

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.



Do you want to accept credit cards as a payment option?

yes

no

Where will the customer check out (pay)?

customer goes to 3rd party website (e.g. Paypal)

customer doesn't leave your site



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.

Are you currently able to process credit cards offline?

no



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? 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.

Do you prefer to process automatically (as opposed to manually)?

yes

yes

no

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.

Are you selling physical goods?

no

Are you selling services or receiving donations?

no

yes

yes



More than 20 products?

yes

no



YOU LIKELY DON'T NEED AN eCOMMERCE SOLUTION

If you think you do, let's discuss what you're trying to accomplish.

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