

# “How to setup e-commerce for FREE, in less than 30 minutes”

Most people make it sound so hard to setup an electronic financial gateway on the Internet. Really it can be very easy, as I am about to show you.

There are many financial gateways available each with different cost structures. This can get very confusing, and expensive. Most charge monthly fees and can take a long time to setup. The one I am recommending for the newbie, is PayPal.

Go to Pay Pal, if you are in Australia the address is:

<http://www.paypal.com.au/au> You will see a screen like this, click the “Join PayPal Today” button.



Check box for “Business Account” and click next.  
Find your account details

## Account Sign Up Business Account

Secure Transaction

**Business Name:**

**Category:**

**Address Line 1:**

**Address Line 2:**

(optional)

**Town/City:**

**State/Territory:**

**Postcode:**

**Country:**

**Primary Currency:**

**Customer Service Email:**

**Customer Service Phone:**  (optional) **ext.**

**Business URL:**  (optional)

### Your Business Information

Please enter the information for your group, organisation, government entity, non-profit, individual business, or partnership.

Please enter the full email address, for example, **name@domain.com**

This email address will be shared only with those who purchase from you. It will be provided to buyers during payment so that they can contact you if needed.

You will be asked to enter an email address for your PayPal profile on the next page. It can be the same or different from your Customer Service Email.

Please enter your Business URL, for example, **www.businessname.com**

When you get to the details of the “Name and Password for the account”, the screen will look like this:

# Account Sign Up Business Account

Secure Transaction 

**Email Address:**   
(e.g. name@domain.com)

**Re-enter Email Address:**

**Password:**

**Retype Password:**


### Your Email Address and Password

You will use this information to log in to PayPal.


Please enter your full email address, for example, **name@domain.com**

Your password must be at least 8 characters long and is case-sensitive.

Try to make your password as unique as possible. We strongly encourage you to use a brand new password, NOT one used for other accounts.

**Security Question 1:**  

**Answer 1:**

**Security Question 2:**  

**Answer 2:**

### Password Recovery

If you lose your password, we will ask you these questions to confirm your identity.

Please enter answers that are memorable to you.

Naturally, you would fill in the answers to the "Mother's maiden name..", and so on  
At this point I usually save this information in a text



```
File Edit Format View Help
PAYPAL ACCOUNT DETAILS:
web address: https://www.paypal.com/au/
Email Address: ks@emarketing-today.com
Password: yourpassword
Retype Password: yourpassword|
```

Do you agree to receive the Product Disclosure Statement online as set out in the box above, and do you agree to the User Agreement and Privacy Policy, and terms incorporated therein?

- Yes** I also agree to PayPal processing and storing my information in the United States of America. PayPal, Inc. is a wholly owned subsidiary of eBay Inc. and is incorporated in the state of Delaware, USA. We accept payments for the purpose of transferring funds to others in accordance with your instructions. The principal place of business of PayPal is San Jose, California, USA. PayPal is regulated as a money transmitter by some states of the United States but is not regulated as a deposit taking business. Payments made through PayPal do not fall within any government-backed dispute resolution scheme or deposit guarantee scheme outside the USA. The paid up capital and reserves of PayPal exceed \$50 million USD.
- No**

Do you understand your rights with regard to the arbitration of claims as outlined in the [Legal Disputes](#) section of the User Agreement?

- Yes**
- No**

Enter the code as  shown below:



You need to agree with the terms and conditions, when you copy the "Code" make sure you use Caps and lower case exactly as you see it.

*2 minutes now,*

We are almost done, and this has only taken 2 minutes so far...

Account Sign Up

## Business Account

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Thanks, you've almost finished!

To complete your registration, please confirm your email address.

### How to Confirm Your Email Address



#### Step 1: Go to Your Email

We sent you an email to:  
email@emailmerge.com.au



#### Step 2: Click On The Link

Click on the link in the email. You will be returned to PayPal. [Click here](#) if a link **does not** appear in the email.



#### Step 3: Enter Your Password

You will be asked to enter your password. You will need your password every time you use PayPal.

If you want to confirm your email address at a later date, click **Continue**.

[Continue](#)

Look in your email account, and you will see an email like this, click here to activate your account, and you almost done.



