Amazon Simple Admin

A wordpress plugin by Timo Reith

Step by Step Guide to Setup

Wordpress Plugin Homepage: http://wordpress.org/extend/plugins/amazonsimpleadmin/

Product Homepage: http://www.wordpress-amazon-plugin.com/

Support: support@wordpress-amazon-plugin.com

Contents

Introduction

Amazon Simple Admin lets you easily integrate Amazon products into your wordpress pages by using the simple tag style [asa]ASIN[/asa].

By using the template feature and with a little HTML knowledge, you can completely customize the way the products integrate in your Wordpress theme.

Please read through the entire Guide so you can decide what method to work with this plugin would best suit your purposes.

Setup

Assuming your installation of Amazon Simple Admin (Asa) went fine, you should have the link to the plugin's options page in your Wordpress settings.

Before we can start, we have to set up Amazon Simple Admin with your Amazon access key and secret key. Where you can get those and what they are good for is explained by the links next to the text fields (How do I get one? What is this?).

To earn referral fees you should insert your Amazon tracking ID. For more information about that visit the link (Where do I get one?).

Now your options page should look something like this screenshot with "Status: Ready" which means the connection to the Amazon webservice could be established.
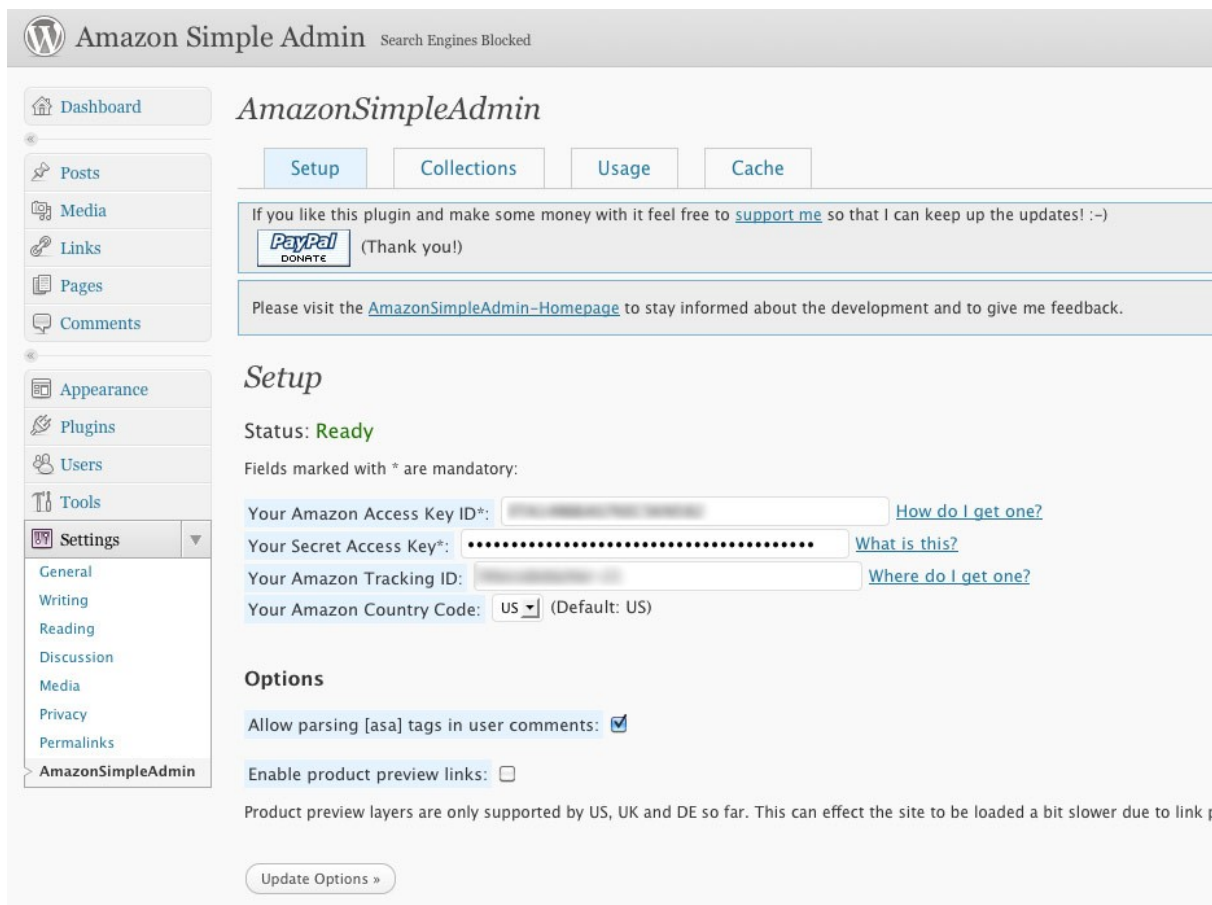
So let's see what we can do with this plugin now.

