

WordPress and eCommerce

A match made in heaven?



Your **WEBSITE**
Engineer^{WEE}

\$165.4 Billion



merchant accounts

inventory

security

PCI Compliance

eCommerce is hard!

payment gateways

shopping carts



ssl certificates

Today's Outline

- ✓ Onsite vs. Offsite Payments
- ✓ Processing payments with gateways
- ✓ Encryption certificates / PCI Compliance
- ✓ WordPress Security Tips
- ✓ Plugins and third party selling solutions



On Site or Off Site?

OFF SITE:

- ✓ Extra Checkout Steps
- ✓ Can be more confusing
- ✓ No SSL
- ✓ No PCI compliance certification



On Site or Off Site?

ON SITE:

- ✓ Extra Setup Steps
- ✓ Seamless Checkout Process
- ✓ Website requires SSL certificate
- ✓ Merchant required to certify compliance



Payment Gateway

✓ a service to process payments online

Paypal



Paypal Standard

Customer leave a website to enter payment and does not return to the site. No setup work.

Express Checkout

Customer jumps to PayPal to enter payment details and returns to order. Little setup work.

Website Payments Pro

Seamless checkout on website. Customer never leaves store. Lots of additional setup work.

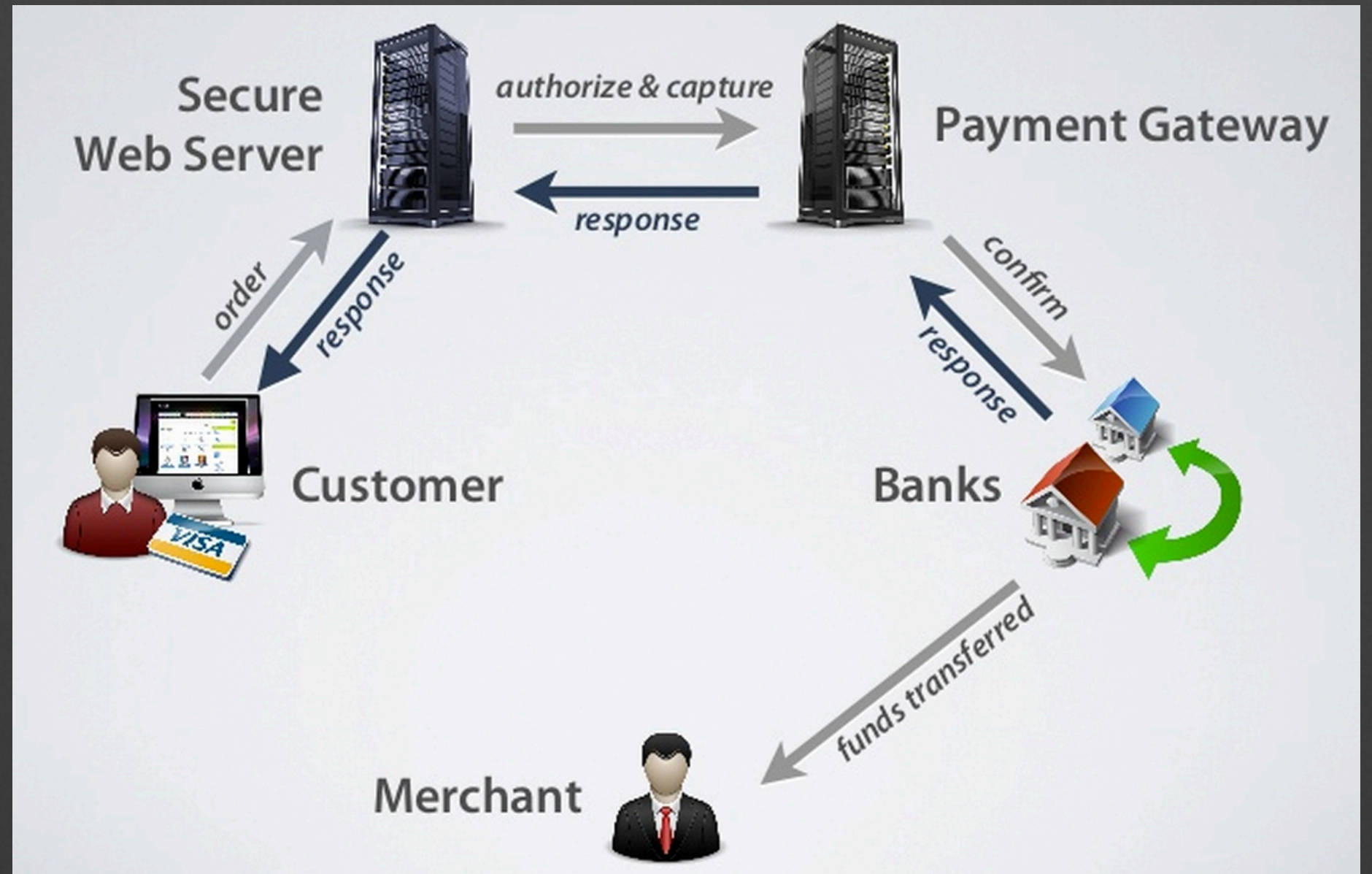


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Payment Gateways

- ✓ PayPal
- ✓ Authorize.net
- ✓ CyberSource
- ✓ FirstData
- ✓ Plug 'n Play

Credit Card Payments



Merchant Accounts

- ✓ a special type of bank account for accepting payments from credit or debit cards
- ✓ an agreement between the merchant, the bank and the payment processor

Merchant Accounts | Costs

- ✓ Discount Rates:
 - ✓ Three Tiered Pricing
 - ✓ Qualified Rate
 - ✓ Mid-Qualified Rate
 - ✓ Non-Qualified Rate

Merchant Accounts | Costs

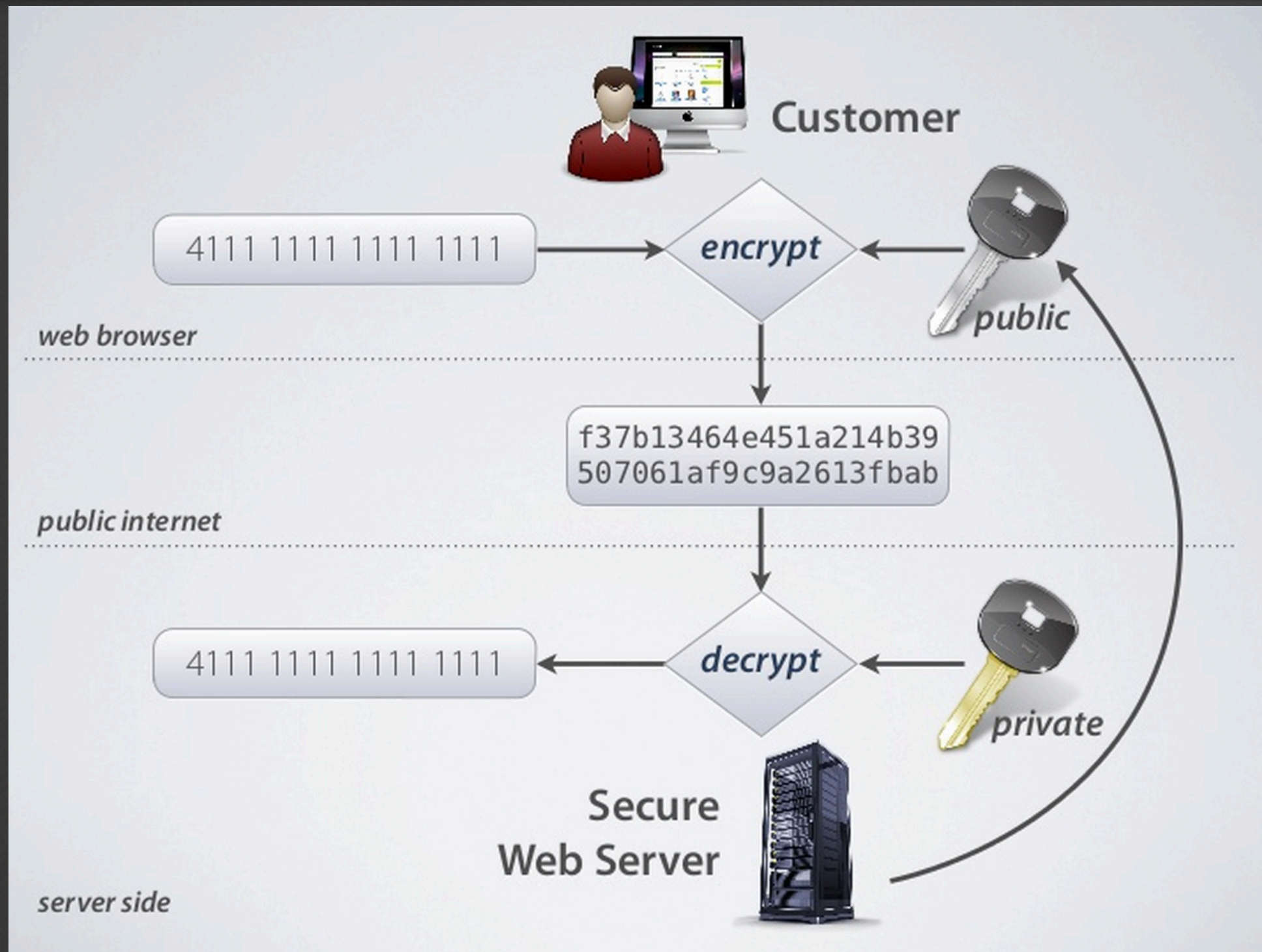
- ✓ Authorization Fee
- ✓ Statement Fee
- ✓ Monthly Minimum Fee
- ✓ Batch Fee
- ✓ Customer Service Fee
- ✓ Annual Fee
- ✓ Early Termination Fee
- ✓ Chargeback Fee

