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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 Buy Now button and start receiving money immediately.
3. 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
Step 1: Create your button

1. Choose a button type—To begin, choose Buy Now from the dropdown menu.

2. Item name—Type in the name of the item or service you’d like to sell. E.g., “Monogrammed Scarf.”

3. Price—Enter the price and select your currency.

   If you’re offering different options and prices, leave Price blank and fill out the Customize button section.

   If you need to allow your customers to enter their own price (e.g., if they’re paying for a custom invoice or service), then leave this blank and continue.

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.

4. Create button—When you’re done, click Create Button.
Step 1: Create your button (optional)

Optional steps for advanced buttons

1. **Item ID**—If appropriate, add the inventory ID or tracking number.

2. **Customize button**—Customize your button by clicking on any of the four options. At any point, click **Done** to see how your button looks in the *Your customer’s view* window.

   If you’re offering a service, you might want to change the text of your button to “Pay Now.” Select **Customize text or appearance** and then **Pay Now**.

3. **Shipping**—Enter your shipping charge.

   To allow your customers to update item quantities during the checkout process, go to the *Appendix* and follow the instructions in the *Customize advanced features* section.

4. **Tax**—Enter your tax amount.

   If you need more tax options or multiple taxable regions, leave **Tax** blank. Once you’ve added your button, go to *Sales Tax* within your PayPal profile and follow the instructions. See FAQs for more details.

5. **Account ID**—To minimize the risk of spam emails, choose **Use my secure merchant account ID**.

6. **More advanced button features**—See *Appendix* for instructions on button customization and tracking inventory, profit and loss.
Step 2: Copy your button or link
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.

If you’re creating a button for Facebook, you will need to use the email link provided on the next page.
Copy your button to your email or Facebook

1. **Button location**—To begin, click the Email 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 email.

If you’d like to make additional changes, click the Go back to edit this button link.
Step 3: Add your button or link
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 Facebook, 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 Buy Now button up and running.
You are now finished with the PayPal button page. For the third and final step, you need to open your email message. Once installed, we recommend you road-test your new link by clicking it and following the payment process.

Link or button?

The easiest way to accept payments in an email is by adding a website address link that your customers click to pay you. If you prefer to add a Buy Now button image, follow the extra steps here.

1. Open the email where you want to have the Buy Now link.
2. Add or paste the code you just copied directly into your email (Control+V for Windows, CMD+V for Mac—or right-click and choose Paste). When your customers click this link within the email, they go to a secure payment page that summarizes their order.

The email option is only available for PayPal buttons with no dropdown menu or additional text.

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

Adding the link to Facebook

Click here for more specific instructions on adding a link to your Facebook status, About Me section or as a Note. Alternatively, you can contact Facebook for assistance with getting your link 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 Buy Now 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 Buy Now 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 Buy Now button up and running.
FAQs
1. How do I calculate shipping costs?

Shipping costs are automatically calculated based on rates that you specify in your account profile. If you wish to override shipping calculations for an item (e.g., for heavier ones that cost more to ship), you can set up additional rates based on currency, region, shipping method and delivery time. You can also specify fixed amounts or fixed percentages.

1) Log in to your PayPal account
2) Click Profile near the top of the page
3) Select My Selling Tools
4) Locate Shipping calculations and click Update to the far right
5) Click Start under Set Up Domestic Shipping Methods or Set Up International Shipping Methods. If you’ve already set up shipping methods, you can click Add new shipping method or Add another shipping method
6) Select the currency and regions and then click Continue
7) Specify your preferences for shipping method, delivery time and shipping rate—and then click Continue
8) Review your selections and then click Save Shipping Methods.

To enable your shipping calculations, you must select Use settings saved in your PayPal profile within each PayPal button you have created. To offer free shipping, select Use specific amount and enter 0.00 as the amount. The HTML code in your shopping cart buttons under “Shipping” overrides the shipping methods in your Profile.

If you calculate costs by weight, you must enter the weight of each item within each Buy Now button.
2. How do I set up Sales Tax?
We can automatically calculate the correct amount for Sales Tax based on where your customers complete their order. If you wish extra flexibility in setting your tax amounts, follow these steps:

1) Log in to your PayPal account
2) Click **Profile** near the top of the page
3) Click on **My Selling Tools**
4) Locate **Sales Tax** and click **Update** to the far right
5) Choose to create either a new **Domestic** or **International** tax rate by clicking the **Add New Sales Tax** link in the appropriate region (Domestic/International)
6) Select the Country/State/Territory to apply the correct tax rate. You can choose multiple locations by holding down the **Ctrl** key and clicking each location
7) Enter the value to charge for tax as a whole or decimal number. Don’t include the percentage.
8) Check **Apply rate to shipping amount**
9) Click **Create Another** if you have multiple rates
10) Click **Continue**.

In most cases, tax rates will only apply to physical items being sold to buyers within your state. Contact your accountant with questions related to local tax laws and rates.

3. 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.

4. Can I allow my customers to enter item quantities?
Click [here](#) for instructions.
5. How do I create a “Pay Now” button?

Begin by creating a “Buy Now” button and select Customize text or appearance within the optional Customize button section. Then choose Pay Now from the Select button text dropdown.

6. 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.

7. 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.

8. 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. **Save button at PayPal**—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.
   - **By Item**—Track inventory regardless of product options selected by buyers.
   - **By option**—Track inventory by the product options you entered in the Customize button section.

Enter all the information requested and set your alert level.

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.
   - **By Item**—Track profit and loss regardless of product options selected by buyers.
   - **By option**—Track profit and loss by the product options you entered in the Customize button section.

Enter all the information requested.

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. Order quantities—Select this feature to prompt buyers for item quantities. Use with caution, because they could order more items than you have in stock.

2. Customer instructions—This allows your customers to include a message with their order, e.g., “Gift wrap if possible.”

3. Shipping address—Select “no” for items that don’t require shipping, e.g., digital goods.

4. 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.

5. 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.