

# E-Commerce

So you want to sell products online?  
Where do you start..

**Buy Now**



# Marketing Plan.. what are you selling?

- **Consider product type:**
  - Tangible (Needs order fulfillment, shipping)
  - Service (Internet-based or live local)
  - Membership fees
  - Downloadable (Digital files, music, programs)
- Products options and categories
- Pricing, Tax (if applicable), shipping, discounts, coupons, handling charges..
- Payment options (CC, check, cash)
- Privacy policy – MUST be available on the site.

# \$\$ Important Money Issues \$\$

- Method of online payment to use:  
Processor (3<sup>rd</sup> party)  
Gateway (own host)
- Need Business Banking & Credit Card accounts. (*designated accounts for business.*)
- If using a **Gateway**, need a Merchant Account  
(*Merchant account moves money between buyers credit card and sellers bank account*)

# Security & Encryption

- **If** using Payment **Gateway** with own host will need to provide security with a:
- **SSL** (*Secure Socket Layer – encryption scrambles data*)
  - Obligated to protect the customer - possible legal liability! (padlock icon shows license)
  - Issued by a vendor, encryption key is installed on the site hosting account.
  - Consult with host for their requirements
  - Place SSL key in root directory



# Using a Gateway payment system

- Entire process keeps buyer on site
- Instant feedback
- Funds deposited automatically into vendor's bank and better bookkeeping
- More professional, SSL license matches site name
- **More expensive and complex to set up**
- **Requires Merchant account, SSL and good credit history**



# Using a Processor payment system

- Less expensive, easy to set up
- No Merchant account needed
- Good for small stores, low volume

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- Buyer goes to different site for payment processing (Paypal, Google, 3<sup>rd</sup> party)
- Delayed feedback
- SSL may not match up
- Often have to request money to be deposited, complex bookkeeping.

# Site Static or Dynamic?

- Static site – HTML pages with a form and “buy” button which takes buyer to 3<sup>rd</sup> party processor (Paypal, Google, ect..)
- No connectivity to database
- Dynamic site – using a Gateway, connected to a custom database on own server
- More complex to set up



## Site and DB on shared host:

- If using a ***shared hosting*** service, with a inventory and customer database, do **NOT** store credit card numbers.

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*Shared hosting is not secure enough.*

- Store any database **ABOVE** the site root if possible, or else in a password protected folder.



# Design Front End Cart

- Keep it as simple / easy as possible
- Minimum clicks required to purchase item
- Product catalog – divided into user-friendly categories as needed
- Product pages (template for consistency)
- Flash based images/enlargements?
- Button Graphics
- Breadcrumb trail for navigation

# Choosing a Shopping Cart

- Will it allow for design requirements?
- If using a 3<sup>rd</sup> party, what software do they offer, and how customizable is it?
- If using a Gateway/custom set-up, can choose best cart product – \$ to \$\$\$\$\$
  - Application Server needs to run chosen language - ASP,ASP.NET, CF,JSP or PHP
- Will it integrate with the software used to create the front end? Managers pages?



# Shopping Cart questions to ask

- Who enters the product data, and maintains updates (developer, owner?)
- Will it connect to a database, and if so, is cart compatible with the DB used.
- Can it handle international orders – shipping and currencies
- Miva Merchant is example of fee-based.
- Zen Cart is free, but needs more work to customize..

# Miva Merchant fine print

- “Miva Merchant Payment provides all the tools .. to accept .. credit cards, including a Payment Gateway, virtual terminal .. fraud screening, .. detailed reporting..”
- “If .. not using Miva Merchant Payment, you will need to arrange for your own Payment Gateway.”
- “..keep information secure during online transactions ..need.. a Secure Certificate or SSL (Secure Sockets Layer).
- \$995,00. Host needs to support Miva
- Includes MivaSql database (?)
- <http://www.mivamerchant.com/support/docs/>

# Other carts

- Zen CartFree, PHP based
  - Need to set up MySQL database manually
  - Mixed reviews
  - <http://tutorials.zen-cart.com/index.php?article=107>
- Volusion
  - Not good internationally?
  - Not for beginner developers?



# Cartweaver

- Designed for *Developers* – integrates with DreamWeaver
- PHP, ASP or ColdFusion versions
- \$295.00 (one license, no restriction on sites used)
- <http://www.cartweaver.com/faq/>
- Includes Admin and DB



# Useful links

- <http://www.authorizenet.com/>
- <http://www.authorizenet.com/resources/howitworksdiagram/>
- <https://secure.authorize.net/>
- <https://www.verisign.com/>
- <http://www.cartmanager.net/index.php3>
- <http://www.pluginplay.com>
- <https://www.paypal.com/>
- <http://checkout.google.com/seller/>
- <http://www.volusion.com/>

# Cart links

- <http://www.easycart.com/>
- <http://shopping-cart-review.toptenreviews.com/>
- <http://www.tamingthebeast.net/articles2/shopping-carts.htm>

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- <http://www.dmaresponsibility.org/PPG/>
- <http://www.marketerschoice.com/>
- <http://www.aspin.com/home/webapps/shopping/carts>  
(*read reviews*)
- <http://www.oscommerce.com/>
- <http://www.zen-cart.com/>
- <http://www.prostores.com/>
- <http://www.ecommercetemplates.com/overview.asp>