

# HOW TO INTEGRATE A PAYPAL BUTTON INTO YOUR WEBSITE

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WORKS

## INTRODUCTION

Congratulations, you have done all the hard work of creating a sales page and a download page and are about to go live. All you need to do is to insert a *Buy It Now* Paypal Button that links to your download page.

Don't you dare let this task daunt you in anyway! I am about to lead you by the hand and take you screen shot by screen shot through exactly what you need to do.

Once you have gone through and learnt this process you will be adding Paypal *Buy it Now* buttons here, there and everywhere with complete confidence and ease.

## WHAT YOU WILL NEED FOR THIS SIMPLE PROCESS

- This ebook
- An already written sales page
- A download page with a link to your download product
- Paypal account
- HTML Editor to make it easier to insert your Paypal *Buy it Now* Button

### **A couple of notes before we begin:**

Please read the entire process through before putting into action, as you might want to make some optional changes to your profile. If you do this whilst creating your button you can lose all the information you have inputted so far and have to start again. Believe me this can be really annoying!

Also it is good to have an idea of what to do before you start as Paypal can time you out and log you off your account - once again you will have to start again. When you have read through this guide you will be more than prepared and timing out will not be something that bothers you.

As for HTML editors – they all do the same things – I use Frontpage mostly, sometimes others. Whether you use Xsite Pro, Dreamweaver or whatever, these instructions should work just as well for you.

## STEPS ON PAYPAL

(1) Log onto Paypal – <https://www.paypal.com>, sign into your account, log in and we are ready to start.



Welcome	Send Money	Request Money
---------	------------	---------------

**Member Log-In** [Forgot your email address?](#)  
[Forgot your password?](#)

Email Address

Password

(2) Click on *Merchant Tools*



[Log Out](#) | [Help](#) | [Security Centre](#)

My Account	Send Money	Request Money	Merchant Tools	Auction Tools	
Overview	Add Funds	Withdraw	History	Resolution Centre	Profile

(3) Scroll down the page until you see this section and select 'Buy Now Buttons'.

4 powerful solutions to meet your business needs.

### PayPal Website Payments Standard

This is a quick and easy way to start accepting credit card-funded payments online. A simple integration into your shopping cart allows your customers to pay securely and easily.

[Learn more](#) | [Technical overview](#) | [Compare](#)

#### Key Features

- [PayPal Shopping Cart](#)
- [Integrated Shopping Carts](#)
- [Buy Now Buttons](#)
- [Subscriptions & Recurring Payments](#)
- [Donations](#)
- [Gift Vouchers](#)
- [View all features](#)

(4) Scroll down to Step 1 and click on the 'Buy Now Button' Link.

### Website Payments Standard: Single-Item Purchases

#### PayPal Buy Now Buttons

For single-item purchases, PayPal recommends Buy Now Buttons. With PayPal Buy Now Buttons, you don't even need a shopping cart. This feature is simple to integrate into your website, and your customers can pay you instantly – much faster than with cheques or money orders.

To use Website Payments Standard, you need a Premier or Business account.

#### More Information

- [Features](#)
- [Website Payments Standard Integration Guide \(PDF\)](#)

**Need help?** [Choose a developer](#) to integrate PayPal on your website.

#### Step 1: Implement Buy Now Buttons

PayPal recommends the use of Buy Now Buttons if your customers purchase only one item per order. To use PayPal's Buy Now Buttons, follow these simple steps:

- After logging in to PayPal, go to the [Buy Now Button](#) page.

(5) You will now be on this page where you need to start filling in details about your product.

## Buy Now buttons

[See Demo](#)

Sell individual items on your website by creating a customised payment button.

[More Resources](#)  
Techniques, examples,  
demos & more.

## Create Buy Now button

### Item details

<b>Item name/service:</b>	<input type="text" value="Break Into Internet Marketing Report"/>
<b>Item ID/number:</b> (optional)	<input type="text" value="Break Into Internet Marketing Report"/>
<b>Price:</b>	<input type="text" value="5"/>
<b>Currency:</b>	<input type="text" value="US Dollars"/> ?
<b>Buyer's default country:</b>	<input type="text" value="United Kingdom"/> ?
<b>Weight:</b> (Optional)	<input type="text"/> <input type="text" value="Lbs"/> ?

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

**Item name / Service:** This is where you enter in the name of the product or service you wish to sell. If nothing is entered here the customer will have the option of filling it in themselves at the time of purchase. This could get confusing for fulfilling the order so it is recommended that you enter something here.

