

Amazon Associates Link Builder User Guide

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Introduction

Amazon Associates Link Builder is the official free Amazon Associates Program plugin for WordPress. The plugin enables you to search for products in the Amazon catalog, access real-time price and availability information, and easily create links in your posts to products on Amazon.com. You will be able to generate text links, create custom ad units, or take advantage of out-of-the-box widgets that we've designed and included with the plugin.

Note:

- You must review and accept the Amazon Associates Link Builder [Conditions of Use](#).
- The plugin is currently in beta form. We intend to regularly add new features and enhancements throughout the beta period and beyond, and welcome your feedback and input.

Getting Started

You can start using the plugin by following these steps:

Step 1 – Become an Associate

The Amazon Associates Program is one of the original affiliate marketing programs. Available in geographies across the globe, the Amazon Associates Program has been partnering with content creators to help them monetize their passions since 1996. To learn more about the Amazon Associates Program, please click [here](#).

To become an Associate, create an Amazon Associates account using URL for your country:

Brazil	https://associados.amazon.com.br/
Canada	https://associates.amazon.ca/
China	https://associates.amazon.cn/
France	https://partenaires.amazon.fr/
Germany	http://partnernet.amazon.de/
India	https://affiliate-program.amazon.in/
Italy	https://programma-affiliazione.amazon.it/
Japan	https://affiliate.amazon.co.jp/
Mexico	https://afiliados.amazon.com.mx/
Spain	https://afiliados.amazon.es/
United Kingdom	https://affiliate-program.amazon.co.uk/
United States	http://affiliate-program.amazon.com/

Your Associate ID works only in the country in which you register. If you'd like to be an Associate in more than one country, please register separately for each country.

Step 2 – Sign up for the Amazon Product Advertising API

Sign up for the Amazon Product Advertising API by following the instructions listed [here](#). The Amazon Product Advertising API is a popular e-commerce service, powering Amazon-integrated experiences around the world, serving tens of thousands of applications and more than 1 billion API requests every day. It exposes a web-service, which allows Associates to programmatically search and look up items in the Amazon product catalog. The Link Builder plugin integrates the Product Advertising API, allowing you to access Amazon.com product catalog data without requiring additional software development.

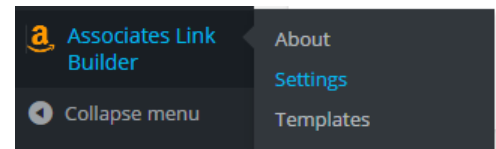
Step 3 – Install the plugin

To install the Amazon Associates Link Builder plugin:

1. Log in to your WordPress dashboard, navigate to the Plugins menu and click Add New.
2. In the search field type “Amazon Associates Link Builder” and click Search Plugins. You can install it by simply clicking “Install Now”.

Step 4 – Configure plugin settings

Use the Associates Link Builder->Settings screen to configure the plugin.



1. Set Access Key ID and Secret Access Key in the Settings section. These credentials are used to invoke requests to the Amazon Product Advertising API for fetching information on an item.

***Tip:** The plugin uses a default encryption key for encrypting the Secret Key. You can change the key using `AALB_ENCRYPTION_KEY` parameter defined in `/aalb_config.php`.*

2. Set default Associate ID. Associate ID is used to monitor traffic and sales from your links to Amazon. You can also define a list of valid Associate IDs (store ids or tracking ids).

***Tip:** You are recommended to create a new tracking ID in your Amazon Associates account for using it as Associate ID in the plugin.*

3. Set the default Amazon marketplace based on the Amazon Associates Program for which you are registered (for example, if you've signed up for the Amazon Associates Program in UK, then

your default marketplace selection should be UK) and select an appropriate template for rendering your ads.

Tip: Be careful while selecting your default associate id and marketplace combination. Make sure the associate id is valid for the selected marketplace.

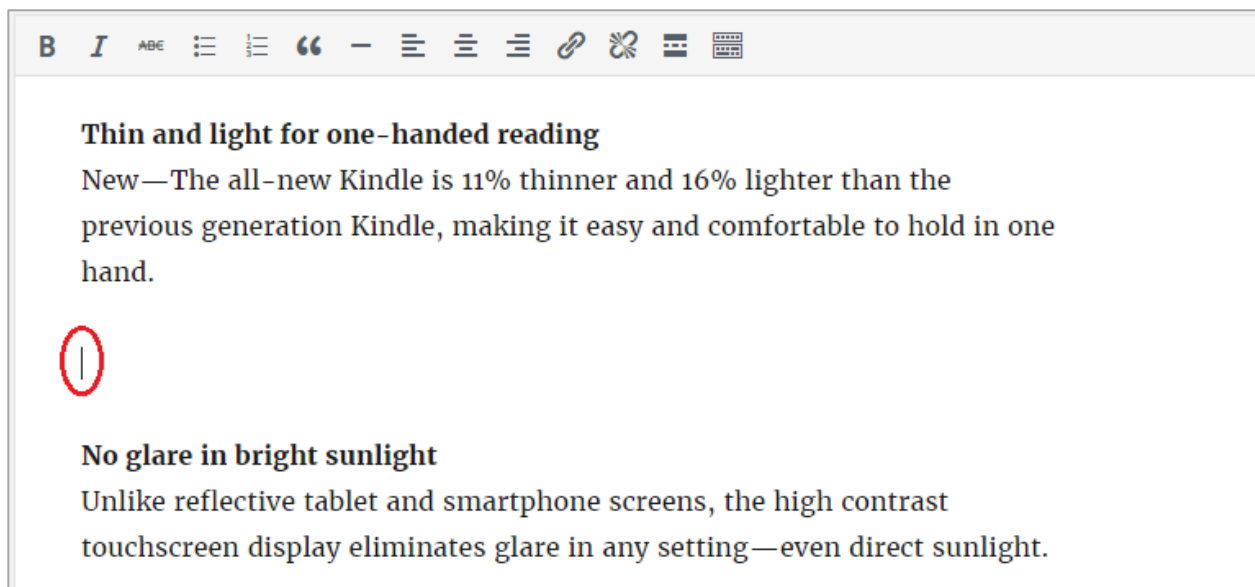
That's it! You're all set to start adding Amazon affiliate links to your posts using the Amazon Associates Link Builder plugin!

