

Google's Challenge to PayPal

PayPal has become a household as the preferred method for processing online transactions. Beloved of online shop owners, auction sites, and their customers it is easy to use, safe, and secure. Now search engine giant Google have introduced their own online payment processing service in the UK: Google Checkout.

Seen as a direct competitor to PayPal, Google Checkout has already been available in the US for some time. Transatlantic success has persuaded Google to introduce the system here in the UK, but can Google tempt customers away from the tried-and-tested PayPal?

Some industry experts feel PayPal has always suffered slightly as a result of its association with auction site Ebay - indeed, PayPal became a wholly owned subsidiary of Ebay in October 2002. However, in recent years the system has improved and is now the chosen method of payment for thousands of online shop owners and their customers. In the early days, buyers had to set up a PayPal account in order to make a purchase online but today, they can simply use the system to process payment directly from their debit or credit card.

A glance through the features of Google Checkout reveals the new Google offering as a close competitor. The system offers users the following:

- Use one login from anywhere
- Quickly and easily buy from stores across the web and track all your orders and delivery information in one place
- Fraud protection policy covers you against unauthorised purchases made through Google Checkout, and we don't share your purchase history or full card number with sellers
- Spam control (you can keep your email address confidential)

Time will tell, but it looks as if PayPal may well have a serious competitor on its hands.

The logo for Google Checkout, featuring the word "Google" in its multi-colored font, with "Checkout" in blue below it, and a small shopping cart icon to the right.The PayPal logo, consisting of the word "PayPal" in a blue, stylized font with a registered trademark symbol.

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