How to Customize the Download ZIP Link on the Plugins Page

Pro Features · https://wpfactory.com/docs/customize-download-zip-link/

To customize the Download ZIP link on the Plugins page, go to WPFactory > Download plugins and Themes, scroll to the Download plugin link section, and set Use custom color, Custom color, Font weight and Text. Click Save settings. Link styling requires Download Plugins and Themes in ZIP from Dashboard Pro and does not affect the Themes screen.

Before you start

- Download Plugins and Themes Pro (these options are Pro only).

Customize the link

1. Go to **WPFactory > Download plugins and Themes** and scroll to the **Download plugin link** section.
2. Set the options you want (see the table below).
3. Click **Save settings**, then open **Plugins > Installed Plugins** to see the styled link.



Options reference

Label	Option key	Default	What it does
Use custom color	`alg_download_plugins_dashboard_download_plugin_btn_use_custom_color`	No	Master switch for the color. The **Custom color** value is only applied when this is set to Yes.
Custom color	`alg_download_plugins_dashboard_download_plugin_btn_color`	`#2271b1`	The link text color, used only when Use custom color is Yes.

Label	Option key	Default	What it does
Font weight	`alg_download_plugins_dashboard_download_plugin_btn_font_weight`	`400`	A CSS font-weight value. Use 700 for bold, or a numeric weight your admin font supports.
Text	`alg_download_plugins_dashboard_download_plugin_btn_text`	Download ZIP	The label shown on the link, for example "Export ZIP" or "Backup".

Note: the font weight and color styling apply to the link on the **Plugins** screen only. The custom **Text** also changes what the per-plugin link says on that screen. The Download ZIP link on **Appearance > Themes** is not affected by these options.



DOWNLOAD PLUGINS AND THEMES

Link customization is a Pro feature of Download Plugins and Themes. If you are still on the free version, upgrading takes a couple of minutes and unlocks this along with the rest of the Pro toolkit.

Get the Pro version →

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