



LIVE WEBINAR



# How to Integrate MadCap Flare HTML5 Outputs with a Marketing Site



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## PRESENTED BY:

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LI-COR Biosciences



## BEFORE WE GET STARTED...



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and emailed to all registrants



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# Bridge the gap between marketing and support

Creating a  
contiguous  
experience between  
Flare HTML5 and a  
marketing web site

# About me

- Technical writing for 10 years
- Studied other topics in education
- Learned about web technologies so I could be a better technical writer
- Learned about HTML and CSS in the context of Flare
- Flare work in the wild: [www.licor.com/env/support/](http://www.licor.com/env/support/)

# Things I'm going to talk about

1. How we integrated a Flare-created technical support site with a marketing site
2. Demonstration project
3. Risks and considerations

# Objectives

Use Flare to create a technical support site that is integrated with our marketing site

# Requirements

Maintain a consistent look and feel between support content and marketing web pages

# Requirements

Avoid 'silos' of content that are separate from marketing pages and other product support pages

# Requirements

Add features created by our web team to support pages, wherever required

# Our Solution

Server Side Includes:

- “Directives that are placed in HTML pages, and evaluated on the server while the pages are being served.” – Apache.org
- A way to add dynamically generated content to static content on a server before it is delivered to a client.

# What is a Server Side Include?

- Conceptually similar to a snippet in Flare
- Snippets are combined with their containing topic upon build

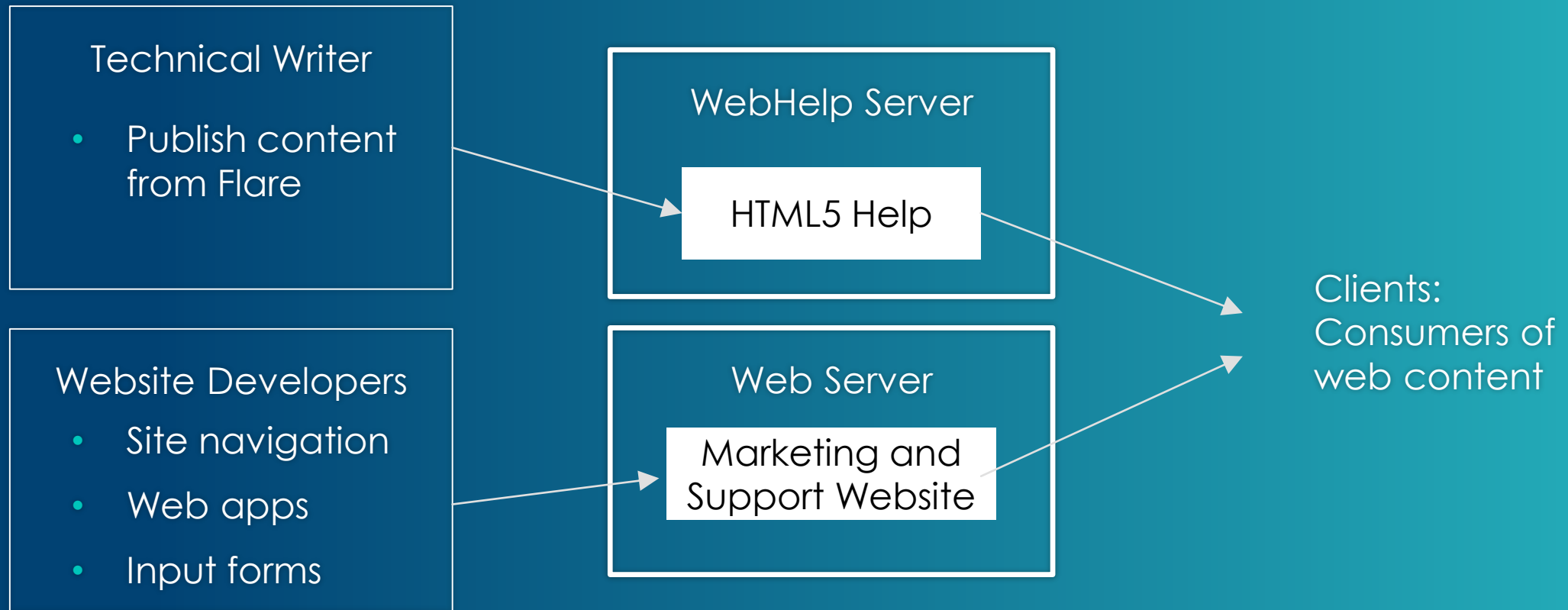
# What is a Server Side Include?

