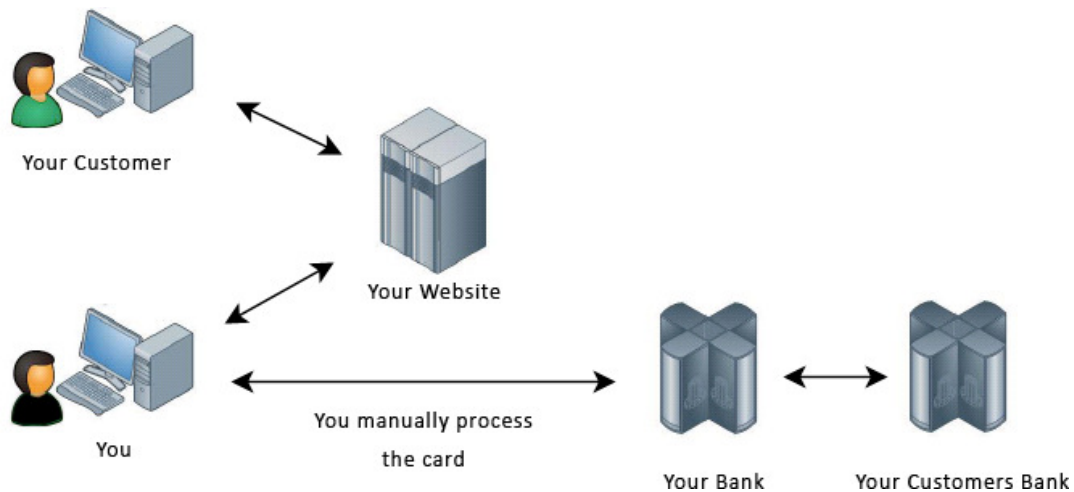


E-Commerce Websites

How does your E-Commerce Website Work

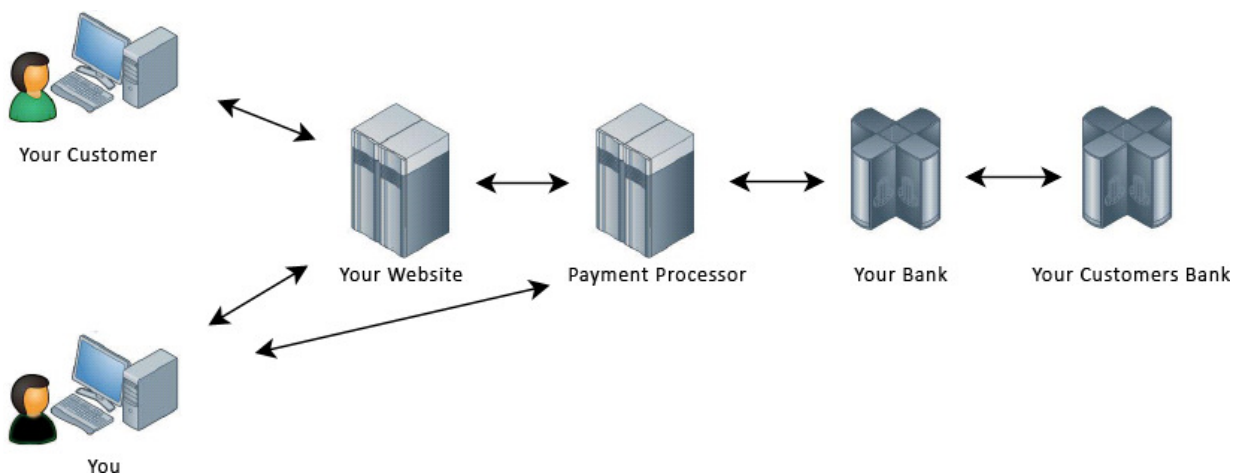
There are typically three ways of setting up your e-commerce website in relation to how it handles payments.

Simplest Solution ideal for a low volume of orders



The customer adds your products to the basket on your site. They then enter their card details and submit the order. You login to your site and retrieve the details of the order including the card details. You manually process the card details through your card terminal as customer not present. You then dispatch the goods. Not all banks support using a card terminal in this way but for some people this maybe the only way of getting started as it is usually the cheapest and simplest option.

