

## Chapter 33 - Automatic Sales – Amazon Sales

Selling products from Amazon is a good way to make extra money on your web site. These plugins will make it much easier to do that. I have included two plugins because Amazon Reloaded only works with WordPress 2.6.1+ and Amazonify works with 2.0.2+. In addition, Amazonify supports Amazon advertisements in your posts as well.

Try both plugins out and see which one works best for you.

### Amazon Reloaded for WordPress

Author: [Nick Ohrn](#)

#### Amazon Reloaded Features

- **Version:** 3.1.0
- [Other Versions »](#)
- **Last Updated:** 2008-8-29
- **Requires WordPress Version:** 2.6.1 or higher
- **Compatible up to:** 2.6.1
- [Author Homepage »](#)
- [Plugin Homepage »](#)
- [Donate to this plugin »](#)

**Download Link:** <http://downloads.wordpress.org/plugin/amazon-reloaded-for-wordpress.3.1.0.zip>

Amazon Reloaded lets you search for Amazon products from the Write panel in WordPress. When you find the product you want to add, simply click on it and it will be added to your post.

Another nice feature of this plugin is that it supports all of the following Amazon sites: Canada, France, Germany, Japan, United States, United Kingdom. This is very important for all of you international bloggers.

***Special Note: This plugin requires WordPress version 2.6.1 or higher. It will not work with prior version of WordPress.***

### 6 Steps to Install & Configure Amazon Reloaded

1. Download the plug-in from <http://nickohrn.com/amazon-reloaded-for-wordpress>
2. Unzip the file

3. Upload the **amazon-reloaded-for-wordpress** folder to the **wpcontents/plugins** directory.
4. Login as **Admin** and select **Plugins** and activate **Amazon Reloaded for WordPress**.
5. Select **Settings** and then **Amazon Reloaded** sub-option to configure the plug-in.
6. Enter in your **affiliate id** and choose your store locale, then submit the form to save the changes.

### Step 6 – Enter your Information

Steve Casey [Visit Site](#)

[Write](#) [Manage](#) [Design](#) [Comments](#) [StatPress](#)

[Settings](#) [Plugins](#) [Users](#)

[General](#) [Writing](#) [Reading](#) [Discussion](#) [Privacy](#) [Permalinks](#) [Miscellaneous](#) [FeedBurner](#) [Amazon Reloaded](#) [Google Analytics](#)

[WP-o-Matic](#) [XML-Sitemap](#)

WordPress 2.6.1 is available! [Please update now.](#)

### Amazon Reloaded for WordPress Configuration

Do you want to make money using Amazon Reloaded? Sign up for the [Amazon Associates](#) program and register your key here.

**Associate ID**

**Enter your Associate ID**

**Country**

United States

**Select your store locale**

## Adding Amazon Products to Posts

Start writing a post in the Write window. When you get to the point where you want to add an Amazon product do the following:

1. Go to the **Amazon Reloaded meta box**
2. Enter your search term and press the **Search button**. This will return 3 products from Amazon. This is limited because of the Amazon API restriction.
3. Click on the category headers to browse the products returned
4. When you find the product you want to add **click on the product name** to add that link. To add the image as well, hover over **insert image** and select Small, Medium, or Large.

Now the product will be inserted into your post and your Amazon id will be credited for any purchases made from your web site.

## Amazonify for WordPress

**Author:** [Gary Keorkunian](#)

### Amazonify Features

- **Version:** 0.8.1
- [Other Versions »](#)
- **Last Updated:** 2008-3-13
- **Requires WordPress Version:** 2.0.2 or higher
- **Compatible up to:** 2.0.2
- [Author Homepage »](#)
- [Plugin Homepage »](#)
- [Donate to this plugin »](#)

**Download Link:** <http://downloads.wordpress.org/plugin/amazonify.zip>

Amazonify is similar to Amazon Reloaded but it does not allow you to search for Amazon products in the WordPress Write panel. I get around this by opening two web browsers and then search for Amazon products and then adding the tags in the second browser for my web posts. I have found this to work very well.

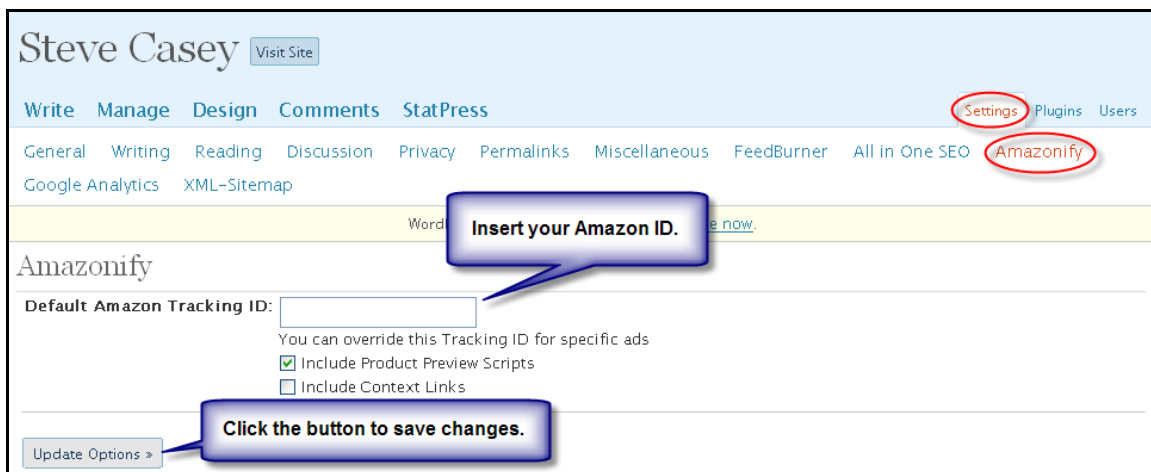
Also, Amazonify will display Amazon advertisements as well as letting me format the information that is displayed in the product field.

