

How to compare prices

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Are you a bargain hunter? Do you know the type of product you're looking for? Price comparison websites are a good way to find out the best deals from the comfort of your armchair without the need to dash around from place to place.

Sites such as Kelkoo and Pricerunner search the internet to find the best deals and then rank them for you. There are also financial comparison sites, such as Money Expert, where you can also find the best deals on financial products.

In this step-by-step guide, using Kelkoo as an example, we're going to look at how to compare shopping prices online.

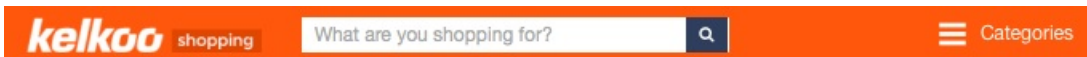
You'll need:

- a computer with an internet connection.

This guide is based on a PC running Windows 7 and Internet Explorer 8, but the steps in this process are very similar for Mac users or if you're using a different browser.

Follow these step-by-step instructions to compare prices

Step 1: Go to [Kelkoo](http://www.kelkoo.co.uk) (the website will open in a new window if you click on the link or you can open a new tab and type <http://www.kelkoo.co.uk> in the address bar).



Browse & Buy



Digital Cameras



Televisions



Household Appliances



Furniture

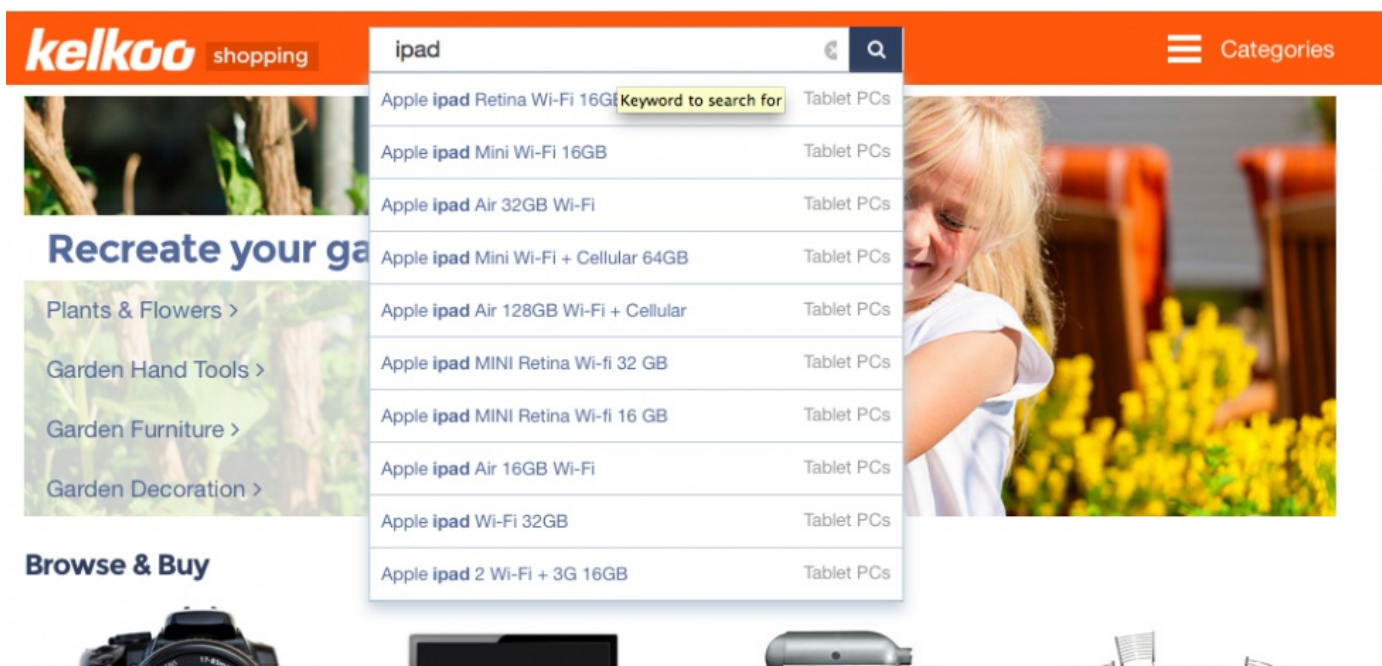
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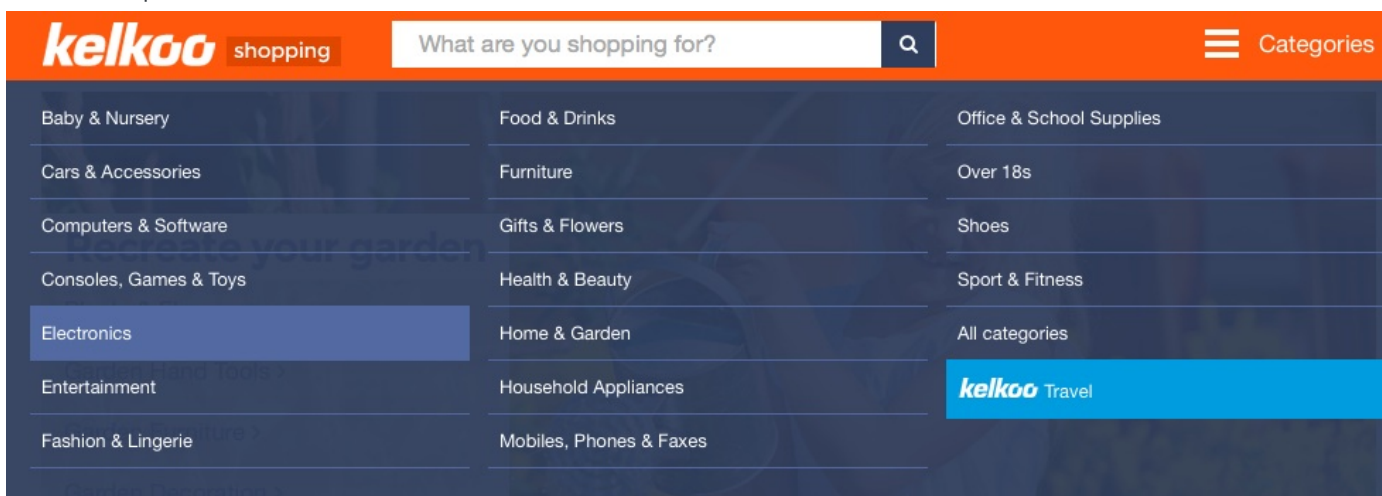
OK, I agree

