WEBSITE PAYMENTS STANDARD

Quick Start Guide

CONTENTS

PayPal™

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Quick Start Guide

GETTING STARTED WITH PAYPAL

This guide will provide you with the basic information and best practices guidelines you'll need to integrate Website Payments Standard on your website. It is intended for you, the merchant, to help you create an online shopping experience that can increase sales and customer loyalty by building a checkout process that is fast, easy and intuitive.

For comprehensive integration information, see the Website Payments Standard Integration Guide.

WHAT IS WEBSITE PAYMENTS STANDARD (WPS)?

PayPal Payments and Credit Card Acceptance

Website Payments Standard includes everything you need to set up online payments on your website and accept credit cards and PayPal payments. Buyers pay by entering their payment information on secure PayPal pages and can choose to pay with their PayPal account or credit cards. And, PayPal takes care of collecting and securing the cardholder information.

With Website Payments Standard, the checkout flow is hosted on PayPal pages. You simply add a PayPal payment button, which uses HTML code, to your website. When buyers click the PayPal button, they are directed to PayPal and prompted to either login to their PayPal account or enter a credit card. If they have a PayPal account, they can select their billing and shipping information. Whether they pay by PayPal or credit card, the transaction is completed on PayPal's pages. After the transaction is completed, the buyer is returned to your website.

You can also add buttons to your website for different kinds of payments (Buy Now, Add to Cart, and Subscribe).

WAYS TO INTEGRATE WEBSITE PAYMENTS STANDARD

Depending on your business requirements, you can integrate Website Payments Standard in the following ways:

1. If you are selling very few products on your website and have a shortage of technical resources, use PayPal buttons. You can easily create PayPal buttons using our Button Factory, which will give you the HTML code to paste into your web pages.

2. If you sell a large number of products and do not have a PayPal pre-integrated shopping cart, a custom integration will allow you to tailor the checkout experience to your site and your buyers. A custom integration does require some programming knowledge.

DESIGNING A GOOD CHECKOUT FLOW WITH WEBSITE PAYMENTS STANDARD

This section provides best practices and integration steps for implementing a smooth checkout process for your customers designed to ensure you maximize your sales and minimize checkout abandonment.

INTEGRATION USING PAYPAL BUTTONS

Choose Your Payment Buttons

The start of the checkout process is when your buyer selects merchandise or services to purchases. Website Payments Standard gives you several options to turn your website into an online store. Start by choosing the button that is appropriate for your website:

BUY NOW

Use Buy Now buttons to accept single-item purchase payments.

- A Buy Now button can sell one or more units of a single item.
- A Buy Now button can be placed on each of your product details pages.
- Create additional Buy Now buttons for each item you sell.
- Buy Now buttons are good to use when you don't have shopping cart functionality on your website.

ADD TO CART

Use Add to Cart buttons to provide your buyers with a way to select multiple items on your website and pay for them with a single payment.

BUYERS CLICK:
- Add to Cart buttons to add items to the PayPal Shopping Cart.
- View Cart buttons to review the items in their carts before they check out and make their payments.

SUBSCRIBE

Use Subscribe buttons to bill buyers on a regular basis, collect membership dues, set up installment plans, and offer other subscription services.

Creating Your Buttons

To create any of these Website Payments Standard buttons, use the PayPal Button Designer. You can find the Button Designer by logging into your PayPal account, clicking the Profile subtab, and then clicking the PayPal Buttons Update link under the Selling Preferences section.

The PayPal Button Designer will provide you with the needed html code to copy and paste on your website. For more information on creating buttons, including advanced functionality such as offering product options, shipping and tax calculations, and tracking inventory, please see the Website Payments Standard Integration Guide.
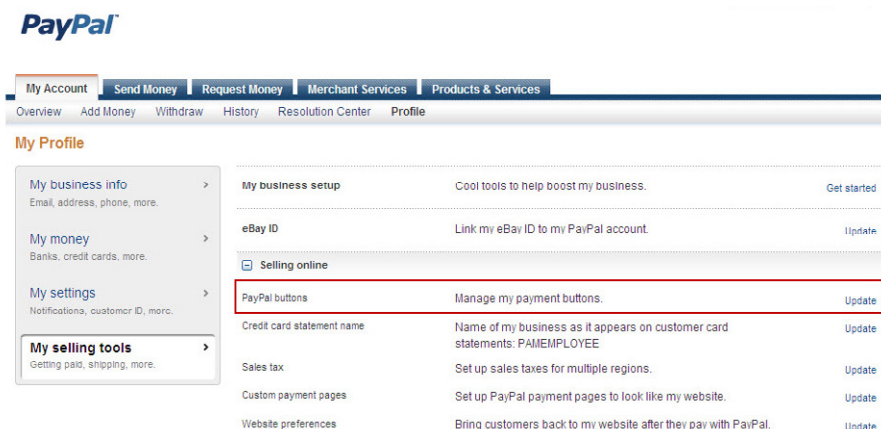
Custom Integrations

