



LIVE WEBINAR

# Advanced Techniques for Great Landing Pages



Presented By:

**Matthew Ellison**

UA Europe

# Before We Get Started...



The webinar will be recorded  
and emailed to all registrants



Use the Question Panel in  
GoToWebinar to ask questions  
throughout the webinar

# MATTHEW ELLISON

- In tech comms since 1986 (digital, digitext, WinWriters)
- Independent trainer and consultant on user assistance design and technologies
- User of MadCap products since 2006
- Certified Flare Instructor
- Amateur actor and radio presenter

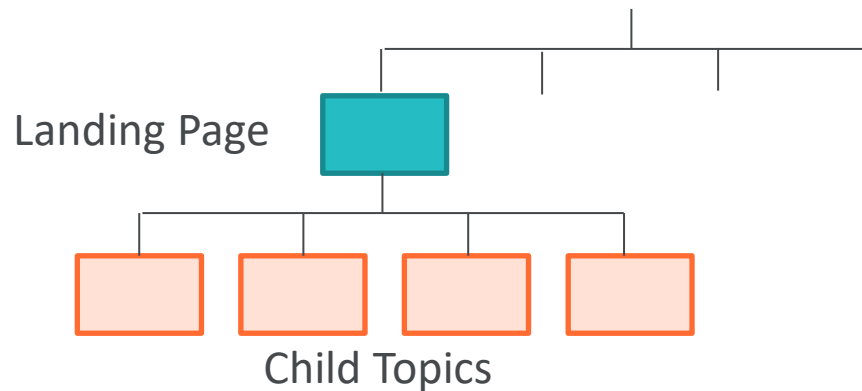


# WHAT WE'LL COVER TODAY

- Short introduction to Landing Pages
- Real-life examples
- Run-time customization of Landing Pages using CSS and JavaScript
- Useful techniques for working with Landing Pages:
  - » Responsive Layouts
  - » Mouseover effects
  - » MadCap Proxies

# WHAT ARE LANDING PAGES?

- Variouslly called:
  - » Stem topics
  - » Contents topics
  - » Chapter topics
  - » Menu topics
  - » Jump-off topics
  - » Navigation topics
  - » "Pages at a Glance" topics



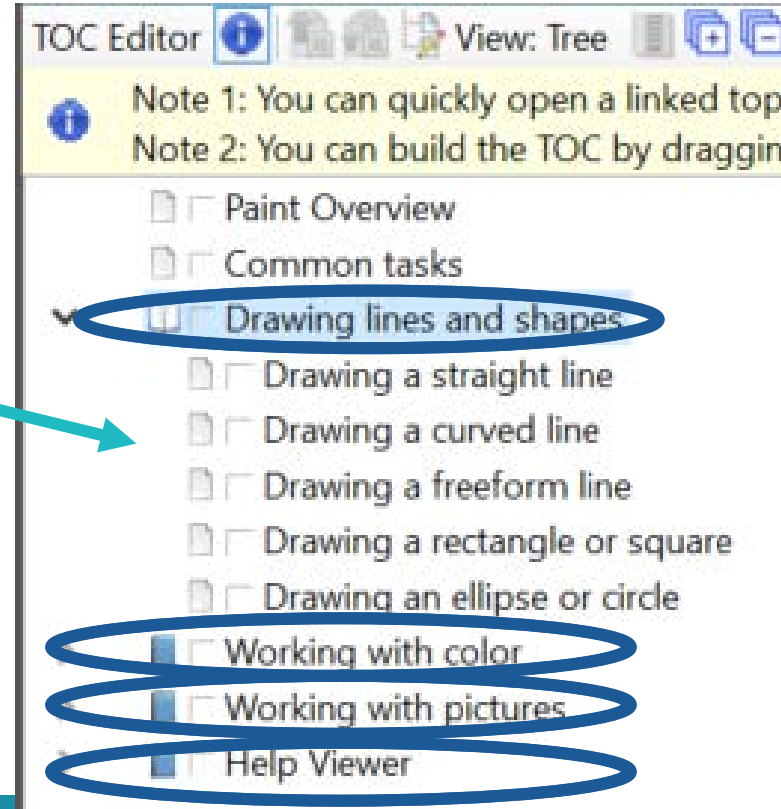
<https://idratherbewriting.com/2018/09/15/pages-at-a-glance-feature/>

# WHAT ARE LANDING PAGES?

- Typically link to topics within a specific theme or category
- May also provide key information
  - » Overview
  - » Concepts
  - » Video
  - » Insights
  - » FAQs
  - » Examples
  - » Tips

