



Express Checkout User Interface Standards

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Contents

About this Guide	5
Intended Audience	5
Chapter 1 PayPal Placement in the Checkout Flow	7
Checkout Option on Your Shopping Cart Page	7
Payment Option on Your Payment Methods Page	9
Chapter 2 Placement of PayPal Branded Acceptance Marks and Graphics on Your Site	
Using PayPal-Hosted Images	11
Home Page	12
Product Details Page	13
Shopping Cart Page	14
Payment Methods Page	15
Chapter 3 Best Practices	19
Merchant Product Home Page and Product Details Page	19
PayPal Login Page	20
PayPal Review Page	21
Merchant Review Page	24
Chapter 4 Additional Options and Requirements	25
Checkout From the Product Details Page	25
Elimination of Merchant Review Page	27



About this Guide

Express Checkout User Interface Standards details the requirements and best practices for placing PayPal graphic images on your website. It also explains how buyers who pay with PayPal will experience checkout on your website, and how you can modify that buyer experience depending on your needs.

Following these requirements and best practices provides optimal performance and ensures that PayPal buyers have a consistent checkout experience from website to website.

Intended Audience

This guide is for:

- Merchants to get an overview of the requirements for adding PayPal Express Checkout to their e-commerce website.
- Developers who will be integrating PayPal Express Checkout.

1

PayPal Placement in the Checkout Flow

By using this recommended checkout flow, and by using the placement requirements, you optimize your website's checkout flow. You also can significantly improve your buyer's experience, increasing conversion. Your buyers immediately see that you have PayPal and stay on your website.

You must offer PayPal to your buyers in at least the following two places in your checkout flow:

- As a checkout option on your Shopping Cart page
- As a payment option on your Payment Methods page

PayPal recommends that you allow guest checkout. If you do not allow guest checkout, PayPal recommends that your buyers log in to your site after they have finished with the PayPal flow.

NOTE: This document describes the placement and usage requirements for various e-commerce business models, including retail hardware (See [“PayPal Login Page” on page 20.](#)), and digital goods (See [“Elimination of Merchant Review Page” on page 27.](#)).

If you have a different model, please contact your PayPal Integration manager to discuss the checkout flow that works best for you.

Checkout Option on Your Shopping Cart Page

Place the **Checkout with PayPal** button at the beginning of the checkout flow on the Shopping Cart page. The Shopping Cart page is usually the page that is displayed after the buyer selects **Proceed to Checkout** or **View Cart**.

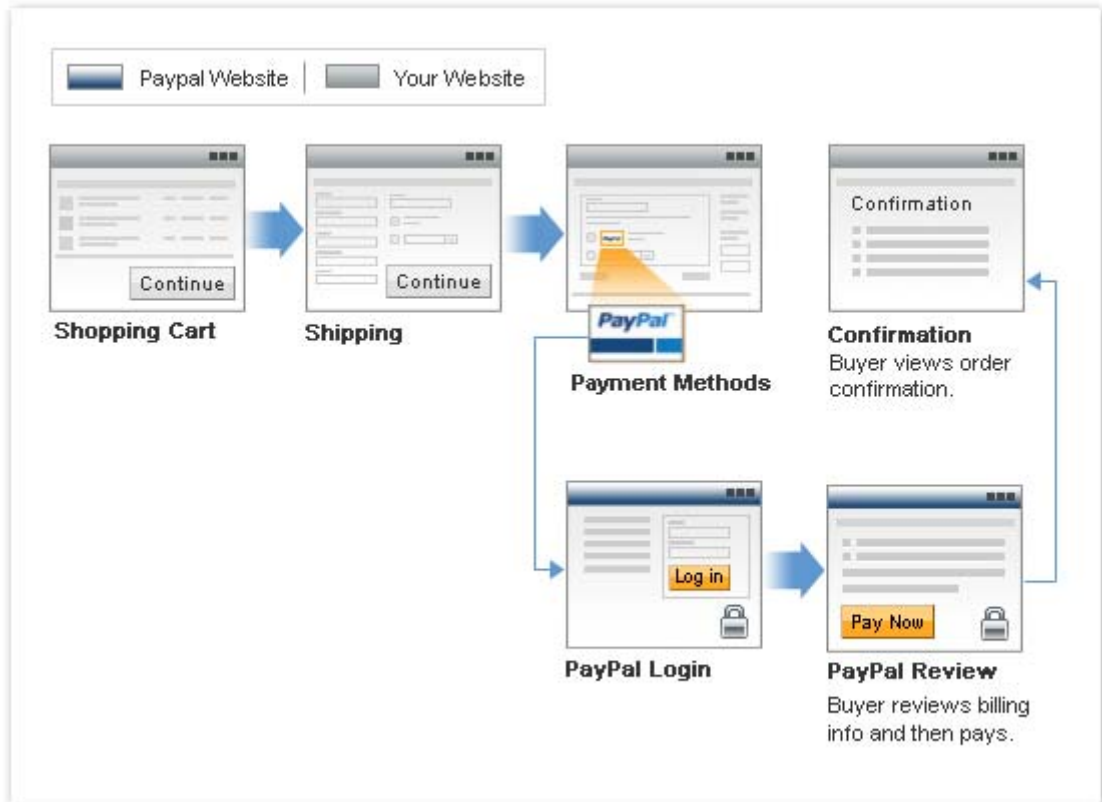
When your buyers click the **Checkout with PayPal** button, they log in to PayPal and select a shipping address and payment method. Because this information is returned to you when the buyer returns from PayPal, you can skip the Shipping and Payment Methods pages in your regular flow.

