Product Style

Version 2.0.0

http://amzps.com/

A Wordpress Affiliate Advertising Plugin

Developed & Programmed by
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Free Niche Affiliate Training
Bonuses Sponsored by
http://supertargeting.com/

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Introduction

Hi there. Thank you for taking the time to read through my plugin documentation. If you have already purchased the Product Style plugin, I thank you for your business.

If you're shopping for an affiliate Wordpress plugin, especially one for use with the Amazon affiliate network then you've come to the right place. Take the time to view the video on the home page of the Product Style plugin to see some of the powerful things that the plugin can do. This file is also an excellent reference to learn about nearly everything the plugin can do, how it works and more.

Before I get started, I'd like to take a moment to introduce myself if you don't already know me. My name is Ryan Stevenson. I am not your typical, single male internet marketer. In fact, I'm quite the family man and was raised with very traditional morals and values. I am married with three kids (one still in the womb as I type), with the oldest child being 10 years old if that helps you put an age on me. I'm still rather young overall because I did marry in my early 20s, but I've been working online full-time for nearly 16 years as of the time I'm writing this (mid 2011).

I went to college for Computer Animation, but I decided not to pursue that career path. I am a self-taught computer and website programmer, with some minor college courses in those areas as well. Although I have worked a random "real" job before, making money online is what I do. However, until a year ago, I didn't make any money online selling my own products. Most of my income comes from niche affiliate websites that I've built over the years and many of these are Amazon affiliate sites.

I started developing coaching ebooks and Wordpress plugins last year to share my experiences and knowledge with beginning and experienced internet marketers. A lot of it began as interactions through internet marketing forums from other members that simply wanted help in areas where I had a ton of experience. It's snowballed quite a bit since then, but I still continue to do this to genuinely help others succeed as I have done.

I see the way many internet marketing products promise the world and can't even come close to fulfilling those promise. I absolutely refuse to develop products that I wouldn't be happy with myself (and I'm a picky customer). You won't see ridiculous income claims on my websites because I truly have no reason to try to deceive you. I don't have pushy sales tactics because I believe in the freedom to make a choice without being pressured. In fact, I actually want you to buy my plugin because it will help you and for no other reason.

This plugin was originally created as a tool to save myself time creating my own Amazon affiliate websites, so you're not just in control of another piece of

software here. This is a finely crafted Wordpress plugin that I would continue to develop for my own use even if nobody ever purchased it. Why? It's powerful, useful, unique and a tremendous time saver. There is literally not a single other Wordpress plugin on the market that will do what the Product Style plugin will do.

Product Style License
This Wordpress plugin is licensed only to you, a single user. You may not distribute this plugin in any manner. You may use the plugin on as many of your own Wordpress websites as you wish if you have purchased the unlimited domain license.

Single domain licenses may be completely transferred to a new owner with the sale of the website it runs on, so this is the license you will need if you want to flip sites using this plugin. Instead of buying an expensive license upfront to allow license transferring, you can just buy a new single domain license whenever you wish to build another site to flip.

All plugins are monitored for unauthorized usage. Offending plugin licenses can be remotely deactivated in the event of unauthorized use, so please respect these rules to avoid these problems with your own license.

A lot of time and development has gone into this plugin, but the asking price is still extremely reasonable and will remain this way as long as these rules continue to be respected.

Thank you in advance for your support and consideration.

If you have a friend that wants a copy of your plugin, send them to our website using your Clickbank affiliate link to earn a 50% commission!

Product Style's Clickbank Vendor ID: **amzps**

Please do not refer your own future purchases of the plugin. If you wish to buy a number of single domain licenses for site flipping purposes, please contact me at ryan@amzps.com - I will arrange a special rate for multiple purchases like this for existing plugin customers.

New Version Releases

Product Style plugin customers receive all future versions free of charge.

You can find news for the Product Style plugin and available update information from the *Product Style Info* link in your admin menu.

You will see an exclamation mark on the Product Style menu icon and also next to the *Product Style Info* link at the top of Product Style admin pages when there is a new version of the Product Style plugin available.

If you see this exclamation symbol, go to the *Product Style Info* page to get information about the available update. A download link for your licensed copy of the plugin will be provided.

Updates:
1. Upload the entire "amzps" folder to the plugins directory on your Wordpress site (generally /wp-content/plugins/). Overwrite any existing files. Use the FTP Installation method to accomplish this easily.
2. Login to your site's admin area and the plugin update will be complete!

Installation

This section provides information on how to actually get the plugin uploaded and activated on a new website. Please refer to the chapter on Initial Plugin Setup for additional information on preparing the plugin for it's first use after installation.

The first time you install the Product Style plugin on a website, there are three primary options you can choose from to get it installed and running.

Option #1
Installation Through Wordpress Admin

Please note that you <u>should not</u> use this particular method unless you have never installed the plugin on the website before. Installation of a plugin upgrade with this method will cause problems.

#1. Click **Plugins → Add New**

#2. Click **Upload**

#3. Click the **Browse** Button, then select the downloaded *.zip file*
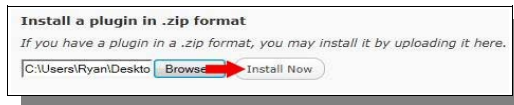
#4. Click **Install Now**

**#5.** Click **Activate Plugin**

Option #2
Installation Through Hosting Admin (File Manager)

Although it is possible to use this method to install both new and update copies of the plugin, this is not the recommended method so detailed steps are not provided here. See option #3 for information on finding out where to upload the plugin folder.

Option #3 (Recommended)
Installation Through FTP

To install Product Style, follow these simple instructions. You will need an FTP client and can find a shareware FTP client online (like Core FTP, which has been pictured here).
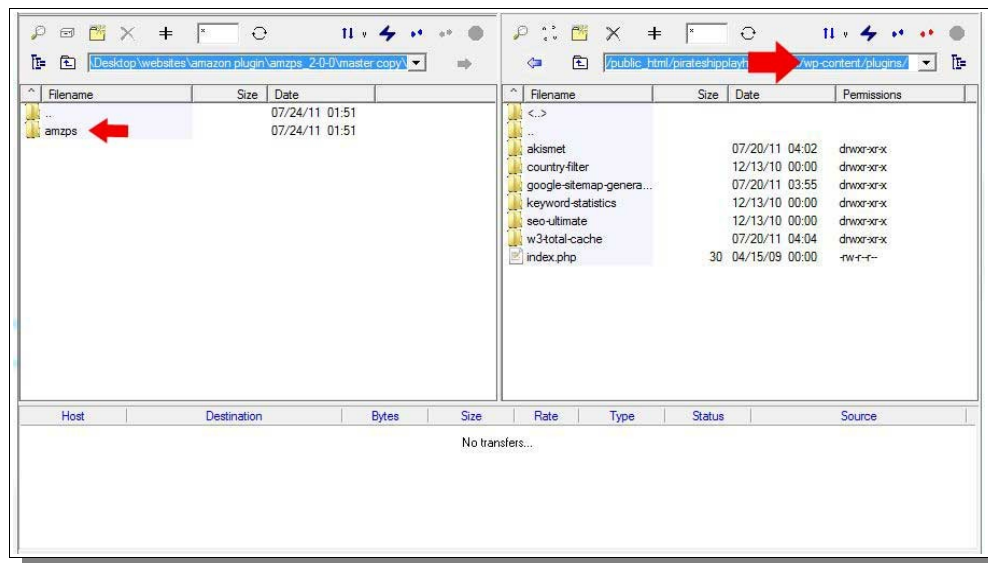
#1. Extract the *.zip* file to a local folder on your computer, which gives you an **amzps** folder (shown on the left).
Login to your website via FTP, and navigate to the **/wp-content/plugins/** directory.
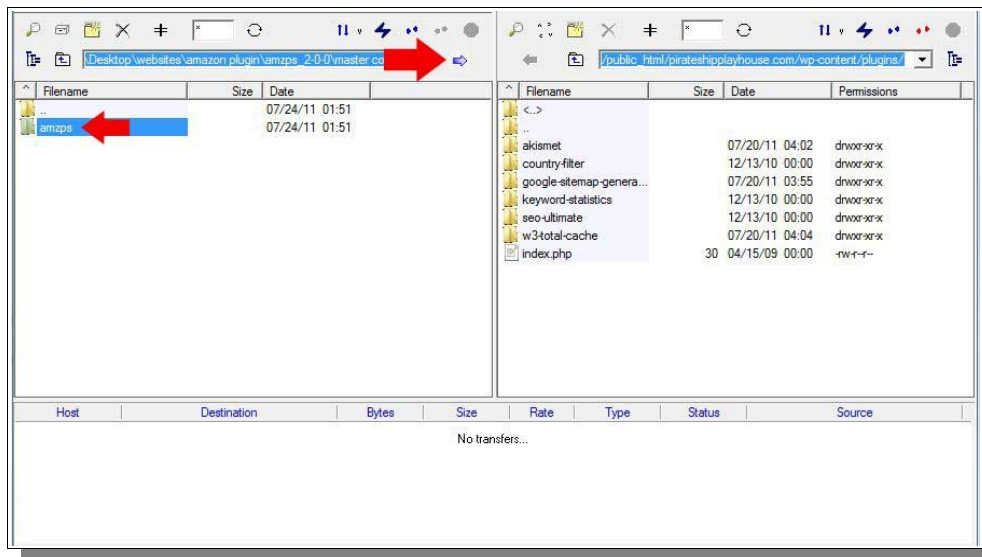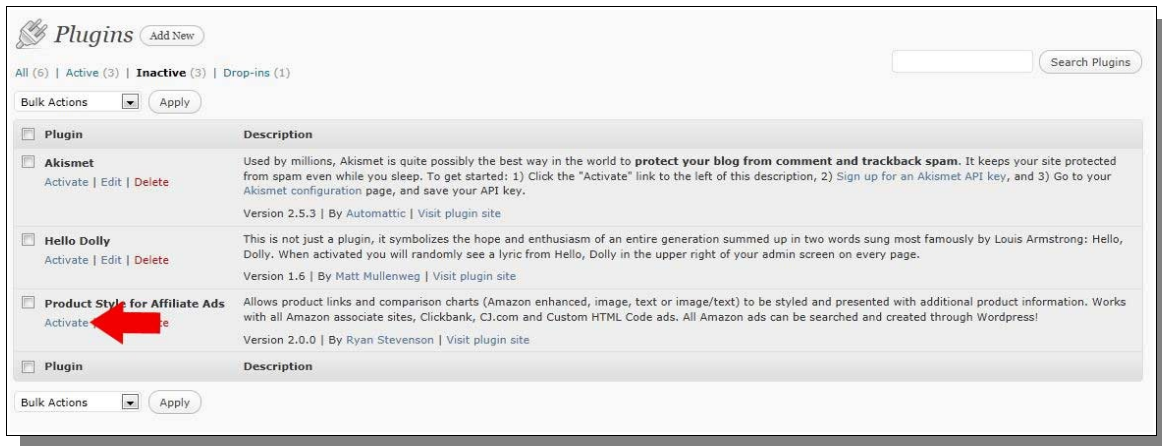
#2. Click on the local **amzps** folder, and then click the right arrow button to transfer the entire folder to the plugins directory on the website.
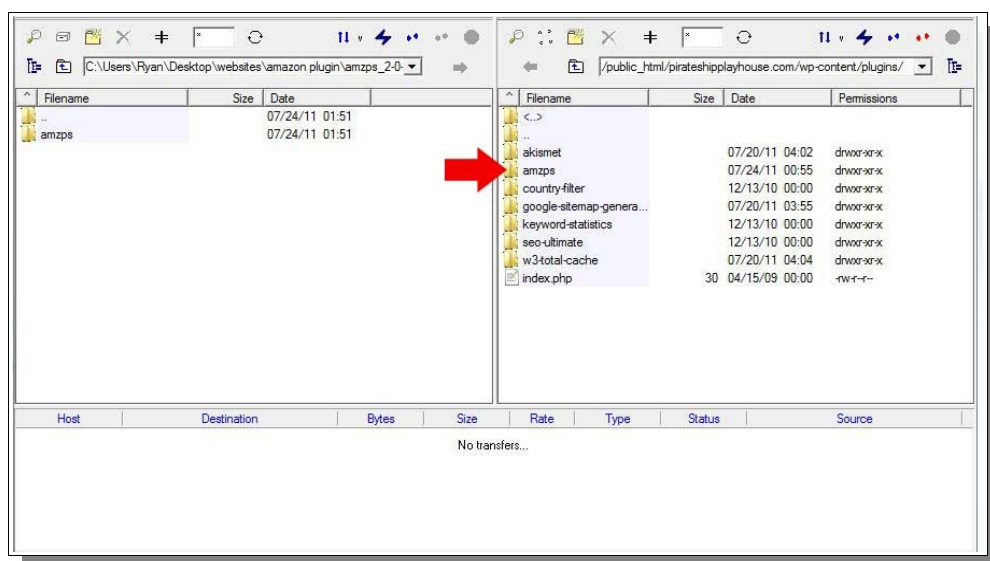
#3. When the folder upload completes, you'll see the **amzps** folder on the server now.

#4. Login to your Wordpress Admin, and click **Plugins** in the sidebar menu.

#5. Click the **Activate** link for the plugin,
Product Style for Affiliate Ads.

Optional Installation To Enable Country Based Ad Serving
If you want to use country detection with your Amazon ads to show ads from more than one Amazon affiliate site, you will need to install a free plugin on your site.

Click **Plugins → Add New** and search for 'Country Filter'. Install and Activate this plugin. Next, you will need to complete the full installation instructions for the Country Filter plugin.

You can find the complete installation instructions here:
http://www.codediesel.com/plugins/country-filter/

The additional installation instructions guide you to install the ip2nation database, which is a database of IP addresses based on countries.

Here are the steps to complete ip2nation database installation:
1. Download the database from http://www.ip2nation.com/ip2nation/Download
2. After the download is complete extract the ip2nation.sql file from ip2nation.zip
3. Go to your domains phpMyAdmin webpage
4. Select your WordPress Database and click on Import Tab
5. Select the ip2nation.sql SQL file and click Go
6. phpMyAdmin should take a minute to create two tables in your wordpress database : ip2nationCountries and ip2nation.

Once you have completely installed Country Filter, any additional active Amazon affiliate sites on your **Settings** page will be used.

Without Country Filter installed, only your default Amazon country site will be used. In many situations, people will only want to use Amazon.com – these websites will not need to worry about the Country Filter.

This feature can also be used with affiliate sites other than Amazon for advanced ad targeting based on the country of a website visitor.

Plugin Terminology

There are some terms used in this document and/or in the plugin itself that may require some additional explanation for clarity purposes. Some of these terms merely reference part of the Product Style plugin, although they're often common words that could easily be mistaken for something else. This terminology section provides some definitions for these.

Some of these terms describe particular sections of the website, so these definitions are not meant to be complete explanations for those areas. For these terms, refer to the full chapter on that topic for extended information.

Wordpress Admin
This is where you manage your Wordpress site. In some situations, this may be referenced merely as Admin, Admin Pages, Plugin Admin, or Admin Area. For most websites, this will be the **/wp-admin/** directory of your website. The plugin administration pages can be found within this section of Wordpress once it's installed and activated.

Admin Sidebar Links / Sidebar Menu
One of two places in your Wordpress Admin where you can find the links for the plugin admin pages is in the left-hand sidebar.
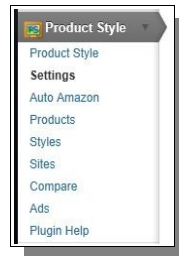
Plugin Header Links / Header Menu
Links for all plugin admin pages are also included at the top of all plugin admin pages. From other Wordpress admin pages, you will need to use the sidebar menu first. These links will be available anytime you're on an admin page for the plugin for easy access to other parts of the plugin.

