

## Chapter 14

# Creating PayPal Buttons

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### *In This Chapter*

- ▶ Paying PayPal when you use buttons
  - ▶ Figuring out which buttons to add to your Web site
  - ▶ Creating buttons with the Button Factory
  - ▶ Giving options to your customers
  - ▶ Matching the look of your existing Web site
  - ▶ Integrating the button code into your Web site pages
  - ▶ Understanding how the customer experiences the transaction
  - ▶ Getting paid
- 

**B**ack in 1997, I hired a developer to build an e-commerce site for my husband, an antique maps and print dealer who wanted to sell his products online. Back then, many of the automated site generation tools that are available today simply didn't exist. Today, I wouldn't need to hire someone to hand-code the site — I could create the pages myself and use the PayPal button factory to provide the e-commerce functionality.

Like many great tools, the basic services of PayPal are simple to use, but dig a little deeper and you may be surprised at how much PayPal allows you to do. In this chapter, I show you how to turn your current Web site into an e-commerce Web site, quickly and easily.



Although you don't need to be a developer to add PayPal buttons to your Web site, it helps to know a little basic Hypertext Markup Language (HTML), which is the language used to describe Web page layout. If you need a little help brushing up on your HTML tags, two books that can help you are *Web Design For Dummies* by Lisa Lopuck and *HTML For Dummies* by Ed Tittel and Stephen J. James.

## Calculating Merchant Fees

Building an online store is a business and before you go into business, you need to know what the costs will be so you can figure out whether selling your items will be profitable. To quote an old, but valid, saying . . . there's no point to losing money on every sale, but hoping to make it up in volume!



There are fees associated with adding PayPal buttons to sell products or services from your Web site and you need to know these in advance before pricing your products. The good news is that the fees are the same as the ones you pay anytime someone sends you a PayPal payment. For each item sold, you pay a \$0.30 transaction fee and 2.9 percent of the value of the item or service sold.

If you sell more than \$3,000 worth of items/services a month, you can qualify for discounted merchant rates. Table 14-1 shows the discounted merchant rates for which you can qualify, based on your monthly sales volume.

<i>Sales Volume</i>	<i>Transaction Fee</i>	<i>Percent of Sale Price</i>
If you sell between \$0.00 USD and \$3,000.00 USD per month	\$0.30 for every transaction	2.9%
If you sell between \$3,000.01 USD and \$10,000.00 USD per month	\$0.30 for every transaction	2.5%
If you sell between \$10,000.01 USD and \$100,000.00 USD per month	\$0.30 for every transaction	2.2%
If you sell more than \$100,000.00 USD per month	\$0.30 for every transaction	1.9%

To become a PayPal merchant, you need to fill out a special application form (available at [https://www.paypal.com/us/cgi-bin/webscr?cmd=\\_merchant-app](https://www.paypal.com/us/cgi-bin/webscr?cmd=_merchant-app) after you log on to your PayPal account). Additional criteria are that you need to be a PayPal member for at least 90 days, and you must have received more than \$3,000 in PayPal payments in the month preceding your application.

During the course of writing this book, I made it a point to ask eBay sellers who don't accept PayPal why they don't. The answer usually has something to do with not wanting to pay merchant fees. If you sell the occasional item

on eBay, then this attitude may make sense. But if you want to configure your Web site to accept secure online payments, then you have to resign yourself to paying merchant fees to some company, and PayPal offers a better value than many of the others.

If you accept credit card payments online, you need to work with a credit card processor who verifies the credit card number at the time the purchase is made. You can process cards manually yourself, after the sale is made and before you ship the item, but this becomes impractical for anything other than a few sales a month. Every credit card processor has some type of fee structure, which usually consists of a monthly fee, transaction fee, and percentage of the sale.

On the PayPal Web site (under the Help section) there is a link to a site that lets you compare merchant rates based upon your average monthly sales volume and number of transactions. Go to [www.merchantcompare.com](http://www.merchantcompare.com), enter your monthly data, and click the Compare Vendor Costs button. Figure 14-1 shows a table comparing PayPal rates with those of other companies.

Because PayPal does not charge fees that many of the other companies do (including a monthly fee, statement fee, gateway fee, daily settlement fee, setup fee, or address verification service fee), it can often be one of the less expensive options to use.

**Figure 14-1:** The Digitally Justified.com Web site shows the rates you pay when working with different merchant providers, ordered from the least expensive to the most expensive.

Merchant Provider	Total Monthly Fees	Setup Fee	Discount Rate	Transaction Fee	Details
PayPal (100k+ (USD))	\$140.00	\$0.00	1.90%	\$0.30	<a href="#">view</a>
PayPal 10k+ (USD)	\$155.00	\$0.00	2.20%	\$0.30	<a href="#">view</a>
E-Online Data	\$165.00	\$0.00	2.15%	\$0.25	<a href="#">view</a>
PayPal 3k+ (USD)	\$170.00	\$0.00	2.50%	\$0.30	<a href="#">view</a>
Merchant Bank Card - Platinum	\$176.50	\$149.00	2.09%	\$0.30	<a href="#">view</a>
PayPal 125k+ (EDN)	\$177.50	\$0.00	1.90%	\$0.55	<a href="#">view</a>
Merchant Express	\$178.40	\$179.00	2.17%	\$0.30	<a href="#">view</a>
US Merchants	\$179.00	\$0.00	2.25%	\$0.25	<a href="#">view</a>
Practice Pay Solutions	\$180.00	\$125.00	2.20%	\$0.30	<a href="#">view</a>
Total Merchant Services	\$184.50	\$99.00	2.29%	\$0.30	<a href="#">view</a>
Advanced Merchant Services	\$184.50	\$199.00	2.39%	\$0.30	<a href="#">view</a>
Charge	\$184.95	\$0.00	2.35%	\$0.25	<a href="#">view</a>
EDG Commerce	\$185.00	\$0.00	2.30%	\$0.30	<a href="#">view</a>
MBank Card	\$186.00	\$0.00	2.25%	\$0.29	<a href="#">view</a>

## *Selecting Which Buttons to Use on Your Site*

PayPal offers you four different ways to integrate payment processing into your Web site. You can incorporate Buy Now buttons, Donations buttons, Subscription buttons, or you can add a Shopping Cart. Which button(s) you add depends upon the type of transactions you want to support and the level of complexity with which you're comfortable.

