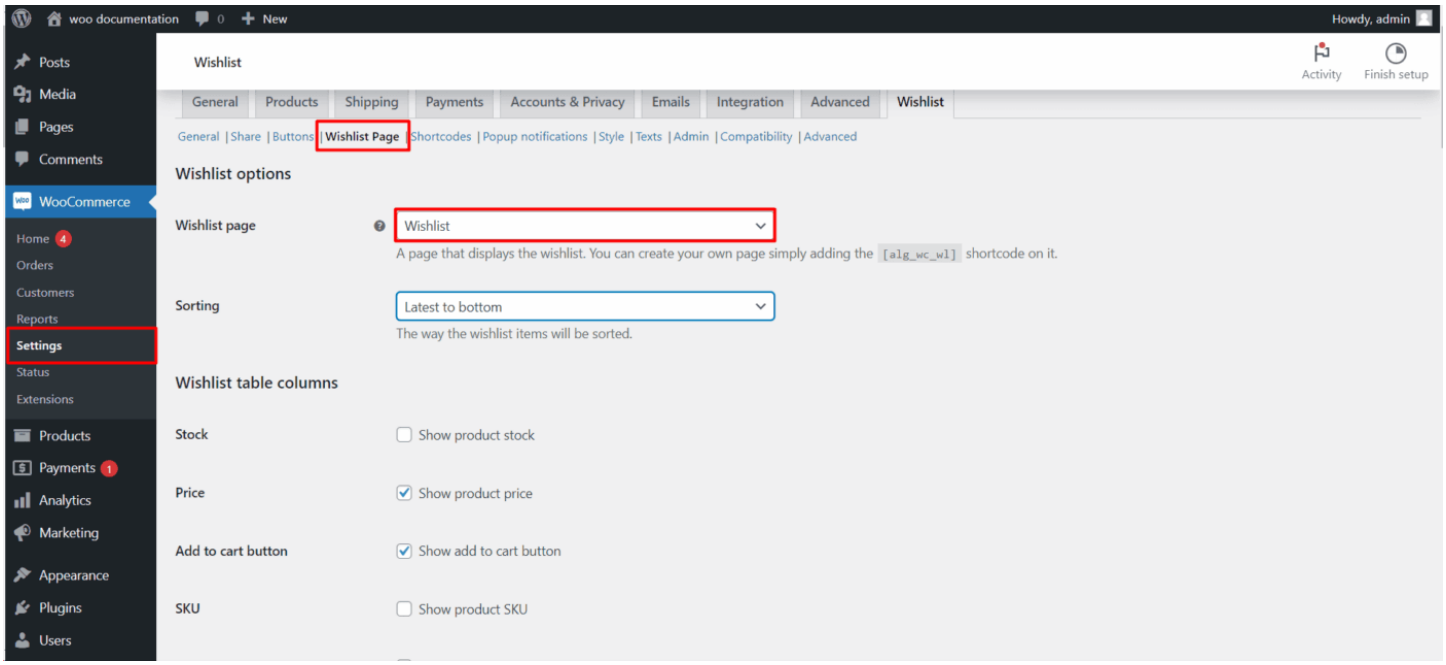
How to Create a WooCommerce Wishlist Page

How to · https://wpfactory.com/docs/maximize-customer-engagement/

To create a WooCommerce wishlist page, add the `[alg_wc_wl]` shortcode to any page and select that page in Wishlist for WooCommerce under **WPFactory > Wishlist > Wishlist Page** (also reachable at **WooCommerce > Settings > Wishlist > Wishlist Page**). The same tab controls the table columns, sorting, subtotal and auto-remove rules.