Product Style Info
The first page of the plugin admin. The main purpose of this page is to give you an easy place to visit to get new version releases of the plugin. You'll find both bug fix releases and full version upgrades on this page when they're available. Keep an eye out for an exclamation mark beside the link to this page in the header menu – this icon indicates there is a new version available for download and will disappear once you upgrade.

Settings
Although there is a general Wordpress settings section in the Wordpress admin, there is also a dedicated settings page in the plugin admin pages. This is a very important page that requires at least a minor amount of information to get the plugin working after installation.

Categories
This is one term that can easily be confusing if you're not properly educated. Wordpress has a Category system / admin page. Whenever Category / Categories are talked about in this document, it **is not** making reference to those Wordpress Categories.

There are actually Product Categories that are used with the plugin to help organize product information, ads and/or charts. Categories are found/created from the *Products* plugin admin page.

Products
While there is a Products plugin admin page, you actually create/edit Products with this plugin. In this sense, a Product is stored within a Category. Fields containing product information are stored for Products, and then Products are used by Ads. There are additional explanations on more of these terms below. Sometimes, an item for sale on Amazon or another affiliate site may also be called a "product".

Fields
A Field is contained within a Product, and a Product can contain any number of Fields (including zero). Each Field has two parts: Name & Info.

Field Names
A Field Name is the identifying label given to a Field. For example, if you want to show the price for a product, then Field Name would likely be "Price".

Field Names are also one of the areas where grouping Products into Categories becomes important. All Products within a Category will share the same Fields. The Field Names will be the same among all Products in that Category.

Field Info / Information
The Field Info or Field Information is the second part of the Field. With the price example, the Field Info would be the actual price amount to be displayed. While Field Names remain the same with Products in each Category, Field Info is different for each Product.

It is OK to leave the Field Info blank on some Products within a single Category. If the plugin encounters blank Field Info while generating an Ad, it will omit that Field completely (this does not apply to Charts, since you choose the Fields and Products).

Styles
There is a Styles plugin admin page. A Style is a predefined set of design characteristics that can be applied to Ads and/or Charts. This controls how the Ads and Charts will look including size, colors, text, layout and more.

Sites
There is also a Sites plugin admin page. In this case, a Site is a predefined set of HTML that is used to generate text and/or image ads for sites other than Amazon. You can create a new Site in the plugin by adding new HTML code, which allows you to use this plugin with affiliate sites other than Amazon, Clickbank and CJ.com.

Ads / Product Ads
A plugin Ad brings everything together to create a complete affiliate
advertisement. Each Ad contains information for the specific item being sold on the
affiliate site. Styles, Products and Sites are also designated in each Ad to
control how it looks, what information to show and what affiliate network to use.

Compare / Charts / Comparison Chart
A comparison chart takes Product Ads another step. Charts can be created with their
own settings to control how they look, what Product Fields to show and also what
Product Ads to use. Additionally, charts can also be set to link to internal pages
instead of linking directly to affiliate websites.

Shortcodes
A shortcode is a bit of code that the plugin generates for Ads / Charts. This
shortcode is then detected by Wordpress, and the plugin converts it into an actual
ad when the page is displayed on the website. There is an extended chapter on
Shortcodes for additional information.

Initial Plugin Setup

Once the Product Style plugin is installed and activated on a Wordpress site, there are a few initial steps to take to prepare the plugin for live use.

Two basic steps must be done for all new plugin installations:
   1. Setup Plugin Settings
   2. Publish Styles

Setup Plugin Settings
In your Wordpress Admin, go to the plugin Settings page (**Product Style → Settings**).

At the very least, you will want to set an **Associate ID** or Affiliate ID on the Settings page. The easiest thing to do is to fill out all of the Associate / Affiliate ID information that you have so the plugin is ready to use those affiliate networks whenever you need them.

To use the Amazon affiliate network, you'll want to specify a **Default** site, make sure it's **Active** and also set the **Associate ID** for that site. For most people this will be **Amazon.com**, which is the top row of this settings chart. The first blank field to the right of **Amazon.com** and below **Associate ID** in the table is where this information should go.

The **Countries** column of the Amazon table only applies if you have the Country Filter installed and have more than one Amazon site set to **Active**. In general, this is only recommended for advanced users that need to monetize traffic from specific countries in different ways.

This country column is a list of two letter country abbreviations (see Country Filter documentation for a full list). These **Countries** will see ads from Amazon networks other than the **Default** network, but the **Countries** listed for the **Default** network will not apply because all unlisted Countries will see ads from the **Default**

network.

Commission Junction and/or Clickbank Settings
To use either of these sites for plugin Ads, the **Affiliate ID** needs to be supplied on the **Settings** page.

Auto Amazon Ads Settings
An API Key and API Secret Key will need to be provided from Amazon Web Services (AWS) to be able to use the Auto Amazon portion of the plugin. These keys are free to obtain from Amazon.

#1. Login to your Amazon Associates account, then click on **Product Advertising API** in the header menu on your account page.
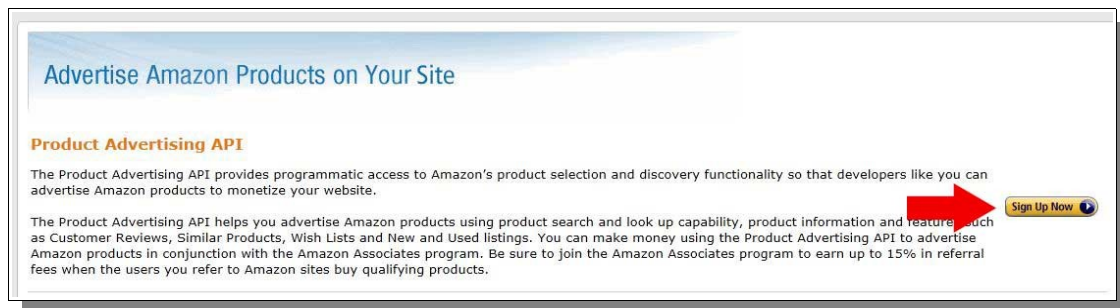
#2. Click on the **Sign Up Now** button.

#3. Proceed through all three steps in that process.

#4. Click on **Manage Your Account**.
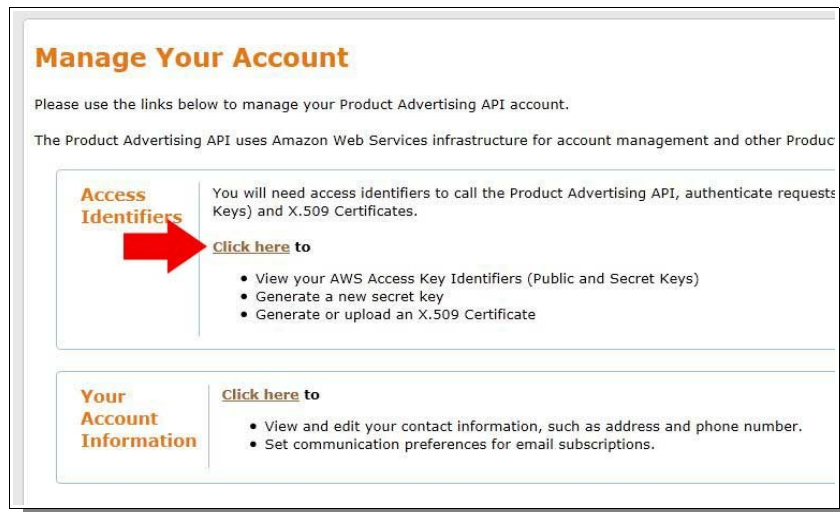
#5. Next to **Access Identifiers,** click the **Click here** link.
This will take you to Amazon Web Services (AWS),
where you'll likely need to create an account.

#6. Once logged into AWS, generate an **Access Key ID** under **Access Credentials.**
You will also need the **Secret Access Key** (Click the **Show** link to view it).

#7. On the **Settings** admin page of the plugin, enter the **Access Key ID** as
the **AWS API Key** and the **Secret Access Key** as the **AWS API Secret Key.**

Publish Styles
Another feature that you will need to become familiar with are Styles used by the plugin.

Since a single style contains a decent amount of information, it's important that the plugin does not generate these styles on demand every time someone visits your website.

To keep the plugin as efficient as possible, Styles must be manually published by you.

In general, there are a few situations that should prompt you to rebuild your Styles.
- New Plugin Installation
- New Plugin Version Upgrade
- Creation of a new Style
- Editing existing Styles
- Creation of an ad using a Style not already published
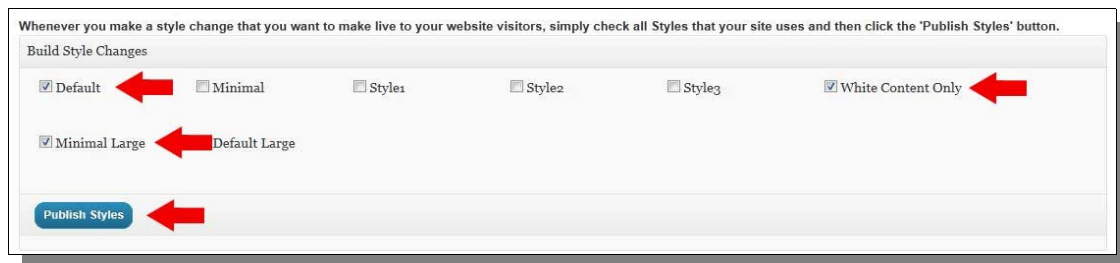
Any Style that you want to use on your website will need to be selected (checked) on the Styles plugin admin page. After selecting all of the Styles that you will use on the site, simply click the Publish Styles button below the check boxes. Above, the picture shows three different styles being published.

Anytime you upgrade your plugin to a new version, create a new style or edit existing styles that are used on your site, you should publish the Styles again.

Failure to complete this step on publishing styles will result in blank or non-styled ads.

Settings Admin Page

The Settings page in the Product Style admin is an important page. Make sure you have your settings filled out correctly here or else your ads won't display on your site.

Product Style supports usage with Amazon.com, Amazon.ca, Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.co.jp, Amazon.cn and Amazon.it. Auto Amazon will not work with Amazon.cn or Amazon.it because Amazon does not support it.

You will have to have one of these sites set as your default Amazon site. The default site will be the Amazon site that the plugin uses to generate your ads.

Amazon Site Settings

The top section of settings on this page covers settings and options for Amazon. If only Amazon.com products will be promoted on the site, you only need to enter your Amazon.com *Associate ID* in this top section to get the plugin running.

Countries settings are not important unless more than one Amazon country site is *Active*. The country settings can actually be used for sites other than Amazon country sites, although that's a more advanced topic that most people aren't interested in.

Amazon Site	Associate ID	Countries	Default	Active
Amazon.com (USA & Worldwide)		us	⦿	Yes ▾
Amazon.ca (Canada)		ca	○	No ▾
Amazon.co.uk (UK & Europe)		uk,at,be,bg,cy,cz,dk,ee,eu,fi,gr,hu,is,lv,lt,lu,mt,nl,pl,pt,ro,sk,si,es,se	○	No ▾
Amazon.de (Germany)		de	○	No ▾
Amazon.fr (France)		fr	○	No ▾
Amazon.co.jp (Japan)		jp	○	No ▾
Amazon.cn (China)		cn	○	No ▾
Amazon.it (Italy)		it	○	No ▾

Save Changes

Associate ID: This is the referral id that Amazon has provided you to refer sales with. You will need to enter an *Associate ID* for any site you have *Active*.

Countries: This is a list of the countries that will see ads from this particular Amazon site. This setting is not used for the default Amazon site or for Amazon sites that are not *Active*. If you have more than one country in this list, put a comma between each country (no spaces). For a full list of the country codes, see the County Filter plugin or the ip2nation database.

Default: The default Amazon site (only one can be selected). Unless someone comes from an *Active* Amazon site's *Countries*, they will see ads from the default site.

Active: Only sites marked as *Active* will be used to show ads.

Admin Country Override
The middle section of settings has options to allow you to test the country
settings that you've enabled on the site. When this is turned on and you're logged
into your admin account, you'll see ads just like someone would from the country
that you have set to test.

Enable Admin Country Testing: If you want to pretend to be a visitor to your own
website from a country other than your own country, for ad testing purposes, set
this to 'Yes' and set an 'Amazon Site To Test'.

Amazon Site To Test: This is the site that you will test if you set 'Enable Admin
Country Testing' to 'Yes'.

Sites Affiliate IDs
The bottom section of settings is where a Commission Junction and/or ClickBank
affiliate ID can be entered. These are only needed if you promote products from
these networks on the site.

Commission Junction ID (CJ.com): This setting allows you to enter your affiliate ID
from CJ.com if you want to use those ads on your site. This is a number that CJ.com
assigns to each site that you add to your CJ.com account.

Clickbank ID: This is your affiliate ID for Clickbank, which is also your login
name (generally a text ID/name).

Promote Plugin With Footer Link: This option allows you to turn on a link that will
be displayed at the very bottom of each public page on your website. This link
promotes the plugin website, amzps.com, with a very brief and small "Powered by
Product Style Plugin" statement.

By turning on this option and entering a ClickBank ID in the setting box above it,
that "Powered by..." link will be set to your ClickBank ID so you'll receive 50%
commissions on any sales you can refer. This is completely optional, but should be
an easy way to get commissions from marketers admiring your site.

Auto Amazon Ads
The **Auto Amazon** features of the plugin will not automatically work without filling
in these settings first. Additionally, you will only be able to search with Amazon
countries that you have set to **Active** in the **Amazon Associates Settings** table.

AWS API Key – This key and the secret key below it are required to use **Auto Amazon** features of the plugin. Detailed instructions have been provided in the plugin **Setup** chapter to obtain these keys. This key is the Amazon Web Services (AWS) **Access Key** for their Product Advertising API.

AWS API Secret Key – This key is the Amazon Web Services (AWS) **Secret Access Key**.

Auto Product Price Update Frequency – This is **Disabled** by default when the plugin is first installed, so you will have to enable it if you want to use this feature. For this setting, you need to specify how often the prices should be updated on Amazon products in your saved **Ads**. See the **Auto Amazon** chapter for more information about **Auto Price Updating**.

Save Amazon Images Locally? - You can choose to use default Amazon images or save them to your own server automatically with this setting. It is highly recommended for a variety of reasons, including search engine optimization, that you turn this setting on (**Yes**).

Local Image Folder – Auto Amazon will save the images you select for new Ads within this local folder on your website. When left blank, this will automatically be the **images** folder on your website.

On a default Wordpress site, this folder may not already exist, so you will need to create the *images* folder in the base directory of your site. This folder should have write permissions of at least **755** to function.

Auto Amazon Admin Page

Product Style - Auto Amazon Ads

Product Style Info |Settings |Auto Amazon |Products |Styles |Sites |Charts |Ads |HELP

The **Auto Amazon** Admin Page allows you to quickly search Amazon products and create unique affiliate **Ads**. You must make sure to fill out the two **Auto Amazon API Keys** on the **Settings** Admin Page to use **Auto Amazon.**

This chapter provides a in-depth guide on how to use the **Auto Amazon** system of the plugin.

It's also important to understand that the **Amazon Site** drop-down box provided on the initial search form (seen below) will only be populated with **Active** Amazon country sites. If you are using multiple Amazon country sites on your site, it will generally be best to create the **Ads** using the **Default** Amazon country site.

