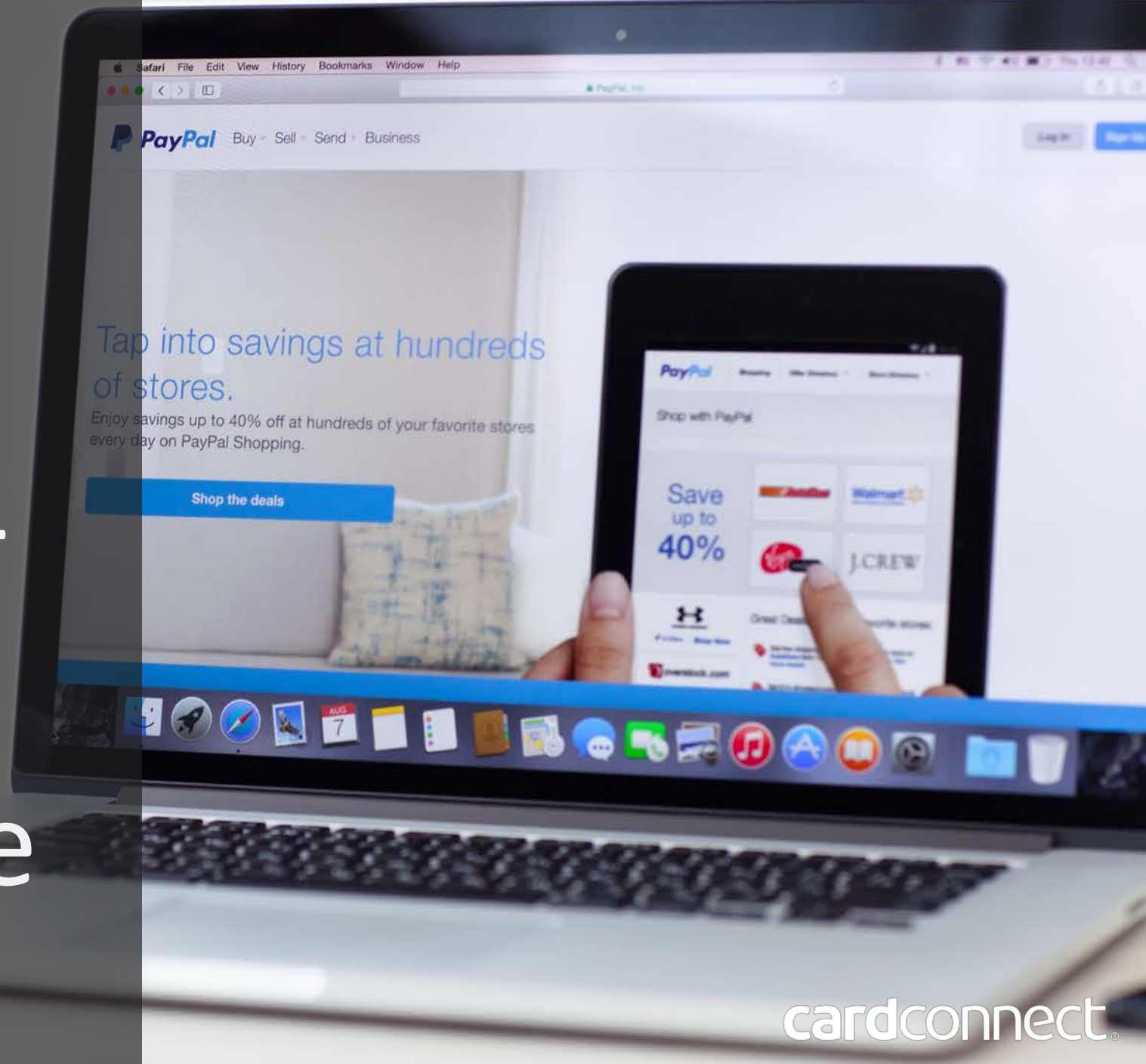


5 Ways To Accept Credit Card Payments On Your Website



5. All-In-One Processor (a.k.a. PSP) – Hosted Payment Page

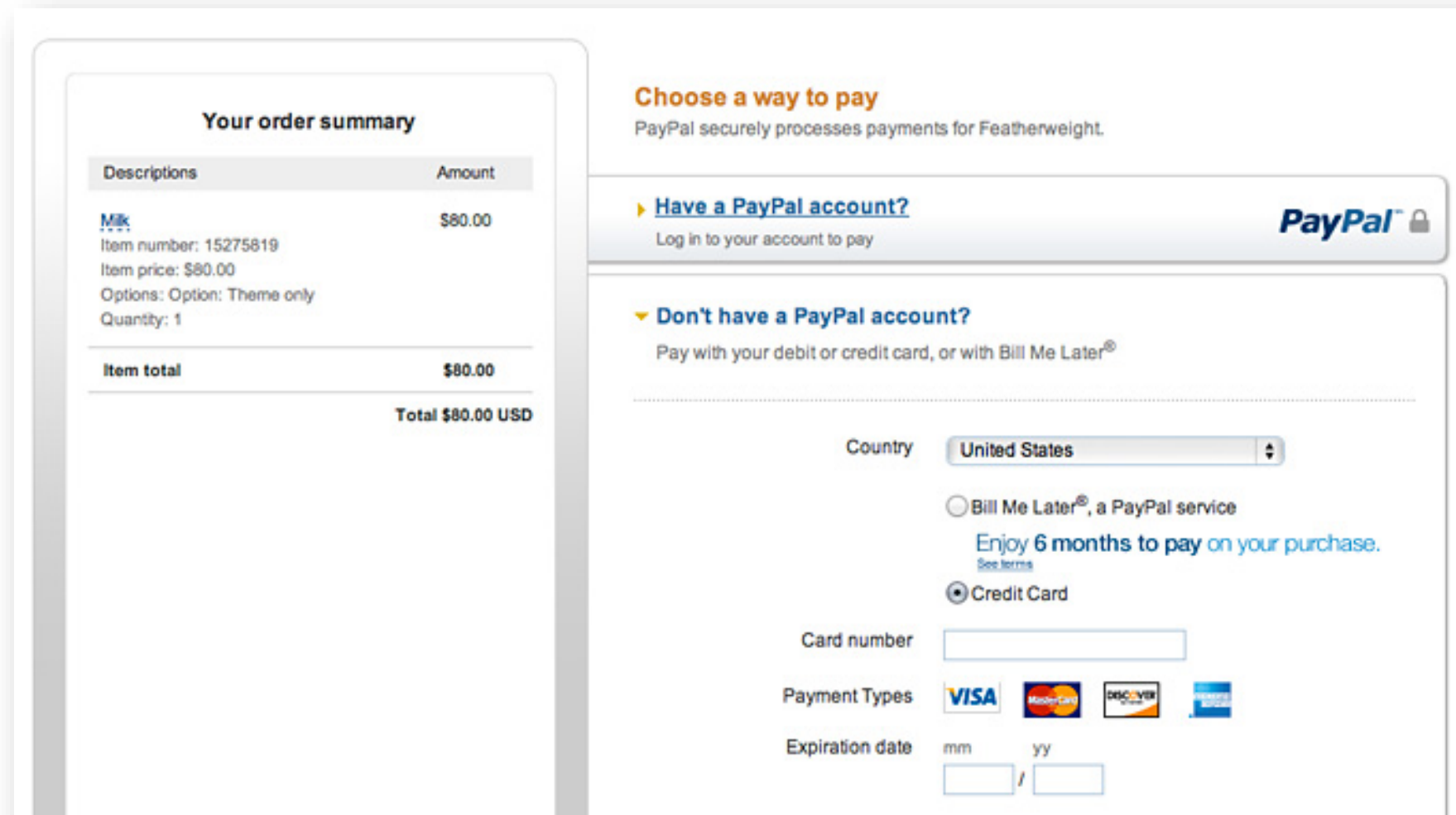


Overview

stripe *PayPal*TM

An all-in-one processor are companies like Paypal and Stripe

This option with both of these providers, allows you to create **Payment Buttons** that can be inserted to a website editor of choice like Wordpress or Wix for example



Your order summary

Descriptions	Amount
<u>Milk</u> Item number: 15275819 Item price: \$80.00 Options: Option: Theme only Quantity: 1	\$80.00
Item total	\$80.00
Total \$80.00 USD	

Choose a way to pay
PayPal securely processes payments for Featherweight.

[▶ Have a PayPal account?](#) **PayPal** 

