

Adding PayPal Ecommerce (Buy Me Buttons) to Your Website

Ecommerce Tutorial © Hoover Web Design <http://www.hooverwebdesign.com>

Login to your PayPal account at <https://www.paypal.com>.

Click on **Merchant Tools**:

The screenshot shows the PayPal Premier Account Overview page for a user named Gina Hoover. The 'Merchant Tools' tab is highlighted with a red circle. The page includes a navigation bar with tabs for My Account, Send Money, Request Money, Merchant Tools, and Auction Tools. Below the navigation bar, there are sections for account activation, balance information (USD, 4.27% interest), and a table of recent activity. The table shows a payment received on March 17, 2006, for \$31.00.

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	From		Mar. 17, 2006	Completed	Details		\$31.00

Click on **Buy Now Buttons**:

The screenshot shows the PayPal Merchant Tools page. The 'Merchant Tools' tab is selected. The page features a banner for '4 Solutions. One just right for your business.' Below the banner, there is a section for 'PayPal Website Payments Standard' with a list of key features. The 'Buy Now Buttons' feature is highlighted with a red box.

Key Features

- [PayPal Shopping Cart](#)
- [Other Leading Carts](#)
- **[Buy Now Buttons](#)**
- [Subscriptions & Recurring Payments](#)
- [Donations](#)

Enter the name of your item, add an item number and the price of the item you want to sell.



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

My Account

Send Money

Request Money

Merchant Tools

Auction 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: [?](#)

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 buy now button. You can choose a standard button or choose your own custom button.

Choose a button to copy to your website (optional)

[Choose a different button](#)

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

Yes, use my custom image

Button Image URL: [?](#)

Next select your security settings. If you encrypt your links no one can modify your links. If you are selling instant download digital products this is recommended.

Security Settings

Safeguard your transactions by creating encrypted buttons. Encryption secures your item's price and other details from being altered by a third party.

Note: Selecting encryption makes some button fields on the **Add More Options** page unavailable (e.g. option fields).

Note: Selecting encryption means an email link will not be generated.

Click **Yes** to encrypt your payment button. [?](#)

Yes No

Finally select “Create Button Now”.

To add **sales tax**, **shipping costs**, and other details to your button, click **Add More Options**.

Create Button Now

Add More Options

[Mass Pay](#) | [Money Market](#) | [ATM/Debit Card](#) | [Referrals](#) | [About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Buyer Credit](#)

Next you will be transported to the screen where you can copy the buy me button code from.



[Log Out](#) | [H](#)

My Account

Send Money

Request Money

Merchant Tools

Auction Tools

Add a button to your website

Copy your custom HTML code

Copy the code below just like you would normal text.

Note: If you are using button encryption, an email link will not be generated. To turn button encryption off and create an email link, click your browser's **Back** button, click the **No** radio button to turn off button encryption, and then click **Create Button Now**.

HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form  
action="https://www.paypal.com/cgi-  
bin/webscr" method="post">  
<input type="hidden" name="cmd"  
value="_xclick">  
<input type="hidden"
```

Link for Emails:
(Copy and paste this link into an email. Button graphic and options fields will not appear in emails)

```
https://www.paypal.com/cgi-  
bin/webscr?  
cmd=_xclick&business=  
40aol%
```

Paste the HTML code onto your website or into your email

Go to Your Website: In your files, go to the HTML code for the web page where you want the payment button to appear. You can do this by using a text editor or your HTML editor.

Next copy and paste the code onto your website just below a picture of your product. It will look like this:

Online!

[elp](#)
[s](#)

act Us

Lingerie
y Street
, TN 81141
-951-5851
-951-5852
[omain.com](#)

New In Our Store

Your product description goes here. Lorem ipsum dolor sit.

CALL US
1-800-888-888

Need Help?

Got a question?

EMAIL US
Click Here

Customer Testimonial

Site News

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et >> [more](#)

This is what it should look like when you view your web page:

Home Shop Help Contact

VISA MasterCard DISCOVER AMERICAN EXPRESS PayPal

Check Out Securely using [PayPal](#) or [Credit Card](#)

Welcome to Glam Lingerie. We specialize in sexy women's lingerie fashions.

New In Our Store

Buy Now

Your product description goes here. Lorem ipsum dolor sit.

CALL U
1-800-888-888

Need Help?

Got a question?

EMAIL US
Click Her

Customer Testimonia

That's It! Now your customers can purchase the product from you.

Selling Additional Products

If you used encrypted buy me buttons you'll have to go back and use the button generator for each of your products.

If you did not encrypt your button you can paste the button code and use it over again. Just change the item name, item number and value.

```
</td>
<td valign="top">
  <div align="center"><a href="content.html"></a></div>
</td>
<tr>
<td valign="top" width="33%">
  <table width="100%" border="0" cellspacing="0" cellpadding="3" align="center">
    <tr valign="top">
      <td height="18">
        <div align="center">
          <form action="https://www.paypal.com/cgi-bin/webscr" method="post">
            <input type="hidden" name="cmd" value="_xclick">
            <input type="hidden" name="business" value=" you@email.com ">
            <input type="hidden" name="item_name" value="product">
            <input type="hidden" name="item_number" value="001">
            <input type="hidden" name="amount" value="25.00">
            <input type="hidden" name="no_note" value="1">
            <input type="hidden" name="currency_code" value="USD">
            <input type="hidden" name="bn" value="PP-BuyNowBF">
            <input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-
mit" alt="Make payments with PayPal - it's fast, free and secure!">
            
          </form>
        </div>
      </td>
    </tr>
  </table>
</td>
```

Good luck with your site!

Created 3/17/06 by Gina Hoover, Hoover Web Design <http://www.hooverwebdesign.com>.