

## Chapter 19: Shopping Carts

Shopping carts are a function of hosting companies and usually require that you sign up for a hosting plan with an e-store. A link on your website takes visitors to your store so that they can shop and purchase your products. Since this link is just like any other link, your e-store simply becomes part of your website. However, Web Studio offers a *PayPal* shopping cart that allows you to accept *PayPal* payments without paying for an e-commerce site. The *PayPal* cart is excellent for small catalogs with simple purchases. For those of you who need a larger, full-featured e-store, our partner, iHostStudio has affordable plans that have everything you need for e-commerce. See *Creating an e-store with iHostStudio* later in this chapter. If you already have an e-commerce plan with another hosting company, see *Using other Shopping Carts* at the end of this chapter.

### Creating a WS Shopping Cart Without an E-Commerce Site

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Because the *PayPal* shopping cart is part of the Web Studio program, you can use it with any hosting plan. The *PayPal Shopping Cart* command is in the *Create* tab. The buttons in this command cause the *PayPal* dialog to open when they are added to the page. You enter product information into the dialog. Then, when a customer *clicks* on one of your buttons, the chosen product is added to their cart. Then they are taken to the *PayPal* site to view their cart, continue to check out or go back to your site so they can continue shopping.

To use this shopping cart, you have to have a Business Account with *PayPal*. If you are not a *PayPal* customer, Web Studio provides you with an opportunity to create a *PayPal* account when you set up your Shopping Cart. It is free to open an account, and you are only charged a fee when you make a sale. Best of all, your customers do not need to have *PayPal* accounts to purchase items on your site.

#### Step for creating a *PayPal* shopping cart

This is an overview of the steps that you take to create a *PayPal* shopping cart.

1. Create a page in Web Studio.
2. Add photos of your products and arrange them to suit your overall site design.
3. Add text objects to give pricing and product information.
4. Add a *PayPal* button.
5. *Select* the *PayPal* button and *click* on the *Shopping Cart* command.
6. Enter your *PayPal* information.
7. *Click* on *Page > Preview > Preview Links* to view the page.
8. *Click* the *PayPal* button to go to your *PayPal Shopping Cart* page.

## Creating a PayPal Account

When you add a *Shopping Cart* button to your page, the *PayPal Button Properties* dialog automatically opens. Click on the *Sign Up For PayPal* button at the bottom of the dialog box and follow the screens to set up your account. There are three steps: Sign up for a Business Account, Verify your information and Set up your preferred payment solution.

**PayPal Button Properties**

**Product Info**

Product Name \*

SKU

Price \*

Request Shipping Address

**PayPal Properties**

Email address \*

URL of Your Site

Success Page

Cancel Page

**ALT Text**

This text displays when mouse is over the PayPal button

Fields marked with \* are required fields

OK PayPal Help Sign Up For PayPal Cancel

Click here to sign up for PayPal.

### Sign up for a Business Account

Sign up for a *Business Account* with *PayPal* instead of one of the others. Here are some of the features:

- You do business under your business, company, or group name.
- 24-hour fraud surveillance.
- *PayPal* Customer service availability.
- All Merchant services.
- You can accept credit and debit card payments.
- You will get a *PayPal* ATM/Debit Card.
- It will allow multiple people in your company to access your *PayPal* account, as you see fit.

The verification process can take 3-5 business days. Once it is done, you can send and receive payments through *PayPal*.

## Verify your information

This step, which takes place on the *PayPal* website, ensures your information is correct. This allows you to have funds transferred from *PayPal* directly to your bank account. *PayPal* verifies the following:

- E-mail address: the e-mail address you used to sign up.
- Bank name, account number and routing number.
- Name associated with the account.
- Deposit of funds into your *PayPal* account to make sure everything is working properly.

## Implement your Preferred Payment Solution

This step, which takes place on the *PayPal* website, enables you to choose what payment solutions that you want to use. You can do the following things:

- Accept payments using credit cards
- Accept payments using debit cards
- Accept payments using bank transfers
- Your customers will pay you instantly
- Your customers do NOT need their own *PayPal* account

## Creating a *PayPal* Catalog on Your Website

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Design and layout your catalog as you would any other page. After you arrange your page, you are ready to add the *PayPal* buttons. These are special buttons that allow you to enter product information and will enable your visitors to purchase products or make donations.

Web Studio has the following *PayPal* buttons in the Buttons Gallery: *Add to Cart*, *Buy Now*, *Donate*, *Gift Certificate*, and *Subscribe*.

### Select a button

- *Drag and drop* a button from the *Buttons Gallery* or create one of your own.
- Click on *Create > Shopping Cart > PayPal Cart*. This opens the *PayPal Button Properties* dialog.

Do not use the buttons that *PayPal* offers because they require technical know-how. The Web Studio buttons are automatically set up for you.

## Enter Product Information

Fields marked with \* are required fields.

