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## THE KEY TO INCREASING YOUR CUSTOMER BASE: ACCEPT CREDIT CARDS

Here is a tactic you should heed for your online business... accept credit cards. Whether you're selling digital products or tangible goods through online channels, your business should be able to accept credit cards to ensure the widest customer base possible. The importance of the ability to accept credit cards cannot be denied. Being able to accept credit cards makes your online business more accessible to a greater number of potential clients and customers.

### World Of Benefits When Your Online Business Accepts Credit Cards

Credit cards have been tagged as plastic money because they have become accepted as a good alternative to actual cash. A lot of people actually prefer real world establishments who accept credit cards. They would rather shop in stores that accept credit cards rather than those that don't accept credit cards.

The same principle applies in online transactions. People would look for eCommerce sites that accept credit cards, particularly those that accept credit cards which they own. If you would be able to accommodate these people by designing your online business to accept credit cards, you'd be able to increase the number of potential customers you could gain.

Additionally, by building an online enterprise that could accept credit cards, you will be able to secure payment in a more convenient and safe manner. If your online business would accept credit cards from paying customers, you'd be empowering them to spend for your products.

### Overcoming An Important Hump When You Accept Credit Cards Online

Sad to say, however, that there are quite a number of people who are afraid of online transactions, even if your business would accept credit cards. There have been tales of so many scams and fraudulent dealings on the Internet, and legitimate businesses which accept credit cards are the ones that have to suffer such stigma.

To help stem the tide of this fear, businesses that accept credit cards should ensure the following things:

- A business that would accept credit cards should make sure that its payment processing page is embedded with Secure Socket Layers (SSL) of at least 128 bit.
- A business that would accept credit cards should also make sure that such SSL encryption appears on the lower right side of the user's browser window, in the form of a lock icon.
- A business that would accept credit cards should establish a responsive customer support system that would answer the needs of your clients when it comes to transactions involving the acceptance of credit cards.

Allowing your online business to accept credit cards could only expand your customer base and provide good profits for you for many years to come.