

PayPal Button Guide

Automatic Billing Buttons



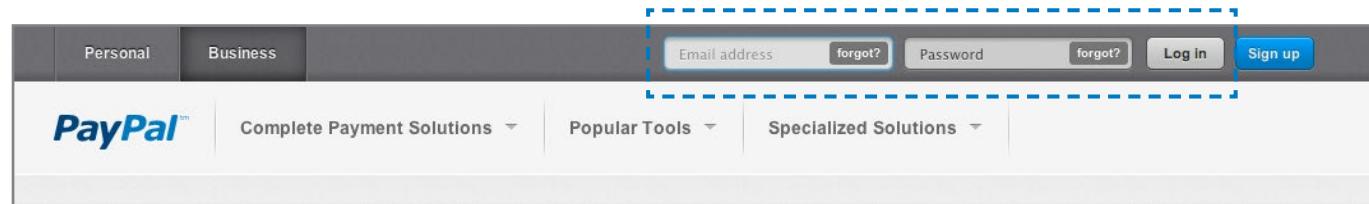
Contents

How to get started	3
PayPal login	3
Email confirmation	4
Enhanced Recurring Payments	5
Button Factory	6
Create your button	9
Standard button	10
Advanced button	11
Copy your button	12
To your website	13
Add your button	14
To your website	15
To WordPress	16
To Joomla	17
To Yahoo Site Builder	18
Initiate monthly billing request	19
FAQs	22
Appendix	25

How to get started

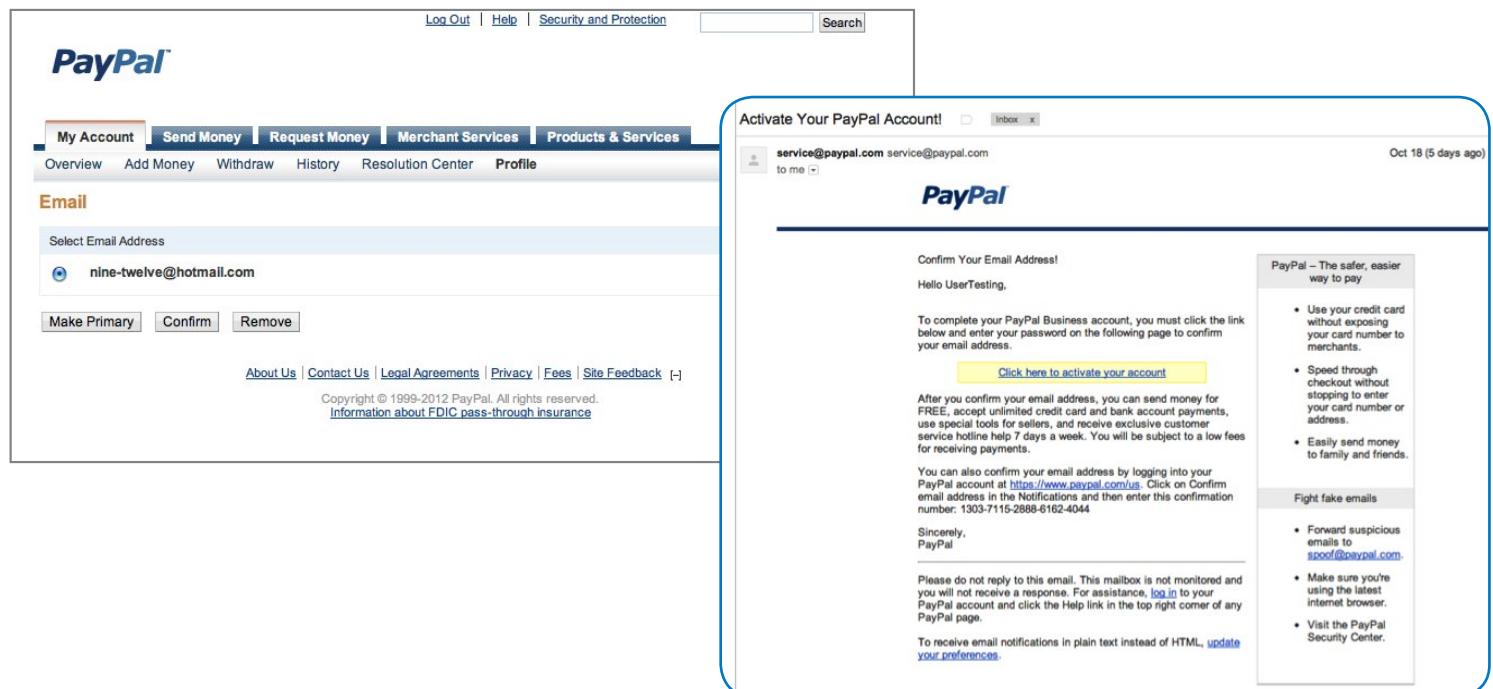
1. Log in to PayPal

Go to PayPal.com and enter your login details at the top of the page. If you don't have a PayPal Payments Standard account, sign up [here](#). It's free to set up, and all your information is securely protected.



2. Check that your email address is confirmed

You probably did this when you first signed up for your account, but it's worth double-checking. After logging in to your account, click **Profile** at the top of the page. Next, click **Update** to the right of **Email**. If your primary email address needs to be confirmed, click **Confirm** and follow the instructions. Once your email is confirmed, you can add your button and start receiving money immediately.



The image shows a screenshot of the PayPal account settings and an email confirmation message. The account settings page shows an email address 'nine-twelve@hotmail.com' listed under 'Email'. The email confirmation message is titled 'Activate Your PayPal Account!' and includes a link to 'Click here to activate your account'.

PayPal Account Settings:

- Log Out | Help | Security and Protection | Search
- My Account | Send Money | Request Money | Merchant Services | Products & Services
- Overview | Add Money | Withdraw | History | Resolution Center | Profile
- Email
- Select Email Address: nine-twelve@hotmail.com
- Buttons: Make Primary, Confirm, Remove
- Links: About Us, Contact Us, Legal Agreements, Privacy, Fees, Site Feedback
- Copyright © 1999-2012 PayPal. All rights reserved. Information about FDIC pass-through insurance

Activate Your PayPal Account!

service@paypal.com service@paypal.com
to me Oct 18 (5 days ago)

Confirm Your Email Address!