On a side note:
The **Merchant** option provided in the search form will be removed in an upcoming update of the Product Style plugin. Right around the time version 2.0.0 of Product Style was released, Amazon announced they would no longer support this search option starting **October 4, 2011.** If you have any problems using **Auto Amazon** features after that date, be sure to check for an updated version of the Product Style plugin through your **Product Style Info** Admin Page.
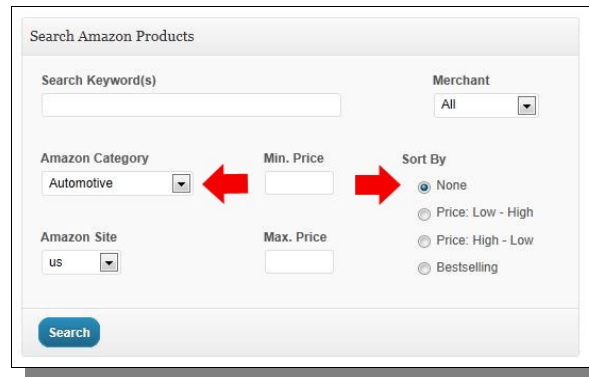
Search Amazon Products

Search Keyword(s)

Merchant
All

Amazon Category
All

Min. Price

Sort By
● None

Amazon Site
us

Max. Price

Search

To search for Amazon products, you will need to provide a search **Keyword** or phrase, then click **Search.** All other options on this search form are optional. Up to five pages worth of results (50 products total) will be returned for searches.

Search Amazon Products

Search Keyword(s)

Merchant
All

Amazon Category
Automotive

Min. Price

Sort By
● None
○ Price: Low - High
○ Price: High - Low
○ Bestselling

Amazon Site
us

Max. Price

Search

By providing an **Amazon Category** to search, you'll be able to receive many more search results (400 pages total). In addition to that, you'll also get access to **Sort By** options (for Amazon.com only). The available **Sort** options will vary depending on the **Amazon Category** selected.

Once you Search for Amazon products, you'll see a listing of search results below the search form. A picture of a single search result has been shown as an example.

Amazon Affiliate Site Planning & Building (Supertargeting Amazon Affiliate Training)
Category: eBooks
Sales Rank: #134480
Amazon Product Page Link
Price: $9.99

This is a link you can click to take a look at the actual Amazon product page for this result, which is helpful if you want to take a closer look at the product before you decide to promote it. This is a big time saver if you like to search for products on Amazon too, since this gives you a direct link to any product you search.
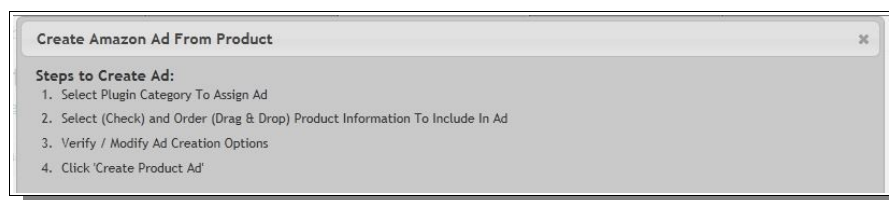
Amazon Affiliate Site Planning & Building (Supertargeting Amazon Affiliate Training)
Category: eBooks
Sales Rank: #134480
Amazon Product Page Link
Price: $9.99

Both the picture (if one is available for the product) and the title of the product are links that will open up a dialog window with additional information about the product. This dialog window is also used to add this product to your plugin database as an advertisement.

Create Amazon Ad From Product   ✕

Steps to Create Ad:
1. Select Plugin Category To Assign Ad
2. Select (Check) and Order (Drag & Drop) Product Information To Include In Ad
3. Verify / Modify Ad Creation Options
4. Click 'Create Product Ad'

This is the top of the dialog window that shows up after you click a product link. Brief steps are provided here to remind you how this page is used. These steps have been explained below.
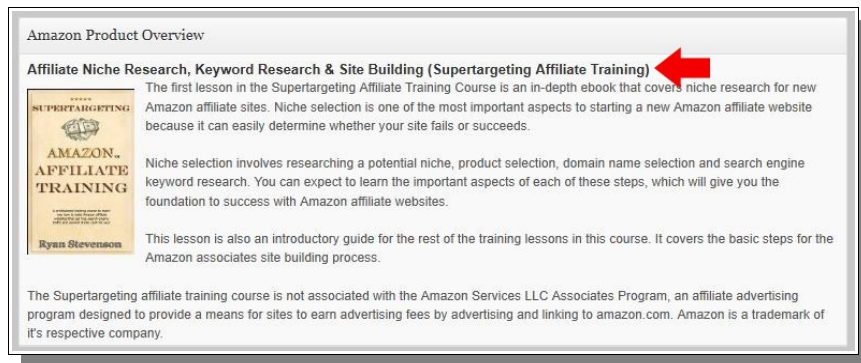
This is the first piece of the dialog window for adding an Auto Amazon product. This shows you a larger product image, the title of the product and also the description/summary of the product. The product title here is a link that will take you directly to that product's Amazon page (just like the link in the search result listings).

The next area in the dialog window shows some additional product information, like the **ASIN** of the product, it's **Sales Rank** and **Price**. The text **Read Customer Reviews** is a link directly to a page that just shows the reviews and the review ratings for this product. Unfortunately, Amazon has restricted direct access to this information in their API, but this provides an easy way for you to double check that reviews are positive for the product.
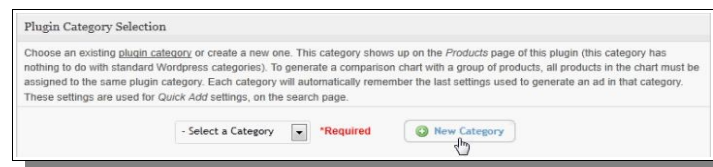
When you have decided that you want to create an affiliate advertisement with an Amazon product you have searched, scroll down to the **Plugin Category Selection** table.

Here, you will need to select an existing product **Category** or create a **New Category**. Since I have not created a **Category** yet, that is my only choice (click **New Category**). This **Category** is a plugin **Category** and **not** a Wordpress category.
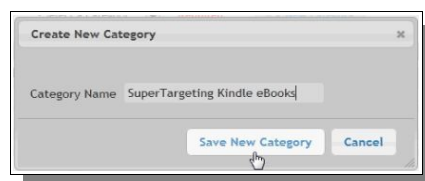
Provide a **Category Name** (for your own reference), and then click **Save New Category.**

After the **Category** has been created, it automatically gets selected in the drop-down box for you.

Below Category Selection is **Product Information Selection**. This is information that the product merchant has provided about the product. To a certain extent, this information can vary from one product to the next, but there are a lot of fields that are common among most product (like **Price, Product Summary**, etc).

Browse through the available **Product Information** and click on the check box beside each **Product Field** that you want to display with this advertisement. You can use the information as it's provided or customize it to your own liking. In this example, I selected the **Price** field and changed the **Field Name** to **Cost**.

In addition to selecting and modifying the available **Product Information**, you can also change the order it gets displayed in the advertisement. To change the order of a **Field**, just click on it and drag it into it's new position.

Here, I have moved the **Author Field** above the **Cost** (Price) **Field**.

Once you have selected all of the **Product Information** to use for your advertisement, scroll to the bottom of the dialog window to the **Ad Creation Options.**

All of these **Ad Options** have already been filled out for you, but you can also change them to your liking. If you're not sure about a particular **Ad Creation Option** here, be sure to look at the **Ads** Admin Page for detailed information on each option.

Here, I've modified the **Options** to fit what I want to do with this advertisement.

To finalize the creation of the new Amazon affiliate **Ad,** just click **Create Product Ad** at the bottom of the dialog window.

You'll see a brief message at the top of the screen in yellow to confirm the **Ad** was successfully created.

At this point, that particular Ad is ready to insert into a Wordpress post/page and start referring affiliate sales!

After a plugin **Category** exists, the **Auto Amazon** search results will look slightly different. Here, you can see the **check boxes** on the left-hand side of each product listing.


Now, at the bottom of the search results, you'll also see a **drop-down box** and a **Quick Add** button (again, only after a plugin Category exists).

Even though it is possible to create a plugin **Category** through the **Products** Admin Page, only **Categories** created through **Auto Amazon** will show up in this **drop-down box.** This is because **Auto Amazon Categories** actually <u>remember</u> how you created your last advertisement in each **Category.**

I'll explain a bit more about **Category** settings memory, but first I'll show you what this **Quick Add** button does. Just click the **check box** by products that fit in the same plugin **Category,** select that **Category** from the **drop-down box** at the bottom of the search results and then click the **Quick Add** button.

You'll see a **Working...** message appear after you click the **Quick Add** button. Now, all of the products you selected are having advertisements created for them. Best of all, it's making these **Ads** the exact same way you made the previous Ad in that **Category**!
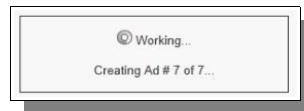
Do not navigate away from the page or click on anything until all of the selected **Ads** have been created.

You'll see another brief message in yellow at the top of the page once the **Quick Add** process has completed.

Now I'll explain a bit more about how these **Ads** were created using the **Category** memory settings.

Each time a product is created into an **Ad** for the first time in a new **Category** through the **Auto Amazon** system, there are a number of settings and options that you specify to determine how those **Ads** are made.

Once the plugin has this information on a **Category,** more **Ads** can be created in that same **Category,** and the plugin will do nearly everything for you.

What settings and options are remembered?

- Selected Product Information Fields

- Changed Product Information Field Names

- Ordering of Selected Product Information

- Most Ad Creation Options (All non-text based options)

I have opened the **Ad** creation dialog window for another one of my books in this same **Category**. Under **Plugin Category Selection,** I simply selected the **SuperTargeting Kindle eBooks** option in the **drop-down box.**

After I selected that **Category,** all of the **Product Information Fields** are automatically selected, ordered and modified based on the memory settings from the other **Ad** I made in this **Category**! The actual product information (in the right-hand text boxes) is not changed here, but everything else will get set exactly the same as your last **Ad.**

The **Ad Creation Options** have also been automatically changed based on the **Category** I selected. The only thing that is not changed in the **Ad Options** are the three text based options: **Ad Name, Link Anchor Text** and **Header Title.**

You can modify anything to your liking for this new **Ad.** All of your previous settings were recalled to help save you a ton of time while still allowing you to create completely unique affiliate ads.

Some people may want to individually edit each **Ad** that they create this way, while others may just want to specify settings for a **Category** one time and bulk create **Ads** with the **Quick Add** feature after that. The choice is left up to you based on your own needs.

One last minor feature to explain about the Auto Amazon search results is page navigation.

Up to 10 search results are provided on each page of search listings when you perform a search. When there are more than 10 results, page navigation buttons will show up at the bottom of the search results. You can then click on the **First, Prev, Next** or **Last** buttons to easily navigate through more search results.

Search results are limited to 5 pages for more searches, although up to 400 pages can be returned if an **Amazon Category** is provided when searching.
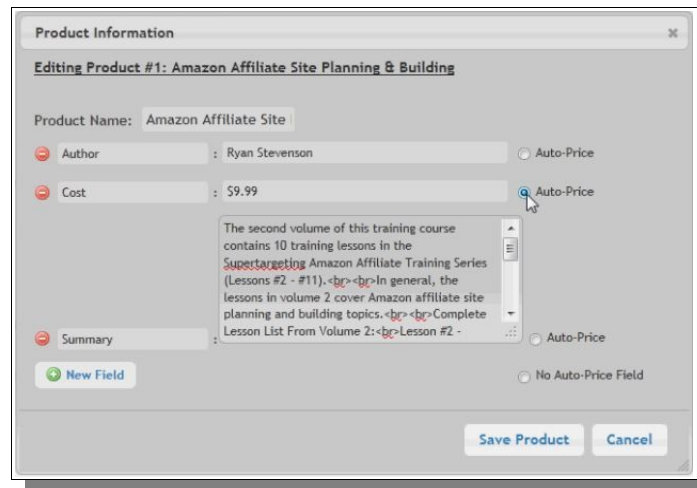
Even though this particular feature is not found on the **Auto Amazon** Admin Page, I believe it's important to mention it in this chapter.

When you edit **Product Information** from the **Products** Admin Page (for manually or **Auto Amazon** created **Ads**), you'll see radio select fields on the right-hand side of the dialog window.

Each **Field** in this **Product** will have an **Auto-Price** option for that radio select field. Below all of the Fields, there will be a last option that says No Auto-Price Field.

If **Auto Product Price Update Frequency** is not set to **Disabled** on the **Settings** Admin Page, then the **Field** designated as the **Auto-Price Field** will automatically have it's price updated based on the **Frequency** specified in the **Settings**.

Since Amazon can limit your API usage to reasonable levels, it's simply impossible to show website visitors real-time information from Amazon products. To get around this problem while still allowing Amazon prices to remain up-to-date, the plugin will automatically update the Amazon product prices for you!

If you have the **Update Frequency** enabled and do not want a particular **Product** to automatically update it's price, simply select the **No Auto-Price Field** option.

Products Admin Page

The **Products** Admin Page has been completely redesigned in version 1.5.0. You will need to have javascript enabled on your browser to be able to use this admin page, although most people should already have javascript enabled.
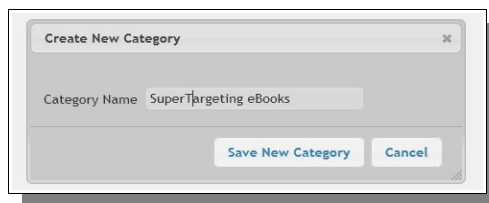
Categories are just named containers that hold Fields and Products. The name that you set for a **Category** is only used to help you identify different categories. You will first need to create a **Category** before you can create **Fields** and **Products**.

A **Field** is a particular feature of a product that you would like to show to your site visitors with an advertisement. For example, if you are going to promote a computer, you might create **Fields** for "CPU", "Hard Drive", "RAM", etc.
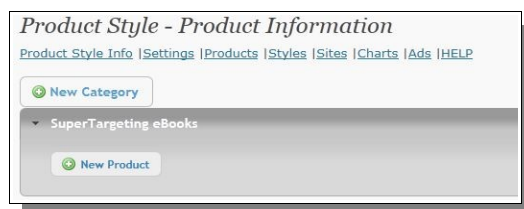
A **Product** contains the information for each of the **Fields** that are included in the **Product Category**. All products within the same **Category** will have the same **Fields**, but the information for those fields will likely vary between products.

To create ads or comparison charts with this plugin outside of the Auto Amazon feature, you will first need to create **Products** with product information that can be used with plugin ads.

When you first visit the **Products** page, you'll just see a button that says **New Category**. All products have to be within a **Product Category**, so you'll have to create a **Category** to get started (click **New Category**).

Once you click on that button, you'll be asked to name the **Category** and then Save it. Nobody will ever see the name that you set for the **Category**, so name it something for your own reference.

After saving a new **Category**, it will be displayed on the page. Click on the bar with that **Category** name to expand the **Category** (I've shown the expanded view of that here). When expanded, you'll see a **New Product** button.

When you click on the button to create a new **Product,** you'll see a screen asking
for a **Product Name** and you'll also see a **New Field** button on this page. Each
Product Field is a new set of information that will be displayed in the
advertisement box.

