

Checkout pages

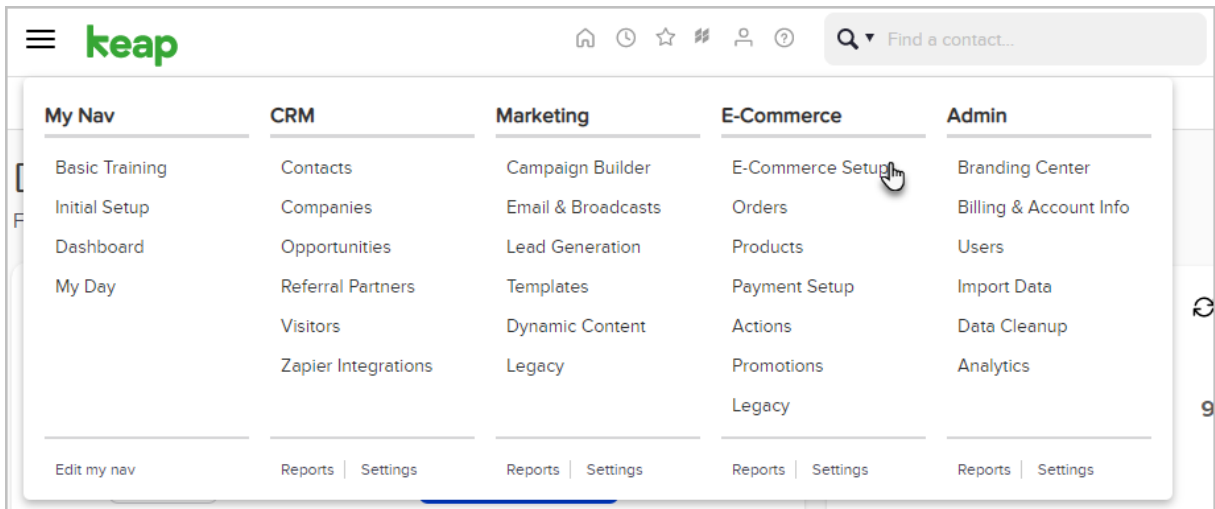
This article applies to:

[Max Classic](#)

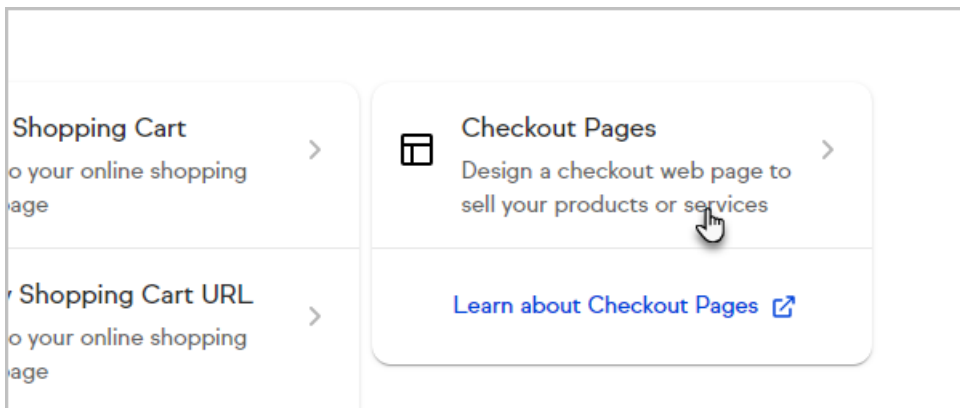
With checkout pages, small businesses using Max Classic's E-Commerce platform can customize a web page with a product or service and let customers buy directly online, without ever having to get on the phone. Please Note: Checkout Pages does not work with PayPal Express.

Setup checkout pages

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



2. Click 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 your landing page

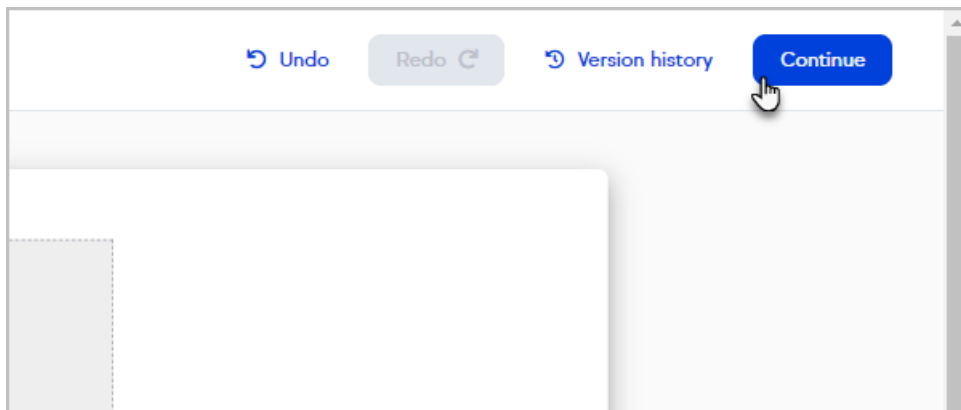
Your site visitors will see this so choose a name that represents your product or company.

