

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.”

Search



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