Each **Field** actually has two parts, the name of the field and the actual information
for that field. Both of these parts are shown to website visitors, so the name here
is used to identify the **Field.** This name (the first of the two **Field** text boxes)
will be common among all other **Products** within that same **Category.** This information
is also used to populate comparison **Charts** that the plugin generates.

If you delete an entire **Field** from a **Product,** that **Field** will also be deleted on
all other products in that **Category.** The red circle with the white minus sign to
the left of each **Field** completely deletes that **Field** from the **Category.**

It is OK to leave the information part of a **Field** blank for a product. When blank
Field information is found, that **Field** is simply not displayed for **Ads** generated
from that **Product.** This allows you to have a bit of variation in the information
between similar **Products** that all fit into a single **Category** because they are
highly relational, although this isn't necessary (just an added feature).
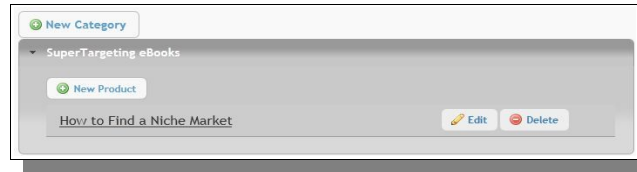

You can see here that I've created three **Fields** for this **Product.** This can really
be whatever information you think is relevant to a user when they are looking to
learn more about a product or potentially buy it.

A note about showing prices in this information: Amazon prices do often change on a
regular basis, so this will need to be manually changed frequently to ensure it's
accurate. As a result, it's usually best to use **Enhanced** ads for Amazon products
(if you want to show Product prices) because those show real-time prices.

With version 2.0.0 and Amazon Ads, you can select the **Auto Price Field** radio button
displayed beside each **Field** to designate a **Field** as the price. This price will then
be automatically updated based on your **Settings.**

After the **Product** is created, it will be shown in the list for that **Category**. Editing is allowed on **Products** and/or **Product** information, so changes can be made at any time. A note about deleting **Products**: Make sure you do not delete a **Product** that is used in an **Ad** or **Chart**.

I'm going to click on **New Product** again to create another **Product** in this **Category** so I have two items to show in a comparison **Chart**.

As you can see, the previous **Fields** that I created for the first **Product** are still here for the second **Product**. As I mentioned, these **Field** names will carry over to any **Product** within the same **Category**.

Since the **Field** names are already filled out, I only need to name the **Product** and enter the **Field** information.

You might notice that the **eBook Details Field** shows a large text box now instead of a single row text box. The plugin detected from my previous Product entry that the

information for this **Field** would likely contain a decent amount of text, so it will show a larger text box for this **Field** on any new **Products** in the same **Category**.

Very Important: Any changes that you make to **Fields** and the **Field Names** will also change on any other **Products** in the same **Product Category**. The only unique things for each **Product** is the **Product Name** and the actual Product Information entered in the second of the two **Field** boxes.

To the left of each **Field Name** box, you will see a red circle with a white minus sign inside of it. If you want to completely remove a **Field** from the **Product** and ALL OTHER **Products** in the same **Category**, you can click the red circle to delete the **Field**.

Obviously, you could delete a **Field** after you have already created **Products**. If you do this, it will not cause your live **Ads** to be messed up, but they will stop displaying that particular **Field**.

If you simply don't want to show product information on a particular **Field** for a specific **Product**, you can just leave the Product Information (second text box) blank – this is especially important if you still want to use the **Field** on other **Products** in the same **Category**.
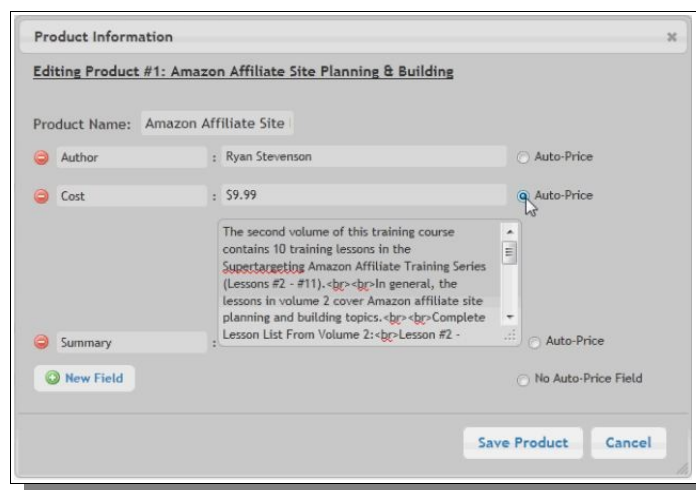

You can also change the order that **Fields** and **Field** information is displayed. Simply click and drag **Fields** to the proper order. Any **Field** ordering will also be

reflected across all **Products** in that **Category**.

Additionally, if you don't enter a value for a **Field** when you create a **Product**, that **Field** will not display to website visitors for that **Product**. This also allows you to create a new **Field** when you have existing **Products**. Those **Products** will not display the new **Field** until you give them values for the **Field**.

As seen in the Auto Amazon chapter, the same explanation has been provided for the new Auto-Price feature below.

When you edit **Product Information** from the **Products** Admin Page (for manually or **Auto Amazon** created **Ads**), you'll see radio select fields on the right-hand side of the dialog window.

Each **Field** in this **Product** will have an **Auto-Price** option for that radio select field. Below all of the Fields, there will be a last option that says No Auto-Price Field.

If **Auto Product Price Update Frequency** is not set to **Disabled** on the **Settings** Admin Page, then the **Field** designated as the **Auto-Price Field** will automatically have it's price updated based on the **Frequency** specified in the **Settings**.

Since Amazon can limit your API usage to reasonable levels, it's simply impossible to show website visitors real-time information from Amazon products. To get around this problem while still allowing Amazon prices to remain up-to-date, the plugin will automatically update the Amazon product prices for you!

If you have the **Update Frequency** enabled and do not want a particular **Product** to automatically update it's price, simply select the **No Auto-Price Field** option.

Styles Admin Page

The **Styles** Admin Page allows you to modify existing **Ad** display **Styles** or even create your own to fit the look of any website design.

Be sure to read the **Plugin Setup Instructions** chapter towards the beginning of this book for complete information on **Publishing Styles,** which is a required step for all plugin users.

There are a lot of different **Style** settings. Some of these settings only provide a blank text input box, so it's important to understand what information is needed to create a new **Style. Editing** or **Copying** an existing **Style** is an excellent way to become more familiar with this system.

Each of the blank text input boxes are asking for one of three things:

Width
Width values will always be numbers only - they represent a number of screen pixels.

A **Border Width** should generally be small (0-5). The **Box Width** settings should be higher values.

The **Total Box Width** should almost always be over 100 and likely over 300-400 (500-800 may be the max that will fit in your Wordpress theme).

The **Ad Box Width** should always be smaller than the **Total Box Width**. If you use an **Image Ad,** set this value slightly higher than your image width.

If you use **Enhanced** Ads, 130-140 is a good range of values. 999 is a maximum value.

Text or Link Size
These are also number only values representing a pixel height for the specified text.

12 is a good value for smaller text or 16-24 make good header text values.

99 is a maximum value, but you will probably not want text that large.

Color
Color values are looking for a six character value using only letters and numbers (**Color HEX Code**).

Do NOT include the number symbol (#) that is often seen with a six character HEX Color Code.

Here is an excellent page you can use to generate a **Color HEX Code** for any color you need (look for the six character value in the text box marked "#:"):

http://infohound.net/colour/

Style Settings
Each of the individual **Style** settings have been explained below.

Style Name - A name that you will use to refer to your style. Make your **Style Names** different so you can tell them apart when you are assigning styles to ads that you create.

Border Sizes & Colors

Main Border Width - This should always be a number. It is the number of pixels for the thickness of the main border that goes around the outside of the ad box.

3 is a decent default value. 19 is the max value here, but you will likely not want the border width to be that large.

Ad/Field Divider Border Width - This is the vertical divider/border between the ad display and the field/product information.

If an ad is not showing both the ad and field displays, this won't be used.

1 is a good default value. Something smaller than the **Main Border** width usually looks good. 19 is also the max value here but not recommended.
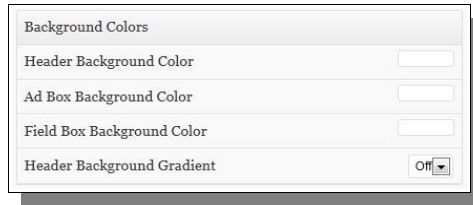
Ad/Field Divider Border Color - This is the color of the divider/border described above. It should be a 6 character color code.

Header/Content Divider Border Width - This is the divider/border between the header and the content (ad & fields). Use similar rules as mentioned with the other border widths. 1 or 3 are good values.

Header/Content Divider Border Color - This is the color of the divider/border described above. Like other color fields, this should also be a 6 character color code.

Round Main Border Corners – Only for **Charts**. When turned ON, this setting will round the outer corners of the Chart.

Background Colors

Header Background Color - A six character color code for the background color of the header. The header is the row that does NOT show the actual advertisement and the fields/product info.

Ad Box Background Color - A six character color code for the background color of the **Ad Box**. This box can sometimes be shown by itself or next to the field and product information.

You have the option of showing **Enhanced** Ads, **Image** Ads, **Text** Ads or **Image & Text** Ads in the **Ad Box**.
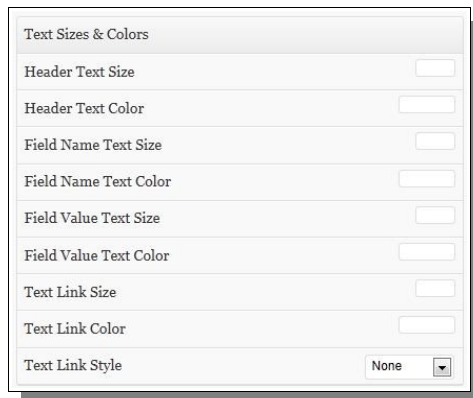
Field Box Background Color - A six character color code for the background color of the field and product information box. Like the **Ad Box**, the **Field Box** can be displayed solo or with the **Ad Box**.

The **Field Box** shows all of the fields and product information for the product that you link to the advertisement.

Header Background Gradient – Works for both **Ads** and **Charts**. When turned ON, this will cause the **Header Background Color** to be set as a gradient.

This setting does not work with Internet Explorer. It will set the other color to be used in the gradient as a darker shade of the normal **Header Background Color**.

Text Sizes & Colors

Header Text Size - The size should always be a number. It's the number of pixels for the height of the header text.

You can find recommended text size values in the **Text or Link Size** explanation towards the beginning of this chapter.

There can be single or double text headers shown either above or below the **Ad/Field Box.** This is often considered to be the caption of the advertisement.

Header Text Color - A six character color code for the text color of the Header text.

Field Name Text Size - Always a numeric value. See **Text or Link Size** recommendations above. You may want to make this size smaller than the **Header Text Size.**

The **Field Name** is the text that you define on the **Fields** Admin page (shown in the **Field/Product Info Box** before the ":").

Field Name Text Color - A six character color code for the text color of the **Field** names/titles.

Field Value Text Size - Always a numeric value with the same rules as other text sizes. You may want to make this size a bit smaller than the **Field Name Text Size.**

The **Field Value** is the product information that you input for each Field on the **Products** Admin page. (Shown after the ":" in the **Field/Product Info Box**).

Text Link Size - This is also a numeric text size value that is used for all text based links in your ads for the style.

This link text size could apply to standalone text links, header text links or text links that are shown above/below images in the ad box.

Text Link Color - A six character color code used as the color for all text links as described above.

Text Link Style - This setting determines whether the text link will be underlined or not (Set to **None** if you don't want underlined links).

Amazon Enhanced Ad Settings

All of the settings under this section will only apply to the **Amazon Enhanced ads** that you use with this **Style**. If you choose not to use the **Enhanced ads,** these settings will not apply to anything else.

These settings let you control the various aspects of the **Enhanced** ads that Amazon will let you control if you create the code on their site.

Amazon "Enhanced" Ad Settings	
Border Color	
Image Size	Larger Image
Price Display	Show All Prices
Background Color	
Text Color	
Link Color	

Border Color - The outer border color of the **Amazon Enhanced Ad** (a six character color code).

If you don't want to see this border, set it to the same value as the **Ad Box Background Color** and the **Enhanced** Ad's **Background Color.**

Image Size - Choose a larger or smaller image to be displayed. The large image really isn't that big anyways (something that Amazon controls).

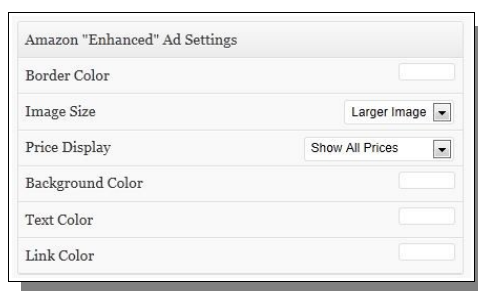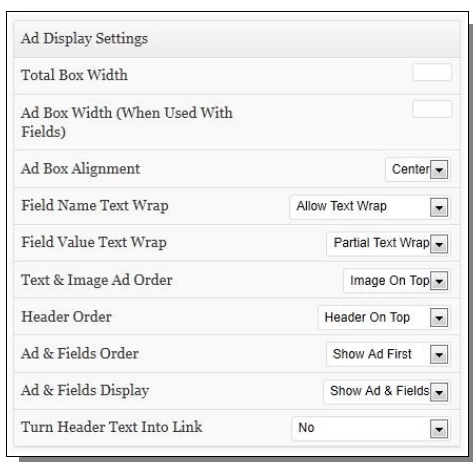**Price Display** - Price display options in the **Enhanced** Ad. You can show **New & Used Prices, New Prices Only** or **No Prices**.

Background Color - A six character color code for the **Background Color** of the **Enhanced Ad.** In most cases, you will probably want this to match the **Ad Box Background Color.**

Text Color - A six character color code for the non-linked text within **Enhanced Ads.**

Link Color - A six character color code for linked text in **Enhanced Ads.**

Ad Display Settings

Total Box Width - The **Total Box Width** and the **Ad Box Width** values may require a bit of experimentation to get your ads to show how you want them to. This should be a number that represents how many pixels wide the full advertising display will be.

A good way to start is to set the number based on what kind of information you will show in the ad.

If you will show both the **Ad** and **Field Box**, the value should probably not be lower than 250-350.

If your **Ad** is an image ad that has a width over 125, you may want to go even higher with the **Total Box Width.**

If you are only showing an **Enhanced** ad without the **Field Box,** 130-200 may be plenty for the **Total Box Width.**

Ad Box Width - It should be a number value like the other box width.

This value will only be used with both the **Ad Box** and the **Field Box** are being displayed.

It will be used to determine the width of the **Field Box** (**Total Box Width** – **Ad Box Width** = **Field Box Width**).

130 is a good width if you are using **Enhanced** Ads.

If you use an image ad with a width over 125, you should adjust this according to your image size (5-10 extra pixels makes for a nice bit a white space around the ad).

Ad Box Alignment – This setting, introduced in version 1.1.0, allows you to choose how to align the entire ad box.

- **Center** – This setting will center the ad box within the parent element (if you just insert the ad into a page, it should center align with the page content).
- **Left** – This setting will left align the ad box within the parent element. You can use this setting with small box width's to stack more than one ad box on a single line.
- **Right** – This setting will right align the ad box within the parent element.

Field Name Text Wrap – A new feature introduced in version 1.1.0. This is different from the **Field Value Text Wrap** setting. This setting let's you control whether the **Field Name** text will be allowed to wrap to more than one line. If you do not allow the **Field Name** text to wrap, make sure the **Field Names** are fairly short to keep everything looking it's best.

