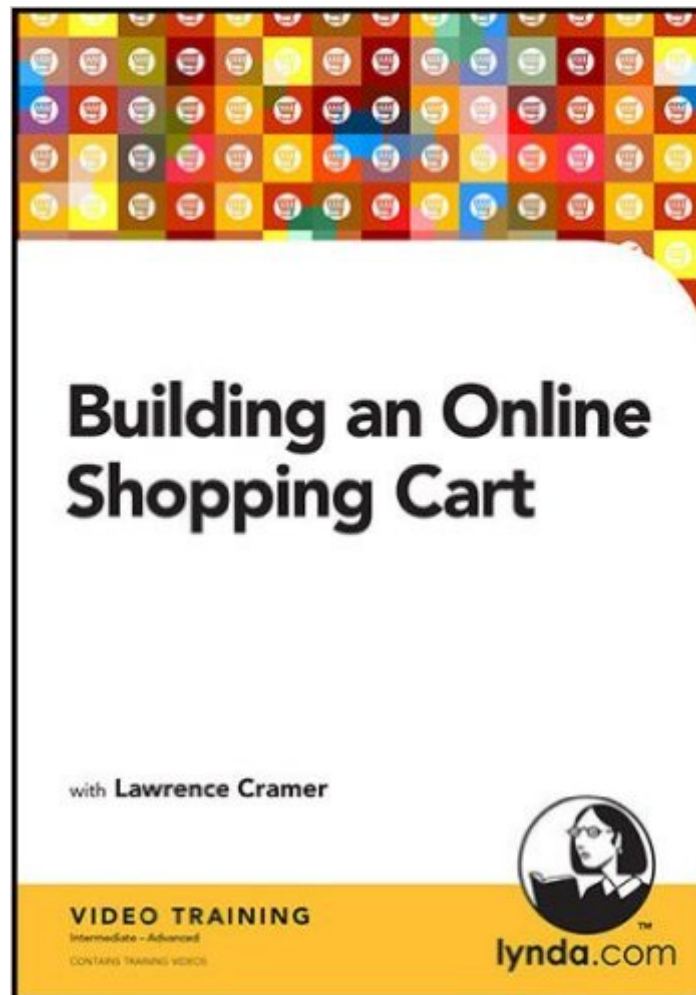


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# Building An Online Shopping Cart



## Synopsis

By 2007, 77% of internet users over the age of 13 about 131.3 million people will shop online. In these tutorials, instructor Lawrence Cramer helps give business owners the tools to harness this market effectively. Using an in-depth case study and other varied examples, Lawrence demonstrates how to seamlessly create and incorporate a shopping cart and back end to support online customers. Building an Online Shopping Cart covers everything from the general concepts of e-commerce to the nitty-gritty of setting up and customizing credit card and order processing features. The training also covers security, customer privacy, building a store, and developing and integrating customer service and policies. Topics Include: Exploring the basics of e-commerce Acquiring and installing an SSL Certificate Choosing between a payment gateway and a processor Comparing static and dynamic sites Choosing a database Securing data and the website Building a custom shopping cart vs. buying an off-the-shelf cart Testing and troubleshooting the store Setting up customer service features Duration: 4 hours On 1 CD-ROM

## Book Information

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