



## 4 Simple Tips to Choose the Right Australian Payment Gateway For your Business

You've got a great new product about to hit the market, a name with an ingenious pun and a high-tech website all in check. What more could you need for your new business? a payment gateway, that's what. A simple functionality that links your website to a payment network. With dozens of online payments processing options out there it can be an intimidating choice. We make it easier with these simple tips to make sure your gateway is right for you, your business and future clients.

- **Extensive research is necessary**

The key to finding the best option is to undertake as much comparative research as possible before signing on to a gateway. Key aspects include researching their reputation, competitive prices, and flexible contracts. Come armed with your expected transaction volumes, as this will affect the monthly fees, this will give you a better understanding of exactly what you're getting yourself into. And remember cheap doesn't always equal best.

- **Security must be your priority**

A payment gateway allows your customers to submit their credit card details securely This sensitive financial information is then passed to the merchant and then ultimately makes its way to the bank. With this in mind, it's important to consider that your payment gateway is not only for the protection of your customers but also for yourself. Many companies merely use a payment form on their site as this is the easiest option. However, it is the least secure. Security should be your key concern when taking payments. Make sure you only use a provider which is level 1 compliant with the Payment Card Industry Data Security Standard, that offers built-in security capabilities such as tokenisation. Safe2Pay is on such gateway that uses a patented payment gateway platform that uniquely protects your business by masking card details with randomly generated numbers from your website.

- **Establish compatibility with your gateway payment**

An important question to ask is whether the payment gateway you're considering aligns with your existing billing, accounting solutions, and shopping cart facilities. A seamless integration with the software you already have ensures convenience and confidence when handling.

- **Create trust between your company and your customers**

It's important to do your research and make sure you pick a payment method that can be tailored to meet the needs and expectations of your intended audience. Studies show that when potential customers get to the payment part of the transaction they are more likely to second-guess themselves and cancel a purchase. At this stage, nearly any cause for alarm will make a customer abandon their shopping cart. This could be due to something as simple as not recognizing the logos. Make sure you do your research so you're able to anticipate what your customers are going to expect.

Although payment gateways may seem like a minor element of your new business, it's been established that these systems can contribute to whether it ultimately succeeds or not. Make sure you follow these simple steps so your business can hit the ground running.

Discover more here to get the [best payment gateway australia](#).