



>> **PayPal Express Checkout** Placement and Usage Requirements



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PayPal Express Checkout is an experience.

- It makes online shopping fast, safe and easy to buyers.
- Buyers expect it to look and work the same on every site. They appreciate the simplicity and safety of PayPal, and that's why it increases conversion rates and your sales.*
- When users click on the Express Checkout button, they should be able to complete the purchase with no more than 5 clicks.
- By following these guidelines, you give your customers the best possible PayPal experience. Inside you'll find best practices requirements for increasing sales and conversion rates.

Where to put PayPal buttons and PayPal payment option

You must offer the Express Checkout option in two places on your site.

1. As a checkout choice on your shopping cart page



your website My Account | Gift Certificates | Wishlist | Help

Search: Sign In | New User? Sign up

Clothes New Shoes & Bags Jewellery Electronics Toys Kitchen Bed + Bath

Checkout

Your shopping cart

	Dinner Set <small>item #:122548636</small>	Thinking Blue	Usually ships within 1 to 2 days.	\$59.95 <small>was \$98.00</small>	\$59.95 <small>was \$98.00</small>
	Toddler Boys' Diego <small>item #:225425035</small>	Yellow	Usually ships within 1 to 2 days.	\$59.95 <small>was \$98.00</small>	\$59.95 <small>was \$98.00</small>
	Canon powershot <small>item #:252694134</small>	Blue	Usually ships within 1 to 2 days.	\$59.95 <small>was \$98.00</small>	\$59.95 <small>was \$98.00</small>
				Items Total:	\$533.95
				Shipping:	\$19.95
				Sub-Total:	\$587.27
				Promotional code:	<input style="width: 50px;" type="text"/>

This merchant's website accepts:

Proceed to Checkout

-OR-

Display the Express Checkout button on your shopping cart page:

- Always clickable
- Right below or next to each of your own cart's checkout buttons
- With the word "or" between them
- Before your website collects any billing or shipping details or displays any other payment methods
- Aligned vertically or horizontally with your own buttons

2. As a payment option on your payment methods page

Display PayPal as the default payment option selected next to the other payment options on your payment methods page at the end of checkout.



your website
My Account | Gift Certificates | Wishlist | Help

Search:
Sign In | New User? [Sign up](#)

Clothes
New
Shoes & Bags
Jewellery
Electronics
Toys
Kitchen
Bed + Bath

Checkout

Your shopping cart

Review the information below, then click "Confirm Order." [Confirm Order](#)

Shipping Address	Shipping Method
John smith 123 Main Street Mountain View, CA 94043 USA	<input checked="" type="radio"/> 1 Day Air via DHL (\$26.00) <input type="radio"/> 2 Day Air via DHL (\$16.00) <input type="radio"/> UPS Ground (\$6.00)

Payment Options

PayPal

MasterCard **VISA** **AMERICAN EXPRESS** **DISCOVER**

Item(s)	Options	Shipping	Price	Item Total
Dinner Set item #:122548636	Thinking Blue ▼ Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
Toddler Boys' Diego item #:225425635	Yellow ▼ Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
Canon powershot item #:252694134	Blue ▼ Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
			Items Total:	\$533.95
			Shipping:	\$19.95
			Sub-Total:	\$587.27

[Confirm Order](#)

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When displaying PayPal with other payment options, we highly recommend that you use radio buttons. However, if your website cannot accommodate radio buttons, please follow the requirements for horizontal fields or pull-down lists below:

- Radio button

Payment Options				
<input checked="" type="radio"/> PayPal <input type="radio"/> MasterCard <input type="radio"/> VISA <input type="radio"/> AMERICAN EXPRESS <input type="radio"/> DISCOVER				
Item(s)	Options	Shipping	Price	Item Total
 Dinner Set item #:122548636	Thinking Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
 Toddler Boys' Diego item #:225425635	Yellow <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00

- Horizontal fields

Payment Options				
<input checked="" type="radio"/> PayPal <input type="radio"/> MasterCard <input type="radio"/> VISA <input type="radio"/> AMERICAN EXPRESS <input type="radio"/> DISCOVER <input type="radio"/> BANK				
Item(s)	Options	Shipping	Price	Item Total
 Dinner Set item #:122548636	Thinking Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
 Toddler Boys' Diego item #:225425635	Yellow <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00