Add affiliate links to Amazon directly from WordPress

When creating, or editing a WordPress page or blog post, you can easily search products in the Amazon catalog on the applicable Amazon.com site and add affiliate links to Amazon.com directly from WordPress. Here's how you can add an affiliate link to Amazon.com, step-by-step, using the Amazon Associates Link Builder plugin:

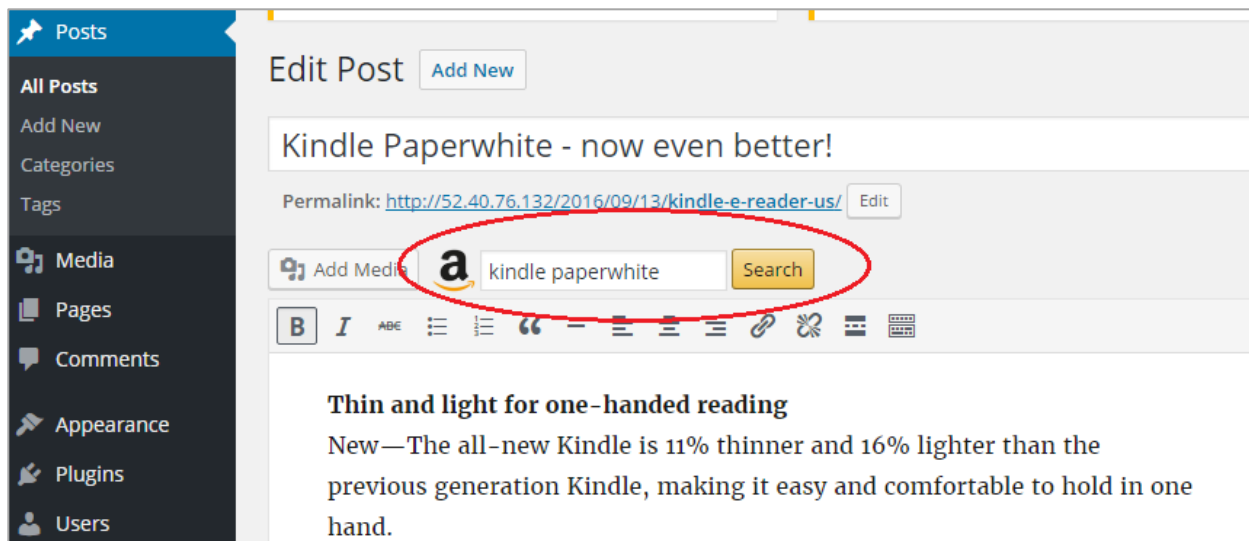
Step 1 – Placing your cursor

In order to add an affiliate link to your page or post, you must first insert your cursor in the place in the text where you want the affiliate link to appear. By placing your cursor within your text, you can add affiliate links in line with your content. You can also place your cursor on a blank line if you want the ad/buy link to appear by itself instead.



Step 2 – Type in search keywords and click the Search button

Once you have placed your cursor on the line where you want to insert the affiliate link, you can type in the name, category, and/or brand of the product in the search bar for launching the search results interface.



Tip: You can provide the name of the brand or author or artist as part of the keywords for narrowing the list of items. For example, a “Harry Potter” keyword, the plugin may return books and DVD. You can narrow your search to Harry Potter books by specifying the search keyword as “Harry Potter book”.










Step 3 – Select the products you would like to advertise

Select one or more products you would like to advertise alongside your content. Selected products appear in the ‘Selected Products’ listing.




Add Amazon Associates Link Builder Shortcode

Search

Click to select product(s) to advertise

 Kindle Paperwhite E-reader - Black, 6" High-Reso ... \$119.99	 Kindle Paperwhite E-reader - White, 6" High-Res ... \$139.99	 Kindle Paperwhite, 6" High-Resolution Display (3 ... \$139.99
 Kindle Paperwhite E-reader - White, 6" High-Res ... \$119.99	 Kindle Paperwhite Essentials Bundle including ... \$159.97	 Amazon 5W USB Official OEM Charger and Powe ... \$19.99
 All-New Kindle E-reader - Black, 6" Glare-Free To ... \$79.99	 Kindle Paperwhite E-reader - White, 6" High-Res ... \$189.99	 Kindle Paperwhite E-reader - White, 6" High-Res ... \$209.99

List of Selected Products [Check more search results on Amazon](#)

 Kindle Paperwhite E-reader - Black, 6" \$119.99	 All-New Kindle E-reader - Black, 6" Glare-Free \$79.99	 Kindle Paperwhite, 6" High-Resolution \$139.99
---	--	---

Tip: You can even create an ad unit with products from different categories.

