PayPal™

# PayPal Button Guide

## Automatic Billing Buttons

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# 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


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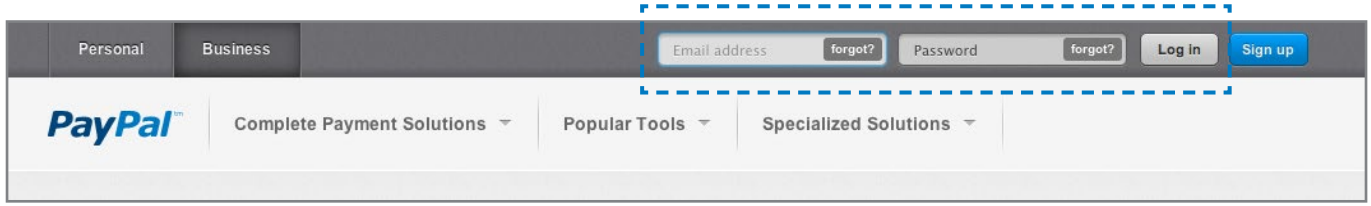
# How to get started

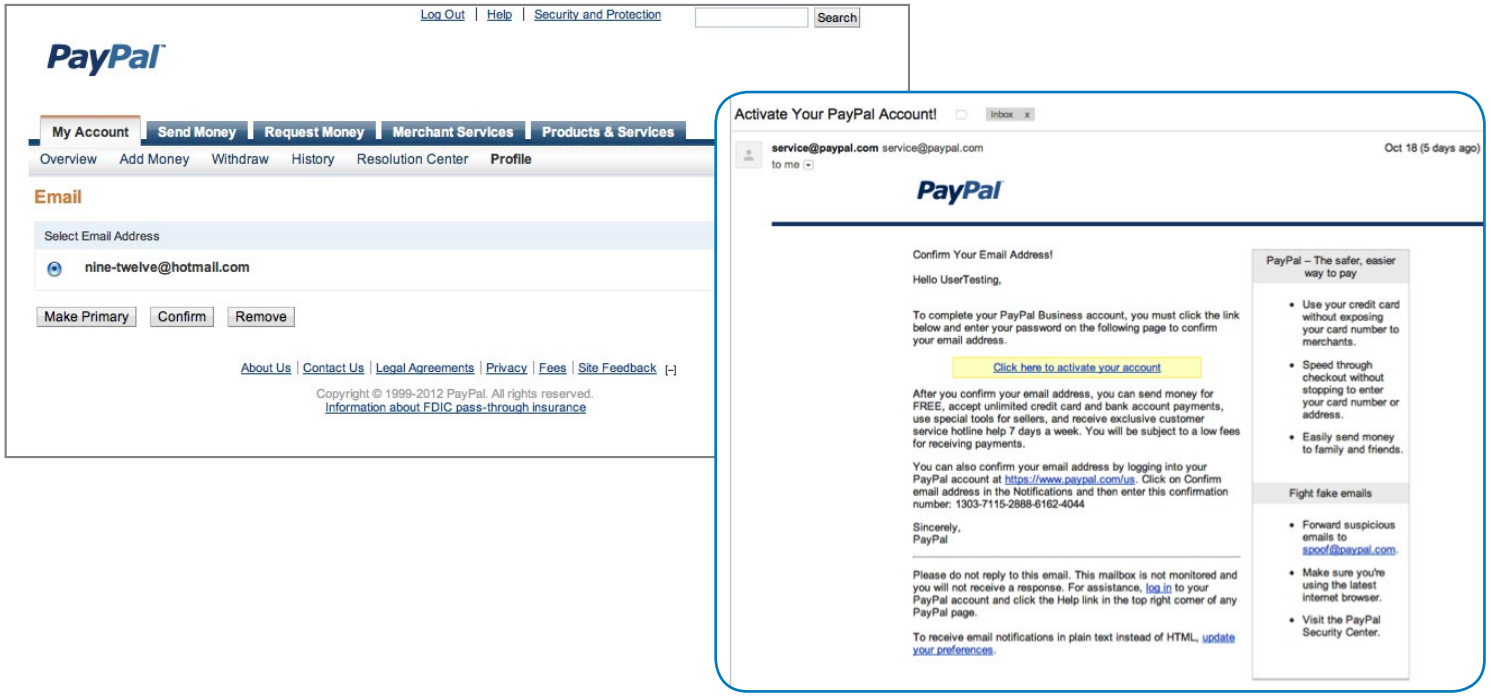
### 1. Log in to PayPal

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.