Encryption

- ✓ the process of making data unreadable to anyone without “special knowledge”
- ✓ “special knowledge” is the key

SSL Encryption

- ✓ Garbles the browser to server communication over the Internet
- ✓ Browser uses the public key in the certificate to encrypt information before sending it to the server
- ✓ Server uses a private key to decrypt information from the browser



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SSL Certificate

- ✓ a specialized electronic document certifies a public encryption key to an identity

SSL Certificates | Buyers Guide

- ✓ Ongoing costs between \$50-\$1500/year
- ✓ 3-4 Certificate Types
 - ✓ Single Domain
 - ✓ Multiple subdomains
 - ✓ Wildcard subdomains
 - ✓ Extended Valiations

SSL Certificates | Buyers Guide

✓ Vendors:

- ✓ Verisign (costly)
- ✓ Comodo (moderate)
- ✓ GoDaddy (cheap)
- ✓ Network Solutions (cheap)

PCI Compliance

- ✓ 12 requirements for any business that stores, processes or transmits cardholder payment data.

Build and Maintain a Secure Network

Requirement #1

Install and maintain a firewall configuration to protect cardholder data

Requirement #2

Do not use vendor-supplied defaults for system passwords and other security parameters

Protect Cardholder Data

Requirement #3

Protect stored cardholder data

Requirement #4

Encrypt transmission of cardholder data across open, public networks

Maintain a Vulnerability Management Program

Requirement #5

Use and regularly update anti-virus software

Requirement #6

Develop and maintain secure systems and applications

Implement Strong Access Control Measures

Requirement #7

Restrict access to cardholder data by business need to know

Requirement #8

Assign a unique ID to each person with computer access

Requirement #9

Restrict physical access to cardholder data



Regularly Monitor and Test Networks

Requirement #10

Track and monitor all access to network resources and cardholder data

Requirement #11

Regularly test security systems and processes

Maintain an Information Security Policy

Requirement #12

Maintain a policy that addresses information security

Whew, are we done yet?



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WordPress Security

Use a Strong Password

Your first line of defense against would be hackers



WordPress Security

Avoid using the 'admin' account

Setup a different admin account with another name

WordPress Security

Hide your database tables

Change your table prefix from wp_ to anything else!

WordPress Security

Update Everything

Keep WordPress, your theme and plugins up to date



WordPress Security

Backup Everything

Always make regular backups: files and db



eCommerce Tools for WordPress

✓ What's out there?