- Conceptually similar to a snippet in Flare
- Snippets are combined with their containing topic upon build
- SSIs are combined with their container when delivered by a web server

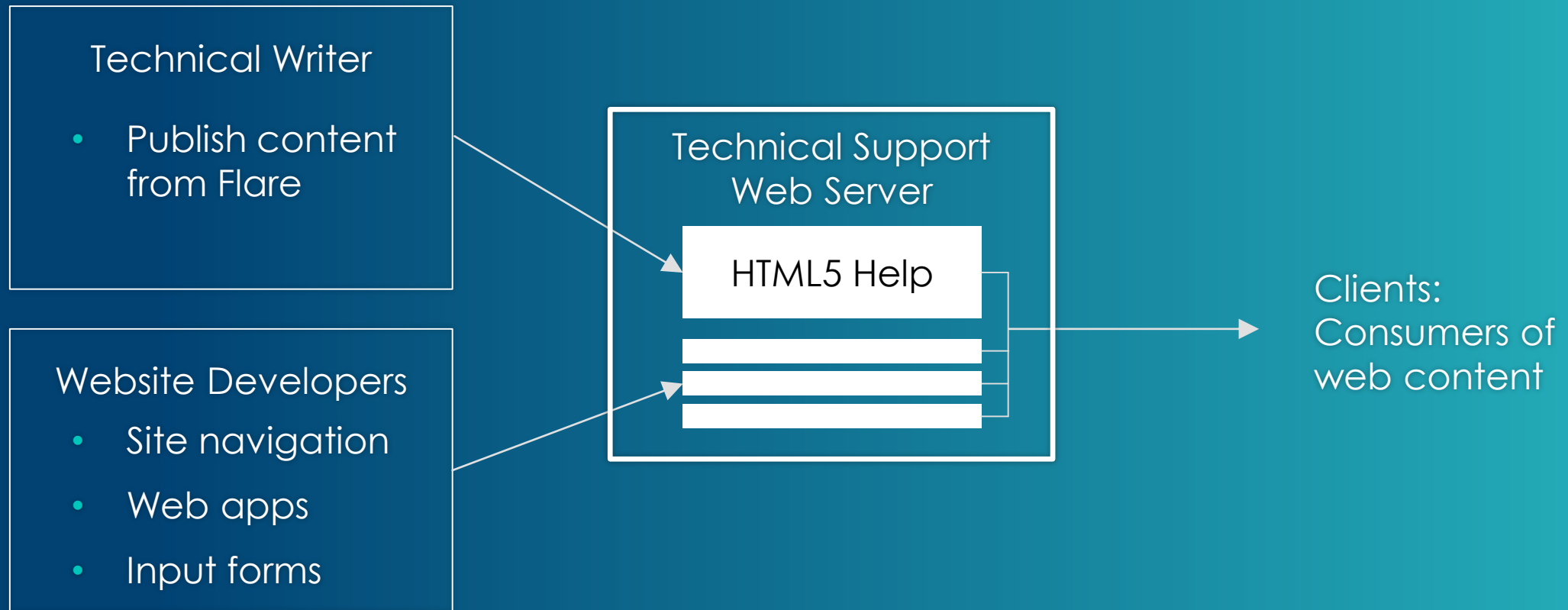
# Flow of content



# Flow of content



# Flow of content



# What can be in an SSI

- Nearly anything that goes into a web page
  - HTML content
  - External stylesheets
  - JavaScript

# What can be in an SSI

- Headers and footers
- Repeated content
- SDS lookup tool
- Dynamically updated customer training schedule
- Input forms

# Adding an SSI to a page

- Called a **directive**
- Format will depend on your server configuration
- Example directives:

```
<!--#echo var="DATE_LOCAL" -->
```

```
<!--#include virtual="/includes/header.xhtml" -->
```

```
<!--#include virtual="/includes/sign-up.xhtml" -->
```