**Item ID/Number:** If you have a tracking number or ID, write it in here. This is what the customer will see when they look at their transaction details on their Paypal account. Once again this is optional.

**Price:** Enter the price of your product here. If nothing is entered here the customer will be given the option of filling it out on the payment page. It is best that you do enter something here to ensure that you get the right amount. Some marketers leave this option blank so that people can choose what they want to pay for the product offered.

**Currency:** This is where you choose the currency that you want. As a general unwritten rule people use US dollars.

**Buyer's Default Country:** You need to choose a country like the United States or United Kingdom if you want the Paypal Login or sign in page to be in English.

So if you want these pages to display in another language select a country where that language is spoken.

**Weight:** As this is a digital product we do not need to worry about adding anything here.

(6)a The next section you will see is choosing a button to add to your sales page. If you don't like the default button select 'Choose a different button'.

### Choose a button to copy to your website (optional)

Buy Now  Choose a different button

Customise your button by entering the URL of any image on your website.

Yes, use my custom image

Button Image URL:  ?

(6)b As you can see there are a few different buttons to choose from so you have a choice as to which one would look best on your website. I personally like the 'Paypal Click Here to Buy' and 'Click here to Pay' ones the best as they do what it says on the tin!

### Single-Item Buttons

#### Choose a button to put on your website (optional)



Continue

(6)c Please note if you have your own image that you want to select as the Buy Now button you can add the Button image URL at this stage. Only use this option if your image is hosted on a secure server otherwise your buyer's browser will show a message that the payment page has insecure items on it.

(7)a Here is where you have the option of encrypting the HTML in your *Buy in Now* Buttons. I (and Paypal) would recommend that you say 'yes' to encrypting your code.

### Button encryption

Yes

Your item price and other details are [encrypted](#) and cannot be altered.

**Note:** Selecting encryption means you cannot use option fields or create email links.

No

Non-encrypted buttons allow you to directly modify your HTML code, create [option fields](#), and generate email links.

(7)b If you do not encrypt your HTML code, when someone views the source of your website they will be able to see the download page details without paying. Not only this but it is not difficult for someone to alter the details like the price and email so they can steal your profits. So encrypt to make sure your transactions are secure and yours!

### HTML code for Websites: for Websites:

```
<input type="hidden" name="buyer_credit_promo_code" value="" />
<input type="hidden" name="buyer_credit_product_category" value="">
<input type="hidden" name="buyer_credit_shipping_method" value="">
<input type="hidden" name="buyer_credit_user_address_change" value="">
<input type="hidden" name="no_shipping" value="1">
<input type="hidden" name="return"
value="http://www.laycockpublishinglimited.com/mm42747111">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="GBP">
```

Select All

Additional Notes: Encrypted HTML cannot be edited so you cannot edit the code manually when you choose to encrypt your code.

There are some options that cannot be used on the 'add more options' page when you choose encryption but none of these are important for our purpose of placing a *Buy It Now* Button on your sales page and linking to your download page when the payment is complete.

Paypal states that sellers with considerable volume to their payments received are required by the User Agreement to protect and secure their website payments.



(8)a You can ignore the Postage Method options for the moment as digital products generally do not have postal charges added unless there is a physical aspect like a CD to do with it.

### Postage Method Options

Configure your postage method options for this button.

- Use my postage calculations set up in my Profile [?](#)  
 Use a flat rate amount  GBP [?](#)

(b) You may be in the position or required by law to charge VAT for your digital product

### VAT Options

Configure your VAT options for this button.

- Use my VAT calculations set up in my Profile [?](#)  
 Use a flat rate amount  GBP [?](#)
- 

To set this you need to click on '*My Account*'



Then on the *Profile* page



Then from the *Selling Preferences* list select *Value Added Tax*

## Selling Preferences

[Auctions](#)

[Value Added Tax](#)

[Postage Calculations](#)

[Postage Preferences](#)

[Payment Receiving Preferences](#)

[Instant Payment Notification Preferences](#)

[Reputation](#)

[Customer Service Message](#)

[Seller Eligibility for PayPal Buyer Protection](#)

[Website Payment Preferences](#)

[Encrypted Payment Settings](#)

[Custom Payment Pages](#)

[Invoice Templates](#)

[Language Encoding](#)

You can see you have the options of setting up domestic VAT rates and International Rates. Select Add New Sales Tax for applicable countries and follow the instructions there (you will need to add the VAT rate for the particular country in question and then press save)

### VAT

Create multiple VAT rates, specified by region that are applied to all payments you receive. You may define a separate VAT rate for each of the 50 US states, provinces, territories, or for your country.

