Verification Email Button or Link Missing / Layout Broken

Troubleshooting · https://wpfactory.com/docs/verification-email-button-missing/

If the verification link is missing or the layout is broken, check how Customer Email Verification for WooCommerce builds the message at **WPFactory > Email Verification** (also reachable at **WooCommerce > Settings > Email Verification**) > **Email**: the template, whether it is sent separately or appended to "Customer new account", and any customizer or SMTP service that rewrites HTML.

Symptoms

- The email arrives as plain text or without the "click here" link or button.
- Clicking the link does nothing or shows the **Failed** notice.
- WooCommerce header and footer are missing or duplicated.

How the verification email is built

Setting (Email sub-tab)	Default	Free/Pro	Effect
Email template	Plain	Pro (Free uses Plain)	Plain, WooCommerce, or Smart (plain when appended, WooCommerce when separate).
Send as a separate email	Yes	Free	Off appends the link to the "Customer new account" email instead.

Setting (Email sub-tab)	Default	Free/Pro	Effect
Email content	"Please click here to verify your email on %site_title%."	Pro	Holds the link, built from `%verification_url%`.
Email wrap method	Manual	Free	How the WooCommerce header and footer are added when the template is WooCommerce or Smart.

Fix, step by step

1. **Check the raw message.** In the email client, use "Show original" or "View source" and search for the verification URL. If it is there, the client or a filter is stripping the link, not the plugin.
2. **Add a plain-text fallback (Pro).** In **Email content**, add a line such as: `If the link does not work, copy this address into your browser: %verification_url%`.
3. **If the link is appended to the new account email** (Send as a separate email off), an email customizer may be replacing that template. Turn **Send as a separate email** back on, or enable the matching option in the **Compatibility** sub-tab (Pro) for WooMail, YayMail, Email Customizer by Themehigh or by VillaTheme.
4. **Layout broken with the WooCommerce template:** switch **Email wrap method** between **Manual** and **Native**.
5. **Test with two providers**, for example Gmail and Outlook. If one strips the link, the SMTP or mail service may be rewriting HTML. Send a test through a different route to confirm.

If the link opens but verification fails

- **The link was already used. General > One-time activation link** is on by default, so a second click shows the **Failed** message.
- **An older email was used.** Every resend creates a new code, so ask the customer to use the newest email.

- **The link expired.** With **Expire time** set (Pro, default 0 = never), old links show the **Expire notice** with a resend link.

FAQ

Can I edit the verification email in the free version?

The free version sends the default Plain email. Editing the subject, heading and content, and choosing the WooCommerce or Smart template, needs Pro.

Which placeholder is the verification link?

`%verification_url%`. It is available in the activation email content. See Email and Message Placeholders Reference.

Why do my settings with HTML fail to save?

Some security filters block HTML in form posts. Enable **Advanced > Replace HTML tags**, then re-open the settings page.

Related: Verification Email Not Delivered or Delayed and Customizing the Verification Emails.



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