Step 4 – Verify the template, marketplace and associate id selections and click Add Shortcode

Once you have selected the products, select an appropriate template, marketplace and associate id for adding the affiliate link in your content.

Ad Template	Associate ID	Marketplace
ProductCarousel	usstore-20	US
Add Shortcode		

Tip: Be sure to verify that the selected Associate ID is valid for the selected marketplace.

You have successfully added a desired ad unit/ link to Amazon in your content.

Use short codes for quickly adding affiliate links in your posts

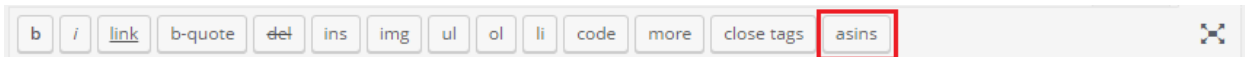
You can simply add affiliate links to your posts by using Amazon Associates Link Builder shortcode. A shortcode is a WordPress-specific code that lets you do nifty things with very little effort. Sample shortcode for Amazon Associates Link Builder:

```
[amazon_link asins='B01955MG16,B01955M8AA' template='ProductCarousel' tag='my_affiliate_id' marketplace='US' link-id='ad21e06e-79a2-11e6-b2c5-37518c0775eb']
```

Attributes:

- **'asins'**: Provide one or more ASINs that should be displayed in the unit. ASIN stands for Amazon Standard Identification Number, which is an alphanumeric token assigned by Amazon to an item that uniquely identifies it.
- **'template'**: Ad template that should be used for rendering the ad to the user. You can create a new template using the 'Template' feature under 'Settings'. Default template as defined in the settings is used for rendering the ad unit if no template is specified.
- **'tag'**: An alphanumeric token that uniquely identifies an Associate (the Associates ID). Used for attributing a sale to your respective Amazon Associate account.
- **'marketplace'**: Specifies the applicable Amazon site. Default marketplace as defined in the settings is used for rendering the ad unit if no specific marketplace is specified in the shortcode.
- **'link-id'**: Unique identifier for every ad and/or link created using the Amazon Associates Link Builder plugin.

You can also use the 'asins' quick link for adding an Amazon link in your text.

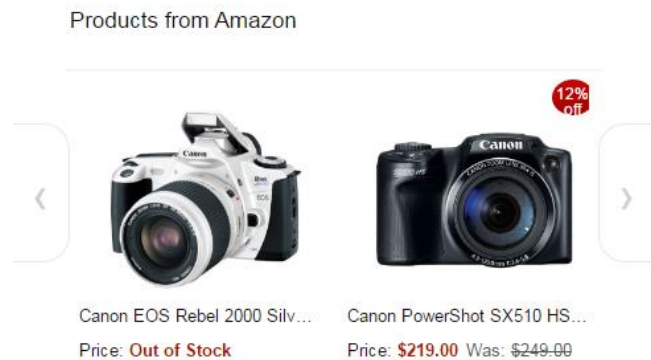


Use the out-of-the-box ad templates

Amazon Associates Link Builder provides pre-installed templates for adding affiliate links to your posts.

Product Carousel Template: Stylishly designed and responsive ad unit that automatically adapts for different device types and screen resolutions that can be placed within or at the end of your content.

You can use the template for displaying an ad containing one or more items at a time and configure the following parameters:



- Ad Size: Responsive (automatically adapt to page layout) or Custom Size (define the number of rows and columns for rendering the unit).
- Ad Scrolls: You can choose to disable to scrolling in the ad carousel.
- Ad Header: You can choose to not display any header for the rendered ad or set your own text for displaying the unit.

Product Ad Template: A variation of the product carousel template for advertising one product at a time.

HE400S delivers all the lifelike clarity, detail, extended bass and wide sound stage that audiophiles have come to expect from HIFIMAN.



Hifiman HE400S Full-Size Pl...
Price: **\$287.00** Was: ~~\$299.00~~
Prime

The HE400S Full-Size Planar Headphone from HIFIMAN delivers clarity, detail, extended bass, and wide soundstage, and is compatible with virtually any smartphone or portable audio device. With conductive layers over almost the entire diaphragm, this planar headphone offers significantly lower distortion than a conventional dynamic headphone which uses conductors

that vibrate in limited areas of the diaphragm. In addition, the headphone's innovative headband and earpads provide hours of comfort for you to enjoy listening to music.

Product Grid Template: Another variation of the product carousel template that can be used to display a grid of products alongside your content.



Women's Color Block Bodycon Tshirt ...
Price: **\$6.66** Prime



Heloise Women's A-Line Sleeveless ...
Price: **\$25.99** Was: ~~\$49.99~~ Prime



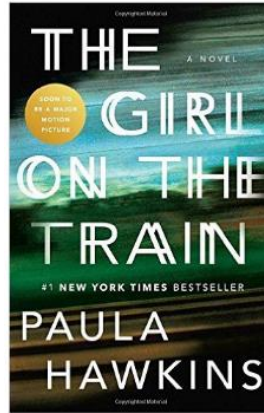
Scout + Ro Girls' Printed Poplin Dress...
Price: **\$29.50** Prime



Floral Swing Dress 60s Vintage Mini ...
Price: **\$29.49** Was: ~~\$45.37~~ Prime

Price Link Template: Dynamic hyperlink containing the current price offered for buying the item on Amazon.

