Accepting Payments Online

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All e Commerce websites must have a way of accepting payment online. Accepting credit cards online is not difficult however there are some very stringent requirements that you must meet to Internet enable your merchant account. Steps to Accepting Credits Cards on Your Website

There are several steps to accept credit cards online through your own merchant facility securely and legally.

We integrate with multiple different payment gateways including:

- eWay – http://www.eway.com.au
- Stripe – http://www.stripe.com
- PayPal – http://www.paypal.com.au

	eWay	Stripe	Paypal
Setup Fee	$0	$0	$0
Monthly Fee	0 - $20	$0	$0
Processing Fees	From 20 cents & 2.2%	30 cents + 1.75 – 2.9%	30 cents + 2.9%
Requires Merchant Account	Both	No	No
Processes on Site	Yes	Yes	No
Australian	Yes	No	No

It's difficult to decide which payment gateway you should use as each has different pros and cons. Stripe is the easiest to setup and the customer stays on your website however they are an international company and you can only deal with them online.

eWay is a trusted Australian company and can integrate directly with your existing credit card merchant account. However eWay can be involved to setup and can take a considerable amount of time.

We normally recommend for customers transacting under $100,000 a year they choose a combination of Stripe and PayPal. Over $100,000 a year in transactions or where you want a higher level of support we suggest that you use eWay.

If you are accepting payments online make sure your website is compliant with the following:

- Credit Card data must be secured using a 256KB SSL certificate
- Your website must display both your physical address and a contact telephone number
- Your website must have a security policy / statement explaining how you secure credit card data.
- If your website domain does not end in ".com.au" you must display a statement that all prices are in Australian AUD Dollars.
- You must have a privacy statement explaining how you protect consumers information.
- You must have a refund policy and that policy must adhere to the local laws.

Using eWay

If you wish to use eWay as you payment gateways and have the transaction funds

1) If you intend using eWay you must contact your bank and tell them “You wish to Internet enable your Merchant Account and you will be using eWay (http://www.eway.com.au) or Securepay (http://www.securepay.com.au) as your online payment gateway”.

The bank will provide you with documentation and forms to complete which you may send to us for any technical details:

- Server Type: Apache / CPANEL/ MySQL
- Software: Sliced Bread CMS eCommerce
- Payment Gateway: eWay
- Firewall and other Intrusion Protection: Yes

2) Your website must be visible to the bank on the final domain and comply with all the requirements in step 1.

The bank will NOT approve your merchant facility until they can physically confirm all of their requirements and this includes the website being “live”. The approval process varies from a couple of days to several weeks depending on your financial institution.

3) Sign up and create an account with eWay (http://www.eway.com.au)

You can do step four at any time and eWay will contact your bank on your behalf and finalize the account.

4) Send us the eWay ID IS

When the account is finalized and the bank has been approved send us the eWay ID ID so we may insert this into your new website.

5) Do a Test Transaction

This is a very important step and you must not skip this step. Sometimes although your account may seem as though it has been set up, there may be an issue and the only way to discover this is to do a test transaction and ensure the account is active.

Using Stripe

Stripe is very easy to setup and requires much less then setting up a payment gateway with either the bank or eWay .

The only downside to Stripe is that your funds will not be available for 7 days after the transaction.

1) Setup an account with Stripe

Go to http://www.stripe.com and setup an account and follow the instructions for verifying your business account. This generally requires that you add your bank account and then send them some electronic copies of your identity and business.

2) Provide us with the Stripe Details

Then you can provide us with the developer access to your stripe account so we can do the next parts of the integration. We will do a test transaction in "sandbox" or test mode and verify that your website is speaking to Stripe correctly.

3) Do a Test Transaction

We will then turn on the live version of you Stripe Account and you should do a test transaction with a credit card and verify that the transaction works and then in 7 days transfer the money to your bank account.

Using PayPal

Paypal is also very easy to setup and you can have Paypal and another type of credit card processing on your website at the same time.

The only downside of PayPal is that the customer will leave your website to complete their payment and then return to the site for confirmation.

1) Setup an account with Stripe

Go to http://www.paypal.com.au and setup an account and follow the instructions for verifying your business account. This generally requires that you add your bank account and then send them some electronic copies of your identity and business.

2) Provide us with the Paypal Details

Then you can provide us with the developer access to your stripe account so we can do the next parts of the integration.

3) Do a Test Transaction

You should then do a test transaction with a credit card and verify that the transaction works and transfer the money to your bank account.

Frequently Asked Questions

Q: What if I do not have a merchant account or I do not want to open one can I still accept credit cards?

Yes, you can use Paypal instead to accept credit cards online however the customer is taken away from your website to complete their transaction and for many customers this can be a reason for abandoning the transaction.

Q: Can I accept PayPal as well as a Merchant Account?

Yes, about 10 – 20% of transactions on eCommerce website are through Paypal and some customers trust Paypal more than using their credit card on the website.

Q: Can't I just have the credit card emailed to me so I can process it offline using my existing EFTPOS machine?

No, this is both a contravention of Merchant Terms & Conditions and is highly dangerous. We talk to many customers who have existing websites where the credit card number is stored on their website for manual processing or sent in an email for offline processing. Both of these are illegal unless you and your website, computer, network and business are PCI DSS compliant. Failure to meet the PCI DSS compliance may lead to prosecution, liability for ALL fraudulent transactions (not just on your website but for all the banks losses caused by credit card numbers stolen from your computer.

https://www.pcisecuritystandards.org

For our own legal compliance we will not develop an account where your store or allow to be stored or transmitted by email an unencrypted credit card number.

Q: Do I have to Internet Enable my merchant account?   It seems such a difficult process.

Yes, you cannot legally accept credit cards without your banks approval and you risk significant legal action and having your merchant account cancelled by your financial institution. If a web developer tells you otherwise you should seriously question their own legal compliance.

Q: How long does it usually take to Internet enable my merchant account?

This is very dependant on your bank however generally between 1 – 2 weeks.

Q: Can I use anyone other than eWay as my Online Payment Gateway?

Yes, however you would have to pay extra for us to integrate the new Gateway into your website. We have successfully integrated many other Payment Gateways in the past. If you use the Telephone Ordering System and wish to store credit cards with accounts, this can only be done with eWay as they manage the card and all the PCI DSS requirements.

Q: Do I have to have an SSL certificate on my website

Yes, if you accept credit cards you must have a minimum 256 KB SSL certificate on your website.

Q: How much are SSL Certificates and how long do they last?

We include your first year's certificate in your price, further years are $149 a year renewed each year.

Q: How much does all of this cost?

You will pay for your bank merchant fees (generally three fees:

- An establishment Fee
- A Yearly or monthly fee
- A transaction fee generally between about 1.5 – 4.5% of transaction value per transaction

You will then be charged fees by eWay including:

- Setup fee
- Yearly Fee

- Per Transaction fee which can anywhere from 50 cents per transaction to 10 cents.

Paypal will charge you anywhere between 3 – 6 % of the transaction value and no set up fees

Q: Who is responsible for fraudulent transactions?

You as the merchant are responsible for identifying fraudulent transactions, if you are in doubt always contact the buyer, or refund the transaction.

Q: How do I identify potential fraud?

This is quite difficult but generally fraudulent transaction might be:

IP Address does not match Billing Country

Unusually large order with no previous business relationship

Multiple small orders from the same IP address

About the Author

With over 15 years of experience in developing web services and software, Drew Wentzel has helped designed and developed usable and functionality rich Internet applications and built online presences for a wide variety of industries including retail, government, hospitality, lifestyle, corporate and technology organisations.