Set different Shop Now links for Branded Apparel and Promotional Products pages

You can point the Shop Now button on the Branded Apparel and Promotional Products pages to different URLs than the homepage Shop Now. This article explains the fields to use and the fallback behavior.

You can configure page-specific destinations for the **Shop Now** button on the **Branded Apparel** and **Promotional Products** pages, independent of the homepage Shop Now link.

How it works

- If the **Main Shop URL** is missing, the page shows a **Contact** button (no change).
- If the **Main Shop URL** is set but the Branded Apparel and Promotional Products URLs are empty, the button on those pages uses the **Main Shop URL**.
- If a page-specific URL is set for Branded Apparel or Promotional Products, that page's **Shop Now** button uses the page-specific URL.

Set it up

1. Open the tribe's admin and go to **Tribe settings**.
2. Locate the two fields for page-specific shop links (Branded Apparel and Promotional Products).
3. Enter the full destination URLs (including https://) you want each page's **Shop Now** button to open.
4. Save your changes.

Notes

- Leave a page-specific field empty to fall back to the **Main Shop URL**.
- Use full URLs (e.g., https://example.com/path) so the links work correctly.