

## Tutorial Guide for Creating a PayPal Page in Sitebuilder

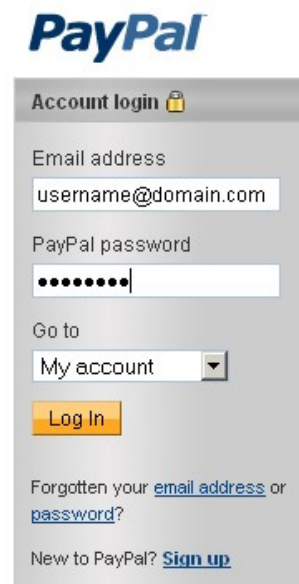
This tutorial is to assist you with adding and updating the shop page within your Sitebuilder software. Please note that PayPal is an external company. Both the PayPal website and the processes described in this tutorial may change and so it is to be used only as a guide. PayPal has an online [help](#) section should you need further assistance.

Please also note that we are always striving to improve our Sitebuilder for better functionality and ease of use. Updates to Sitebuilder may mean that the actual process may vary slightly from that described. This guide is therefore subject to change. Please refer to the help documentation on Sitebuilder for the latest version.

Adding products to your shop page involves two processes. To begin this process you must have set up and activated a Premier or Business PayPal account. Each item that you wish to sell needs to be added to the PayPal website and a button to be generated. You can then add each item to your Premium Design website.

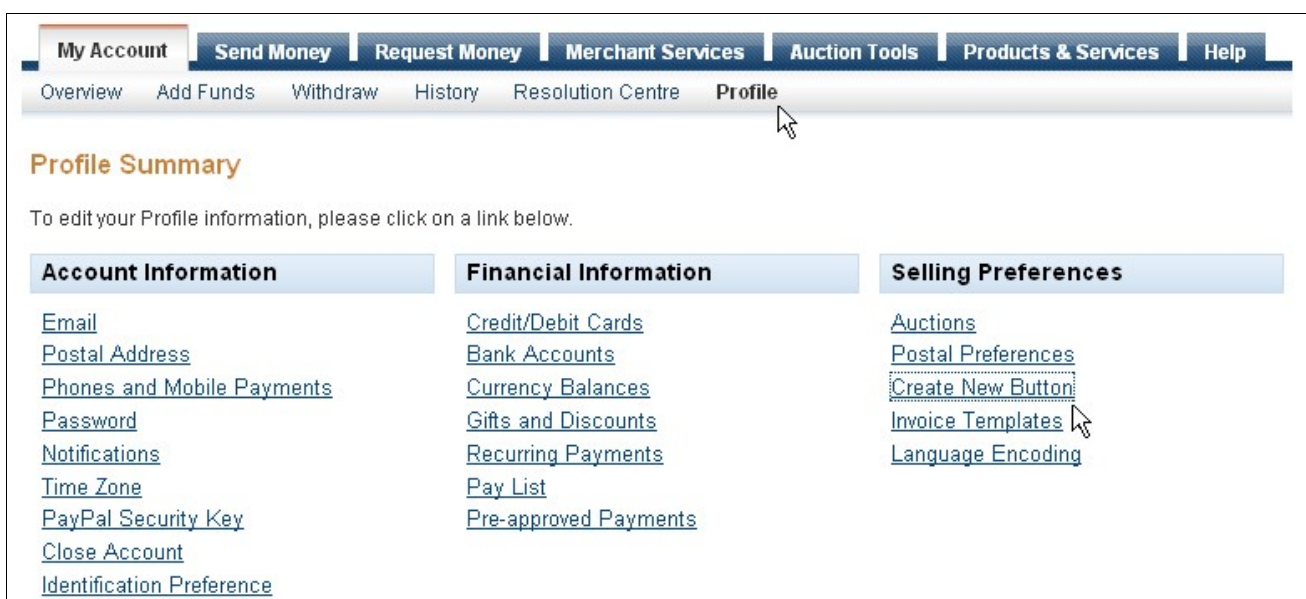
### Part 1: Logging in to PayPal

To begin you must log in to your account by going to the UK PayPal website [www.paypal.co.uk](http://www.paypal.co.uk) and completing the account login with your details.