You can easily clone the template for adding in-line text advertisements highlighting keywords instead of price points in your text.



An Amazon Best Book of the Month, January 2015: Intersecting, overlapping, not-quite-what-they-seem lives. Jealousies and betrayals and wounded hearts. A haunting unease that clutches and won't let go. All this and more helps propel Paula Hawkins's addictive debut into a new stratum of the psychological thriller genre. This is a book to be devoured. -Neal Thompson
[Buy on Amazon at \\$7.20!](#)

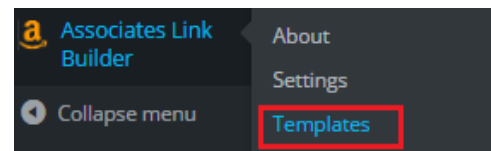
Create custom ad templates native to your site' styling

Design your own ad units to promote and place ads for products on the applicable Amazon site within your article posts. You can simply define a new ad template using the 'Templates' section under the plugin 'Settings' and providing html and css code for rendering your ad. You can even modify the recommended Amazon templates to match the theme of your site and make your ads aesthetically more pleasing to your users.

Note: Only users with 'super admin' or 'administrator' roles can define a new custom ad template.

Here's how you can add a custom template to Amazon, step-by-step, using the Amazon Associates Link Builder plugin:

Step 1 – Click Templates under Associates Link Builder in left panel.



Step 2 – Add a name for your template while creating a new template.

You can also choose to create a new template by cloning an existing template.

Step 3 – Add HTML and CSS for your new ad template.

HTML is a markup language for describing web documents (web pages). ([More information](#))

CSS is a language that describes the style of an HTML document. ([More information](#))

You can use the [list of item attributes](#) for the HTML code of your ad.

Add HTML for your template

```

1 {{#Items}}
2 <div class="aalb-ad-unit" id="{{ID}}">
3 <!-- 3 different input configurations which can enabled/disabled to configure the template-->
4 <!--input type="hidden" name="disable-carousel" value="1" /-->
5 <!--input type="hidden" name="columns" value="2" /-->
6 <!--input type="hidden" name="rows" value="2" /-->
7 <h2 class="aalb-ad-header">Products From Amazon</h2>
8 <div class="aalb-wrapper">
9 <div class="aalb-product-container">
10 <ul class="aalb-product-list">
11 <li class="aalb-product">
12 <div class="aalb-product-image">
13 <div class="aalb-product-image-wrapper">

```

Add CSS for your template

```

1 .aalb-ad-unit {
2 /*Enable this border property to have a border around the ad unit*/
3 /*border: 1px solid #d4d4c4;*/
4 background: #ffffff;
5 }
6 /* Actual styles start below */
7 .aalb-ad-unit {
8 position: relative;
9 overflow: hidden;
10 padding: 22px 40px;
11 }
12 .aalb-ad-unit * {
13 box-sizing: content-box;
14 box-shadow: none;
15 font-family: Arial, Helvetica, sans-serif;
16 }

```

Step 4 – Click Save

Click save to save your newly created template.

Tip: You can set your newly created template as the default template for your posts from the [Settings](#) section.

Add item information in your ad

Plugin uses [mustache.php](#) for creating simple, logic-less templates.

A typical Mustache template:

```
Buy {{Title}} from Amazon at {{CurrentPrice}}
{{#SavingPercent}}
It's available at {{#SavingPercent}}% discount.
{{/SavingPercent}}
```

Given the following hash:

```
{
  "Title": "Amazon Fire TV + HD Antenna Bundle",
  "CurrentPrice": $109.99,
  "SavingPercent": 16,
}
```

Will produce the following:

```
Buy Amazon Fire TV + HD Antenna Bundle from Amazon at $109.99
It's available at 16% discount.
```

List of item attributes that can be included in your ad

1. `{{ASIN}}`: Amazon Standard Identification Number, which is an alphanumeric token assigned by Amazon to an item that uniquely identifies it.
2. `{{Title}}`: Title or name of the item.
3. `{{DetailPageURL}}`: URL for linking back to Amazon. The URL is automatically tagged using the tag information provided in the short code.
4. `{{LargeImageURL}}`: Large image of the item.
5. `{{MediumImageURL}}`: Medium image of the item.
6. `{{SmallImageURL}}`: Small image of the item.
7. `{{By}}`: Name of the author for books, artist for music items or brand for other types of items.
8. `{{CurrentPrice}}`: Current price for the item on Amazon in formatted format. This is the price displayed on product detail page on Amazon. Example - \$120.00. May be returned as “Check on Amazon” in case the price is not returned by the Amazon Product Advertising API or “Out of Stock” if the item is no longer in stock.
9. `{{CurrentPriceValue}}`: Current price for the item on Amazon in raw format. Example - 12000
10. `{{StrikePrice}}`: The manufacturer’s suggested retail price for an item in formatted format. Strike price is returned as empty if there is no discount on the retail price for an item.
11. `{{StrikePriceValue}}`: The manufacturer’s suggested retail price for an item in raw format. Example – 12300.
12. `{{Saving}}`: Indicates the reduction in the strike price. Saving is returned as empty if there is no discount on the retail price for an item.
13. `{{SavingPercent}}`: Indicates the reduction in the strike price in percentage.
14. `{{SavingValue}}`: Indicates the reduction in the strike price in raw format.
15. `{{Prime}}`: Indicates if the ASIN is eligible for Prime shipping benefits. Returned only if the ASIN is eligible for Amazon Prime shipping benefits.
16. `{{Merchant}}`: Returned as “Amazon” for items sold and fulfilled by Amazon. Not returned for offers from Amazon Marketplace merchants.
17. `{{MinimumPrice}}`: Minimum offered price for buying a new item on Amazon.
18. `{{MinimumPriceValue}}`: Minimum offered price for buying a new item on Amazon in raw format.
19. `{{InStock}}`: Indicates if the ASIN is in stock. You can use this attribute to hide an out of stock product from your ads.