Field Value Text Wrap – The **Full Text Wrap** makes each field value wrap to the start of the next line (if it takes up more than one line), but the **Partial Text Wrap** setting will keep text left aligned in a clean line all the way down (as seen on dogcratesizes.com).

Text & Image Ad Order – This setting will only apply to an advertisement that is using an **Image & Text Ad**. It allows you to determine which will be displayed first.

Header Order – This setting lets you put the header on top or below the **Content Box** (**Ad/Field Boxes**). It also gives you the option to not use a header at all.

Ad & Fields Order – This setting only applies if you show the **Ad & Field Box**. It lets you determine which will be first (on the left).

Ad & Field Display – This setting lets you determine what is shown in the **Content Box**. You can choose to show the **Ad & Field Box**, just the **Ad Box** or just the **Field Box**.

Turn Header Text Into Link – This setting will only apply if you are using a single header title (a setting found on each advertisement).

It gives you the option of turning the header text into a link. If you do use this option the **Link Size, Color** and **Style** settings will apply instead of the **Header Text Size and Color** settings.

Additionally, you can choose to use the **Amazon Preview** feature with the **Header Text Link**.

It should be noted that if you use **Amazon Preview** with one image/text ad on any given page, then all of the Amazon image and text ads on that page will also use **Amazon Preview** even if you have it turned off in certain places in this plugin.

Ads Admin Page

Product Style - Advertisements

Product Style Info |Settings |Auto Amazon |Products |Styles |Sites |Charts |Ads |HELP

Advertisements are the last step to get your Amazon ads running on your site. You will need the Amazon product ID (ASIN) to create an ad using a product and style that you have previously created. If you want to use an image for your advertisement, you will have to use the 'Enhanced' ad type or upload the product image to your own server (for 'Image' and 'Image & Text' ads). You can use a relative or absolute URL reference for the Image URL.

The **Ads** Admin Page allows you to create new affiliate ads that combine **Styles** and **Product Information** that already exists in your plugin. You can also edit existing **Ads** here.

For affiliate sites other than Amazon, this is where all advertisements must be created. For Amazon ads, you can manually create them here or you can have them created for you with **Auto Amazon.**

It's important to understand that **Ads** can be created in a wide variety of ways, so it's not always necessary to fill in all of the information for each **Ad** being created.

The easiest way to learn how Ads are created is to create one with **Auto Amazon**, then edit that **Ad** to see how all of the details were entered into the plugin.

Ad Settings

New Ad Name

Ad Name - Just a name for your own reference. You will see this name and the ad number in the page/post editor (which you use to insert the shortcode for the ad).

Product ASIN / ID

Product ASIN / ID - The ASIN for the product that you want this ad to promote. Get the ASIN from the Amazon (found in product information on the product page or even in the product page url). As of Version 1.2.0, you can also enter the product ID in this box if you choose to use something besides an Amazon ad.

Ad Site   Amazon

Ad Site - A new feature in Version 1.2.0 that allows you to show ads from sites other than Amazon. By default, Amazon will be selected in this drop-down box. You can choose other 'Sites' in this drop-down box that you have created in the 'Sites' admin area.

Advanced Country Control & Alternative Products - These settings are optional with each ad that you create. Unless you are using more than one Amazon country site, then you will never need to use these settings.

When you use more than one Amazon country site, the plugin will pull the ad from the relevant Amazon country site using the Amazon **Product ASIN.**

For many products on Amazon.com, the same exact product will also be available on some/all of the other Amazon country sites under the same **ASIN.**

If you promote products that do not have matching products on other Amazon country sites, you can specify an **Alternative Product** for each Amazon country site.

If you find that you need to use these settings, create your main ad using the Amazon **Product ASIN** for your default Amazon site.

Then, create additional ads for any **Alternative Products** that you need to use.

For the **Alternative Products**, make sure to use the Amazon **Product ASIN** for the alternative product on the correct country site.

Finally, edit the main ad again and select the **Alternative Product** ads in the appropriate drop down boxes.

Most people will probably <u>not</u> use these **Alternative Product** features, but it is something that I wanted to include in the plugin because I find myself needing these features on some of my own Amazon sites.

As of Version 1.2.0, these settings do not necessarily refer to Amazon only alternative products. You can still use these alternative product settings with other ad networks. The same country detection rules apply to other sites as they do to the Amazon ads.

This means that you can show ads from Amazon to visitors from one set of countries and shows ads from another affiliate site besides Amazon to visitors of another set of countries!

As of Version 1.3.0, these settings have been expanded to also allow you to redirect a country group to another country group (which could also be redirected to another product, but not another country).
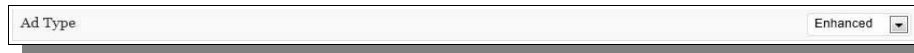

Style - Select a style from the drop down box that you want to apply to this ad. The available styles are styles that you create on the **Styles** Admin page.

Product	#6 Smart Email Newsletter Marketing	▼

Product – Select a product from the drop down box that you want to use to populate the **Field Box** (product information). Available products were created on the **Products** Admin page.

Ad Type	Enhanced ▼

Ad Type – This lets you choose the advertisement type to be displayed in the **Ad Box**. Depending on what is selected here, other **Ad Settings** may or may not be needed to complete this particular advertisement. The different possibilities have been described below.

- **Enhanced –** For Amazon Only. Does not need an **Image URL** or **Link Anchor Text**. Other **Ad Settings** like **Amazon Preview** and **Buy Now Buttons** do nothing for **Enhanced Ads**.

- **Image** - Needs an **Image URL** for the Image ad.

- **Text** - Needs the **Link Anchor Text** for the Text ad.

- **Image & Text** - Needs both the **Image URL** and the **Link Anchor Text**.
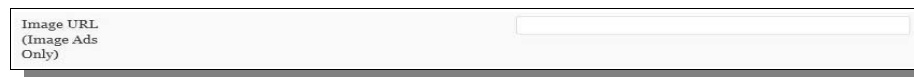
Image URL (Image Ads Only)	

Image URL - This is an optional setting unless you select **Image** or **Image & Text** for the **Ad Type**.

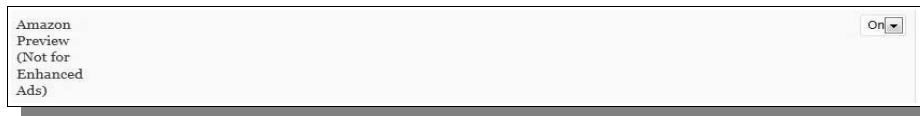You can specify a relative, local path to an image or an absolute website address for the image.

In most cases, you will need to download the product image (Save As) from the product page on Amazon and upload it to your website (through Cpanel or FTP). Creating **Ads** with **Auto Amazon** will automatically provide an **Image URL**.

Link Anchor Text (Text Ads Only)	

Link Anchor Text - This is also an optional setting, but you will want to have this filled out in most cases because it will get used more often than the **Image URL**.

In addition to being used as the text for this **Ad's** link that is used for **Text** and **Image & Text Ad Types**, this link text is also the default text that will be used if you generate a text-only link with the shortcode.

Amazon Preview (Not for Enhanced Ads)	On ▾

Amazon Preview - Amazon Preview is a fairly new feature that Amazon offers for **Image, Text** and/or **Image & Text** Ads.

This will enable Amazon Preview to be used with any of these types of ads for this advertisement. This feature will not do anything for **Enhanced** Ads.

If Amazon Preview is enabled for any Ad on a particular page of your website, it will be used for all Image and Text Amazon Ads on that same page. This is a limitation with how Amazon provides this service, so you need to decide to either use it or not use it.

Header Titles	Single ▾

Header Titles - This setting lets you specify whether to use single or double header text for the ad header box.

A **Single** Header Title will only display **Header Title #1**. Only **Single** Header Titles can be converted into Header Text Links. These titles are centered over the whole ad box width.

Double Header Titles will display **Header Title #1** on the left and **Header Title #2** on the right (centered over the lower Ad/Field Boxes).

Header Title #1	

Header Title #1 - Used as the Header Text for **Single** Header Titles. Will also be used as the left Header Title Text if using **Double** Header Titles.

Header Title #2 (Double Titles Only)	

Header Title #2 - Only used as the right Header Title Text if using **Double** Header Titles.

Open Links In New Window	Yes ▾

Open Links to New Window - This lets you control whether the links in the advertisement should open in a new window (**Yes**) or the same window as your website (**No**). This setting will apply to any link generated from this advertisement (**Image** or **Text**).

Show Buy Now Button	No ▾

Show Buy Now Button – When set to **Yes,** this will add a **Buy Now** button below the Image/Text portion of your Ad. It will not shown with **Enhanced** Ads, although Amazon already shows a different Buy Now button with all **Enhanced** Ads.

Page Destination (Used By Charts)	_____

Page Destination – An optional setting <u>only</u> used by **Charts**. Allows you to specify an internal page URL that can be used instead of a normal ad link.

This setting is useful if you have a comparison page listing many products and you have individual pages for each of those products.

Instead of linking the comparison chart directly to the affiliate **Ad** destination, you can direct them to the product page on your own site. Then, each of those product pages could have an actual affiliate **Ad**.
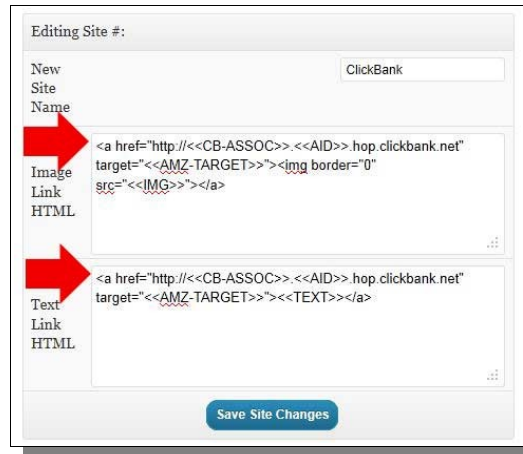
Sites Admin Page

The Sites Admin page allows you to create ads using affiliate sites other than Amazon. You can even make your own custom HTML code to use instead of Amazon links/ads.

This feature of the plugin is only recommended to be used by people with at least minor HTML knowledge. To add a new affiliate site to the plugin, you will need to get your HTML code from that affiliate site. This code must then be modified with **Site Tags** to integrate it into the plugin. Take a look at existing code in the plugin for Clickbank and/or CJ.com to see how this is done.
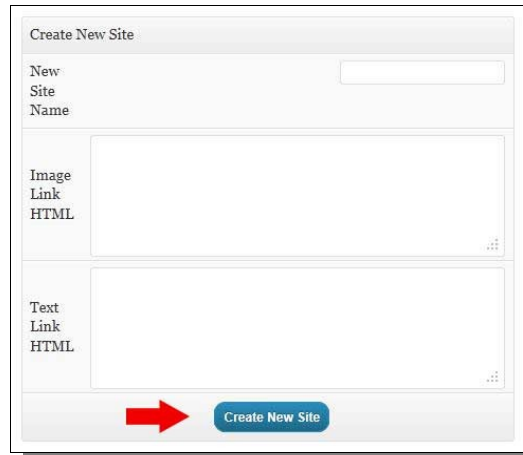
This is the **HTML** used for **Clickbank's**
Image and **Text** Links within the plugin.

If you want to create a new **Site**, you will need to give it a
Name, Image Link HTML and **Text Link HTML**. Then,
Click the **Create New Site** button to save it.

Commission Junction (CJ.com) and Clickbank.com support has been included. If you use either of these sites in your ads, be sure to set your **Affiliate ID** on the **Settings** page. The CJ.com and Clickbank default **Sites** will give you an idea of how to do this - be sure to read below about site tags.

Site Tags
Site tags allow you to integrate your new site with the Product Style system. Tags can represent affiliate ID information that is stored in **Settings** (CJ & Clickbank Ids), or it can represent information from a specific ad being shown. Take a look at the sample Clickbank code provided above to see how some of these tags are used.

Supported Site Tags
<<AID>> - The ASIN or Product ID of a saved advertisement. Generally, this would be the **ASIN ID** that you have entered for an ad. When you are using a site other than Amazon, that same field is then used for a Product ID that is passed along as a tag.

If you decide to create new, custom **Sites** HTML code, keep in mind that this AID field is limited to 255 characters.

If you set it up properly, you could use this field (which is entered for each created ad) for link cloaking - Just create the HTML code using **<<AID>>** as the full link target and then each ad's **ASIN ID** could be used to enter each cloaked link.

<<AMZ-TARGET>> - This tag is the value for the link "target" attribute, which is saved for each individual ad.

<<IMG>> - This is the **Image URL** address, which is a saved value from each individual ad.
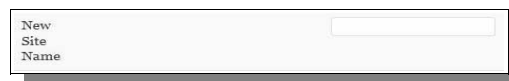
<<TEXT>> - This is the **Ad Text** for text ads, which is saved from each individual ad or can be changed with a shortcode attribute.

<<CJ-ASSOC>> - This is the CJ.com affiliate ID, which is saved in Product Style **Settings**.

<<CB-ASSOC>> - This is the Clickbank.com affiliate ID, which is saved in Product Style **Settings**.

Although you won't be able to create new site tags for affiliate IDs for new sites, you can just have that affiliate ID entered directly into the custom HTML code for each **Sites** entry that you create.

Sites Settings

Site Name - A name to help you identify each site. When you create an ad, you will have to choose from the site names in a drop-down box to select a site to use for the ad.

Image Link HTML - The HTML code to be used for image ads for this site. This field accepts all of the supported site tags except for **<<TEXT>>**.

Text Link HTML - The HTML code to be used for text ads for this site. This field accepts all of the supported site tags except for **<<IMG>>**.

Special Notes About Using Sites
There is a new drop-down box when you create a new ad that allows you to select the **Site** to use for the ad links. If you choose something other than Amazon in this drop-down box, the **ASIN ID** field for the ad will be used to identify the ad/product on the other affiliate site. As an example, you would enter the vendor ID in the **ASIN ID** box if you are going to be using that ad as a Clickbank ad.

The **Amazon Ad Preview** settings will have no effect if you choose something other than Amazon (**Preview** is still not supported by Amazon.cn and Amazon.it).

Also, if you select the ad as an **Enhanced** ad and choose something other than Amazon, an **Enhanced** ad from Amazon will still be shown. You will need to choose **Image, Text** or **Image/Text** ad types only, if you do not choose Amazon.

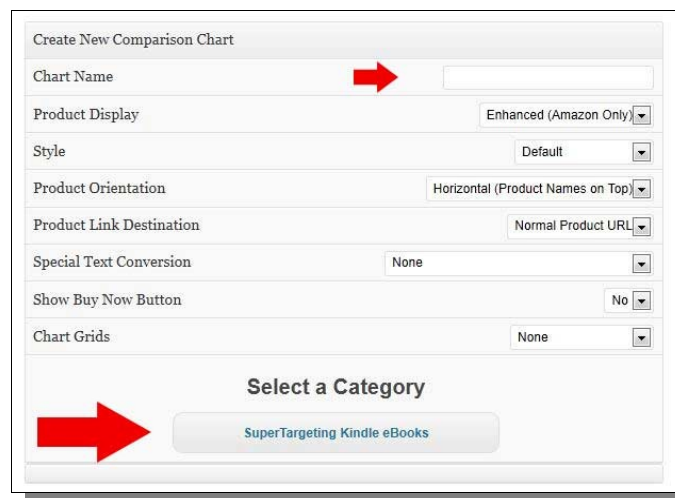# Charts Admin Page

This system allows you to easily generate comparison charts using the existing ads, styles and product information. Charts can be inserted into your live Wordpress site the same way as Ads. You must have javascript enabled in your browser to be able to use this section.

