



Sell Better During the Holiday Season By Getting Listed with Price Comparison Sites

The holiday season that surrounds the Christmas holiday incorporates what is known as the holiday shopping season which comprises a peak season for the retail sector. Since Christmas is closely associated with the exchanging of gifts, the mega-shopping season starts between Thanksgiving and Christmas, after which begins a period of sales at the end of the season, the January sales. It's "Ready, set, shop" time!

Many people find this time particularly stressful. As a remedy, several folks now practice online shopping so as to tackle their December dilemma. Several Price comparison websites have come up that holiday shoppers in particular may want to swing by! Besides the convenience of shopping at any time of day or night, comparison shopping sites compare prices from a number of online shops. Many different types of goods can be compared, including books, music CDs, DVDs, PCs and electrical goods, clothes, shoes, jewelery, watches and accessories, toys, iPods, airplane tickets, cars, and more!

If you want to be able to cater to the price conscious shoppers at these price comparison websites, then participate among the range of retailers who vie to get their product information listed, allowing users to sort and compare products by price and category. To get your product listed on price comparison websites, you need to contact them to obtain a quote, while some allow you to sign up online. You also need to set up a data-feed to each of these services with your product information and any images. The information the customer receives includes price, the shipping details, the condition of the product (new, used, refurbished), and how previous buyers rated the stores.

Some of the popular price comparison websites include froogle.google.com, shopping.msn.com, shopping.yahoo.com, become.com, pricegrabber.com, pricescan.com, and shopping.com. Shopping.com boasts the largest number of unique visitors of all shopping comparison sites. All of them do a great job of aggregating prices of items at several stores.

Sign up with the shopping comparison engines. Start with Google Base (it's free) and then add: Yahoo! Shopping, NexTag, Shopping.com, PriceGrabber, and Shopzilla. There are many other shopping engines, but working with these six will give you a good idea of how the marketing channel performs. Set up your data feeds. You can start with an automated data feed submission program, but realize that this feed must be optimized to get great results. Analyze your results and refine your data feed. Some products will sell well on the shopping comparison engines. Some won't. You will want to make sure you're only listing the products that sell or you'll rack up click costs producing a terrible return on investment.

Besides the websites already mentioned, you may want your products listed on some product-specific sites that offer greatly focused searches. There are price comparison websites that would help customers compare prices of only books or cell phones, and so on. Eventually, your sales via price comparison websites would be highly dependent on customer ratings, as customers would always prefer sticking with highly rated stores even if it means paying a little extra.

Price comparison engines or sites mostly charge on a pay-per-click basis, which varies depending on the category of product you are offering, but the conversion rates are great. Some sites like Froogle, a shopping search and price comparison site owned by Google, provides product information for free and results are displayed based on search criteria and product descriptions used. Searchers can sort by price and category or display more products from a selected retailer.

Comparison shopping sites or search engines are truly unique. You can now advertise your products right along side some of the biggest retailers in the industry. With no up-front costs and the prospect of a steady stream of qualified leads, comparison-shopping sites are a perfect venue for e-commerce sites of all sizes and types. But comparison shopping will only work if your products are competitively priced. If your prices are too high, or if your shipping fees are substantially higher than your competitors', you aren't likely to make many sales. Keep an eye on what the other merchants in your product area are offering to make sure that you can stay on top.

The holiday season is here and no one can fight the urge to splurge! Smart customers know better than to pay an incredulous price for something they can get for less at an online store. Rather than having to plod from one website to to other, they turn to price-comparison sites and gain immediate access to the prices from any number of online merchants. This way they'll not only score the best deal, but save a lot of precious time and energy. Capitalize on this large percentage of online shoppers by finding yourself a place on the popular price comparison sites!

Call them bargain finders, aggregators or shopping concierges, price comparison sites are the best thing that has happened to online stores, as well as, holiday shoppers in a long long time! Here's wishing good cheer, excitement and a happy holiday shopping season this year!

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