

### **E-Commerce Web Site Check List**

Listed below is what you need to successfully develop an online shopping cart

1. **Logo graphic** for the site in a JPG or GIF format
2. **Written text for the Home/index page** ( A few paragraphs welcoming the visitor to you're site and inviting them to browse you're products)
3. **Written text for About Us page** ( Let the visitor know more about you.... Mission Statement - Brief History of the company to reassure the shopper their dealing with a reputable company.)
4. **Privacy Policy.** This is required by all credit card processor. This statement indicates to the shopper that all personal data Name, Address, Phone Number, and Credit Card will not be given to or sold to a outside party. We have listed a few examples under the guidelines to review
5. **Term & Conditions.** This is also required by the credit card processor. This is a published statement regarding the return polices, product warranties, back orders, delivery times, international shipping. We have listed a example under the guidelines to review.
6. **State Sales Tax Rate.** All instate shipments will require a State sales tax to be charged.
7. **Shipping Rates and Type.** There are few options to consider. You can use a simple flat rate based on dollar amount such as 0 - \$25.00 - (7.95) \$25.01 - 50.00 (\$8.95) this leaves the type of shipping open to you're decision. If you use Fed Ex UPS or USPS and use a live shipment calculator integrated into the shopping cart. Then all products entries must have a weight and size dimensions to work, you must also have an account set-up with Fed Ex UPS or USPS and provide a account number username and password.
8. **Categories and Products.** All products to be displayed must be linked to a main category or a sub category. The main & sub categories display order under the navigation is based on a numeric sort order 1 first then the following numbers. We strongly advise that you have all category and product photo's completed along with all written text, pricing and model numbers to begin.
9. **Credit Card Processor.** You will need inform us on which credit card processing you wish to use Pay Pal, Authorized Net etc... If you chose to do a offline manual credit card process, you will require a SSL certificate on you're site for security purposes.
10. To expedite the process have everything in order. Create separate files on you're computer named to store each product photo's and text. This will greatly help once you start placing each product quickly.

## **Privacy Policy Example**

We value our customers and their privacy. All personal information is used to ensure efficient processing of your order. This information is used by our staff for contacting and identifying customers and their needs. We will not give, sell, rent, or loan any personally identifiable information to any third party, unless we are legally required to do so or you authorize us to do so.

### **Information Collection & Use:**

Our site's registration form requires users to give us contact information (like their name and email address). The customer's contact information is used to contact the visitor in the event of a problem when processing an order. For example, problems with credit card verification, product availability, etc. Users have a choice of receiving future mailings during the registration process.

Our site uses an order form for customers to request information, products, and services. We collect visitor's contact information (like their email address), and financial information (like their account or credit card numbers). The customer's contact information is used to get in touch with the visitor when necessary. i.e, in the event there is a problem processing an order, corporate changes, or changes in privacy practices. Financial information that is collected is used to bill the user for products and services. The customer ID numbers are assigned to Web site visitors to verify the user's identity and for use as account numbers in our record system.

### **Security:**

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and off-line. When our registration/order form asks users to enter sensitive information (such as credit card number), that information is encrypted and protected. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just "surfing".

If you have any questions about the security at our web site, please send an e-mail to

## **Terms & Conditions Example**

### **Making A Purchase**

Making a purchase could not be easier. Just browse our Catalog, and click on any items that you wish to buy and put them into the shopping cart. After you have finished your selection, click on "View Shopping Cart" and choose "Checkout" then you will be asked for a few details that we need to be able to satisfy the order.

We accept credit card payment. If you are shopping from North America or anywhere else, place your order and your credit card company will convert the transaction to US Dollars or your own currency.

We accept Visa and Mastercard. We do not charge for any item until it is ready to ship. Backordered items are not charged until they are shipped.

### **Shipping & Handling**

Shipping cost for USA is charged at the lowest rate possible. Canadian and International orders will be charged more only to cover the extra cost of shipping.

Contact us to arrange shipment.

### **Delivery Schedule**

We will normally send your order to you in 1-3 business days via United States Postal Service. Most orders are usually received in 3 to 7 business days from date of shipping. International orders may take a little longer.

### **Back Orders**

Most of our products are in stock at all times. Should a back order occur we will automatically ship the items as soon as we can unless you specify that you do not wish to have us fill your back orders.

### **Tax Charges**

Taxes will only be charged for items only delivered to the State of

### **Credit Card Security**

All credit card numbers are encrypted when the order is placed, your Credit Card purchase is 100% secure and encrypted with the highest level of security available!!!

### **Our Guarantee & Returns**

All of our products carry our 100% guaranteed, if you have any problems with any of our products feel free to contact us anytime.

### **Reaching Us**

If you need to reach us,