## Confirm Your Email Address

Dear eMarketing,

To complete your **PayPal Business account**, you must **click the link below** and enter your password on the following page to confirm your email address.

[Click here to activate your account](#)

After you confirm your email address, you can send money for FREE, accept unlimited credit card and bank account payments, use special tools for sellers, and receive exclusive customer service hotline help seven days a week. You will be subject to a low fee for receiving payments.

You can also confirm your email address by logging in to your PayPal account at <https://www.paypal.com/au>. Click on the "Confirm email" link in the Activate Account box and then enter this confirmation number: 0858-3048-4953-4279-4287

Thank you for using PayPal!  
The PayPal Team

Just re-enter your password, click that this is your primary address (this shows emailmerge, as I already had an account for emarketing), and now you are complete. You now have a Paypal transaction account.

*This has only taken 5 minutes so far..*

## Enter Password

Please enter your PayPal password to confirm your email address.

**Password:**  [Forgotten your password?](#)

**NEW!** [For your security](#)

Now click on the "Merchant Tools" tab, and you will see this screen.

**PayPal** [Log Out](#) | [Help](#) | [Security Centre](#)

[My Account](#) | [Send Money](#) | [Request Money](#) | **[Merchant Tools](#)** | [Auction Tools](#)

**Merchant Tools**

- [Website Payments Standard](#)
- [Email Payments](#)
- [Payflow Gateway](#)
- [Additional Payment Option](#)

**Resources**

- [What Is PayPal?](#)
- [Pricing](#)
- [Online Logo Centre](#)
- [Security for Merchants](#)

### Merchant Tools

**PayPal is your all-in-one payment solution.** PayPal allows you to accept bank cards and PayPal account balances.

**Privacy. Prevention. Protection.**

Our three industry-leading safeguards ensure your money and information stays safe when you pay with PayPal.

**Accept all major forms of payment.** Get features comparable to merchant accounts and gateways – at a lower cost. Accept credit cards, bank transfers, debit cards, and more.

This will give you the FOUR options on how you want to set up and use your account. You can see that accept credit card payments from the major card providers, as well as offering PayPal.

#### 4 powerful solutions to meet your business needs.

##### Website Payments

###### Customers shop on your website and pay on PayPal.

This is an easy, quick way to start accepting credit cards online. A simple integration into your shopping cart allows your customers to pay securely and easily.

[Learn more](#) | [Technical overview](#) | [Compare](#)

###### Key Features

- [PayPal Shopping Cart](#)
- [Other Leading Carts](#)
- [Buy Now Buttons](#)
- [Subscriptions & Recurring Payments](#)
- [Donations](#)
- [Gift Vouchers](#)

[View all features](#)

##### Payflow Gateway

###### The industry-leading payment gateway

- Secure, scalable payment gateway
- Works with your existing Internet merchant account
- Connects you to any major payment processor, bank or card association
- Industry-leading security

[Learn more](#) | [Compare](#)

###### Key Features

- [Recurring Billing Services](#)
- [Fraud Protection Service](#)

[View all features](#)

##### PayPal Email Payments

###### Request payment from your customers by email, and get paid with PayPal.

You get funds fast because your customers can pay as soon as they receive your payment request.

[Learn more](#) | [Technical overview](#) | [Compare](#)

###### Key Features

- [Payment Request Wizard for Outlook](#)
- [Request Money](#)

[View all features](#)

##### PayPal as an Additional Payment Option

###### Add PayPal to increase sales.

Already accept credit cards on your website? Give your customers another way to pay by adding PayPal. PayPal helps you get new customers – which means more sales.

[Learn more](#) | [Technical overview](#) | [Compare](#)

###### Key Features

- [PayPal Express Checkout](#)
- [Standard Checkout](#)

[View all features](#)

We can choose to setup a regular payment, once off payment or email confirmation, for this example I am setting up a "once off payment" simply click the "Learn more, Website Payment", you will see this screen.

## Website Payments Standard: Overview

### The easy way to get paid.

Accept all major credit cards, and PayPal payments hassle-free. Website Payments Standard is:

- **Fast.** There's no lengthy approval process and no shopping cart needed. Start accepting payments today.
- **Easy.** Customers shop on your website and pay you on PayPal. They don't even need a PayPal account.
- **Low cost.** No monthly, start-up, or cancellation fees - and no annual commitment.