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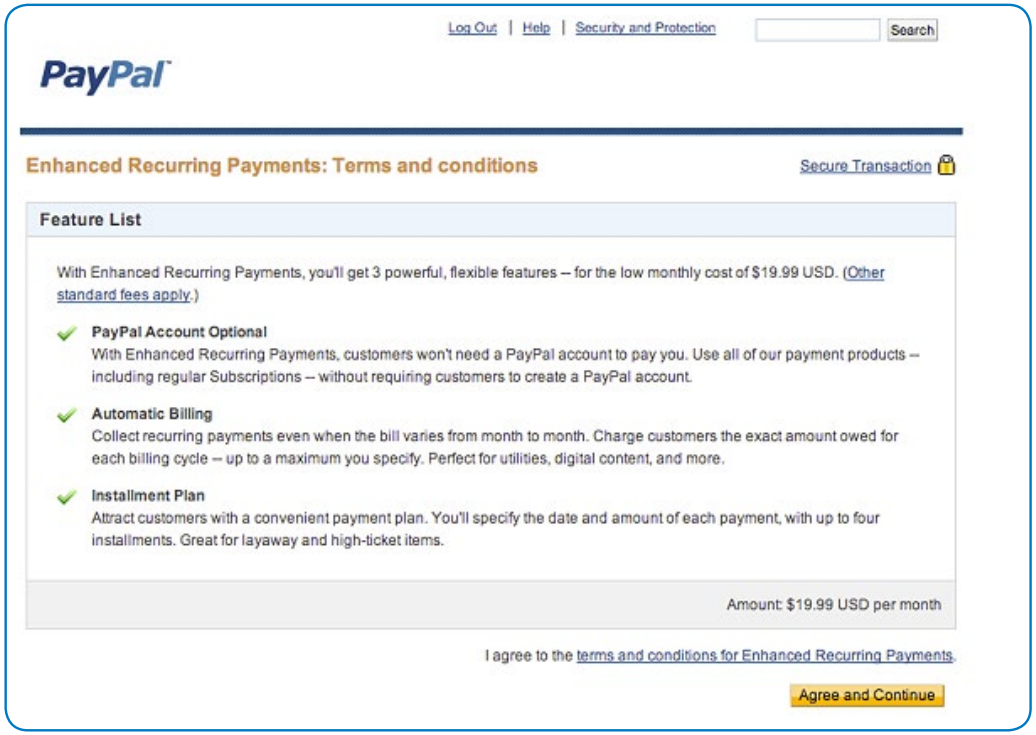
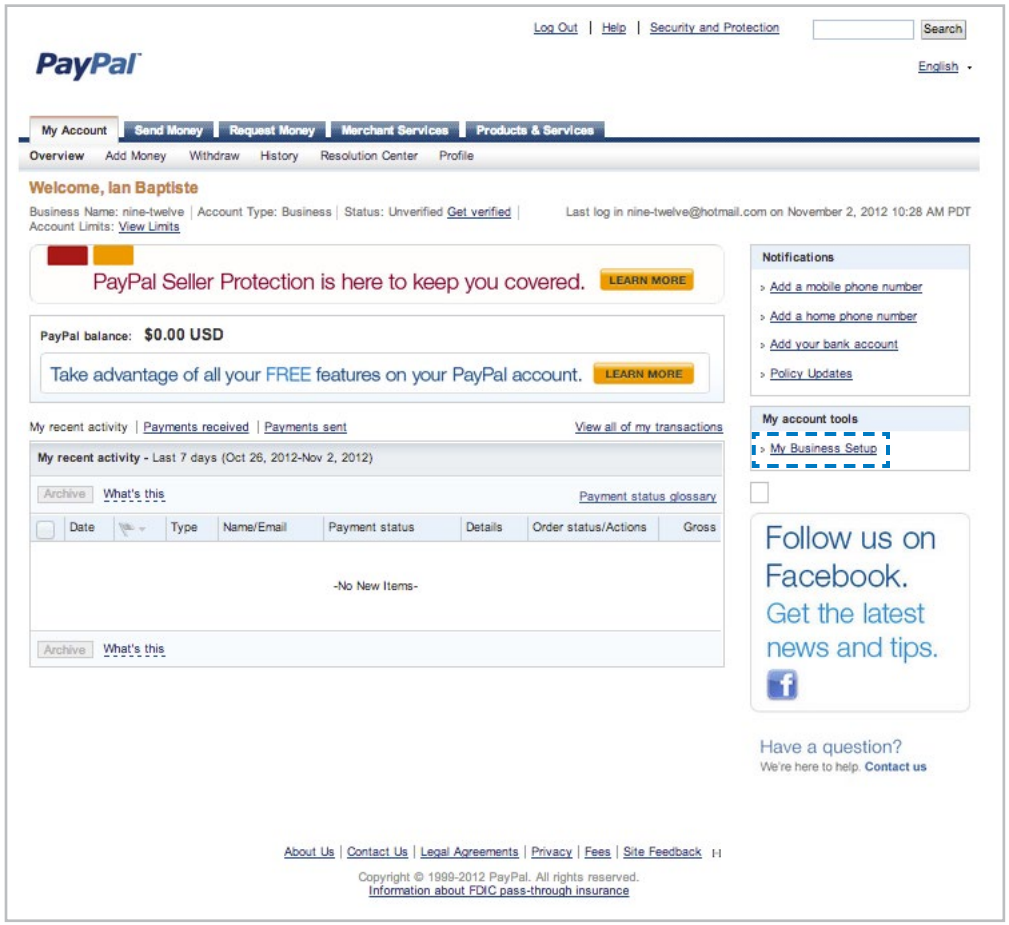
## 3. Add Enhanced Recurring Payments to your account

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.