The screenshot shows the PayPal account login interface. At the top is the PayPal logo. Below it is a grey box titled "Account login" with a lock icon. It contains fields for "Email address" (with the placeholder "username@domain.com") and "PayPal password" (with masked characters). There is a "Go to" dropdown menu set to "My account" and a yellow "Log In" button. Below the login fields are links for "Forgotten your email address or password?" and "New to PayPal? Sign up".

Once logged in you will need to click on the [Profile](#) sub-tab. This will open up a [Profile Summary](#) page. From here, please click the "Create New Button" option.



The screenshot shows the PayPal Profile Summary page. At the top is a navigation bar with tabs: "My Account", "Send Money", "Request Money", "Merchant Services", "Auction Tools", "Products & Services", and "Help". Below this is a sub-navigation bar with links: "Overview", "Add Funds", "Withdraw", "History", "Resolution Centre", and "Profile" (which is highlighted with a mouse cursor). The main content area is titled "Profile Summary" and includes the instruction: "To edit your Profile information, please click on a link below." There are three columns of links:

- Account Information:** [Email](#), [Postal Address](#), [Phones and Mobile Payments](#), [Password](#), [Notifications](#), [Time Zone](#), [PayPal Security Key](#), [Close Account](#), [Identification Preference](#)
- Financial Information:** [Credit/Debit Cards](#), [Bank Accounts](#), [Currency Balances](#), [Gifts and Discounts](#), [Recurring Payments](#), [Pay List](#), [Pre-approved Payments](#)
- Selling Preferences:** [Auctions](#), [Postal Preferences](#), [Create New Button](#) (highlighted with a mouse cursor), [Invoice Templates](#), [Language Encoding](#)

## Creating Buttons for Each Item

For each item you wish to sell you need to create a Buy Now button. This will create a unique code for each item. This means that if anyone clicks on an item on your website, it will be linked to PayPal who will know the exact details for each item.

**Important** – The details and options for each item must be added the same on your Sitebuilder as on PayPal. For example if you change the price on the sitebuilder but not on PayPal, an incorrect price will be processed for the sale.

Below is a screenshot of the PayPal section for creating a button. You will need to fill out the following details for each item you wish to have on your website.

▼ **Step 1: Choose button type and enter payment details**

Accept payments for

Note: [Log in](#) to My Saved Buttons to create a new button similar to an existing button.

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

**Customise button**

Add dropdown menu with price/option [Example](#)

Add drop-down menu without prices [Example](#)


Name of drop-down menu (ex.: "Colours," "Sizes")

Menu choice name

  
  
  
[Add option 4](#)

[Cancel](#)

**Buyer's View**



## Creating Your Button

Firstly for the drop-down menu for "Accept payments for" please select either "Products" or "Services".

Next you will need to click the option for "No; create a "Buy Now" button".

You can give the item a name that you wish the item to be called (eg. "plain t-shirt").

Select a price for the item. If you are adding options that allows different prices depending on the item selected, please leave this section blank.

## Customise Button

For an item you are selling, you can have a drop down menu underneath for different options. You can select one of two option types for each button should you need to:

Item name
Item ID (optional) [What's this?](#)

**Customise button**

Add dropdown menu with price/option [Example](#)

Name of drop-down menu (ex.: "Colours," "Sizes")

Menu choice name	Price	Currency
<input style="width: 100%;" type="text" value="Small"/>	<input style="width: 50px;" type="text" value="3.99"/>	<input style="width: 50px;" type="text" value="GBP"/> <input type="button" value="v"/>
<input style="width: 100%;" type="text" value="Medium"/>	<input style="width: 50px;" type="text" value="5.99"/>	GBP
<input style="width: 100%;" type="text" value="Large"/>	<input style="width: 50px;" type="text" value="7.99"/>	GBP

[Add option 4](#)

[Cancel](#)


Add drop-down menu without prices [Example](#)

Add text field [Example](#)

[▶ Customise appearance](#)

**Buyer's View**

Sizes



### "Add drop-down menu without prices"

Click this option should you wish to add options for your product that will have no change in pricing structure (eg. different colours at the same price). For this option you must have the price selected in the previous field.