#### Pricing

- No monthly fees
- No set-up fees
- No cancellation fees

#### [Transaction Fees](#)

1.1% to 2.4% + \$0.30 AUD

How it works. [See demo.](#)

Customers shop on your website and pay on PayPal.



**Next step:** [Learn how to integrate Website Payments Standard.](#)

**Scenario 3.** I want to sell one item at a time.

[Integrate Now](#)

Click Next step, shown above.

For the example, let's set up "Scenario 3. I want one item at a time". Click "Integrate Now"

*Time taken about 10 minutes so far....*

## Website Payments Standard: Single-Item Purchases

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### PayPal Buy Now Buttons

For single-item purchases, PayPal recommends Buy Now Buttons. With PayPal Buy Now Buttons, you don't even need a shopping cart. This feature is simple to integrate into your website, and your customers can pay you instantly – much faster than with cheques or money orders.

To use Website Payments Standard, you need a Premier or Business account.

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#### Step 1: Implement Buy Now Buttons

PayPal recommends the use of Buy Now Buttons if your customers purchase only one item per order. To use PayPal's Buy Now Buttons, follow these simple steps:

- After logging in to PayPal, go to the [Buy Now Button](#) page.
  - Enter your product details.
  - Copy and paste the HTML code automatically generated by PayPal into your website.
- 

#### Step 2: Select additional features (optional)

PayPal recommends the following features for use with Buy Now Buttons:

- **Auto Return:** Automatically return customers to your website after they have completed their payment by using [Auto Return](#).
- **Postage:** Let PayPal calculate postage costs for all your transactions.
- **Tax:** PayPal helps you easily and automatically calculate VAT with our [Tax Calculator](#).
- **Reporting:** Our [reporting tools](#) provide you with the information you need to effectively measure and manage your business.

For the example, let's set up the Payment Button which is to go on our website.

#### More Information

- [Features](#)
- [Website Payments Standard Integration Guide \(PDF\)](#)

**Need help?** [Choose a developer](#) to integrate PayPal on your website.

## Selling Single Items

[See Demo](#)

Sell individual items on your website by creating a customised payment button and your buyers will be able to make their purchases quickly and securely on PayPal-hosted payment pages.

[More Resources](#)  
Techniques, examples,  
demos & more.

### Enter the details of the item you wish to sell

**Item Name/Service:**

**Item ID/Number:**

**Price of Item/Service you want to sell:**  (\$4,200.00 AUD limit for new buyers) ?

**Currency:**  ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

**Buyer's Country:** (Optional)  ?

### Choose a button to copy to your website (optional)

[Choose a different button](#)

Select which ever icon you want to display, I have selected the one which shows both Visa and MasterCard, click OK then...

## Single-Item Buttons

### Choose a button to put on your website (optional)

Scroll down to the bottom of the page

Now open the text file that had your account details, and copy and paste the html code details into the text file, save and then open your website ready to paste the details in.

At some stage it is worth going through the process of attaching your account details with PayPal to your bank details. PayPal will send your two different amounts of money (both under a dollar), which you report back the amount in sequence to what you received them. This confirms that they have the right bank account, and in future the money goes directly into your bank account.