# Adding an SSI to a page

1. Paste the directive into master pages, topics, or snippets in Flare's text editor

Can be in `<html>`, `<head>`, or `<body>`

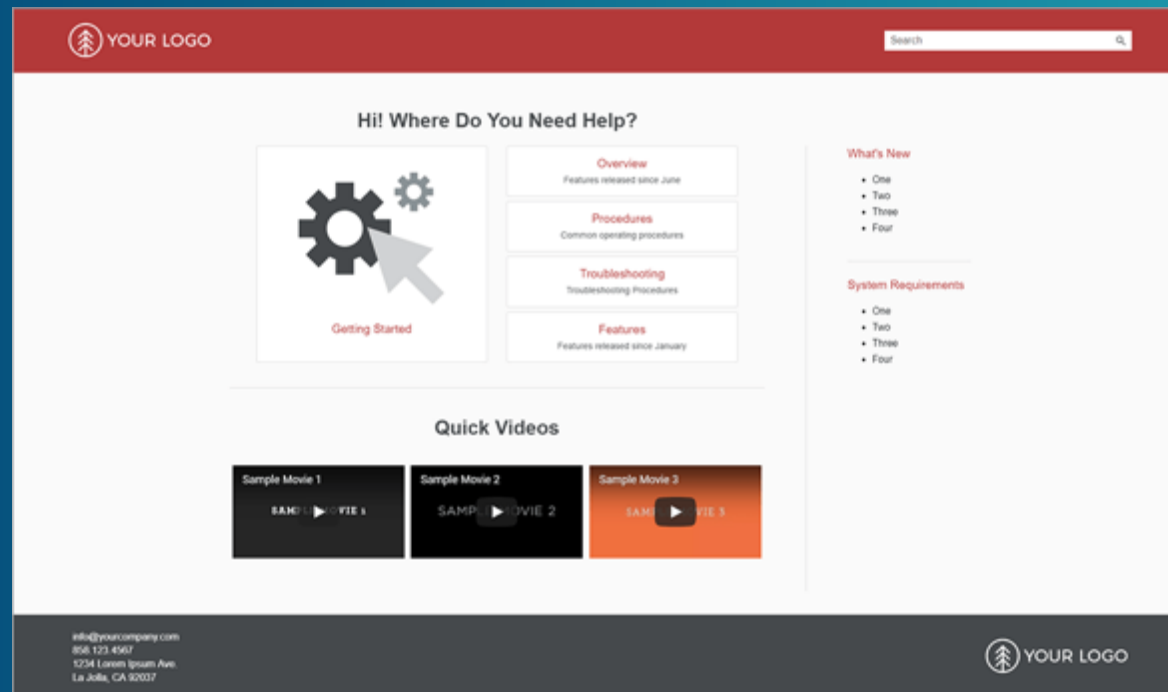
2. Publish your HTML5 help to the server

Be sure that the referenced files are present on the server and that the server is configured to support SSIs

# SSI demonstration

MadCap's "Cardiff" template

<https://www.madcapsoftware.com/downloads/madcap-flare-project-templates/>



# SSI demonstration



The

YOUR LOGO

Company

# SSI demonstration

- Show the original Cardiff output
- Show the modified Cardiff output
- Show the output after publishing to a web server

# Risks and considerations

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- Browsers follow the rules of inheritance. Additional stylesheets can cause stylesheet conflicts

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# Risks and considerations

- Browsers follow the rules of inheritance. Additional stylesheets can cause stylesheet conflicts
  - Can affect styles defined or not defined in your Flare project stylesheets
  - Can affect styles defined or not defined in Flare default stylesheets (skins, foundation.css, etc.)

# Risks and considerations

Styles will cascade:

- 1st Stylesheets: Those from Flare's skin
  - 2nd Stylesheet: Your stylesheet from Flare
    - Last Stylesheet: Has the final say

# Risks and considerations

- JavaScript conflicts
- Examples
  - Sticky navigation broke animated header
  - The spinning wheel that never stopped

# Risks and considerations

- It may depend on other people doing things a certain way
- Make friends with your backend web developers
- Make friends with your web designers

# Tips

- Use 'virtual=' file paths in Flare
- Be aware of what the SSI brings along
- Reload the page often (Ctrl + R or Cmd + R)

# Tips

- Don't be afraid to try something awesome!
- You can do it

# Conclusions

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- SSIs can be used bridge the gap between a marketing website and Flare HTML5 outputs

# Conclusions

- SSIs can be used bridge the gap between a marketing website and Flare HTML5 outputs
- There are risks, but they are manageable

# Special thanks to

- Sam Egel
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- The web team at LI-COR



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# Questions?

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