



How to Generate Affiliate Links



Drive Traffic Using:

Your Storefront URL

Curated Book Lists

Individual Book Links

Embeddable Widgets

Gift Card Links

Wishlists and Registries

Thanks for Becoming an Affiliate!

Now learn to maximize your traffic with links, widgets and more!

Storefront URL Links

The simplest way to draw traffic to your storefront is to share your unique URL.

Storefront URLs follow this formula:

<https://bookshop.org/shop/UniqueName>

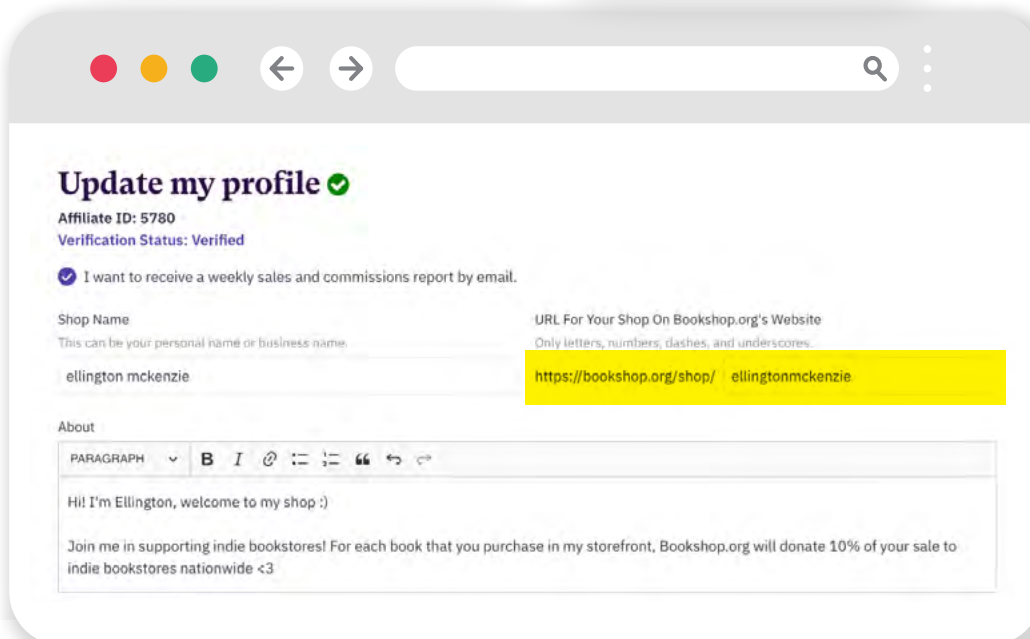
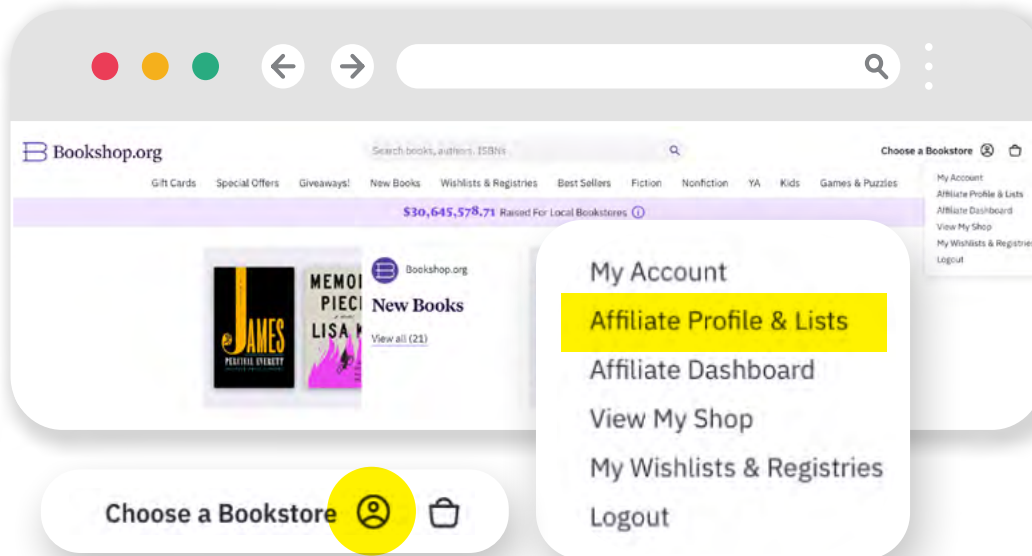
For example, my URL is:

bookshop.org/shop/ellingtonmckenzie

You can change your storefront URL at any time by logging in, then visiting **Affiliate Profile & Lists** and editing the URL section beside your Shop Name.



Note: any change to your URL will break existing affiliate links.



Book List Links

Bookshop.org book lists are a great way to share themed collections of books.

Book lists follow this formula:

<https://bookshop.org/lists/UniqueName>

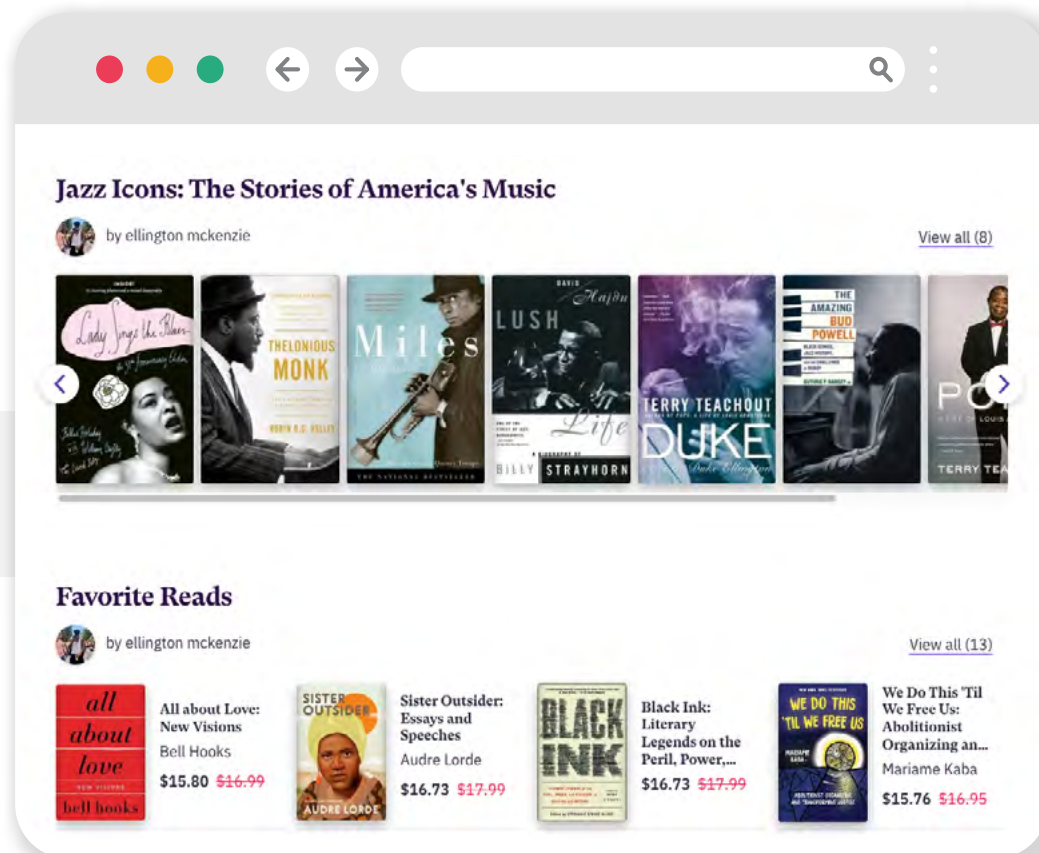
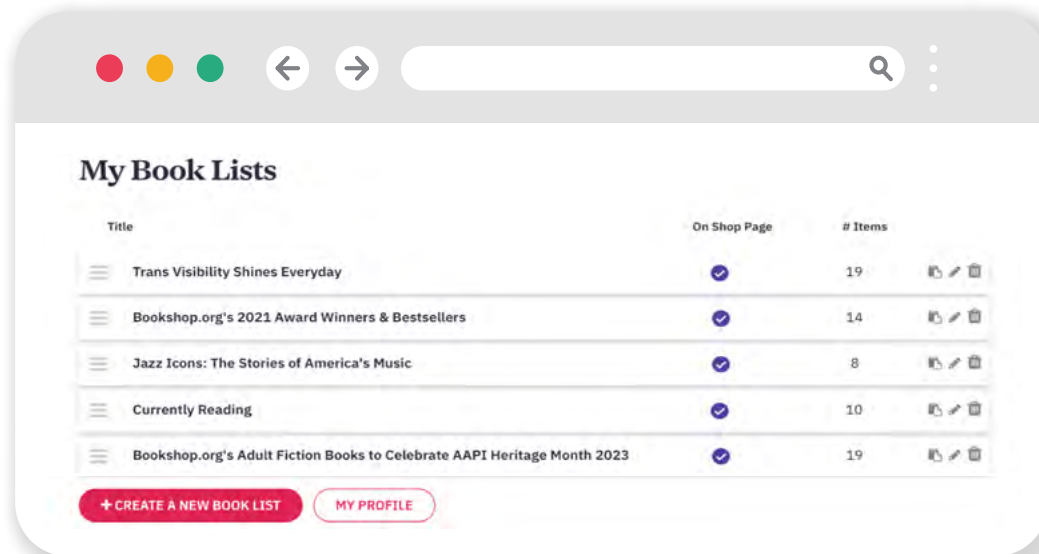
For example, our New Book lists is:
bookshop.org/lists/favorite-reads