#### Set Up Domestic VAT Rates [?](#)

Domestic VAT rates apply to orders processed within your country of residence.

<input type="checkbox"/>	Country/ Post code	VAT Rate	Apply Tax to Postage?	Status
<a href="#">Add New Sales Tax</a>				

#### Set Up International VAT Rates [?](#)

International VAT rates apply to orders processed outside your country of residence.

<input type="checkbox"/>	Country	VAT Rate	Apply Tax to Postage?	Status
<a href="#">Add New Sales Tax</a>				

(9) Don't press *Create Button Now* yet – you will need to *Add More Options* before we are ready.



(10) You can ignore this first section on adding option fields.

### Buy Now buttons - Page 2

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#### Add option fields to your page (optional)

Option Fields are not compatible with encrypted buttons. To use option fields, please return to the previous page by clicking the 'Edit' button below and changing the security settings so that your buttons are not encrypted.

Learn more about [how to use option fields](#) on your website.

(11) You have an option here to create custom payment pages to match your website by adding a business name, banner and colors to the background

#### Customise your payment pages (optional)

Choose a custom payment page style to match your website, and give donors a seamless payment experience. [Learn more](#)

**Primary Page Style :** PayPal

**Custom Payment Page Style:**

If you wish to do this you will need to go to your profile page again.

Go to 'My Account' again



Remember this is where the *profile* page is



Then from the *Selling Preferences* list select *Custom Payment* page

## Selling Preferences

- [Auctions](#)
- [Value Added Tax](#)
- [Postage Calculations](#)
- [Postage Preferences](#)
- [Payment Receiving Preferences](#)
- [Instant Payment Notification Preferences](#)
- [Reputation](#)
- [Customer Service Message](#)
- [Seller Eligibility for PayPal Buyer Protection](#)
- [Website Payment Preferences](#)
- [Encrypted Payment Settings](#)
- [Custom Payment Pages](#)
- [Invoice Templates](#)
- [Language Encoding](#)

## Custom Payment Page Styles

[Back to Profile Summary](#)

Give your customers a smooth payment experience by customising PayPal's payment pages to match the look and feel of your website. [Learn more](#)

The Primary page style applies to all of your payment pages, unless specified otherwise for a particular button or link.

Your Page Styles		Status
⦿	PayPal	Primary
Edit	Preview	Make Primary
		Remove
		Add

Select *add* to create a new custom page.

You will see that edit custom page style has options for you to add a Header Image URL and colors for background and borders.

## Edit Custom Page Style

[Back to Profile Summary](#)

Customise PayPal's payment pages to match the style of your website. [Learn more](#).

**Page Style Name** - Please choose a name containing up to 30 characters and no spaces.

**Page Style Name:**

**Header Image URL** - Please specify an image that is a maximum size of 750 pixels wide by 90 pixels high. Larger images will be cut to this size. The image you choose will appear at the top left of the payment page. We recommend providing an image only if it is stored on a [secure \(https\) server](#).

**Header Image URL:**

**Header Background Colour** - Please enter the background Colour for the header using [HTML hex code](#).

**Header Background Colour:**

**Header Border Colour** - Please enter the border Colour for the header using [HTML hex code](#). The border will be a two pixel perimeter around the header space, which is 750 pixels wide by 90 pixels high.

**Header Border Colour:**


**Payment Flow Background Colour** - Please enter the background Colour for the payment pages using [HTML hex code](#), Certain colours are [not allowed](#).

**Background Colour:**

This is how I have customized the color for my payment page.

## Laycock Publishing Limited

<b>Break Into Internet Marketing Report</b>	<b>Total: \$5.00 USD</b>
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**Pay Fast With PayPal** 

PayPal securely processes payments for Laycock Publishing Limited. You can finish paying in a few clicks.

**Why use PayPal?**

- It's free to send money and shop online.
- You can shop without sharing your financial information with merchants.
- Over 50,000 online merchants accept PayPal.

Sign up for a PayPal account and [continue checkout](#).

Return to [Laycock Publishing Limited](#).

**LOG IN TO PAYPAL**

Email:

Password:

Forgot [email address](#) or [password](#)?

(12) Okay back to the putting a Paypal Button on your sales page process. Although this says it is an optional step it is essential for you. This is where you enter the URL of your download page where your buyer will be directed upon payment. You do not have to enter anything in the cancel payment URL unless you want to.