No, thanks

Step 2: When you enter the site, you'll find a drop-down menu labelled 'Categories' on the righthand side. This allows you to narrow down your search from a broad category of goods. If, however, you know the exact description or model of the item you want, you can type this straight into the search box to the left of the 'Categories' button. As you type, a drop-down list will appear giving you some likely choices that you can pick by clicking on them. From this point you can skip to **Step 9** of this guide. Otherwise go straight on to **Step 3**.



Step 3: When you click on **Categories**, you'll see that a drop down box appears over the top of the website, which contains popular categories. You can choose from one of these - in this case, we will choose **Electronics**, or click **All Categories** to view more options.



Step 4: When you come to the category page (in this case 'Electronics'), you can then choose from the sub-categories on offer. In this case, we will choose **Photography**.

Electronics



Recommend

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Whether you are looking for digital cameras, MP3 players, DVD recorders, camcorders, home cinema or DVD and Blu-ray players, you will find an extensive level of electronics products and offers offered on our site. We have a large list of electronics retailers including Currys, Dixons, Amazon and ... [View more](#)



Televisions



Photography



Portable Audio



Hi-Fi



Related Categories



GPS

Step 5: You will be shown a selection of options, such as **Digital Cameras** and Camera Lenses. We will choose **Digital Cameras**.


Now on the left-hand side of the screen you can refine your search, either by typing in some criteria in the 'Refine by keyword' window and clicking on the **blue arrow**, or by using the links and slider bars on the left-hand side of the screen.

Digital Cameras g+1 f Recommend 21

Photographic technology and cameras have improved by leaps and bounds in the past 20 years. You can choose from a wide range of budgets and tastes. Many camera models allow you to go above and beyond just run-of-the-mill picture capture ... [View more](#)

 [View the Digital Cameras Buyers Guide](#)

Refine your search

Refine by keyword 

Category

Digital Cameras

Brand

Canon (92)
Nikon (103)
Panasonic (84)
Fujifilm (122)
Olympus (71)
Samsung (66)
More...

Budget

£11  £5669

Camera type

910 results



Canon EOS 7D

from £718

Available from 4 retailers



Nikon D7100

from £820

Available from 4 retailers



Step 6: Having narrowed down the selection further, it is possible, by using the dropdown menu, to 'Sort by Popularity', 'Price Ascending', 'Price Descending', or 'Title Ascending'. Hovering the mouse pointer over an image enables you to see a brief account of features, a list of retailers stocking the product and their prices.

Sort by Popularity
 Price Ascending
 Price Descending
 Title Ascending



Canon EOS 1100D

£820

Available from 4 retailers



Panasonic Lumix DMC TZ40

from £194

Available from 3 retailers











Canon EOS 5 D Mark III

from £2,000

Available from 4 retailers

Step 7: Click on the product in which you are interested.

Step 8: You can now see, in more detail, the choices and prices for your chosen item. Click on the **Visit Store** button to visit the store of your choice.

<p>Promo code</p>  <p>Canon EOS 1100D DSLR Camera with 18-55 mm +</p> <p>Currys</p> <p>£329.98 -6% £349</p> <p>Free shipping</p> <p>Visit Store</p>	<p>Promo code</p>  <p>Canon EOS 1100D DSLR Camera with 18-55 mm +</p> <p>PC World</p> <p>£329.98 -6% £349</p> <p>Free shipping</p> <p>Visit Store</p>	<p>Promo code</p>  <p>Canon 1100D Body, 5161B016</p> <p>Amazon Marketplace</p> <p>£366.40</p> <p>Free shipping</p> <p>Visit Store</p>	<p>Promo code</p>  <p>Canon T3 / E</p> <p>Amazon</p> <p>£595</p> <p>Free shipping</p> <p>Visit Store</p>
			

Step 9: You'll now be taken direct to the online store where your chosen item will be displayed ready for you.

To make absolutely sure you get the best deal, it's a good idea to check out a few different price comparison sites before finally buying.

Happy bargain hunting!

Jacklyn Williams is a Digital Unite tutor based in the South West.

Next steps

[Internet shopping: how to buy online](#)

[How to find online bargains](#)

[How to use cashback sites](#)

[How to shop safely online](#)