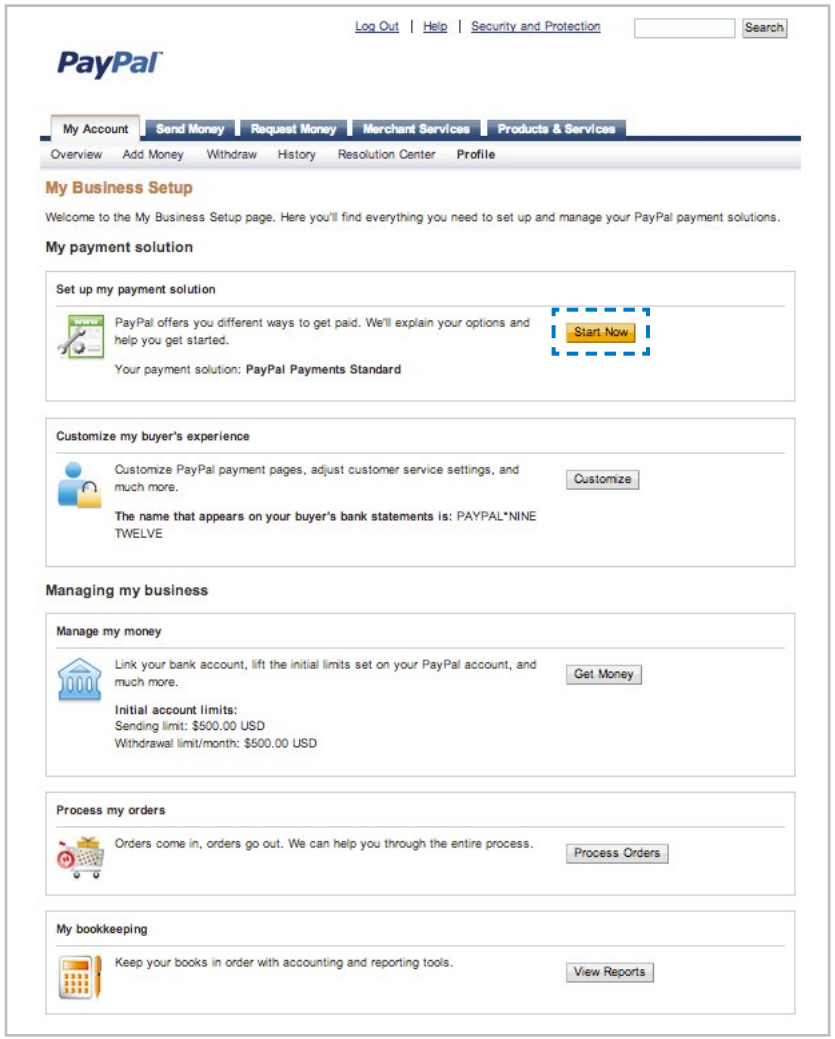


## 4. Go to the Button Factory

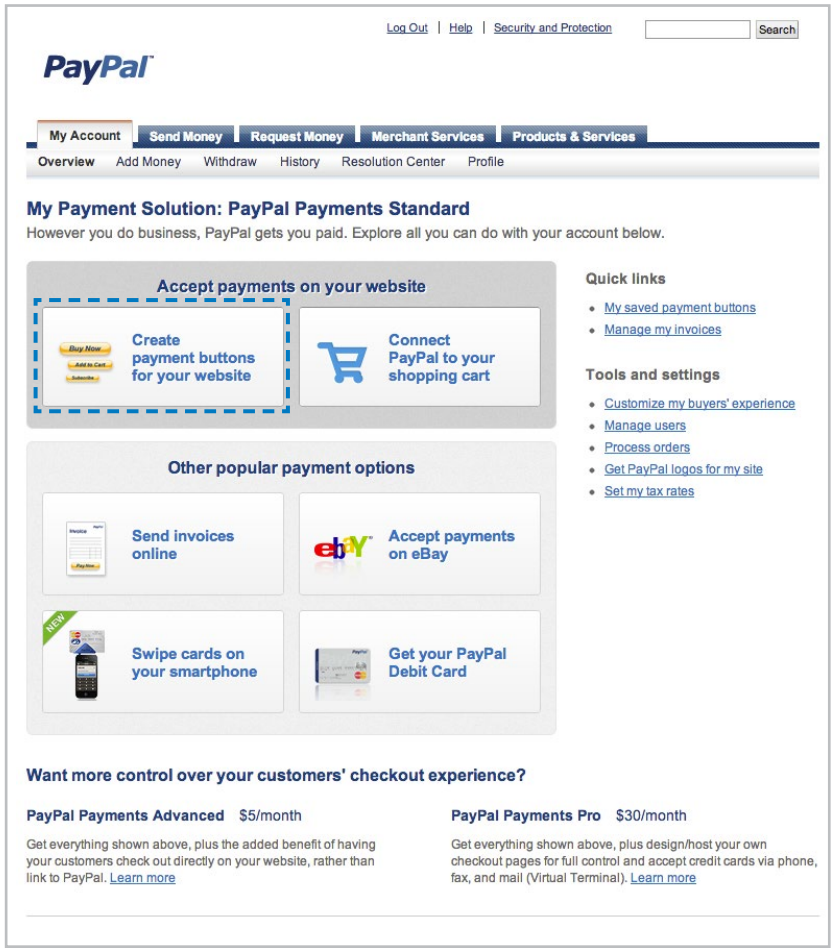
Once you've logged in, you'll arrive at the **Account Overview** page. On the right-hand side, click on **My Business Setup**.

