

# 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



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# 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



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# Passing Variables

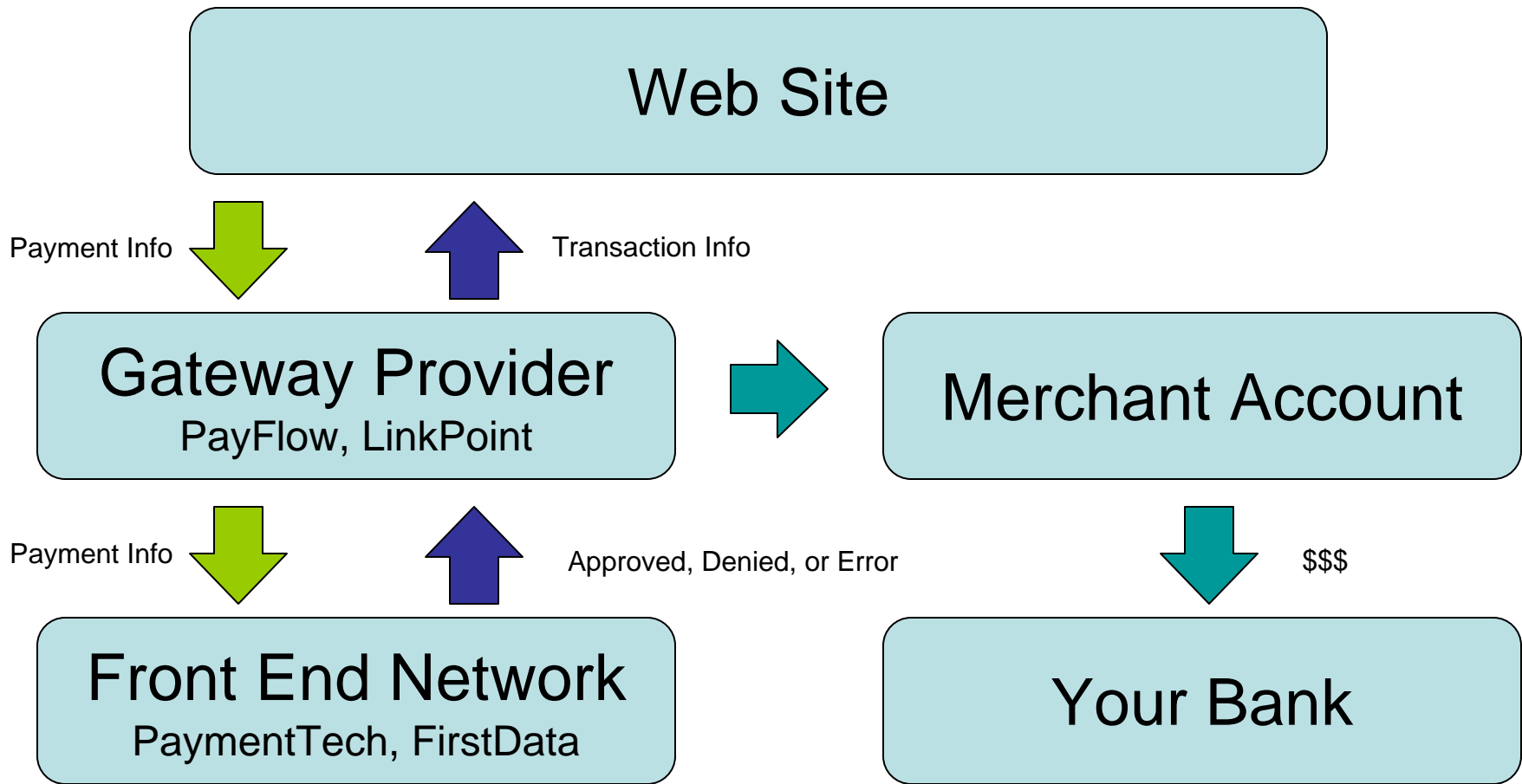
- Variables live in a *scope*
- Examples of scope include
  - URL
  - Form
  - Cookie
- Paypal example
  - [www.rrpoff.com](http://www.rrpoff.com)



# Credit Card Processing

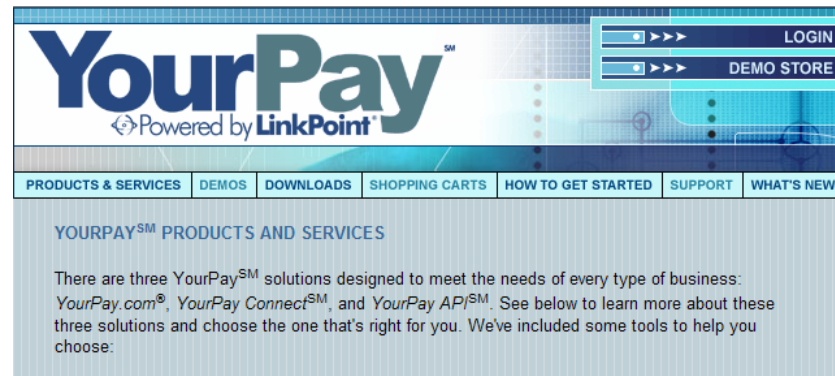
How it works





# 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



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# 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



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# 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](#)



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# Other Solutions

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



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# 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



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# Choosing a Web hosting company

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



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# 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](http://kb.adobe.com/selfservice/viewContent.do?externalId=tn_16477)
  - Discount ASP  
<http://www.discountasp.net/>
  - Host My Site  
<http://www.hostmysite.com/>