### *Buy Now buttons*

Adding a Buy Now button to a product page on your Web site is the simplest way to support e-commerce payments on your Web site. You generate the code for the Buy Now button by filling out a form on the PayPal Web site (also known as the Button Factory). After filling in the form, PayPal generates the code, which you can paste into the code for your Web page. There are a number of reasons why you would want to add Buy Now buttons to your Web site, including these:

- ✓ **Buttons are easy to add to your Web site.** Because PayPal generates the button code for you, you don't need to know how to write advanced scripts to make the e-commerce functionality work.
- ✓ **There are no additional fees or costs to add PayPal buttons to your Web site.**
- ✓ **Because PayPal saves all transactional data in your Account History, you can download and analyze the sales data whenever you want.**
- ✓ **Taking advantage of the ability to customize the look of the buttons, you can ensure that your Web site looks professional, which makes buyers feel more confident when they decide to purchase an item.**

### *Donations buttons*

The process of creating a Donations button is similar to creating a Buy Now button, but the code for the button is configured to accept payments instead of being linked to the sale of a good or a service. The "Creating Donations Buttons" section, later in this chapter, contains specific information about how to create Donations buttons.

## *Subscription buttons*

Subscription buttons are also similar to Buy Now buttons, but are designed to collect payments on a recurring basis. In Chapter 15, I show you how to create Subscription buttons.

## *PayPal Shopping Cart*

Buy Now buttons are easy to add to your Web site, but they force the user to go through the payment process (giving name, address, and credit card information) each time the customer orders a product from your Web site. If the buyer wants to order more than one type of product, the process becomes tedious and you risk losing that customer's repeat business. If you integrate the PayPal Shopping Cart into your Web site, customers can add the products they want to buy to an online "cart" and decide when to check out. During the checkout process, the buyer only needs to give name, address, and credit card information once. Chapter 16 shows you how to integrate the PayPal Shopping Cart into your Web site.

After you determine which type of button makes sense for your Web site, you can add it by using the PayPal Button Factory.

## *The Button Factory*

The PayPal Button Factory can generate the button code for you, so you can add Buy Now buttons to pages of your Web site. In this example, I want to convert a catalog Web site into a full e-commerce Web site by adding Buy Now buttons to pages that contain the items for sale. To create a button, start by logging on to your PayPal account:

- 1. Click the Merchant Tools tab, shown at the top of the page.**
- 2. Under the Accepting Website Payments section of the page, click the Buy Now Buttons link.** See Figure 14-2 for an example of the Selling Single Items page — one of the Button Factory pages.
- 3. Enter the information about the item you want to sell from your Web site.**

This information includes the following items:

- The name of the item or service you're selling.

- An item ID or number. This should be a number you use to track the sales of goods and services (for example, an inventory number or SKU).
- The price of the item or service.
- The currency in which you want to accept payment.
- You can set a default country to feature in the buyer's payment form, if desired.
- You can choose from one of eight default buttons by clicking the [Choose a different button](#) link. (See Figure 14-3 for examples.) You can also choose to add a custom image. See the sidebar, "Adding your own button image," which discusses how you can use custom button images on your Web site.
- After choosing the button image, you can opt to encrypt the button code. (See the "Encrypting your buttons" sidebar for more information about encryption.) If you encrypt the buttons, you will not be able to add additional options or manually make changes to the button code.

**Figure 14-2:**  
After filling  
in the form  
on the  
Selling  
Single Items  
page,  
PayPal  
generates  
the button  
code  
for you.

PayPal - PayPal Website Payments - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: <https://www.paypal.com/us/cgi-bin/?wscrip=web-tools>

### Selling Single Items [See Demo](#)

Sell individual items on your website by creating a customized payment button and your buyers will be able to make their purchases quickly and securely on PayPal hosted payment pages. [More Resources](#)  
Techniques, examples, demos & more.

Enter the details of the item you wish to sell (optional)

Item Name/Service:

Item ID/Number:

Price of Item/Service you want to sell:  (\$2,000.00 USD limit for new buyers) ?

Currency: U.S. Dollars ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional)  ?

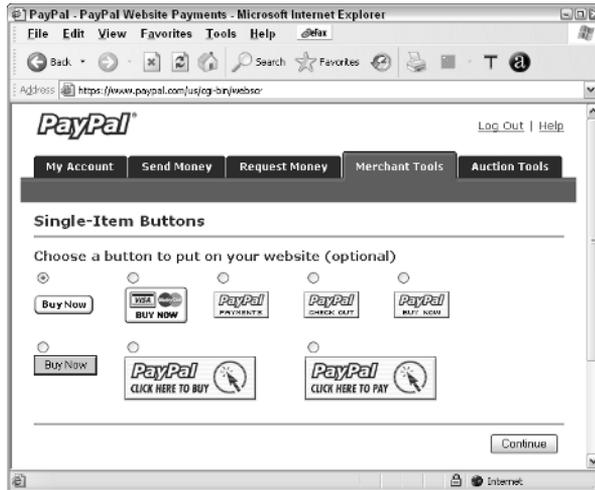
Choose a button to put on your website (optional)

[Buy Now](#) [Choose a different button](#)

Or customize your button! Just enter the exact URL of any image on your website.