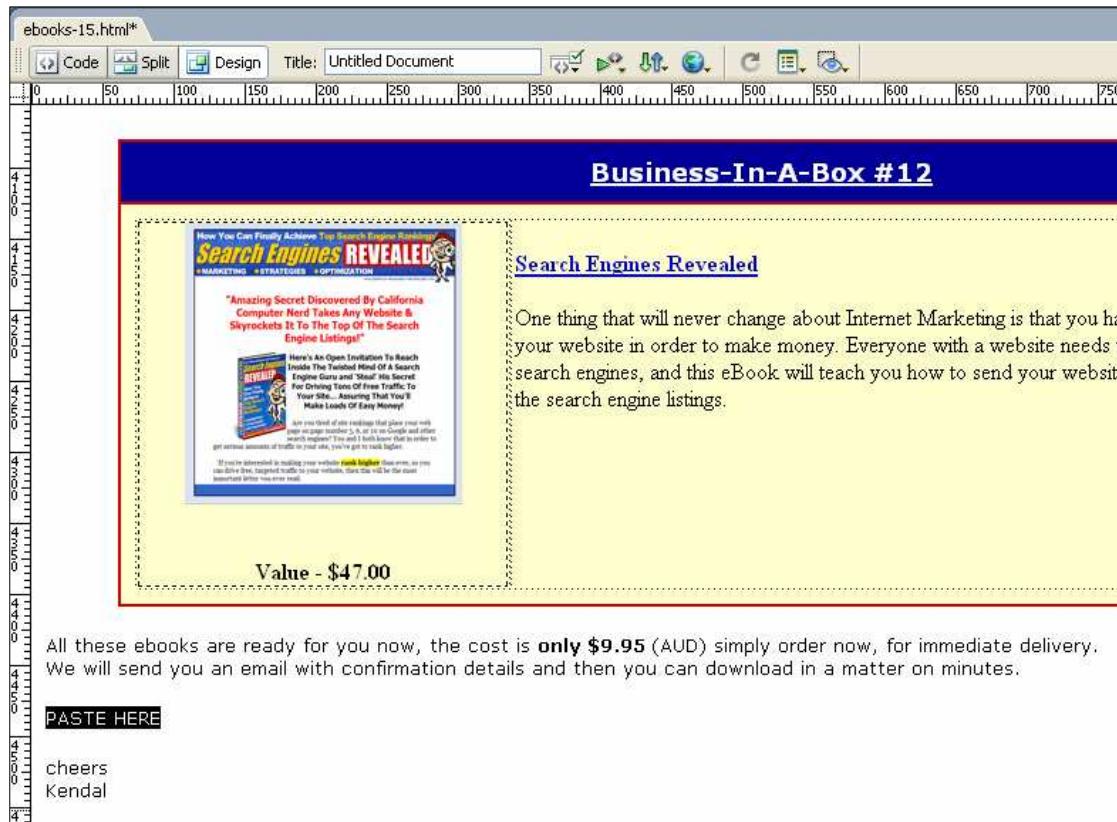
Next we want to set our details up on the website, you may not be familiar with this part of the process, but it really is very simple, let me take you through the steps one at a time, and see how easy it really is...

The most commonly used Website programs would be probably be DreamWeaver then followed by FrontPage.

Note: FrontPage will often require "FrontPage extensions" with you ISP, this may incur extra costs. My preference is to not use FrontPage, if you don't have either of these programs you can try this one, it's free, I have used it and it is pretty simple to get the hang of, with little instruction. You can find it on Google or just, [click here](#) to download from my server.

## Setting up the Website with Payment Details

This is a little trick I use to easily locate where to put the html code, simply type "PASTE HERE", we are currently in Design view, once you have the PASTE HERE where you want the payment details to appear, highlighted and then click the "Code" button.



The screenshot shows a web browser window titled "ebooks-15.html\*" in Design view. The page has a blue header with the text "Business-In-A-Box #12". Below the header is a yellow advertisement for "Search Engines Revealed". The ad features a book cover with the title "Search Engines REVEALED" and a sub-headline "Amazing Secret Discovered By California Computer Nerd Takes Any Website & Skyrockets It To The Top Of The Search Engine Listings!". The ad also includes a testimonial and a price tag: "Value - \$47.00".

All these ebooks are ready for you now, the cost is **only \$9.95** (AUD) simply order now, for immediate delivery. We will send you an email with confirmation details and then you can download in a matter on minutes.