FIGURE 1.1 Merchant's Checkout Flow



Payment Option on Your Payment Methods Page

Place PayPal near the end of the checkout on your Payment Methods page, along with other payment options you offer.



2

Placement of PayPal Branded Acceptance Marks and Graphics on Your Site

The following sections detail the requirements for placing PayPal graphic images on your site.

Using PayPal-Hosted Images

PayPal requires that you use PayPal graphic images hosted on PayPal's secure servers. That way, if PayPal updates its graphic images, they will appear automatically on your website so it looks like a trusted PayPal site. As a result, the PayPal branding that consumers see is consistent from website to website.

Home Page

Display the PayPal acceptance graphic in an area of the page that the buyer can view without scrolling. Consistent placement of PayPal branding across the Home and Product Details pages results in increased overall sales and conversion.

The screenshot displays a website home page for "WebsiteName.com". The header includes navigation links for "My Account", "Gift Certificates", "Wishlist", and "Help". A search bar is located below the header, with "Sign In" and "New User? Sign up" links. The main navigation menu includes categories: Kitchen, New, Shoes & Bags, Jewellery, Electronics, Toys, Clothes, and Bed + Bath.

The left sidebar contains a list of categories with sub-links:

- Kitchen**
 - > Baking
 - > Cooking
 - > Cutlery
- Clothes**
 - > Women
 - > Men
 - > Children
 - > Maternity
- Shoes**
 - > Women
 - > Men
 - > Children
- Bags**
 - > Clutches
 - > Evening
 - > Leather
- Jewelry**
 - > Earrings
 - > Necklaces
 - > Bracelets
 - > Rings
- Electronics**
 - > Audio /Video
 - > Camera/Photo
 - > Video Games
- Toys**
 - > Action Figures
 - > Dolls
 - > Games
 - > Stuffed Animals
- Bed + Bath**
 - > Bedding Ensembles
 - > Bedspreads & Coverlets

The main content area features a large promotional banner for "COOL NEW COLORS" with the text "Instant Savings on Laptops, Hard Drives and Mice..." and a "Shop Now" link. Below the banner are two columns of product categories:

- SHOES**
 - > Men
 - > Women
 - > Children
 - > On Sale!
 - > Walking Shoes
 - > Formal
 - > Sneakers
 - > Boots
 - > Sports
 - > See All
- CLOTHES**
 - > Men
 - > Women
 - > Children
 - > On Sale!
 - > Shirts/Tops
 - > Pants
 - > Dresses
 - > Maternity
 - > Jackets
 - > See All

On the right side, there is a vertical list of services:

01. Live Support
Sales & customer service
02. Awards
Awards and recognition
03. Order Tracking
Track your order

At the bottom right, there is a "NOW ACCEPTING PayPal" badge with the text "PayPal is the safer, easier way to pay online [Learn More](#)".

