Shopping Online

Want to get a great product at a great price when you shop online? Some extra research can really pay off.

**PLAN**

- **Set a Budget**
  How much do you want to spend? Include delivery costs.

- **Decide What Matters**
  What are your “must-have” features vs. those that are nice to have?

**COMPARE PRODUCTS**

- **Use Search Engines**
  To find out more about a brand, product, or site, type the name into a search engine with words like “review,” “complaint,” or “scam.”

- **Read Reviews Online**
  Reviews from other people, experts, and columnists can give you an idea of how a product performs. Don’t put all your trust in any one review.

- **Consider Reputation**
  Does the brand or site have a reputation for quality and good customer service?

**COMPARE COSTS**

- **Check Shopping Comparison Sites**
  Some sites show the price of a product at several online stores. Keep shipping costs in mind when computing the best deal.

- **Consider Coupons**
  Coupon codes can impact your final costs. Do a search for the store with terms like “discount,” “coupon,” or “free shipping.”

- **Read Return Policies**
  Not all stores have the same rules for returns. Some charge fees for return shipping or restocking.

**CHECKOUT**

- **Decide How To Pay**
  When you shop online, credit cards can offer extra protections.

- **Look for a Secure Checkout**
  Does the website address start with https (the “s” stands for secure) when you’re checking out?

Learn more at consumer.ftc.gov/articles/0020-shopping-online