



We updated our [Testseek reviews service](#). Despite or thanks to the traveling restrictions and lack of leisure options, we have a very productive summer. We use this time to introduce new features to our review services. Below are our updates!

Phased out country domains

We consolidated the Testseek API end-points and optimized its performance. On advantage is that the need to choose a specific country domain is no longer present. For example, the locale domains testseek.de, testseek.nl, and testseek.se are all phased out. Instead, all users can now safely connect to the single testseek.com end-point and choose there the primary language for review content syndication. Et voila!

New Live API release

Last August, we released a new stable Testseek LIVE API version 5.3.7. What's new in this version?

- Single xx.testseek.com end-point support as mentioned above.
- Google Chrome browser compatibility improved.
- New "Testseek by Icecat" and "Certified - Testseek by Icecat" logos.
- A few other minor fixes.

Brand reviews score

Further, we calculate a brand's average score based on all the expert product reviews aggregated. This brand score is available for all Testseek XML API users in our brand's delta feed, partner product feed, and static product XML sheets. The [Icecat brand rank page](#) is a first user of this hot feature.

Trusted expert reviews

Expert reviews are for brands, retailers, and comparison sites to improve conversion rates and customer loyalty. We aggregate the editorial reviews from thousands of high-quality online publications from over 70 countries. Next, we standardize them. Expert reviews have more weight because consumers recognize and trust the publishers behind them. And it is easy to integrate via our in-page API or XML.

User Reviews for Brands

User reviews are for brands who want to quickly populate their product pages with consumer opinions and send leads to key local retailers. 80% of online consumers visit a brand's product page before buying a product and online shoppers expect to find reviews at a brand's product pages. "Being the first to review this product" will scare them away. Using Testseek's aggregated user reviews ensures that a brand's product pages always have content. Also, linked summaries are available per retailer. The link leads to a local retailer page where the product can be purchased. We do the aggregation, standardization, and delivery of the content. And integration is done easily via our in-page insert API or XML.

Want to know more about Testseek? Or do you have any questions? Please, [contact us](#) or request a demo.



Read further: [News](#), [Expert reviews](#), [product reviews](#), [reviews](#), [testseek](#), [user reviews](#)

Kate Rudchenko

