

# Website Payments Standard and Website Payments Pro — at a glance

<b>Website Payments Standard</b> Customers shop on your website and pay on PayPal.	<b>Website Payments Pro</b> Customers shop and pay on your website for credit card payments.
<b>Who is it for?</b>	
Businesses that want an easier, quicker way to start accepting credit cards online. Set it up in minutes. You don't need a separate merchant account or gateway.	Businesses that want the functionality of a merchant account and gateway and more control over the customer experience. Website Payments Pro requires a technical, API-based implementation.
<b>What is it?</b>	
Website Payments Standard is an online payment solution that allows you to accept credit cards, bank transfers, and PayPal account balance payments. Customers simply click a payment button on your website and then pay you securely on PayPal.	Website Payments Pro is a comprehensive online payment solution that lets you accept credit cards, bank transfers, and PayPal account balance payments. Customers paying with credit card stay on your website for the whole transaction, and PayPal account holders check out fast on PayPal.
<b>What is my customers' experience?</b>	
With Website Payments Standard, customers shop on your website and pay on PayPal's site for all methods of payment. Customers do not need a PayPal account in order to complete their payment.	Customers paying by credit card complete their entire transaction on your site. You control the customer experience from start to finish. For customers who choose to pay with PayPal, the customer quickly pays on PayPal and is returned to your website to complete the order.
<b>How much does it cost?</b>	
<ul style="list-style-type: none"> <li>● No monthly fees</li> <li>● No setup fees</li> <li>● No cancellation fees</li> <li>● Transaction fees: 1.9% to 2.9% + \$0.30 USD</li> </ul>	<ul style="list-style-type: none"> <li>● Low \$20.00 USD monthly fee</li> <li>● No setup fees</li> <li>● No cancellation fees</li> <li>● Transaction fees: 2.2% to 2.9% + \$0.30 USD†</li> </ul>

†For Website Payments Pro, Express Checkout transactions are as low as 1.9% + \$0.30 USD per transaction, while Direct Payment API rates are as low as 2.2% + \$0.30 USD per transaction.

---

Copyright © 1999-2005 PayPal. All rights reserved.