The footer includes logos for PayPal, MasterCard, VISA, AMEX, and DISCOVER, along with the copyright notice: "Copyrights @ websitename. All rights reserved."

Product Details Page

Display the Express Checkout acceptance graphic on your Product Details pages.

WebsiteName.com My Account | Gift Certificates | Wishlist | Help

Search: Sign In | New User? Sign up

Kitchen | New | Shoes & Bags | Jewellery | Electronics | Toys | Clothes | Bed + Bath

Automatic Drip Coffee Maker - Red/Chrome

Our Price: \$65.99

There's nothing typical about this coffeemaker. It offers sleek styling with a thermal carafe that helps keep coffee warmer and fresher for preserving taste over longer periods.

- Product Dimensions: 16 x 13 x 7.6 inches ; 5.9 pounds
- Shipping Weight: 7 pounds
- Shipping: Only within the U.S.
- ASIN: B00020R0VK
- Item model number: KF600

Chrome

Qty

Available - In Stock
Usually ships in 24 hours

NOW ACCEPTING PayPal

Customers who bought items in your recent history also bought:

- Tabletop Mixer - 8000 W**
item#:225425635
- Digital Camera - 6230D**
item#:225425635
- Batik Fish Collection**
item#:225425635
- Knitted T-shirt Classic collection**
item#:225425635

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- 1 The PayPal acceptance graphic should be close to the **Add to Cart** button on each of your Product Detail pages.

Shopping Cart Page

Displaying the **Checkout with PayPal** button before your checkout process on your Shopping Cart page, as shown in the figure below, leads to higher sales and conversion.

WebsiteName.com My Account | Gift Certificates | Wishlist | Help

Search: Sign In | New User? Sign up

Clothes | New | Shoes & Bags | Jewelry | Electronics | Toys | Kitchen | Bed + Bath

Checkout

Your shopping cart

Items Total: \$175.85
Shipping: \$19.95
Sub-Total: \$195.80

Check out with PayPal -OR- **Proceed to Checkout**
The safer, easier way to pay

Item(s)	Options	Shipping	Price
Tea Set item #: 22548636	Classic Blue Qty <input type="text"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00
Stiletto-Heeled Shoes item #: 225425935	Red Qty <input type="text"/> Remove	Usually ships within 1 to 2 days.	\$15.95 was \$25.00
Digital Camera item #: 252694134	Blue Qty <input type="text"/> Remove	Usually ships within 1 to 2 days.	\$99.95 was \$120.00

Items Total: \$175.85
Shipping: \$19.95
Sub-Total: \$195.80

Check out with PayPal -OR- **Proceed to Checkout**
The safer, easier way to pay

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- 1 **Checkout with PayPal** button requirements.
- The button should:
- Always be clickable.
 - Be placed right below or next to each of your own cart's checkout buttons.
 - Have the word "or" separating it from your other checkout button.
 - Appear before your website collects any billing or shipping details, and before any other payment
 - Be aligned vertically or horizontally with your own buttons.

- 2 When the customer clicks the **Checkout with PayPal** button:
- Call the SetExpressCheckout API request to initiate the transaction.
 - After receiving the SetExpressCheckout API response, redirect the customer to PayPal.

Payment Methods Page

Display PayPal as a payment option near the other payment options on your Payment Methods page. This placement, as shown in the figure below, provides the greatest conversion of buyers when using PayPal Express Checkout.

WebsiteName.com My Account | Gift Certificates | Wishlist | Help

Search: Sign In | New User? Sign up

Clothes | New | Shoes & Bags | Jewelry | Electronics | Toys | Kitchen | Bed + Bath

Checkout

Your shopping cart

Review the information below, then click "Confirm Order." [Confirm Order](#)

Shipping Address	Shipping Method
John Smith 123 Main Street Mountain View, CA 94043 USA	<input checked="" type="radio"/> 1 Day Air via DHL (\$26.00) <input type="radio"/> 2 Day Air via DHL (\$16.00) <input type="radio"/> UPS Ground (\$6.00)

Payment Options

1

Pay using PayPal [What is PayPal?](#) 2

Pay using credit card

2 "What is PayPal?" should be linked to the official "What is PayPal" text. See the URL following this figure.