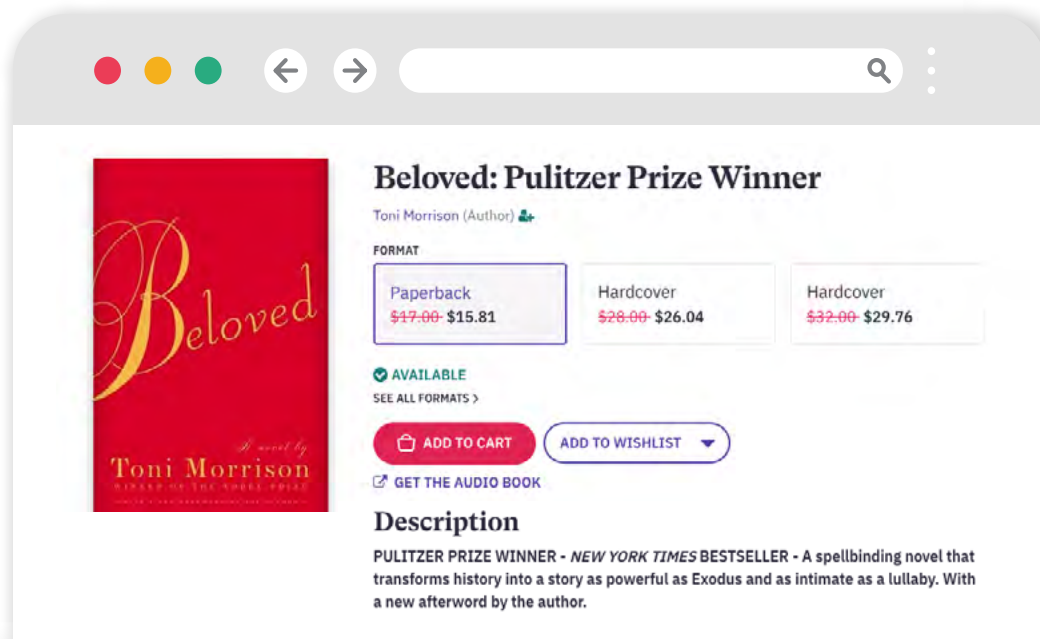
You may alter your book list titles at any time. To do so, visit [Affiliate Profile & Lists](#) click on your desired list, then adjust the title in the text field.