Customize Product Carousel template

1. Go to 'Templates' section under Associates Link Builder settings.
2. Select 'Product Carousel' template and click Clone.
3. Set a name for your template.
4. Modify HTML of the 'Amazon Carousel' template to update the layout of the ad.
 - You can modify and/or remove the heading for the ad template using h2 tag defined using `aalb-ad-header` class.
 - You can add `no-truncate` class alongside the `aalb-ad-unit` class to stop truncating the title of the item. Example: `<div class="aalb-ad-unit no-truncate" id="aalb-ad-unit-1">`
 - You can add `hide-percent-off-badge` class alongside the `aalb-ad-unit` class to stop displaying percentage off badge in your ads. Example: `<div class="aalb-ad-unit hide-percent-off-badge" id="aalb-ad-unit-1">`
 - You can add `{{InStock}}` section tags to only display ad unit if advertised products are in stock.

```
    {{#Items}}
      {{#Item}}
        {{#aalb}}
          {{#InStock}}
            <!-- Complete ad template code here -->
          {{/InStock}}
        {{/aalb}}
      {{/Item}}
    {{/Items}}
```
 - It's recommended to update the attribute information in the `div` or remove the `div` altogether for maintaining the responsiveness of the unit.
5. Modify CSS of the 'Amazon Carousel' template to update the styling of the ad.
 - You can modify the font of the rendered ad using `.aalb-ad-unit *`
 - You can modify the styling of the item information using `.aalb-product`
6. Click Save to save the modified template.

Control access to plugin features using WordPress roles

You can control which plugin feature user can and cannot access using the default WordPress roles.

Here is a summary of accessibility of plugin features to different WordPress roles:

WordPress role	Super Admin	Administrator	Editor	Author	Contributor	Subscriber
Ability/ Feature						
View and update plugin settings	Yes	Yes	No	No	No	No
Create a new ad template	Yes	Yes	No	No	No	No
Add new custom Associate Tag	Yes	Yes	No	No	No	No
Search products in Amazon	Yes	Yes	Yes	Yes	Yes	Yes
Add short codes for rendered ad	Yes	Yes	Yes	Yes	Yes	Yes
Pick an ad template for a new ad	Yes	Yes	Yes	Yes	Yes	Yes

Warning messages

Invalid Associate ID warning

WARNING - Associate ID '<>' is not present in the list of valid Associate Ids. Associate ID has been updated to '<>'. Please check your Associate ID selection or contact the administrator to add a new tag.

Reason/ Fix: This warning message is displayed on the preview screen if the Associate ID set in the Amazon Associates Link Builder shortcode is not configured by the administrator in the settings console. Either the user can change the ID or request that the administrator add a new ID.

Accessing plugin over HTTP warning

INFO - We recommend using HTTPS connection for improved security.

Reason/ Fix: You are recommended to use the plugin over a secured network. The info message is displayed whenever you try to access the plugin over HTTP. Note that you can still chose to continue to use the plugin on HTTP.

Item not accessible via PAAPI

ERROR - This item is not accessible through Product Advertising API.

Reason/ Fix: Product Advertising API does not return information on items that are yet to be launched on Amazon or are not allowed to be advertised on third party websites.

Invalid Account

ERROR - Your AccessKey Id is not registered for Product Advertising API. Please use the AccessKey Id obtained after registering at [RegistrationUrlForThatLocale]

Reason/ Fix: This error indicates that your AWS access key ID is not registered for the Product Advertising API. Ensure that you are [signed up for Product Advertising API](#) and use [Manage Your Account](#) for retrieving your AWS account security credentials.

Invalid Associate

ERROR - Your [AccessKeyId] is not registered as an Amazon Associate. Please register as an associate at [AssociateRegistrationUrlForThatLocale].

Reason/ Fix: This error indicates your account is not registered for Amazon Associates. If you see this error, verify:

- You registered as an Amazon Associate in the requested locale. For more information, see [Becoming an Associate](#).
- You correctly added your Associate ID (tag) to your requests.
- You added the email address registered for the Product Advertising API as a primary or secondary email address in your Amazon Associates account. ([instructions for adding a new secondary email address](#))

Frequently Asked Questions (FAQ)

How does the Amazon Associates Link Builder plugin work?

The plugin makes real-time calls to the Amazon Product Advertising API to search for, and look up information on, items in Amazon.com's product catalog. Security credentials provided in the Settings console are used for signing API requests. The plugin also contains an in-build caching mechanism to cache the API results for optimizing the API usage and reducing the loading time of the link content.

Can I track the performance of the ad units created using the plugin?

Yes. You can track the performance of the ad unit by placement or section of your website by using tracking ids. You are recommended to use different tracking ids for different ad templates. This will allow you to track orders and earnings information for each type of ad using the reports section in Associates Central.

Tip: [Click here](#) to know more about using tracking IDs

What information is shared with Amazon?