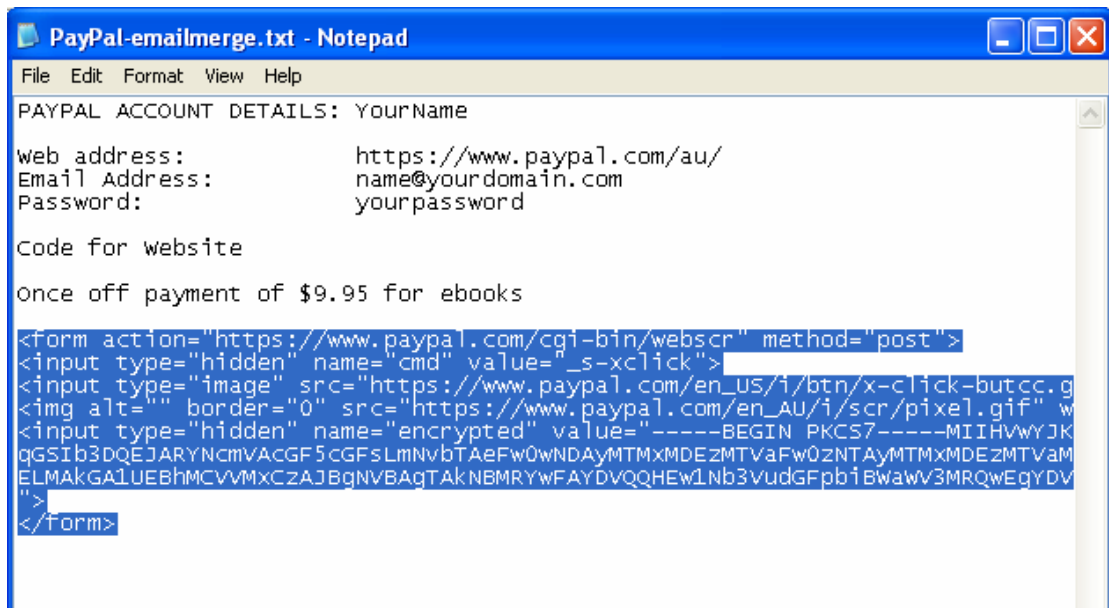
**PASTE HERE**

cheers  
Kendal

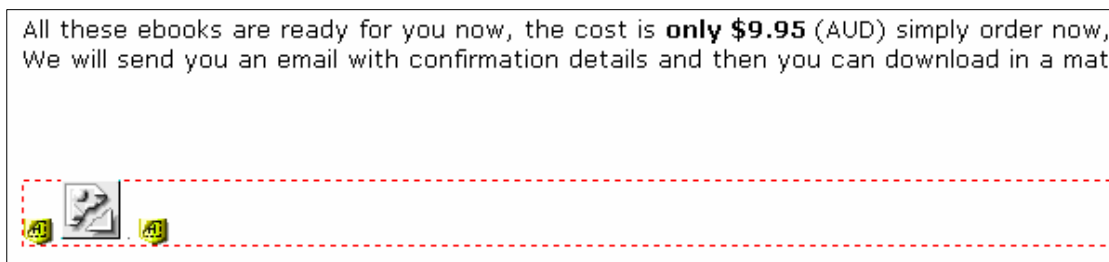
This will look something like this..

```
378 <p class="style3">All these ebooks are ready for you now, the cost is  
379 delivery.<br />  
379 We will send you an email with confirmation details and then you can  
380 <p class="style3">PASTE HERE </p>  
381 <p class="style3">cheers<br />  
382 Kendal</p>  
383 <p>&nbsp;</p>  
384 </body>  
385 </html>
```