### Customise your donor's experience (optional)

Successful Payment URL - This is where your donors will go after they complete their donation. (e.g. www.yourgroup.org)

**Successful Payment URL:**

**Payment Data Transfer:**  Off

Cancel Payment URL - This is where your donors will go if they cancel their donation. (e.g. www.yourgroup.org/cancel)

**Cancel Payment URL:**

(13) People will usually only want to buy a digital product the once so select No for option of being allowed to purchase more than one product. This could get confusing for your customer if they have to choose the quantity themselves.

Select no postage needed as it is a digital product.

### Quantity and postage preferences

Would you like to give buyers the option to purchase more than one of this particular item or service?

**Note:** Please be aware that this will allow customers to choose any quantity they want.

Yes  No

Would you like your buyers to provide you with their postal address?

Make postage optional.  Yes, require postage.  No postage needed.

(14) Sometimes it might be necessary for the customer to add additional instructions to the purchase for example if you are selling a service and they need to add what they want you to do. In this case it is not necessary.

### Customer notes and special instructions

Do you want customers to have the option to include a note with their payment?

Yes  No

**Note Title:**  (30 character limit)

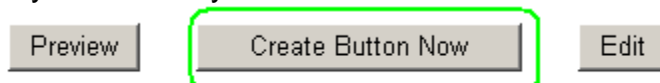
(15) Select the email address that you would like payment notifications for your product to be sent to.

### Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

**Email Address:**

(16) Now you are ready to select 'Create Button Now'



## INSERTING THE HTML ONTO YOUR SALES PAGE

(1) Paypal will generate an encrypted code for you to enter on your website. Click on the 'Select All' button, right click on the code and select copy.

### Encrypted HTML code for Websites:

(Copy and paste this HTML code onto your website)

```

button border="0" name="submit" alt="make payments with paypal -
it's fast, free and secure!"/>

<input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----
MIIIAQYJKoZIhvcNAQcEoIIH8jCCB+4CAQExggEwMIIIBLAIBADCB1DCBjjELMAkGA1UEBh
MCVVMxCzAJBgNVBAGTAKNBMRyYwFAyDVQQHEw1Nb3VudGFpb1BWaWV3MRQwEgYDVQQKEwtQ
YX10YVhweSw5Li1FTMBEG&1UECyQKbG12ZV9iZXYjOczERM&8G&1UE&vQThG12ZV9bcGkyHD
  
```

Select All

(2) Go to your HTML editor on the WYSIWYG (What You See Is What You Get) 'Normal' Page and click the place (marked by the red X here) where you want to insert the HTML.

Normal | Page Properties | HTML Source | Preview (Internet Explorer) | Publish (FTP)

It's ridiculous at best, a scam at worst but that's the DARK side of this particular niche.

**If I were a newbie this is the niche that I'd concentrate ALL my efforts on, because this is the niche that I know can generate the quickest and biggest income.**

If you're disillusioned with Internet Marketing and tired of listening to all the reasons you can't make money in the 'How To Make Money Online' niche, then I should be able to ease your pain a little, because I'm going to tell you EXACTLY how you can start to earn money by doing what the experts say you can't do.

The cost of this eye-opening report - Just **\$5** (and it comes with full resell / distribution rights)

Enjoy.