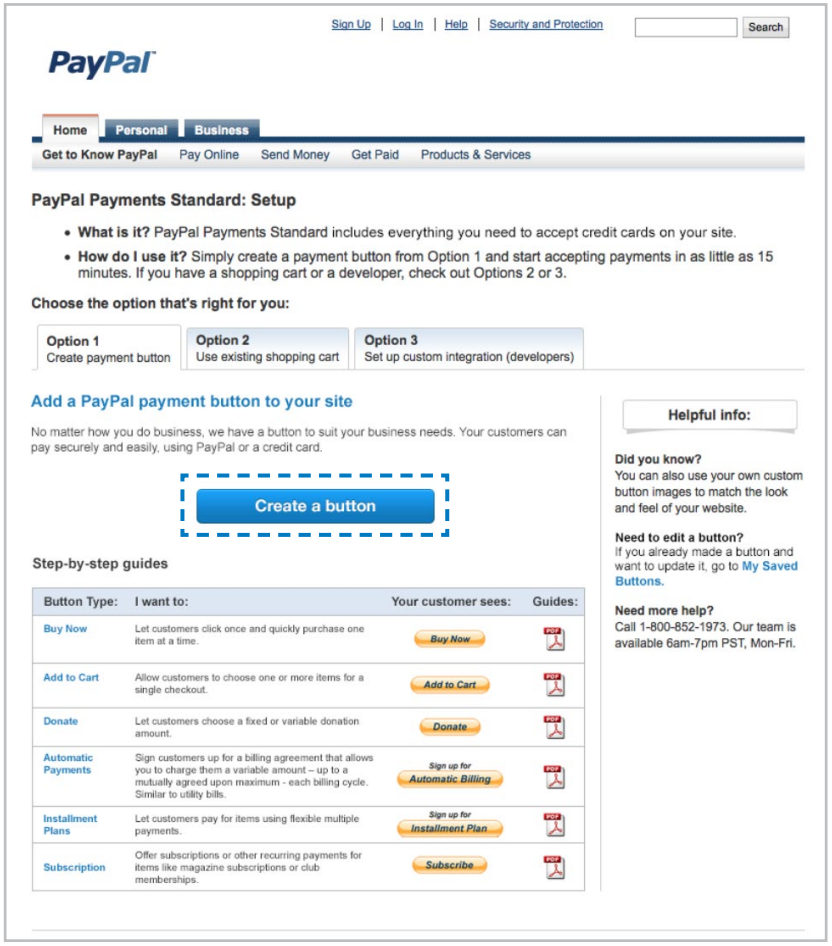


Next, click the **Start Now** button near the top of the **My Business Setup** page.



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.