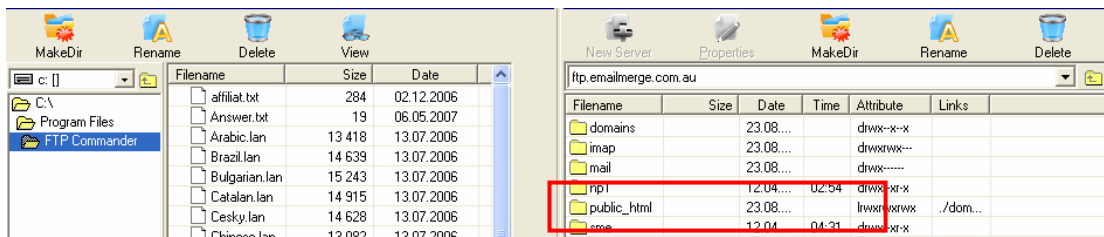
Open our text file with the code in it,



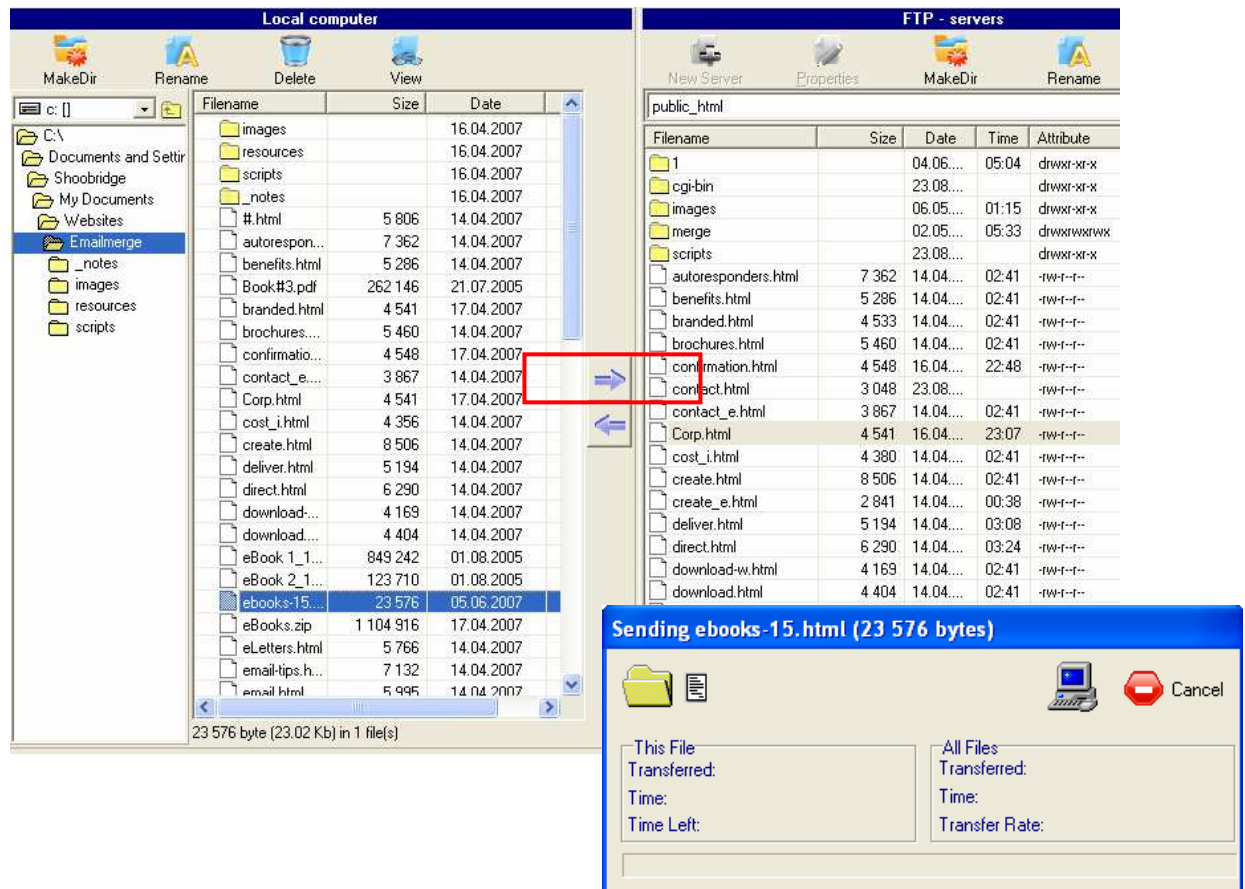
Paste this where you highlighted PASTE HERE, and then click to "Design View". This will look like this, until we publish this on the web. Don't panic, we are almost there. Save the changes, noting the name of the file, in my case this is called "ebooks-15" - moving on ☺



Open an FTP program, if you don't have one, I use FTP Commander, which is a free program, either look it up, or save the trouble, click here to download from my server. Click here to download [FTP Commander](#).



In the left column select where the file with the changes is located, and then push the arrow indicating upload to the website.



All these ebooks are ready for you now, the cost is **only \$9.95** (AUD) simply order now, for immediate delivery. We will send you an email with confirmation details and then you can download in a matter of minutes.

  
**BUY NOW**

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And there are the credit card details, ready for business. All this only takes minutes, even less now we have setup an account, ready to receive credit card payments, for any product or service. This can be regular payments, once off or a whole catalogue of electronic payments, usually called a shopping cart. PayPal is able to deliver a range of services, and you deal direct with PayPal for all transactions and any questions you may have.

It's really as simple as that. In less than half an hour, I have setup a business account, posted the icon to my web page, and I am live now, ready to receive money from interested customers.

As far as setting up a credit card over the web, doesn't get much simpler than that...