Information we learn from Amazon Associates Link Builder users helps us to evaluate performance of the plugin, troubleshoot technical issues, and generally improve the plugin. We only capture information on impressions, clicks, and sales for Amazon affiliate links in accordance with the [Amazon.com Privacy Notice](#).

How can I add links to different Amazon domains in my blog?

You can search products using keywords in any supported country, but you have to join the Associates Program in those countries separately to be able to do this. For example – If you are a blogger in UK interested in linking to Amazon.com (US) site, then you will first need to join the Amazon Associates Program in US to be able to search for products on Amazon.com site.

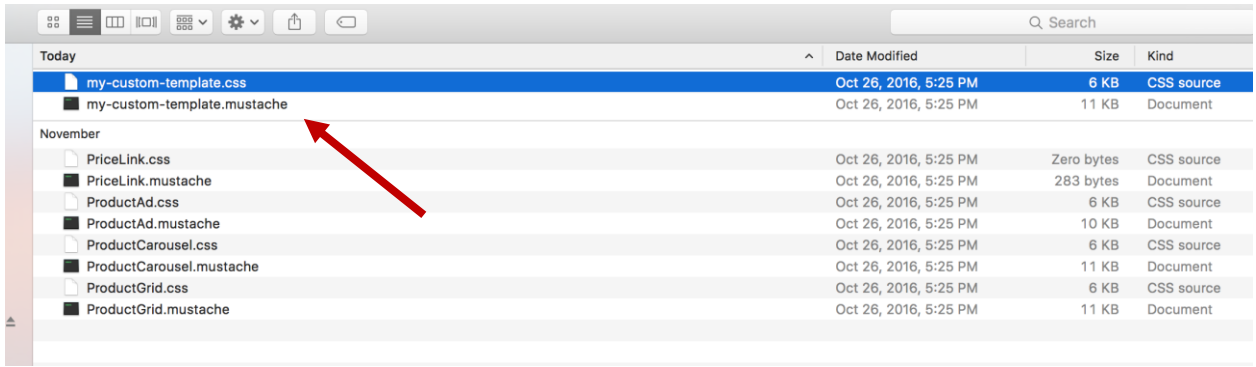
Can I create text links using the plugin?

Yes, you can find instructions for adding text links to Amazon products in this [guide](#).

How to create a backup of your custom templates?

Note, if you are running a customized template you will lose any customizations if you simply update the plugin. In this case, you will need to take a backup of your custom templates first by following these steps:

1. Locate the `/wp-content/plugins/amazon-associates-link-builder/template` directory.
2. Each of your custom template should have a `.css` and a `.mustache` file. Copy both these files for all the custom templates you have created.



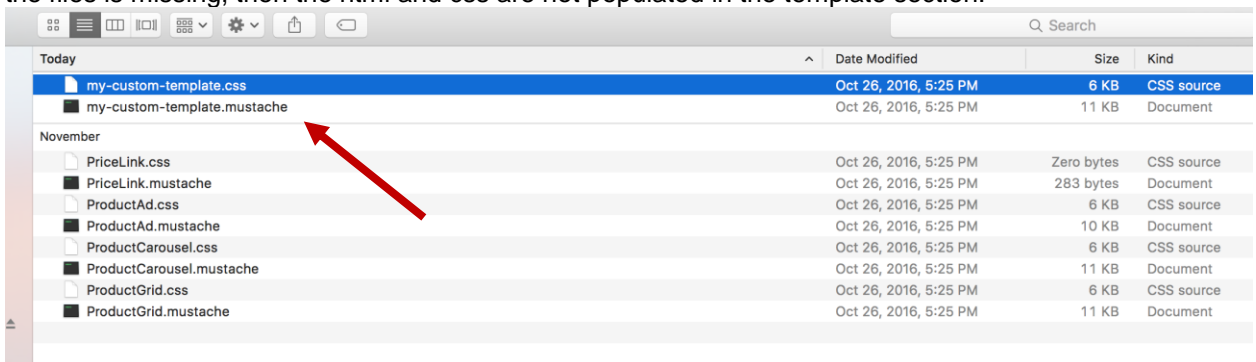
3. Paste the copied files in a secure location.
4. Now, update the Amazon Associates Link Builder plugin to latest plugin version.
5. After successfully updating the plugin, go to the `/wp-content/uploads/amazon-associates-link-builder/template` directory and move the files from the secure location to this directory.

Your custom templates should now work seamlessly.

Why do I see a blank html and css section for a template?

If you have created a custom template and are on a plugin version older than 1.3, you may lose any customizations if you simply update your plugin without taking a backup of your custom template files. If you see a blank HTML and CSS section for a template, follow these steps to verify if you have lost your custom template files:

1. Locate the `/wp-content/plugins/amazon-associates-link-builder/template` directory.
2. Each of your custom templates should have a `.css` and a `.mustache` file in this directory. If any of the files is missing, then the HTML and CSS are not populated in the template section.



To fix the issue, you will need to create your custom templates again using the plugin templates section.

Known Issues

None

Sample Custom Templates

Sample 1: Customize Product Carousel template to remove the “Products from Amazon” header from the rendered ad

- Go to ‘Templates’ section under Associates Link Builder settings. Select ‘Product Carousel’ template and click Clone.