Including single products into your posts

Let's start with the easiest: Including single products into your posts.

Switch over to the "Add New Post" page or open an existing post. To include a Amazon product into your post you only have to enclose the Amazon product ID (ASIN) with the Asa tags **[asa]**...**[/asa]**.

For example:

```
[asa]B004AKCMES[/asa]
```

You get the ASIN code from the Amazon product page in the product details section. In case of books it is the ISBN number.

Book: DVD:
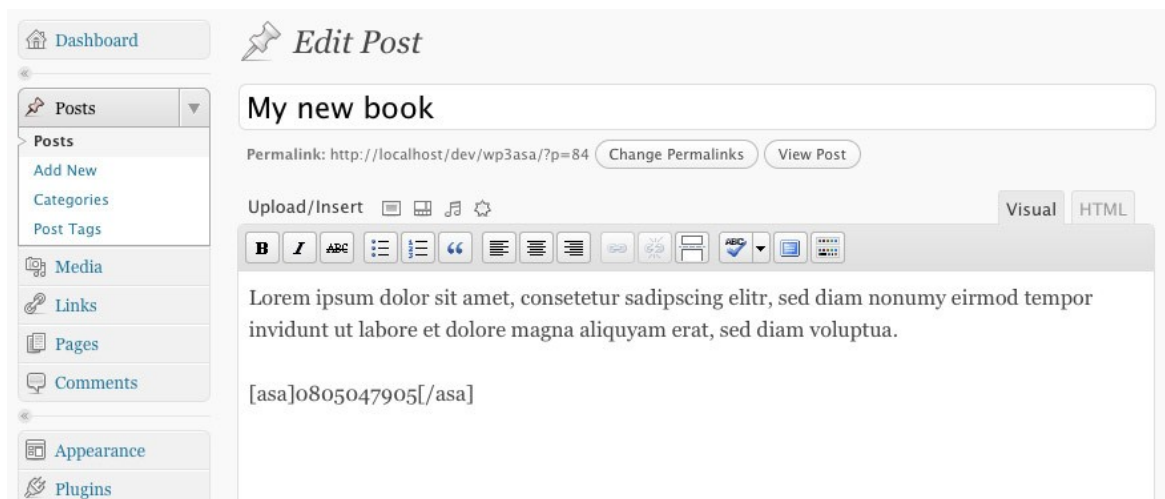
Your post should look something like this:

After saving your post, the related website will show an Amazon content box with some

basic information about the product like the title, a thumbnail, the price and the customer reviews.

To show more than one product in a post, just repeat the [asa] code with another ASIN and update your post:

Results in:

Customizing the layout of the Amazon product box

The layout of the Amazon product box depends on the template file that is used for rendering the box. Template files are text files with HTML-code which reside in the plugin's sub-directory "tpl". The plugin is shipped with some built-in templates which can be found in the sub-directory "tpl/built-in". With a little knowledge of HTML you can easily customize the appearance of the product box and save your own templates in the tpl directory. Do not change the files in the directory "tpl/built-in" as those could get updated and overwritten in future releases. To overwrite built-in templaes, you can place your own file with the same name as a built-in template in the directory "tpl". The plugin will always use your custom template in the directory "tpl" instead of the built-in.