WP eCommerce

- ✓ Oldest and most widely used
- ✓ Physical & digital products
- ✓ Shipping options
- ✓ Marketing tools
- ✓ Free + Paid add-ons (\$10-\$195)



GetShopped.org
Online Store Plugin for WordPress

HOME | FEATURES | ADD ONS | BLOG | SUPPORT

Access to all the **best** Payment Gateways

WP e-Commerce makes payment gateway integration painless. With the most global gateways already available, our API makes it easy to create new gateway integrations when needed.

Download Free | Purchase Upgrades

Google Checkout | PayPal | Authorize.Net
iDEAL | BluePay | sagepay
Eway | CHRONOPAY | paystation
LinkPoint | dps payment express | stripe

WP e-Commerce has what you need...

100% Customizable
Use your own HTML & CSS and have complete control over the look and feel of your online store.

Trying to Choose Which WordPress eCommerce Plugin to Use?

WP e-Commerce remains the most popular, most robust e-commerce plugin for WordPress and is the ideal way to sell products, downloads or services online.

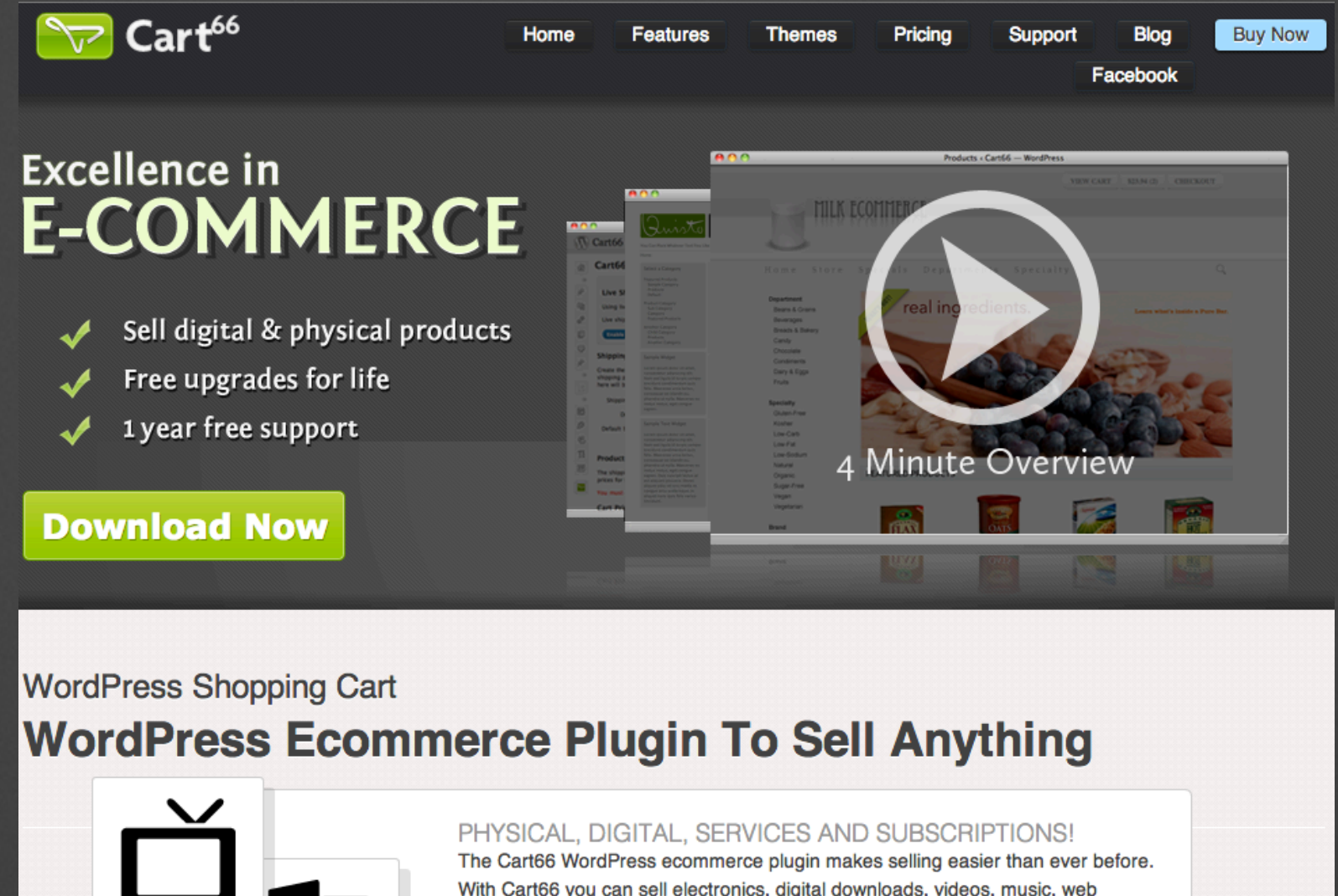
Whether you are setting up a WordPress store for yourself or are a WordPress developer setting up a store for a client, WP e-Commerce offers the most features and capabilities of any store plugin.