Templates for Associates Link Builder

Select Template: ProductCarousel Clone

Set a name for your template: ProductCarousel

Add HTML for your template:

```

1 <!-- Ad Template with Carousel Layout-->
2 {{#Items}} <!--Section tag for iterating through the list of items-->
3 <div class="aalb-pc-ad-unit" id="{{ID}}">
4   <h2 class="aalb-pc-ad-header">{{#aalb-common}}{{#MarketplaceUS}}Products from Amazon.com{{/MarketplaceUS}}{{#MarketplaceFR}}Produits disponible
5   <div class="aalb-pc-wrapper">
6     <div class="aalb-pc-product-container">
7       <ul class="aalb-pc-product-list">
8         {{#Item}} <!-- Section tag for beginning of information on one item -->
9         {{#aalb}} <!-- Section tag for picking up information on attributes for the item -->
10        <li class="aalb-pc-product">
11          <div class="aalb-pc-product-image">
12            <div class="aalb-pc-product-image-wrapper">
13              <a href="{{DetailPageURL}}" title="{{Title}}" target="_blank" rel="nofollow"> <!--Individual attributes are provided as varie
14              
15              {{#SavingPercent}} <!-- The section tag ensures that percentage savings is displayed only if it is available -->

```

Add CSS for your template:

```

1 .aalb-pc-ad-unit {
2   /*Enable this border property to have a border around the ad unit*/
3   /*border: 1px solid #d4d4d4;*/
4   background: #ffffff;
5 }
6 /* Actual styles start below */
7 .aalb-pc-ad-unit {
8   position: relative;
9   overflow: hidden;
10  padding: 22px 40px;
11 }
12 .aalb-pc-ad-unit * {
13   box-sizing: content-box;
14   box-shadow: none;
15   font-family: Arial, Helvetica, sans-serif;

```

- Set a name for your template.

By default, the plugin sets the name of the new template as “CopyOf-ProductCarousel”. You can update the name to a friendlier name; for example - ProductCarousel-WithoutHeader.

- Modify HTML of the template to remove `<h2 class="aalb-pc-ad-header">` (line 4):

Add HTML for your template:

```

1 <!-- Ad Template with Carousel Layout-->
2 {{#Items}} <!--Section tag for iterating through the list of items-->
3 <div class="aalb-684-pc-ad-unit" id="{{ID}}">
4   <div class="aalb-684-pc-wrapper">
5     <div class="aalb-684-pc-product-container">
6       <ul class="aalb-684-pc-product-list">
7         {{#Item}} <!-- Section tag for beginning of information on one item -->
8         {{#aalb}} <!-- Section tag for picking up information on attributes for the item -->
9         <li class="aalb-684-pc-product">
10          <div class="aalb-684-pc-product-image">
11            <div class="aalb-684-pc-product-image-wrapper">
12              <a href="{{DetailPageURL}}" title="{{Title}}" target="_blank" rel="nofollow"> <

```

10. Modify CSS of the template to remove the underline under the header (line 52):

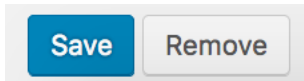
Add CSS for your template

```

50 .aalb-684-pc-ad-unit .aalb-684-pc-product-list {
51   /* Remove the border-top to remove the horizontal line after the Ad Header*/
52   overflow: hidden;
53 }
54 .aalb-684-pc-ad-unit .aalb-684-pc-product {
55   min-width: 185px;
56   max-width: 385px;

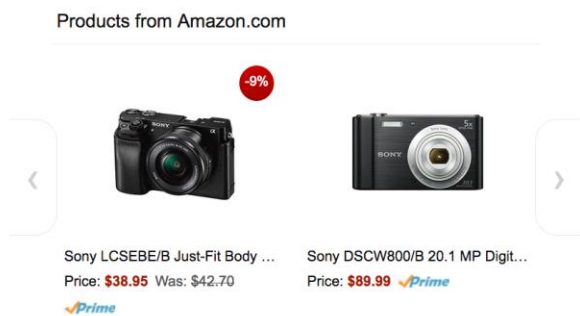
```

11. Click Save to save the modified template.

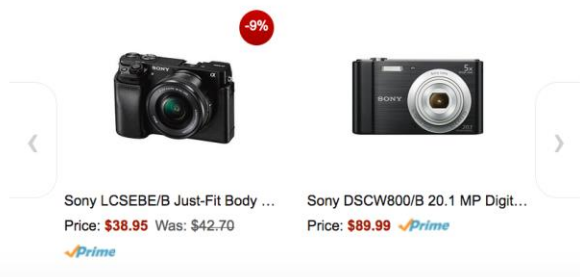


That's it your new template has been created. Here is how it will be rendered on your page:

Default:

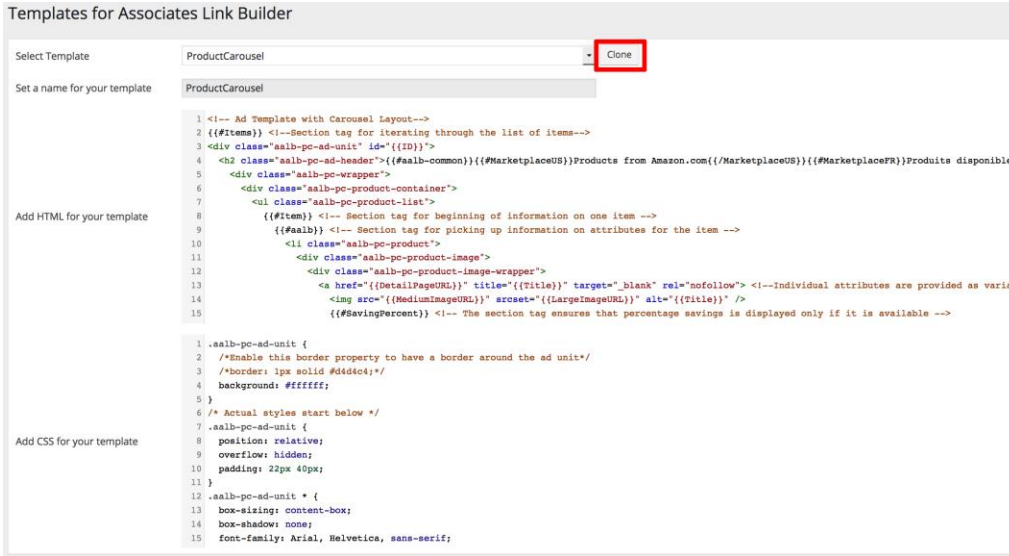


Without header:



Example 2: Customize Product Carousel template to remove out of stock products from the rendered ad

1. Go to 'Templates' section under Associates Link Builder settings. Select 'Product Carousel' template and click Clone.



2. Set a name for your template.

By default, the plugin sets the name of the new template as “CopyOf-ProductCarousel”. You can update the name to a friendlier name; for example - ProductCarousel-HideOutOfStock.

3. Modify HTML of the template to add logic for removing out of stock products from the ad.

- Refer item attributes variable. Note that you can use `{{InStock}}` variable to apply logic for including only in stock items in the rendered ad.
- Update the HTML code to include `{{#InStock}}` attribute after `{{#aalb}}` attribute. (line 10)

```

3 <div class="aalb-85-pc-ad-unit" id="{ID}">
4 <h2 class="aalb-85-pc-ad-header">{{#aalb-85-common}}{#MarketplaceUS}Products from Amazon.com{MarketplaceUS}}{
5 <div class="aalb-85-pc-wrapper">
6 <div class="aalb-85-pc-product-container">
7 <ul class="aalb-85-pc-product-list">
8 {{#Item}} <!-- Section tag for beginning of information on one item -->
9 {{#aalb}} <!-- Section tag for picking up information on attributes for the item -->
10 {{#InStock}}
11 <li class="aalb-85-pc-product">
12 <div class="aalb-85-pc-product-image">
13 <div class="aalb-85-pc-product-image-wrapper">
14 <a href="{DetailPageURL}" title="{Title}" target="_blank" rel="nofollow"> <!--Individual att

```

- Add `{{/InStock}}` before `{{/aalb}}`. (line 52)

```

50 </div>
51 </li>
52 {{/InStock}}
53 {{/aalb}}
54 {{/Item}}
55 </ul>
56 </div>
57 </div>
58 <a href="javascript:void(0);" class="aalb-85-pc-btn-prev"></a>
59 <a href="javascript:void(0);" class="aalb-85-pc-btn-next"></a>
60 </div>

```

4. Click Save to save the modified template.



That's it your new template has been created. Here are how the two templates will be rendered:

ProductCarousel template:

Enjoy listening to music from the Philips all-in-one portable speaker. Play your favorite tunes via Bluetooth and audio-in connectivity. The speaker is compact and comes with rechargeable battery.

PRODUCTS FROM AMAZON.IN

The carousel displays three Philips Bluetooth speakers. The first is 'Out of stock'. The second is a 'Wireless Portable Blue...' priced at INR 1,167.00, a 42% discount from INR 1,999.00. The third is a 'Portable Bluetooth Sp...' priced at INR 1,189.00, a 41% discount from INR 1,999.00. All are Prime eligible.

Product Name	Current Price	Original Price	Discount	Prime
Philips BT112 Bluetooth Speakers (Bl...	Out of stock	-	-	-
Philips BT50B Wireless Portable Blue...	INR 1,167.00	INR 1,999.00	42%	Yes
Philips BT64B Portable Bluetooth Sp...	INR 1,189.00	INR 1,999.00	41%	Yes

The speaker comes with audio-in for easy portable music playback. Make one easy connection and enjoy all your music from portable devices and computers. Simply plug your device to the AUDIO-IN (3.5 mm) port on your Philips set. With computers, the connection is typically made from the headset output. Once linked, you can enjoy your entire music collection directly, on a set of superior speakers. Philips simply delivers better sound.

ProductCarousel-HideOutOfStock template:

Enjoy listening to music from the Philips all-in-one portable speaker. Play your favorite tunes via Bluetooth and audio-in connectivity. The speaker is compact and comes with rechargeable battery.



Philips BT50B Wireless Portable Blue...
Price: **INR 1,167.00**
Was: INR-1,999.00 ✓Prime



Philips BT64B Portable Bluetooth Sp...
Price: **INR 1,189.00**
Was: INR-1,999.00 ✓Prime



Philips BT-4200/94 Wireless Bluetoot...
Price: **INR 2,090.00**
Was: INR-3,499.00 ✓Prime

The speaker comes with audio-in for easy portable music playback. Make one easy connection and enjoy all your music from portable devices and computers. Simply plug your device to the AUDIO-IN (3.5 mm) port on your Philips set. With computers, the connection is typically made from the headset output. Once linked, you can enjoy your entire music collection directly, on a set of superior speakers. Philips simply delivers better sound.

(out of stock product is not displayed in the list of products)