



PayPal Button Guide

Installment Plan Buttons





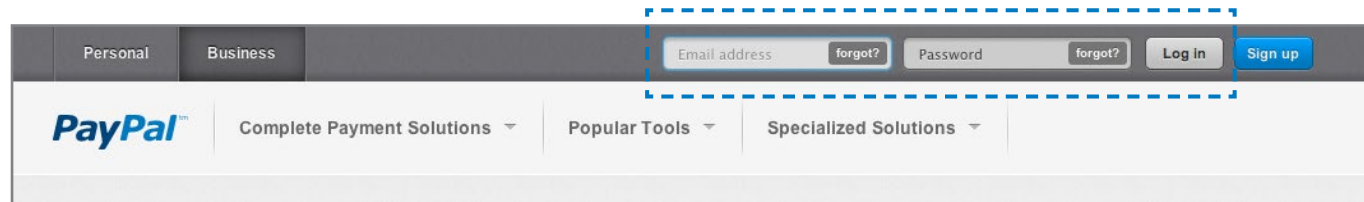
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How to get started

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.

The image shows two screenshots from the PayPal website. The left screenshot is a screenshot of the PayPal account management page. At the top, there are links for 'Log Out', 'Help', and 'Security and Protection'. Below the PayPal logo, there are navigation tabs: 'My Account', 'Send Money', 'Request Money', 'Merchant Services', and 'Products & Services'. Under 'My Account', there are sub-tabs: 'Overview', 'Add Money', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The 'Email' section is active, showing a 'Select Email Address' dropdown with 'nine-twelve@hotmail.com' selected. Below this are buttons for 'Make Primary', 'Confirm', and 'Remove'. At the bottom, there are links for 'About Us', 'Contact Us', 'Legal Agreements', 'Privacy', 'Fees', and 'Site Feedback (-)'. The right screenshot is an email from 'service@paypal.com' with the subject 'Activate Your PayPal Account!'. The email content includes: 'Confirm Your Email Address!', 'Hello UserTesting.', instructions to complete the account by clicking a link, and a 'Click here to activate your account' button. It also mentions that after confirmation, users can send money for free and use special tools. A sidebar on the right contains 'PayPal - The safer, easier way to pay' with bullet points: 'Use your credit card without exposing your card number to merchants.', 'Speed through checkout without stopping to enter your card number or address.', and 'Easily send money to family and friends.' Below this is a 'Fight fake emails' section with bullet points: 'Forward suspicious emails to spoof@paypal.com.', 'Make sure you're using the latest internet browser.', and '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.

Log Out | Help | Security and Protection Search

PayPal

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 [PayPal 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 [Which button should I choose?](#)

Installment Plan

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

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

Currency

USD



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**.

PayPal Seller Protection is here to keep you covered. [LEARN MORE](#)

PayPal balance: **\$0.00 USD**
Take advantage of all your FREE features on your PayPal account. [LEARN MORE](#)

My recent activity | [Payments received](#) | [Payments sent](#) | [View all of my transactions](#)

My recent activity - Last 7 days (Oct 26, 2012-Nov 2, 2012)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross
-No New Items-							

My account tools

- [My Business Setup](#)

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[Information about FDIC pass-through insurance](#)



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.

Log Out | Help | Security and Protection

PayPal

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

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

My Payment Solution: PayPal Payments Standard
 However you do business, PayPal gets you paid. Explore all you can do with your account below.

Accept payments on your website

[Buy Now](#) [Add to Cart](#) [Subscribe](#)

Create payment buttons for your website

Connect PayPal to your shopping cart

Quick links

- My saved payment buttons
- Manage my invoices

Tools and settings

- Customize my buyers' experience
- Manage users
- Process orders
- Get PayPal logos for my site
- Set my tax rates

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](#)

Sign Up | Log In | Help | Security and Protection

PayPal

Home | Personal | Business

Get to Know PayPal | Pay Online | Send Money | Get Paid | Products & Services

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

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-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.		
Add to Cart	Allow customers to choose one or more items for a single checkout.		
Donate	Let customers choose a fixed or variable donation amount.		
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.		
Installment Plans	Let customers pay for items using flexible multiple payments.		
Subscription	Offer subscriptions or other recurring payments for items like magazine subscriptions or club memberships.		

