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It's getting harder to tell which reviews are fake. People are being paid to write "perfect reviews" about products they've never purchased or touched. Consumers need to be careful when purchasing products from Amazon because of the astonishing amount of fake reviews. Products may also be described wrong, be a design ripoff (passed off as something it isn't) or be of very poor quality. We've got some tips to avoid these fake reviews and want to remind you not to bother using a browser add-on to find fake reviews. Before you buy electronics from one of these sites, checkout this article.

Companies had massive amounts of fake reviews. When a potential buyer searches Amazon and sees thousands of high ratings, they are tempted to buy a product. Some of the fake reviews even had review videos or lengthy posts about how great the product was but they were paid for and fake.

Cybersecurity researchers have also found large databases of hundreds-of-thousands of email addresses of fake review accounts. These accounts were used to login and write the fake reviews. They often followed specific criteria that helped them seem more legitimate, such as waiting to post a review (time lapse), attaching photos of a product to make it seem like the average consumer, and even posting short demonstration videos.

Some details are emerging on how payments were made. Payments for fake reviews can be direct or indirect. Direct would mean paying someone directly to something like PayPal once their review was published. Alternatively, indirect payments could be a fake review in exchange for a product or discount code.

4. The review is over-the-top positive or lengthy. Think of the average consumer (you). How many times was a product so good you felt you had to create an account and write a 20-paragraph essay about it? Probably never.

5. The expert claim. I've laughed so many times when I saw a fake review of something like a camera product, supposedly written by an expert videographer or photographer. The fake reviewer said it was the best low light camera he's ever used in his 30-year career. To an expert such as myself and having tested the piece of crap he was writing the fake review about, it was an immediate giveaway to it being fake. No professional would put their reputation on the line to promote such a piece of crap with the lowest quality pictures or videos you could ever get. Amazon is full of these kinds of reviews and the unsuspecting person might see these positive comments and immediately buy the product. Don't be a victim.

7. Never buy a product without seeing photos and videos of it being demonstrated. Too many listings with great reviews offer no specific demonstrations, which should be a warning sign of a fake review or product listing. Search Google for i