

New website for Jump.co.za

Jump.co.za, the South African online shopping comparative search engine launched its new website, yesterday, Monday 29 June 2009. Improved search speed and new features are among the benefits offered.



Jump Shopping has changed its branding from Jump Shopping to Jump.co.za to allow for more growth, in terms of product range, in future. The rebranding has also resulting in some changes to the look and feel of the website.

Shoppers are now able to create accounts that will enable them to use various new functionalities on Jump.co.za. These include: setting price alerts on products; recommending products; creating a favourite products list; rating stores; and asking online stores questions directly through Jump.co.za's AskNow.co.za website, which was created to give shoppers the platform to connect with online stores directly.

More accurate results

The search engine has worked hard at improving its search function to yield better, more accurate, results. Speed has also been on the priority list with the new site. Not only has the performance of the overall site been improved, but emphasis has also been placed on the speed of the searches.

There is an added feature for consumers, namely Buying Guides. The guides are written to help the consumer make more informed decisions when buying certain products by highlighting features to watch for when buying a specific product.