Log in to your account to pay

[▼ Don't have a PayPal account?](#)
Pay with your debit or credit card, or with Bill Me Later[®]

Country

☐ Bill Me Later[®], a PayPal service
Enjoy 6 months to pay on your purchase.
[See terms](#)

☒ Credit Card

Card number

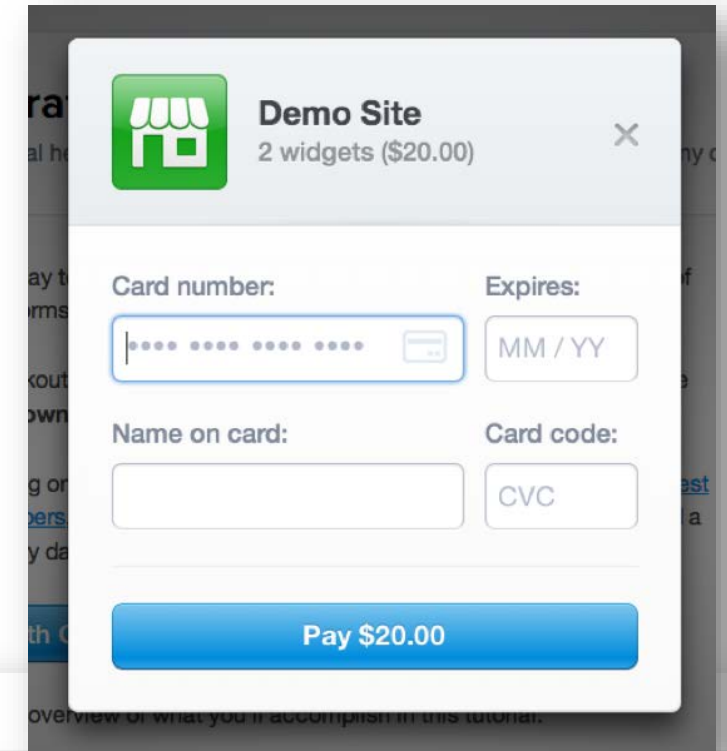
Payment Types    

Expiration date mm / yy

How To Set Up

Simple to do. Both Paypal and Stripe are free to set up. Simple “**Buy Now**” button generators are available with both of these payment service providers and you can take the code and place it in your website editor.

Take this code and put it in your website editor

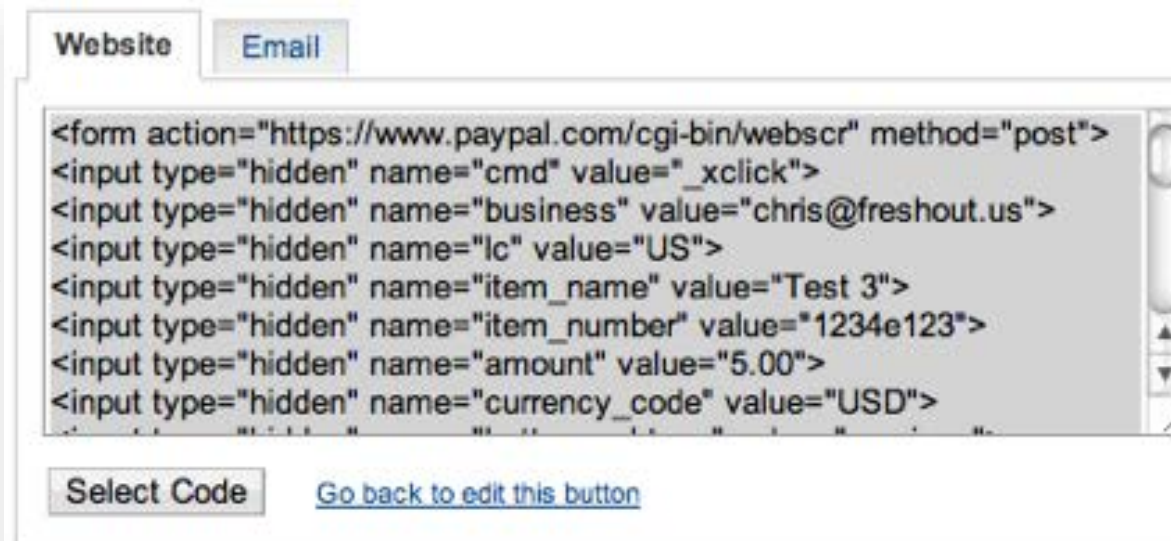


Demo Site
2 widgets (\$20.00)

Card number: Expires:

Name on card: Card code:

[Pay \\$20.00](#)