By default the default.htm template is used. To tell Asa to use a template other than default, just write the name of the file without the .htm extension in the opening [asa] tag:

```
[asa book]0805047905[/asa]
```

This will use the book.htm template which includes some special book values like ISBN and author.
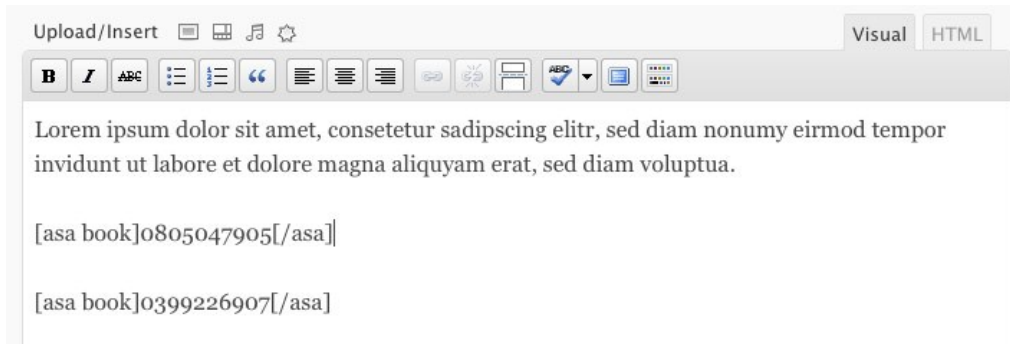
Results in:

The advantage of collections

Let's say you want to include four products into your new post and also in an older post. As explained above you have to include the [asa]-code four times in every post. With copy and paste it still would be acceptable but not very convenient. That would be the right moment to think about Asa's collection feature.

If you have not used it before, you first have to enable this feature in the plugin's options. Only then the necessary database tables will be created.

After you enabled the collection feature, the options page will look like this:
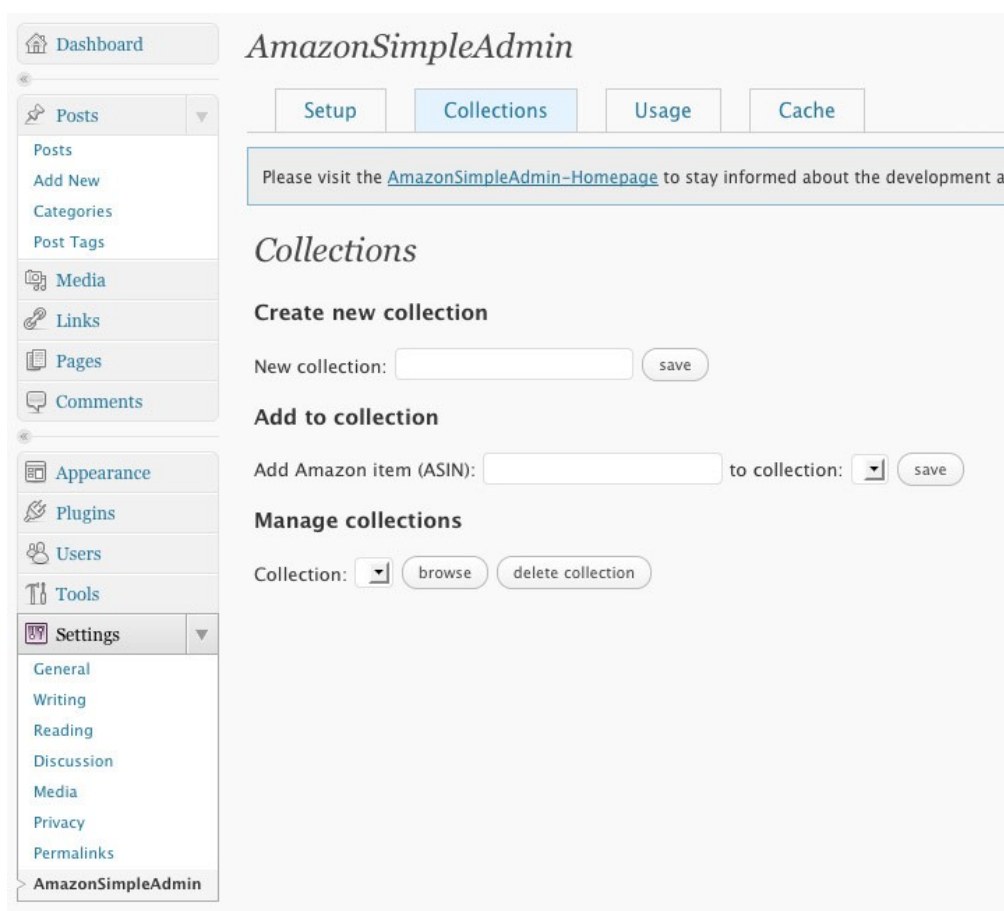
For our example of children's books, we would save a new collection called "My_childrens_books".
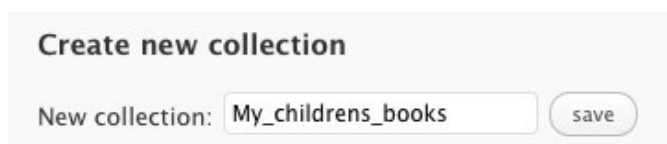
To keep things simple, you should not use special characters for collections names. Only use alphabetic characters, numbers, underscores and hyphens.