Choose a name for the drop-down menu (eg. colour).

Under "Menu choice name" you can list the options required (eg. blue, green, yellow). For a fourth or more options you can click the "Add option 4" link for another box.

### "Add drop-down menu with price/option"

Click this option instead should you require an option that requires different prices depending upon the option selected (eg different sizes with prices for each).

Choose a name for the drop-down menu (eg. sizes).

Under "Menu choice name" you can list the options required (eg. small, medium, large). For a fourth or more options you can click the "Add option 4" link for another box.

You will need to add a price for each option. Please make sure you did not enter a price into the previous field.

Once you have finished entering options click "Done". Enter your email address into the required field to be alerted of a sale. You can then create your code by clicking "Create Button".

[Create Button](#)

## Obtaining Your Button Code

After you have clicked on "Create Button" you should be taken to a new page as per the screenshot below.

My Account
Send Money
Request Money
Merchant Services
Auction Tools
Products & Services
Help

**You are viewing your button code**

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Guide](#)

Website
Email

```

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="4379523">
<input type="image"
src="https://www.paypal.com/en_GB/i/btn/btn_buynowCC_
border="0" name="submit" alt="PayPal - The safer, easier way to pay
online.">
<img alt="" border="0"
                    
```

Select Code
[Go back to edit this button](#)

**Buyer's View**



You need to make a note of the number generated for you. This is highlighted in red for you (in this example it would be 4379523).

This part of the process is now complete. You will need to make a note of the number generated for each item, along with the name, price and any extra options you have selected in order for you to add these via Sitebuilder.

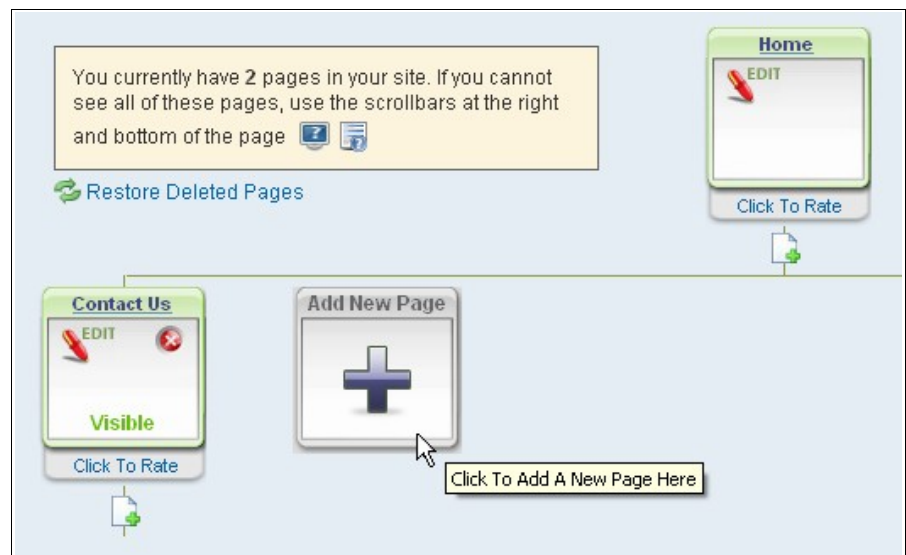
## Part 2: Creating Your Shop in Sitebuilder

You are now ready to add a Shop page to your website. To do this you will need to log into Sitebuilder as usual. You can do this at <http://sitebuilder.btcustomerstreet.com> with the login details you received with your First Steps Guide.