getshopped.org

Cart66

- ✓ Newest solution
- ✓ Uses [shortcodes]
- ✓ 7 payment solutions
- ✓ Subscriptions & Membership
- ✓ Free Lite Version or \$89-\$399/year

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The screenshot shows the Cart66 website homepage. At the top, there is a navigation menu with links for Home, Features, Themes, Pricing, Support, Blog, and Buy Now. A Facebook link is also present. The main heading reads "Excellence in E-COMMERCE". Below this, three green checkmarks list features: "Sell digital & physical products", "Free upgrades for life", and "1 year free support". A prominent green button says "Download Now". To the right, there is a "4 Minute Overview" video player showing a product page for "MILK E-COMMERCE" with a play button overlay. Below the screenshot, the text reads "WordPress Shopping Cart" and "WordPress Ecommerce Plugin To Sell Anything". A small icon of a television is shown next to the text "PHYSICAL, DIGITAL, SERVICES AND SUBSCRIPTIONS!". The text continues: "The Cart66 WordPress ecommerce plugin makes selling easier than ever before. With Cart66 you can sell electronics, digital downloads, videos, music, web".

cart66.com

WooCommerce

- ✓ Great reporting
- ✓ Marketing and promotion
- ✓ Hundreds of extensions
- ✓ Customer friendly checkout
- ✓ Free with paid extensions



WOO THEMES Home Themes Plugins **WooCommerce** Blog Support **My Account** Cart

A WordPress eCommerce toolkit that helps you sell anything. Beautifully.

Transform your WordPress website into a thorough-bred eCommerce store for free. Delivering enterprise-level quality & features whilst backed by a name you can trust. *Say hello to WooCommerce.*

