

# expanding your horizons **google checkout tutorial**



This document contains instructions for setting up a Google Checkout Merchant Account and creating a conference registration payment form on your EYH Conference's web site.

This method will allow you to collect credit card payment for online registration of girl and adult attendees.

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### **I want to setup a credit card payment system for my EYH conference - what do I do?**

We are glad that you are interested in setting up a credit card payment system for your EYH conference. Due to the large number of EYH conferences, the national office cannot individually set up credit card accounts for each EYH conference site. However, we've created this "how to" document to help you learn how to set up your own credit card payment system. You should start by carefully reading through the directions.

### **How difficult is it to set up a credit card payments?**

It's not that difficult, but you will need to have some basic knowledge of HTML, or use a web page editing programming that generates HTML. We've provided you with very detailed instructions and if you are having trouble, someone with basic knowledge of HTML and web sites should be able to assist you.

### **Do I have to use Google Checkout?**

No. You can choose to use another payment portal, but we've provided instructions on how to set up your account using Google Checkout, since it offers good security and low processing fees.

## 1. Navigate to the Google Checkout login page

Open a web browser and go to <https://checkout.google.com/sell/>

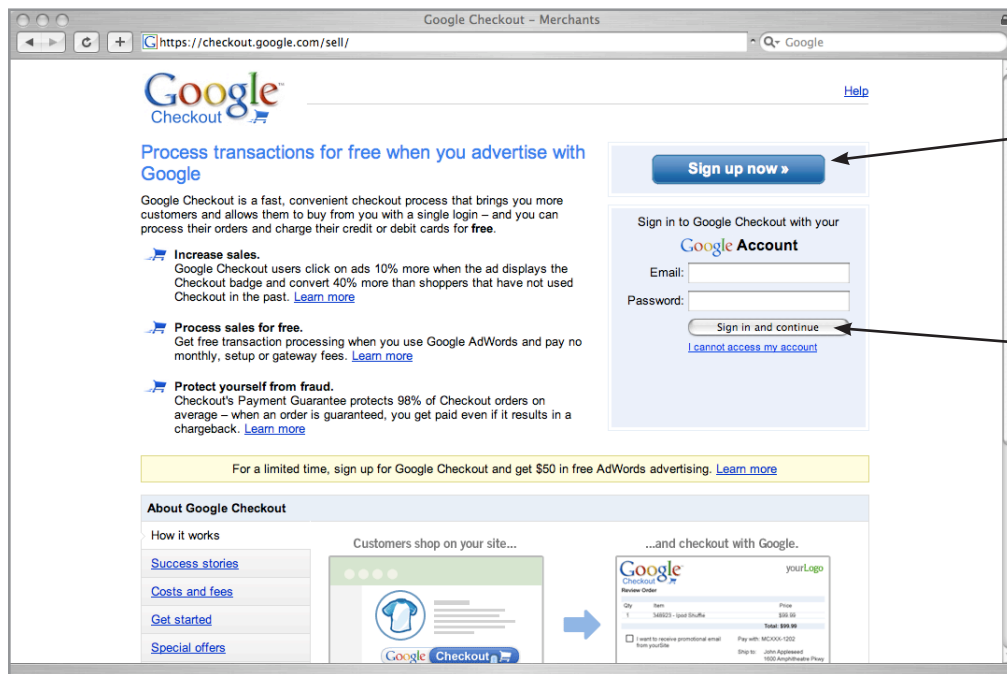
## 2. Create a new account

If you don't already have a Google Account, click the "Sign up now" button to create one. You will then be guided through the sign up process.

- OR -

If you already have a Google Account, sign in using your email address and password.

**NOTE:** You should not use your personal Google Account for this process. It is better to create a new Google Account for your Expanding Your Horizons Conference site.



If you don't already have an account, click here

If you already have an account, sign in here

The Google Checkout login page

### 3. Fill out information about your business

Once you have created your Google Account (or signed in with an existing account) you will be asked to fill out information about your business. Your business, in this case, is your Expanding Your Horizons Conference site or organizing committee. Fill out the required fields, and continue to the next step.