### Create a New Page

Within the "Pages Editor" tab within Sitebuilder you have the option to create new pages and sub-pages. Depending how your website is set up you can create either a new page or you may need to create a sub-page (a page within a page)

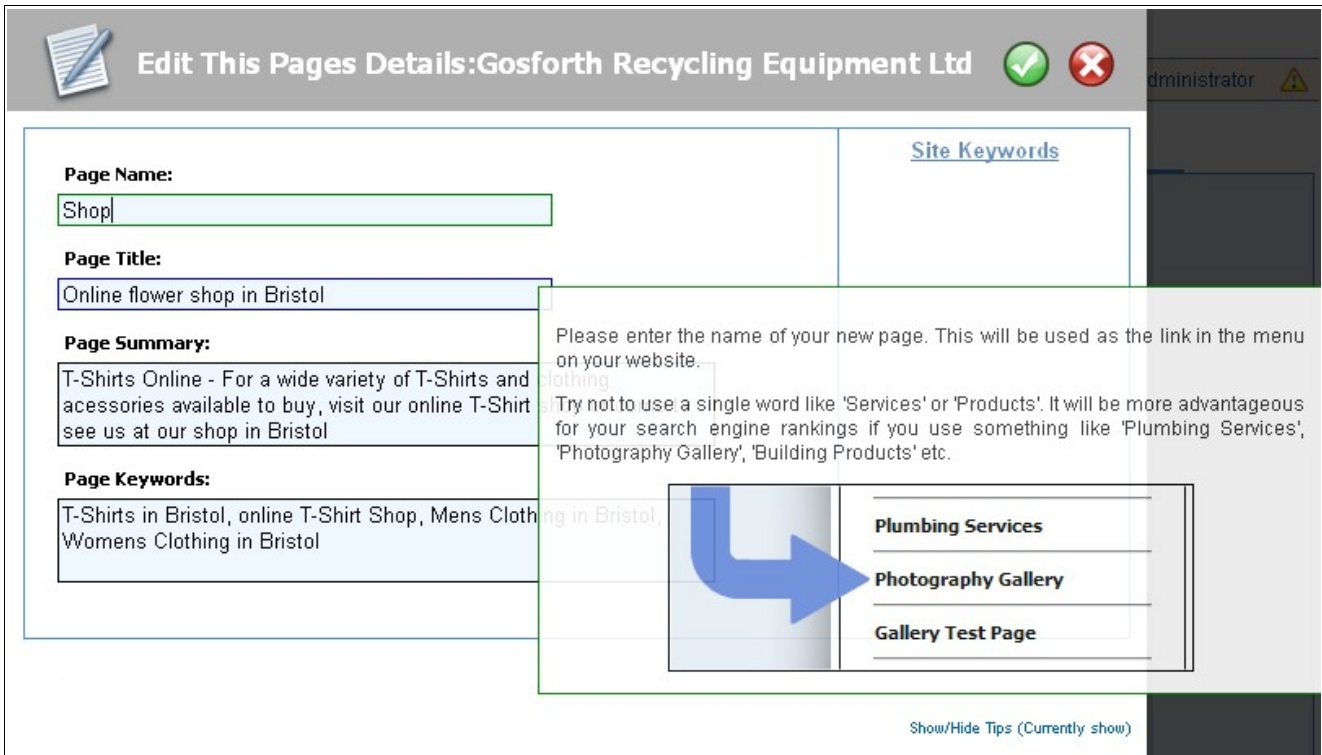
To create a new page, click on the "Add New Page" button as shown.



To add a sub-page you need to click on the small green cross below the page that you wish to create the sub-page within. This option may be used, for instance, when you wish to create a main page called "Shop" that is an opening page, and then has sub-pages within this to sell products on different pages.

## Editing the Page Details

Once you have clicked to add a page you will be prompted to edit the details for the page. These will include a name for the page, a title, summary and keywords.