Hello UserTesting.

To complete your PayPal Business account, you must click the link below and enter your password on the following page to confirm your email address.

[Click here to activate your account](#)

After you confirm your email address, you can send money for FREE, accept unlimited credit card and bank account payments, use special tools for sellers, and receive exclusive customer service 24 hours a day, 7 days a week. You will be subject to a few fees for receiving payments.

You can also confirm your email address by logging into your PayPal account at <https://www.paypal.com/us>. Click on Confirm email address in the Notifications and then enter this confirmation number: 1303-7115-2888-6162-4044

Sincerely,
PayPal

Please do not reply to this email. This mailbox is not monitored and you will not receive a response. For assistance, [log in](#) to your PayPal account and click the Help link in the top right corner of any PayPal page.

To receive email notifications in plain text instead of HTML, update [your preferences](#).

PayPal – The safer, easier way to pay

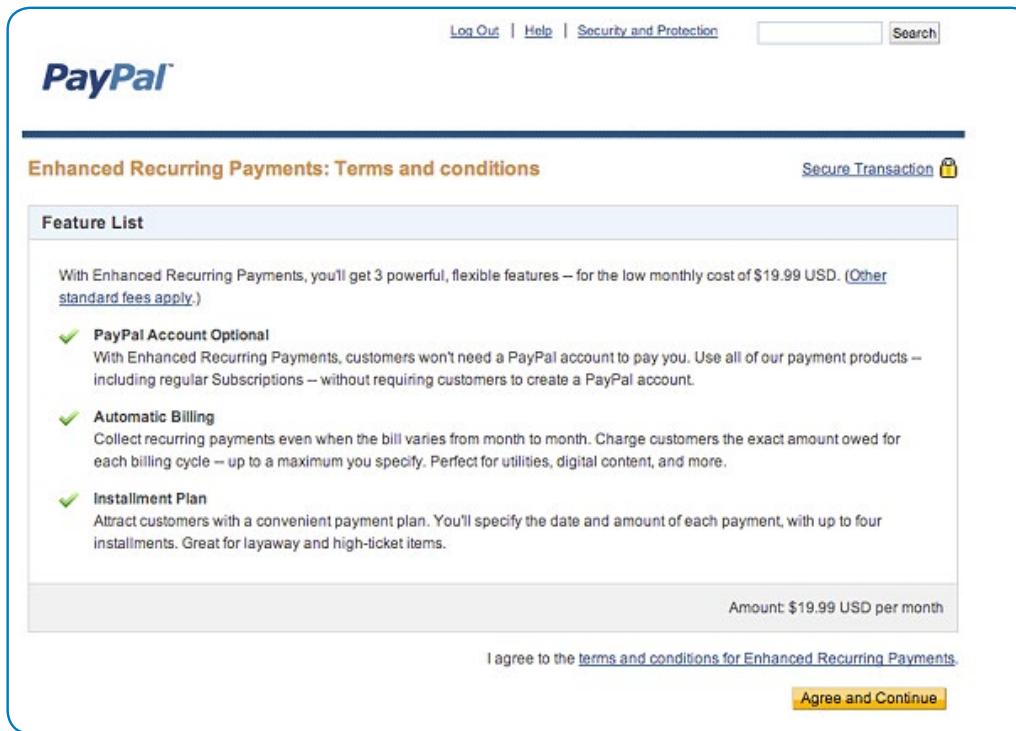
- Use your credit card without exposing your card number to merchants.
- Speed through checkout without stopping to enter your card number or address.
- Easily send money to family and friends.

Fight fake emails

- Forward suspicious emails to [spof@paypal.com](#).
- Make sure you're using the latest internet browser.
- Visit the [PayPal Security Center](#).

3. Add Enhanced Recurring Payments to your account

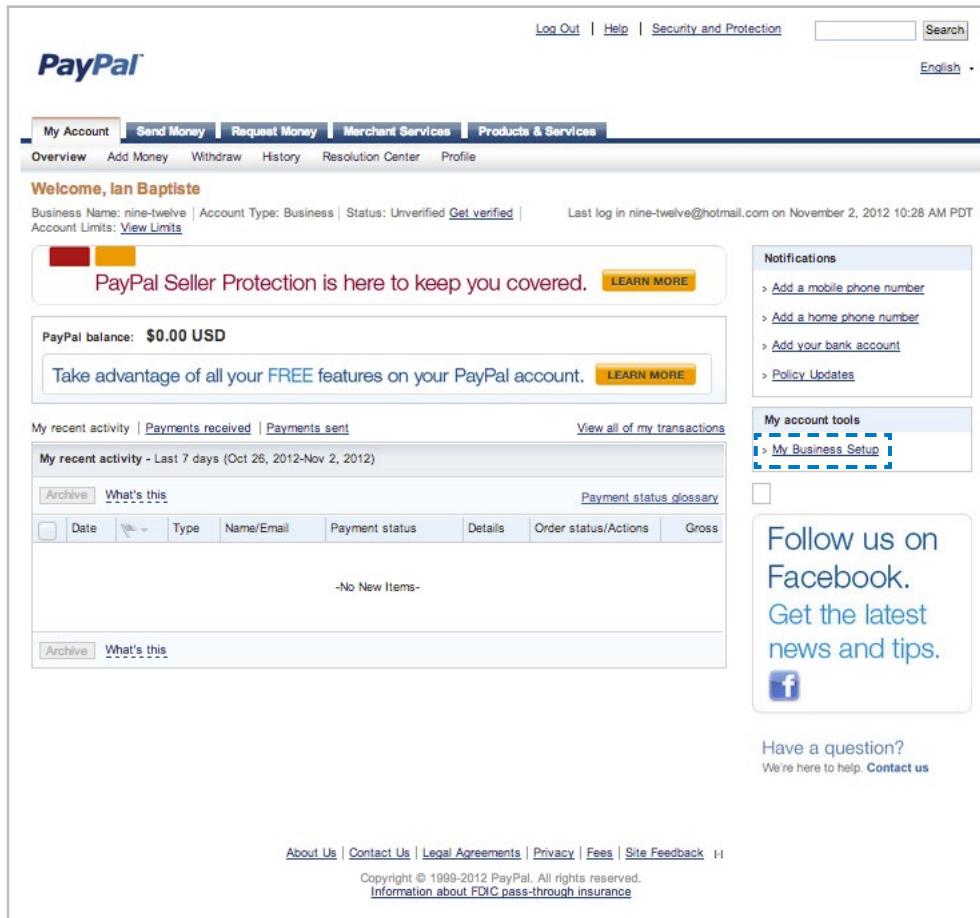
For an additional \$19.99 a month, Enhanced Recurring Payments for PayPal Payments Standard includes everything you need to process regular recurring payments, automatic billing and installment plans on your site. You need to [sign up](#) before installing your button. Click [here](#) for details.