Google Checkout: Setup Your Account

More leads. Free processing

Help | Contact Us

Set up Account | Enter Business Information

#### Tell us about your business.

##### 1. Private contact information

How can Google get in touch with you?  
Google will use this information to contact you if needed. This information won't be displayed to your customers

Primary contact name:

Primary contact email:

Location:

Address:

City/Town State Zip

Phone number:

##### 2. Public contact information

How can your customers get in touch with you?  
This information will be made available to your customers when they make a purchase.

Business name:

Customer Support Email:

Business website:

(Optional) AdWords ads for this URL will display Google Checkout badges.

Business address:  Use same address as above  Use a different address

##### Common Questions

- What is Google Checkout?
- How does Google Checkout help me increase sales and lower costs?
- How much does it cost to process transactions through Google Checkout?

Fill out the required fields about your business

Google Checkout "Tell us about your business" page

### 1. Familiarize yourself with the Merchant Center

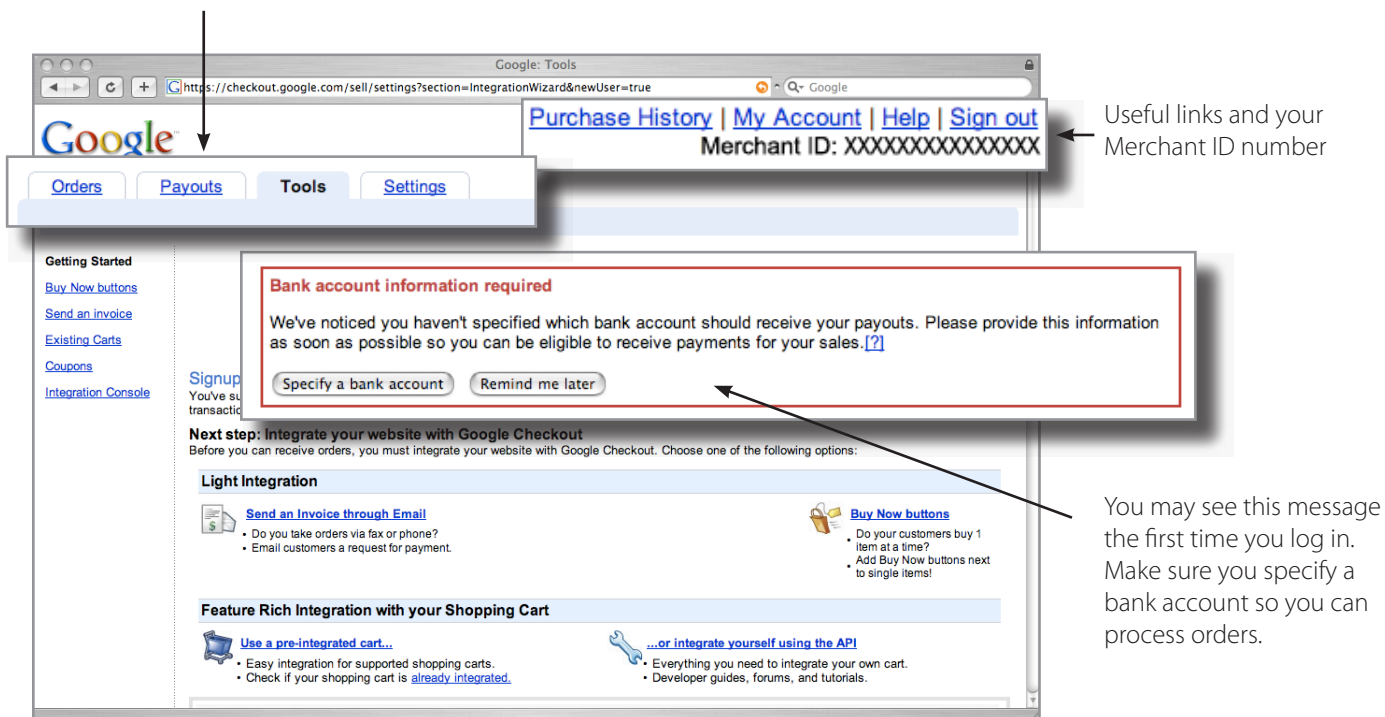
Once you have setup a Google Account, you will be taken to the Google Checkout Merchant Center. This will be the place where you can manage your account and process orders. In the future, you can get to this page by going to <https://checkout.google.com/sell/> and logging in to your Google Account.