Yes, I would like to use my own image

**Figure 14-3:** When adding a Buy Now button to your Web site, you can choose from one of eight standard PayPal designs, if you don't want to add your own image.



**4. If you want to add additional options to your button code, click the Add More Options button.**

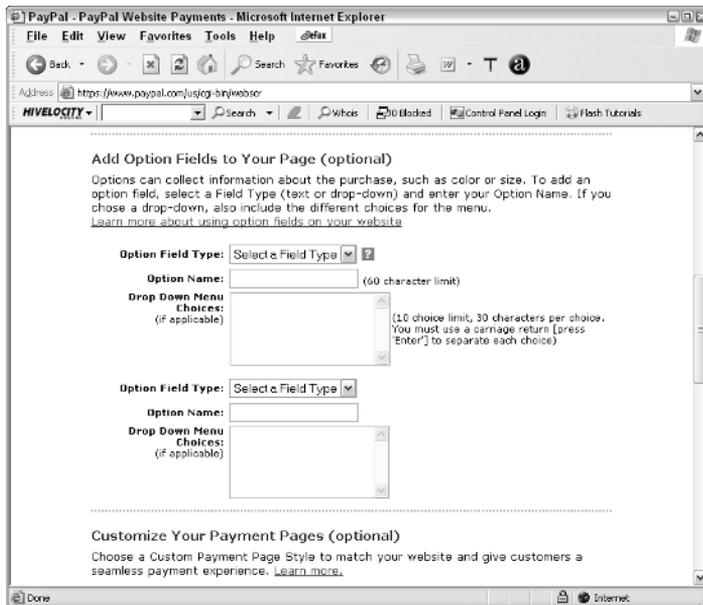
- On the second page of the Single Item Purchases, you can choose to add shipping costs to the cost of the item.** See Figure 14-4 for an example of the options you can add to the code for your PayPal button. Shipping costs are calculated as a percentage of the item price or at a flat rate. As the value of the item increases, the shipping costs are increased, too. You can click the Edit button to change the way the shipping costs are calculated. You find more information about shipping costs in Chapter 10.
- You can add option fields for the item you are selling.** Option fields let your buyer pick from several options (for example, small, medium, or large) when making a purchase. You find more information about setting options in the next section of this chapter.
- You can customize the PayPal payment page that buyers are sent to, to complete the transaction.** These payment pages can be designed to look like the other pages in your Web site. More information about customizing the look of your payment pages can be found later in the section “Customizing the Page Look.”
- You can elect to send a buyer to a specific page (that is, a “Thank you for your order” page) after a successful transaction.** You can also send them to a specific page after a cancelled transaction. To read more about setting up these pages, see the section “The Customer Experience,” later in this chapter.

- **You can decide whether buyers can purchase more than one item of the good or service you're selling.**
- **You can decide whether you want the buyer to provide a shipping address when they are making a purchase.** This is critical if you need to ship an item!
- **You can decide whether buyers can send a note when they send payment for the purchase.** If you have a small number of transactions, getting customer feedback can be valuable to you. If you handle a large volume of transactions, or you automated your fulfillment process, you should turn this option off (because you wouldn't be reading the customer's e-mail).
- **Select the e-mail account to receive the PayPal payment.**

#### 5. Click the Create Button Now button.

PayPal generates the button code to add to your Web site. If you're not interested in reading more about product options or customized payment pages, you can jump ahead to the "Adding the Code to Your Web Site" section of this chapter to read how to integrate the PayPal code with the code already featured on your product page.

**Figure 14-4:** The second page of the Button Factory lets you add a number of options to your button code, including the ability to add multiple product options, so your buyers can pick from a red, blue, or yellow item.



## Adding your own button image

You can create your own button image and use it in place of the PayPal button image. If you know the Web address of the location of your logo image (an example is <http://www.yourWebsite.com/yourlogo.jpg>), you can type it into the box shown on the page. (The first table in Chapter 9 tells you how to find out the Web address of your logo, if you're unsure.)

Image files must be formatted as GIF, JPEG, or PNG files. You can use any size image, but remember that you are fitting it within the context of your Web page, so you probably don't want it to be too big. A good rule of thumb is to keep the size of your button image under the

size of PayPal's largest button image, which is 150 pixels wide by 52 pixels long. To make the button look more integrated with the rest of your Web site, use colors already used on your Web pages and use fonts that are similar to the fonts already used on your Web site. If you're not the creative type, many Web sites let you download button images for free. Go to [google.com](http://google.com) and type **free payment buttons templates** into the text box and click the Search button. Google returns a list of sites that offer free button images. Browse until you find one that works on your Web site.

