purchase. **Stopping spam comments in WordPress**. To sell variants of the same product, see **Product variations in WooCommerce**.

NEED A HAND?

Want help setting up your shop's reviews? Open a ticket with the address.

Open a support ticket →

SEE ALSO

- **Reviews and reputation: how to ask for them and how to answer the bad ones** →
- **Stopping spam comments in WordPress** →
- **Product variations in WooCommerce: sizes, colours and prices** →
- **Where to see your sales in WooCommerce: reports, analytics and what the numbers mean** →
- **Fake orders and spam sign-ups in WooCommerce: how to stop them** →

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TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.interweb.co.mz
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