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Whether youâ€™re moving into a new home or simply changing your provider, finding the right telephone and broadband deal can be confusing. In fact, some comparison websites are so jargon-heavy that it feels like you need a degree in technology to understand what theyâ€™re talking about. However, providers are striving to make it easier for customers to understand what theyâ€™re committing to when they take out a new broadband deal. If youâ€™re looking for a new package, here are some tips to bear in mind.

First, consider how you use the internet. For instance, perhaps you only use your home broadband to check your emails or look at Facebook after work. This qualifies as relatively light internet use. Alternatively, maybe youâ€™re a keen online games player and you watch a lot of films and TV on your computer â€“ on BBC iPlayer or via Netflix, for example. This makes you a heavier internet user, and itâ€™s advisable to pay more to increase your monthly usage allowance. If you live in a household with several people â€“ like a shared student house or a family with several older children â€“ a higher monthly usage may also be necessary.

Next, you need to understand the difference between advertised broadband speeds and the one youâ€™ll actually receive. Broadband providers have made several improvements to speed in recent years, and as the UKâ€™s broadband infrastructure improves, these speeds will only get better. But just because a broadband connection is advertised as 16Mb, for example, that doesnâ€™t mean youâ€™ll get that speed and it will often be slower. If you think your broadband is running too slowly, be sure to call your provider about it as it may be a problem thatâ€™s particular to your area.

Youâ€™ll also need to decide if you want a telephone and broadband deal, a phone, broadband and TV package or broadband on its own. Many new TVs already have Freeview channels built in, so if youâ€™re a light TV watcher or you donâ€™t watch much sport, then you probably wonâ€™t need a pack that includes TV. Similarly, if you use a mobile phone to make all your calls, you may not even require a landline â€“ in which case, you should opt for a broadband only deal. However, many telephone and broadband packages offer free calls, either all day or only at evenings and weekends, which may be useful for calling other landlines.

Finally, consider how much you can afford and for how long you want to commit. If you expect to live in your new home for less than 12 months, choose a broadband provider that doesnâ€™t make you sign up to an annual contract, or who wonâ€™t charge you if you cancel a few months early. If youâ€™re o a very tight budget, look for deals that offer the first few months free. Or if youâ€™ve been with your mobile phone network for several years, give them a call to see if they have any broadband offers you can exploit.

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Bgiles - About Author:

Bruce Giles writes for a digital marketing agency. This article has been commissioned by a client of said agency. This article is not designed to promote, but should be considered professional content.

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