**Edit This Pages Details: Gosforth Recycling Equipment Ltd**

**Page Name:**  
Shop

**Page Title:**  
Online flower shop in Bristol

**Page Summary:**  
T-Shirts Online - For a wide variety of T-Shirts and accessories available to buy, visit our online T-Shirt see us at our shop in Bristol

**Page Keywords:**  
T-Shirts in Bristol, online T-Shirt Shop, Mens Clothing in Bristol, Womens Clothing in Bristol

[Site Keywords](#)

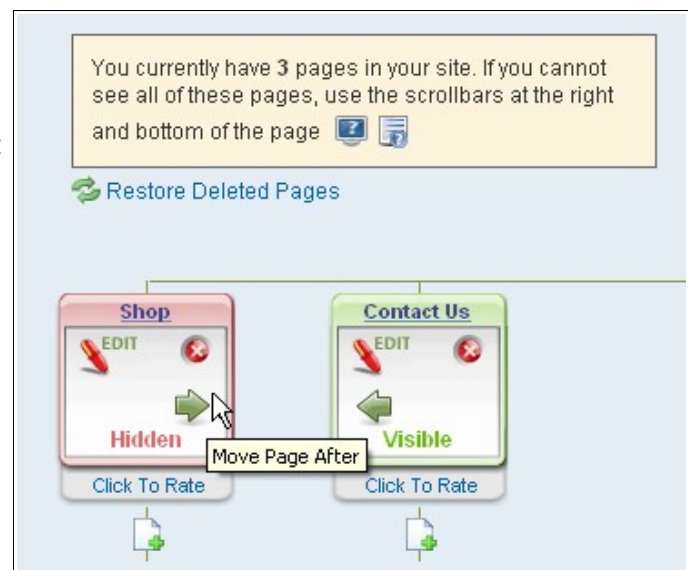
Please enter the name of your new page. This will be used as the link in the menu on your website.  
Try not to use a single word like 'Services' or 'Products'. It will be more advantageous for your search engine rankings if you use something like 'Plumbing Services', 'Photography Gallery', 'Building Products' etc.

- Plumbing Services
- Photography Gallery
- Gallery Test Page

Show/Hide Tips (Currently show)

## Moving the Page

Once you have entered the details for the page and clicked the green tick, your page will be created. It will now show in the "Pages Editor" as shown below. You can then change where the page is situated in the navigation for the site by clicking on the green arrows until you are happy. The page will remain hidden and highlighted in red until you publish the site or un-hide it as you would a normal page.



You currently have 3 pages in your site. If you cannot see all of these pages, use the scrollbars at the right and bottom of the page

[Restore Deleted Pages](#)