Landing page name

✓ Template name is valid

[Continue](#)

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



4. Click **Publish now**

Are you ready to publish?

Your landing page is saved but not published. You can make changes to your published landing page at any time.

[Publish Now](#)

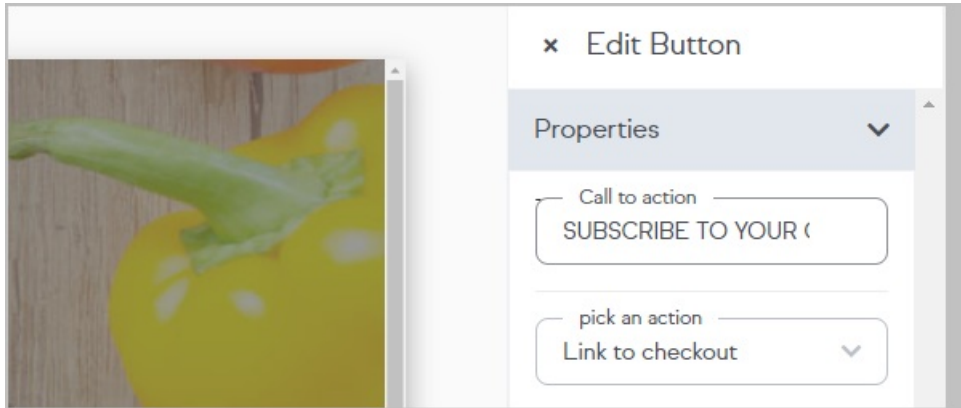
Template checkout button

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

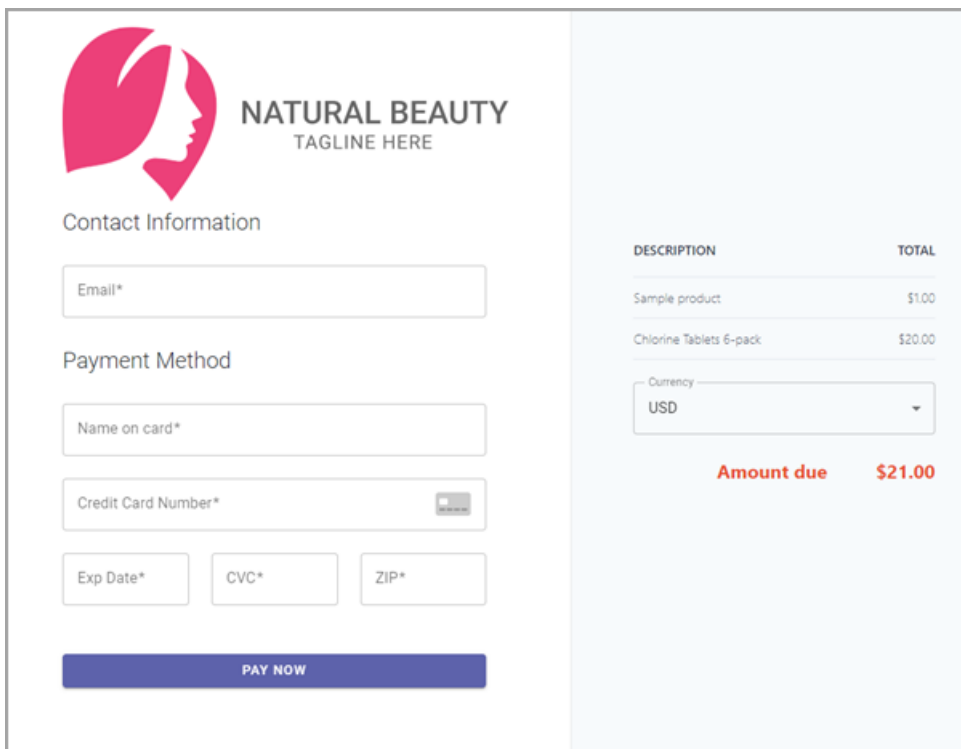
Configure checkout button

1. Enter a Name.

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

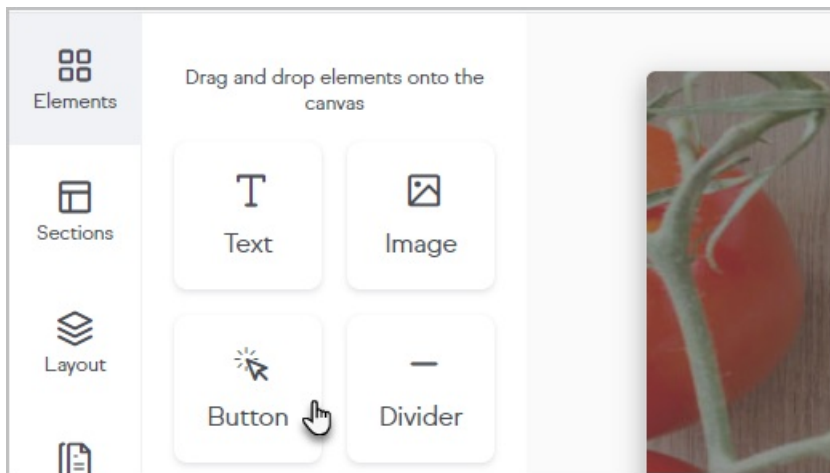


3. The purchase page will take some styling elements (logo and tagline) from your checkout page and apply them automatically. Currently, you cannot modify the purchase page.