After saving, the new collection will be displayed in the collections drop-down menus.
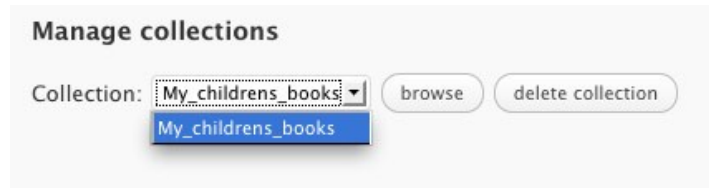
Now we can start to put our books of the above example into the collection. Again we need the ASIN codes of the products. Copy and paste them in the form field in the section "Add to collection".
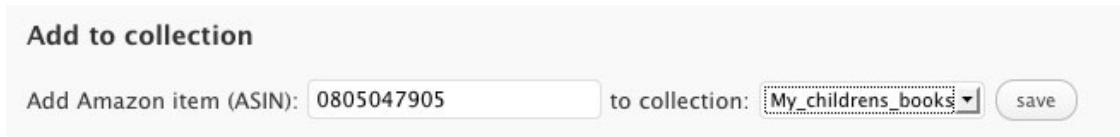
Make sure the right collection is selected as it can be more than one in the future. For now we only have "My_childrens_books".

Then click the save button and hopefully the success message will display.
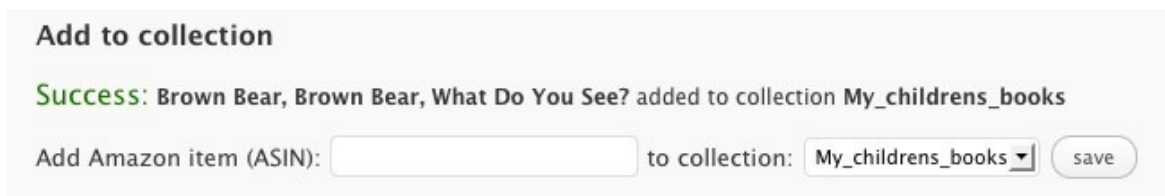
Repeat this until you have added all products of your choice. To check what products you already placed in a collection, you can click the browse button in the "Manage collections" section. You will get a list of all items.
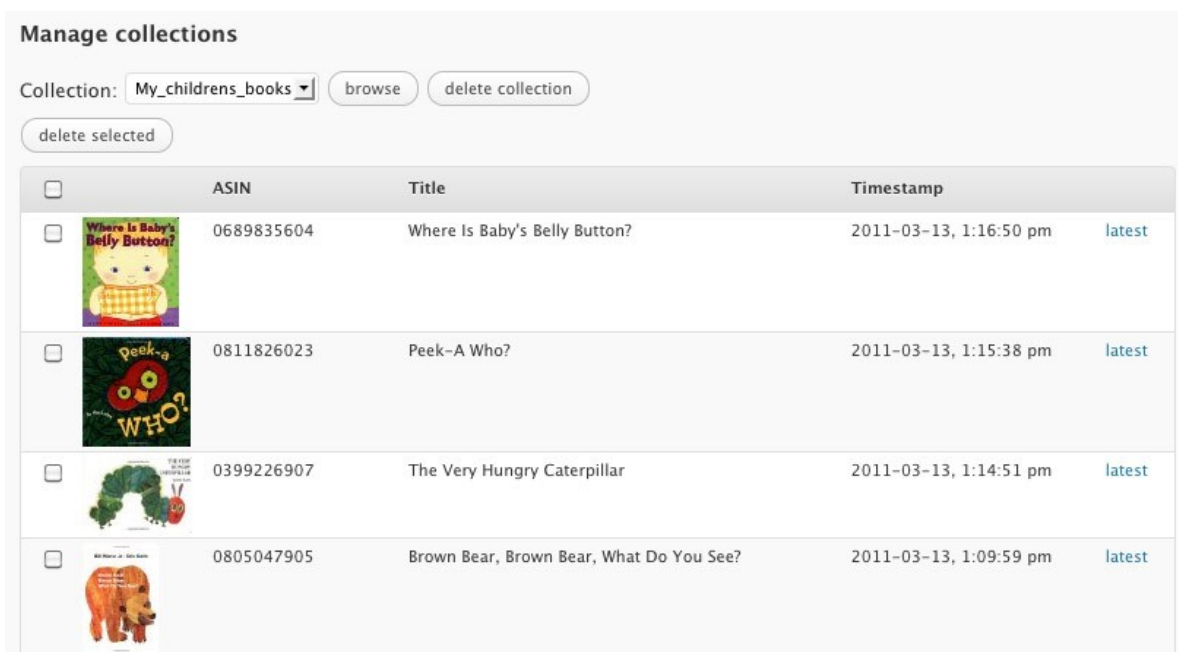
Now that our collection is done we can switch back to our post. To include the collection in our post we have to use the **[asa_collection]** code surrounding the collection name:

`[asa_collection]`**`My_childrens_books`**`[/asa_collection]`
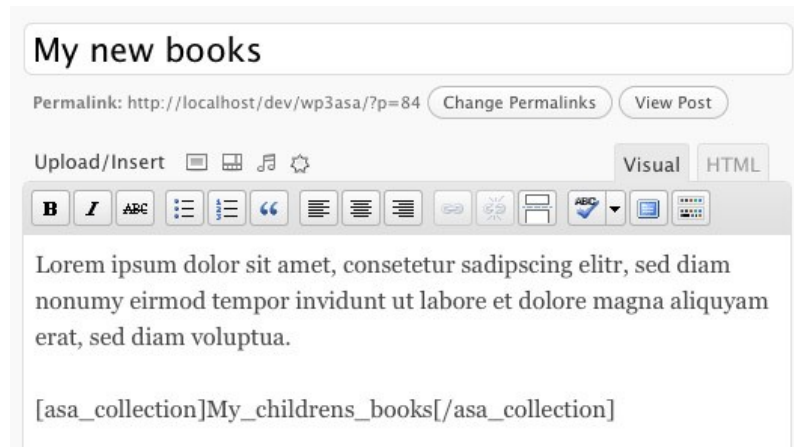
This will automatically show all products we have added to the collection.

As with the [asa] code explained above, we can use templates with collections too. Just add the template name in the opening [asa_collection] code:

```
[asa_collection book]My_childrens_books[/asa_collection]
```

There are some more options you can use with collections.

With the "items" option you can define how many items of the collection should be displayed:

```
[asa_collection book, items=2]My_childrens_books[/asa_collection]
```

Now only the two latest added items will be displayed on your post page.

If you only want to show one random item of your collection, this can be achieved by the "type" option:

```
[asa_collection book, type=random]My_childrens_books[/asa_collection]
```

Both options can be combined. So it is easy to show two random products of your collection:

```
[asa_collection book, items=2, type=random]My_childrens_books[/asa_collection]
```

Using the Widget

If you want to integrate a collection into your sidebar, since version 0.9.9.2 Amazon Simple Admin provides a widget that lets you easily customize how your collection will show up in your Wordpress theme's sidebar.

