# Checkout Pages 🗞

With checkout pages, small businesses using Infusionsoft by Keap's E-Commerce platform can customize a web page with their 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. Go to E-Commerce > E-Commerce Setup

E-Commerce	ce	<b>A</b> (	0 * # 1 0
MY NAW	CRM	MARKETING	E-COMMERCE
Dashboard	Contacts	Campaign Builder	E-Commerce Setup
My Day	Companies	Email & Broadcasts	Orders
Tasks	Opportunities	Lead Generation	Products
Files	Referral Partners	Templates	Actions
Users	Visitors	Legacy	Promotions
			Legacy
Edit	Reports Settings	Reports Settings	Reports Settings

2. On the right side under Order Forms click Checkout Pages



- 3. You have a choice to:
  - a. Create from scratch



b. Use a template



c. Your page - Use a template you have edited

Filter templates by goal: E-Commerce	
Your Pages C	
Archivea	START FROM SCRATCH

# Checkout page setup

1. Name your checkout page

Name Your Landing Pag	je
Type in the name you want to appear in the brow bar. Your site visitors will see this so choose a nar represents your product or company.	/ser's title me that
Checkout pages	~

2. Optional settings - Select your font type and font size

Optional Settings		
Font Style	Font Family	Font Size
Title	Enriqueta	60

#### 3. Click "Next Step"



#### **Checkout Button**

1. From the left menu drag the button element



2. Place where it highlights in blue



3. Click button element to configure

ONE-TIME-OFFER: GET [PRODUCT NAME]	
Call to action	

# Template Checkout Button

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



# **Configure Checkout Button**

1. Enter a Name

	Properties	~
Т	Text Buy Now	
	Action	

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

	Action
	Link to a url
	Anchor to a section
	Link to a page in this funnel
	Link to checkout
1	https://example.com

# How to add products to checkout

1. Click "Products"

Action	
Link to checkout	~
Products	>
Color	>
Style	>

2. Type the product name

	Products ~
СТ	Select the product(s) that will be attached to your visitor's cart
_	MANAGE PRODUCTS
	Select a Product

and select from drop down



How to manage and create products through Checkout button

1. Click "Manage Products"



2. Create a new product

ANTER OFF THE DAOP	ON OT
Manage products	×
Search Products	Create new product
Red Velvet \$10	Û
Subscription Only *Hide Cart \$0	面
B2Smore \$15	<u>ش</u>

When ready click "Next Step"



# Checkout Settings - Redirect visitor to

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

	Tracking	Facebook Sharing	Custom Domains	En
Checkout Se	ttings			
On a success	sful purch	ace redirect the v	vistor to	
Link to a page i	n this funnel		-	1
		X.		
Links a sol				
Link to a url				

• If you select a page in your funnel then select the page from the drop down

< Checkout	Tracking	Facebook Sharing	Custom Domains
Checkout S	Settings		
On a succe	essful purch	nace redirect the v	vistor to
Link to a page	e in this funnel		
Choose a p	age in you	ır funnel	
thank you			
thank you			
index			

• Click "Go Live"

		6 <	GO LIVE	$\leftarrow$	
Checkout	Tracking	Faceboo	k Sharing	Custom Domains	En >

• The URL will display in the top right



# How to manage your pages

1. From the "Design" tab



2. Click "Manages Pages" from the left side menu



3. Click on the pencil icon to start editing that page



4. Click "Create a blank page" to create a new funnel page



# Add additional pages to your funnel

This allows you to build funnels with upselling and down sell opportunities. Manage form redirects through Checkout button "**Action**" drop down



Page	Page in the funnel		
Se	elect a page	~	
t	nank you		
ir	ndex		
U	lpsell	_	
Style	e dui	>	