

Consumer Corner

Online Shopping: What To Know Before You Go

(NAPSA)—Consumers who want to shop smarter, not longer, can benefit from doing their homework before shopping online. Here are some tips:

- A site that offers price comparisons can be a great place to start your shopping. Such a site can often help you find the lowest price possible, as well as provide you with links to easily purchase products wherever you want.

- Look for a site that offers a varied and large inventory. The more products you have to choose from, the less time you waste going from site to site. For example, a site called Buy.com prides itself on one-stop shopping—offering consumers literally millions of products, such as books, consumer electronics, jewelry and more.

- Security is key—in addition to the little lock logo at the bottom of the computer screen, which means that the page is secure, there are other ways to protect your data online. You can keep your purchasing information close by using a trusted third party for purchases, such as Google Checkout, ensuring all your purchases can be secure.

- Providing quality products is one way an online retailer can enhance customer satisfaction. Online retailers offering established brands also offer reliability from the names you trust.

- On the Internet, a video is worth a thousand words. Look for a site that offers videos and how-to's on products, so you can get a feel for the item you want to buy. Some are from the manufacturers, so they know what they are talking about; others are from regular users, so they know exactly how easy or difficult a product can be to use. A site that offers both is



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great, as you can see a side-by-side comparison of how the product is supposed to work and, actually, in use.

- Don't spend all your money on shipping. Many Web sites have great deals on shipping, so as long as you spend a certain amount of money, the shipping is free. Save your money for the product you want, not in getting it to yourself.

One site that incorporates all these features is a leading e-commerce company with more than 10 million customer accounts. It describes itself as focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at competitive prices.

The site, Buy.com, has been improving its offerings for more than a decade to be the best place to start your shopping research. Not only does it have some of the lowest prices online, but it also highlights daily deals that you can take advantage of.

To learn more, visit the Web site at Buy.com.