To create a new comparison chart, follow these steps:

#1. Click **Create New Comparison Chart**

#2. Complete the information to format the chart. Detailed information on each setting can be found later in this chapter. **Chart Name** must be provided. Then, click on a **Category** that contains the Ads you want to use.

#3. After selecting a **Category**, you'll see a list of all Product **Fields** and **Ads** that are available in that **Category**. Simply select the check box next to each **Field** and each **Ad** that you want to show in this comparison chart. You can also click, drag and drop these **Fields** / **Ads** to change the order they display in the final chart. When the chart setup is finished, just click **Save Comparison Chart**.

#4. You can **Edit** or **Delete** Charts after they have been created and saved.
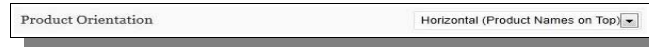
Chart Settings

Chart Name – A name used to identify the chart.
This name is also displayed to your website visitors as the title of the chart.

Product Display – Controls how the products/ads will be displayed in the chart.
This works just like the **Ad Type** setting used with Ads. **Enhanced** will only work for Amazon ads. If you use an **Image** display, you have to supply an **Image URL** in the Ad settings for products in the chart or else an image will not be displayed. The same thing goes for **Text** display – make sure you provide **Anchor Text** for the Ad Link.

Style	Default ▾
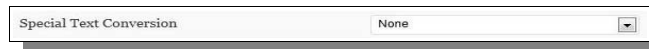
Style – Select a style to apply to the Chart.

Product Orientation	Horizontal (Product Names on Top) ▾

Product Orientation – Controls whether Products (**Horizontal**) or Field Titles (**Vertical**) will show up at the top of the Chart.

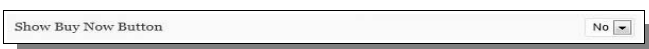| Product Link Destination	Normal Product URL ▾

Product Link Destination – Controls the destination of Product Ad Links in the Chart. If this is set to **Ad Page URL,** you must supply a **Page Destination URL** in the Ad settings for each Ad in the Chart. The **Page Destination** is the address of another page on your site where you want to send the visitors if they click on the product. If set to **Normal Product URL,** all Ad links in the Chart will behave as normal. This setting does not alter the destination of **Buy Now** buttons in Charts.

Special Text Conversion	None ▾

Special Text Conversion – This setting lets you display **Checks** and / or **Xs** instead of Product Information for Product Fields. You can replace the plugin's default images in the plugin folder, if you wish to use different images. They are in the images folder called *yes.png* and *no.png*. The text that will be converted is NOT case sensitive. **Yes, Y, True** & **T** will convert to **Checks. No, N, False, F** & empty values will convert to **Xs**.

Show Buy Now Button	No ▾

Show Buy Now Button – Adds an Amazon buy now button to each Product Ad in the Chart. It will get displayed below the **Image/Text** Ad. It will not work with **Enhanced** Ads.
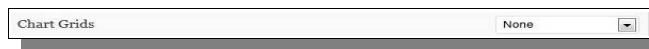
Chart Grids	None ▾

Chart Grids – Allows grids to be turned on/off for the chart. Grids only show in the table/grid area of the comparison chart.

Select a Category

SuperTargeting Kindle eBooks

Select a Category – The last part to Chart creation is selecting the information to display. You start by selecting a Product **Category**. Once you select a **Category** for a Chart, you will not be able to change the **Category**. When you select a **Category**, you will be shown a list of **Fields** and a list of **Ads**. There is a check box for each

item in both lists. All are checked by default, so you will need to deselect anything that you don't want to show in the chart. You can also change the order of **Fields** and/or **Ads** in the chart by dragging and dropping them to arrange the desired order. If you edit an existing chart, you can change/reorder the **Fields**/**Ads** at any time.

Shortcodes

Basic shortcodes are used to insert your **Ads** and **Charts** into Wordpress posts and pages.

To insert an **Ad** into a page, you'll need to add the shortcode for the advertisement. This can be done manually, but there are easy tools provided in two different places.
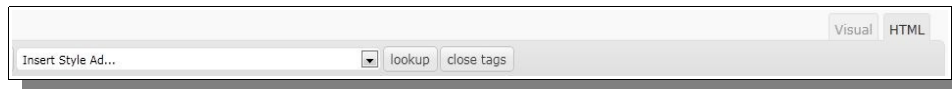
When you are in the **HTML** tab of the Wordpress post/page editor, you'll see a drop-down box that says **Insert Style Ad....** You can insert ads and comparison charts to the page by selecting it from this drop-down list.
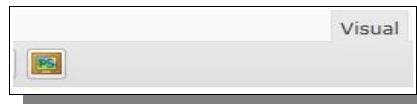
When you are in the **Visual** tab of the Wordpress post/page editor, you'll see a **PS** button, which is just like the icon used in the sidebar menu for the plugin.

A complete walk-through of the standard shortcode insertion process has been provided in the next chapter, **Manual Ad Creation Examples**.

Advanced Shortcode Usage
The rest of this chapter is dedicated to customizing shortcodes. This is not necessary to use the plugin, but this is a feature that some advanced users may want to use.

If there are minor details you want to change about a **Style**, shortcodes are an excellent way to modify particular things about a single ad while still using the same **Style**. A large majority of users will probably never use these features.

Whenever you insert an ad or chart into a Wordpress post/page, the code that is generated is called a shortcode. You can also use the generated shortcodes inside of Text/HTML Widgets.

To use these features, you will have to manually modify the shortcode. Start by inserting the shortcode for the ad that you want a text link for.
The standard shortcode only uses one parameter, 'id': [amzps id="1"]
The number "1" is the ID number of the advertisement.

There are two additional parameters that you can use to generate a text only link:

ad_type - This parameter will only take two basic values: "text" or "textpv". Either value used with this parameter will generate a text only link, but "textpv"

will include the Amazon Preview feature on the text link. The text link that is displayed will just be a standard link that will end up getting styled based on your Wordpress theme settings. If you want this link to be styled according to the link settings that you create in 'Styles', simply add the text "style" to the value of this parameter ("textstyle" or "textpvstyle").

ad_text - This parameter is optional when you want to make a text link. Without this parameter, the text link will use the default text link value that you set up for the ad. If you need to use different text for a link, set that text as the value of this parameter.

Text Link Examples
[amzps id="1" ad_type="text"] - This shortcode will generate a text only link using ad #1 and the default anchor text.

[amzps id="1" ad_type="textstyle"] - This shortcode will generate a styled text link (according to the ad's style settings). Other than being styled, it will be just like the link above.

[amzps id="1" ad_type="textpv" ad_text="Click here to find out more information about the 24-inch LCD TV."] - This shortcode will generate a text only link using Amazon Preview and it will use the supplied text instead of the default anchor text.

There are additional shortcode parameters that can be used to change particular features about an advertisement. These parameters can be extremely useful if you just want to change a few minor things about an ad, so you don't have an create another ad or another style.

Additional Shortcode Parameters
ad_type - Manual override parameter for the 'Ad Type' setting on the Ad creation page. Accepts these values: "enhanced", "text", "image" or "imagetext" (Value used will be ad type displayed)

ad_order - Manual override parameter for the 'Text & Image Ad Order' setting on the Style creation page. Accepts these values: "image" or "text" (Value used will be first box displayed on top)

header_order - Manual override parameter for the 'Header Order' setting on the Style creation page. Accepts these values: "top", "bottom" or "off" (Value represents the header position

content_order - Manual override parameter for the 'Ad & Fields Order' setting on the Style creation page. Accepts these values: "ads" or "fields" (Value used will be first box displayed on left)

content_display - Manual override parameter for the 'Ad & Fields Display' setting on the Style creation page. Accepts these values: "both", "ads" or "fields" (Value determines what content will be shown)

header_link - Manual override parameter for the 'Turn Header Text Into Link' setting on the Style creation page. Accepts these values: "no", "yes" or "yespv" (Value determines if link is turned into header - "yespv" value is Yes with Amazon Preview link hover)

Manual Ad Creation Examples

This chapter walks you through manually creating affiliate **Ads** with the Product Style plugin. A variety of Amazon affiliate **Ads** and **Charts** are created with the examples here. Although **Auto Amazon** can automatically create **Ads** for you, some people may want to do this manually. **Ads** for affiliate programs other than Amazon must be created using this manual method.

The third link in the admin plugin menu, **Products,** is the page where product information is created and/or edited. The point of product information is the put some content in the advertisement. In the standard ads that I show for the plugin, the product information is everything in the bottom-left box.

Even though this chapter is a tutorial to teach you how to manually create **Ads** and **Charts** with this plugin, you'll actually gain a lot of insight into how I build my own Amazon affiliate sites with the plugin. In that aspect, this chapter could be very helpful for you to read even if you already know how to manually use the plugin.
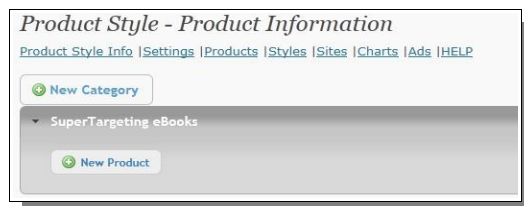

Please Note:
This chapter was created before version 2.0.0 of the plugin was released, which introduced **Auto Amazon** features. As a result, some of these pictures may vary slightly from what you'll actually see in the plugin. Even though there are some minor differences, they will not hinder the results of these **Ad** examples. See the **Auto Amazon** chapter for a reference on new features that are not seen in this chapter.
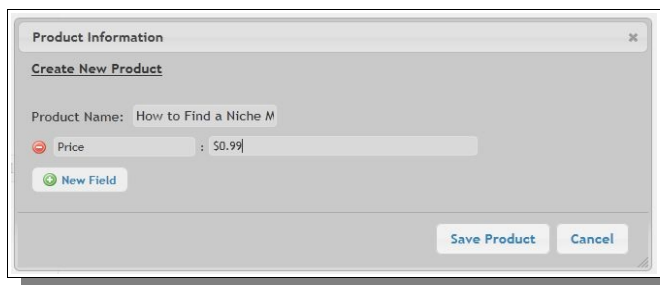
When you first visit the **Products** page, you'll just see a button that says **New Category.** All products have to be within a **Product Category,** so you'll have to create a **Category** to get started.

Once you click on that button, you'll be asked to name the **Category** and then Save it. Nobody will ever see the name that you set for the **Category,** so name it something for your own reference.

After saving a new **Category**, it will be displayed on the page. Click on the bar with that **Category** name to expand the **Category** (I've shown the expanded view of that here). When expanded, you'll see a **New Product** button.
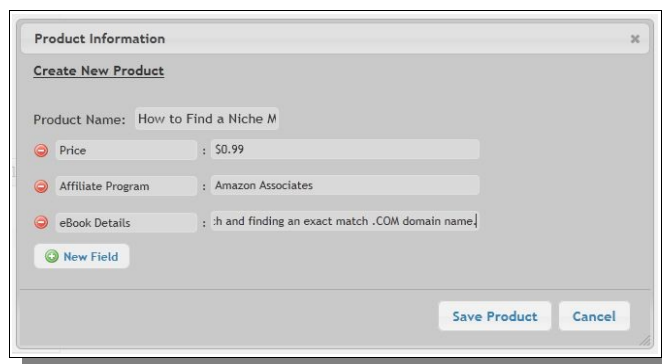

When you click on the button to create a new **Product**, you'll see a screen asking for a **Product Name** and you'll also see a **New Field** button on this page. Each **Product Field** is a new set of information that will be displayed in the advertisement box.

Each **Field** actually has two parts, the name of the field and the actual information for that field. Both of these parts are shown to website visitors, so the name here is used to identify the **Field**. This name (the first of the two **Field** text boxes) will be common among all other **Products** within that same **Category**. This information is also used to populate comparison **Charts** that the plugin generates.

If you delete an entire **Field** from a **Product**, that **Field** will also be deleted on all other products in that **Category**. The red circle with the white minus sign to the left of each **Field** completely deletes that **Field** from the **Category**.

It is OK to leave the information part of a **Field** blank for a product. When blank **Field** information is found, that **Field** is simply not displayed for **Ads** generated from that **Product**. This allows you to have a bit of variation in the information between similar **Products** that all fit into a single **Category** because they are highly relational, although this isn't necessary (just an added feature).
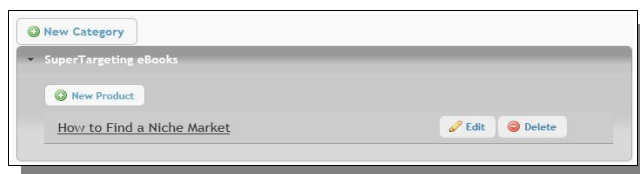

You can see here that I've created three **Fields** for this **Product**. This can really be whatever information you think is relevant to a user when they are looking to learn more about a product or potentially buy it.
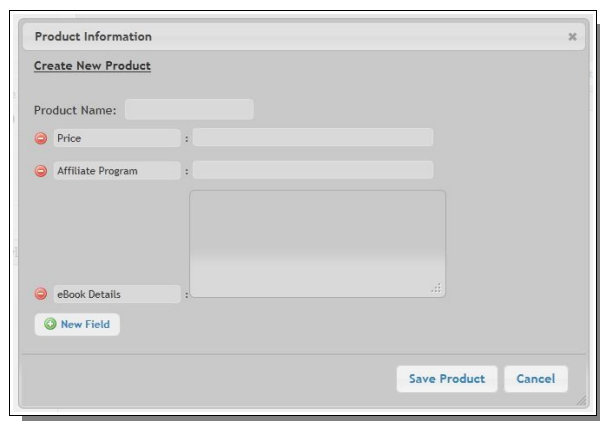
A note about showing prices in this information: Amazon prices do often change on a regular basis, so this will need to be manually changed frequently to ensure it's accurate. As a result, it's usually best to use **Enhanced** ads for Amazon products (if you want to show Product prices) because those show real-time prices.

With version 2.0.0 and Amazon Ads, you can select the **Auto Price Field** radio button displayed beside each **Field** to designate a **Field** as the price. This price will then be automatically updated based on your **Settings**.
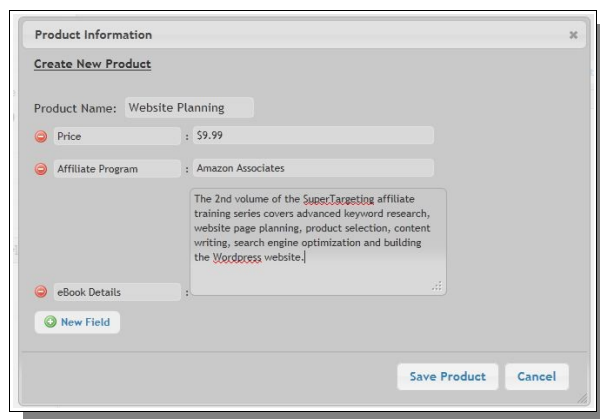

After the **Product** is created, it will be shown in the list for that **Category**. Editing is allowed on **Products** and/or **Product** information, so changes can be made at any time. A note about deleting **Products**: Make sure you do not delete a **Product** that is used in an **Ad** or **Chart**.

I'm going to click on **New Product** again to create another **Product** in this **Category** so I have two items to show in a comparison **Chart**.