***Special Note: This plugin requires WordPress version 2.0.2 or higher.***

### 6 Steps to Install & Configure Amazonify

1. Download the plug-in – ([wordpress.org/extend/plugins/amazonify/](http://wordpress.org/extend/plugins/amazonify/))
2. Unzip the file
3. Upload the **amazonify** folder to the **wpcontents/plugins** directory.
4. Login as **Admin** and select **Plugins** and activate **Amazonify**.
5. Select **Settings** and then the **Amazonify** sub-option to configure the plug-in.
6. Enter in your affiliate id then **Update Options** submit the form to save the changes.

## Step 5 – Configuring Amazonify



## Inserting an Amazon Tag

Now that the plugin is active you can insert tags for the products you want in your posts. Once you have added the tag Amazonify will insert the Amazon link and code to display the product in your post.

### 5 Steps to Inserting an Amazon Product in a Post

1. Go to Amazon and search for the product you want to add to your post.
2. Look at the **Product Details** to get the product id (**ISBN-10**).
3. Go to WordPress and select **Write, Post** to start a new post.
4. Add the [amazonify] tag to your post with the product id.
  1. For example, enter [amazonify]0787996327[/amazonify] to add “The Riddle” to your post.
5. Save the post and preview it to see how the product looks in the post.

### Step 2 – Amazon Product Details

**Product Details**

**Hardcover:** 256 pages  
**Publisher:** Jossey-Bass (January 28, 2008)  
**Language:** English  
**ISBN-10:** 0787996327  
**ISBN-13:** 978-0787996321  
**Product Dimensions:** 9.1 x 6.2 x 1.1 inches  
**Shipping Weight:** 12.8 ounces ([View shipping rates and policies](#))  
**Average Customer Review:** ★★★★★ (6 customer reviews)  
**Amazon.com Sales Rank:** #51,343 in Books (See [Bestsellers in Books](#))

Popular in these categories: ([What's this?](#))

- #27 in [Books](#) > [Health, Mind & Body](#) > [Psychology & Counseling](#) > [By Topic](#) > [Creativity](#)
- #31 in [Books](#) > [Health, Mind & Body](#) > [Psychology & Counseling](#) > [Creativity & Genius](#)

**Insert this code in your Amazonify tag.**

### Step 3 and 4 – Creating a New Post with an Amazon Product

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[Write](#) [Manage](#) [Design](#) [Comments](#) [StatPress](#)

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WordPress 2.6.1 is available! [Please update now.](#)

Post updated.

## Write Post

**Title**

Great Innovation Books

Permalink: <http://www.steve-casey.com/great-innovation-books/> [Edit](#)