Open the menu Appearance / Widgets and drag the box "Amazon Simple Admin" to the widget area where you want to integrate your collection.
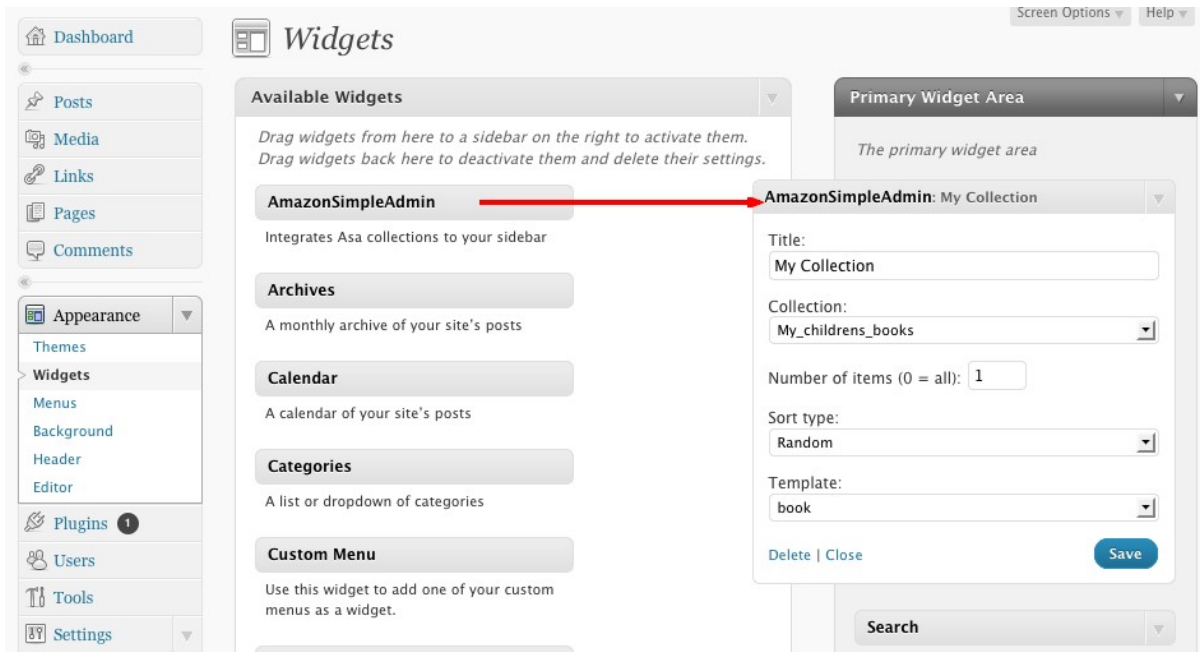
You have to choose a title first. Then select the collection you want to show in the drop-down menu. Additionally you may define how many items of your collection should be loaded. 0 means all items will be loaded.

The order of how the collection items will be listed, can be set with "Sort type". "Latest added on top" is default, "Random" would be the alternative.

Finally you can choose which template should be used to render each single collection item. You can choose from all existing built-in and custom templates. If a built-in and a custom template have the exact same name, the custom template will be preffered.

After saving the widget's preferences, the collection will be displayed in your sidebar where you positioned the widget.
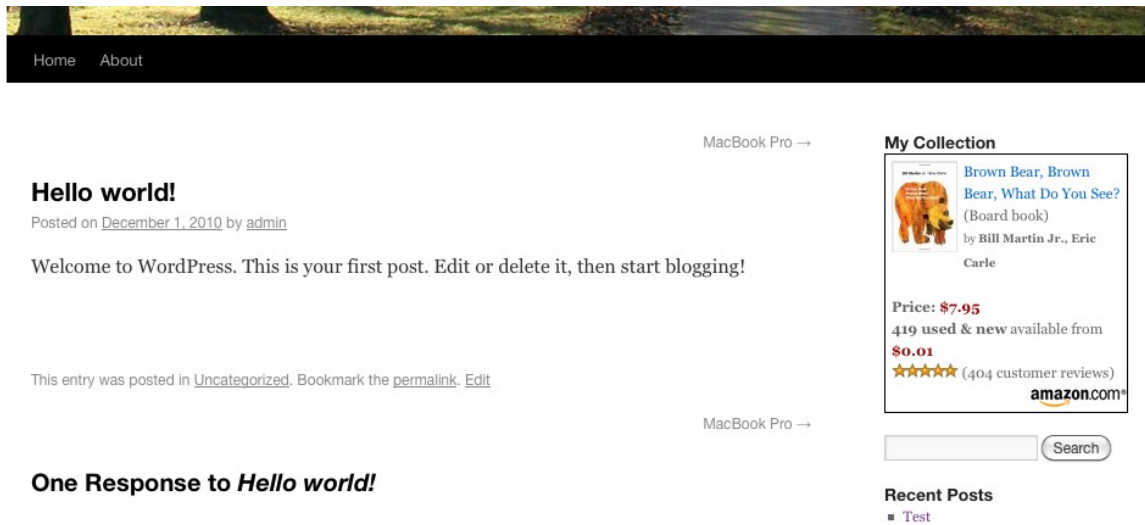
You can place multiple instances of the Amazon Simple Admin widget in your sidebar.