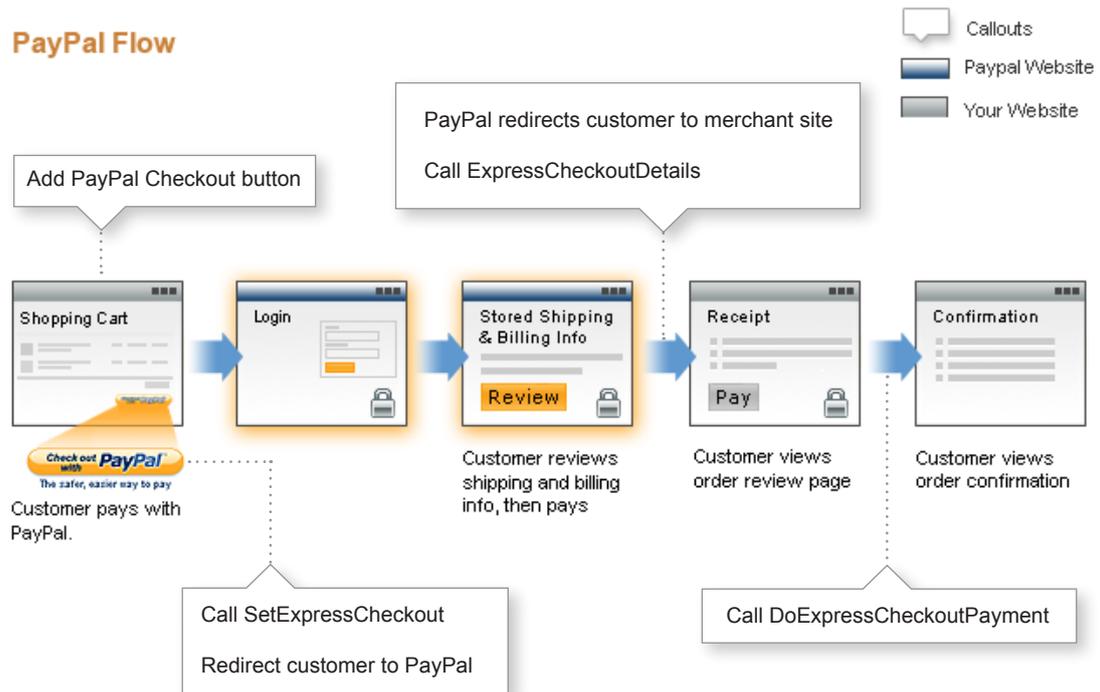
- An entry in a pull-down select list

Payment Options				
Select one... <input type="button" value="v"/> PayPal Visa Master Card American Express				
Item(s)	Options	Shipping	Price	Item Total
 Dinner Set item #:122548636	Thinking Blue <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00
 Toddler Boys' Diego item #:225425635	Yellow <input type="button" value="v"/> Qty <input type="text" value="1"/> Remove	Usually ships within 1 to 2 days.	\$59.95 was \$98.00	\$59.95 was \$98.00

Express Checkout button before login is required

Put the Express Checkout button immediately above or below every existing checkout button or link on your website. If your site requires customers to sign in or create a store account before checkout, the Express Checkout button should be visible before users are required to sign in.

PayPal Flow



Always use PayPal-hosted images

PayPal requires that you use Express Checkout button images hosted on PayPal's secure servers, rather than hosting copies of these images on your own servers. Also, using the buttons on the PayPal servers eliminates the need for you to maintain them yourself. If the buttons are updated, the new buttons will appear automatically in your application. Using out-of-date PayPal buttons could reduce customer confidence in your PayPal deployment.

When you get the HTML code at <https://www.paypal.com/express-checkout-buttons>, it will work only with PayPal-hosted buttons.

Tips

- Create checkout pages that are uncluttered and free from visual distractions.
- Keep the checkout flow to as few a number of pages as possible.
- Be sure that the PayPal Express Checkout button is clickable, and all PayPal buttons are used for the use they were intended.
- Don't use the Preview button when the next page is actually a purchase.
- Avoid using warning or legal text as part of the primary checkout experience.
- Do not alter, recolor, or resize the PayPal Express Checkout button, or adding text around the PayPal checkout button.

Additional considerations

If your site has a Checkout button on pages other than the Shopping Cart page (such as on product pages), PayPal requires that you put a PayPal Express Checkout button next to these Checkout buttons as well.

The screenshot shows a website checkout page. At the top, it says "your website" and has navigation links for "My Account | Gift Certificates | Wishlist | Help". Below that is a search bar and "Sign In | New User? Sign up" links. A navigation menu includes "Home", "Clothes", "New", "Shoes & Bags", "Jewelery", "Electronics", "Toys", "Kitchen", and "Bed + Bath". The main heading is "Checkout".

The main content area is titled "Hamilton Beach Ensemble Automatic Drip Coffee Maker - Red/Chrome". It features a product image of a coffee maker with the text "Click Image for larger view" and a list of specifications:

- Product Dimensions: 16 x 13 x 7.6 inches ; 6.9 pounds
- Shipping Weight: 7 pounds
- Shipping: Only within the U.S.
- ASIN: B00020R0VK
- Item model number: KF600

 Below the specifications are two buttons: "Continue Shopping" and "Proceed to Checkout".

To the right is a "Shopping Bag summary" section. It lists two items:

- Toddler Bows' Diego** (item #: 225425635) with a color dropdown set to "Blue", a quantity of 1, and a "Remove" link.
- Dinner Set** (item #: 122548636) with a color dropdown set to "Thinking Blue", a quantity of 1, and a "Remove" link.

 The summary shows a total of \$533.95, shipping of \$19.95, and a sub-total of \$587.27. There is a "Proceed to Checkout" button and an "-OR-" separator.

Below the product information is a section titled "Customers who bought items in your recent history also bought:". It displays four recommended items:

- ViviCam Digital Camera - 6200W** (item #: 225425635)
- ViviCam Digital Camera - 6200W** (item #: 225425635)
- Batik Fish Collection** (item #: 225425635)
- Mossimo@ Dex Polo - French Toast** (item #: 225425635)

At the bottom right of the page is a "Check out with PayPal" button with the text "The safer, easier way to pay".

PayPal only requires you to place a PayPal Express Checkout button if the Checkout button initiates the checkout flow. If the Checkout button links to the Shopping Cart page, you are not required to place a PayPal button.

Useful URLs

- <https://www.paypal.com/option>
A PayPal product overview and demo.
- https://www.paypal.com/cgi-bin/webscr?cmd=_additional-payment_integration-outside
A technical overview of how to integrate and test Express Checkout.
- https://www.paypal.com/en_US/html/SolutionsDirectory/sd_ec-compatible.html
A list of pre-integrated shopping carts.
- https://www.paypal.com/IntegrationCenter/ic_expresscheckout.html
An overview of the steps to implement a customized Express Checkout implementation.
- <https://www.paypal.com/express-checkout-buttons>
The PayPal-approved button and logo code that you should use to ensure that you always have the most current buttons.
- <http://www.paypalmerchantservices.com/demo/cart.jsp>
An example of a valid integration.