


**WebWorks Publisher
Tips & Tricks**
Lessons from the Trenches



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Introduction

- About the presenter
- WebWorks Publisher overview
- Tips & Tricks

Sarah O'Keefe

- President of Scriptorium Publishing (www.scriptorium.com)
- FrameMaker Adobe Certified Expert & WebWorks Publisher certified trainer
- Author, *FrameMaker for Dummies*
- Has developed customized single-sourcing solutions using FrameMaker and WebWorks Publisher for many clients

WebWorks Publisher overview

- Converts FrameMaker files to online formats
- Out-of-box conversion is basic, can be adequate with minor fixes
- Permits single-sourcing
- Very sophisticated techniques are available

Tips & Tricks

- Embedding hypertext links
- Generating navigation lists
- Handling tab-delimited text in FrameMaker
- Setting up image maps
- Modifying template files vs. modifying building blocks
- Creating index links with dingbats

Embedding hypertext links

- Two techniques available:
 - Link address is in document
 - Link address is not in document

Link address is in document

- Create URL character tag (all As Is)
- Apply to the link address
- Map URL character tag to WebJump character style

Link address is not in document

- Create Highlight character tag
- Apply to text that becomes link
- Insert hypertext marker at beginning:
message URL <http://www.scriptorium.com>

Generating navigation lists

- What's a navigation list?
- The manual (bad) approach
- The automated approach

The bad way

- Build cross-references in FrameMaker
- Update when content changes
- Hide with conditional text to remove from print version

The automated approach

- Modify each heading style that needs a link:

```
@WRITE(append,host,miniTOC.txt,<p><A  
  HREF=#$AUTOTAG;>$DATA(raw);</A>);
```
- Import miniTOC.txt into page definition

```
$IMPORT(miniTOC.txt);
```
- Reset miniTOC.txt before next page

```
@WRITE(overwrite,host,miniTOC.txt, );
```

Handling tab-delimited text

- Tabs in HTML
 - Ignored
 - < PRE > text
 - Convert to table

Converting tab-delimited text to tables

- **Level tab:**
 - <TABLE> and </TABLE>
- **Macro tab:**

```
<a name="$AUTOTAG;" > </a>\n<TR> <a name="$AUTOTAG;" > </a>\n<TD>\n$DATA["[^\\t]*[\\t]+|[^\\t]*$", "BAlignTable", iter];\n</td>\n</tr>
```

BAlignTable

```
</TD>\n<TD $IF_EQUAL($ITERNUMBER;, 1,\nwidth="40", $IF_EQUAL($ITERNUMBER;, 2,\nwidth="350", width="130"); >\n$ITERMATCH;
```

Setting up image maps

- **Insert hypertext destination markers**
 - *newlink keyword*
- **Draw text frame on image**
- **Insert hypertext target marker**
 - *gotolink keyword*

Modifying template file vs. building block

- **Can edit template file in HTML editor**
- **Building blocks are reusable**
- **Use building blocks for common, reusable information**
- **Use template files for information that is unique for a page style**

Creating index links with dingbats

- **Default processing:**
 - 1, 2, 3
 - heading
- **How about dingbats?**

Index links with dingbats

- **Modify UMIXFormat**

```
$IF_EQUAL($LINKNUMBER;, $LINKTOTAL;, \n<a href="$LINKFILE(html, name); \n#$LINKTAG;">$LINKNUMBER;</a>,\n<a href="$LINKFILE(html, name); \n#$LINKTAG;">$LINKNUMBER;</a> \n);\n
```

The new UMIXFormat

```
$IF_EQUAL($LINKNUMBER,, $LINKTOTAL,\  
<a href="$LINKFILE(html,name);\  
#$LINKTAG;"><IMG SRC=dingbat.gif  
border=0></a>,  
<a href="$LINKFILE(html,name);\  
#$LINKTAG;"><IMG SRC=dingbat.gif  
border=0></a>\, \  
)\;
```

Other possibilities?

For more information

- www.scriptorium.com
 - Download of this presentation (PDF)
 - List of tools discussed
 - Additional resources for information about single sourcing
- www.quadralay.com
 - version 5.0.3 update available

Contact info

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Q & A & Free Stuff!