How to Apply a WooCommerce Coupon from a URL: Settings Explained

How to · https://wpfactory.com/docs/url-coupons-options/

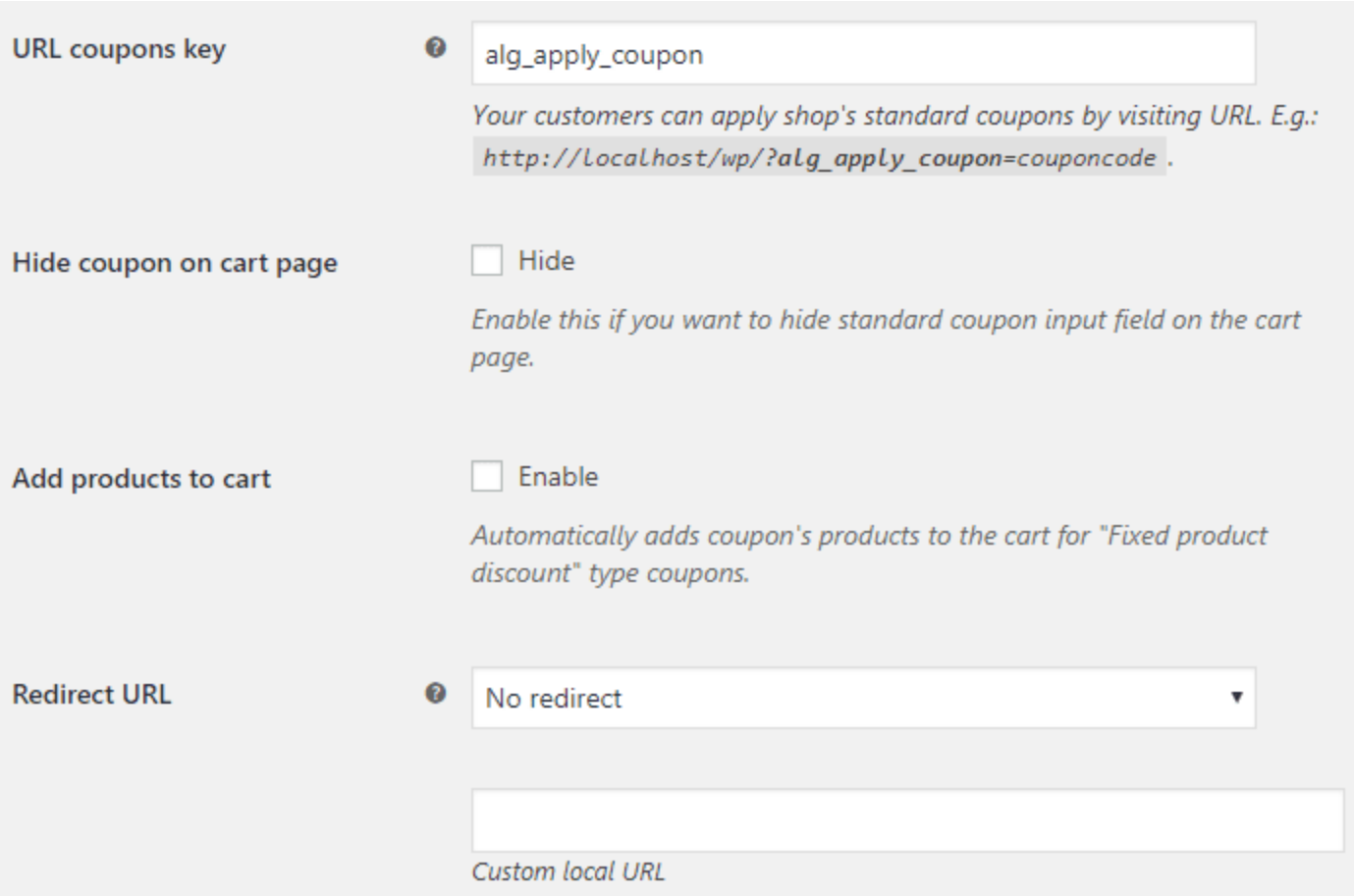
To apply a WooCommerce coupon from a URL, install Coupons & Add to Cart by URL Links for WooCommerce, go to **WPFactory > Coupons by URL** (also at **WooCommerce > Settings > URL Coupons**) and keep **URL Coupons** enabled. Then share a link such as `https://yourstore.com/?alg_apply_coupon=SAVE10` with any existing coupon code. This is free.

Can WooCommerce apply a coupon from a link without a plugin?

