

# Google Checkout helps you increase sales. And process them for free.

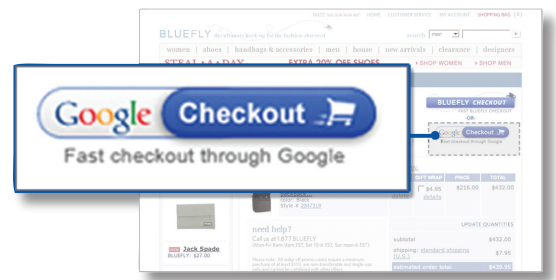


Google Checkout™ is a checkout process that you integrate with your website, enabling your customers to buy from you quickly and securely, using a single username and password. And once they do, you can use Checkout to charge their credit cards, process their orders, and receive funds in your bank account--all for free until 2008.

Here's how Checkout helps your business:

## Convert more sales

Lengthy checkout processes frustrate online shoppers, who then frequently abandon their shopping carts. Google Checkout makes the online shopping experience faster and more convenient by storing a user's purchasing information in a single account. Customers can buy from you simply by providing their username and password.



## Process transactions for free

Google will process your Checkout transactions for free until 2008.

## Protect yourself from fraud

Google Checkout merchants can sell with complete confidence. Checkout proactively identifies and filters out fraudulent transactions, and under our Chargeback Resolution policy, Google evaluates all chargebacks you receive and, whenever possible, fights them on your behalf. Some transactions are also covered by our Payment Guarantee policy: if you get a chargeback on an eligible transaction and give us all requested documentation and information within 10 days of the request, we'll reimburse you within a week.

## Additional benefits for AdWords advertisers

AdWords advertisers who offer Google Checkout as a checkout option can place the Google Checkout badge in their AdWords ads. The Google Checkout badge is a small shopping cart icon that highlights your business and tells potential customers that shopping with you will be fast, convenient and secure.



Learn more at [checkout.google.com/sell](http://checkout.google.com/sell)