

# Direct users to the app

There are many different ways to direct users to save your app.

- [Summary Table](#)
- [From Your Website](#)
  - [On mobile site version](#)
  - [On Desktop site version](#)
- [From SMS/Email](#)
- [From Print Materials](#)
- [From Google Shopping/Retail](#)


## Summary Table

The table summarises all types of links you can use to bring users into your app, and the difference between them.

Link Type	Link Format	Where to Use	Instant App Saving Prompt	Push Prompt	Managed App Saving	Managed Push Prompt	Creates Push Addresses for Users	Add Target Page
QR	static file	<ul style="list-style-type: none"><li>• print materials</li><li>• desktop website</li></ul>	Yes. On, by default.	Yes. Need to turn it on. Appears only after launch from an icon.	No	Yes. Need to turn it on. Appears after app launch.	No	No
QR	link to image	<ul style="list-style-type: none"><li>• desktop website</li></ul>	Yes. On, by default.	Yes. Need to turn it on. Appears only after launch from an icon.	No	Yes. Need to turn it on. Appears after app launch.	No	No
Short link	Marked GREEN	<ul style="list-style-type: none"><li>• sms campaigns</li><li>• emailing</li></ul>	Yes. On, by default.	Yes. Need to turn it on. Appears only after launch from an icon.	No	Yes. Need to turn it on. Appears after app launch.	No	No
Long link	Marked RED	<ul style="list-style-type: none"><li>• website buttons</li><li>• website popups</li><li>• website links</li><li>• email campaigns</li></ul>	Yes. On, by default.	Yes. Need to turn it on. Appears only after launch from an icon.	No	Yes. Need to turn it on. Appears after app launch.	Yes	Yes
Long link managed prompts	xxx.mobstед.com/pwa/NN? appid=NN, <a href="#">explained here</a>	<ul style="list-style-type: none"><li>• website buttons</li><li>• website popups</li><li>• website links</li><li>• email campaigns</li></ul>	No.	No	Yes. Need to turn it on and set up	Yes. Need to turn it on and set up	Yes	Yes

You will get the following page created for your app:

### Using QR code to launch your app:



— Use this HTML code to pull QR into your site

```

```

Or - [download PNG](#) of the QR

- Place it as a pop up on a DESKTOP version of your website, when you want people to install your app into their MOBILE devices
- Place it in any print material to have people install your app into their MOBILE devices

### Using Direct Links to your app:

- For a mobile version of your website - place this direct link into a button or an image or anything supporting a link on your website. For example - Name a button "Save our App" and direct users into PWA container from it.

— Use a long link for your buttons, popups and other prompts to save the app from your website

```
https://alex.mobsted.com/pwa/?appid=19
```

— Use a short link to send your app though SMS or Push communications, or emails.

```
https://w2m.me/PCWV
```

Here is how to use it:

### From Your Website

You can add the app link to **buttons, images, links, popups on your website**, which will lead people to saving your site as an app. Simply use your own CMS system, or anything else you use for your website and add buttons, links or popups with the link to your app. User would press it to open the app container with your website inside.

## On mobile site version

We recommend using the long link marked **RED** or the short link, marked **GREEN** , on elements leading to app on a mobile device.

## On Desktop site version

We recommend using QR code (marked **ORANGE** ) in popups or in any area of your site if you want MOBILE only users to install your app, so that your users can snap it using their mobile devices and install you app. You can use the link to QR provided in the **orange** marked area, or download the image itself.

If you want any kind of user to install it, even on the same desktop, as they are on at the moment, just ignore QRs and use the same link marked **red** above on buttons and popups, just as for a mobile version.

## From SMS/Email

We recommend using the short link, marked **GREEN** , to include in your email/sms marketing/notifications. So that people using the link can not only see what you are sending, but also install the app right away.



**IMPORTANT:** IF YOU NEED TO DELIVER SOME INFO TO THE USER, for example about an order, BUT WANT TO SAVE AN APP WHICH STARTS WITH YOU MAIN PAGE:

Take your long link (marked **RED** ) and add **&pwa\_target=https://XXXXXXX.XXX**, where X - is an URL address of the actual page you want to deliver.

For example, - yourapp.mobsted.com/pwa/?appid=19&pwa\_target=https://yourwebsite.com/orders/123456 . Following this link will open the target page - yourwebsite.com/orders/123456, but save an app which starts from your home page.

This construct works for both kind of long links, as described here - [instant and managed app saving](#).

## From Print Materials

We recommend using the QR code section, marked **orange** above, to download the QR link to your app and place it in areas , where your clients maybe, or on materials they see, like statements or ads, etc.

## From Google Shopping/Retail

To send people from Google Search to your website with an ability to save the app right away, you need to use the same construct as with SMS/Email above and add [&pwa\\_target=https://XXXXXXXXXX](#), where X - is an URL address of the actual page you want to deliver.

[https://xxxxxxxxxx.mobstед.com/pwa/?appid=19&pwa\\_target=https://:yourshopsite.com/your\\_SHOPPING\\_item\\_ID](https://xxxxxxxxxx.mobstед.com/pwa/?appid=19&pwa_target=https://:yourshopsite.com/your_SHOPPING_item_ID).

This link is auto generated for you on the Google Retail tab.

- [Deploy Changes](#)
- [App users - Objects](#)
- [Events of Users-Objects](#)
- [Create "Hello PWA World" app](#)
- [Direct users to the app](#)