**Shop** (Hidden) | **Contact Us** (Visible)

Move Page After

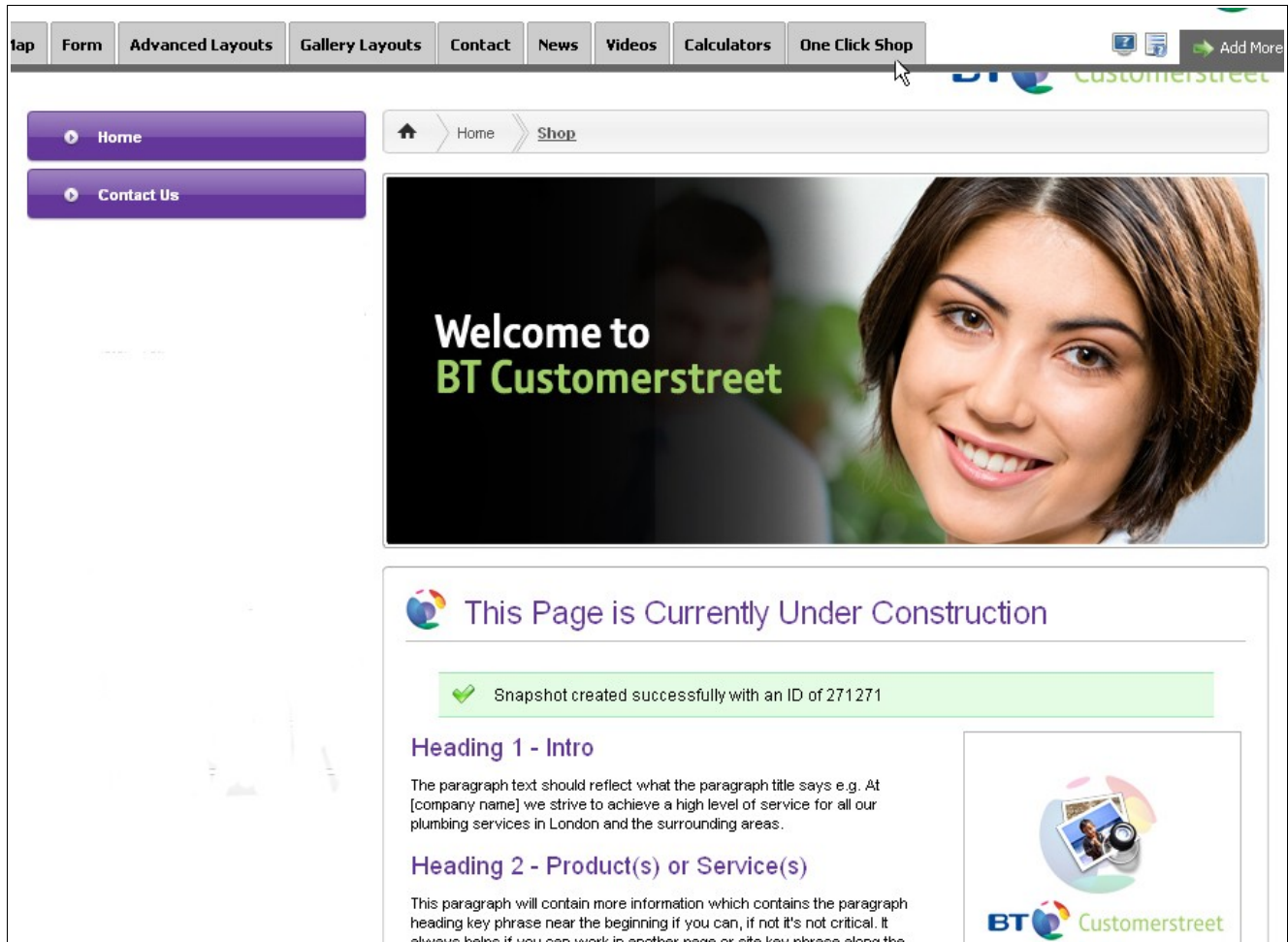
## Editing the Shop Page

In the Pages Editor of Sitebuilder, click on the "EDIT" button with the pen icon located underneath the page title. This will open up your new page in the software. There will most likely be some standard text inserted as

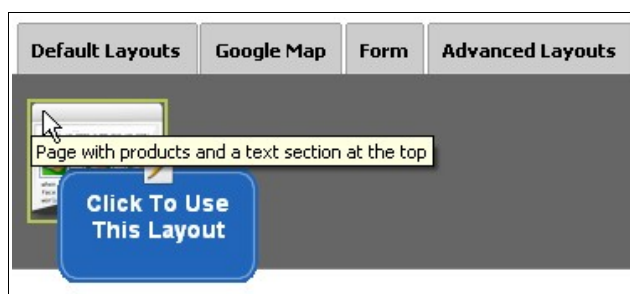
a template.

## Changing the Layout

To turn this standard page into a Shop page you will need to click on the button called “One Click Shop” as shown below.