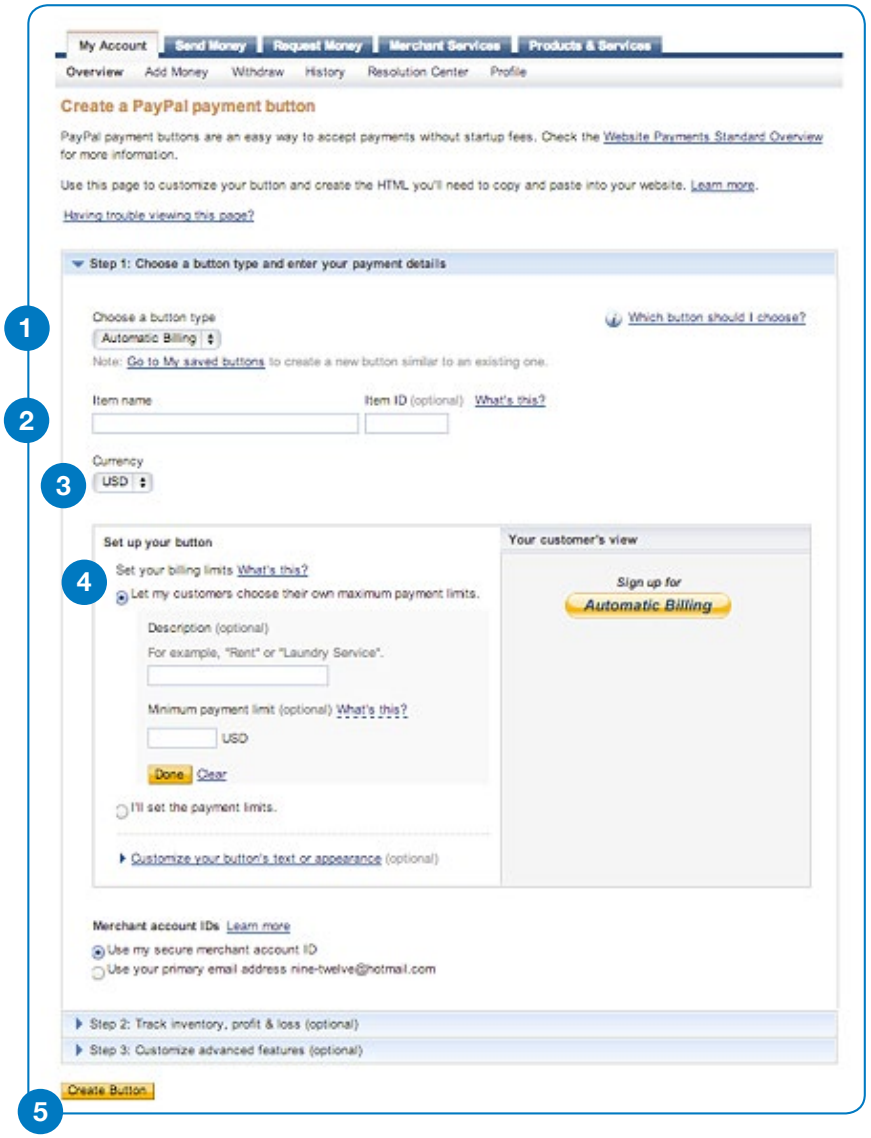
# Step 1: Create your button

**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**.

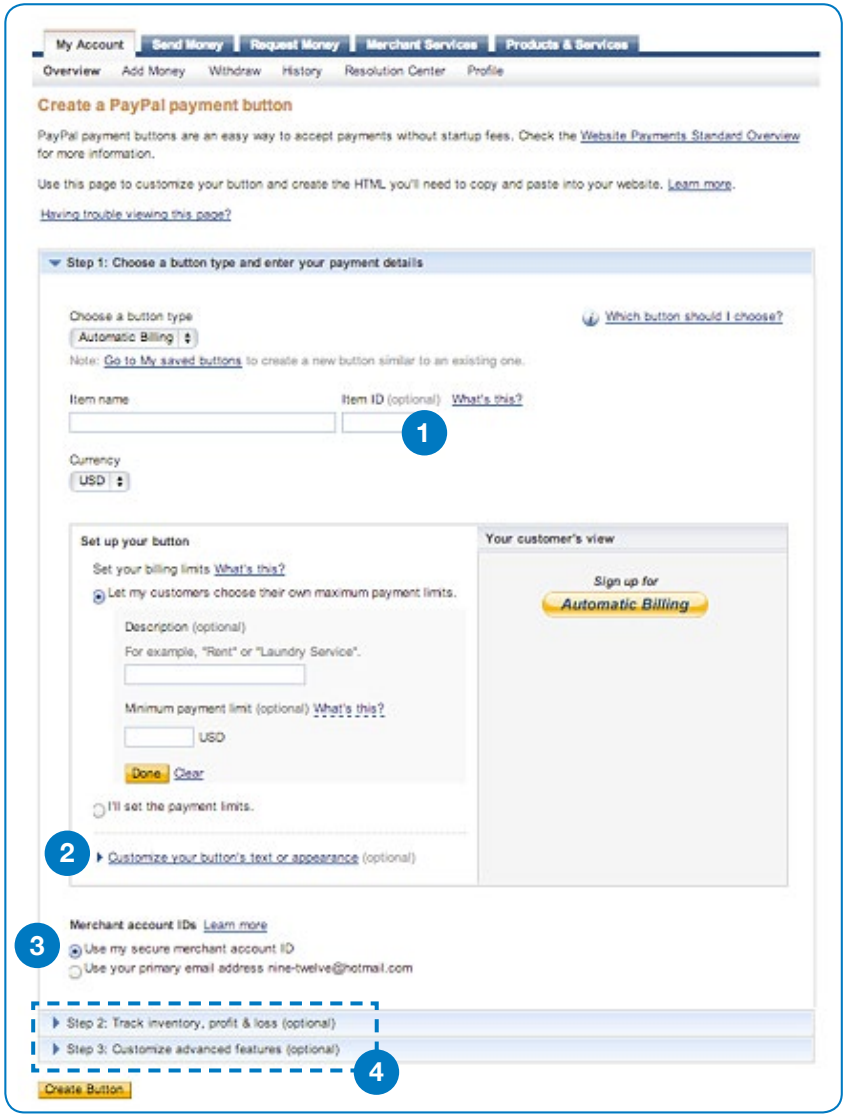
5. Create button—When you're done, click **Create Button**.



