Free hints tips and tricks on selling digital files from your web site

There are a number of ways of selling digital products from your web site. One method is to go to a third party web site where you upload your files and pay them a fee either based on the number of files you sell or on the size of the files you upload.

This article is really aimed at people who want to sell their products from their own web site using a product such as PHP-eSeller that we have developed on withinweb.com. This does give more control over your digital products and you are only paying fees to the payment processor such as PayPal or Google.

WEB SERVER

The two popular types of web servers are based on Windows Operating systems and Linux type operating systems.

Linux server hosting is usually cheaper than Windows. You have to make sure that the server has PHP and that mySQL databases are available with your hosting package. Usually even the cheapest hosting package have these facilities. It should also be able to send emails using PHP scripting which is usually a standard function.

Apache is the name of the web server which runs on your host server, PHP is a the scripting prograqm and Linux is the operating system. These, together with mySQL database system are very common.

Windows servers often have PHP and mySQL installed on them but you will need to check. Sending emails from PHP should also work although sometimes there may be some slight adjustments to the code depending on the host.

If you are looking for a suitable host for you site, we would recommend the basic web hosting plan from LunarPages http://www.lunarpages.com which has all the required features for this application.

FTP PROGRAM

To upload your files to your web server you will need an FTP program. A common ftp program is FileZilla which is free to download from http://filezilla-project.org/download.php

SECURITY OF FILES THAT YOU ARE GOING TO SELL

Make sure your files are secure on your web site. This is usually done on a Linux type server using a htaccess file or placing the files outside the root of the web site. Windows servers running Microsoft IIS will not be able to use htaccess files but you can place your files outside the root of the web site to protect them.

AN APPLICATION TO SELL YOUR FILES FROM YOUR WEB SERVER

To automate selling of digial files you need to ensure that your processing system cannot be hacked or compromised by someone.

You require a system where there is extensive processing to ensure :

1) the download link is unique to each customer

2) downloading via the supplied link is limited in number of attempts and time

3) the files that are being sold can only be accessed with the download link - that is, it is not possible to download using a normal url

4) the processing with the payment system (PayPal or Google Checkout) must make the download link available only after the customer has paid.

PHP-eSeller application is designed for selling digital files with some of the following features :

You can sell an unlimited number of digital products including shipping physical CD's with your download.
Your file links are unique for a particular purchase and they also expire and limit the number of downloads per purchase.
It's automated so it operates every day of the year.
You can accept PayPal and Google Checkout for payments.

PHP-eSeller
http://www.withinweb.com