WooCommerce core applies a coupon only when the customer types the code into the coupon field on the cart or checkout page. It has no built-in setting that applies a coupon from a link. You still create the coupon itself, with its amount, limits and expiry, under **Marketing > Coupons**; the plugin only applies it when the link is opened.

URL coupon general settings for WooCommerce

The general options of Coupons & Add to Cart by URL Links for WooCommerce control how a coupon link is detected and applied, how it behaves for guests, and whether the coupon is delayed until a product is added. The settings below are all on the **General** sub-tab.



Go to **WPFactory > Coupons by URL** (also reachable at **WooCommerce > Settings > URL Coupons**) and stay on the **General** sub-tab.

URL Coupons Options

- **URL Coupons (enable plugin):** the master switch that turns coupon links on. It is on by default.

General Options

- **URL coupons key:** the query key used in your links. With the default key `alg_apply_coupon`, a link looks like `https://yourstore.com/?alg_apply_coupon=SAVE10`. Change it to any word that is unique on your site.
- **Session > Force session start:** starts a session when a coupon link is opened, so guests (not logged-in visitors) can have the coupon applied. On by default.
- **Force session start earlier and everywhere:** starts the session sooner, which helps on cached sites. Off by default.

- **Add products to cart** and **Empty cart** (Pro): for "Fixed product discount" coupons, add the coupon's products to the cart, optionally clearing it first.

Delay Coupon Options

- **Delay coupon:** hold the coupon until a product is added to the cart.
- **Delay on non-empty cart:** choose whether to still delay when the cart already has items. Options are Yes, No, and "No, if there is correct product already in the cart" for fixed product coupons.
- **Check product:** for fixed product coupons, only apply once a product the coupon is valid for is in the cart.
- **Success and error notices:** the messages shown when a delayed coupon is applied, is already applied, or does not exist. They accept the `%coupon_code%` placeholder.

Options reference

Label	Option ID	Default	Fre
URL Coupons (enable plugin)	`alg_wc_url_coupons_enabled`	Yes	Free
URL coupons key	`alg_wc_url_coupons_key`	`alg_apply_coupon`	Free
Force session start	`alg_wc_url_coupons_force_start_session`	Yes	Free
Force session start earlier and everywhere	`alg_wc_url_coupons_force_start_session_earlier`	No	Free

Label	Option ID	Default	Fre
Add products to cart	`alg_wc_url_coupons_fixed_product_discount_add_products`	No	Pro
Empty cart	`alg_wc_url_coupons_fixed_product_discount_add_products_emptycart`	No	Pro
Delay coupon	`alg_wc_url_coupons_delay_coupon`	No	Free
Delay on non-empty cart	`alg_wc_url_coupons_delay_coupon_non_empty_cart`	Yes	Free
Check product	`alg_wc_url_coupons_delay_coupon_check_product`	No	Free

For a full setting-by-setting list including the Notices and Advanced sub-tabs, see the URL Coupons settings and option IDs reference.

Troubleshooting

- **The coupon does not apply for guests.** Keep **Force session start** on, and see the guide on making URL coupons work for guests and cached sites.
- **Nothing happens when I open the link.** Confirm the plugin is enabled and that the coupon code in the URL matches an active WooCommerce coupon.

Frequently asked questions

Does the coupon link have to point to the home page?

No. The coupon key is read on any page of your store, so you can add it to a product or category link, for example `https://yourstore.com/product/example/?alg_apply_coupon=SAVE10`.

Do the coupon's usage restrictions still apply?

Yes. The link applies a standard WooCommerce coupon through the normal cart process, so its expiry date, usage limits, minimum spend and product rules are still checked.

Can I use a shorter word instead of alg_apply_coupon?

Yes. Change **URL coupons key** to any word that is not used elsewhere on your site, for example by another plugin, and use that word in your links.

Can I hide the coupon field once a coupon is applied by URL?

Yes, for free. In **Hide Coupon Options** on the same sub-tab, hide the field on the cart and checkout pages and set **Hide condition** to **Hide if coupon applied via URL**; the default is **Always hide**. See hide and redirect coupons options.

What if the customer's cart is empty when they open the link?

Turn on **Delay coupon** so the coupon is held and applied once a product is added to the cart. See how to delay a URL coupon until a product is added.



URL COUPONS

Applying coupons by URL is free. Coupons & Add to Cart by URL Links for WooCommerce Pro adds add-to-cart coupons, redirects, and custom notices.

See what Pro unlocks →

Related articles

- How to Apply a WooCommerce Coupon with a URL

- How to Translate URL Coupon Text with WPML and Polylang
- URL Coupons: Advanced Options
- How to Set a Redirect URL Per Coupon
- How to Add Coupon Products to the Cart by URL