The screenshot shows the PayPal Enhanced Recurring Payments Terms and Conditions page. At the top, there are links for Log Out, Help, and Security and Protection, along with a search bar. The main heading is "Enhanced Recurring Payments: Terms and conditions" with a "Secure Transaction" lock icon. Below this is a "Feature List" section with three items: "PayPal Account Optional", "Automatic Billing", and "Installment Plan". Each item has a brief description. At the bottom of the list, it says "Amount: \$19.99 USD per month". At the very bottom, there is a link to "I agree to the terms and conditions for Enhanced Recurring Payments" and a yellow "Agree and Continue" button.

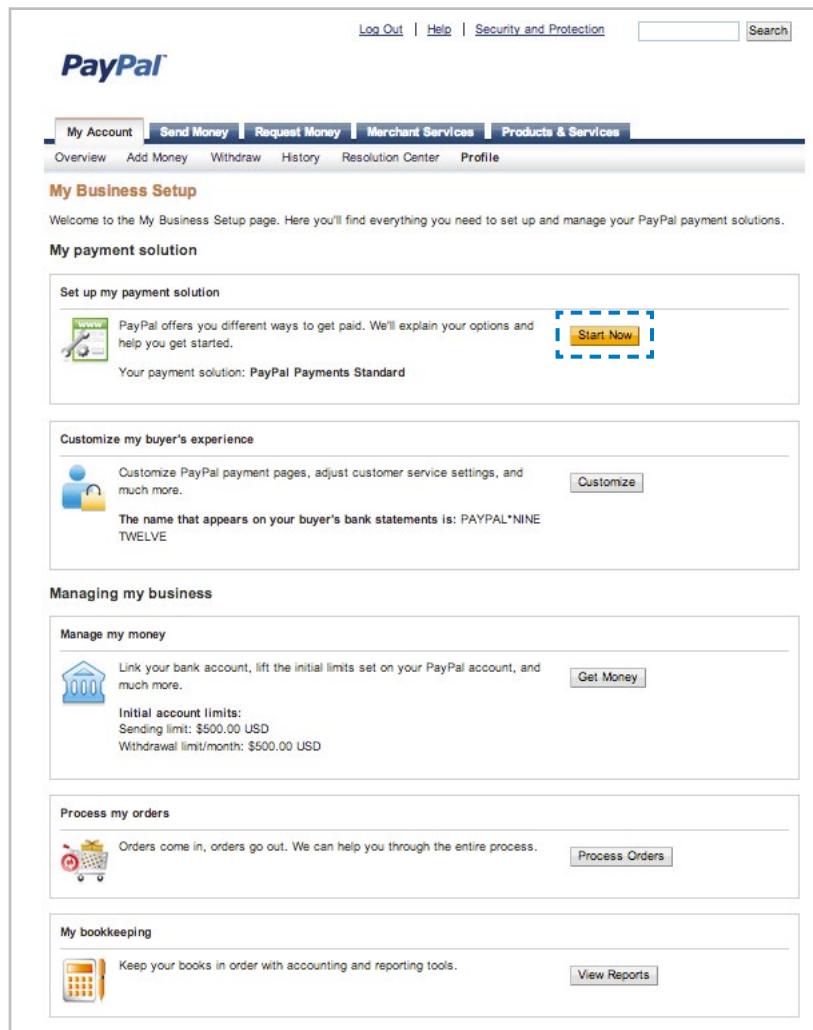
4. Go to the Button Factory

Once you've logged in, you'll arrive at the **Account Overview** page. On the right-hand side, click on **My Business Setup**.



The screenshot shows the PayPal Account Overview page. At the top, there are navigation links: Log Out, Help, Security and Protection, a search bar, and a language selection for English. Below the header, there are tabs for My Account, Send Money, Request Money, Merchant Services, and Products & Services. Under My Account, there are sub-links for Overview, Add Money, Withdraw, History, Resolution Center, and Profile. The main content area is titled "Welcome, Ian Baptiste" and displays account details: Business Name: nine-twelve | Account Type: Business | Status: Unverified [Get verified](#). It also shows the last log in was on November 2, 2012 at 10:28 AM PDT and provides a link to [View Limits](#). A promotional box for "PayPal Seller Protection" is present. The PayPal balance is listed as \$0.00 USD. A section for "FREE features" is shown with a "LEARN MORE" button. Below this, the "My recent activity" section displays a table with columns for Date, Type, Name/Email, Payment status, Details, Order status/Actions, and Gross. The table shows "-No New Items-". At the bottom of the page, there are links for About Us, Contact Us, Legal Agreements, Privacy, Fees, Site Feedback, and a copyright notice for 1999-2012 PayPal. The right sidebar contains sections for Notifications (with links to Add a mobile phone number, Add a home phone number, Add your bank account, and Policy Updates) and My account tools (with a link to My Business Setup, which is highlighted with a blue dashed box). A "Follow us on Facebook" section with a Facebook icon is also present. At the bottom right, there is a "Have a question?" section with a "Contact us" link.

