

# Web Design for Small Business III

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## Course Description

This course is the third in the series designed to assist small businesses strategically place their business on the Web. Students will learn of various services available for selling products and services online and accepting credit and debit card payments. Students will sign up with an online payment processing service and learn how to implement payment buttons, integrate shopping carts, and send email invoices.

This course is designed primarily for small business owners (and their employees) who want to implement a small e-payment system on their web site, but have little to no prior web development experience.

**Prerequisites:** Web Design for Small Business I and II or equivalent experience.

## Objectives

- Understand basic e-commerce terms and processing.
- Examine various services available for selling products and accepting payments online.
- Learn about spoofs and other potential security risks.
- Set up an account with an online payment processing service.
- Set up shipping terms and other features.
- Learn how to send an email invoice.
- Integrate payment buttons and/or a simple shopping cart.
- Upload and test the results.

## About Your Instructor

Tina Spain McDuffie, aka *WebWoman*<sup>™</sup>, is an author, educator, speaker, and professional Web developer. Ms. McDuffie is an expert in HTML, Cascading Style Sheets, and JavaScript. She began working on the Web in early 1995 and, by 1996, introduced and taught her first of many courses in Web development. Her current class offerings include: Dreamweaver MX 2004, Web Design for Small Business, JavaScript Programming, Photoshop, Illustrator, Fireworks, Flash, Digital Photography, and Acrobat.

Ms. McDuffie holds an M.S. with honors in Electronic Commerce, a B.S. with honors in Business Information Systems, and an A.S. with honors in Mathematics. She is the author of *JavaScript Concepts & Techniques: Programming Interactive Web Sites*, a JavaScript textbook, and *WebWoman's JavaScript Object Reference*, a companion handbook. She is currently working on a new book series, *Web Design for Small Business*, and *Web Design for Kids*.

# Course Content

## **Lesson 1: The Online Marketplace**

- Why sell online?
- Reasons consumers shop online

## **Lesson 2: Consumer Confidence's Importance to Online Success**

- The Problem
- Building Consumer Confidence in Your Web Site
- Planning for Good Customer Service and Support

## **Lesson 3: How E-Payment Transactions Work**

- Glossary
- Payment Authorization and Settlement
- Types of Merchant Account Fees
- Accepting Discover and American Express
- Payment Gateway Fees

## **Lesson 4: Payment Gateway Alternatives**

## **Lesson 5: What You Should Know About Fraud**

- Phishing and Spoofs
- 10 Ways to Recognize Fake (Spoof) Emails

## **Lesson 6: Setting up a PayPal Account**

- Acquiring an account
- Verifying an account
- Setting preferences
- Integrating Pay Now buttons
- Integrating PayPal shopping cart
- Sending PayPal email invoices requesting payment
- Viewing reports and history
- Printing packing lists

## **Lesson 7: Promoting Your Site (if time permits)**