## 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?"



# Step 2: Copy your button

## Copy your button to your website

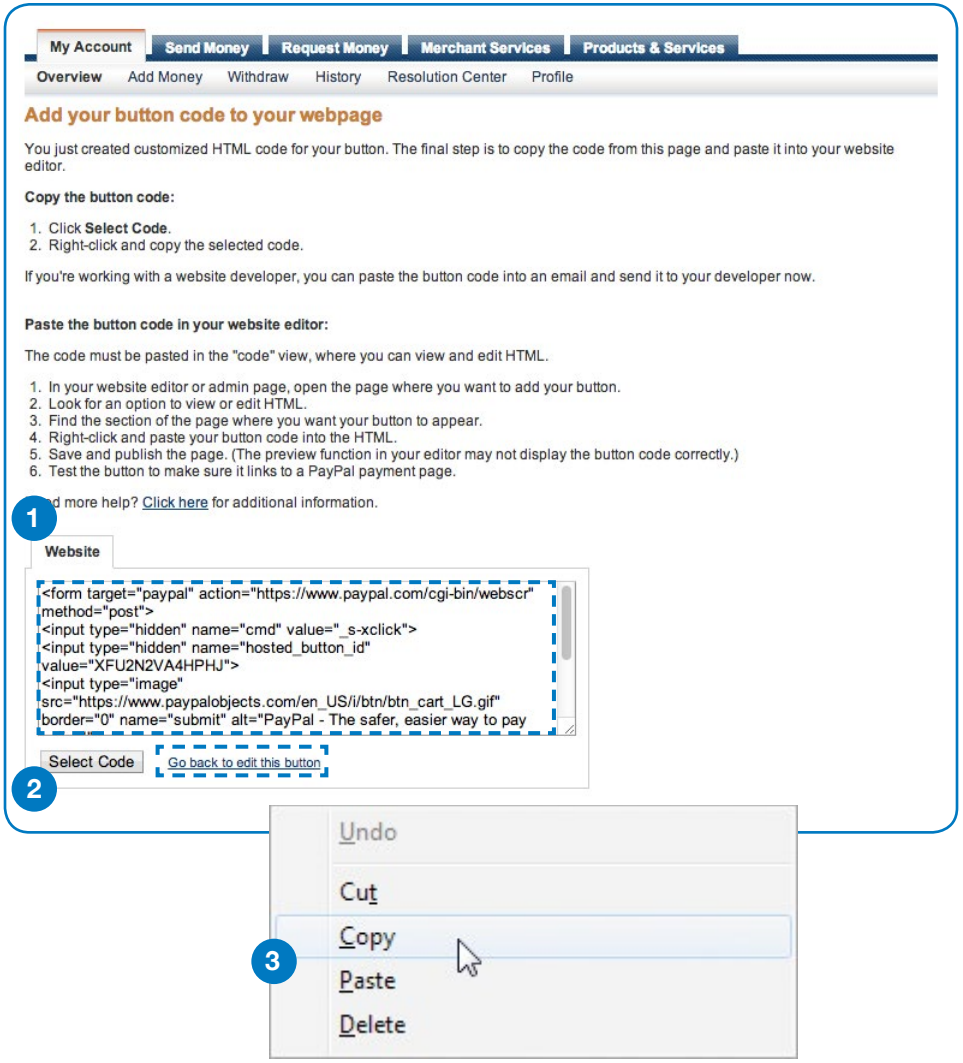
1. Button location—To begin, click the **Website** tab.

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.