Note: any change to your list names will break existing affiliate links.

For more details on building book lists, [click here](#).





Individual Book Links

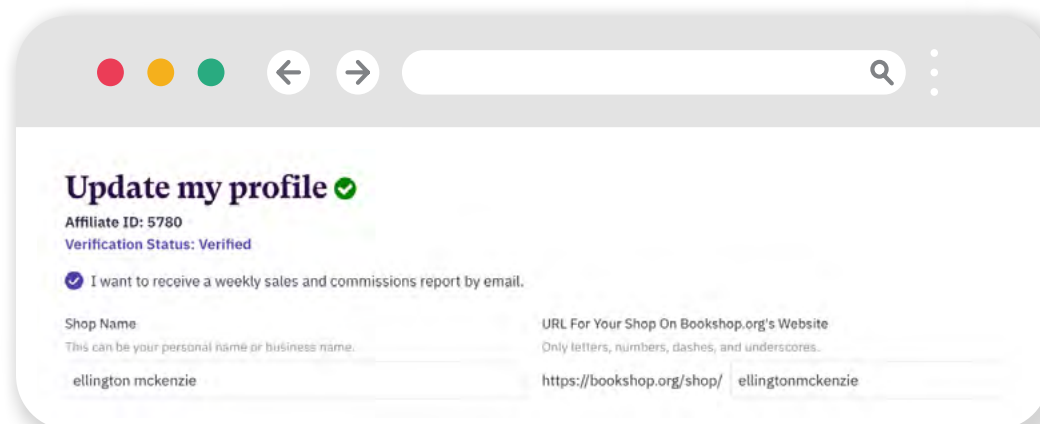
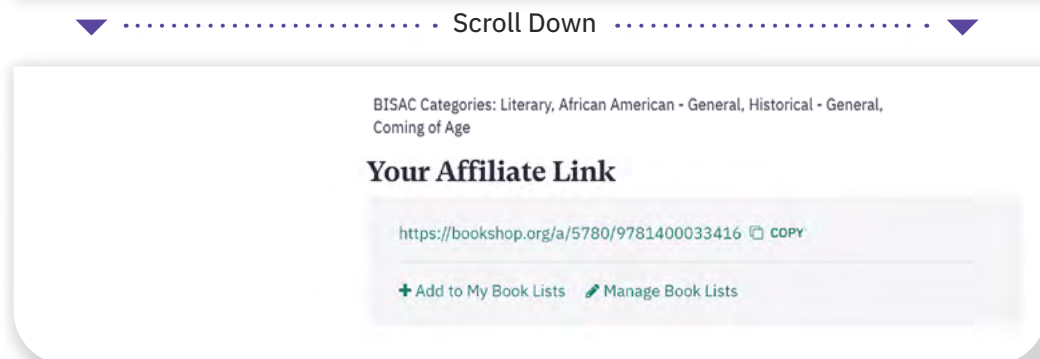
You can share a link to an individual book, and still get credit for the sale! Book links follow this formula:

<https://bookshop.org/a/MyID/ISBN13>

For example, my affiliate ID number* is 5780.

When sharing a link for the *Beloved* (ISBN 9781400033416), I'd use the affiliate link: bookshop.org/a/5780/9781400033416

You can find your unique affiliate link for any book by logging in, then clicking on "Your Affiliate Link" on any product page.