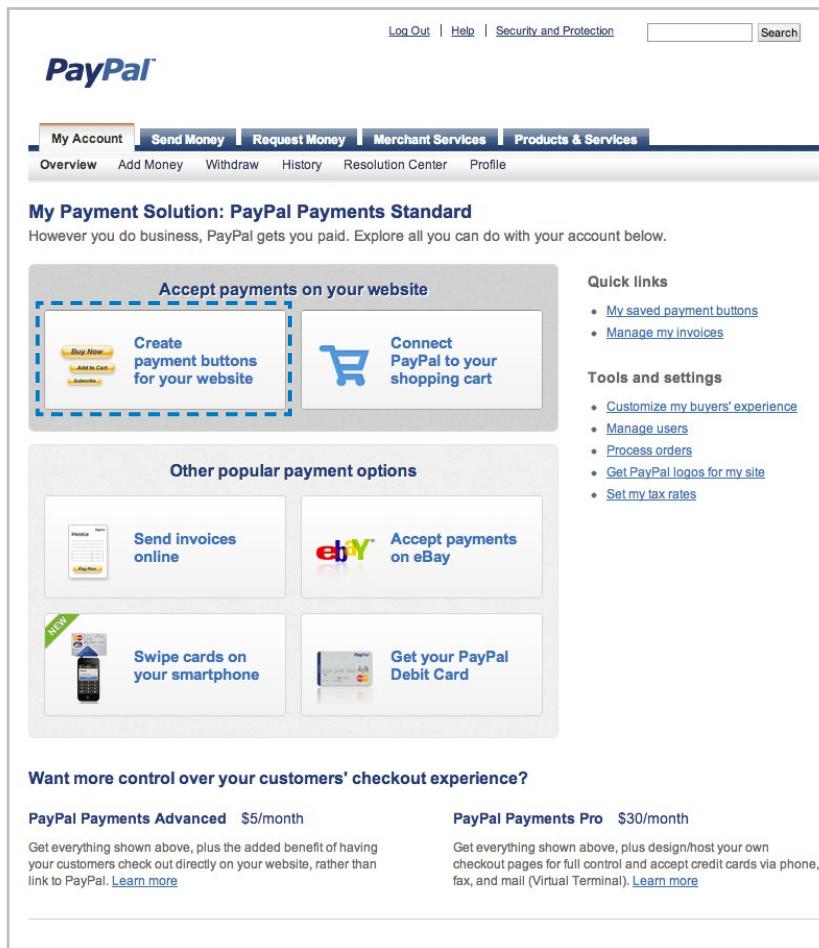
Next, click the **Start Now** button near the top of the **My Business Setup** page.



The screenshot shows the 'My Business Setup' page on the PayPal website. The top navigation bar includes 'Log Out', 'Help', 'Security and Protection', and a search bar. Below the navigation is the PayPal logo. The main menu bar has 'My Account' (selected), 'Send Money', 'Request Money', 'Merchant Services', and 'Products & Services'. Sub-menu items include 'Overview', 'Add Money', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The main content area is titled 'My Business Setup' and contains the following sections:

- My payment solution**: A box with a 'www' icon and text: 'PayPal offers you different ways to get paid. We'll explain your options and help you get started.' A 'Start Now' button is highlighted with a blue dashed box.
- Customize my buyer's experience**: A box with a person and lock icon and text: 'Customize PayPal payment pages, adjust customer service settings, and much more.' A 'Customize' button is shown. Below it, it says 'The name that appears on your buyer's bank statements is: PAYPAL*NINE TWELVE'.
- Managing my business**:
 - Manage my money**: A box with a bank icon and text: 'Link your bank account, lift the initial limits set on your PayPal account, and much more.' A 'Get Money' button is shown. Below it, it says 'Initial account limits: Sending limit: \$500.00 USD Withdrawal limit/month: \$500.00 USD'.
 - Process my orders**: A box with a gift icon and text: 'Orders come in, orders go out. We can help you through the entire process.' A 'Process Orders' button is shown.
 - My bookkeeping**: A box with a calculator icon and text: 'Keep your books in order with accounting and reporting tools.' A 'View Reports' button is shown.

Next, select the first option, **Create payment buttons for your website**.
 On the next page, click **Create a button**, and you'll arrive at the **Button Factory**, where you can create your button.



Accept payments on your website

- [Create payment buttons for your website](#)
- [Connect PayPal to your shopping cart](#)

