

# 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.

## CHECK OUT

### 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 [OnGuardOnline.gov/SmartShopper](http://OnGuardOnline.gov/SmartShopper)