Checkout button

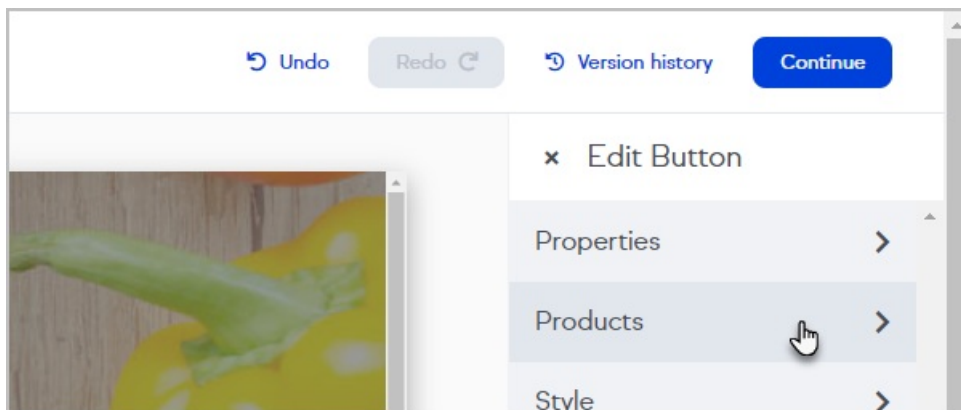
1. From the left menu, click **Element**, then drag the button element onto your page



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.

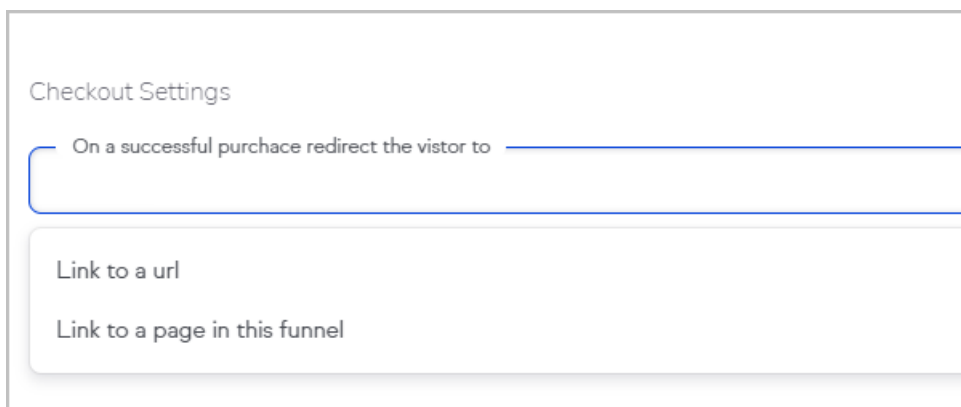
Manage and create products through the checkout button

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

Checkout Settings - redirect visitor

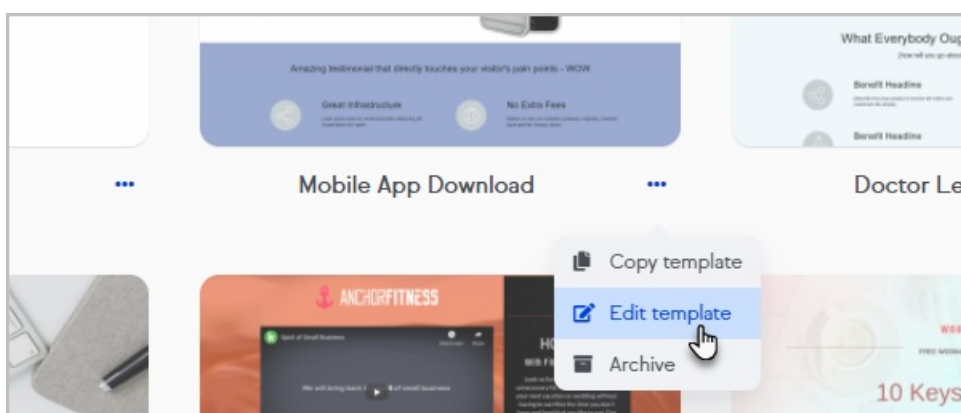
After a successful purchase you can redirect your customer to a URL or a page in your funnel.

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.

