

# U.S. stores want better Web sites

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U.S. retailers are increasingly anxious to upgrade the content on their Web sites, requiring more attention to the technical side of Internet operations.

Major retailers told Internet Retailer that they were offering more in the way of video on their sites in large part because of the increasing level of broadband connectivity among their customer base.

The result has been a growing interest among retailers in robust servers and other technology.

"We saw a movement toward greater interest in Web site enhancements starting around the beginning of this year and already most retailers are building their sites with the broadband Internet user in mind," said John Rozen, COO of Mirror Image, a content-solutions provider for retailers.

Rozen said some merchants were proceeding relatively slowly in their Web-site strategies in order to thoroughly evaluate the pros and cons of different technologies.

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