# 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.**

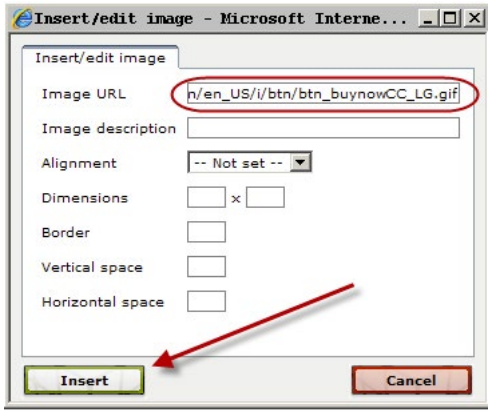
## Adding button code to WordPress

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

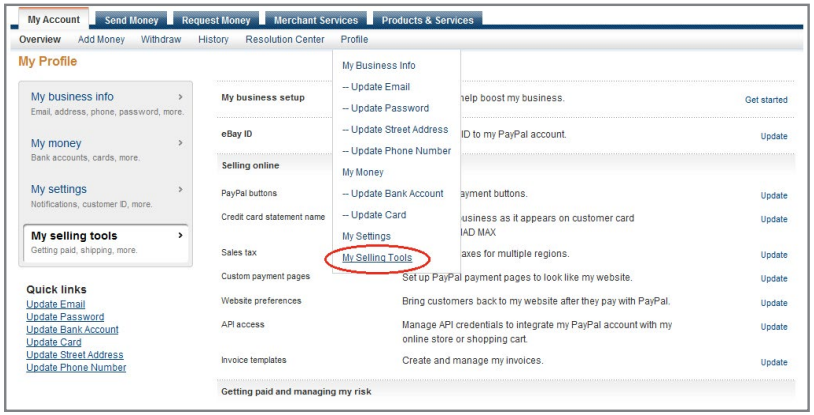
Click **this link** for specific instructions about adding or pasting HTML code for Yahoo Site Builder. Alternatively, contact Yahoo and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button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

# Initiate Billing Request

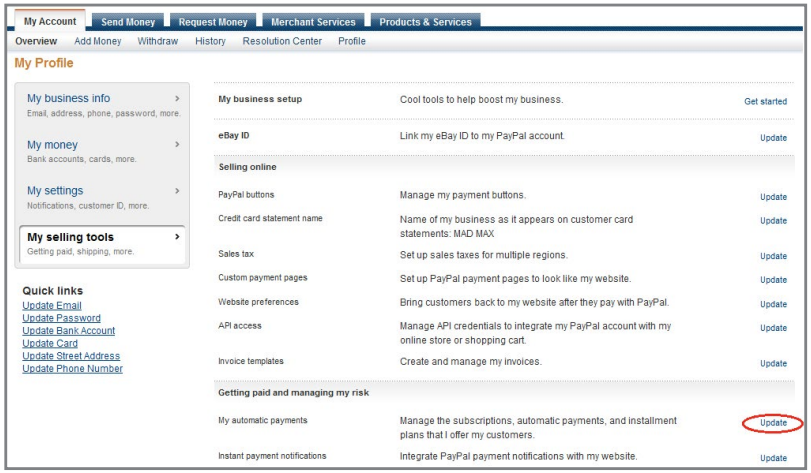
## Initiate Monthly Billing Request

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.

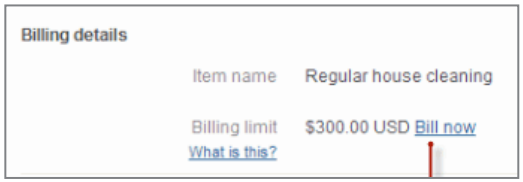



2. Click on **Update** to the right of **My automatic payments**.



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?**

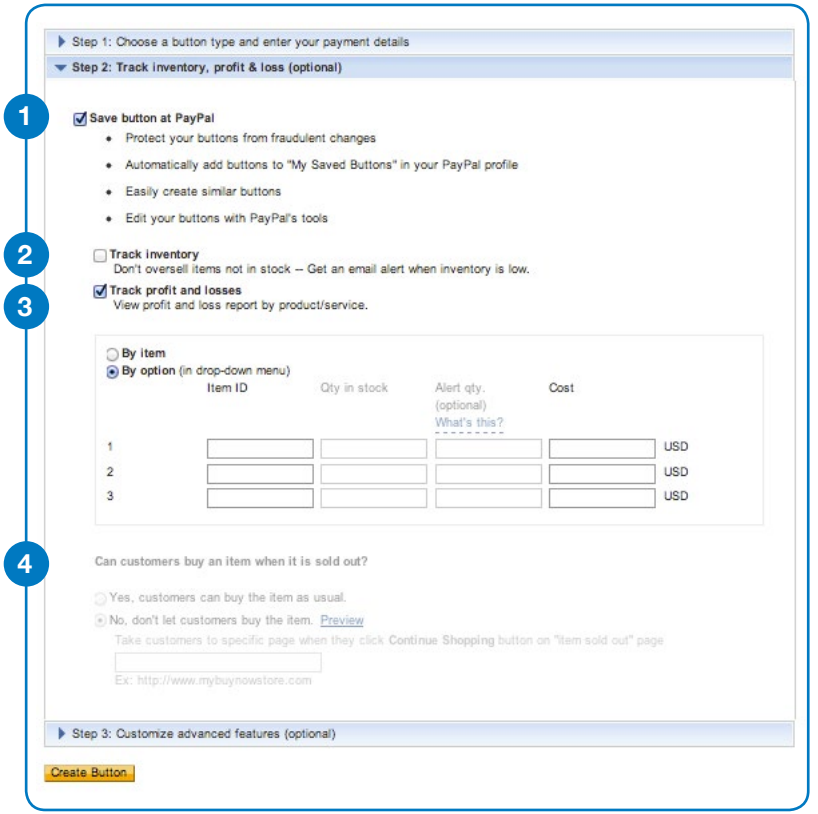
You can download the source code for PayPal and credit card company logos right **here**.