Step 1: Create your button

- 1 **Choose a button type**—To begin, choose **Installment Plan** from the dropdown menu.
- 2 **Item name**—Type in the name of the item or service you'd like to sell. E.g., "Kitchen remodel."
- 3 **Currency**—Enter your currency.

Log Out | Help | Security and Protection Search

PayPal

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Create a PayPal payment button

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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 [Which button should I choose?](#)

Installment Plan

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

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

Currency

USD

4 **Set up your button**—Choose one of three plan options and fill out the details.

Pay in full—Use this option to let customers pay with a single payment.

Offer equal installments at regular intervals—Customers pay the same amount each month.

Offer variable installments at irregular intervals—Use this option to let customers pay a different amount each month and/or pay on an irregular schedule.

At any point, you can click **Done** to preview your button configuration in the **Your customer's view** pane to the right.

The first payment can be collected at checkout or deferred, while the final payment must be made within one year of checkout. You can include tax and shipping in the total amount but do not include interest.

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 **Plan ID**—Add the plan ID if you offer different kinds of installment 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 **Add another Installment Plan**—You can offer your customers one or more plan options with a single button.
- 4 **Account ID**—To minimize the risk of spam emails, we recommend you keep the **Use my secure merchant account ID** option checked.
- 5 **More advanced button features**—See [Appendix](#) for instructions on button customization and tracking inventory, profit and loss.

Create a PayPal payment button

PayPal payment buttons are an easy way to accept payments without startup fees. Check the [PayPal 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 Which button should I choose?
 ▼

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

Item name Installation Plan ID (optional) What's this?

Currency ▼

Set up your button Your customer's view [Example](#)

Set up Installment Plan Option 1

Pay in full [What's this?](#)

Offer equal installments at regular intervals [What's this?](#)

Description [What's this?](#)
 For Example, "Rent" or "Housekeeping"

Bill every ▼ week(s) ▼

Start payments *
 At checkout
 After ▼ week(s) ▼

Amount	Cycles*	Total
<input type="text"/> USD	<input type="button" value="1"/> ▼	\$0.00 USD

[Set a different amount for the first payment only](#)

* We calculate payment dates starting from the initial checkout date. You can specify a maximum of 4 installments. All payments must be completed within 1 year of checkout. Charging interest isn't permitted.

Offer variable installments at irregular intervals [What's this?](#)

2 [Add another Installment Plan](#)

Show total amount in my customer's view

[Customise text or appearance \(optional\)](#)

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

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

3 [Step 2: Track inventory, profit & loss \(optional\)](#)

[Step 3: Customize advanced features \(optional\)](#)

4 **5**

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 Installment Plan code to an email—It's not possible to send Installment Plan payment requests as a link in email.

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

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

Add your button code to your webpage

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.

Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

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.

Need more help? [Click here](#) for additional information.

