PayPal™ | Website Payments Standard

PRODUCT GUIDE

The fast, easy way to accept online payments

THE BASICS

Website Payments Standard lets you offer your customers a safer, faster and more convenient way to pay you in just a few easy clicks.

When you sign up for Website Payments Standard, you'll be able to add a choice of payment buttons to your website which you can customise to suit your needs. It's quick, easy and free to set up and you can start accepting global online payments with PayPal in as little as 15 minutes.

THE BENEFITS

- Customers can pay you in a few easy clicks
- Enhanced customer experience helps to increase sales
- No lengthy application process – get approved today
- Easy to set up – no advanced technical expertise required
- Sell to people in 190 countries in 21 currencies
- Industry-leading fraud screening technology

HOW IT WORKS

1. Customer shops on your site and clicks the payment button

2. Then pays on secure PayPal pages

3. Buyer returns to your website

KEY FACTS

- No set-up costs, cancellation fees, or monthly minimums
- Only low transaction fees based on monthly sales
- Easy integration
- PayPal has over 26 million UK customer accounts and over 220 million worldwide
- You can accept 21 different currencies from 190 markets
- Your customers don't need a PayPal account and they can pay with:

To learn more, visit www.paypal.co.uk/business

EASY INTEGRATION

Add a payment button

To start selling online with Website Payments Standard, simply open a free PayPal Business account and choose from the buttons below to create an easy payment experience for your customers. We handle all the complexity for you and will even give you the HTML code to copy and paste into your source code. You can also customise the options offered (some technical knowledge required) by visiting www.paypal.co.uk/buttonfactory

Buy Now	Add to Cart	Subscribe	Donate	Buy Gift Certificate
For customers buying just one item at a time	Ready-made shopping cart feature for customers buying multiple items	For customers making regular payments, such as subscriptions	For charitable donations	Gives customers the option of buying vouchers

Add a shopping cart

You can choose a pre-integrated shopping cart from our trusted e-commerce partners and simply add PayPal as your payments processor. Visit www.paypal.co.uk/partners.

Add to your existing shopping cart

You can also add PayPal to your existing cart or custom-built solution. For PayPal-compatible carts, simply select PayPal as your payment service in your cart account setup. For custom-built carts, add Website Payments Standard by copying and pasting the HTML link into your checkout.

COSTS

It's free to open your PayPal Business account and there are no set-up costs, monthly fees or cancellations fees for Website Payments Standard.

All you pay is a low transaction fee of between 1.4%-3.4% (depending on volume) + 20p on each payment.

FEES FOR RECEIVING DOMESTIC PAYMENTS

MONTHLY SALES	PRICE PER TRANSACTION
£0.00 GBP - £1,500.00 GBP	3.4% + £0.20 GBP
£1,500.01 GBP - £6,000.00 GBP	2.9% + £0.20 GBP
£6,000.01 GBP - £15,000.00 GBP	2.4% + £0.20 GBP
£15,000.01 GBP - £55,000.00 GBP	1.9% + £0.20 GBP
ABOVE £55,000.00 GBP	1.4% + £0.20 GBP

COMPARE YOUR TOTAL COST

- FRAUD PROTECTION
- GATEWAY FEES
- MONTHLY FEES
- ONE-TIME SETUP FEES
- TRANSACTION FEES

TRANSACTION FEES ONLY (1.4%-3.4% + £0.20)

PAYPAL — TYPICAL MERCHANT ACCOUNT

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