Website **Email**

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="chris@freshout.us">
<input type="hidden" name="lc" value="US">
<input type="hidden" name="item_name" value="Test 3">
<input type="hidden" name="item_number" value="1234e123">
<input type="hidden" name="amount" value="5.00">
<input type="hidden" name="currency_code" value="USD">
```

[Select Code](#) [Go back to edit this button](#)



Buyer's View

[Buy Now](#)

Pricing & Cost To Implement

- Your time in researching, and understanding how to set up the buttons and products within each Payment Service Provider account
- You can pay a programmer - \$50 to \$150 per hour to set it up, but these options are often geared toward the DIY'er.

PayPal will generate HTML code which includes all details of your payment. Highlight and copy this unique HTML code.

Add a button to your website

Copy your custom HTML code

Copy the code below just like you would normal text

HTML code for Websites:
(Copy and paste this html code onto your website)

```
<form action="https://www.ryan.paypal.com/cgi-bin/webscr" method="post">  
<input type="hidden" name="cmd" value="_xclick">  
<input type="hidden"
```

Link for Emails:
(Copy and paste this link into an email. Button graphic and options fields will not appear in emails)

```
https://www.ryan.paypal.com/xclick/  
business=chad40paypal.com
```

Custom HTML code is generated for you to copy and then paste into your own website or email.

As you might have guessed this IS NOT my #1 option and ONLY recommend this in certain cases

4. True Merchant Account – Hosted Payment Page



Gateways vs. Processors



#1. True Merchant Account Providers:

- CardConnect
- First Data
- Elavon
- iPayment
- Vantiv
- ChasePaymentech
- Etc...etc..etc...
- 1000's of others

✓ Different from
“PSP”... (i.e.
Stripe/Paypal)

#2 Web gateways are different than merchant account processing companies



Your Company Store

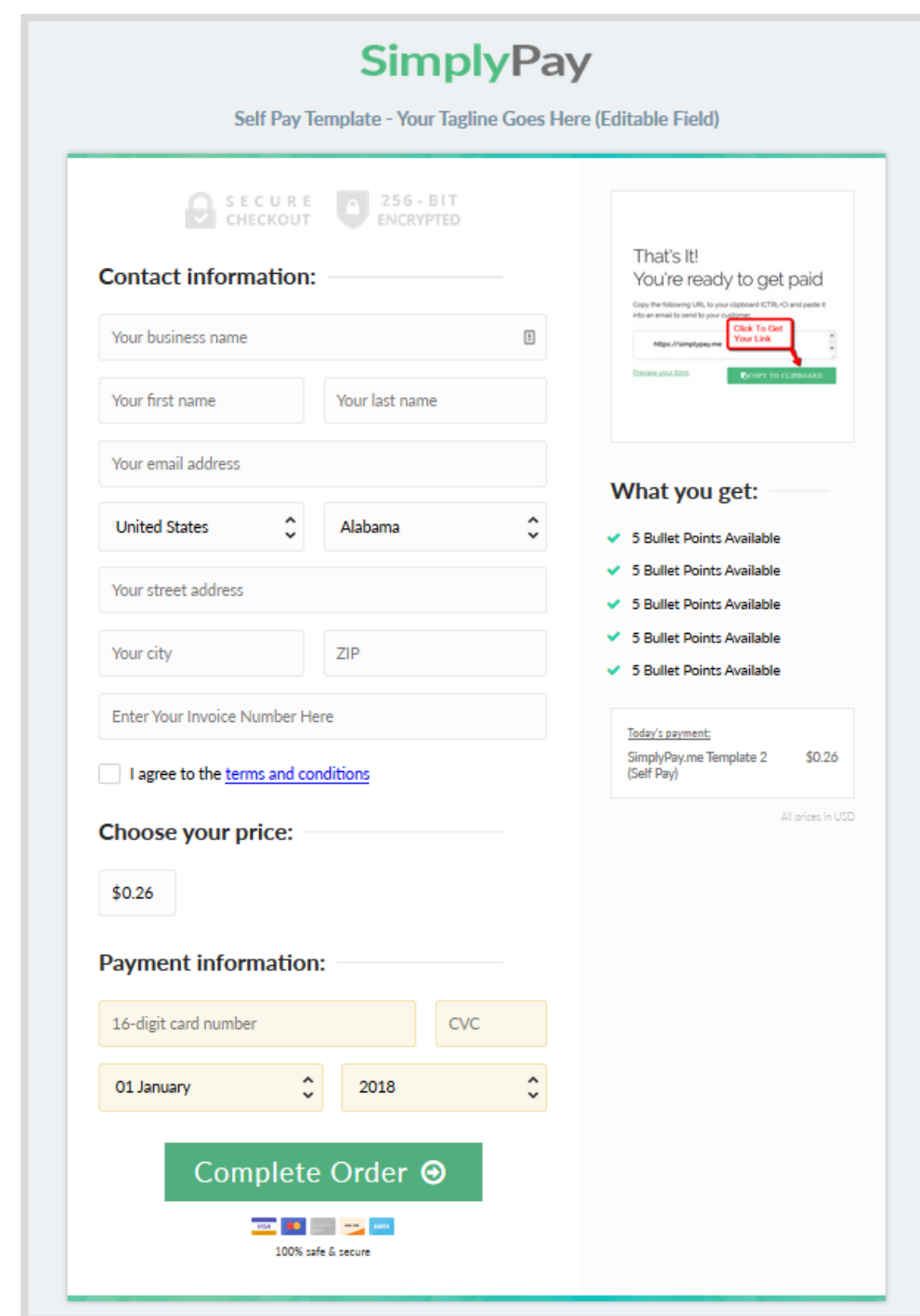


Gateways/HPP's

A hosted payment page (a.k.a. “HPP”) is typically offered by the gateway...(my top recommendations)

1. CardPointe.com
2. SimplyPay.me
3. Authorize.net
4. NMI.com

Hosted payment page is provided with all 4 of these providers and are my top recommendations.



The image shows a screenshot of the SimplyPay 'Self Pay Template' checkout page. The page is titled 'SimplyPay' at the top, with a subtitle 'Self Pay Template - Your Tagline Goes Here (Editable Field)'. It features a 'SECURE CHECKOUT' badge and '256 - BIT ENCRYPTED' text. The 'Contact information' section includes fields for business name, first and last name, email address, country (United States), state (Alabama), street address, city, and ZIP code. There is also a field for an invoice number and a checkbox for agreeing to terms and conditions. The 'Choose your price' section shows a price of \$0.26. The 'Payment information' section includes fields for a 16-digit card number, CVC, and expiration date (01 January 2018). A large green 'Complete Order' button is at the bottom. On the right side, there is a confirmation box stating 'That's It! You're ready to get paid' with a link to copy the URL. Below this, a list titled 'What you get:' shows five items, each with a green checkmark and the text '5 Bullet Points Available'. At the bottom right, a 'Today's payment' summary shows 'SimplyPay.me Template 2 (Self Pay)' for \$0.26. The footer includes logos for Visa, Mastercard, American Express, and Discover, along with the text '100% safe & secure'.

SimplyPay

Self Pay Template - Your Tagline Goes Here (Editable Field)

SECURE CHECKOUT 256 - BIT ENCRYPTED

Contact information:

Your business name

Your first name Your last name

Your email address

United States Alabama

Your street address

Your city ZIP

Enter Your Invoice Number Here

☐ I agree to the [terms and conditions](#)

Choose your price:

\$0.26

Payment information:

16-digit card number CVC

01 January 2018

Complete Order

That's It! You're ready to get paid

Copy the following URL to your clipboard CTRL+C and paste it into an email to send to your customer

[https://simplypay.me](#) **Click To Get Your Link**

[Download Data](#) **Copy To Clipboard**

What you get:

- ✓ 5 Bullet Points Available
- ✓ 5 Bullet Points Available
- ✓ 5 Bullet Points Available
- ✓ 5 Bullet Points Available
- ✓ 5 Bullet Points Available

Today's payment:

SimplyPay.me Template 2 (Self Pay)	\$0.26
------------------------------------	--------

All prices in USD

100% safe & secure

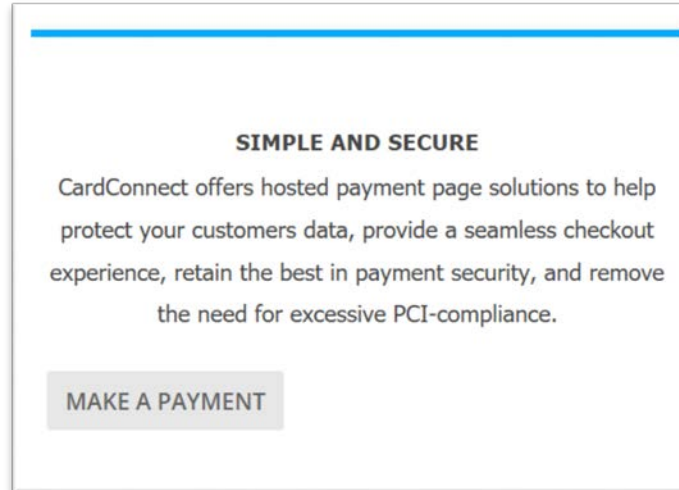
Page Flow (ex: CardConnect HPP)