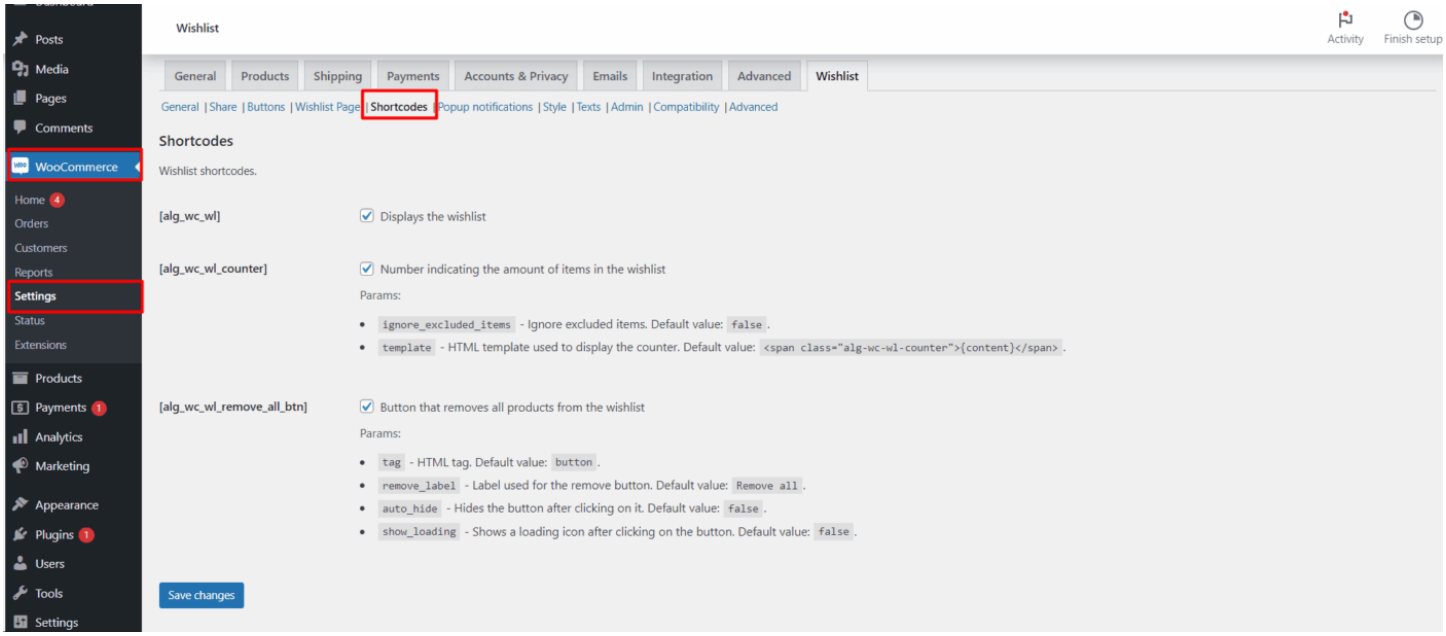
Step 1: Create or choose the wishlist page

When you activate Wishlist, it creates a published page called **Wishlist** that already contains `[alg_wc_wl]`, unless a wishlist page is already set. You can keep that page or use your own:

1. Create or edit a page in **Pages** and add the `[alg_wc_wl]` shortcode (a Shortcode block works in the block editor). Publish the page.
2. Go to **WPFactory > Wishlist** and open the **Wishlist Page** tab.
3. Under **Wishlist options**, pick your page in the **Wishlist page** dropdown.

4. Choose how items are ordered in **Sorting**: **Latest to bottom** (default), **Alphabetical - ASC** or **Alphabetical - DESC**.
5. Click **Save changes**.

The `[alg_wc_wl]` shortcode is enabled by default. If the page shows the literal text `[alg_wc_wl]`, check that the shortcode is ticked on the **Shortcodes** tab. For every shortcode the plugin offers, see the Wishlist Shortcodes Reference.



Step 2: Choose the wishlist table columns

Under **Wishlist table columns**, tick the product details you want shoppers to see on the wishlist page.