**Post**

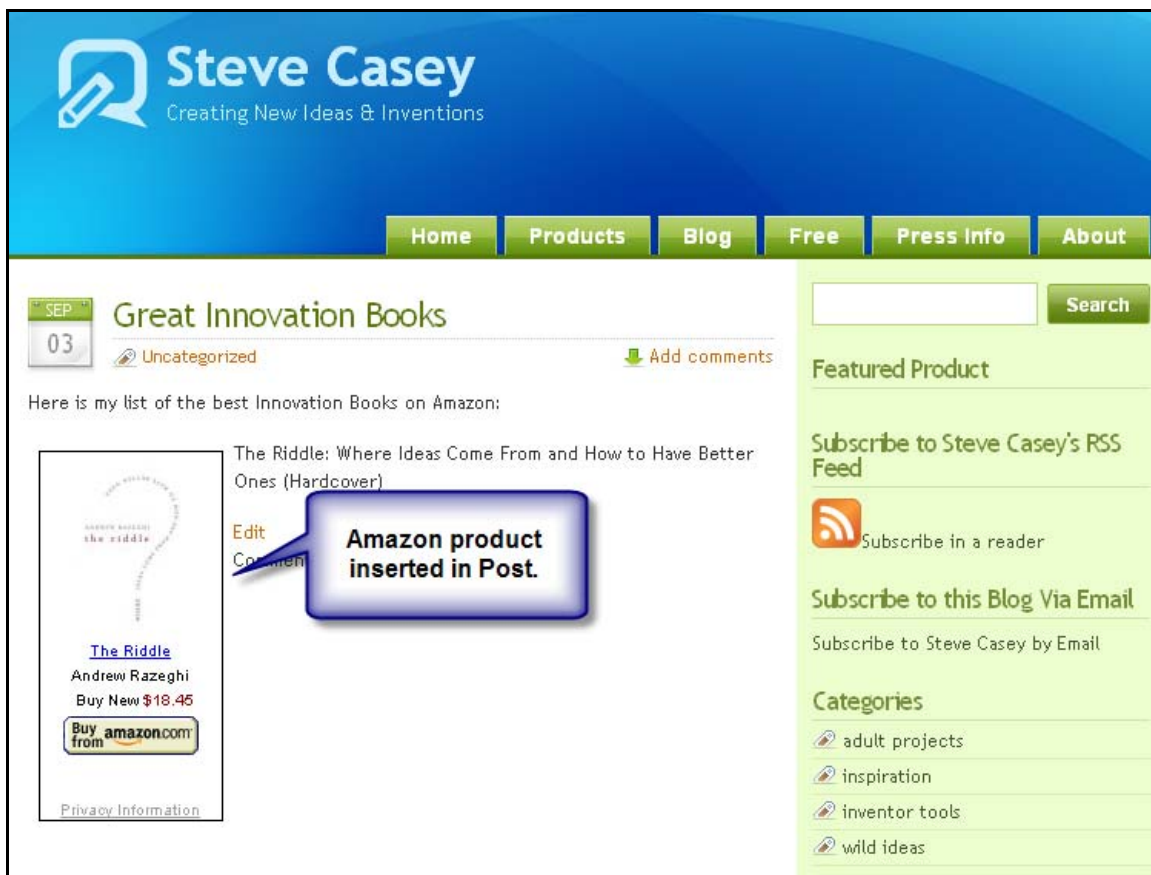
**Visual HTML**

**Enter the Amazonify tag in the post.**

Here is my list of the best Innovation Books On Amazon

`[amazonify]0787996327[/amazonify]` The Riddle: Where Ideas Come From and How to Have Better Ones (Hardcover)

## Step 5 – Preview the Post with the Amazon Product



## Additional Amazonify Tags

Amazonify also supports tags for inserting Amazon advertisements in your web site posts. This feature lets you extend the plugin so you can make money on Amazon products as well as Amazon's Advertising Network.

Here are the options for adding an Amazon advertisement in one of your posts:

```
[amazonify]asn:align:type:tracking_id:width:height:text[/amazonify]
```

The following options are supported:

- **ASN** is the Amazon product code
- **Align** is the alignment of the ad block (ex. right or left); ignored when type=text
- **Type** is the type of ad to be displayed, the following options are supported:
  - **Product** - displays the "image and text" product box (default)
  - **Text** - creates an inline text link
  - **Omakase** - displays the Omakase links in any size supported by Amazon
- **Tracking\_id** is your Amazon Tracking ID. The default ID is used when this is left blank

- **Width** is the width of the ad; only used for Omakase ads; default=120; ignored for text and product
- **Height** is the height of the ad; only used for Omakase ads; default=240; ignored for text and product
- **Text** is the text used in the inline text links; required for text links; ignored for other types

Make sure and separate each tag with a colon.

## Amazonify Examples

### Amazon Product in a Post

Displaying an Amazon product within a post with the default parameters:

```
[amazonify]0787996327[/amazonify]
```

This example displays the book “The Riddle” with in a 120x240 box floating to the left with the text and an image. These are the default parameters for the plugin.

Displaying a Amazon product within a post that floats to the right:

```
[amazonify]0787996327:right[/amazonify]
```

This example displays the book “The Riddle” with in a 120x240 box floating to the right with the text and an image.

### Displaying Amazon Advertisements in Posts

This example shows you how to display Amazon advertisements in your web site posts. The same plugin is used and you simple add the Omakase tag in the posts.

```
[amazonify]::omakase::300:250[/amazonify]
```

This will display an advertisement in the post that is 300x250 and floats to the left. The ASN field is left empty blank because Amazon will decide which product(s) are displayed in Omakase ads. The align and Tracking ID properties are also blank so the defaults will be used.

### Inline Product Advertisement

The final example shows you how to display and inline product link within a sentence. Again, the same plugin is used and the parameters are changed for the inline ad.

Make sure and buy [amazonify]0787996327::text::::The Riddle[/amazonify] from Amazon. It is a must have book for any aspiring innovator!

The link text in this example is the book “The Riddle”. When someone clicks on the link they will be taken to the product page on Amazon.

## More Information

Here are a couple of links for more information on the Amazonify plugin for WordPress.

Check for the latest information on Amazonify here:

<http://www.gara.com/projects/amazonify/>

Subscribe to Amazonify Updates via RSS or Email here:

<http://feeds.feedburner.com/Amazonify>