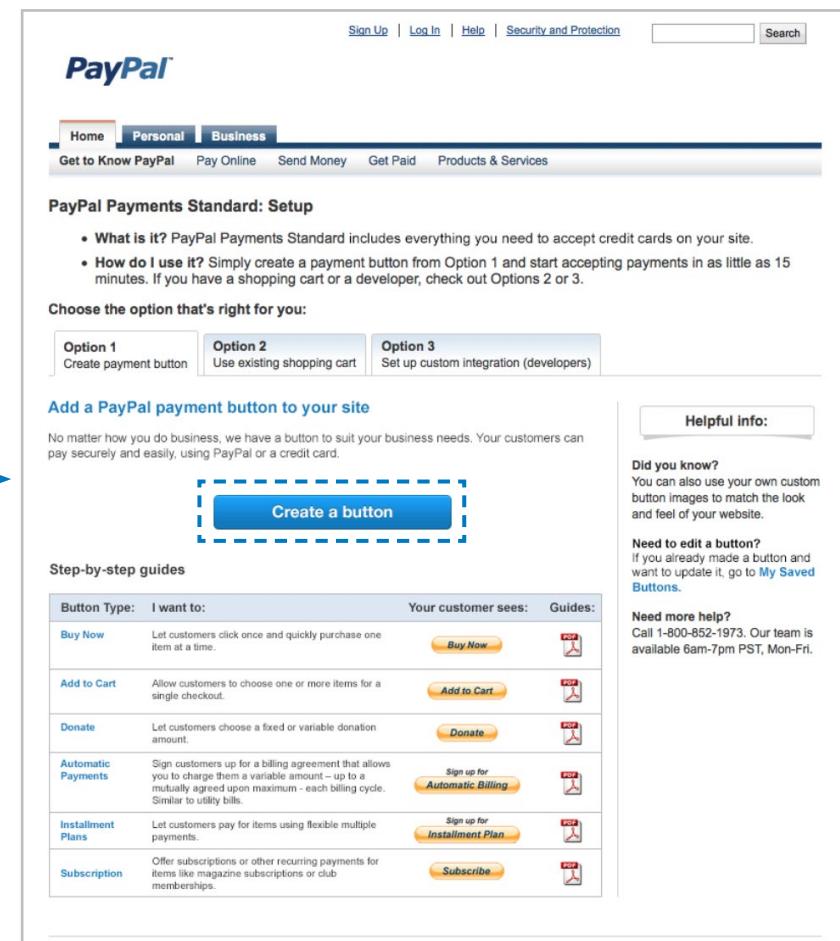
Other popular payment options

- [Send invoices online](#)
- [Accept payments on eBay](#)
- [Swipe cards on your smartphone](#)
- [Get your PayPal Debit Card](#)

Want more control over your customers' checkout experience?

PayPal Payments Advanced \$5/month
 Get everything shown above, plus the added benefit of having your customers check out directly on your website, rather than link to PayPal. [Learn more](#)

PayPal Payments Pro \$30/month
 Get everything shown above, plus design/host your own checkout pages for full control and accept credit cards via phone, fax, and mail (Virtual Terminal). [Learn more](#)

PayPal Payments Standard: Setup

- What is it?** PayPal Payments Standard includes everything you need to accept credit cards on your site.
- How do I use it?** Simply create a payment button from Option 1 and start accepting payments in as little as 15 minutes. If you have a shopping cart or a developer, check out Options 2 or 3.

Choose the option that's right for you:

- Option 1** Create payment button
- Option 2** Use existing shopping cart
- Option 3** Set up custom integration (developers)

Add a PayPal payment button to your site

No matter how you do business, we have a button to suit your business needs. Your customers can pay securely and easily, using PayPal or a credit card.

Create a button

Step-by-step guides

Button Type:	I want to:	Your customer sees:	Guides:
Buy Now	Let customers click once and quickly purchase one item at a time.	Buy Now	PDF
Add to Cart	Allow customers to choose one or more items for a single checkout.	Add to Cart	PDF
Donate	Let customers choose a fixed or variable donation amount.	Donate	PDF
Automatic Payments	Sign customers up for a billing agreement that allows you to charge them a variable amount – up to a mutually agreed upon maximum - each billing cycle. Similar to utility bills.	Sign up for Automatic Billing	PDF
Installment Plans	Let customers pay for items using flexible multiple payments.	Sign up for Installment Plan	PDF
Subscription	Offer subscriptions or other recurring payments for items like magazine subscriptions or club memberships.	Subscribe	PDF

Helpful info:

Did you know?
 You can also use your own custom button images to match the look and feel of your website.

Need to edit a button?
 If you already made a button and want to update it, go to [My Saved Buttons](#).

Need more help?
 Call 1-800-852-1973. Our team is available 6am-7pm PST, Mon-Fri.

Step 1: Create your button

About Automatic Billing: This button allows your customer to choose to be billed automatically. Once they have enrolled, you will need to initiate the billing request by logging in to PayPal and entering the amount of their bill - your customer's account will only be debited after you have made that billing request. Please see [this section](#) for instructions on initiating the billing request.

- 1 **Choose a button type**—To begin, choose **Automatic Billing** from the dropdown menu.
- 2 **Item name**—Type in the name of the item or service you'd like to sell. E.g., “Gardening Service.”
- 3 **Currency**—Enter your currency.
- 4 **Set up your button**—Click on the first option to allow your customers to set the maximum amount for each billing cycle and then set the minimum amount and enter a description (optional). If you prefer to set both maximum and minimum limits, click the second option and enter the amount(s). At any time, click **Done** to preview your button configuration in the **Your customer's view** window.

Optional steps for advanced buttons—The other steps on the page are not required for creating your button. But if you're interested in creating an advanced button, follow the instructions on the next page before you click **Create Button**.

- 5 **Create button**—When you're done, click **Create Button**.

My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

Create a PayPal payment button

PayPal payment buttons are an easy way to accept payments without startup fees. Check the [Website Payments Standard Overview](#) for more information.

Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

Step 1: Choose a button type and enter your payment details

Choose a button type: **Automatic Billing** [Which button should I choose?](#)

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name: Item ID (optional): [What's this?](#)

Currency: **USD** [What's this?](#)

Set up your button

Set your billing limits [What's this?](#)

Let my customers choose their own maximum payment limits.

Description (optional): For example, “Rent” or “Laundry Service”.

Minimum payment limit (optional) [What's this?](#) USD

Done **Clear**

I'll set the payment limits.

[Customize your button's text or appearance \(optional\)](#)

Your customer's view

Sign up for **Automatic Billing**

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use your primary email address nine-twelve@hotmail.com

Step 2: Track inventory, profit & loss (optional)

Step 3: Customize advanced features (optional)

Create Button

Optional steps for advanced buttons

- 1 **Item ID**—Add the item ID if you offer different kinds of automatic billing plans and wish to keep track of them.
- 2 **Customize button**—Customize your button by clicking on any of the options. At any point, click **Done** to see how your button looks in the **Your customer's view** window.
- 3 **Account ID**—To minimize the risk of spam emails, choose **Use my secure merchant account ID**.
- 4 **More advanced button features**—See **Appendix** for instructions on advanced features and tracking inventory, profit and loss.

To allow your customers to update item quantities during the checkout process, select "yes" for "Do you want to let your customers change order quantities?"