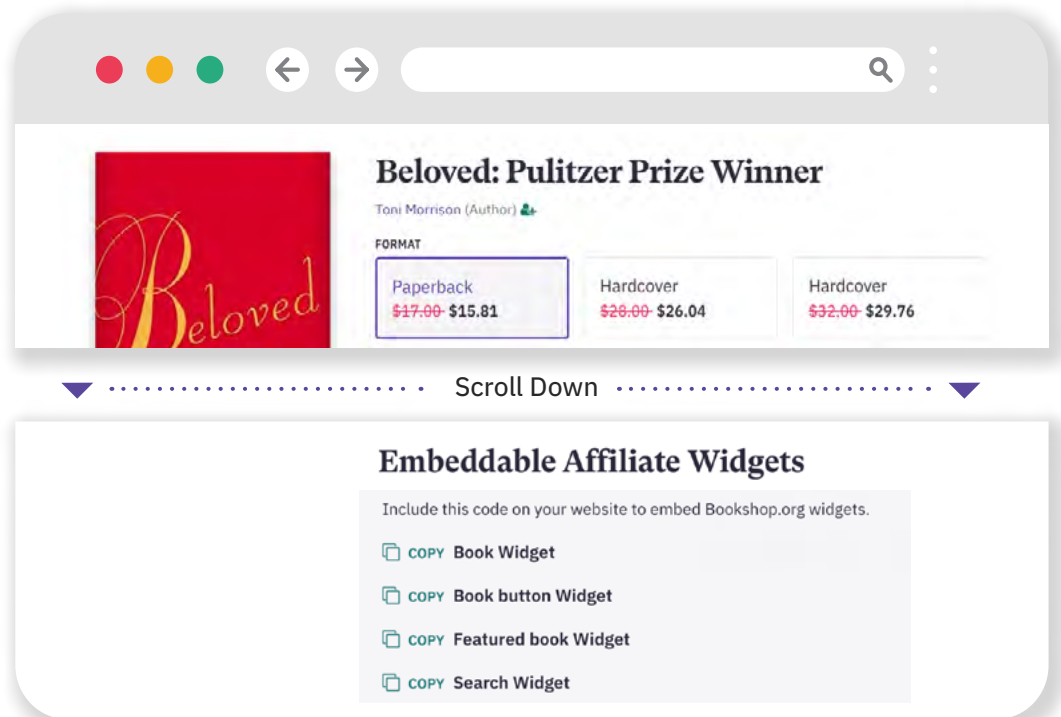
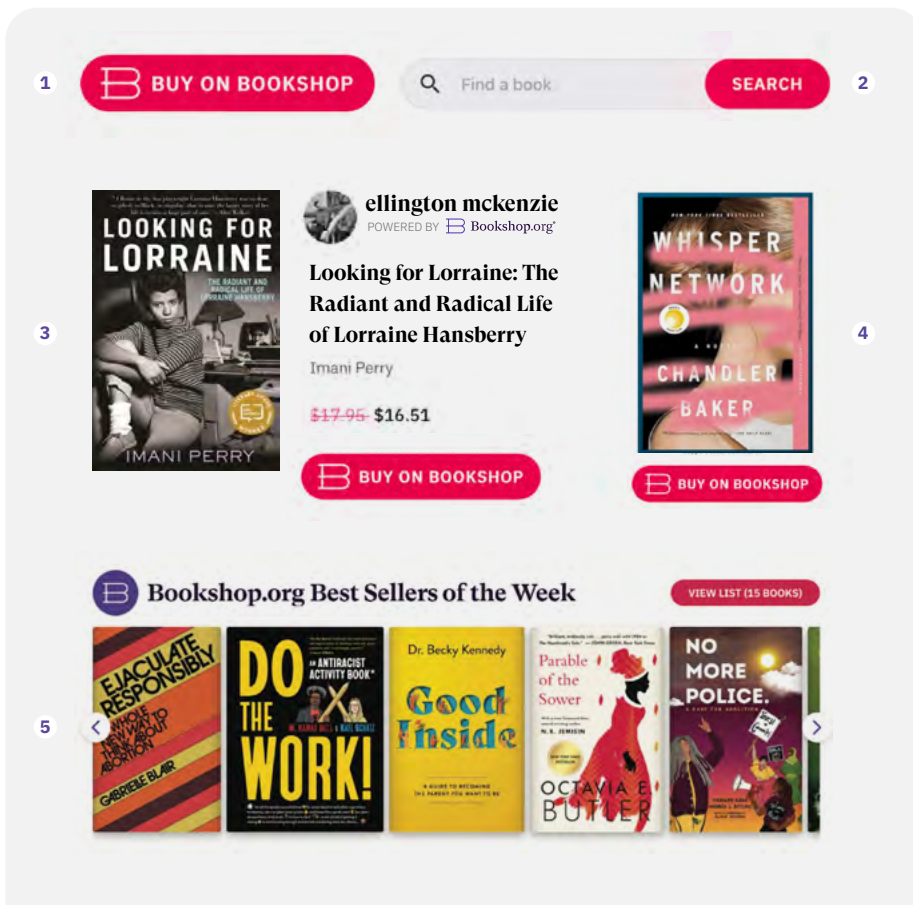