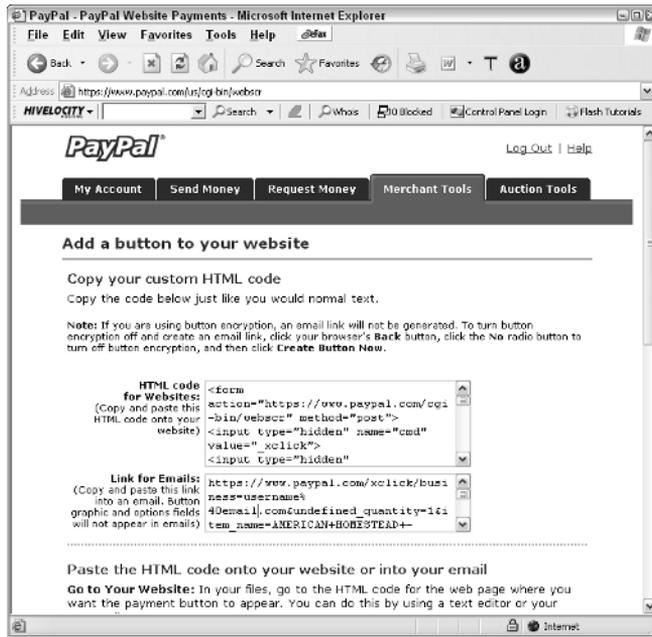
The code generated by the Button Factory looks like this:

```
<form action="https://www.paypal.com/cgi-bin/webscr"
      method="post">
  <input type="hidden" name="cmd" value="_xclick">
  <input type="hidden" name="business"
        value="username@e-mail.com">
  <input type="hidden" name="undefined_quantity" value="1">
  <input type="hidden" name="item_name" value="AMERICAN
        HOMESTEAD - SUMMER">
  <input type="hidden" name="item_number" value="33347">
  <input type="hidden" name="amount" value="850.00">
  <input type="hidden" name="shipping" value="3.85">
  <input type="hidden" name="page_style" value="Primary">
  <input type="hidden" name="return"
        value="http://yourwebsitehere.com/thankyou.htm">
  <input type="hidden" name="no_note" value="1">
  <input type="hidden" name="currency_code" value="USD">

  <input type="image"
        src="https://www.paypal.com/en_US/i/btn/x-click-
        but23.gif" border="0" name="submit" alt="Make
        payments with PayPal - it's fast, free and
        secure!">
</form>
```

On the next Web page is HTML code that can be copied and pasted into your Web site pages. See Figure 14-5 for an example of what the Add a Button to Your Website page looks like.

**Figure 14-5:** After you fill in the fields on the first Two Button Factory pages, PayPal generates the code that creates a Buy Now button on your Web site.

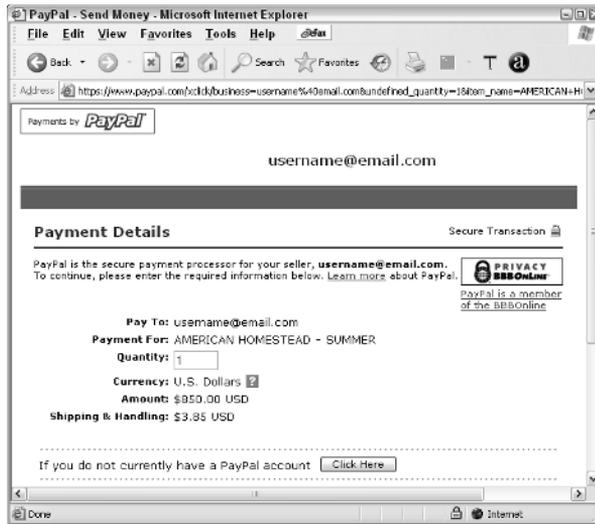


PayPal also generates a link that can be copied into an e-mail that you can send to a buyer. When the buyer clicks this link or copies and pastes the link into a browser, the buyer is sent to a payment page to facilitate payment of the item. (See Figure 14-6.) Sending the link via e-mail, rather than having a button on a Web site page, is useful when you want to sell a service to someone. You can quote the price of the service; if the buyer agrees to your price, you can send the link via e-mail with all payment details already described.



If you want to create multiple buttons quickly, click the Create Another Button button, shown at the bottom of the page. PayPal takes you back to the first page of the Button Factory, but all the values are filled in, based on what you entered for the first button. If the second product is similar to the first, you can edit just a couple of fields and quickly generate the code for the second item button.

**Figure 14-6:**  
The link,  
generated  
by the  
Button  
Factory, can  
be e-mailed  
to a buyer  
who is  
taken to a  
payment  
page after  
clicking the  
link.



## Encrypting your buttons

The PayPal Button Factory makes it easy for you to generate button code and customize the code to meet your needs, but a cost is associated with the simplicity — if it's easy for you to edit the code, it's equally easy for your buyers to alter the code, which means that they may change item prices or decide not to pay for taxes and shipping. Unencrypted code also makes it easier for hackers to get access to user data, which needs to be kept secure.

Without encryption, if you view the source of a Web page with a PayPal button, the button code looks like this:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="username@e-mail.com">
<input type="hidden" name="item_name" value="Carrier &#038; Ives Print">
<input type="hidden" name="item_number" value="100230">
<input type="hidden" name="amount" value="850.00">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="USD">
<input type="image" src="https://www.paypal.com/
  en_US/i/btn/x-click-but23.gif" border="0" name="submit" alt="Make payments
  with PayPal - it's fast, free and secure!">
</form>
```

All a user would have to do is change the line that reads:

```
<input type="hidden" name="amount" value="850.00">
```

(continued)

*(continued)*

and lower the price. If your fulfillment system is automated, and you don't look at each purchase as it is placed, you may never notice the price change.

If you choose to encrypt the button code, the new code looks like this:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but23.gif"
border="0" name="submit" alt="Make payments with PayPal - it's fast, free and
secure!">
<input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----MIIHNwYJKoZIhvcNAQcEo
IIHKDCCByQCAQEYxggEwMIIBLAIBADCB1DCBjjELMAkGA1UEBhMCVVMxCzAJBgNVBAGTAKNBMRyWFAY
DVQqHEw1Nb3VudGFpbiBwWV3MRQwEgYDVQkEwtQYX1QYWwgSW5jLjETMBEGA1UECmQKbG12ZV9jZ
XJ0czERMA8GA1UEAxQIbG12ZV9hcGkxHDAaBgkqhkiG9w0BCQEQWDXJ1QHBheXBhbC5jb20CAQAwDQY
JKoZIhvcNAQEBBQAEgYANWmrAK9phgUq3PvgXRB/dbzWYOMoYoYMYpIJvJ2sgNaS0Bw/ryc138DrK
E/s3Mq0M+mxtnj5dYapcSPWX0ffaw9iDQ4Gsn4dSS0P88D9oc/1oBakGRzKbm/5E+QeXTPdgyQkNsU
GCr2hSZntmPansELGVsGUYX1SgPgkF34MzELMAkGBSs0AwIaBQAwgOCGCSqGSIb3DQEHATAUBggqh
kiG9w0DBwQIRTMdd1ceLwiAgZAqamYPmxncZp0TpDvEmChgmJxAv+Ik12uVTjPJ6/d1dPCWfoEJJAt
bS0tNpgrAvkyJTy4hpSHpQdB299S3jhuA5YIo0n5RmpuJv1sZieBCGw2UTCgJNb1i8FV4nGxg9Dsc
PNfLZ5wrtEKLr85rh8VftIz64VGBGxsA1QYdLM+p405c3tcfxcpg5b0DZiiSgggOHMIIIDgzCCAuy
gWIBAgiBADANBgkqhkiG9w0BAQUFAADCbjjELMAkGA1UEBhMCVVMxCzAJBgNVBAGTAKNBMRyWFAYDV
QQHEw1Nb3VudGFpbiBwWV3MRQwEgYDVQkEwtQYX1QYWwgSW5jLjETMBEGA1UECmQKbG12ZV9jZ
XJ0czERMA8GA1UEAxQIbG12ZV9hcGkxHDAaBgkqhkiG9w0BCQEQWDXJ1QHBheXBhbC5jb20wHhcNM
DQWmJEZMTAxMzE1WhcNMzUwMjEzMTAxMzE1WjCBjjELMAkGA1UEBhMCVVMxCzAJBgNVBAGTAKNBMRyWFAY
DVQqHEw1Nb3VudGFpbiBwWV3MRQwEgYDVQkEwtQYX1QYWwgSW5jLjETMBEGA1UECmQKbG12ZV9jZ
XJ0czERMA8GA1UEAxQIbG12ZV9hcGkxHDAaBgkqhkiG9w0BCQEQWDXJ1QHBheXBhbC5jb20wgZ8wDQY
JKoZIhvcNAQEBBQADgYOAAMIgJAoGBAMFHTt38RMxLXJy02SmS+Nd1727oKJ4u+6awntALWh03P
ewmIJuzbALScsTS4sZoS1fKciBGoh1lgIfHzy1vkdNe/hJ166/RGqrj5rFb08sAABNTzDTiqqNpJeB
sYs/c2aiGoZptX2R1nBktH+SUNpAajW724Nv2Wvhif6sFagMBAAGjge4wgeswHQYDVROBBYEFJaff
LvGbx9WT9S1wob7BDWZJRrMIG7BGNVHSMegMwgbCAFJaffLvGbx9WT9S1wob7BDWZJRrYoYGuPIG
RMIGOMQswCQYDVQQGEwJVUzELMAkGA1UECBMCQ0ExFjAUBGNVBACDU1vdW50Y1U1FZPZxcFDASB
gNVBAoTC1BheVBhbCBjbmMuMRMwEQYDVQQLFAsaXZ1X2N1cnRzMREwDwYDVQQDFAhsaXZ1X2FwaTE
cMBoGCSqGSIb3DQEJARYNcmVAcGF5cGFsLmNvbYIBADAMBGNVHRMEBTAQAQ/MA0GCSqGSIb3DQEBB
QUAA4GBAIFf01aagFr171+jq60K1dbWFSE+Q4FqR0vdgIONth+8kSK//Y/4ihuE4Ymvzn5ceE3S/iB
SQQMjyvb+s2TwbQYDwcp1290PIbD9epdr4tJOUNiSojw7BHwYRiPh58S1xG1FgHFxwrEb3dgnBMUa
+u4qectSMAxPvHnD9wIyfmHYIBmjCCAZYCAQEWgZQwgY4xCzAJBgNVBAYTA1VTMswCQYDVQkEwJ
DQTEWMBQGA1UEBxMNTW91bnRhaW4gVm1ldzEUMBIGA1UEChMLUGF5UGF5IE1uYy4xZARBgNVBAUc
mxpdmVfY2VydHMxETAPBgNVBAMUCGxpdmVfYXBPmRwGgYJKoZIhvcNAQkBFglZUBWYX1wYmWuY29
tAgEAMakGBSs0AwIaBQCgXTAYBgkqhkiG9w0BCQMxCwYJKoZIhvcNAQcBMBwGCsQqGSIb3DQEJBT
EPFw0wNDExMDCxOTAOMjZaMCMGCSqGSIb3DQEJBDDEWBBRvq9qBCHhSBRz7j/nYx0g8qgquQTANBgkqhki
G9w0BAQEFAASBgIUdQp+bDWPtP0ChC/aKpY7IDKj2DHSs2R4+0v5txdEA+za6tX2jT7QAi8mnv4tqf
mdxu21EwsU2tYtDAwEAin1RLuwaEck0rhgHn/41mj8KwRAWCAy7z7/ZRU0jn/5D7RpdCq15HGxzNX
yUh0EzbTPcG12CqMwbyvozaWEfggy-----END PKCS7-----
">
</form>
```

While encryption is great, there are a couple of drawbacks: You can't add additional option fields to your button, and you can't edit your button options manually, after the encryption has taken place.

