

## Maximizing Your FrameMaker/WebWorks Publisher Mileage



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## Agenda

- **About the presenter**
- **Creating links with hypertext**
- **Setting up image maps**
- **Pop-ups and secondary windows**
- **Using markers in unnatural ways**
- **Embedding code with conditional text**
- **Tracking status with attributes**

*About the presenter*

## Sarah O'Keefe

- **Founder of Scriptorium Publishing Services, Inc. ([www.scriptorium.com](http://www.scriptorium.com))**
- **FrameMaker ACE & certified WebWorks Publisher trainer**
- **Author of *FrameMaker for Dummies*, *Technical Writing 101*, and *The WebWorks Publisher Cookbook***

## Creating links with cross- references vs. hypertext

- **Cross-references: faster**
  - For more information about icing, see **"Icing the cake" on page 27**
- **Hypertext: more configurable**
  - Related Topics: **Cake icing**

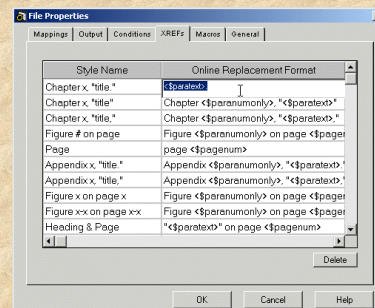
*Creating links with cross-  
references vs. hypertext*

## Creating cross-references

- **Insert cross-reference in FrameMaker**
- **Customize output in WWP XRefs tab**

*Creating links with cross-  
references vs. hypertext*

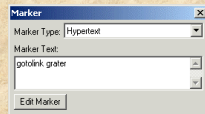
## XRefs tab



Creating links with cross-  
references vs. hypertext

## Creating hypertext markers

- Set named destination (newlink *blah*)
- Create target link at beginning of text (gotolink *blah*)
- Apply character tag to hotspot text (can be entirely As Is)



Creating links with cross-  
references vs. hypertext

## Advantages of hypertext

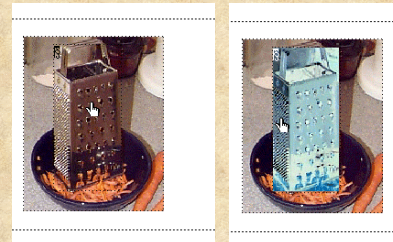
- Link can be invisible in print output
- Link can use any text (not just text from destination)
- Also works for image map links

## Setting up image maps

- In FrameMaker:
  - Draw text frame for live area
  - Insert hypertext markers to create link
    - newlink at destination
    - gotolink in text frame
  - Save
- In WWP:
  - Regenerate

Setting up image maps

## Hypertext markers create image maps



## Pop-ups and secondary windows

- Link type is based on the destination paragraph tag
- In WWP, specify that a particular paragraph tag should result in a special type of link by mapping

## Using markers in unnatural ways

- Custom markers provide ways to embed information
- ALinks
- Making links to amazon.com

Using markers in unnatural ways

## ALinks (in WinHelp and HTML Help)

- Often used for related topics
- Provide list of topics to choose for a link
- Based on keywords

Using markers in unnatural ways

## Creating ALinks

- Create ALink marker
- Create Related Topics marker or paragraph tag
- Create custom WWP mappings

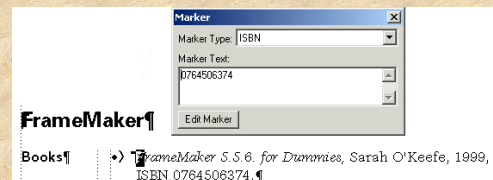
Using markers in unnatural ways

## Creating links to amazon.com

- Create ISBN marker
- Apply character tag to book title
- Create custom WWP mappings

Using markers in unnatural ways

## Create ISBN marker



Using markers in unnatural ways

## Custom WWP mappings

- ISBN marker:  
`<a href="http://www.amazon.com/exec/obidos/ASIN/$DATA(raw)"; /scriptoriumpubli">`
- book character tag:  
`$DATA;</a>`

## Embedding code with conditional text

- Apply condition tag
- Use pass-through mappings for that condition
- Use style that outputs code correctly

## Tracking status with attributes

- **The problem:** Only code paragraphs that are code examples should be output
- **Solution:** Set an attribute and check against the attribute

Tracking status with attributes

## FrameMaker & HTML versions

The screenshot shows a document with two code examples. The first is labeled 'Example 101' and contains the following code:  
7) In the [MAP] section, replace this line:  
#include \$PROJECTNAME).h  
with the line:  
#include mappings.h

The second example is labeled 'Example 100' and contains:  
#include mappings.h

Below the code is a screenshot of the 'WebWorks Publisher Cookbook code samples' interface. It features a search box with the text 'Choose a section' and a 'Go' button. Below the search box, it lists 'Examples: 100 101 102 103 104 105 106'. Underneath, it says 'Building (context-) sensitive, caring help'. The interface also shows the same two code examples from the document above.

Tracking status with attributes

## Code paragraphs

- **Example:** @SET\_ATTR(ex, yes);
  - **NoOutput:** @SET\_ATTR(ex, no);
  - **Code**
    - IF ex is yes, THEN output code
- ```
$IF_EQUAL($GET_ATTR($PAGE;,ex);,yes,$  
BPNumberAndData["<br>","BPEOL",  
replace];  
);
```

## Q & A

## Don't forget your evaluations...

## Resources

- [www.wwpusers.com](http://www.wwpusers.com)
- [wwp-users@yahoogroups.com](mailto:wwp-users@yahoogroups.com)
- *The WebWorks Publisher Cookbook* (ISBN 0-9704733-1-1)
- WDT file for code examples:  
[www.scriptorium.com/wwpcookbook/CodeSamples/code\\_wdt.zip](http://www.scriptorium.com/wwpcookbook/CodeSamples/code_wdt.zip)

### **Contact information**

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