As you can see, the previous **Fields** that I created for the first **Product** are still here for the second **Product**. As I mentioned, these **Field** names will carry over to any **Product** within the same **Category**.


Since the **Field** names are already filled out, I only need to name the **Product** and enter the **Field** information.

You might notice that the **eBook Details Field** shows a large text box now instead of a single row text box. The plugin detected from my previous **Product** entry that the information for this **Field** would likely contain a decent amount of text, so it will show a larger text box for this **Field** on any new **Products** in the same **Category**.

Now I have two complete **Products** created, so I'm going to proceed with creating my advertisements.

I'm going to show you how to create two different kinds of ads with the plugin, **Enhanced** and **Image/Text Ads**.
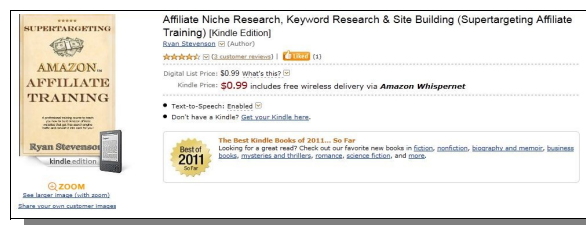
The product I'm advertising here is an intro Kindle e-book for my Amazon affiliate training lessons. It's actually a rather large e-book with a lot of great information for a mere 99 cents.

The first thing I need to do is grab the **ASIN** for the Amazon product that I want to use for my first two ads. The **ASIN** is a unique string that identifies each product on Amazon, so this is important to create an ad for the product or else the links won't point to the right place. The **ASIN** for an Amazon product can be found in two different locations in a product listing.

The first location is the website address for the product. Standard Amazon product links look like this, and the end piece of it is the **ASIN** of that product. For this example, the **ASIN** is "B004VNSJR8".

The second **ASIN** location is on the actual product page, under the heading *Product Details*. You can see the **ASIN** again here at the bottom of this image. If the product link that you see if confusing, this is always a reliable place to find the correct **ASIN** for a product.
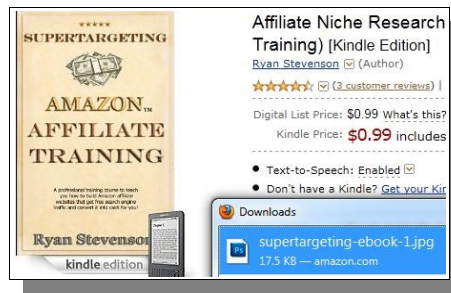
The second of these **Ads** will also need an image for the product, so I'm going to download that too. By right clicking on the image for the product listing, I can save this file to my computer (look for a *Save Image* link, although the exact text can vary in different browsers).

Now I need to actually get this image file onto my website server. There are numerous ways to do this, although some ways work better for some people because of limitations on technical knowledge.

The easiest and recommend way to do upload files to a website is by using FTP software. I generally just make a folder named *images* in the public directory of the website that the images are being used on and upload all pictures to this folder.

It's OK if you don't know what FTP is or have access to those features on your web hosting account. I have another easy way to do this directly through Wordpress.

The **Media Library** in the Wordpress administration allows you to upload files to the website. This can be access from the sidebar of the admin area or through the small image icon at the top of the post/page editing screen beside the words **Upload/Insert.**
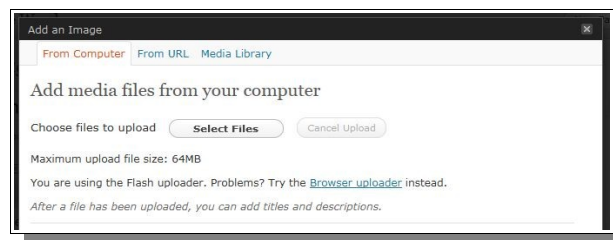
Once you go to upload an image through either of these methods, you'll see a screen like this one. Just click on the **Select Files** button to upload a file. You can use this to upload numerous files all at once.
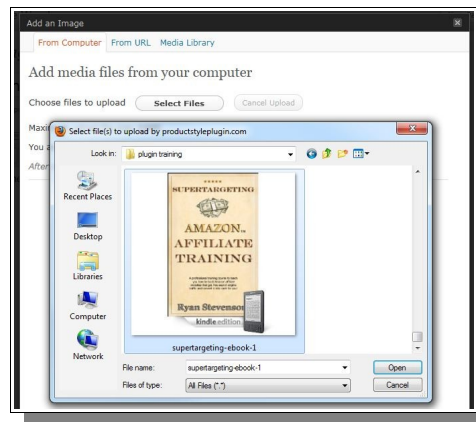
Now you need to select the image of the product that was downloaded from Amazon. Just locate this on your computer, select it and click the **Open** button.
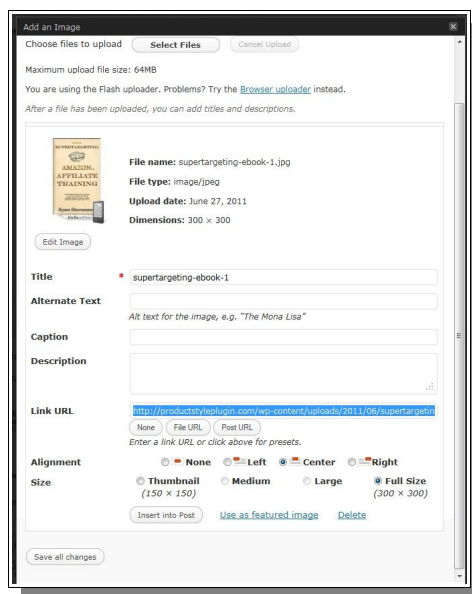
Once the file uploads, you'll see a preview of the image and some other information about it.
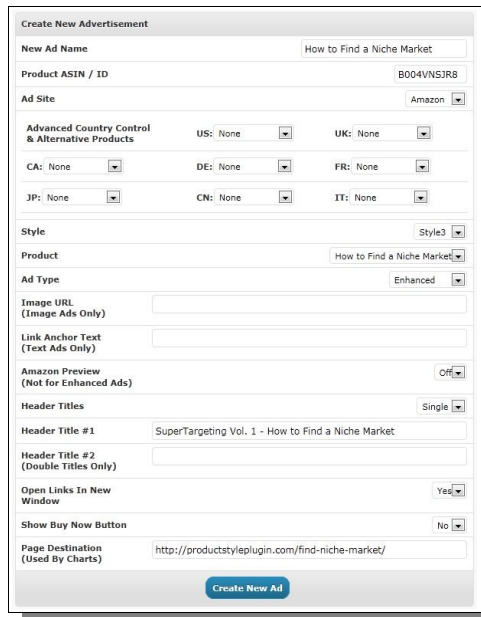
Don't worry about anything that is on this page except for the **Link URL** - the rest of the settings on this page will only be used if you actually insert this image directly into a Wordpress page (not through the plugin).

Copy the **Link URL**, through the right-click menu or with *CTRL+C* keys. This will be used in an advertisement that we're about to create.

Now I am going back to the Product Style plugin administration area to create an advertisement.

The first ad I am going to create is an Amazon **Enhanced** ad. These are pretty simple to make because they require the least amount of information because Amazon provides the picture, title and price for the product with this type of ad. Unfortunately, these ads are limited in their flexibility so the pictures are always small and product titles are often not completely displayed.

I've shown the details of this ad below, before I save it. This ad is basically created with a minimal amount of information, so it's the easiest ad to create with the plugin. I've gone over each of the required pieces of information for this ad.

Ad Name - another name that is just for your own reference to identify the ad.

ASIN – the unique string from the Amazon product URL.

Ad Site – Selects to Amazon by default, so this can stay the same.

Style – Set the ad design to a saved Style. I'll change this more later to show you all of the default Styles.

Product – This sets the Product information that will be displayed with this ad.

Ad Type – Controls the kind of ad that will be shown. I'm using **Enhanced** for this ad.

Header Title #1 – This is the caption/header text that will be displayed at the top of the ad box.

Page Destination – I've only set this because I'm also going to use this ad in a comparison chart that will link to product pages on my site instead of linking directly to Amazon. This is handy for review pages that will also be grouped into categories on various category pages.

Below is the second ad that I'm creating, which is going to be an **Image & Text** ad instead of an **Enhanced** ad. There are a few differences here that should be noted.

Create New Advertisement

New Ad Name	How to Find a Niche Market
Product ASIN / ID	B004VNSJR8
Ad Site	Amazon
Advanced Country Control & Alternative Products	US: None UK: None
	CA: None DE: None FR: None
	JP: None CN: None IT: None
Style	Style3
Product	How to Find a Niche Market
Ad Type	Image & Text
Image URL (Image Ads Only)	gin.com/wp-content/uploads/2011/06/supertargeting-ebook-1.jpg
Link Anchor Text (Text Ads Only)	How to Find a Niche Market
Amazon Preview (Not for Enhanced Ads)	Off
Header Titles	Single
Header Title #1	SuperTargeting Vol. 1 - How to Find a Niche Market
Header Title #2 (Double Titles Only)	
Open Links In New Window	Yes
Show Buy Now Button	Yes
Page Destination (Used By Charts)	http://productstyleplugin.com/find-niche-market/

Create New Ad

Ad Type – This gets set to **Image & Text** for this ad.

Image URL – This is where I paste the URL for the picture file that I uploaded. Keep in mind that this picture size cannot be controlled from the plugin, so you may need to obtain smaller images if they are too large. You'll be able to see that this particular image is too big and should be re-sized unless I have a lot of information to share about this product. Large images could be used with the intention of writing all of the page content with Product information Fields.

Link Anchor Text – This is the text that is going to get used for text ads generated from this ad. Plain text links can be generated from standard ads, but this Link Anchor Text needs to be supplied to do this. As an example, the previous ad I created should have this filled out if you also wanted to generate plain text links from the ad.

Amazon Preview – This defaults to **On** right now, although I want to change this in a future plugin version. This allows the use of the Amazon preview tool-tip that is shown when a user hovers over text and/or image links for an Amazon product. If this is on for any ad on a given page, the preview tool-tip will show up for all ads on that same page (an Amazon limitation). I have set this to Off for this ad.

Show Buy Now Button – I turned this on to show what it does. It creates a basic **Buy Now** button inside of the styled advertising box. Standalone **Buy Now** buttons can also be created with this plugin, although this option does not need to be turned on to use that particular feature through the post/page editor button for the plugin.

I have also repeated the same process for the second product that I am going to promote. Just like the previous product, I created two different kinds of ads to show you some variety. I won't repeat this entire process for you, but I will show you the ad information that I've put together for these other two ads.

Here is the first of these two ads. This one is another **Enhanced** ad, just like the first **Enhanced** ad that I created except this one is for a different product.

Here is the second **Ad** for the second product. This is another **Image & Text** ad that has been created in the same manner as the other **Image & Text** ad.

I labeled this one as an image ad in the **Ad Name** so I can easily tell the difference between this ad and the ad above later.

I went back and edited the other **Image & Text** ad in this same manner as well, because I'm going to use these ads in comparison **Charts** so I need to identify them by name.

I have a total of four ads created now, which you can see below. It's also worth mentioning that you don't have to create two **Ads** for each product you promote, even if you want to show a few different varieties of that same ad. There may be some situations where you'll want to create separate ads for the same product, but it

won't be needed most of the time.

I'm going to show you how these ads can be used in a comparison **Chart,** but I will finishing placing these **Ads** into a page on the website first.

I'm going to need two Wordpress pages now (not posts), one for each product that I'm promoting. You don't have to promote a single product on each page of your site, but this is one method that I use for some of my sites that produces good results and allows the site to grow as you can build more pages.
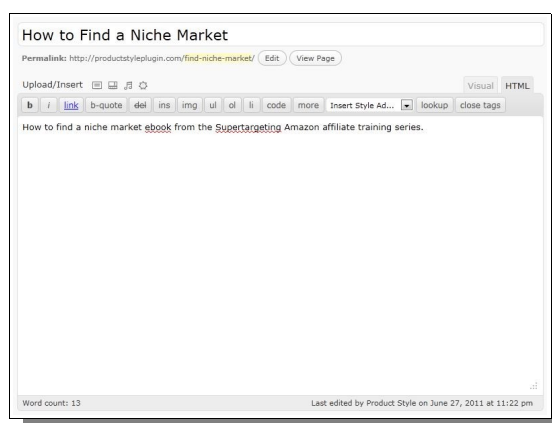

This is the first page that I'm creating, "How to Find a Niche Market", which is for the first e-book.

I would usually write an article on this page, either above or below where the advertisement will go, but I'm just going to write a brief sentence for this example.

To insert an **Ad** into a page, you'll need to add the shortcode for the advertisement. This can be done manually, but there are easy tools provided in two different places.
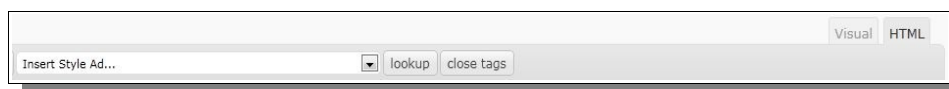
When you are in the **HTML** tab of the Wordpress post/page editor, you'll see a drop-down box that says **Insert Style Ad....** You can insert ads and comparison charts to the page by selecting it from this drop-down list.
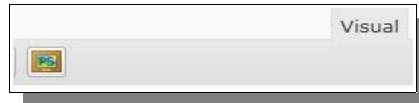
The other option offers an easy way to customize the shortcode of ads (not charts) to produce simple ads of other types. When you are in the **Visual** tab of the Wordpress post/page editor, you'll see a **PS** button, which is just like the icon used in the sidebar menu for the plugin.

Click on the **PS** button to display a window that gives you three drop-down boxes and a button. These can be used to insert an **Ad** and/or a **Chart**. The middle box, **Special Ad Type**, allows you to add some special shortcode attributes to the **Ad**.

For the first **Ad** (#2 in this example), I'm going to insert a standard **Ad**. Just select the ad from the drop-down box and click **Insert Ad/Chart**.
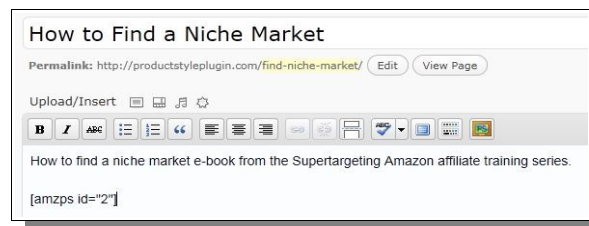
Once that is done, you'll see the shortcode inserted into your page text.
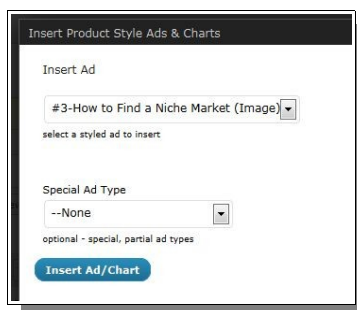
I'm also going to use that same **Ad**, #2, to insert one of the **special ad types** into the page (just as an example). Since this is an **Enhanced** ad and doesn't have **Anchor Text** filled out, I'm going to use it to generate a **Buy Now Button** ad type by selecting that from the second drop-down box. I also selected the **Ad** again in the
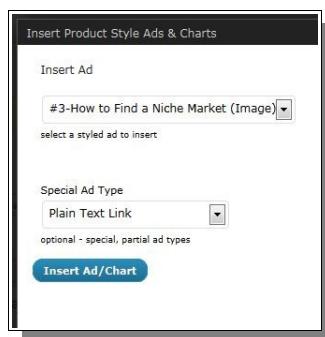
Insert Ad drop-down box.

