



With Website Payments Standard:

Customers shop on your website and pay on PayPal.

You get the benefit of:

Accepting credit cards without a merchant account.

Receive the full range of payment types for your online sales—affordably.

One relationship.

Accept major credit cards, bank transfers, and PayPal payments through a single provider.

Integration with popular shopping carts.

Take your pick: Use this solution with hundreds of carts.

Industry-leading security.

PayPal protects you with AVS, CVV2, advanced encryption, proprietary risk models, and more.

Virtual Terminal.

Accept payments for phone, fax, mail, and in-person orders for a low \$20 monthly rate.

Customers can pay you with:

- Visa
- MasterCard
- American Express
- Discover
- Bank transfers
- PayPal balance

Pricing

No monthly fees
No setup fees
No cancellation fees
Transaction fees from 1.9% to 2.9% + \$0.30, depending on payment volume.
One transaction rate for all payment types

<https://www.paypal.com>

Website Payments Standard

The easy way to get paid.

Running an online business requires an easy way to accept credit cards and other payments. Website Payments Standard—a payment solution that lets your customers pay you securely—gets you up and running in minutes. You can affordably accept all major credit cards, plus debit cards, bank transfers, and PayPal balance payments.

Website Payments Standard is:

- **Easy.**
It's simple to set up on your website—in just minutes. Just enter a few details about your product or service. We'll provide payment buttons that you paste into your website. Your customers simply click the buttons to pay securely on PayPal.
- **Affordable.**
There are no setup or monthly fees, and you only pay per transaction, at low rates. Since Website Payments Standard is a complete solution, you don't need a separate merchant account or gateway, which saves you time and money.
- **Secure.**
Our industry-leading fraud-prevention systems and a team that fights chargebacks on your behalf help protect you from fraudulent transactions. And because buyers enter information in a secure online form hosted by PayPal, you don't need to worry about securing customers' financial information.

“With PayPal, the setup process was flawless—a snap. And there weren't any setup fees. My cost to initiate the business was next to zero.”

— Floyd Hacker, Owner
FlashlightsUnlimited

Website Payments Standard meets a wide range of business needs.

Regardless of your situation, you can start accepting credit cards and other payments quickly.

- **If you already have a shopping cart:**
Easily add PayPal to your cart, storefront, or custom-built solution. For PayPal-compatible carts, select PayPal as your payment service. For custom-built carts, just add PayPal by simply cutting and pasting HTML into your checkout.
- **If you need a shopping cart:**
Choose a shopping cart that's already integrated with PayPal and start to process payments with a few clicks.
- **If you don't need a cart—use payment buttons:**
Simply sell one item at a time on your website without a shopping cart. Plus, easily accept donations and recurring payments.

To use Website Payments Standard, you only need to know basic HTML.

Get these features and much more:

Realtime payment processing.

Payments are authorized and processed immediately. Or, choose to authorize payments and settle them at a later time.

Shipping and tax tools.

Automatically calculate shipping and tax. Plus, ship easily with integrated services from USPS and UPS.

Reporting.

Get information to effectively measure and manage your business.

International payments.

Gain global customers in 55 countries by accepting payments in six currencies.*

Customer support.

Get 24/7 support via email and the web. Phone help is also available seven days a week.

Simple to integrate.

Just cut and paste HTML. Or, for businesses with more complex e-commerce needs, PayPal offers a Developer Toolkit, which includes scripts and sample integration code for the following environments:

- ASP.NET/ASP
- Java
- PHP
- Perl
- ColdFusion

How It Works.

The following diagram provides an overview of how Website Payments Standard works.



- 1 Your customers select items to purchase on your website. When they are ready to pay, they click a payment button. Customers are transferred to secure payment pages hosted by PayPal to make their payment.

- 2 Next, your customers simply enter their payment information on the secure PayPal-hosted pages that can be customized to match the look and feel of your website. Your customers do not need a PayPal account to pay you.

When your customers pay, PayPal instantly routes the transaction through the major payment networks, allowing you to accept Visa, MasterCard, American Express, Discover, eCheck, and PayPal balance payments—all through one provider.

- 3 Once the payment is successfully processed, the funds are deposited directly into your PayPal account and can be withdrawn or transferred to your bank account easily.

After you've set up Website Payments Standard, it's easy to manage your account.

- **Effectively measure and manage your business.**
Get monthly reports that keep you on top of sales trends, and downloadable logs to automate financial settlement and accounting.
- **Integrate smoothly.**
PayPal integrates easily with your backend operations to automate fulfillment, track sales, record orders in your database, and much more.

Learn more about how to put Website Payments Standard to work for your business.

- ▶ Visit <https://www.paypal.com/standard> today.