1 **Website**

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="XFU2N2VA4HPHJ">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_cart_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay
```

2 **Select Code** | [Go back to edit this button](#)

3 **Copy**

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

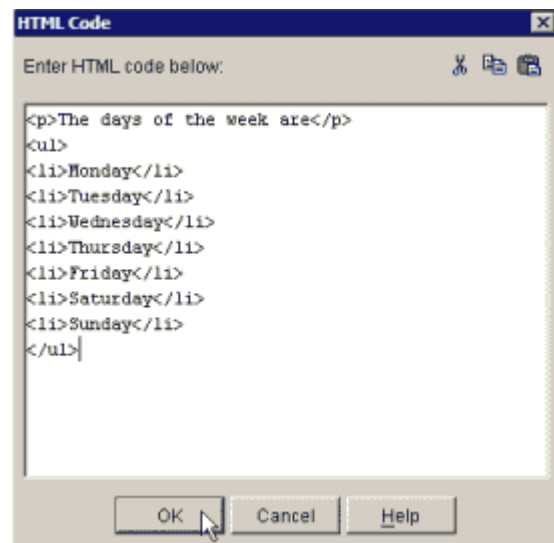
Each website code editor will have its own instructions for adding or pasting HTML code. Here are the instructions for [WordPress](#), [Joomla](#) and [Yahoo Site Builder](#). For all other companies, log in to your website account and look for the option to add or paste HTML code into your webpage.

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

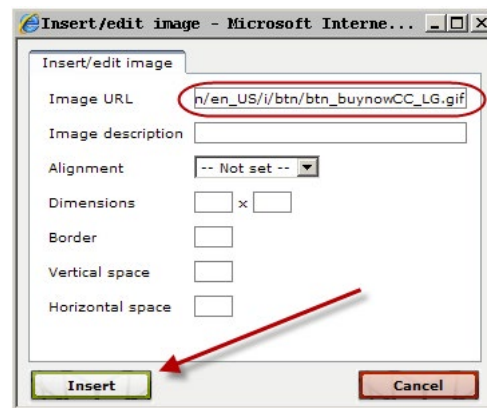
Click [this link](#) for specific instructions about adding or pasting HTML code for WordPress. Alternatively, contact WordPress and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up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

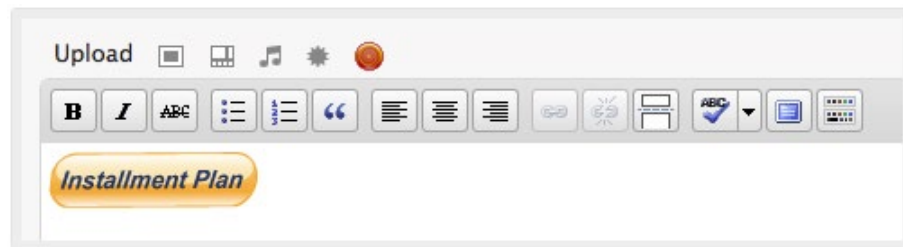
Click [this link](#) for specific instructions about adding or pasting HTML code for Joomla. Alternatively, contact Joomla and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.



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.



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 **Track inventory**—To activate the inventory feature, check this box and enter the details we'll use to track inventory for your item.
- 2 **Track profit and losses**—To activate this feature, check the box and enter the details we'll use to track inventory for your item.

The screenshot shows the configuration interface for Step 2. It includes the following elements:

- Step 2: Track inventory, profit & loss (optional)** (expanded)
- Save button at PayPal**
 - 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**
Don't oversell items not in stock – Get an email alert when inventory is low.
- Track profit and losses**
View profit and loss report by product/service.
- Radio buttons for tracking method:
 - By Item
 - By option (in drop-down menu)
- Table for tracking details:

	Item ID	Qty in stock	Alert qty. (optional) What's this?	Cost	
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
- Can customers buy an item when it is sold out?
 - 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 (optional)** (collapsed)
- Create Button** button

Herschel's Hot Sauce

Your item(s) sold out

We're sorry, the following item(s) isn't available at this time:

Herschel's Hot Sauce - 12 oz Bottle
Item number: 0001

Continue Shopping

Herschel's Hot Sauce Customer Service: 408-908-2569

PayPal informs buyers when an item is completely sold out.

Buyers click the **Continue Shopping** button to return to the merchant website and select a different item.

The item you selected is unavailable at this time

Your order summary

Descriptors	Amount
Herschel's Hot Sauce - 12 oz Bottle Item number: 0001 Item price: \$5.95	\$23.80
Only 4 items in stock	
Quantity: <input type="text" value="4"/>	
Update	

PayPal informs buyers how many items are available if they request more items than you have in stock.

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

 Example: https://www.mystore.com/cancel

Take customers to this URL when they finish checkout

 Example: https://www.mystore.com/success

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

Example
 address_override=1
 notify_url=https://www.mywebsite.com/PayPal_IPN

Create Button