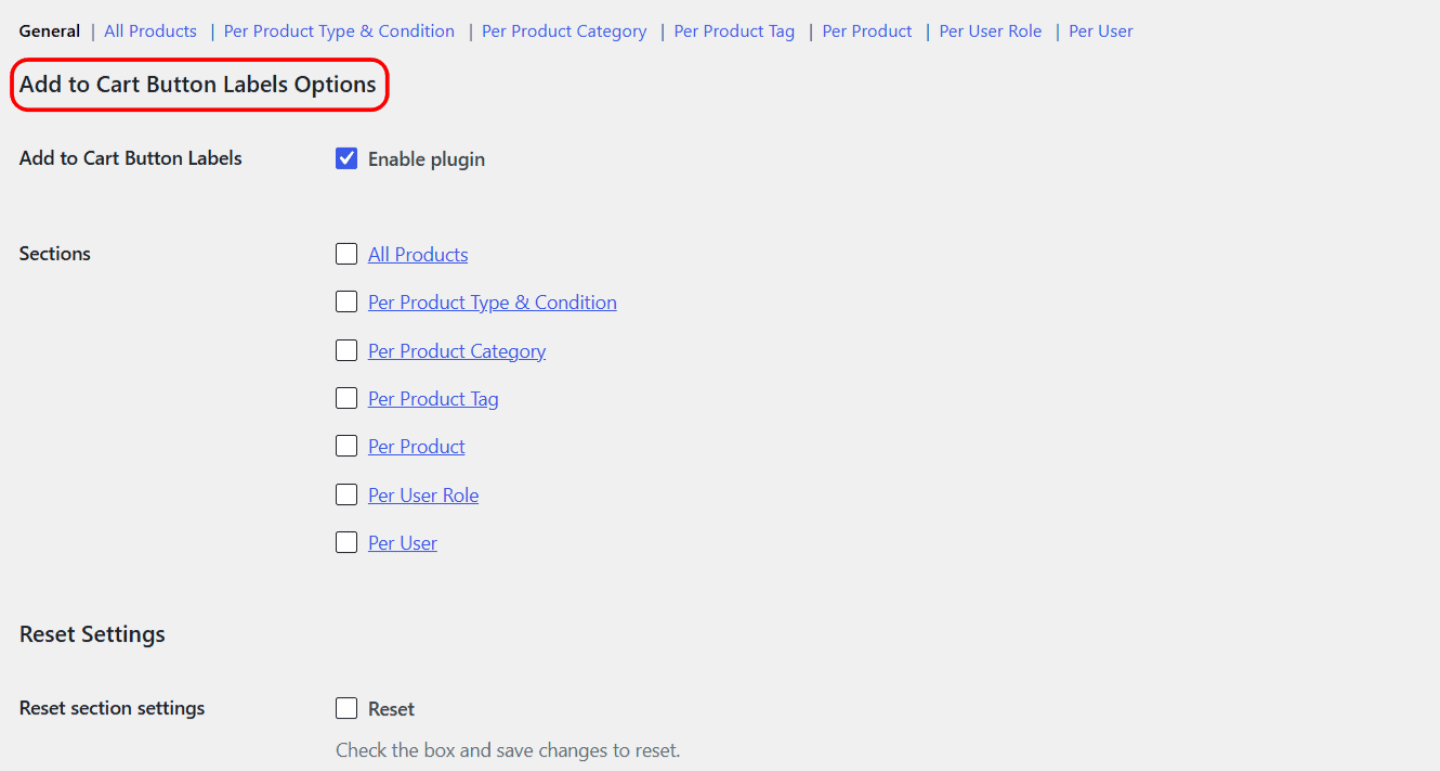
How to Customize WooCommerce Add to Cart Button Labels

How to · https://wpfactory.com/docs/explore-button-label/

To customize WooCommerce Add to Cart button labels, use Change Add to Cart Button Text for WooCommerce. It replaces the default "Add to cart" text with your own wording, and lets you target that wording as broadly or as narrowly as you need. This article is the map: what each section does, and where to go next.



Where the settings live

Go to **WPFactory > Add to Cart Button Labels** (also reachable at **WooCommerce > Settings > Add to Cart Button Labels**). The links across the top of the tab switch between sections. Each section has its own **Enable section** checkbox, so you turn on only the targeting you actually use.

The seven targeting sections

Section	What it sets the label for	Free/Pro
All Products	Every product at once, one label.	Free
Per Product Type & Condition	Simple, variable, external, grouped and other types, plus conditions like empty price, free product, already in cart.	Free (the "On sale" condition is Pro)
Per Product Category	Products in chosen categories.	Free (one group; more groups are Pro)
Per Product Tag	Products with chosen tags.	Free (one group; more groups are Pro)
Per Product	One individual product, set on its edit page.	Free
Per User Role	Visitors in chosen roles, including logged-out guests.	Free (one group; more groups are Pro)
Per User	Named individual users.	Free (one group; more groups are Pro)

Which label wins

You can enable several sections at once. They are applied in a fixed order, and the last section that matches the current product and visitor wins. The order runs from broad to specific: All Products, then Per Product Type & Condition, Per Product Category, Per Product Tag, Per Product, Per User Role, and finally Per User. So a Per User label overrides a Per Product label, which overrides an All Products label.

Dynamic labels with shortcodes

Every label field accepts shortcodes, so you can drop the product title, price, stock or the customer name straight into the button text, for example `Buy now for [alg_wc_atcbl_product_price]`. The full list is in the shortcodes reference.

Resetting a section

Each section has a **Reset section settings** checkbox at the bottom. Tick it and save to clear that section back to defaults.



WPFACTORY ACCOUNT

Most of this is free. Change Add to Cart Button Text for WooCommerce Pro adds unlimited category, tag, user role and user groups, plus separate labels for on-sale products.

See what Pro unlocks →

Related articles

- How to Set Add to Cart Button Labels by Product Tag
- Set Add to Cart Button Labels per Language (WPML and Polylang)
- Add to Cart Button Labels by Product Category
- Add to Cart Button Labels for External Products
- Developer Hooks and Filters Reference for Add to Cart Button Labels