

Gonicofish.com Helps Mature Shoppers Navigate World of Internet Bargains



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Press Release Summary: About 70 percent of adults age 50 to 64 shop on the Internet. This demographic group is swelling as more of America's 80 million Boomers pass their fiftieth birthday. Goncofish.com offers seniors tips for finding net's best deals.

Press Release Body: **Baby Boomers** teethed on technological change and are still open to new advances. From transistors to PC's to I-Pods, **Boomers** have made the leap from one new innovation to another.

Now, as more and more Boomers are passing their fiftieth birthdays, they are flocking to the world's largest, most convenient shopping mall – the Internet. According to the Pew Internet and American Life Project, 70 percent of adults age 50 to 64 are online, and the majority of those are likely to use the net to gather consumer information and to make purchases.

This is no small demographic group, and it will continue to swell as the youngest of Boomers turn 50 in 2014. After all, the Boomer generation is defined by nothing if not numbers. According to the Internet Site,

BoomJ.com, 80 million Americans were born between 1946 and 1964, the years comprising the country's Baby Boom.

Even though Boomers are computer savvy, they, like many other online shoppers, may not know how to find the net's best bargains. They may be overwhelmed by the number of unorganized and often out-of-date bargains listed on Internet sites. They may also be unaware of how to find and use coupon codes and printable coupons.

Financial guru Gina Bassman is on a mission to help all consumers use the net wisely. After accumulating leaving her position as a senior financial executive for the Detroit Lions in order to spend more flexible time with her family, she found herself in the position of being an Internet consumer. Her experiences led her to create her own unique and user-friendly shopping site, **Gonicofish.com**.

"I love working with Fortune 500 companies and quality boutiques to bring consumers savings on line," Bassman says.

Visitors to Bassman's site can shop by item, by choosing one of over 1,000 carefully screened merchants, or by choosing one of fifteen different product categories. Gina keeps her site free of flash and pop-up, and her main concern is that her visitors have a fun and convenient shopping experience.

Here are three tips from **Gonicofish.com** to help Boomers and seniors find the net's best deals.

1) Make use of coupon codes and printable coupons. A coupon code is a number issued by a merchant, and it allows customers to save anywhere from the cost of shipping to huge percentages off of an item's price tag. Shoppers type these codes into a box when making an Internet purchase.

The best place to find coupon codes is to visit a site such as **Gonicofish.com**, which keeps an organized and updated list of codes from various merchants. Be wary of sites which are hard to navigate and are sporadically updated. Another way to find a coupon code is to type the merchant's name in a Google search. However, such a search is likely to turn up a number of expired codes, and it takes a lot of time to wade through the results to find the code you need.

Printable coupons are similar to coupons that appear in newspaper inserts. The consumer prints a coupon for a particular brand or

merchant. The customer then takes the coupon to a local store, where the coupon can be used to acquire a discount. Sites like **Gonicofish.com** offer printable coupons. Consumers can also find printable coupons by visiting a retail company's web page.

2. The Internet offers a bewildering array of offers. Boomers, seniors, and even younger shoppers should look for sites which organize the net's latest and best offerings in a way that makes it easy for the consumer to sort through a plethora of deals.

In the same way, Boomers and seniors will appreciate sites, such as **Gonicofish.com**, which do not confuse the shopper with a lot of flash and pop-up. Those who are beginning to experience vision problems should also look for a readable, clear font.

3. Boomer and senior shoppers are more likely than younger consumers to do their research before making a purchase. They are also more likely to read the fine print on a web site. In that sense, mature shoppers generally make wise choices when shopping on the net.

However, since many scams are aimed at mature citizens, it always pays to practice Internet safety. Buy from reputable merchants. Check a retailer's security policy before conveying any personal information. Print out a copy of your transaction so that you can refer to it in the rare event that there is a problem. **Gonicofish.com** cares about the safety of its visitors, so it partners only with merchants who are reputable and family-friendly.

By following these tips, mature shoppers can take advantage of all that Internet shopping has to offer.

Web Site: <http://www.gonicofish.com>

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