Checkout pages

This article applies to:

Max Classic

With checkout pages, small businesses using Max Classic's E-Commerce platform can customize a web page with a product or service and let customers buy directly online, without ever having to get on the phone. Please Note: Checkout Pages does not work with PayPal Express.

Setup checkout pages

1. Navigate to E-Commerce > E-Commerce Setup.

My Nav	CRM	Marketing	E-Commerce	Admin
Basic Training	Contacts	Campaign Builder	E-Commerce Setup	Branding Center
Initial Setup	Companies	Email & Broadcasts	Orders	Billing & Account Info
Dashboard	Opportunities	Lead Generation	Products	Users
My Day	Referral Partners	Templates	Payment Setup	Import Data
	Visitors	Dynamic Content	Actions	Data Cleanup
	Zapier Integrations	Legacy	Promotions	Analytics
			Legacy	

2. Click Checkout Pages

Shopping Cart o your online shopping age	>	Design a checkout web page to sell your products or services
o your online shopping	>	Learn about Checkout Pages 🖸

- 3. You have a choice to:
 - a. Create from scratch.
 - b. Use a template.
 - c. Use a template you have edited by selecting Your Pages

Checkout page setup

1. Name your checkout page.

Name yo	ur landing page
Your site visitors will see this so	choose a name that represents your product or company.
Landing page name	~
 Template name is valid 	

- 2. Design your page by editing the template or building from scratch
- 3. When you're finished building, click Continue

් Undo	Redo C ^I	S Version history	1

4. Click Publish now



Template checkout button

If using a template, click the button that is already placed on the Checkout page to configure it.

Configure checkout button

1. Enter a Name.

2. From the Action drop down select Link to checkout.

	× Edit Button	
A REAL PROPERTY AND A REAL	Properties 🗸	
	Call to action	
	pick an action Link to checkout	

3. The purchase page will take some styling elements (logo and tagline) from your checkout page and apply them automatically. Currently, you cannot modify the purchase page.

NATURAL BEAUTY TAGLINE HERE		
	DESCRIPTION	TOTA
Email*	Sample product	\$1.0
Payment Method	Chlorine Tablets 6-pack	\$20.0
Payment Method	Currency	
Name on card*	USD	*
	Amount due	\$21.0
Credit Card Number*		
Exp Date* CVC* ZIP*		
PAY NOW		

Checkout button

1. From the left menu, click **Element**, then drag the button element onto your page



2. Click the button to configure it.

Add products to checkout

1. Click Products.



2. Type the product name and select from the drop-down options.

Manage and create products through the checkout button

- 1. Click Manage Products.
- 2. Click Create new product.
- 3. Enter the product information
- 4. Click Save

Checkout Settings - redirect visitor

After a successful purchase you can redirect your customer to a URL or a page in your funnel.

- 1. Click Settings
- 2. Click Checkout Settings
- 3. Select the page from the drop-down.



Manage & edit your checkout pages

- 1. Navigate to E-Commerce > E-Commerce Setup.
- 2. Click Checkout Pages.
- 3. Click Your Pages.
- 4. Open the more menu and click Edit template.



5. Edit the page as needed and republish it when ready

Add additional pages to your funnel

You can build funnels with up-selling and down-sell opportunities. Manage form redirects through the Checkout button Action drop down.

	pick an action Link to a page in this 1 🗸
	Select a page
Real Strategy and the second	Thank you
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