**Product Name.** This is the name of your product as advertised on your site.

**SKU.** This is an optional product number used by some businesses.

**Price.** Enter the price of the product.

**Request Shipping Address.** Check this box if you are shipping your product. *PayPal* will request a shipping address from the customer.

**ALT Text.** This is text that is displayed on your site when anyone puts the mouse on top of the button. Use this to tell people any information that you want about your product.

## Enter *PayPal* Properties

**E-mail Address.** This is the e-mail address you used when you registered with *PayPal*. It acts as your account ID.

**URL to Your Site.** If you choose to use Success and Cancel pages, you will have to enter the URL to your site. It must be the full URL. For example: <http://www.webstudio.com>; not *webstudio.com*.

You can include shipping in the price and skip shipping options in *PayPal*.

**Success Page.** This page on your site that people automatically return to after purchase.

**Cancel Page.** This is the page on the site that people automatically return to if they *click* the *Cancel* button anytime during purchase.

**Currency Code.** *Select* the currency code for the purchase.

- *Click OK* when you are finished.

### Check the **PayPal** button on your site

- *Click* on *Home > Preview > Preview Links* or *Page > Preview > Preview Links*.
- In the *Preview* window, *click* on the *PayPal* button to see the *Shopping Cart* page.

## Adding Shipping Costs to Your **PayPal** Cart

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The *PayPal* site has a page that lets you set various options in your Shopping Cart, such as shipping charges. Simply login to your *PayPal* account online and set up your shipping options in Merchant Services. Then when your customers purchase items on your website, the options and shipping costs are added at checkout.



*PayPal* knows their system best, so if you have more questions, you should contact them about shipping and tax options.

- Go to [paypal.com](https://www.paypal.com)
- Login to your account
- *Click* on the *Merchant Services* tab at the top of the page. This page has several tools including shipping and tax calculators.
- *Click* on *Shipping Calculator*.
- Choose Domestic or International with the options that you want.
- Add or edit additional choices.
- *Click OK* when you are finished.
- When your customers buy your products, the choices that you made in *PayPal* will be displayed in the checkout screen.

## Creating an e-store with iHostStudio

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Anyone can open an e-store with iHostStudio even if you are using a different hosting company. The iHostStudio is a full-featured e-store that is affordable and easy to use, yet powerful. When you sign up to use the shopping cart, you receive a User Name and Password to enter your store. The step-by-step instructions and video tutorials lead you through the complete set up of your online store. There are a variety of e-store templates or you can customize your own storefront.

Some of the features are:

- Choose from a variety of e-store templates
- Real-time order notifications to both you and your customers
- Administer your online store from any place, any time
- Accept credit cards through major payment gateways (PayPal, Authorize.net, etc.)
- SSL Security
- Customize e-mails
- Use your own logo
- Choose Shipping Providers and methods...and much more

### Visit iHostStudio to learn more about the e-store

- Click on *Create > Shopping Cart > iHostStudio Shopping Cart*.
- This takes you to the iHostStudio site.
- Use the site links to get information about the iHostStudio e-store and view the demos.

### Link to Web Studio

After you create your online store, the next step is to link the store to one or more pages so that your visitors can shop in your store. iHostStudio supplies you with the link.

- Create a graphic or text that you can use for the link. For instance, you may want to have one of your buttons called *Visit the Store* or a graphic that says *Start Shopping*.
- *Right-click* over the graphic or text and choose *Add/Edit Link* from the *Selected Object Menu*. This opens the *Object Properties* dialog.
- In the *Links* section, enter a *Title for this Link* and the *URL* for the link. If you want the shopping cart to open in a new window, check *Open this link's page or file in a new browser window*.
- Click *OK*.
- Click on *Home > Preview > Preview Links* or *Page > Preview > Preview Links*.
- In the *Preview* window, *click* on the button or graphic that links to your shopping cart.



All of the iHostStudio Business Plans include a full-featured shopping cart.

## Using Other Shopping Carts

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You can use any shopping cart with Web Studio. Your hosting company will supply you with a link that you put on your site. This link takes your customers to your shopping cart. Check with your hosting company to get instructions for creating a shopping cart. The following is a review of how to add a link. See the *Links* chapter for all of the ways links can be added.

### Add a link to your shopping cart

- Create your shopping cart and obtain a link to the cart from your hosting company.
- Place a button or graphic object on your page that will link to your shopping cart.
- *Right-click* over the object and choose *Add/Edit Link* from the *menu*. This opens the *Object Properties* dialog.
- In the *Links* section, enter a *Title for this Link* and the *URL* for the link.
- If you want the shopping cart to open in a new window, check *Open this link's page or file in a new browser window*.
- *Click OK*.
- *Click on Home > Preview > Preview Links* or *Page > Preview > Preview Links*.
- In the *Preview* window, *click* on the button or graphic that links to your shopping cart.