[amzps id="2" text_link="buynowbutton"]

This is the shortcode that was inserted for this buy now button.

I'm going to do the same thing for the **Image & Text** ad that I created for this same product.

I'm also generating another **special ad type** for this product. This time, I'm generating a **plain text link** since I know this ad has **Anchor Text** filled out in the ad information.

[amzps id="2"]

[amzps id="2" text_link="buynowbutton"]

[amzps id="3"]

[amzps id="3" text_link="text"]

Here are the resulting shortcodes from all four ads that I just inserted into the page. Now you just **Publish/Update** the page, and the **Ads** are instantly live on the site.
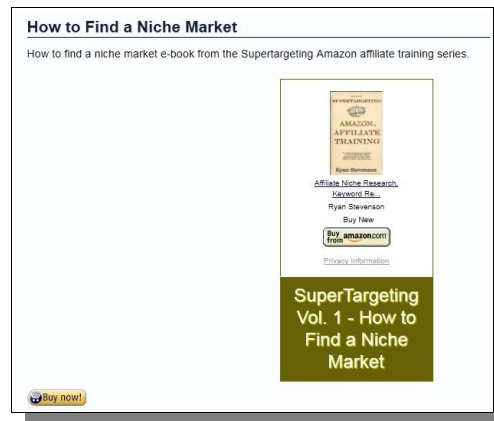
Here is the top part of the resulting page, which shows the **Enhanced** ad and also the **Buy Now** button that was generated by the first two shortcodes. The **Style** that is being used for this ad, **Style3,** is set to not show product information, so that is why there is not much to this ad. I'm going to change this in just a moment to show you the various default ad **Styles**.
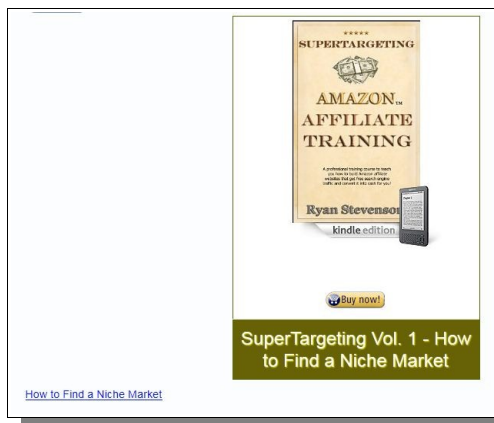
Here is the bottom part of the same page, which shows the **Image & Text** ad and also the **Plain Text Link** ad that was generated by the last two shortcodes. As you can see in the **Image & Text** ad generated here, I used a rather large image. I did this so you can see what happens when you use an image that is too big. It doesn't look too bad in this type of situation, but it can be a different story when the product information is shown with the ad.

Now I am going to go back and change the ad **Style** on these ads so you can see some of the other default **Styles**. Obviously, these can be custom made to fit the look of your site, but having an idea of what each looks like can help you decide which one to use as the basis for a new **Style** (since you can copy a **Style** to create a new **Style**).

To change the **Style** on an ad, just edit the ad, select a new **Style** from the drop-down box and then save the ad.

This is a good time to mention **Style** publishing. The default **Styles** for the plugin and any custom made **Styles** can be selected/deselected to be used on a particular website.

This system was put in place in the plugin to prevent sites from having issues with slow page load times because of a large number of **Styles** being used on the site. With **Style** publishing, the **Styles** are no longer loaded on demand for every single
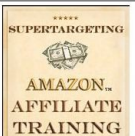
page load. Instead, the **Styles** are only generated when they are published, which allows for lighting fast page loading no matter how many **Styles** are used. Regardless, I recommend to only Publish the **Styles** that you actually use on a particular site.

Anytime you make a change to the saved **Style**(s) that you use on the website, you will need to **Publish** the **Styles** again to get those changes to take effect on the live website. Also, if you create a new ad or comparison chart that uses a **Style** that was previously not selected to be published, you'll need **Publish** the **Styles** again. However, it's not necessary to **Publish Styles** whenever you change the designated **Style** on a comparison chart or ad (unless that **Style** was not published already).

To **Publish Styles**, just go to the **Styles** page in the plugin admin. Towards the top of that page, you'll see a list of the styles with a **check box** next to each name. You'll also see a **Publish Styles** button at the bottom of that box. Just select the **Styles** that you want to use on the site and click the button to **Publish** the saved settings to the live site.

I went ahead and updated the site to **Publish** all five default **Styles** so I can show all of them to you.

Here are the two main **Ads** that I showed you before, except the **Style** has been changed for each of them now. The top ad is using the *Default* **Style**.

The bottom ad is using the *Minimal* **Style**. Now that **Field** information is being

displayed, you can see how the large image throws off the whole **Ad.** However, this could be useful if you have enough product information to show.
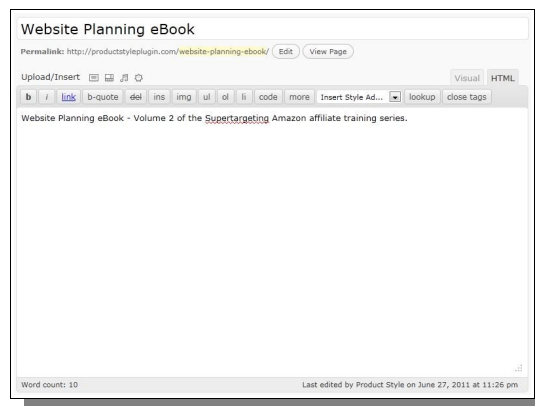
There are two more **Styles** to show you, but I'm going to go ahead and create the second page, "Website Planning eBook", which is for the second e-book product that I'm promoting.

I'm going to do the same thing for this page that I did before, although I'm just going to insert the two standard ads and not the special ads, so I won't repeat this process here.
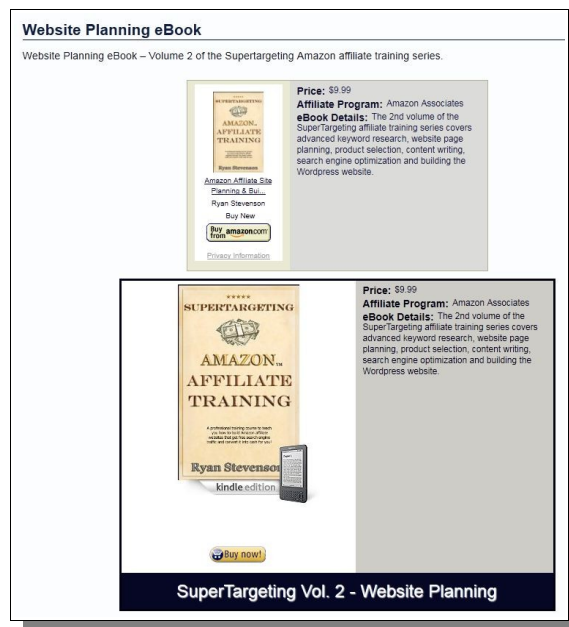

I also edited these two **Ads** to show the other two default **Styles** that are built into the plugin. The top ad shows the *Style2* **Style.** The bottom ad shows the *Style1* **Style.**

Personally, I like to use the settings from the *Default* **Style** most of the time, although I'll generally change the colors to match the site I'm building. I also like to use the text links once within a page article, although this isn't something I always do.

When I build my Amazon sites, I often build my pages in some kind of structured format, like using categories and then grouping pages into these categories. For this example, I'm going to create a very primitive/incomplete version of this to show what I'm talking about and how the plugin is used to do a lot of this work for me.

I do everything with Wordpress "pages" and not "posts", so **I am <u>not</u> actually creating formal Wordpress post categories**. My category pages are no different from a standard page on my site, like a review page on a specific product similar to the two pages I just created.

I'm going to show two different ways to use comparison charts on category pages. You can really use either type of chart depending on how you're building a particular site. I'll explain more as I create each of these charts.
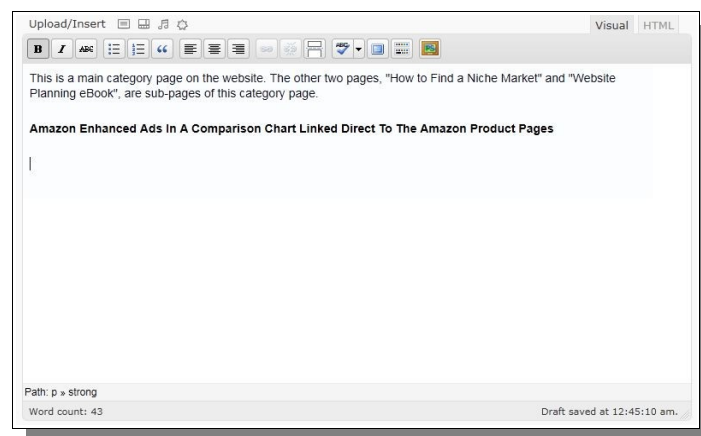
I have created a Wordpress page for my category now. I generally write an article to go with what the plugin will add to the page, but I've just written a minor amount text for this example.

I'm going to save this page now and come back to it in just a moment.

I need to create my comparison charts to display on this page. I'm showing two charts on this page just as an example of the two main types of charts you can create with the plugin.

Go to the **Charts** page in the plugin administration, and create a new comparison chart.

The first **Chart** is going to be a standard comparison chart that links directly to the Amazon product pages.

Unlike other **Names** that you have filled out in the plugin, the **Chart Name** is important. This will actually be the header text for the comparison chart that is generated, so website visitors will see this text. I've explained some other things about various comparison chart settings below.

Product Display – Like the other comparison chart settings that are also
advertisement settings, you can actually set a different ad type here than you have
designated in the advertisement settings.

The Chart settings will always override the Ad settings. However, it's important to
note that you'll get blank ads if you select **Image** and/or **Text** ads here when you
haven't filled out that information in the ad settings. I'm going to show the
Enhanced ads in this chart, so that's what I'll set it to here.

Style – Just like the Product Display setting, this overrides the Style set for any
ad that will be displayed in this Chart.

Product Orientation – Decides whether the product ads will show on the top or
bottom of the comparison chart. I prefer to use the **Vertical** setting here.

The comparison chart really needs a bit more work to allow for a wider range of
customizations, because I've received some poor results using the **Horizontal**
setting here in certain situations.

Also, there's not enough horizontal room to fit many different products in most
Wordpress themes, so vertical allows an endless number of products to be shown in
the Chart.

Product Link Destination – This is the setting that controls the type of comparison
chart. **Normal Product URL** causes the chart ads to act as normal and link directly
to Amazon product pages. I'll show the other setting for the next Chart I create.

Special Text Conversion – This is a setting that allows certain words to be
converted into **Checks** and/or **Xs**, which are images that could be changed. This could
be useful if you want to compare numerous features that a product either has
(**Checks**) or doesn't have (**Xs**).

Show Buy Now Button – This setting allows a Buy Now button to be displayed below
each product ad in the comparison chart. No matter what the Product Link
Destination setting is set to, this button will always link to the Amazon product.
As such, I generally don't use this for this type of Chart, but I'll use it for the
other kind.

Chart Grids – This setting isn't 100% perfect with Internet Explorer, so this on
still on my to-do list of things to make work better with the plugin. I do want to
explain the bug with grids so you can avoid it though.

I generally just put it on **Horizontal** grids when I use Horizontal Product Orientation. The **Vertical** grids can break in IE when the Product information takes up more vertical space than the first column in each row. The product ads are generally taller than the product information, which is why I use **Horizontal** for both grids and orientation.

Select/Sort Category Fields/Ads – This part is really simple to operate once you're familiar with it. All comparison charts are based on Product Categories. You can only compare Products/Ads that are within the same Product Category.

Once you choose a **Category** for a Chart, you cannot undo it, so you'll have to create another Chart if you choose the wrong **Category** or want to change the **Category** of an existing Chart.
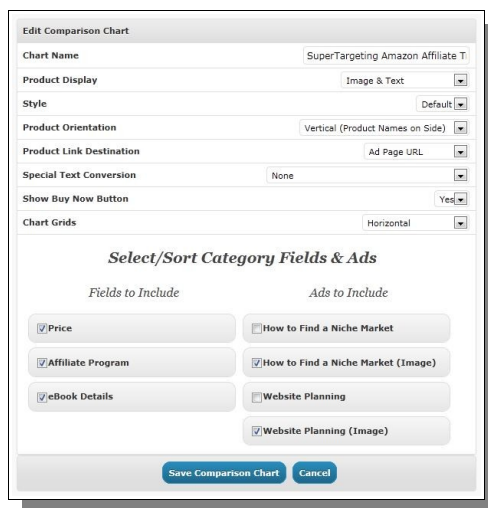
On the left, you'll see the **Field Names** that have been created for that **Category**. On the right, you'll see a list of **Ads** that have been created for that **Category**.

Even though **Ads** aren't actually designated to a particular Product **Category**, that designation is made behind the scenes when you set the **Product** drop-down box in the **Ad** settings.

For this reason, you could actually move an **Ad** from one **Category** to another, although I really haven't tested what would happen if that was done to an **Ad** that was being used in a live comparison chart.

Ultimately, you just need to worry about choosing the **Field Names** and the **Product Ads** that you want to be displayed in this comparison chart.

Additionally, you can drag and drop items in this list to rearrange the order that they will be displayed. This makes sorting things in a comparison chart extremely easy. Both the **Field Names** and the **Ads** can be sorted in this manner.

The second Chart that I'm creating is very similar to the previous Chart, except I am showing the **Image & Text Ads, Buy Now** buttons and I am also using the **Ad Page URL** setting for the **Product Link Destination**.

With this **Product Link Destination** setting, Image and/or text ads that are displayed in this comparison chart will link directly to the URL that is specified in the Ad settings. This allows the comparison chart to link to internal pages on your own website, which is very handy for linking to sub-pages within a category. Those sub-pages can then display the actual ads that link to the Amazon pages. I also like to include a **Buy Now** button on comparison charts like this, because they

always link direct to Amazon.

Now, I need to edit the category page again. I'm going to insert these two comparison charts in the same way that I did the ads before, except the comparison charts are found in a different drop-down box in the window that opens – the **Insert Chart** drop-down box on the right. If you use the **HTML** tab, the comparison charts are labeled with **CC** in front of their names in that drop-down box.

I've just shown the shortcodes that were generated from these two charts. The codes are basically the same thing as the ad codes, except they contain an extra letter to identify them as being charts and not ads.

After saving the page, these two charts are live on the site. Here is the top half of the page that shows the first comparison chart that uses the Enhanced ads. If I click on anything in the left column of this chart, the links take me directly to the Amazon pages for the product I click.

Above is the second half of the page that shows the second comparison chart that uses the **Image & Text Ads.**

When I click on the image or the text link in the left column of this chart, I go to the sub-pages that I've created on this site for these products (the pages I created earlier in this lesson).

The **Buy Now** buttons in this chart still link directly to the Amazon pages.

I really like using the second kind of comparison chart. With this chart, I can easily link up to various sub-pages on the site without having to do any custom HTML coding in the Wordpress pages. Also, the Charts are powered on the Product information from the Ads, so this reduces a lot of the work that can be involved, and it's really easy to update a Chart with new pages/products.

You can see this technique, the second type of chart, used on BassGuitarBrands.com, which has worked out pretty good with both search engine rankings and affiliate sales. I used this type of chart on the top ten list.

The chart on that page was actually the only thing I put on that particular page, so it's a great example of how to make a complete Wordpress page with nothing but a comparison chart. Even that page with nothing but a comparison chart has great Google rankings for it's keyword phrase.