PayPal offers a way for developers to encrypt Web site payments; more information is available in Chapter 16, which shows how to integrate the PayPal Shopping Cart into your Web site. If you're not a developer, but you want to tweak the HTML of your button code, a number of products can encrypt the button code for you. LinkLock, from Tunza-Products.com is a software package you can purchase for \$38. You can copy and paste your button code into a form, enter a password, and click the Encrypt button. Your button code is encrypted and ready for pasting into a Web page. For more information, you can go to [www.tunza-products.com/linklock](http://www.tunza-products.com/linklock).

## *Setting Product Options*

Generating a simple button works if the product you sell is always the same, or one-of-a-kind. But what do you do if your product comes in different sizes or colors? Luckily, it's not very difficult to add product options to the PayPal button code. You can use the form on the second page of the PayPal button factory to add two sets of options, or you can add the code yourself to the button code, which is a little more work but gives you more options.

### *Using the Add Option Fields to Your Page form*

On the second Button Factory page, after you set the shipping payment options, you can add up to two sets of option fields.

#### **1. Start by selecting the type of field from the list.**

If you choose Drop-Down Menu, the buyer can choose from a list of choices you specify (for example, different colors or sizes). If you choose Text, the user can type into a text box when ordering the item. The text option is good if the user wants to add a personal note or a monogram to the item.

#### **2. Select an option name.**

If you chose Drop-Down Menu in the previous step, you might name your option "size" or "color," depending upon the options you want to offer the buyer. If you select Text in the previous step, you type instructions here (for example, **Select up to three initials to be monogrammed on your sweater**). The option name must be 60 characters or less.

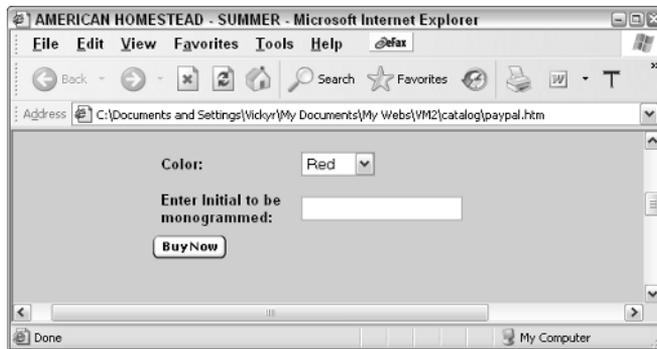
3. If you select **Drop-Down Menu in the first step, list the options (for example, small, medium, or large) from which the buyer selects.**

You can list up to ten options, and each option must be limited to 30 characters. Press the Enter key after each option, so each one is shown on a separate row.

4. If you want, you can add a second set of options in the same manner you added the first.

PayPal generates the code to add options to the page where you added the Buy Now button. Figure 14-7 shows what the option fields look like, after you added the button code to your Web page. The list shown in the drop-down menu depends upon the values you enter into the form on the second Button Factory page.

**Figure 14-7:**  
When you use the Button Factory to create product options, drop-down lists and text fields are included for the options you specified.



## *Manually editing the option fields*

If you use the PayPal form to generate the code for the options, take a look at the code before pasting it into your Web page. Somewhere within the code is the following text:

```
<input type="hidden" name="on0"
```

The text that follows this string depends on how you configured the options. When I used the Button Factory, I selected colors as my first set of options and let the user enter monogram text for the second option. Within the code for the button generated by PayPal is a table containing my options, which looks like this:

```
<table><tr><td>
<input type="hidden" name="on0" value="Color">Color</td>
<td>
<select name="os0">
<option value="Red">Red
<option value="Blue">Blue
<option value="Green">Green
</select>
</td></tr>
<tr><td>
<input type="hidden" name="on1" value="Enter Initial to be
monogrammed:">Enter Initial to be monogrammed:
</td>
<td>
<input type="text" name="os1" maxlength="200">
</td></tr></table>
```

The name of the first input type, `on0`, is how PayPal identifies the first option field name; `os0` identifies the field name for the first set of option values. The option values are shown, just as I entered them into the PayPal form.

If you know HTML, you can easily edit the option code to change the options or add additional options. If you edit the code manually, you don't have to be restricted to ten options, and each of the options can be up to 64 characters in length. Text options can be up to 200 characters in length.



Although you can make a lot of changes to the options by editing the HTML, PayPal does not let you incorporate options that change the price of the item. (You can't make the extra-large size cost \$2.00 more, for example.) Unless you want to do a lot of custom coding, the easiest way to facilitate options with variable prices is to make each item separate, so that each would get its own Buy Now button.

