

e-commerce

An e-commerce website

Is the term given to a transactional website that displays products and services for sale and is capable of taking payments online.

E-commerce websites are database driven and employ additional software to enable credit card transactions to be processed online.

E-commerce has enabled many small businesses to compete with their larger competitors, often with websites as capable in design and functionality as a Fortune 1000 company.

An e-commerce site can help you compete with your competitors, avoiding the need for additional offline expenditure such as equipment, facilities and rising employee investment costs.

Request a proposal or [Contact us](#) to make an appointment

Our e-commerce solutions are easy to use and scale with your business requirements. You will have total online control using simple web browser based administration tools.

How does e-commerce work?

There are basically four elements to your e-commerce website:

e-commerce website:

A transactional database-driven website that can display products and services, and is capable through a shopping cart facility of accepting payments and submitting them for processing through the internet.

internet Merchant Account:

A type of Bank Account that allows a business to accept Internet credit card payments (the card is not physically presented to the merchant)

Payment Gateway Account or Secure Hosting

A secure internet bridge between your website and the credit card processing networks. The physical location where the database and web site files are kept on a computer connected to the Internet.

Connection Method

A set of web programming requirements that define how your web site communicates with the bank where there are three methods to accept credit cards:

- Manual entry / credit card swipe on a small machine
- Software that dials into the bank after the credit card information is entered into a computer
- Automated and realtime transactions using a software protocol on the Internet to check the credit availability of a potential customer either approving or declining the transaction

All three payment processing methods debit the funds from the users credit card account and transfers them to the merchant's bank account.

Our shopping cart solutions come with technical support and a standard suite of tools necessary to rapidly implement and maintain a commercial presence on the Internet.

Request a call back or [Contact us on 01789 740182](#) to make an appointment