The Merchant Center has four important tabs at the top of each page: Orders, Payouts, Tools and Settings. In addition, at the top right of each page you will find a link to Help and Sign Out, as well as your Merchant ID Number.

### 2. Specify bank account information

The first time you visit the Google checkout Merchant Center, you may see a notice at the top of the page requesting you to setup your bank account information so that you can receive payments. If so, you can click the "Specify a bank account" button to setup your bank account information. This will be the bank account where the registration fees will be paid into.

Important tabs that will help you process orders



The Google Checkout Merchant Center

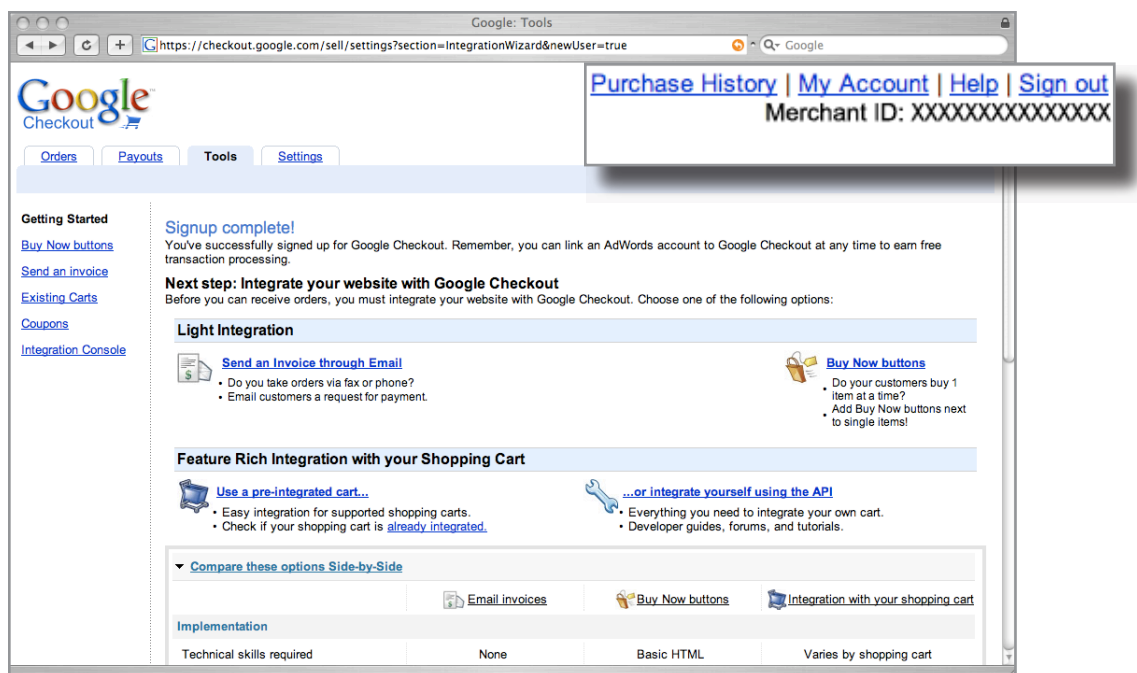
## 1. Locate and copy your Merchant ID Number

At the top right of the Google Checkout Merchant Center, you should see a 15-digit Merchant ID number. Copy or write down that number, because we will use it in the next step to create the HTML for your conference's registration form.

## 2. Sign out of Google Checkout

You can now log out of the Google Checkout console by clicking "Sign out" in the top right corner of the screen.

**NOTE:** Your Merchant ID from should be a 15-digit number. For the rest of this tutorial, we'll refer to that number as XXXXXXXXXXXXXXXXX. Whenever you see XXXXXXXXXXXXXXXXX in this tutorial, replace it with your actual Merchant ID number.



The Google Checkout Merchant Center

**NOTE:** At this point we are assuming that you already have a web site for your EYH Conference. We will now explain how to setup the registration form for that web site. If you work with a web designer to maintain your web site, you may want to consult him or her at this point.

