



High Growth for TheCheapTextbook.com

Number of visitors to price comparison site increases 186%

/EINPresswire.com/ Seattle WA, March 6,2013 -- The [Cheap Textbook](#) website announced results from the winter 2012-2013 buying season that started in December and ended in January and included students buying for the winter semester or the winter quarter. The website had over 9000 visitors searching for [cheap textbooks](#) during the 2 month buying season.

"The winter buying season is typically weaker than that of the fall, so the fact that the site almost tripled in visitors is encouraging. As the site became more established in the past few months, referrals have helped traffic increase." said Ofer Matan, owner of The Cheap Textbook.

The Cheap Textbook lets students search all the leading online vendors for the best prices of new, used, rental and e-books. Visitors to the site can do their comparison shopping without visiting each vendor individually. The savings over bookstore costs are significant.

Some additional statistics from the winter 2012 buying season:

- 9150 visitors (186% increase from summer 2012)
- 13% returning visitors
- 9% of all comparison shoppers found and purchased the textbook they were searching for.

About The Cheap Textbook

Launched in 2012, The Cheap Textbook.com is a free, easy-to-use [textbook price comparison](#) website. It helps students find the lowest prices among the leading online bookstores. With one click, users can find the cheapest offerings among new, used, rental and e-books.

Contact:

Ofer Matan
The Cheap Textbook
(862) 243-2725
ofer@thecheaptextbook.com

This press release can be viewed online at: <https://www.einpresswire.com/article/140218529>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.