Item(s)	Options	Shipping	Price
Tea Set item #: 22548636	Classic Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00
Stiletto-Heeled Shoes item #: 225425035	Red <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$15.95 was \$25.00
Digital Camera item #: 252894134	Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$99.95 was \$120.00
			Items Total: \$175.85
			Shipping: \$19.95
			Sub-Total: \$195.80

1 The PayPal payment option should be displayed before other payment options. There should not be a default payment option. [Confirm Order](#)

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URL to 'What is PayPal' Text

“What is PayPal?” should be linked to the official “What is PayPal” text at the following URL:

<https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/Marketing/popup/OLCWhatIsPayPal-outside>

Placement Samples

On your Payment Methods page, use the placement sample below that most closely resembles the way you display payment options to your buyers.

1. Radio button - Vertical alignment

Payment Options

 [What is PayPal?](#)

This sample shows a 'Payment Options' section with a gray header. It contains two radio buttons. The top radio button is aligned vertically with the PayPal logo and the text 'What is PayPal?'. The bottom radio button is aligned vertically with a row of four credit card logos: MasterCard, VISA, American Express, and DISCOVER.

2. Radio button - Horizontal alignment of PayPal and credit card logos

Payment Options






Pay using PayPal [What is PayPal?](#)

Pay using credit card

This sample shows a 'Payment Options' section with a gray header. It contains two radio buttons. The top radio button is aligned horizontally with the PayPal logo and the text 'Pay using PayPal'. The bottom radio button is aligned horizontally with the text 'Pay using credit card'. Above the radio buttons, there is a row of five logos: PayPal, VISA, MasterCard, DISCOVER, and American Express.

3. Radio button - Horizontal alignment of PayPal and credit card logos with credit card information uneditable (grayed out).

Payment Options

Pay using PayPal [What is PayPal?](#)

Pay using credit card

Card Type:

Card Number:

Expiration Date: CSC:

This sample shows a 'Payment Options' section with a gray header. It contains two radio buttons. The top radio button is aligned horizontally with the PayPal logo and the text 'Pay using PayPal'. The bottom radio button is aligned horizontally with the text 'Pay using credit card'. Below the radio buttons, there is a form for credit card information. The form includes a 'Card Type' dropdown menu, a 'Card Number' text input field, and an 'Expiration Date' field with two sub-inputs and a 'CSC' text input field. All form elements are grayed out.

When the page first loads, credit card fields should be either hidden (samples 1 and 2 above) or uneditable (sample 3 above). Credit card fields should dynamically display or become editable only after the buyer chooses **Pay using credit card** as the payment method.

PayPal research indicates that displaying payment options using radio buttons converts better than drop down menus or tabbed navigation bars.

3

Best Practices

The following sections illustrate PayPal's best practices for optimal performance and ways that you can customize each of the pages in the Express Checkout flow to the specific needs of your business.

Merchant Product Home Page and Product Details Page

Use consistent PayPal branding on your website's Home page and Product Details page. For example, if you use **Now Accepting PayPal** on your Home page, use the same message on the Product Details page.

The screenshot displays a merchant website interface. At the top, the site name "WebsiteName.com" is visible, along with links for "My Account", "Gift Certificates", "Wishlist", and "Help". A search bar and "Sign In | New User? Sign up" links are also present. The main navigation menu includes categories like "Kitchen", "Shoes & Bags", "Jewelery", "Electronics", "Toys", "Clothes", and "Bed + Bath".

The featured product is an "Automatic Drip Coffee Maker - Red/Chrome". The product page includes a main image, a price of "\$65.99", and a description: "There's nothing typical about this coffeemaker. It offers sleek styling with a thermal carafe that helps keep coffee warmer and fresher for preserving taste over longer periods." Below the description, there are technical specifications: "Product Dimensions: 16 x 13 x 7.6 inches ; 5.9 pounds", "Shipping Weight: 7 pounds", "Shipping: Only within the U.S.", "ASIN: B00020R0VK", and "Item model number: KF800".

The page also features a "Customers who bought items in your recent history also bought:" section with four product recommendations: "Tabletop Mixer - 8000 W", "Digital Camera - 6230D", "Batik Fish Collection", and "Knitted T-shirt Classic collection".