*To locate your affiliate ID number, simply visit **Affiliate Profile & Lists** and your number will be beneath "Update My Profile."

Embeddable Widgets

Our widgets are an excellent way to implement a direct link from your website to your Bookshop.org storefront.

To add widgets, search for the book, button, or list you wish to promote, then scroll down to “Embeddable Affiliate Widgets” and copy the code. Then paste the code into the backend of your website.



1. The BOOK BUTTON WIDGET will embed a simple “Buy On Bookshop” button.
2. The SEARCH WIDGET allows users to search our platform directly, while crediting you for sales referred.
3. The BOOK WIDGET displays a cover and price, as well as your storefront name and a “Buy This Book” button.
4. The FEATURED BOOK WIDGET is a great way for sites to feature a large book cover and a prominent buy button.
5. The LIST WIDGET takes any curated list and presents it as a scrollable collection on your website.

(To locate a list widget, visit [Affiliate Profile & Lists](#) and scroll to **My Book Lists**. Click the list you’d like to embed and, click this button at the bottom of the page: [COPY List Widget Code](#))

Bookshop.org Gift Cards

Bookshop.org digital gift cards are the perfect gift for any avid reader. The card value is added to the recipient's Bookshop.org account as credit, and never expires. Bookshop.org digital gift cards can only be redeemed online on Bookshop.org

Your Affiliate Link

https://bookshop.org/a/5780/gift_cards COPY

- If you purchase a gift card from a specific store or affiliate on Bookshop.org, the recipient will be sent to the same store on our site when they click the link to redeem the card, so the store will get credit for any purchases made. However, it is possible for a customer to change to a different shop affiliation if they want to spread their purchases around--the card is like cash, and can be spent how the recipient wants.
- Bookshop.org Gift Cards are only accepted at <https://bookshop.org/>
- You can choose a value from \$10-\$1,000.
- All gift cards are digital only and must be sent to a valid email address.
- For a personalized touch, include the recipient's name and a personal message on the gift card form. This will appear in the email they receive with the redemption code and link.

To * Recipients email

From *

Choose An Amount *

☐ \$10 ☐ \$15 ☐ \$25 ☐ \$50 ☐ \$75

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000

Add A Message

Send Date

ADD TO CART

Already have a gift card?

Redeem your code here:

Enter Your Code

REDEEM

This amount will be added to your store credit.

Gift Card Link

In addition to books, affiliates also get commission for gift cards sales!

Gift Card links follow this formula:

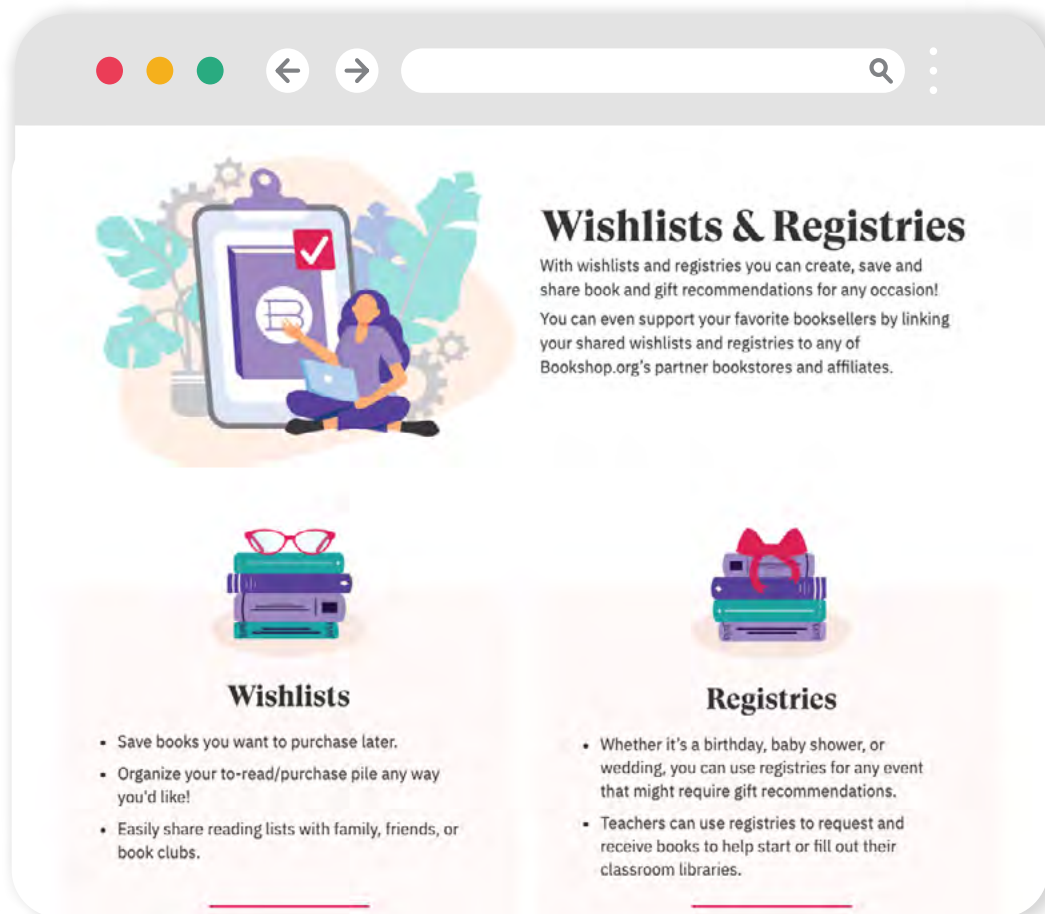
https://bookshop.org/a/MyID/gift_cards

For example, my affiliate ID number is 5780, making my gift card link:
bookshop.org/a/5780/gift_cards

You can also locate the gift card link for your storefront by visiting the gift card product page, and clicking on “Your Affiliate Link.”



ABOUT COOKIES: Customers that come to Bookshop.org via affiliate links will be cookie'd and their purchases will be credited to your account. Affiliate referrals are cookie'd for up to 48 hours. Referrals from booksellers never expire. To ensure you receive commissions, encourage readers/followers to bookmark your storefront page and shop directly from you.



Wishlists & Registries



With wishlists and registries you can create, save and share book and gift recommendations for any occasion!

You can even link your wishlists and registries to your affiliate storefront.

Visit our **Wishlists & Registries** page for easy instructions on building yours!

Questions?

Please email us if you need further assistance!

FOR BOOKSELLERS: steph.opitz@bookshop.org

FOR AFFILIATES: ellington.mckenzie@bookshop.org

More Resources:

- Curating Book Lists
- Generating Affiliate Links
- Bookshop.org Logos
- Basic Brand Guidelines



Certified



Corporation

As a Certified B Corp, we put our mission above financial interests, and give 80%+ of profit margin to bookstores.

FASTCOMPANY



Bookshop.org ranked in the top 5% of all B-Corps as of 2022, and was a Fast Company World Changing Ideas winner.



CLIMATE
NEUTRAL

CERTIFIED

Bookshop.org is a Climate Neutral company, committed to operating sustainably.