```
<form action="https://bancardsales.securepayments.cardpointe.com/pay" method="post" id="btnPayFrm">
  <input name="total" value="0.00" type="hidden"><button type="submit" class="btn btn-pay">Pay Now</button>
  <div class="cards cards-s">
    
    
    
  </div>
</form>
<link href="https://fonts.googleapis.com/css?family=Fira+Sans:300,400,500,600,700,800&Material+Icons" rel="stylesheet" type="text/css">
```

Method #2 – Link
Here we are simply providing a link. This can be sent directly to a customer, or embedded on your website or an e-mail.
<https://bancardsales.securepayments.cardpointe.com/pay?total=0.00>

PAY NOW BUTTON CODE

Step 1: You request HPP Code to be sent to you via email and you insert it into your website



PAYMENT BUTTON ON YOUR WEBSITE

Step 2: Customer visits your website and clicks the “**Make a Payment**” button



HOSTED PAYMENT PAGE

Step 3: Your customer leaves your website and is redirected to the CardConnect HPP

See These Pages LIVE at:

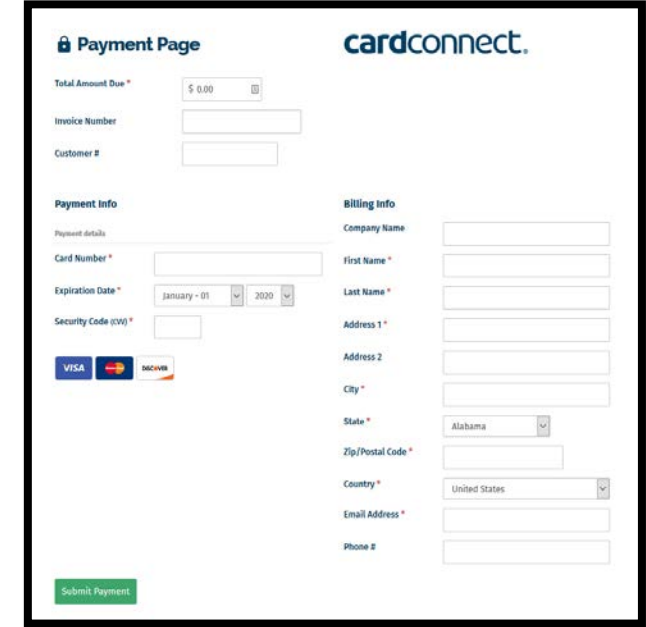
<https://www.BancardSales.com/hpp>

Setting It Up & Cost

Note: HPP's not customizable

How to set it up:

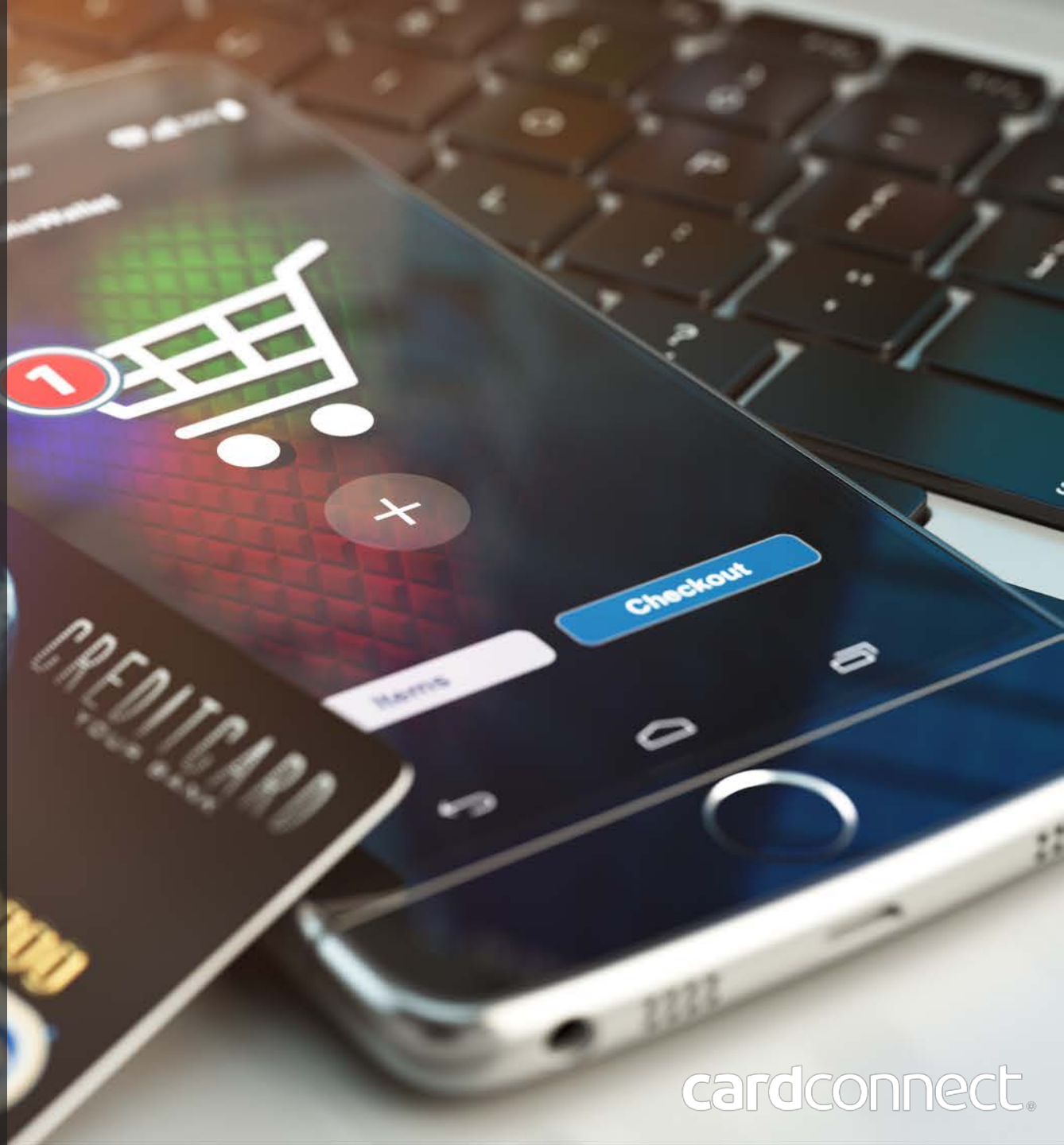
1. First, you must have active merchant and active gateway account with one of the providers
2. Request “HPP” html code from tech support to be emailed to you
3. Take the code and install it in to the page editor of your website (outsource to web programmer for \$50 to \$150 per hour)

A screenshot of the CardConnect payment page. The page is titled "Payment Page" and "cardconnect." in the top right. It contains several input fields for payment information. On the left, there's a "Total Amount Due" field showing "\$ 0.00", an "Invoice Number" field, and a "Customer #". Below these are "Payment Info" fields: "Card Number", "Expiration Date" (set to January 01, 2020), and "Security Code (CVV)". There are also logos for VISA, MasterCard, and Discover. On the right, there's a "Billing Info" section with fields for "Company Name", "First Name", "Last Name", "Address 1", "Address 2", "City", "State" (set to Alabama), "Zip/Postal Code", "Country" (set to United States), "Email Address", and "Phone #". A green "Submit Payment" button is at the bottom left.