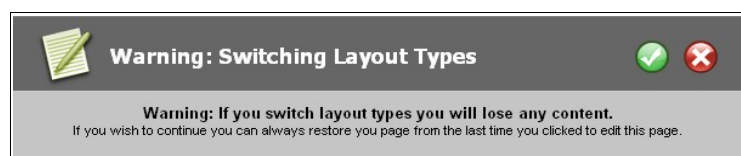


The screenshot shows the website's navigation bar with buttons for 'Home', 'Contact Us', and 'One Click Shop'. Below the navigation is a breadcrumb trail: Home > Shop. The main content area features a large banner with a woman's face and the text 'Welcome to BT Customerstreet'. Below the banner is a green message: 'This Page is Currently Under Construction'. A green notification bar states: 'Snapshot created successfully with an ID of 271271'. The page contains two heading sections: 'Heading 1 - Intro' with placeholder text, and 'Heading 2 - Product(s) or Service(s)' with placeholder text. A BT Customerstreet logo is visible in the bottom right corner of the content area.



The screenshot shows a layout selection interface with four tabs: 'Default Layouts', 'Google Map', 'Form', and 'Advanced Layouts'. A mouse cursor is hovering over a preview of a page with products and a text section at the top. A blue button with the text 'Click To Use This Layout' is overlaid on the preview.

Upon clicking on “One Click Shop” the shop layout option will appear as an icon. Click on this icon to activate the layout. You will be prompted with a warning. This is to advise you that whenever you switch to a new layout, any content will be lost. Click the green button to proceed.




**Warning: Switching Layout Types**

**Warning: If you switch layout types you will lose any content.**  
If you wish to continue you can always restore you page from the last time you clicked to edit this page.

## Adding Your Products


Once you have changed the layout you will be ready to add items to your page. As you would with a normal page, you can click on any text section, headings and images to update them. Your page may initially have three blank products. You can create more spaces for products by clicking on the green plus sign and remove the last space by clicking on the red minus sign.



### Page Heading


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**Section Heading for the Page Here**  
 This paragraph will contain more information which contains the paragraph heading key phrase near the beginning if you can, if not its not critical. It always helps if you can work in another page or site key phrase along the way. Please ensure you give full information as search engines prefer content rich websites. So the more relevant information your site has the better the results are likely to be. You shouldn't include duplicate content on your pages either, as search engines will disregard this. Use the analyser in the bottom left to see how your page is doing in reference to Search Engine Optimisation.



**Buy Now**

**Your product title goes here**  
Your product description goes here



**Buy Now**

**Your product title goes here**  
Your product description goes here

Number Of Products In Your Shop

+

2


-

Current Shop Overlay: [Set Colour](#)

## Editing Your Product

If you click on the "Buy Now" button for an item it will bring up the associated options as below.

The "Buy Now" button will appear grey when there is no product code inserted and cannot be processed as an order until this information is completed. Upon completion the button will appear yellow indicating that is is active.



### Edit Your Product

✓
✗

Please note in order to use this plugin you require a PayPal Account

The form below allows you to customise your One Click Shop by specifying the PayPal options to ensure your shop is secure

**PayPal Product Code:**  i

**Enable Options:**

**Options Name (i.e. Size, Colour):**

<b>Option 1:</b>	<input type="text" value="Small"/>	<b>Price 1:</b>	<input type="text" value="3.99"/>
<b>Option 2:</b>	<input type="text" value="Medium"/>	<b>Price 2:</b>	<input type="text" value="5.99"/>
<b>Option 3:</b>	<input type="text" value="Large"/>	<b>Price 3:</b>	<input type="text" value="7.99"/>

[Add another option](#)

In this section you need to input the details that you created for the items in PayPal. Add the code generated by PayPal into the form. If you had an option enabled for the item you will need to add the exact details from PayPal as described earlier. Once completed just click the green button.

Once you are happy with your page you can either click "[Save And Publish](#)" to save the changes and put the page live on the website. Alternatively click "[Save As Draft](#)" to save the page as hidden so that it will not be visible and live.



Save And  
Publish



Save As  
Draft



Cancel  
Editing