Fully Automated Solution



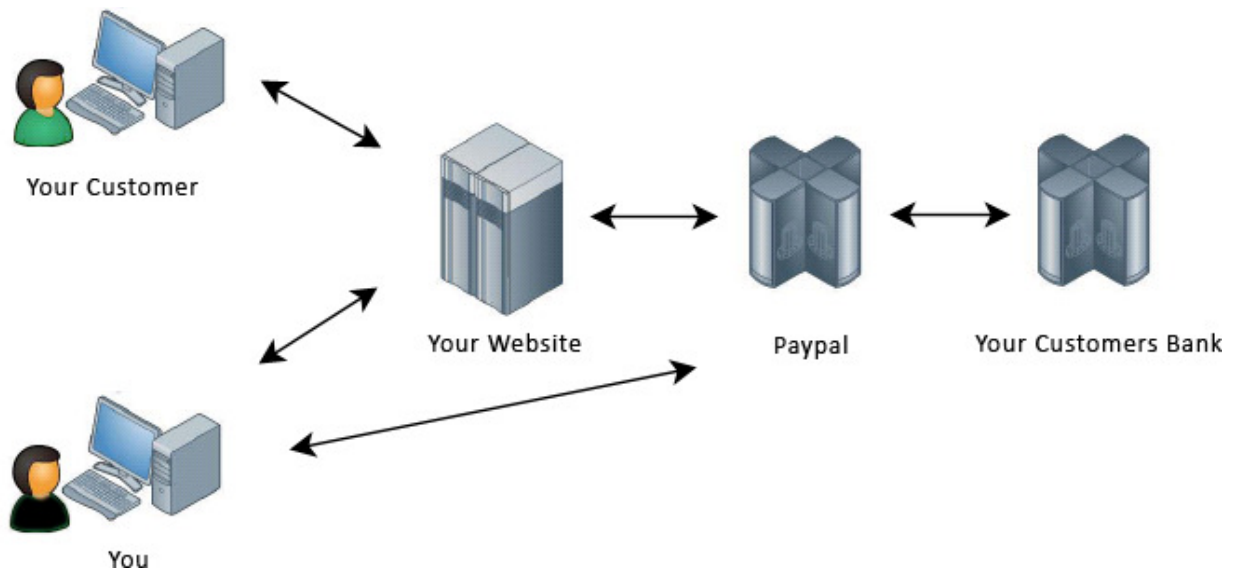
First 4 websites

"Making Websites Easy"

The customer adds the products to the basket on your site. When they click to pay they are taken to a webpage at the Payment Processor to enter their address and card details. The payment processor then communicates with your bank to approve the payment.

You access the order details by logging into the payment processors website. This process is the most widely used. You not only pay a fee to your bank but also a fee to the payment processor depending on the services they perform whilst handling the transaction. Depending on the payment processor they may carry out automatic fraud checks. Additionally your accounts software might be able to communicate directly with them meaning you do not have to enter the sales manually into your accounting software.

Using Paypal as your payment provider



Paypal offer an account that will also manage credit / debit cards as well as the familiar PayPal payments. Using PayPal is slightly more straight forward since they act as the Payment Processor as well as the acquiring Bank.

Things you need to consider

There are lots of things to think about before you do anything.

Website Considerations:

1. Domain name and hosting package
2. E-commerce software you are going to use
3. Modifying the website template design to suit your needs. Is there a template design you could buy and modify to speed up the whole process and save you money.

Payment considerations:

1. Fees charged by the merchant account (usually supplied by your bank).
2. Fees charged by the payment processor.
3. Does the payment processor work with the merchant account you have selected.
4. Which shopping carts work with the payment processor you have selected.

Only once you have worked out the above should you proceed.

Useful links

Banks & Companies offering Merchant Accounts

Paypal	http://www.paypal.com
Natwest	http://www.streamline.com/
Barclays Merchant Services	http://www.barclaycard.co.uk/business/
HSBC Merchant Services	http://www.hsbc.co.uk/1/2/business/cards-payments/card-processing
Nochex	http://www.nochex.com/

Payment Processors

Merger between Protx and Sage accounting	http://www.sagepay.com
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