

E-Commerce ~ Week 4

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Last week we covered...

- Server-side coding
- Began group project
- Database information for e-commerce
- Web automation
- Web security
 - Secure transactions



This week...

- Review of scope
- Credit Card Processing
- Online purchasing Solutions
- Choosing a Web host
- Site Mapping
- Writing for the Web
- Understanding legalities



Passing Variables

A quick review



Passing Variables

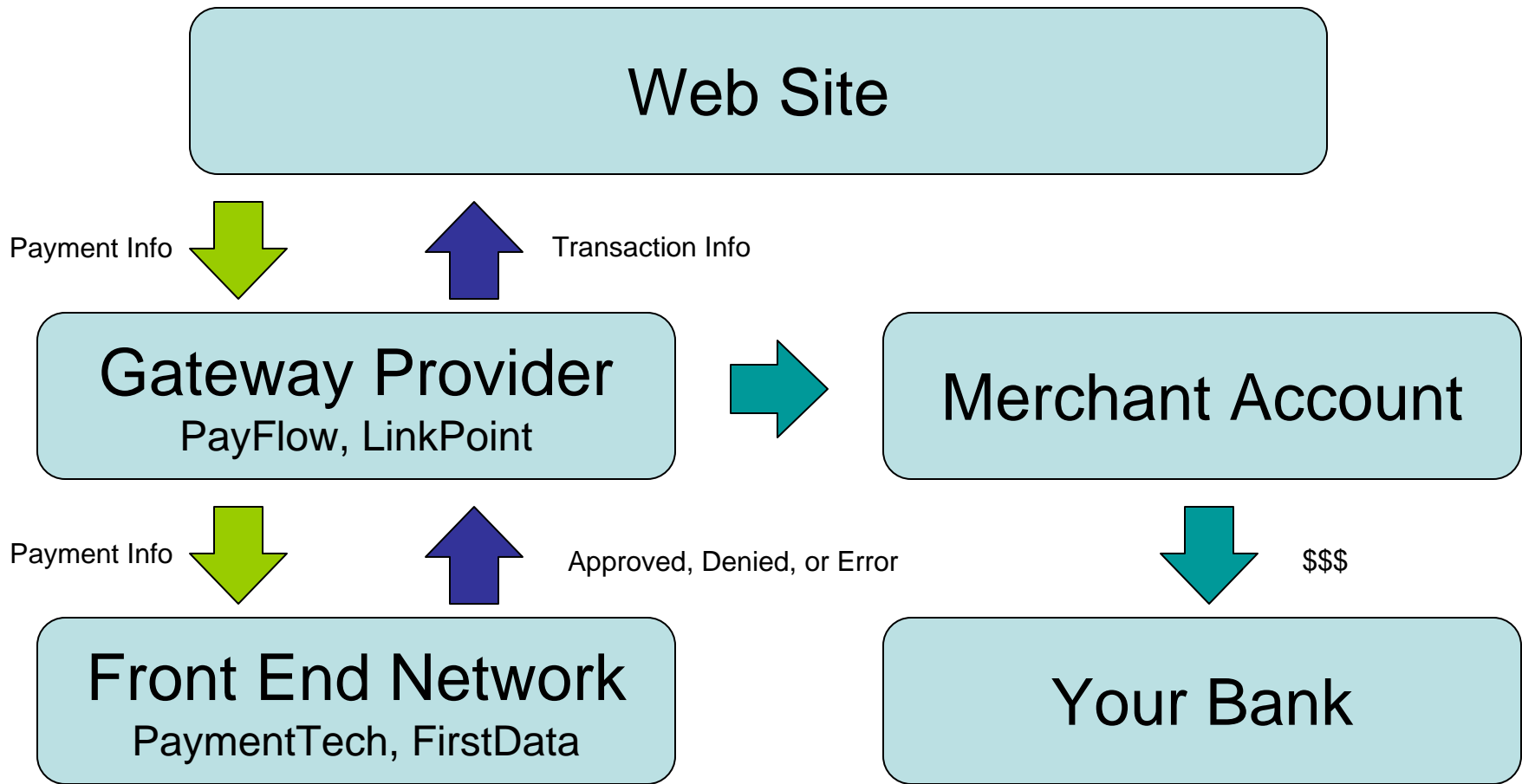
- Variables live in a *scope*
- Examples of scope include
 - URL
 - Form
 - Cookie
- Paypal example
 - www.rrpoff.com



Credit Card Processing

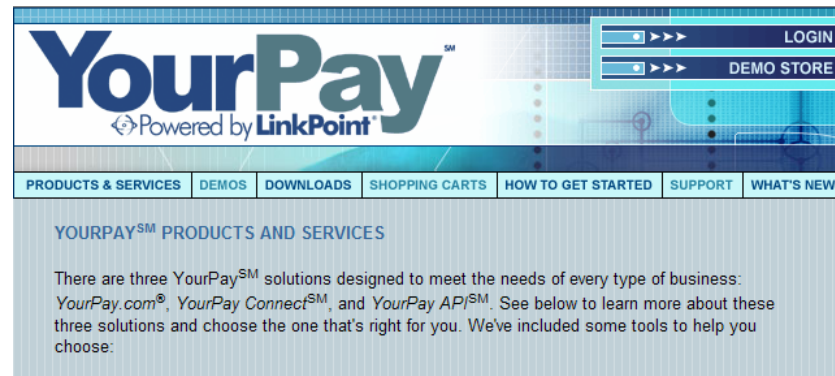
How it works





Credit Card Processing

- Some banks offer full solution



- Other providers also offer full solutions
 - PayPal's Website Payments Pro



Solutions

You don't have to reinvent the
wheel – unless you want to



Solutions

- "Pre-built" solutions
 - Offer Web site creation
 - Uses simple interface
 - Monthly charge, plus set-up, some percentage
- Examples
 - [Yahoo! Stores](#)
 - [eBay Stores](#)
 - Web hosting companies



Solutions

- **Affiliate/Reseller programs**
 - Sell your products, or the company's
 - Receive money based on sales
 - Monthly, plus setup fee
- **Examples**
 - Amazon.com
 - Barnes & Noble
 - Alibris



Other Solutions

- Online Marketers
 - Sell on your blog or Web site
 - Easy, but takes a little studying
- Examples
 - [Café Press](#)
 - [Etsy.com](#)



Solutions

- Fully-fledged shopping carts
 - Take technical knowledge
 - Fully customizable
 - Expandable
- Examples
 - [PayPal's Website Payments Pro](#)
 - [ASPDotNetStorefront](#)



Choose a Web hosting company

Culling through the choices



Choosing a Web hosting company

- Key factors
 - Price
 - Per month & annually
 - Cheaper by the year
 - Hard drive space
 - Email accounts
 - Sever-side scripting



Choosing a Web hosting company

- Look for recommendations
 - Users groups are the most powerful filter
- Examples
 - Comparison
http://kb.adobe.com/selfservice/viewContent.do?externalId=tn_16477
 - Discount ASP
<http://www.discountasp.net/>
 - Host My Site
<http://www.hostmysite.com/>

