



PayPal Button Guide

Subscribe Buttons





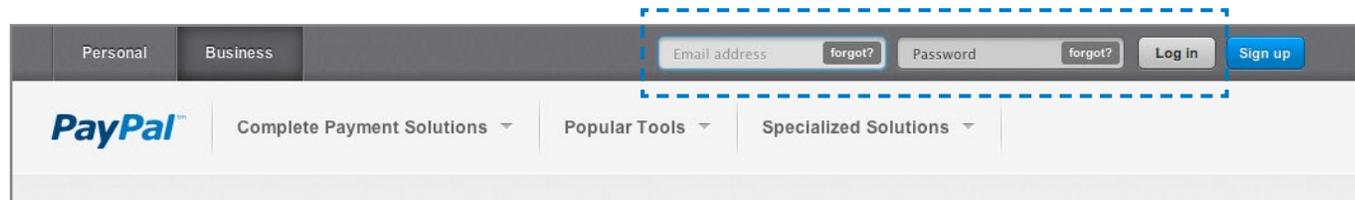
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How to get started

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 Buy Now button and start receiving money immediately.

The image shows two screenshots from a PayPal account. The left screenshot is the 'Email' settings page in the PayPal account manager. It shows a list of email addresses with 'nine-twelve@hotmail.com' selected. Below the list are buttons for 'Make Primary', 'Confirm', and 'Remove'. The right screenshot is an email from 'service@paypal.com' with the subject 'Activate Your PayPal Account!'. The email body contains instructions to confirm the email address by clicking a link and logging in. A sidebar on the right of the email contains tips for using PayPal and fighting fake emails.



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**.

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.

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

My Business Setup

Welcome to the My Business Setup page. Here you'll find everything you need to set up and manage your PayPal payment solutions.

My payment solution

Set up my payment solution

PayPal offers you different ways to get paid. We'll explain your options and help you get started. **Start Now**

Your payment solution: **PayPal Payments Standard**

Customize my buyer's experience

Customize PayPal payment pages, adjust customer service settings, and much more. **Customize**

The name that appears on your buyer's bank statements is: PAYPAL*NINE TWELVE

Managing my business

Manage my money

Link your bank account, lift the initial limits set on your PayPal account, and much more. **Get Money**

Initial account limits:
Sending limit: \$500.00 USD
Withdrawal limit/month: \$500.00 USD

Process my orders

Orders come in, orders go out. We can help you through the entire process. **Process Orders**

My bookkeeping

Keep your books in order with accounting and reporting tools. **View Reports**



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.

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

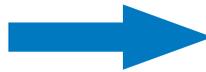
- Create payment buttons for your website
- Connect PayPal to your shopping cart

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.

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.

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 **Subscriptions** from the dropdown menu.
- 2 **Item name**—Type in the name of the subscription or service you'd like to sell. E.g., "Gardening Service."
- 3 **Currency**—Enter your currency.
- 4 **Billing amount**—Enter the amount you wish to bill your subscribers for each billing cycle. This payment is made from their PayPal accounts at the beginning of each cycle.

If you're offering different options, prices and billing cycles, leave **Price** blank and fill out the **Customize button** section.

- 5 **Billing cycle**—Set up your billing cycle using the dropdown menus. If you customized the button with prices, then this field is disabled.
- 6 **End of cycle**—Select the length of the billing cycle. If you customized the button with prices, then this field is disabled.

Optional steps for advanced buttons—The other sections 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.

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

PayPal

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

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

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. 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

1 Choose a button type [Which button should I choose?](#)
Subscriptions

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

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

3 Currency
USD

Customize button

Add a dropdown menu with prices and options [Example](#)

Add a dropdown menu [Example](#)

Add text field [Example](#)

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

Your customer's view

Subscribe

Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

4 Billing amount each cycle
USD

5 Billing cycle
1 month(s)

6 After how many cycles should billing stop?
Never

I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my 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 **Subscription ID**—Add the subscription ID if you offer different kinds of transactions, such as monthly and annual billing periods.
- 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 **User names and passwords**—Select this feature to generate usernames and passwords that customers can use to access member-only content.