*An account rep for the merchant services company should be happy to help you do this at no additional charge

3. Custom Pages Using API Integration

(Hosted On Your Website)



Overview

We're not going to spend a lot of time here because there are easier and more cost effective options to implement.

Because it's custom, it is easily the most expensive option AND, unless you have a big budget to do a custom website and payment page(s),

the OFF the shelf tools are, in most cases, BETTER!

Setting It Up & Considerations

How to set it up:

1. Again, you must have active merchant and active gateway account with one of the providers mentioned
2. Then you start with a blank slate and have a developer/coder build you something that matches your website
3. It uses the gateway API integration so you still get top level security.
4. Ongoing maintenance/changes are custom work as well, typically at a per hour charge





E-COMMERCE

SIGN UP FOR 15% DISCOUNT

SUMMER ITEM

THE LATEST ADDITION
FROM THE BEST DESIGNER
YOU WILL LOVE IT!

SHOP NOW

2. eCommerce “Cart” Solutions (online stores)

Examples



These are **online store solutions**... think “Amazon.com” checkout but with your own website, products and branding

What‘ you‘ll get w/ ecommerce solution:

- “Add to cart” buttons (and “Shop” pages/links)
- Add unlimited products inventory
- Track sales and growth trends with website dashboard
- Secure payment integration & checkout process with secure plugins
- Accept order 24/7 from any web channel

Welcome to the CardPointe Shop!

Ordering equipment shouldn't be a headache.
From physical terminals to accessories, our eCommerce one-stop shop is your go-to for an efficient means of device procurement.

cardpointe
TERMINAL

CardPointe Terminal devices not only leverage industry leading P2PE security measures, they are also plug-and-play ready and EMV-enabled. Simply plug, connect and accept – it's that easy!

Ingenico iCT220

The iCT 220 easy-to-use countertop device gives users the freedom to accept electronic card payments – with or without an interface with a cash register or POS system.

All iCT220 functions, from payment processing and receipt printing to settlement reporting, operate from a single, secure device.

\$170.00

[ADD TO CART](#)



Ingenico iCT250