The screenshot shows the PayPal 'Create a PayPal payment button' wizard with four optional steps highlighted by numbered circles:

- 1** Step 1: Choose a button type and enter your payment details. This step includes fields for Item name, Item ID (optional), and Currency (USD).
- 2** Step 2: Set up your button. It includes options for setting billing limits (let customers choose own limits or set payment limits) and a 'Customize your button's text or appearance' link.
- 3** Step 3: Merchant account IDs. It includes options for using a secure merchant account ID or a primary email address.
- 4** Step 4: Step 2: Track inventory, profit & loss (optional) and Step 3: Customize advanced features (optional). A 'Create Button' button is at the bottom.

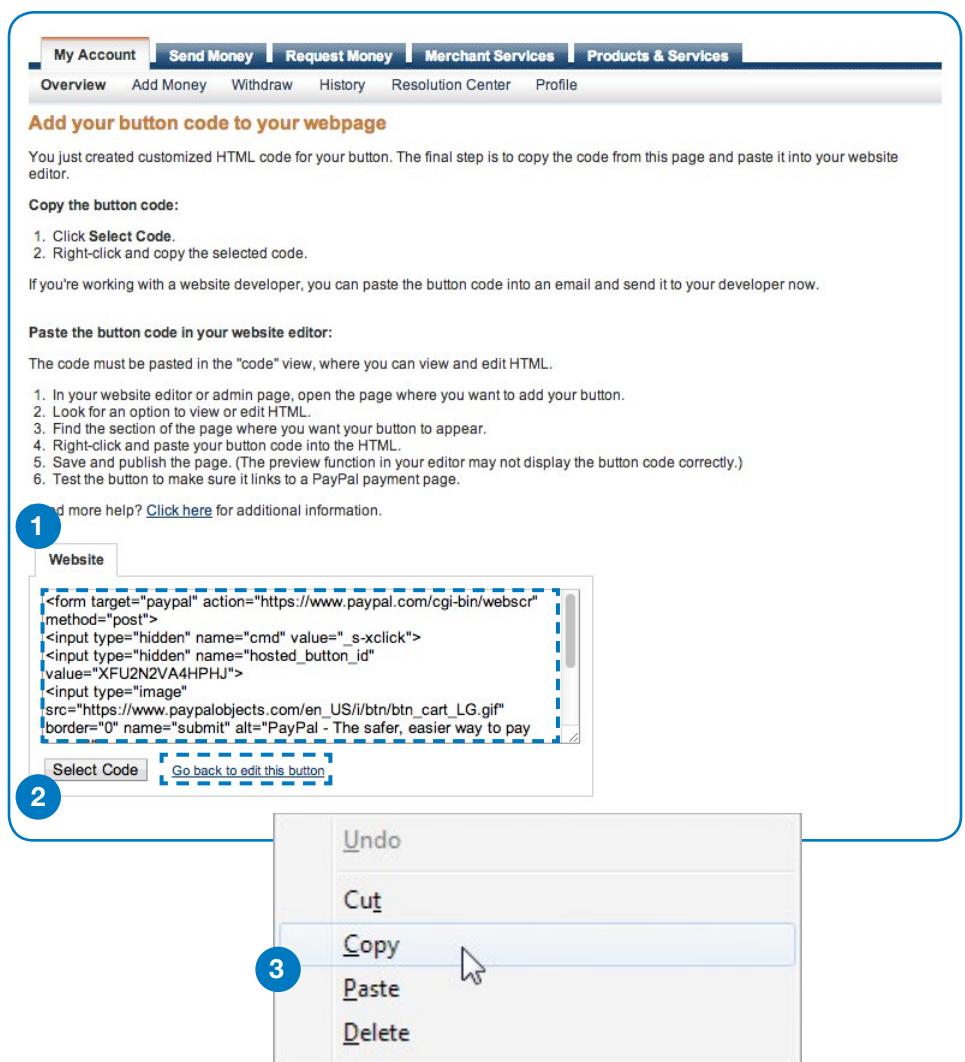
Step 2: Copy your button

Copy your button to your website

- 1 **Button location**—To begin, click the **Website** tab.
- 2 **Select code**—Click **Select Code** to highlight your HTML button code.
- 3 **Copy code**—Do this the same way you normally copy something on your computer (CTRL+C for Windows, CMD+C for Mac—or right-click and choose Copy). Don't worry if nothing happens. The HTML code has been successfully copied to your computer's memory and is ready to add to your website.

The button you just created is shown in the **Buyer's View** window. This is exactly how your customers will see the button on your website. If you'd like to make some changes, click the [Go back to edit this button](#) link.

Adding Automatic Billing code to an email—It's not possible to send Automatic Billing payment requests as a link in email.



The image shows a screenshot of the PayPal website with a light blue border. At the top, there are tabs: My Account, Send Money, Request Money, Merchant Services, Products & Services, Overview, Add Money, Withdraw, History, Resolution Center, and Profile. Below this, a section titled "Add your button code to your webpage" is displayed. It contains instructions: "You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor." Below this is a "Copy the button code:" section with numbered steps: 1. Click Select Code. 2. Right-click and copy the selected code. It also says: "If you're working with a website developer, you can paste the button code into an email and send it to your developer now." Another section, "Paste the button code in your website editor:", includes steps: 1. In your website editor or admin page, open the page where you want to add your button. 2. Look for an option to view or edit HTML. 3. Find the section of the page where you want your button to appear. 4. Right-click and paste your button code into the HTML. 5. Save and publish the page. (The preview function in your editor may not display the button code correctly.) 6. Test the button to make sure it links to a PayPal payment page. At the bottom, there is a link: "Need more help? [Click here](#) for additional information." A large blue circle labeled "1" is positioned above the "Select Code" button in the "Buyer's View" window. A blue circle labeled "2" is positioned above the highlighted HTML code in the window. A blue circle labeled "3" is positioned above the "Copy" option in a context menu that has appeared over the highlighted code. The context menu itself has a light gray background and a white border, with options: Undo, Cut, Copy (which is highlighted with a blue background), Paste, and Delete.