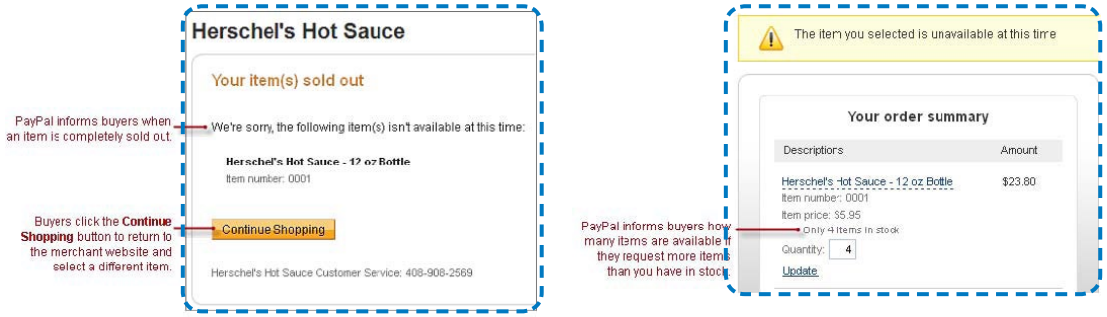
# Appendix

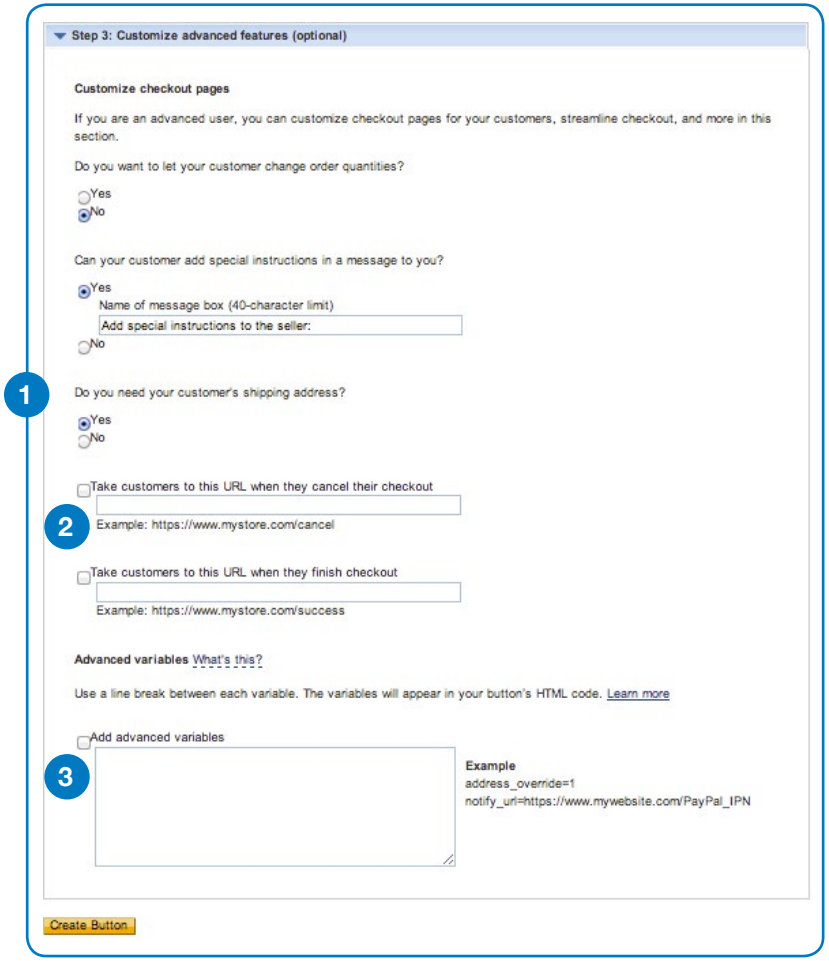
## Instructions for Advanced Button Features

**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.



**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.