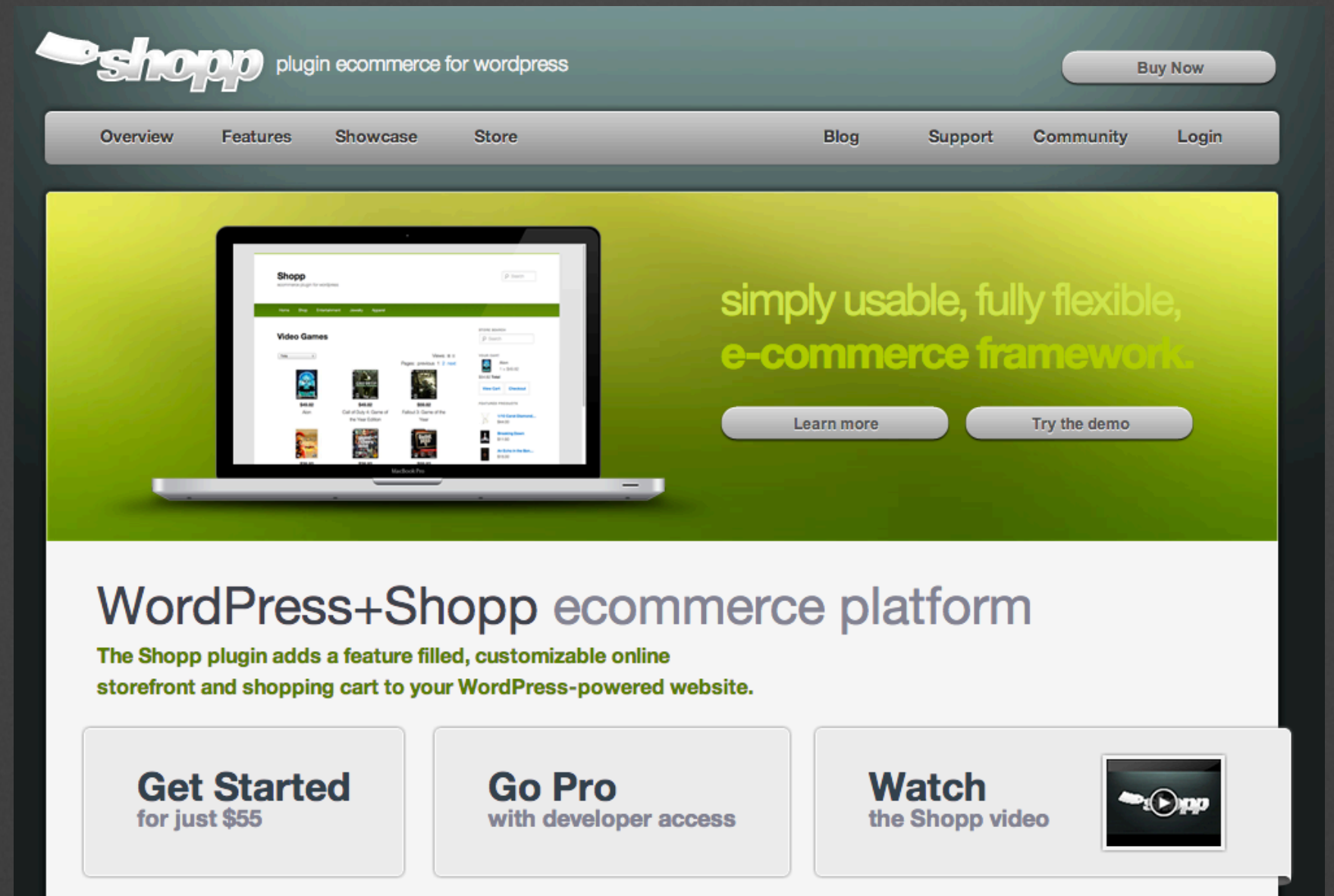
WOO COMMERCE

3:00

woothemes.com/woocommerce

Shopp

- ✓ Popular solution
- ✓ 18 payment gateways
- ✓ 10 shipping options
- ✓ 200+ template tags
- ✓ \$55 or \$299 with \$25 add-ons



shopp plugin ecommerce for wordpress [Buy Now](#)

[Overview](#) [Features](#) [Showcase](#) [Store](#) [Blog](#) [Support](#) [Community](#) [Login](#)

simply usable, fully flexible,
e-commerce framework.

[Learn more](#) [Try the demo](#)

WordPress+Shopp ecommerce platform

The Shopp plugin adds a feature filled, customizable online storefront and shopping cart to your WordPress-powered website.

[Get Started for just \\$55](#) [Go Pro with developer access](#) [Watch the Shopp video](#)

shopplugin.net

MarketPress - WordPress eCommerce

- ✓ Simple and stylish
- ✓ Handful of payment gateways
- ✓ Sell real objects or digital downloads
- ✓ Multisite & BuddyPress Compatible
- ✓ Free or Pro (\$19)