Step 3: Add your button

You are now finished with the PayPal button page. For the third and final step, you need to open your website code editor or the email where you want to add your button. Once installed, we recommend you road-test your new button by clicking it and following the payment process.

Adding button code to your webpage

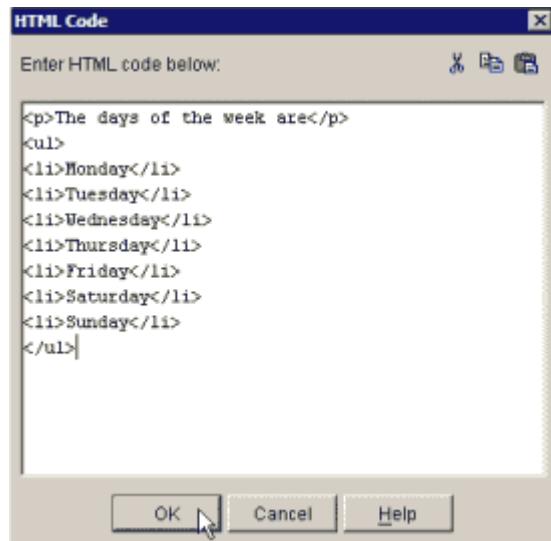
Each website code editor will have its own instructions for adding or pasting HTML code. Here are the instructions for [WordPress](#), [Joomla](#) and [Yahoo Site Builder](#). For all other companies, log in to your website account and look for the option to add or paste HTML code into your webpage.

Alternatively, contact your website code editor software company or your website hosting provider and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.

You are now finished with the PayPal button page. For the third and final step, you need to open your WordPress code editor. Once installed, we recommend you road-test your new button by clicking it and following the payment process.

Adding button code to WordPress

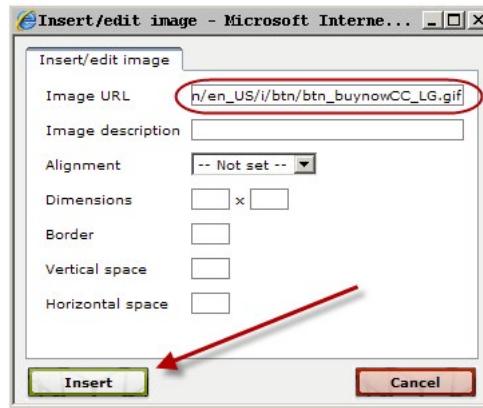
Click [this link](#) for specific instructions about adding or pasting HTML code for WordPress. Alternatively, contact WordPress and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.



You are now finished with the PayPal button page. For the third and final step, you need to open your Joomla code editor. Once installed, we recommend you road-test your new button by clicking it and following the payment process.

Adding button code to Joomla

Click [this link](#) for specific instructions about adding or pasting HTML code for Joomla. Alternatively, contact Joomla and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.



You are now finished with the PayPal button page. For the third and final step, you need to open your Yahoo Site Builder code editor. Once installed, we recommend you road-test your new button by clicking it and following the payment process.

Adding button code to Yahoo Site Builder

Click [this link](#) for specific instructions about adding or pasting HTML code for Yahoo Site Builder. Alternatively, contact Yahoo and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.

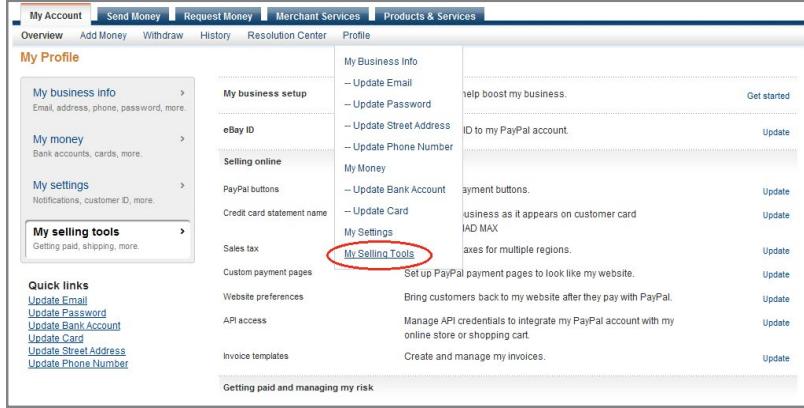


Initiate Billing Request

Initiate Monthly Billing Request

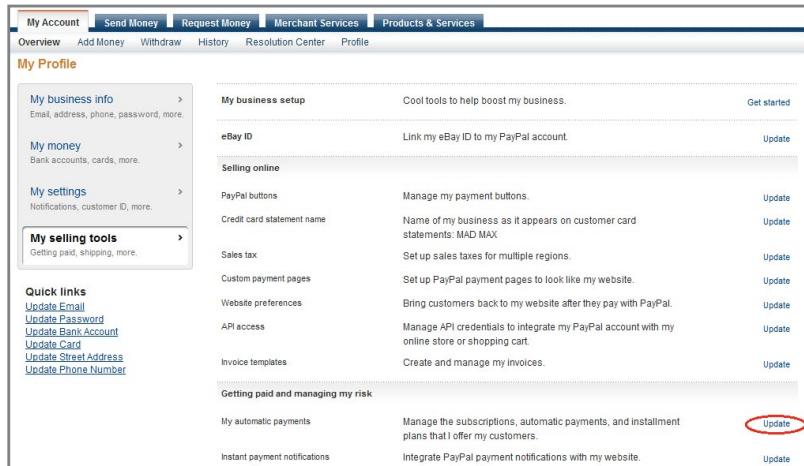
Before you can begin collecting payments, you need to initiate a monthly billing request by following these simple steps.

- 1 Log in to your PayPal account. Click on **Profile** near the top of the page and **My Selling Tools** from the dropdown list.