If you would like to do a custom integration to better tailor Website Payments Standard for your business, use the Cart Upload command to pass the contents of a shopping cart to PayPal for checkout and payment processing. On your website, calculate the total payment amount including shipping, taxes, etc. and send the final amount to PayPal to process. If you collect billing information about your buyer on your website, you can pre-populate the same information on the PayPal pages using HTML variables.

Please refer to the section "Third-Party Shopping Carts – The Cart Upload Command" in the Website Payment Standards Integration Guide.

> Note: If you are using a 3rd-party shopping cart or an online store provided through an ecommerce provider for your website, you may need to grant API access to integrate your PayPal account with your shopping cart or online store. Check with your provider for details. To manage API access, log into your PayPal account, choose **Profile**, then **My Selling Tools**, and **API access** in the Selling Online section.

BEST PRACTICES FOR CHECKOUT PAGES ON PAYPAL

Button Placement Guidelines

The guidelines below will help you provide your buyers with a clear call to action to initiate their payment and will help reassure your buyers that you use a secure and reliable payment processor.

- Placement – Keep the PayPal Payment Button visible and close to the item to be purchased. Additionally, display the payment button below or to the right of the item.

Example of Buy Now Button

Example of Add to Cart Button

- **Single call to action** – Reduce buyer confusion by offering a clear navigation for purchase and checkout.

- **Eliminate unnecessary content** – Do not add potentially confusing text or images around the Payment Button including any unnecessary legal texts and warnings.

- **Use View Cart Buttons** – When integrating the Add to Cart buttons, display the View Cart button on every page so buyers can easily view the contents of their shopping cart.

Note: if you are using a 3rd-party shopping cart, you will not need to create payment buttons. Please refer to the next section "Additional Ways to Integrate Website Payments Standard" for more information.

Once buyers click the payment button on your website, they are redirected to PayPal to complete their transactions. PayPal has identified specific elements which can help you optimize the checkout experience and get the most out of using PayPal. These elements were identified through years of A/B testing, industry research and qualitative studies with merchants and buyers. Implementing these guidelines can:

- Result in higher sales conversions.
- Create an online shopping experience that can increase sales and customer loyalty.
- Build a checkout process that is fast, easy and intuitive.

The following easy steps can help you optimize your checkout flow and increase conversion by improving your buyer experience.

1. Provide a "What is PayPal?" link when using any PayPal banner, button or placement. Explaining what PayPal is will help new buyers understand the benefits of choosing PayPal. You can find the html code for the "What is PayPal?" here.

2. Pass your store logo and business name to the PayPal login and review pages. Passing your store logo and business name to be displayed on PayPal checkout pages creates a more seamless transition for your buyers and reassures them that they are still in your checkout flow. To set up this feature, log into your PayPal account, choose Profile, then My Selling Tools, and Custom payment pages, and select to add a new page style.

Note: Ensure that your logo is stored on a secure server so that your buyer's web browser does not display a message that the payment page contains nonsecure items.

