COMPLETE START-FINISH STRIPE CASHOUT USING AN ECOMMERCE WEBSITE WITH STRIPES API

Welcome to my third guide which I had no intention of writing, but certain vendors seem hell bent on throwing their weight around and insulting the wrong people, and instead of arguing, seems the proof is in the pudding so to speak!

This guide will explain how to start, from complete scratch, an ecommerce portal with stripe API and tips on my most successful stripe runs with this method to date. I will include absolutely everything I do in this guide, some parts aren't completely required but are optional improvements that I recommend.

There are two ways of completing PART ONE of this guide, OPTION ONE is extremely simple in comparison to OPTION TWO as the latter is starting from complete scratch and building your own ecommerce website.

PRE REQUISITE PLANNING

Think about what type of company youre going to create so company name and products you will be selling, try to stick to smaller items that would be feasible to post to the location of your CCVs, also there is a fraud index posted by 2checkout that lists the least to most fraudulent shop categories, always stick to the top 10-15 categories least effected by fraud, the top 10 least effected categories are as follows;

Art Dealers and Galleries 74 - Correspondence Schools 74 - Consulting, Public Relations 78 - Miscellaneous Food Stores 80 - Book Stores 80 - Sporting Goods Stores 81 - Medical, Dental, Ophthalmic, 82 - Books, Periodicals, and 85 - Sewing, Needlework, Fabric, and 88 - Miscellaneous Home Furnishing 89

(higher numbers mean less fraud was noticed over 2014 within that category of business, full list can be found on 2checkouts fraud index pages)

PART ONE OPTION A ( EASY - ONLINE ECOMMERCE SETUP SERVICE)

1

Go online and browse to http://www.shopify.com

2

Register an account with shopify

3

Follow the mind numbingly simple setup for your shopify portal, I wont go into detail as shopify will walk you though it completely

4

Add products and enable stripe within the shopify settings

5

Done

PART ONE OPTION B (ADVANCED - CUSTOM ECOMMERCE WEBSITE SETUP)

1

Find a couple of hours without distractions, if your new to this type of task, there is a learning curve but once project1 is complete its piss easy to replicate so stick with it...

2

Register a domain that has relevance to your business along with cheap shared hosting, godaddy is always a good choice and accepts debit/credit cards and doesnt check for VBV. Also add the SSL certificate option to your basket as its a stripe requirement.

3

Make a note of the FTP login details inside your godaddy account, you need server IP/username/password. Also setup an email address while youre logged into godaddy something like payments@YOURNEWDOMAIN.\*\*\* and also create a mysql database, this is done via the godaddy cpanel link, write down all the details used.

4

Download the latest version of prestashop from the internet, its completely free

5

Download the stripejs prestashop module from the interest, this is also completely free

6

Search google for free prestashop templates, there is a tonne of them available online, choose anything just make sure its unique and fitting. You can also download complete templatemonstor packs from torrent websites, giving you access to thousands of premium templates for free.

7

Download filezilla from the internet, install the software and enter your FTP details to connect to your new website.

8

Find the prestashop zip file from earlier and extract it, now click on your filezilla and drag the extracted prestashop files directly into your public\_html folder.

9

Find the stripe js module that was downloaded earlier and extract the file and then copy this into public\_html/modules folder within your filezilla

10

Find the template that was downloaded earlier and exact the file and copy this to public\_html/templates within your filezilla

11

Open up your web browser and in the address bar type http://www.YOURNEWDOMAIN.\*\*\*/install

12

Follow the on screen instructions until prestashop finishes the installation

13

Login to the admin section of prestashop, as instructed by the install

14

Get familiar with prestashop and the settings available to you, once your happy start adding products, I prefer to stick to 60-80GBP values per customer order.

PART TWO (STRIPE SETUP)

1

I always register my own limited companies from scratch, ive got about 14,000 UK profiles so if anyone needs a couple of free UK profiles, drop me a PM and ill sort some out for you. Another alternative is to just use someone else's limited company, the uk makes it very easy to find all info about any limited company registered in the UK, other countries may be similar, EIN numbers are generally for sale on evo if your USA based, there perfect.

2

Register for your new stripe account with the credentials, ensure you have double and triple checked the profile you are using for stripe, its extremely important that its good data.

3

Login to stipe and complete the setup process, you will need a bank drop, USA only supports checking/routing local accounts, the UK supports local bank/sort code and also IBAN accounts and the EU supports IBAN.

4

Once the stripe account has been setup and switched to live mode, click on account settings and go into the API section, copy the key details into a file as you will need them shortly.

5

Go back to your prestashop admin page that you loaded earlier, click on modules and then select payment, in the module list you will find the stripe js module that was uploaded through filezilla, click install on the module and then click enable then select settings on the stripe module. Enter all the API key data that you saved from stripe into the module settings and click save, all going well it should turn green and say successful

6

At this stage your portal is capable of accepting payments for the products you added to your website earlier via stripe.

7

All that's left to do is finishing touches to your new ecommerce website, make it look as unique and genuine as possible, there are a tonne of free modules already built in to prestashop, have a play with them and try installing some that add front end features to enhance visual perspective.

8

Get good ccvs, every decline puts you a little higher at risk, if you manage to pull off a complete perfect zero decline rate then you wont run into any trouble, but its easier said than done, just remember each decline is putting you a little bit closer to an account block, its hard to say that exact ratio of approved/declined they expect before pulling you up, but try and aim for a maximum of 10% decline rate and you should be perfectly safe.

9

Work the route for as long as possible, gl!

Its 4:24am so there is a very high chance ive missed snippets of info here and there, now hopefully people will stop getting conned by massively overpriced evo vendors for these types of services.