At the bottom of the page, there is a "NOW ACCEPTING PayPal" badge, a footer with "Copyright © yourwebsite. All rights reserved.", and a list of payment methods including PayPal, MasterCard, VISA, AMEX, and DISCOVER.

Six months after the launch, change the message from **Now Accepting PayPal** to either **We Accept PayPal** or **We Prefer PayPal** consistently on both pages. The PayPal acceptance graphics should be linked to the approved “What is PayPal” text.

Consistent placement of PayPal branding across the Home and Product Details pages results in increased overall sales and conversion.

PayPal Login Page

After the buyer clicks the **Checkout with PayPal** button or selects PayPal from your Payment Methods page, you call the SetExpressCheckout API and redirect the buyer to PayPal.

Test Store 1

Your order summary

Descriptions	Amount
Coffee	\$20.00
Item description: Decaf Kona Coffee	
Item price: \$20.00	
Quantity: 1	
Item total	\$20.00
Tax	\$2.00
Shipping and handling:	\$10.00
Total \$32.00 USD	

Choose a way to pay

Pay with my PayPal account **PayPal**

Log in to your account to complete the purchase

Email

PayPal password

Log In

[Forgot your email address or password?](#)

Create a PayPal account

And pay with your debit or credit card

[Cancel and return to Test Store.](#) 2

[Site Feedback](#)

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1 Use fields in the SetExpressCheckout API request to include your logo and to alter the look and feel of the PayPal Login page. Your logo can be a maximum size of 750 pixels wide by 90 pixels high.

2 Pass the Cancel URL as part of the SetExpressCheckout API request. The displayed text is set in your merchant profile.

PayPal Review Page

After a buyer logs into their PayPal account, they can choose their funding source.

Depending on the options that you set in API calls or your PayPal profile, the buyer may also select a shipping address or other information.

The following Review page shows line item details that were optionally passed in a SetExpressCheckout API call. This example Review page is displayed when the buyer clicks **Checkout with PayPal** on a Shopping Cart page and then logs in to PayPal.

Test Store

Your order summary

Descriptions	Amount
Coffee	\$20.00
Item description: Decaf Kona Coffee	
Item price: \$20.00	
Quantity: 1	
<hr/>	
Item total	\$20.00
Tax	\$2.00
Shipping and handling:	\$10.00
<hr/>	
Total	\$32.00 USD

Review your information

Continue

Shipping address

Test User
123 Main Street
Mountain View, CA 94043
United States

1

Payment methods [Change](#)

Credit/Debit Card : Visa XXXX-XXXX-XXXX-3786 \$32.00 USD

This transaction will appear on your bill as PayPal *MY TRAVEL.

PayPal gift card, certificate, reward, or other discount [Redeem](#)
View [PayPal policies](#) and your payment method rights.

Contact information

Contact_email@sample.com

Continue

You're almost done. You will confirm your payment on Test Store.