### 1. Open up the HTML for the page that will contain the registration form

Using the web page editor of your choice, open up the HTML for the web page you'd like to place the registration form on. (Or, create a new page at this time.)

### 2. Copy and paste the registration form HTML

Copy and paste the HTML below into the web page HTML where you want your conference registration to appear. This HTML should be placed in between the <BODY> and </BODY> tags in your web page's HTML.

### 3. Replace placeholder values with actual values

You will need to replace the following red text with actual values:

- Replace the two instances of **XXXXXXXXXXXXXXXXXX** with your Merchant ID number.
- Replace **GIRL CONFERENCE REGISTRATION VALUE** with the amount you are charging for a single girl to register for your conference (e.g. 20.00 - do not include the dollar sign).
- Replace **ADULT CONFERENCE REGISTRATION VALUE** with the amount you are charging for a single adult to register for your conference (e.g. 10.00 - do not include the dollar sign).

```

<!-- START Google Checkout Form for Conference Registration -->
<form action="https://checkout.google.com/cws/v2/Merchant/XXXXXXXXXXXXXXXXXX/
checkoutForm" id="BB_BuyButtonForm" method="post" name="BB_
BuyButtonForm"><input name="_charset_" type="hidden" value="utf-8"/>

<!-- Girls registering -->
Number of girls: <input name="item_name_1" type="hidden" value="Girl
registrations"/>
<input name="item_description_1" type="hidden" value="Number of girls registering
for this Expanding Your Horizons Conference."/> <input name="item_quantity_1"
type="text" value="0" size="6" /><input name="item_price_1" type="hidden"
value="GIRL CONFERENCE REGISTRATION VALUE"/><input name="item_
currency_1" type="hidden" value="USD"/><br><br>

<!-- Adults registering -->
Number of adults: <input name="item_name_2" type="hidden" value="Adult
registrations"/>
<input name="item_description_2" type="hidden" value="Number of adults registering
for this Expanding Your Horizons Conference."/> <input name="item_quantity_2"
type="text" value="0" size="6" /><input name="item_price_2" type="hidden"
value="ADULT CONFERENCE REGISTRATION VALUE"/><input name="item_
currency_2" type="hidden" value="USD"/><br><br>

<!-- Buy now button -->
<input alt="" src="https://checkout.google.com/buttons/buy.gif?merchant_id=XXXXXX
XXXXXXXXXX&amp;w=117&amp;h=48&amp;style=white&amp;variant=text&amp;loc=e
n_US" type="image" style="padding-top:10px"/>

</form>
<!-- END Google Checkout Form for Conference Registration -->
    
```

#### 4. Save your web page and preview it in a web browser

You can now save your web page and open it in a web browser to see how the registration form looks. You are welcome to style the form as you see fit, but by default it will look like this:



Number of girls:

Number of adults:

[Buy Now !\[\]\(0ee3a256c81c0bcafbe12510548ee51b\_img.jpg\)](#)

Google Checkout

Default look of registration form

### Reviewing orders

To review the orders you have received so far, go to <http://checkout.google.com/sell/> and sign in with your Google account information. In the Google Checkout Merchant Center, click on the “Orders” tab to see your current and pending orders (this area is known as your Orders Inbox).

### Collecting payment

Before a person’s credit card will be charged for a given order, you will need to click “Charge” beside that order in your inbox. When you charge an order, you’ll also initiate the payout process.

**NOTE:** Each time you charge a buyer, you’ll be charged a low 2.0% and \$0.20 transaction fee by Google Checkout.

### **Online demonstrations**

Two great demonstrations are available online that walk you through the steps of processing orders using Google Checkout:

1. [https://services.google.com/training/checkout/order\\_processing/order\\_processing\\_demo.html](https://services.google.com/training/checkout/order_processing/order_processing_demo.html)
2. [https://services.google.com/training/checkout\\_orders/](https://services.google.com/training/checkout_orders/)

### **Google Checkout Help Center**

If you have other questions regarding Google Checkout, you can view Google's online FAQ here: <http://checkout.google.com/support/sell/>

### **Expanding Your Horizons Network**

You can get additional support by contacting the EYH Network at (510) 430-2222.