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**

CD-ROM

Publisher: lynda.com, Inc (November 22, 2006)

Language: English

ISBN-10: 159671297X


Product Dimensions: 7.5 x 5.3 x 0.6 inches

Shipping Weight: 2.4 ounces

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Best Sellers Rank: #8,919,773 in Books (See Top 100 in Books)  #97 in Books > Computers & Technology > Programming > Web Programming > Cold Fusion  #31564 in Books > Computers & Technology > Web Development & Design  #294876 in Books > Education & Teaching > Schools & Teaching

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Ox-Cart Man
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Make Money Online: The Top 15 Ways To Start Making Money Online (How to Make Money Online, 2016)
ONLINE ARBITRAGE: How to
Make Money Online From Sourcing and Selling Retail Products On Or Ebay with Online Arbitrage


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