The iCT 250 color-display countertop device enables users to seamlessly accept electronic and card payments, and doesn't require an interface with a cash register or POS system.

All operations, from payment processing to brand enhancement programs, generate from a secure and easy-to-use device.

\$220.00

[ADD TO CART](#)



virtualterminal

Transform your computer into a powerful terminal. Used in conjunction with the CardPointe platform, our Virtual Terminal devices run card-present and card-not-present transactions simply and securely.

SecuRED MagStripe Card Reader

SecuRED is a PCI SRED (Secure Reading Exchange of Data) Certified magnetic stripe card reader that encrypts payment card data as it is swiped and provides the physical security and tamper resistance needed to achieve PCI SRED standards.

\$115.00

[ADD TO CART](#)



IDTech SREDKey

SREDKey is an encrypted keypad with an LCD and an encrypted MagStripe reader that offers a complete and reliable security solution. Even better, because swiped transactions and key-in data are encrypted at the point of interaction, the scope of PCI-compliance is dramatically reduced.

\$160.00

[ADD TO CART](#)

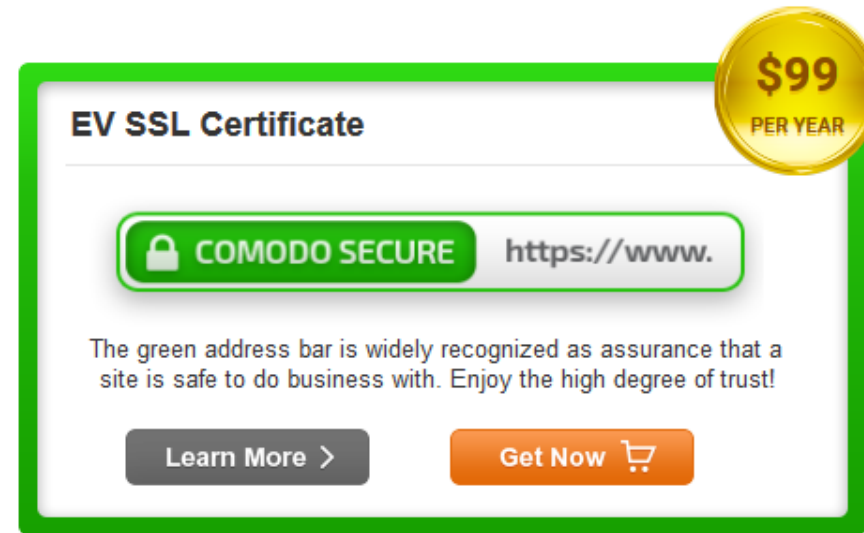


Options & Recommendation

There's LOT's of options

My recommendation is:

1. Wordpress website (Wordpress is a FREE platform)
2. CardConnect Merchant Account
3. SSL Certificate through your hosting provider or www.SSL.Comodo.com
4. CardConnect Woocommerce Payment Gateway Plugin (Free with CardConnect merchant account)
5. Woocommerce Ecommerce Plugin (free and open source)



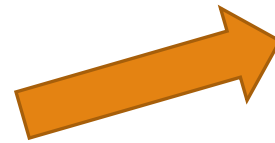
Ecommerce Platforms

- Woocommerce
- BigCommerce
- Magento
- Shopify
- OpenCart
- 3dcart
- American Eagle
- AmeriCommerce
- BigCommerce
- Cardinal Commerce
- ChargeBee
- Demandware
- Easy Digital Downloads
- FoxyCart
- Goodsie
- Kalio Commerce
- LemonStand
- MarketLive
- Miva
- ProductCart
- Recurly
- ShopSite
- Social Annex
- Spree
- UltraCart
- Vindicia
- Volusion
- X-Cart
- Yahoo Stores
- ZenCart

The Process (video reference)

The entire process of plugging the CardConnect merchant account into your WooCommerce/Wordpress ecommerce store is outlined in **5:46 video** (on Youtube)

Rather than saying it once here, I'm going to give you that reference you can watch it over again if need be. Go to Youtube link below and look for this image:



