

iOffer.com Unveils Enhanced Item Detail Page

Date: 26.02.2009 - 16:21

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [iOffer, Inc.](#)



San Francisco, CA -- Online shopping consists of two elements: buyers and sellers. Buyers must be completely satisfied with their purchase, and sellers must provide the best service to retain buyers. Buyers must understand the full buying terms up front, and sellers want to expose their items to more buyers. iOffer's new item detail page satisfies both buyers and sellers, with advanced buying features and extensive selling attributes.

Enlarged item displays add clarity and focus to each item listing, followed by a full description to reiterate its importance. Buying terms are grouped together to let buyers grasp relevant information immediately, stating the item's asking price, quantity, shipping info & price, payment options, and available actions on the item.

A "Meet the Seller" box introduces the seller and his or her store to buyers, displaying recent activities and feedback ratings. Buyers can access the seller profile, past transactions, feedback comments, and seller statistics through the rating chart before making informed buying decisions.

Multiple gateways to the seller store are strategically placed on the page, including a permanent slideshow and a gallery view of their items. This convenient path connects buyers and sellers to help foster and develop a strong business relationship.

An organized tabbing system eliminates the need to scroll down the page, showing all buying information in one central location. The simple and clean layout allow item detail pages to load faster, permitting buyers to browse more item listings and find the best deal in a shorter amount of time.

The new item detail page is centered on item description and buying terms, creating a global buyer appeal. Placing the most prominent information in the center inspires buyers to proactively initiate negotiations with sellers to speed up transactions. As a result, buyers and sellers are satisfied, and both obtain better online shopping experiences.

About iOffer, Inc.

iOffer, Inc. is recognized as a leading alternative online marketplace worldwide. Since 2001, iOffer has been changing the way online transactions are conducted, providing a safe and friendly community for its members to buy, sell, and trade through open negotiations. iOffer believes that active communication and interactions are keys to the success and enjoyment of their members. For more information, please visit www.ioffer.com.

Andy Li
iOffer, Inc.
P.O. Box 78191
San Francisco, CA 94107
www.ioffer.com
415-367-9777
andy@ioffer.com

[You can find this press release here](#)