

# SMART SHOPPING

## Shopping Around For The Best Online Products

(NAPSA)—While some people enjoy the crowds and bustle of shopping malls, some find the long lines time-consuming and frustrating. That's why many people prefer the convenience of online shopping. Because there are so many ways to shop online, learning about your options can make the experience easy and enjoyable.

Here are a few tips:

- Traditional online shops invite shoppers to purchase products through Web sites and have those items delivered or available for pick-up in a nearby store. Consumers may also browse through a company's inventory online, and then make the purchase at the store's physical location.

A leading online directory—SuperPages.com—allows users to choose a product category, found under SuperTopics, and then link to a variety of related, reputable online merchants. Visitors may also search for local businesses and find maps/driving directions to their locations.

- Online auctions allow users to bid on just about any item imaginable. Shoppers state the price they are willing to pay for an item, and if their bid is the highest, they complete the transaction. Some popular online auctioning sites are ebay.com and ubid.com.

- Comparison shopping can be challenging because the Web offers many shopping sites.

Comparison-shopping search engines, such as MySimon.com, can make this process easier by searching the Web for a particular product and then supplying a list of sites that sell it. Comparison shopping search engines can save time and money, but remember—they only explore a limited number of sites, so smart consumers



**Comparison-shopping search engines help shoppers get the best deal.**

should try more than one.

- Reverse auctions can be an ideal place for online shoppers who want to name their own price for a product or service.

For example, MerchantMatch, a service offered on SuperPages.com, allows visitors to name their desired price for a product or service—from auto care to legal services—and then matches them with merchants in their area willing to sell at that price.

Online shoppers can ensure that their transactions are secure by identifying an icon of a locked lock on the bottom right corner of their screen. Also, it's a good idea to check the shipping and return policies before completing a purchase. For more safe and helpful online shopping tips, visit [www.superpages.com](http://www.superpages.com) and click on the Internet Learning Tutor icon.

SuperPages.com, which also powers directory services on sites including Excite, Lycos, AltaVista, Ask Jeeves, HotBot, BigFoot, Tripod, Angelfire, InfoSpace and MSN, is produced and marketed by Verizon Information Services. To learn more, visit [www.superpages.com](http://www.superpages.com).