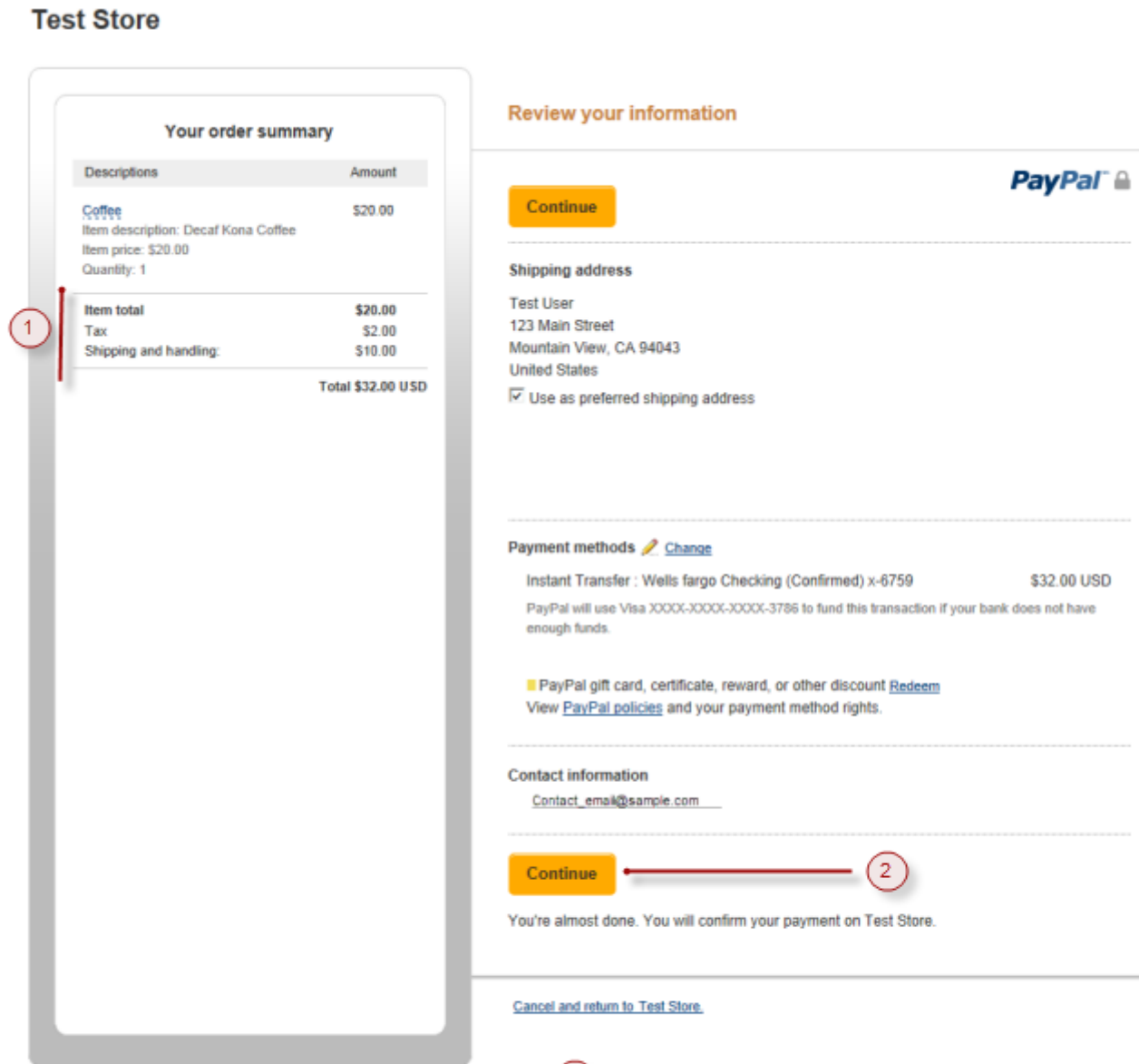
[Cancel and return to Test Store.](#)

[Site Feedback](#) H

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1 Using the SetExpressCheckout API, you can suppress the display of the customer's shipping address and display a shipping address that you provide.

The following is an example of the PayPal Review page that is displayed when a buyer selects PayPal from your Payments Methods page.



1 PayPal displays the order amount

2 When the customer clicks the Continue button, they return to your website. On your website, you would display your Review page and then call the DoExpressCheckoutPayment API to complete the PayPal payment.

Merchant Review Page

In those cases where the buyer clicks the **Checkout with PayPal** button on the Shopping Cart page, the buyers are returned to your website's Review page after logging in to PayPal and selecting their funding source. After the Merchant Review page, we recommend that there are no more than two pages in your checkout flow for the highest conversion.

The screenshot shows a merchant review page for a shopping cart. The page layout includes a header with the website name, navigation links, and a search bar. Below the header is a category menu. The main content area is titled "Checkout" and "Your shopping cart". It displays a table of items with columns for Item(s), Options, Shipping, and Price. Below the table are sections for Shipping Address, Payment Method, and a summary of totals. Three callouts are present: 1 points to the Shipping Method dropdown, 2 points to the Coupon Code field and update button, and 3 points to the Place Order button.