The screenshot shows the WordPress.org Plugin Directory page for MarketPress. At the top, the WordPress logo and 'WORDPRESS.ORG' are visible, along with a search bar and navigation links like 'Showcase', 'Themes', 'Plugins', 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. A 'Download WordPress' button is also present. Below the navigation, there's a login section with 'Username', 'Password', and 'Log in' fields, and a link for '(forgot?) or Register'. The main content area features a large banner for 'wpmudev presents: MarketPress - WordPress eCommerce'. The banner includes a 'wpmudev presents:' logo, a 'MarketPress - WordPress eCommerce' title, and a 'Download Version 2.5.1' button. Below the banner, there's a description: 'The best free ecommerce plugin available for WordPress - easy to use, beautiful & powerful.' and a list of tabs: 'Description', 'Installation', 'FAQ', 'Screenshots', 'Changelog', 'Stats', 'Support', 'Reviews', and 'Developers'. The page also features a sidebar with 'Extend Home' links (Plugins, Themes, Mobile, Ideas, Kvetch!), a 'Search Plugins' section, and a 'Popular Tags' list including 'widget (3,729)', 'Post (2,368)', 'plugin (2,243)', 'admin (1,857)', 'posts (1,783)', and 'sidebar (1,547)'. At the bottom right, there are technical details: 'Requires: 3.3 or higher', 'Compatible up to: 3.3.2', 'Last Updated: 2012-6-29', and 'Downloads: 91,073'.

e-junkie

- ✓ Third party solution
- ✓ Includes affiliate management
- ✓ Google Analytics tracking
- ✓ Start selling for \$5/month

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The screenshot shows the E-junkie website homepage. At the top left is the E-junkie logo, a stylized black flame with a white 'E' inside, and the text 'E-JUNKIE™ we help you sell online'. To the right of the logo are navigation links: 'about . contact . developer directory . resources . interact . resell e-junkie'. Below the logo is a navigation bar with tabs for 'SELLERS', 'AFFILIATES', 'SHOP', and 'COMMUNITY'. Underneath is a secondary navigation bar with links: 'home . login . register . pricing . features . help . client list . test our service'. A yellow banner below the navigation bar reads '"Publishing Your First eBook": A Free eBook by E-junkie.info'. Below the banner is a search bar with a 'Search..' input field, a 'Documentation' dropdown menu, and a 'Search' button. To the right of the search bar is a 'Google™ Custom Search' button. The main content area is titled 'What do we do?' and contains several paragraphs of text describing the services. On the right side of the main content area, there are several promotional boxes: 'TechCrunch' with a shopping cart icon and 'CLIENTS' arrow, '"FAT FREE" SHOPPING CART PRO' with a shopping cart icon, 'DIGITAL STORAGE & DELIVERY' with a cardboard box icon, and 'SHIPPING & POSTAGE CALCULATOR' with a cardboard box icon. At the bottom of the main content area, there is a list of links: 'View all features >>', 'Sign up for FREE 1 week trial now >>', 'Start selling for just \$5/month >>', 'View getting started guide >>', 'Test our service >>', and 'Clients & Testimonials >>'.

e-junkie Set Up

- ✓ Put your content on a password protected page on WordPress
- ✓ Create a message for people to go to that link and enter password in e-junkie
- ✓ Generate shopping cart buttons and put on your site
- ✓ Sit back and watch the digital product sales come in

Live Demo



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WordPress Developer Training



- ✓ Retails for: \$999
- ✓ Exclusive Offer: \$499
- ✓ Use coupon 'halfoff'

Must Register before Monday!

A screenshot of the website for "Your Website Engineer". The page is titled "WordPress Developer Course" and features a video player showing a man speaking. To the right of the video are three buttons: "Click to Enroll: Developer Training", "Curriculum", and "FAQ". Below the video, there is a paragraph of text and a small circular logo in the bottom right corner.

Home About Resources Webinars Contact

Search

WordPress Developer Course

Home » WordPress Developer Course

Next Course: May 6th - May 31st

WordPress Developer Training
from Dustin Hartzler PLUS

Click to Enroll:
Developer Training

Curriculum

FAQ

In early 2012, I realized I had a passion for teaching others how to use WordPress. There were tons of resources available for beginners when it came to WordPress, but no great solution for developers who want to become more advanced.

As I have slowly learned WordPress myself, I saw a void in the market and decided to create my own course for developers. The course is called "WordPress Developers Course" and I'm confident that it will turn any WordPress novice into a great developer.

This course can be yours for the low one time payment of \$4299 only \$999!

The Greatest Benefit of this Course



To join the advanced training, register now:
<http://YourWebsiteEngineer.com/awdt>