Supported placeholders

When designing your own templates, you should know which placeholders you could use.

Here is a list of all currently supported placeholders.

Placeholder	Description
{$ASIN}	The ASIN code
{$SmallImageUrl}	URL of the small product image
{$SmallImageWidth}	The width of the small image
{$SmallImageHeight}	The height of the small image
{$MediumImageUrl}	URL of the medium product image
{$MediumImageWidth}	The width of the medium image
{$MediumImageHeight}	The height of the medium image
{$LargeImageUrl}	URL of the large product image
{$LargeImageWidth}	The width of the large image
{$LargeImageHeight}	The height of the large image
{$Label}	The product label, like "Walt Disney Pictures"
{$Manufacturer}	The product manufacturer, like "Walt Disney Pictures"
{$Publisher}	The product publisher, like "Walt Disney Pictures"
{$Studio}	The product studio, like "Walt Disney Pictures"
{$Title}	Product title
{$AmazonUrl}	URL to the Amazon shop page of the product including your tracking ID
{$TotalOffers}	The number of total offers
{$LowestOfferPrice}	The lowest offer price without currency
{$LowestOfferCurrency}	The lowest offer currency without price
{$LowestOfferFormattedPrice}	The lowest offer price with currency
{$LowestNewOfferFormattedPrice}	The lowest new offer price with currency
{$LowestUsedOfferFormattedPrice}	The lowest used offer price with currency
{$AmazonPrice}	The Amazon price without currency
{$AmazonPriceFormatted}	The Amazon price with currency. This should be used as the major price placeholder.
{$ListPriceFormatted}	The list price with currency
{$AmazonCurrency}	The Amazon currency without price
{$AmazonAvailability}	The product's availability
{$AmazonLogoSmallUrl}	URL of the small Amazon logo
{$AmazonLogoLargeUrl}	URL of the large Amazon logo
{$DetailPageURL}	URL to the product detail page
{$Platform}	The product platform, like "PlayStation 3" or "Windows"
{$ISBN}	The product ISBN for books
{$EAN}	The product EAN, like 0886974469926
{$NumberOfPages}	The number of pages, usually empty
{$ReleaseDate}	The release date of the product
{$Binding}	The product binding, e.g. MP3-Download or Blu-ray
{$Author}	The author of a book
{$Creator}	The product creator, like for MP3-Downloads "Roy Orbison" (the artist)
{$Edition}	The product edition
{$AverageRating}	The average customer rating in number, like 4.2
{$TotalReviews}	The number of total reviews
{$RatingStars}	The rating stars images

{$RatingStarsSrc}	URL to the rating stars image file
{$Director}	The director of a movie
{$Actors}	The actors of a movie
{$RunningTime}	The running time of a movie in minutes
{$Format}	The product format, like "CD" for a Blu-ray: AC-3, Closed-captioned, Color, Dolby, DTS Surround Sound, Dubbed, Special Edition, Subtitled, Widescreen
{$CustomRating}	Could be used to place your own rating in the [asa]-tag: [asa **custom_rating=2**]ASIN[/asa]
{$ProductDescription}	The product description
{$AmazonDescription}	The product description by Amazon
{$Artist}	The product artist, like for music CDs "Adele"
{$Comment}	Your own comment. You can write a comment directly into the [asa]-tag: [asa **comment="Hello world"**]ASIN[/asa]
{$PercentageSaved}	The percentage saved compared to the list price
{$Model}	The product model, like "PC 151"