**X**

**Sara Brown & Tony Shepherd.**



(3) Now click on the *HTML source* and the curser will be where you need to add the HTML code. Right click here and select paste and the encrypted HTML will be entered in the right place.

```

Normal | Page Properties | HTML Source | Preview (Internet Explorer) | Publish (FTP)
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but6.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and secure!">


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# How To Break Into Internet Marketing.....

...even if you've never made a penny from it before!

By special invitation only...

**Fancy Joining The Scammers, The Rip-Off Merchants And  
The Penniless Newbies In Trying To Sell 'Make Money'  
Products To Other Marketers?**

Good - because I'm going to show you EXACTLY how it can be done - even if you've never made a single Dollar online.

No - this isn't a joke website - even if you've barely made a cent on the net I'm offering to show you how you can start selling products that will teach others to how make money online.

They read through the sales page and decide they want to purchase and Click on the Buy It Now Button.:

'Earn \$10,000 a week like I do'

It's ridiculous at best, a scam at worst but that's the DARK side of this particular niche.

**If I were a newbie this is the niche that I'd concentrate ALL my efforts on, because this is the niche that I know can generate the quickest and biggest income.**

If you're disillusioned with Internet Marketing and tired of listening to all the reasons you can't make money in the 'How To Make Money Online' niche, then I should be able to ease your pain a little, because I'm going to tell you EXACTLY how you can start to earn money by doing what the experts say you can't do.

The cost of this eye-opening report - Just **\$5** (and it comes with full resell / distribution rights)

Enjoy.




They are taken to this customized Paypal page where they will log into their Paypal account or sign up using their credit or debit card information.

## Laycock Publishing Limited

**Break Into Internet Marketing Report**

**Total: \$5.00 USD**

**Pay Fast With PayPal** 

PayPal securely processes payments for Laycock Publishing Limited. You can finish paying in a few clicks.

**Why use PayPal?**

- It's free to send money and shop online.
- You can shop without sharing your financial information with merchants.
- Over 50,000 online merchants accept PayPal.

Sign up for a PayPal account and [continue checkout](#).

Return to [Laycock Publishing Limited](#).

**LOG IN TO PAYPAL**

Email:

Password:

[Log In](#)

Forgot [email address](#) or [password](#)?

(2) They review the payment and then press the 'Pay \$5.00 Now'.


## Laycock Publishing Limited

**Review Your Payment**

Review the payment details below and click **Pay** to complete your secure payment. [Find out](#) how this payment is made.

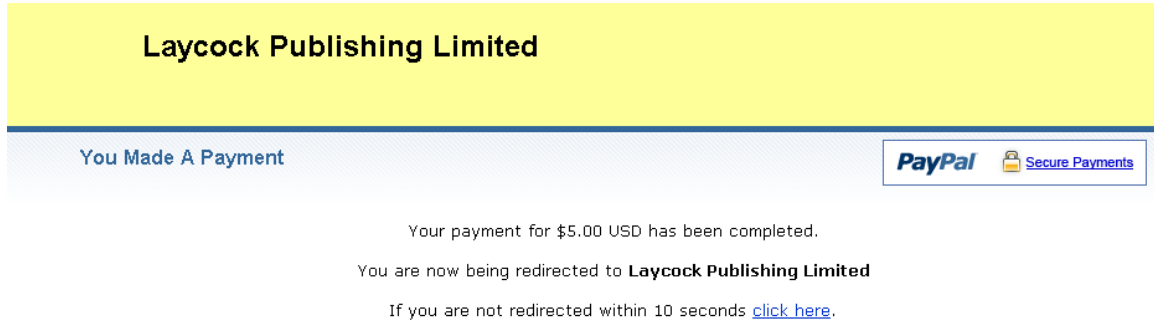
| Item                                                         | Unit Price | Qty | Total                    |
|--------------------------------------------------------------|------------|-----|--------------------------|
| Break Into Internet Marketing Report<br>Item Number 44400001 | \$5.00     | 1   | \$5.00                   |
|                                                              |            |     | Subtotal: \$5.00         |
|                                                              |            |     | <b>Total: \$5.00 USD</b> |

[Enter Gift Voucher, Coupon or Reward](#)

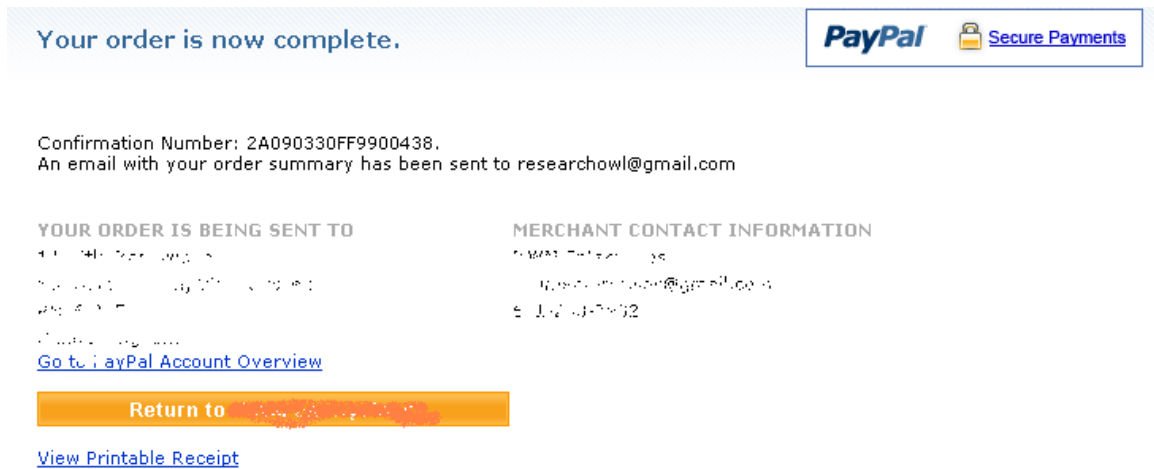


[Pay \\$5.00 Now](#)

(3) The next screen shows them that the payment has been successful and they will be redirected to the download page within 10 minutes.



Note: If you follow the steps that I have shown you previously to create your Buy It Now Button the last page will look something like below and your customer will need to click on the 'Return to Merchant' or 'Continue' button to get to the download page:



If you prefer the redirection method you will once again need to set the *selling preferences* on your profile. Select the **Website Payment Preferences**.

## Selling Preferences

- [Auctions](#)
- [Value Added Tax](#)
- [Postage Calculations](#)
- [Postage Preferences](#)