Subscriptions Password Management is not required to use PayPal Subscriptions and Recurring Payments. This feature requires installing a script on your server, so please ignore this feature if you're not comfortable writing or editing script.

Subscriptions Password Management and Auto Return cannot be used together.

- 4 **Trial period**—Select this option to offer trial periods at no charge or at a discount compared to the regular billing amount. Then enter your trial period 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.

PayPal

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

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

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. 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: Subscriptions [Which button should I choose?](#)

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

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

Currency: USD

2 **Customize button**

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)
- [Customize text or appearance](#) (optional)

Your customer's view

Subscribe

3 Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required](#).
Auto Return is not compatible with this feature.

Billing amount each cycle: USD

Billing cycle: 1 month(s)

After how many cycles should billing stop? Never

4 I want to offer a trial period

5 **Merchant account IDs** [Learn more](#)

- Use my secure merchant account ID
- Use my primary email address nine-twelve@hotmail.com

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

Create Button

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.

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 Email

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

Buyer's View

Subscribe

Select Code Go back to edit this button

2

3

Undo

Cut

Copy

Paste

Delete

Copy your button to your email

- 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.

The screenshot shows the PayPal user interface. At the top right, there are links for 'Log Out', 'Help', and 'Security and Protection', along with a search box. 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 main heading is 'Add your button code to your webpage'. Below this, there is a paragraph explaining that the user has created customized HTML code and needs to copy it to their website editor. There are two sections: 'Copy the button code:' and 'Paste the button code in your website editor:'. The 'Copy the button code:' section has two steps: 1. Click **Select Code**. 2. Right-click and copy the selected code. The 'Paste the button code in your website editor:' section has six 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. Below the instructions, there is a 'Need more help?' link. A context menu is shown over the code, with the 'Copy' option highlighted. The code is a long URL starting with 'https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=MXVUDHLCWQGEW'. The context menu has options: 'Undo', 'Cut', 'Copy', 'Paste', and 'Delete'. A blue circle with the number '3' is next to the 'Copy' option. Another blue circle with the number '2' is next to the 'Select Code' button. A blue circle with the number '1' is next to the 'Email' tab.

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 Subscribe 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.

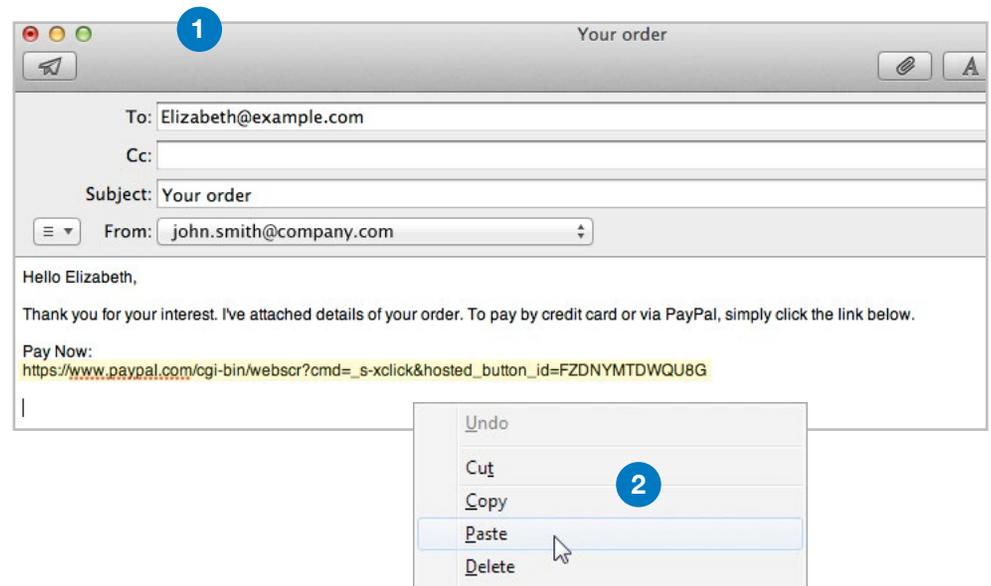
Link or button?