You can change the layout of the page with respect to where the options are located. You can update the fonts and colors to match the rest of your Web page, or reference a style sheet. Finally, you can substitute different form elements (such as check boxes or radio buttons) for the drop-down list. If I wanted to change the list of options shown in the last example to use radio buttons instead of a drop-down list, I would change the code to

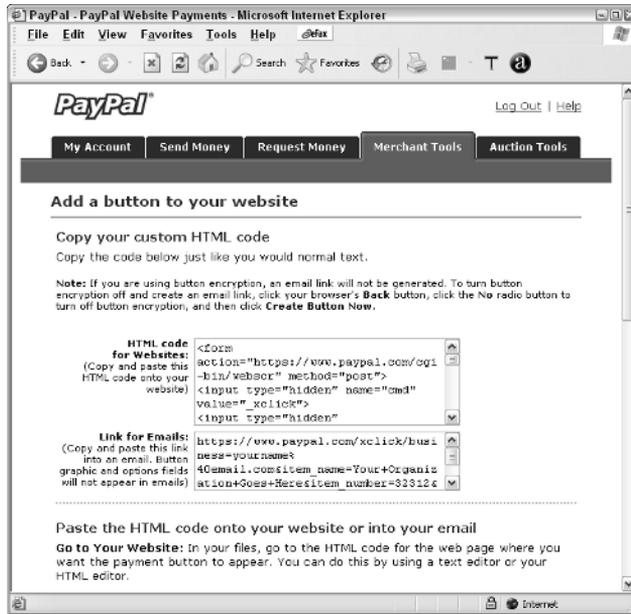


<b>Table 14-2</b>		
<b>PayPal HTML Item Variables</b>		
<i>Variable</i>	<i>Description</i>	<i>Character Limit (If Any)</i>
Amount	<b>Optional:</b> The basic cost of the item (not including shipping, handling, or tax). Although this variable is optional, if you forget to include it, the buyer can change the price of the item when purchasing.	
item_name	<b>Optional:</b> The item description. If you don't include it, the customer can enter an item name.	127
item_number	<b>Optional:</b> This is where you can enter a SKU or tracking number to identify this item.	127
on0	<b>Optional:</b> This variable is for the name of the first option (for example, Color or Size).	64
quantity	<b>Required:</b> The number of items being sold. For Shopping Cart transactions, PayPal appends the number of items to the end of the quantity string. (So four items would be quantity4.)	
Undefined_quantity	<b>Optional:</b> If this variable is included in your code and the value is 1, the user can enter the quantity of items.	
on1	<b>Optional:</b> This variable is for the name of the first option (for example, Color or Size).	64
os0	<b>Optional:</b> This is the first set of values for Option 1 (for example, red, yellow, blue, and so on). You must set on0 before you can specify these values.	Drop-down list or radio buttons: 64 characters; Text box: 200 characters
os1	<b>Optional:</b> This is the first set of values for Option 2 (for example, red, yellow, blue, and so on). You must set on1 before you can specify these values.	Drop-down list or radio buttons: 64 characters; Text box: 200 characters

## Adding the Code to Your Web Site

After clicking the Create Button Now button, the “Add a button to your Website” page displays. Figure 14-9 shows what the page looks like.

**Figure 14-9:** Adding the button code to your Web page is as easy as copying and pasting. If you haven't encrypted the code, you can modify it after pasting it into any application that lets you edit HTML.



To add the button code to a page on your Web site, you need to follow these steps:

1. **Right-click somewhere in the box containing the HTML code for Web sites.**
2. **From the menu, choose the Select All option.**
3. **Right-click again and choose the Copy option.**

Unless you want to copy the link for e-mails, you can close the PayPal window.

4. **Open the Web page where you want to paste the button code.**

It doesn't matter if you use DreamWeaver, FrontPage, Notepad, or some other application, as long as you can edit the actual HTML code, not just the page layout.

- 5. Making sure you're editing the HTML, paste the button code where you want the button to display.**

The button code must be pasted in the body of the Web page (somewhere between the `<body>` and `</body>` tags).

- 6. Open the page in a Web browser and you can test your button code by clicking the link.**

## *Customizing the Page Look*

When you create a Buy Now or Donations button, you have the option of customizing the PayPal page to which buyers are sent to finalize the transaction. Customizing the page by adding your Web site banner and matching the background page color of your Web site makes the payment process seem more integrated. To create a custom payment page, try this:

- 1. Log on to your PayPal account and click the Profile tab under the My Account section of the site.**
- 2. In the Selling Preferences column on the right side of the page, click the Custom Payment Pages link.**
- 3. The Custom Payment Page Styles page shows a list of page styles, if you have created any.**

You can select one of these existing page styles and edit the style, preview what a page looks like when using the style, or delete the style by clicking the Remove button. You can also choose the Make Primary option, which makes the style you selected the default for all your payment pages, unless you specify otherwise.

- 4. Click the Add button to create a new style.**

You start by naming your style. The style can only be 30 characters long and cannot contain any spaces.

- 5. You can use a header image by entering the Web address of the image into the text box.**

A header image is the big banner-type image that shows at the top of many Web site pages. It usually contains the company logo or some other type of branding. PayPal recommends that the image be 750 pixels wide by 90 pixels long. They also recommend that the image be stored on a secure server.

- 6. You can choose a background color for the Header (top portion) of the payment page.**

The color must be specified using HTML hex code (a six character combination of letters and numbers; each unique combination represents a color).

If you click the [HTML hex code](#) link, a new window opens, displaying three reference links. Each link takes you to a non-PayPal Web site where you can see the colors and codes that represent them. When entering the hex code into the PayPal form, don't precede the number with a # (pound) symbol.

**7. You can add a border, which surrounds the Header section of the payment page.**

The border is two pixels in width and you specify the color using hex codes.