- [Payment Receiving Preferences](#)
- [Instant Payment Notification Preferences](#)
- [Reputation](#)
- [Customer Service Message](#)
- [Seller Eligibility for PayPal Buyer Protection](#)
- [Website Payment Preferences](#)
- [Encrypted Payment Settings](#)
- [Custom Payment Pages](#)
- [Invoice Templates](#)
- [Language Encoding](#)

You will need to set the Auto Return for Websites Payments to On and the Return URL to the download page you want to direct the customer to upon completion of payment.

|                          |                           |                          |                         |                                   |                |
|--------------------------|---------------------------|--------------------------|-------------------------|-----------------------------------|----------------|
| <a href="#">Overview</a> | <a href="#">Add Funds</a> | <a href="#">Withdraw</a> | <a href="#">History</a> | <a href="#">Resolution Centre</a> | <b>Profile</b> |
|--------------------------|---------------------------|--------------------------|-------------------------|-----------------------------------|----------------|

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### Website Payment Preferences [Back to Profile Summary](#)

#### Auto Return for Website Payments

Auto Return for Website Payments brings your buyers back to your website immediately after payment completion. Auto Return applies to PayPal Website Payments, including Buy Now, Donations, Subscriptions and Shopping Cart. [Learn More](#)

**Auto Return:**  On  
 Off

**Return URL:** Enter the URL that will be used to redirect your customers upon payment completion. This URL must meet the guidelines detailed below. [Learn More](#)

**Return URL:**

**Return URL Requirements:** The following items are required in order to set up Auto Return.

- In accordance with the User Agreement, you must provide written information on the page displayed by the Return URL that will help the buyer understand that the payment has been made and that the transaction has been completed.

(4) This is the final destination for your buyer and they will be able to download your product.

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## How To Break Into Internet Marketing.....

*...even if you've never made a penny from it before!*

Thanks for your purchase.

[Download here](#)

To download the file right-click on the link and choose 'save target as'. Save the file to somewhere you can easily find it again, such as your desktop. If you left-click on the file and are given the choice to either 'open' or 'save' file, choose 'save' and save it to your desktop.

Once the file has downloaded you may need to unzip it. Double clicking the file should start WINZIP running. This is software installed on most modern PC's that will unzip the file for you.

If your PC does not have WINZIP installed you can download it for free from [www.winzip.com](http://www.winzip.com)

## TESTING TO MAKE SURE THE PAYPAL BUTTON INTEGRATION PROCESS WORKS

To make sure that the Paypal button integration has worked for your site you can:

(a) You can use an alternative bank account or credit card to pay for your own product to test the process works properly. You cannot use the Paypal account that you created the Paypal button on. You can always refund the payment at the end of the process.

(b) You can ask a friend to buy your product to test the system and once again you can refund them once you see the process is working fine.

(c) You can create a Paypal Sandbox account and test all sorts of things to do with your Paypal account. Here is Paypal's guide on how to do this:  
[https://www.paypal.com/en\\_US/pdf/PP\\_Sandbox\\_UserGuide.pdf](https://www.paypal.com/en_US/pdf/PP_Sandbox_UserGuide.pdf)

It might seem a little complex on first reading – it did to me. I printed out instructions similar to the ones in this book and kept them next to me as I configured my Paypal buttons.

As time went on it made more sense and now I can do them in my sleep – although I still make errors from time to time!

Hope this has helped – please feel free to pass this report on to anyone it might help.

Tony Shepherd  
Sara Brown

Laycock Publishing Limited  
<http://www.laycockpublishinglimited.com>