VIDEO TITLE: How To Accept Credit Card Payments On Your Website Using Wordpress + CardConnect + WooCommerce

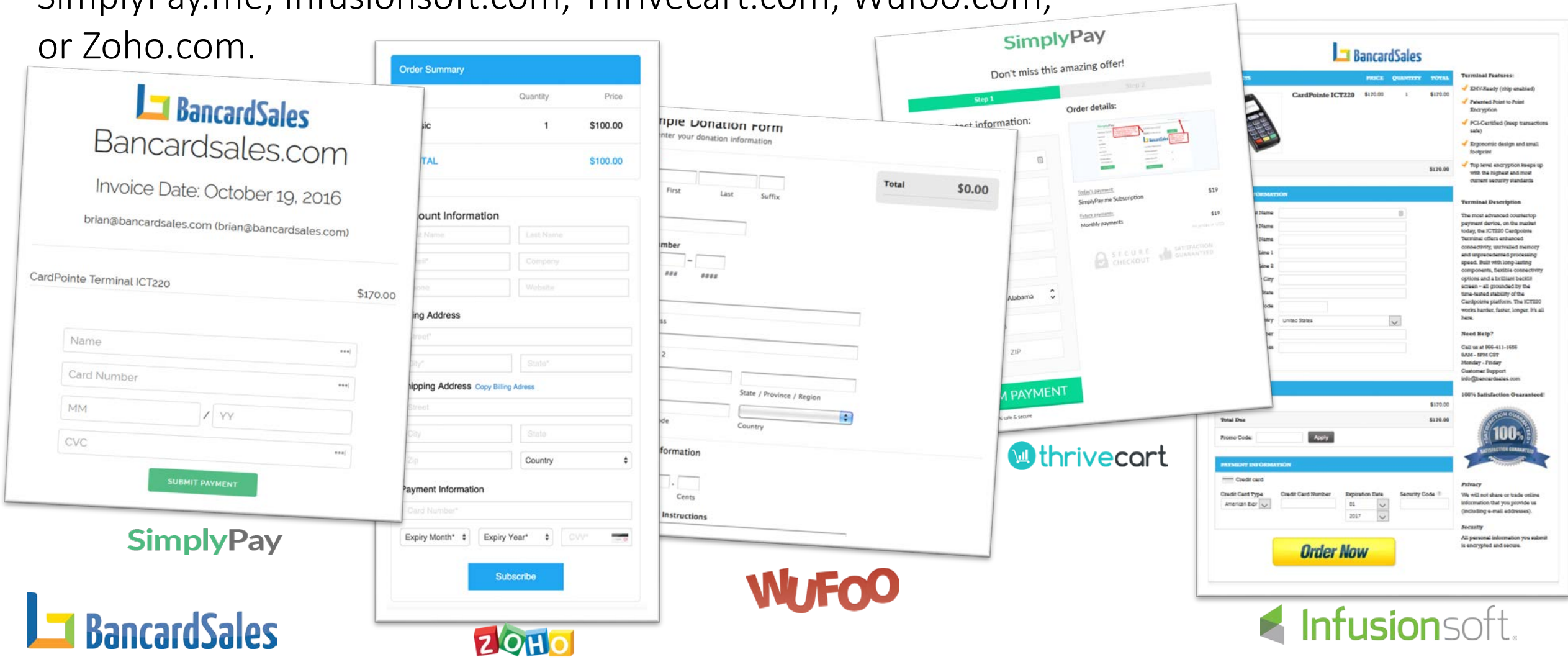


1. CRM, Form Builders & Payment Page Generators (offers as SAS)

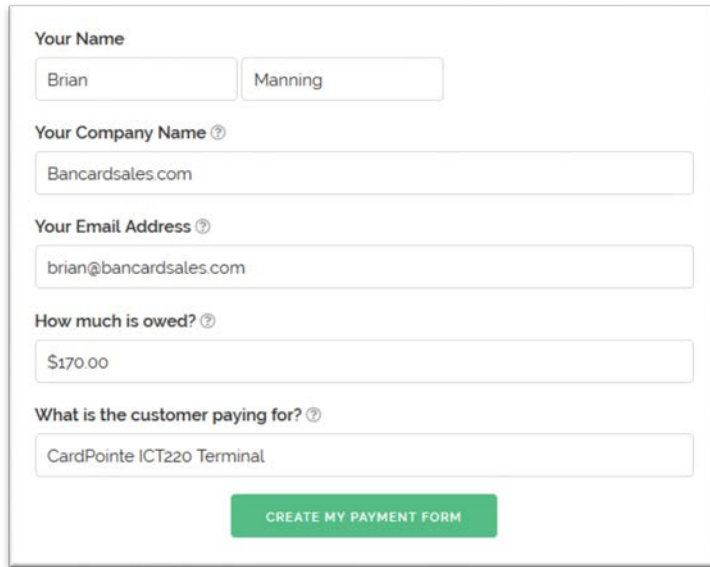


Examples

Examples of CRM's & Page Builders are tools like SimplyPay.me, Infusionsoft.com, Thrivecart.com, Wufoo.com, or Zoho.com.



The Process (ex: SimplyPay.me)

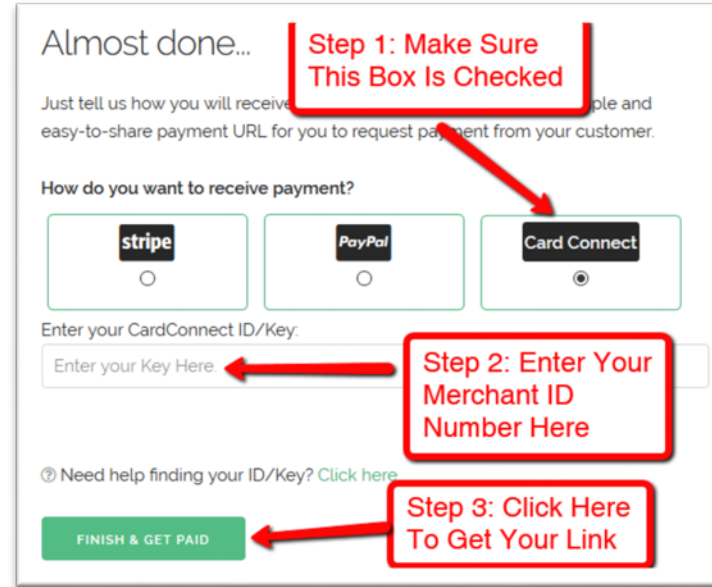


Form fields for account creation:

- Your Name: Brian Manning
- Your Company Name: Bancardsales.com
- Your Email Address: brian@bancardsales.com
- How much is owed?: \$170.00
- What is the customer paying for?: CardPointe ICT220 Terminal
- Button: CREATE MY PAYMENT FORM

#1: CREATE YOUR
SIMPLYPAY.ME ACCOUNT

From the SimplyPay.me
Home Page

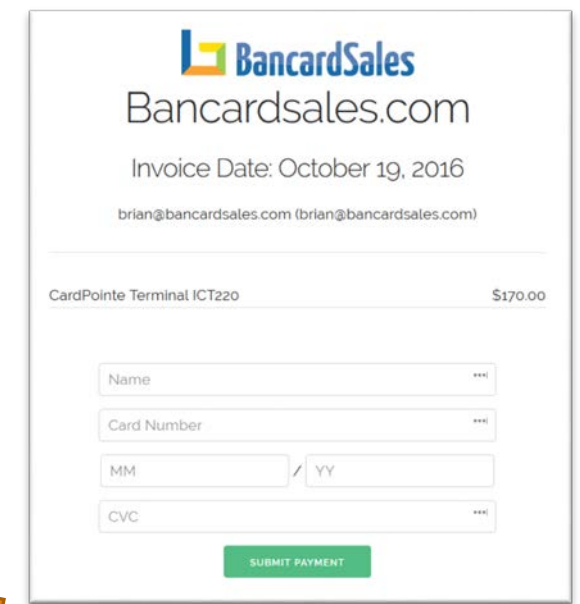


Dashboard steps for connecting a merchant account:

- Step 1: Make Sure This Box Is Checked (points to Card Connect selection)
- Step 2: Enter Your Merchant ID Number Here (points to ID/Key entry field)
- Step 3: Click Here To Get Your Link (points to FINISH & GET PAID button)

#2: CONNECT YOUR
MERCHANT ACCOUNT

Within the SimplyPay.me
Dashboard



Hosted payment form details:

- Header: BancardSales, Bancardsales.com
- Invoice Date: October 19, 2016
- CardPointe Terminal ICT220, \$170.00
- Fields: Name, Card Number, MM, YY, CVC
- Button: SUBMIT PAYMENT

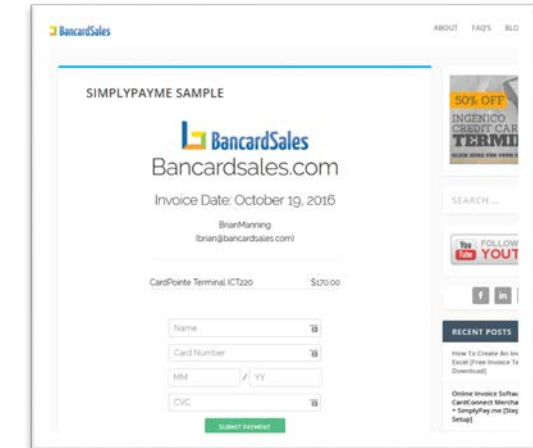
Option #1

#3a. GET YOUR HOSTED
PAYMENT LINK

Hosted link ex:

https://www.simplypay.me/?link=*/payment

Option #2



Hosted payment form details (Sample):

- Header: BancardSales, Bancardsales.com
- Invoice Date: October 19, 2016
- CardPointe Terminal ICT220, \$170.00
- Fields: Name, Card Number, MM, YY, CVC
- Button: SUBMIT PAYMENT

#3b. GET YOUR HOSTED
PAYMENT LINK

See Option #2 LIVE at:

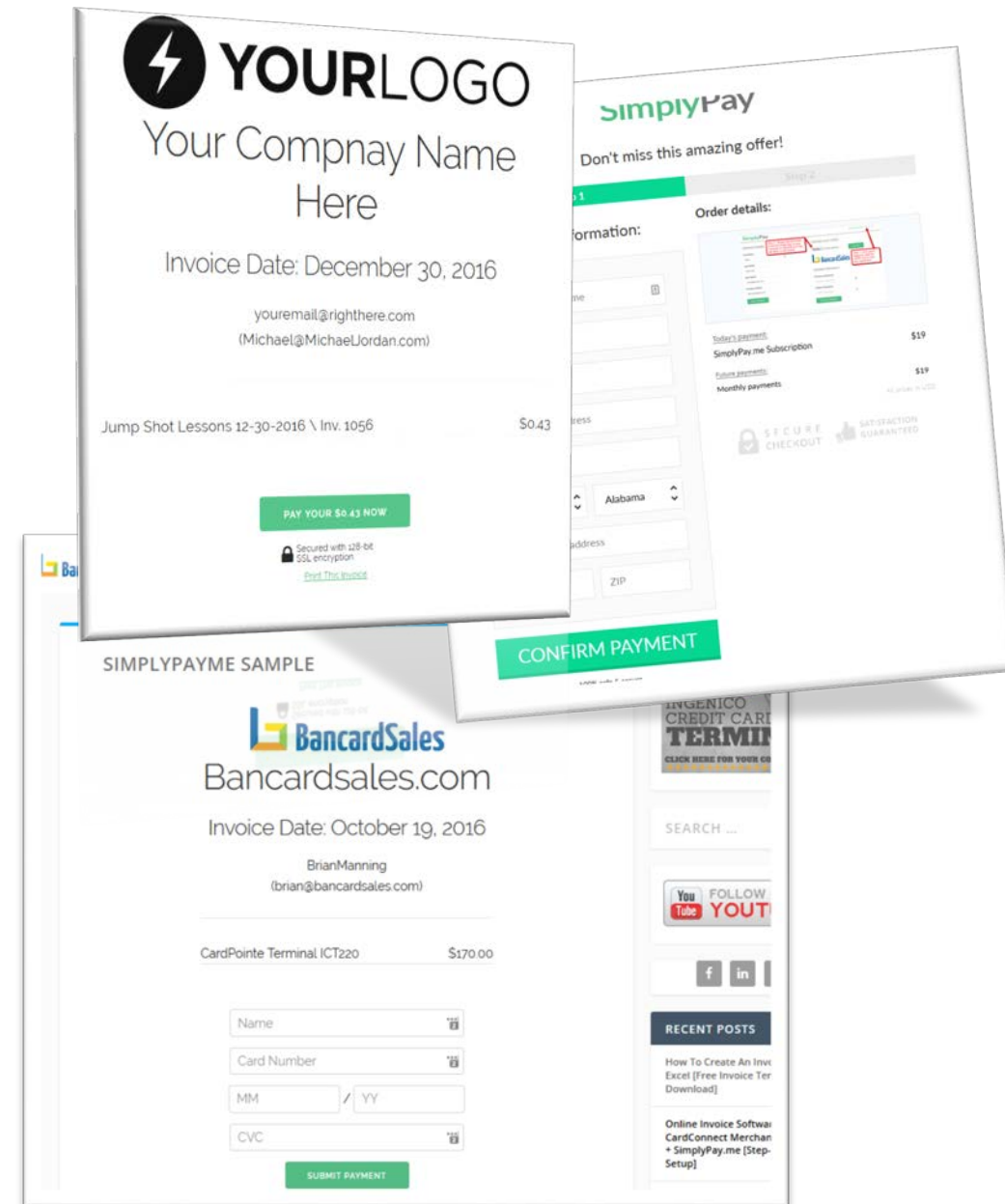
<https://www.BancardSales.com/simplypayme-sample>

Example Costs

How to set it up:

1. SimplyPay.me - **\$20/month**
2. Infusionsoft.com (CRM) - **\$249/month**
3. ThriveCart.com - **\$99/month**
4. Wufoo.com - **\$29.95/month**
5. Zoho.com (CRM) - **\$35/month**

These are all page builders
and the process is fairly simple