Item(s)	Options	Shipping	Price
Tea Set item #: 22548636	Classic Blue Qty 1 Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00
Stiletto-Heeled Shoes item #: 225425635	Black Qty 1 Remove	Usually ships within 1 to 2 days.	\$15.95 was \$25.00

Shipping Address: [Edit](#)
John Smith
123 Main St,
Mountain View CA, 94043
408-555-5000
jsmith@yahoo.com

Payment Method: [Edit](#)
 You have selected PayPal as your payment method PayPal Account: [jsmith@yahoo.com](#)

Shipping Method: [Ground](#) | [Edit](#)
Estimated Arrival Date: September 30, 2009

Summary:
Items Total: \$75.90
Shipping: \$19.95
Estimated Tax: \$1.99
Sub-Total: \$96.84
Coupon Code: [update](#)
[Place Order](#)

- 1 Pre-select the default shipping method for your customers and allow them to change it, if desired.
- 2 Allow your customer to enter coupons or gift certificates, and click an **Update** button or link to apply them.
- 3 When the customer clicks the **Place Order** button, call the DoExpressCheckoutPayment API request to complete the PayPal payment.

4

Additional Options and Requirements

This section contains the requirements for other options you can use when placing PayPal in the checkout flow.

Checkout From the Product Details Page

When your buyer clicks the **Checkout with PayPal** button, they log in to PayPal and select a shipping address and payment method. Because this information is returned to you when the buyer returns from PayPal, you can skip the Shipping and Payment Methods pages in your regular flow.


Search: Sign In | New User? Sign up

Home Clothes New Shoes & Bags Jewellery Electronics Toys **Kitchen** Bed + Bath

Checkout

Your shopping cart

Automatic Drip Coffee Maker - Red/Chrome



[Click Image for larger view](#)





You have added this item to you cart.

There's nothing typical about this coffeemaker. It offers sleek styling with a thermal carafe that helps keep coffee warmer and fresher for preseving taste over longer periods.



- Product Dimensions: 10 x 13 x 7.0 inches ; 5.9 pounds
- Shipping Weight: 7 pounds
- Shipping: Only within the U.S.
- ASIN: B00020R0VK
- Item model number: KF800

[Continue Shopping](#) or [Proceed to Checkout](#)

Customers who bought items in your recent history also bought:

			
Tabletop Mixer - 8000 W item#:225425535	Digital Camera - 0200W item#:225425672	Batik Fish Collection item#:225425420	Knitted T-shirt Classic collection item#:22543015

Shopping Bag summary

	Tea Set item #: 122548636 Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove
	Stiletto-Heeled Shoes item #: 225425635 Red <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove

Items Total:	\$533.95
Shipping:	\$19.95
Sub-Total:	\$587.27

Proceed to Checkout	
-OR-	
Check out with PayPal The safer, easier way to pay	

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- 1 PayPal only requires you to place a **Checkout with PayPal** button if the **Checkout** button initiates the checkout flow.

Elimination of Merchant Review Page

If you sell products where a Review page on your site is not required, you can optionally make the checkout appear to complete on the PayPal site and entirely bypass your Review page.

Test Store

The screenshot shows a PayPal checkout interface. On the left, a 'Your order summary' box contains a table with the following items:

Descriptions	Amount
Coffee	\$20.00
Item description: Decaf Coffee	
Item number: png1	
Item price: \$20.00	
Quantity: 1	
Item total	\$20.00
Tax	\$1.40
Shipping and handling:	\$10.00
Total \$31.40 USD	

A red circle with the number '1' is positioned to the left of the order summary box. Below the summary is a 'Site Feedback' link.

On the right, the 'Review your information' section includes a 'Pay Now' button at the top. Below it are sections for 'Shipping address' (with a 'Change' link), 'Payment methods' (with a 'Change' link), and 'Contact information'. The payment methods listed are 'PayPal Balance' for \$5.00 USD and 'Instant Transfer : Wells Fargo Checking (Confirmed) x-6759' for \$26.40 USD. A note states: 'PayPal will use Visa XXXX-XXXX-XXXX-3786 to fund this transaction if your bank does not have enough funds.' There is also a link to 'Redeem' a gift card and a link to 'View PayPal policies'. At the bottom of the review section is another 'Pay Now' button, with a red circle and the number '2' next to it. Below the review section is a link: 'Cancel and return to Test Store.'

[Site Feedback](#) |
 PayPal. The safer, easier way to pay. For more information, read our [User Agreement](#) and [Privacy Policy](#).

1 PayPal displays the order amount

2 When the customer clicks the Pay Now button, they return to your website. Even if you do not display your Review page, you still must call the DoExpressCheckoutPayment API to complete the PayPal payment.