**8. You can add a background color to the remainder of the page by using hex codes.**

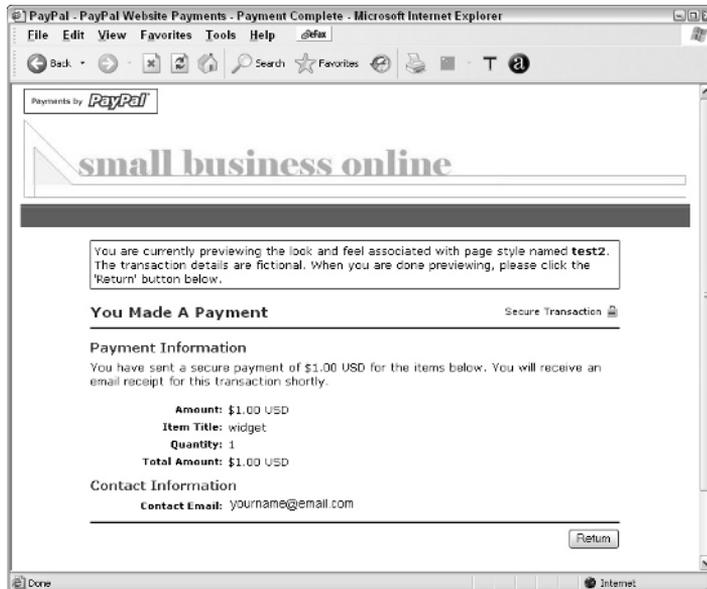
PayPal does not accept certain colors (for example, bright red) because it may make PayPal messages too hard to read. Unfortunately, PayPal doesn't give you a list of blocked colors, but recommends trying a color and clicking the Preview button. If you get an error message, you know that you tried using a blocked color.

**9. Click the Preview button to make sure you like the way the page looks.**

If you're happy with the end result, click the Save button.

Figure 14-10 shows a sample of a customized page. The buyer can see your company's branding when paying for the purchase.

**Figure 14-10:**  
When you create a custom payment page, you set a more professional image and make the payment page feel more like part of an integrated e-commerce Web site.



## Creating Donations Buttons

The process for creating Subscription buttons is very similar to creating a Buy Now button. After logging on to your PayPal account:

1. Click the **Donations** link, which you find under the **Accepting Website Payments** section of the page.

Figure 14-11 shows the Donations screen.

**Figure 14-11:**

The Donations page looks a lot like the Selling Single Items page, except that you enter information about your organization, instead of adding product information.

PayPal Website Payments - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Print

PayPal Log Out | Help

My Account Send Money Request Money Merchant Tools Auction Tools

### Donations

PayPal Donations makes it easy for you to collect secure donations from your website. After inserting simple HTML code, you can collect your donations via secure PayPal payment pages. [More Resources](#)  
Techniques, examples, demos & more.

Enter the details of your donation (optional)

Donation Name/Services:

Donation ID/Numbers:

If you are requesting a specific donation amount, please enter it below. Otherwise, leave this field blank to allow your donors to enter their own amount. (New donors must verify their account before they can make a payment over \$2,000.00 USD) ?

Donation Amount:

Currency:

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country:

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

[Make a Donation](#)  [Choose a different button](#)

2. Although it's optional, entering the name of your organization or charity is a good idea.

Do this for two reasons: It makes tracking payments easier if you're collecting donations through your personal PayPal account; and people are more likely to feel comfortable giving money that they know will go to an organization. You don't want someone wondering whether the donation will go to you or to your charity!



Because we're on the topic of e-mail accounts and donations, it looks more professional and makes it easier to stay organized if you create a separate PayPal account for your organization. While you're at it, you might as well get an e-mail account for your group (if you don't already have one) by going to Yahoo.com and clicking the [Mail](#) link.

**3. You can enter a Donation ID or Number.**

This number is not shown to contributors, but you can use it for tracking purposes because it displays in the transaction item details. You can use it to identify a specific drive or to earmark funds for a specific cause.

**4. You can also enter a donation amount.**

If you leave this field blank, the contributor can enter any amount.

**5. Select the currency you want; you can also select a country, if desired.**

**6. You can choose from four PayPal Donations buttons, or you can enter the URL of your own image.**

See the sidebar shown earlier in this chapter if you want to read how to insert your own image.

**7. Select whether you want the button code encrypted.**

If you plan on making any changes to the button code, be sure to select the No option.

**8. Click the Add More Options button.**

- This button lets you choose a customized payment page if you already created one.
- You can also enter a Web address where the Contributor goes after making the donation. (Instead of sending someone back to the home page of your site, send them to a nice thank you page!)
- There's also a Cancel Payment form where you can enter the URL of a page where the user goes after clicking the Cancel button. This page can provide additional information about why the person may want to donate.
- You can add a form to the donations page where the contributor can send you a message, if desired.
- You can select a new e-mail address to receive the donation if you have more than one e-mail address linked to your PayPal account.
- You can click the Preview button to see what the donations page will look like. If you're happy with the page, click the Return button.

- When you're satisfied with your button settings, click the Create Button Now button where you can copy the code and paste it into a Web page. See the section "Adding the Code to Your Web Site" if you need help with this step.
- 9. If you don't need to add more options to your button, click the Create Button Now button, which takes you to a page where you can copy the code that you need to add to the Donations page of your Web site.**

## *The Customer Experience*

When you use PayPal buttons on your Web site, you can control a lot of what your customer sees when purchasing from your Web site. Initially, the buyer is on your Web site and sees a Buy Now button. The button doesn't have a PayPal logo on it (unless you selected one with PayPal branding).

As soon as the customer clicks the Buy Now button, the PayPal Payment Details page displays. The buyer is asked to log on, or has the option to pay with a credit card by clicking the [If you have never paid through PayPal, Click Here](#) link. This brings the buyer to a page where a credit card payment can be used; the buyer also has the option of signing up for a PayPal account.

The buyer is taken to the Payment Details page, which looks just like a standard PayPal payment details page, unless you opted to use a customized style. After the buyer fills in the payment details, goes to the payment confirmation page, and clicks the Pay button, you receive the payment. The buyer is redirected back to your Web site to the page that you specified while creating the button.