The screenshot shows the 'My Profile' section of the PayPal Profile page. The 'My selling tools' link is highlighted with a red circle. Other links in the 'My Profile' section include 'My business info', 'My money', 'My settings', and 'Quick links' (Update Email, Update Password, Update Bank Account, Update Card, Update Street Address, Update Phone Number).

- 2 Click on **Update** to the right of **My automatic payments**.



The screenshot shows the 'My Profile' section of the PayPal Profile page. The 'My automatic payments' link is highlighted with a red circle. Other links in the 'My Profile' section include 'My business info', 'My money', 'My settings', and 'Quick links' (Update Email, Update Password, Update Bank Account, Update Card, Update Street Address, Update Phone Number).

- 3 In the **My customers** list, select the name of the customer you want to bill.
The Automatic Billing details page opens.

- 4 In the billing details, click **Bill now**.



- 5 Enter the billing amount for the month. Remember, it shouldn't be more than the billing limit shown. This is the amount your customer set for the maximum billing amount during checkout.
- 6 Click **Bill now**.

FAQs

- [1. Why does nothing happen when I click on my new button?](#)
- [2. How do I confirm my email address?](#)
- [3. How do I verify my account?](#)
- [4. Where do I get PayPal logos and credit card logos for my website?](#)

1. Why does nothing happen when I click on my new button?

One of the most common reasons involves iFrames. If you use an iFrame, follow the instructions in the next FAQ. If you're not sure whether your website uses an iFrame, contact your platform provider.

2. How do I confirm my email address?

Follow these instructions:

- 1) Log in to your PayPal account
- 2) Click **Profile** near the top of the page
- 3) Click **Update** next to Email
- 4) Choose an email address and click **Confirm**. We'll send an email to that address.
- 5) Open the email and click the link to confirm your address. You will automatically return to the PayPal site, where you'll be asked to enter your password.

If the link doesn't work, here's how to confirm your email address using the 20-digit code included in the email.

- 1) Log in to your PayPal account
- 2) Click **Confirm email address** under notifications
- 3) Select **Click here if the button does not appear in the email**
- 4) Enter the 20-digit code from the email we sent you and then click **Confirm**.

3. How do I verify my account?

Follow these instructions:

- 1) Log in to your PayPal account
- 2) Click **Get Verified** below your name
- 3) Follow the steps given to complete the verification process.

4. Where do I get PayPal logos and credit card logos for my website?

You can download the source code for PayPal and credit card company logos right [here](#).

Appendix

Instructions for Advanced Button Features

Step 2: Track inventory, profit and loss

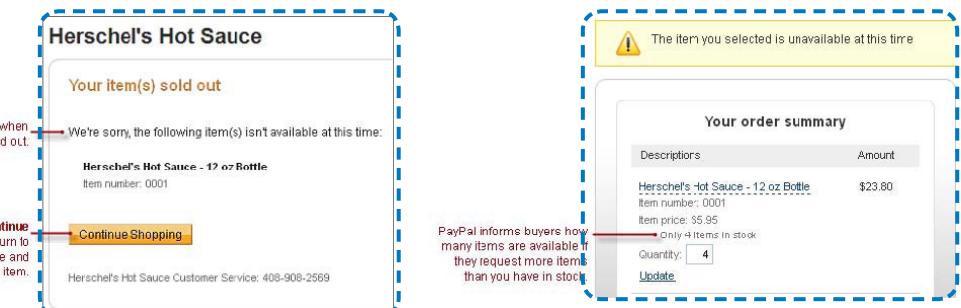
Select **Step 2** if you wish to enter information that PayPal will use to track inventory, profit and loss for your item.

- 1 **Add your button to My saved buttons**—We recommend you keep this selected. Your button will be saved in your PayPal account, and you'll be able to track inventory, profit and loss.
- 2 **Track inventory**—To activate the inventory feature, check this box and enter the details we'll use to track inventory for your item.
- 3 **Track profit and losses**—To activate this feature, check the box and enter the details we'll use to track inventory for your item.
- 4 **Sold-out items**—Choose whether or not your customers can buy an item when it is sold out.

The screenshot shows the PayPal Advanced Button creation interface. Step 2: Track inventory, profit & loss (optional) is selected. The following features are configured:

- Save button at PayPal** (checked): Protect your buttons from fraudulent changes, Automatically add buttons to "My Saved Buttons" in your PayPal profile, Easily create similar buttons, Edit your buttons with PayPal's tools.
- Track inventory** (unchecked): Don't oversell items not in stock — Get an email alert when inventory is low.
- Track profit and losses** (checked): View profit and loss report by product/service.
- By option (in drop-down menu)** is selected for tracking.
- Qty in stock** table:

Item ID	Qty in stock	Alert qty. (optional)	Cost
1	<input type="text"/>	<input type="text"/>	<input type="text"/> USD
2	<input type="text"/>	<input type="text"/>	<input type="text"/> USD
3	<input type="text"/>	<input type="text"/>	<input type="text"/> USD
- Can customers buy an item when it is sold out?** (radio buttons):
 - Yes, customers can buy the item as usual.
 - No, don't let customers buy the item. [Preview](#)
 Take customers to specific page when they click Continue Shopping button on "Item sold out" page: Ex: <http://www.mybuynowstore.com>



Step 3: Customize advanced features

Select **Step 3** if you wish to add advanced features to your button.

- 1 **Shipping address**—Select “no” for items that don’t require shipping, e.g., digital goods.
- 2 **Destination URL**—Once they complete or cancel their order, you can direct your customers to a particular webpage, e.g., a page thanking them for their order.
- 3 **Advanced variables**—If you’re familiar with HTML programming and the advanced HTML variables supported by PayPal Payments Standard payment buttons, enter them here. See the [PayPal Standard Integration Guide](#) for more details.

Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

Yes
 No

Can your customer add special instructions in a message to you?

Yes
 No

Name of message box (40-character limit)

Do you need your customer's shipping address?

Yes
 No

Take customers to this URL when they cancel their checkout

Take customers to this URL when they finish checkout

Advanced variables [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

Add advanced variables

3

Create Button