3. Pass line item details to PayPal, including the breakdown of items and total purchase costs. Passing line item details also helps create a seamless transition from your site to the PayPal checkout flows and makes buyers feel more confident in their transactions because they can see their purchase details from start to end.
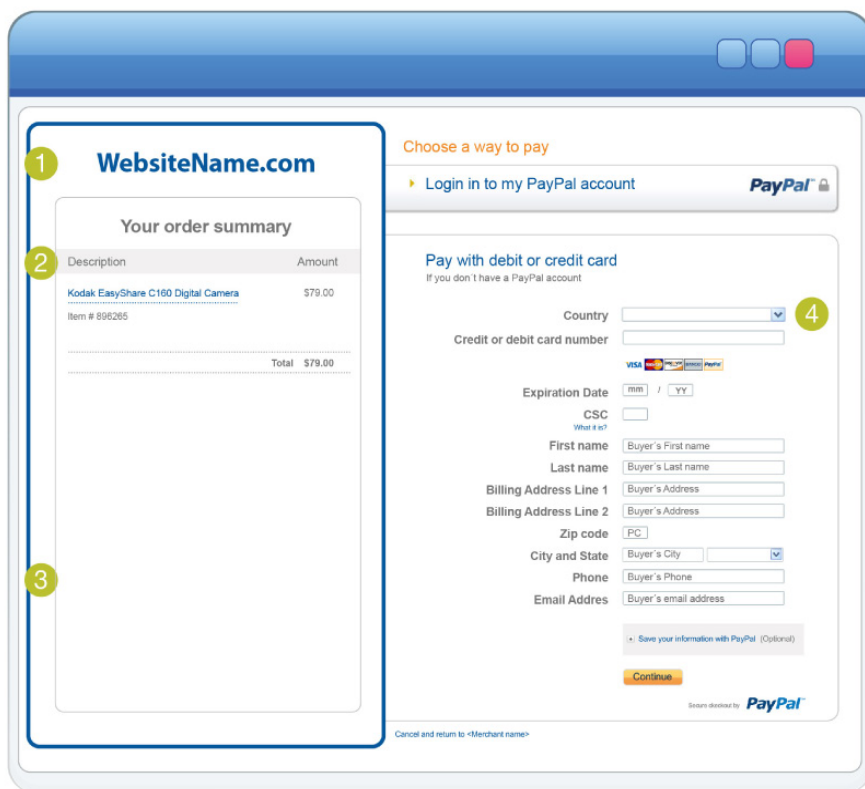
4. Customize the PayPal Payment Pages to match the style of your website. You can tailor PayPal's payment pages to match the style of your website and give buyers a seamless payment experience. Choose custom page colors and add images to make PayPal's payment flow yours. To customize the PayPal payment pages, log into your PayPal account, choose Profile, then My Selling Tools, and then Custom payment pages under the Selling Online section.

5. Create a customer service message for your buyers. You may wish to provide your customer service policy, phone number, summarize your return policy or include a note about how you handle customer service inquiries. To create a customer service message, log into your PayPal account, choose Profile, then My Selling Tools, and then Customer Service Message in the Getting Paid and Managing My Risk section.

6. Pass any customer information you collect to PayPal to pre-fill billing information. If your website collects customer information about your buyer, you can pass that information to PayPal to pre-populate the corresponding customer information fields, saving your buyer time in having to re-enter their information.

7. Provide an auto-return URL. Use an auto-return URL to bring buyers back to your website immediately after they complete their payments. To provide a return URL, log into your PayPal account, choose Profile, then My Selling Tools, and then Custom payment pages under the Selling Online section.

8. Set the credit card statement name. Ensure your business name or website name is set correctly to show up on your buyers' credit card statements to avoid any confusion and potential chargebacks. To set the credit card statement name, log into your PayPal account, choose Profile, then My Selling Tools then Credit Card Statement Name under the Selling Online section.

You can customize the PayPal payment pages to provide a seamless experience for your buyers. Be sure to:

1 Pass your store logo and store name to PayPal to display.

2 Pass full line item details, including the breakdown of items and total costs.

3 Customize colors to match your website.

4 Pre-populate billing fields with any customer information your website collects.

MANAGING ORDERS

This section describes some of the tools PayPal provides to help you manage orders from your buyers.

Account Overview/Transaction Details Page

PayPal provides an Account Overview Page where you can view transaction details and payment information. This page can help you:

- Search for a specific transaction using a variety of filtering options, or view all your transactions with a running balance.

- Stay informed – Messages entered by buyers as part of the checkout flow show up in your transaction records.

- Reconcile rapidly – Download transactions directly from your Account History page in Comma- and Tab-delimited formats, and reconcile with other systems as needed.

- Track shipments you make, including date shipped.

Issue a Refund for a Purchase, if needed

You can send a refund within 60 days of receiving a payment. Refunds are available only for transactions involving goods and services.

- You can send a full or partial refund.

- Your original transaction fee is credited to you. When issuing partial refunds, a portion of the fee is credited.

- To begin the refund process, log in to your PayPal account, click the Historical tab, select the payment in question, click Details and then click Issue Refund.

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TESTING YOUR INTEGRATION

To test your integration, PayPal provides a Sandbox for you to use to ensure that your integration is working properly before releasing it to your buyers. The Sandbox environment is a duplicate of the live PayPal environment, except no money changes hand. You will need to sign up for a Sandbox account in order to use this environment. For more information and to sign up for a Sandbox account, please see the PayPal Sandbox Guide.

DOCUMENTATION

ONLINE RESOURCES

Website Payments Standard Integration Guide (online)

HTML Variables for Website Payments Standard

Instant Payment Notification Guide

PayPal Sandbox guide

Setting Account Preferences