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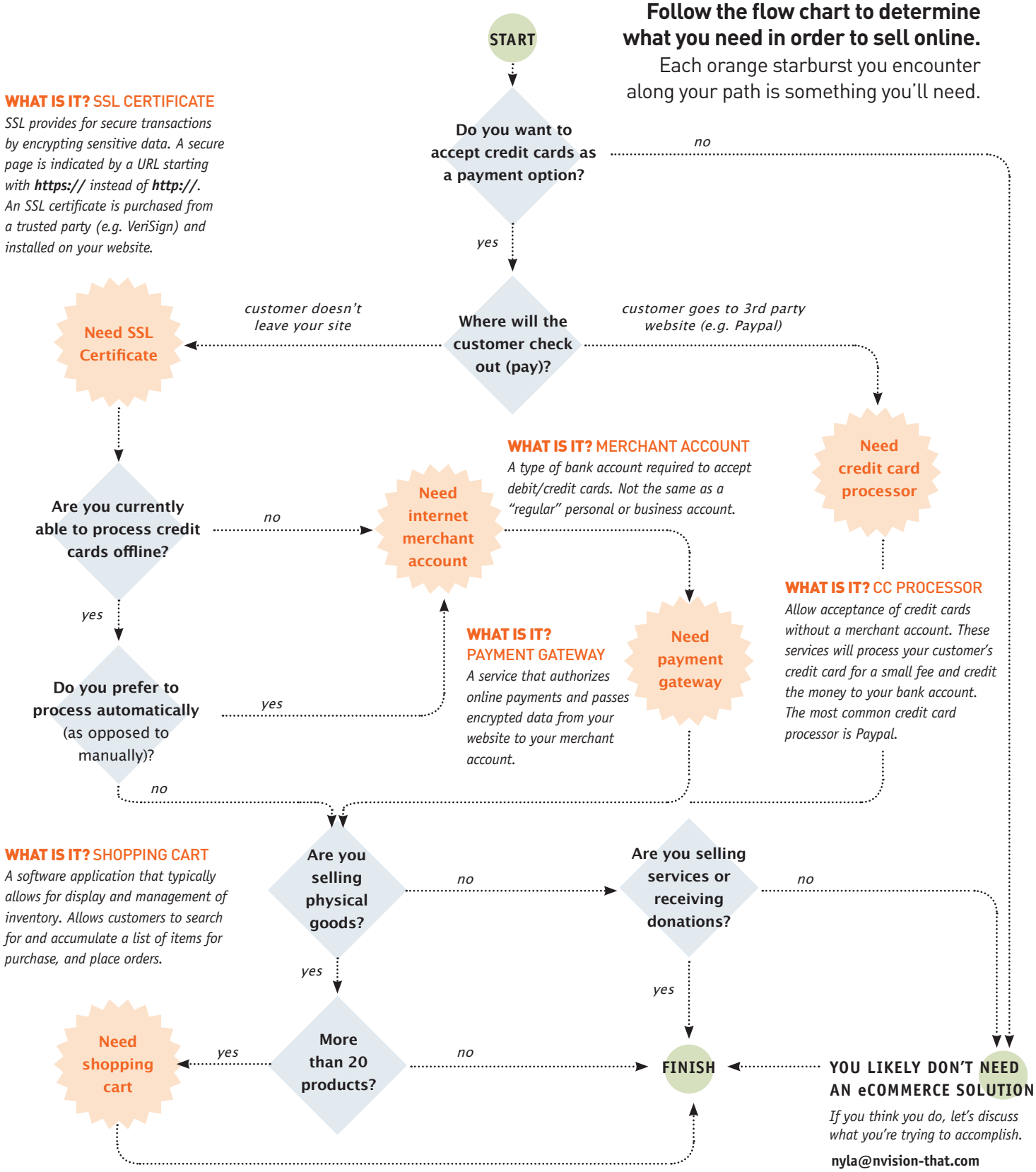
eCommerce Flow Chart

Follow the flow chart to determine what you need in order to sell online.
Each orange starburst you encounter along your path is something you'll need.



WHAT IS IT? SSL CERTIFICATE
*SSL provides for secure transactions by encrypting sensitive data. A secure page is indicated by a URL starting with **https://** instead of **http://**. An SSL certificate is purchased from a trusted party (e.g. VeriSign) and installed on your website.*

WHAT IS IT? MERCHANT ACCOUNT
A type of bank account required to accept debit/credit cards. Not the same as a "regular" personal or business account.

WHAT IS IT? CC PROCESSOR
Allow acceptance of credit cards without a merchant account. These services will process your customer's credit card for a small fee and credit the money to your bank account. The most common credit card processor is Paypal.

WHAT IS IT? PAYMENT GATEWAY
A service that authorizes online payments and passes encrypted data from your website to your merchant account.

WHAT IS IT? SHOPPING CART
A software application that typically allows for display and management of inventory. Allows customers to search for and accumulate a list of items for purchase, and place orders.