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 Subscribe button image, follow the extra steps [here](#).

- 1 Open the email where you want to have the Subscribe link.
- 2 Add or paste the code you just copied directly into your email (**Control+V** for Windows, **COMMAND+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 above instructions are for adding a Subscribe link to your email. Adding a Subscribe button image involves extra steps [here](#). (shown using a Buy Now button as an example).

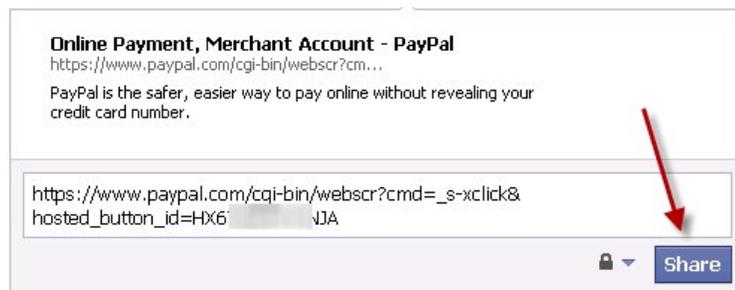
The email option is only available for PayPal buttons with no dropdown menu or additional text.



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

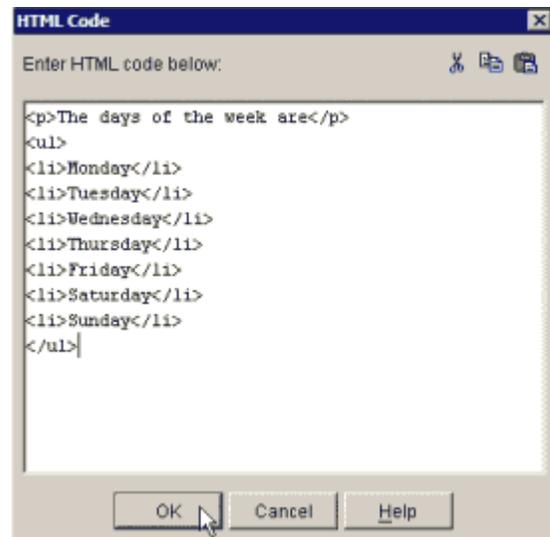
Click [here](#) for more specific instructions on adding a link to your Facebook status, About Me section or as a Note. Alternatively, you can contact Facebook for assistance with getting your link up and running.



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

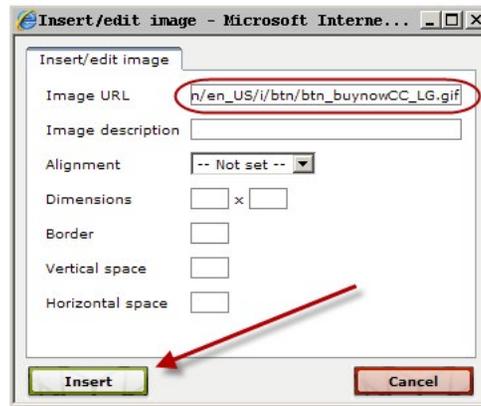
Click [this link](#) for specific instructions about adding or pasting HTML code for WordPress. Alternatively, contact WordPress and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up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

The screenshot shows the configuration steps for tracking inventory and profit/loss. It includes checkboxes for saving the button at PayPal, tracking inventory, and tracking profit and losses. A table for tracking inventory by option is also visible.

Item ID	Qty in stock	Alert qty. (optional) What's this?	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

This screenshot shows a message indicating that the item is sold out. It includes a 'Continue Shopping' button and customer service information.

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.

This screenshot shows an order summary for a purchased item, including a description, price, and quantity. It also indicates that the item is unavailable at the time of purchase.

The item you selected is unavailable at this time

Your order summary

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

Only 4 items in stock

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

3

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

Create Button