Label	Option ID	Default	Free/Pro
Stock	`alg_wc_wl_lstock`	No	Free
Price	`alg_wc_wl_lprice`	Yes	Free
Add to cart button	`alg_wc_wl_ladd_to_cart_btn`	Yes	Free
SKU	`alg_wc_wl_show_sku`	No	Free
Quantity	`alg_wc_wl_show_quantity`	No	Pro

Label	Option ID	Default	Free/Pro
Description	`alg_wc_wl_show_prod_desc`	No	Free
Attributes	`alg_wc_wl_save_attributes`	Yes	Free
Images on Emails	`alg_wc_wl_images_on_emails`	No	Free
Quantities on Emails	`alg_wc_wl_quantities_on_emails`	No	Free
Subtotal (column)	`alg_wc_wl_subtotal_column`	No	Free
Categories	`alg_wc_wl_show_prod_category`	No	Free
Taxonomies	`alg_wc_wl_taxonomies`	None selected	Free

Attributes only appear for variable products when the shopper selects a variation before adding it, and **General > Variable products** must be enabled.

Step 3: Show a wishlist subtotal

Under **Wishlist items subtotal**, tick **Subtotal** (`alg_wc_wl_subtotal`, off by default) to show the sum of all items in the wishlist. Use **Position** to place it **Before Wish list table**, **After Wish list table** (default) or both. Details: Displaying Subtotals on WooCommerce Wishlist Page.

Step 4: Remove items automatically

Under **Auto remove items** (free):

- **When purchased** (`alg_wc_wl_remove_if_bought`, off by default) removes a product from the wishlist once it is bought. The order status list below it decides which statuses count as purchased (default Completed and Processing).
- **When added to cart** (`alg_wc_wl_remove_if_added_to_cart`, off by default) removes an item as soon as it goes into the cart.

See Remove Wishlist Items Automatically in WooCommerce.

Step 5: Add notes and stock alerts (free)

- **Note field** (off by default) adds a note input to each wishlist item, with **Field label** (default Note), **Field type** (Text or TextArea), **Max length** (default 20) and **Note email**. The note needs the **Attributes** column enabled. See How to Add Note Fields to the Wishlist Page.
- **Stock alert** (on by default) emails users when an out-of-stock product in their wishlist is back in stock. Users can switch it on or off on their wishlist page. See Enabling Stock Alerts on Your WooCommerce Wishlist.

Step 6: Set up the My account Wishlist tab

Under **My account - Wishlist tab**, **Wishlist tab** is on by default and adds the wishlist to the customer's My account page. You can change the **Tab slug** (default `my-wish-list`), **Tab label** (default Wishlist) and **Priority** (default 20). If the tab returns a 404 at first, go to **Settings > Permalinks** and click **Save Changes**. See Adding Wishlist Tab to My Account Page.

Step 7: Pro ordering and copy options

These options on the same tab need Wishlist Pro:

- **Dropdown ordering**: shoppers sort their items from a dropdown. See How to Add Dropdown Sorting to the Wishlist Page.
- **Duplicate Functionality**: a COPY button on the wishlist page for logged-in users. See How to Let Customers Copy a Wishlist.
- **Drag and drop Ordering** (with Desktop, Mobile and Jquery UI Touch Punch options) and **Arrow ordering** (with Desktop and Mobile options). See Drag and Drop with Arrows Wishlist Pro.
- The **Quantity** table column.

Click **Save changes** when you are done, then add a product to your wishlist and open the page to check the result. For every option on every tab, see the Wishlist for WooCommerce Settings Reference.

FAQ

Can I build the wishlist page with Elementor?

Yes. Place the `[alg_wc_wl]` shortcode in a Shortcode widget and select that page as the **Wishlist page**. See How to Create a WooCommerce Wishlist Page with Elementor.

My wishlist page returns a 404 error. What should I check?

Make sure the selected page is published and contains the shortcode, then resave your permalinks. See Wishlist Page Returns 404 Error.



WISHLIST FOR WOOCOMMERCE

The wishlist page, columns, subtotal and auto-remove rules are free. Wishlist for WooCommerce Pro adds dropdown, drag-and-drop and arrow ordering, wishlist copying and the quantity column.

See what Pro unlocks →

Need a hand? Our team answers every ticket on the Wishlist support forum.

Related articles

- How to Modify and Product Pages for Wishlist Reporting
- Customizing Social Icons Color on Wishlist Page in WooCommerce
- Creating a Feature-Rich Wishlist Page with WooCommerce Plugin
- How to Add Wishlist Button to Shop and Archive Pages in WooCommerce
- How to Customize Wishlist Button Placement on Product Page