to create payment pages



Flexibility

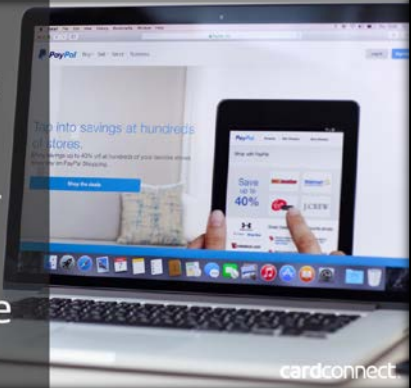
With these software you'll get:

1. Ability to customize your logo
2. Create multiple pages and buttons for multiple products/services
3. Integration with Merchant account (lower rates)
4. Multiple users and multiple logins for co-workers
5. Ongoing customizations and security updates with your monthly subscription
6. Free from liability risk
7. Marketing automation friendly!!!



That's all 5 ways

5. All-In-One
Processor
(a.k.a. PSP) –
Hosted
Payment Page



4. True
Merchant
Account –
Hosted
Payment Page



3. Custom
Pages Using
API Integration
(Hosted On Your Website)



2. eCommerce
“Cart”
Solutions
(online stores)



1. CRM, Form
Builders &
Payment Page
Generators
(offers as SAS)



What's Right For You?

Here's some questions to ask yourself?

1. First, decide on who's going to implement the solution? Is it going to be you? Your internal staff? An outsourced development team?
2. What is your budget? (up front project cost vs. CRM *& monthly SAS)
3. What do you want the solution to accomplish? Do you need integration into a POS or CRM? Does it need to be a simple checkout page? Do you just need it for invoicing?
4. What type of payment page do you need? (shopping cart, order form, Hosted Payment Pages with Invoicing...)

Remember

**An EASY buying experience for your
customers is ESSENTIAL!**

The easier you make it for your customers
to EASILY pay you, the more likely that they
will do so and the happier everyone is!

So if you're still wondering...

1. This still seems a little too much for me... where should I start?... In other words, which tool do I need to set up first?
2. I'm using a CRM that you didn't mention, how do these solutions tie into my current system?
3. Do any of these solutions ecommerce solutions work with my existing website which is NOT built with Wordpress?

Don't Worry... I'll tell you how to get me and my team to set this up for you!

Contact Me

- Email me at: brian@bancardsales.com
- My Blog: <http://www.bancardsales.com>
- Schedule a call with me:
<http://www.bancardsales.com/call>
- Sign up for CardConnect Merchant Account
<http://www.getcardpointe.com/call>
- Follow my Youtube Channel:
<http://www.youtube.com/bancardsales>