# WHAT ARE LANDING PAGES?

- Typically based on TOC structure
  - » Landing Page corresponds to a Book
  - » Provides links to the Child items



# WHAT ARE LANDING PAGES?

- Could be accessed by Context Sensitive Help
  - » Landing Page has an associated Map ID
- May now be accessed by Search
  - » Landing Page has an associated Micro Content Phrase

# WHAT MAKES LANDING PAGES GREAT?

- Answering users' questions (no further reading required)
- Providing an overview of the available child topics
- Making it easy to identify the most relevant child topic
- Making it easy to select that topic
- Responding appropriately to different screen sizes
- Catering for different experience levels and learning styles
- Looking attractive

Let's look at some examples...

# MADCAP FLARE HELP...

2019

Multimedia

Proxies

Responsive Content

Search

Snippets

Adding

Creating

Editing

Inserting

Opening

Using Snippet Conditions

Additional Snippet Tasks

Tables

Tables of Contents

Variables

Editor Tools

Additional Features

Step 3: Design

Step 4: Develop Targets

Step 5: Build and Publish

Print-based Output

Project Management

Plug-In API

Resources

You are here: [Step 2: Add Content and Features](#) > Snippets

✓

☰

🖨

✎

## About Snippets

> OUTPUTS SUPPORTED

A snippet is a chunk of formatted content that is heavily used in single-sourcing. Snippets can include text, tables, images, and whatever else can be included in a normal topic. You can insert snippets into one or more topics throughout your project, thus allowing you to reuse content that is maintained in one place. You can even insert them into other snippets, creating nested snippets. Snippets are not usually intended for single words or very short phrases. In those cases, you probably want to use variables instead.

The major benefit of using snippets is that you only have to create your content once, rather than having to type the same information in each topic where you want to use it. If you need to modify the content of a snippet, you only need to change it in one place and the change is made automatically in every topic where the snippet has been inserted.



Snippets are contained in their own files (using an .flsnp file extension). You can therefore share them with other authors or use them in other projects. If you insert a snippet that is stored outside of your project, the file is copied to your project. The traditional location to store a snippet in the Content Explorer is in the Resources\Snippets folder. However, you can store it anywhere in the Content Explorer that you like.

> EXAMPLE

> TEXT AND BLOCK SNIPPETS

> CONDITION TAGS AND SNIPPET CONDITIONS

> SNIPPETS AND AUTO SUGGESTIONS

> TASKS ASSOCIATED WITH SNIPPETS

> WARNING

> NOTE

Powered by MadCap® Software

# MADCAP FLARE HELP...

2019

Link to child  
topic

## ✓ TASKS ASSOCIATED WITH SNIPPETS

Following are the main tasks involved with using snippets.

- **Add Snippets** You can add a new snippet (without necessarily having any topic open). See [Adding New Snippets](#).

📌 **NOTE:** You can also import an existing snippet from outside your project.

- **Create Snippets From Content** If you have already added content in your topic and want to turn that content into a snippet, you can create a snippet out of that existing content using the Home ribbon or Format menu. See [Creating New Snippets from Existing Content](#).
- **Edit Snippets** You cannot modify the snippet at its location in the topic. When you insert a snippet into the topic, the content is displayed, but it is held in a separate snippet file. In the topic the snippet marker is represented by brackets. To modify a snippet you need to open it by right-clicking on it and selecting **Open Link**, or you can open it from the Content Explorer. Then you can make changes to it in the XML Editor. See [Editing Snippets](#).
- **Insert Snippets** After you create or add snippets, you can insert them into any topic in your project. See [Inserting Snippets](#).

📌 **NOTE:** You can also create nested snippets (i.e., a snippet within a snippet). To do this, simply open a snippet and then insert another snippet into it.

- **Opening Snippets** You can open existing snippets to review them and make modifications to them. See [Opening Snippets](#).
- **Using Snippet Conditions** Snippet conditions are condition tags that you can apply to content within snippets. See [Using Snippet Conditions](#).

# MADCAP FLARE HELP...

2021 r3

## Supported outputs

You are here: [Step 2: Adding Content and Features](#) > Snippets

### Snippets

#### > OUTPUTS SUPPORTED

A snippet is a chunk of formatted content that is heavily used in single-sourcing. Snippets can include text, tables, images, and whatever else can be included in a normal topic. You can insert snippets into one or more topics throughout your project, thus allowing you to reuse content that is maintained in one place. You can even insert them into other snippets, creating nested snippets.

## Overview

## Animated screenshot

## Links

#### General Information

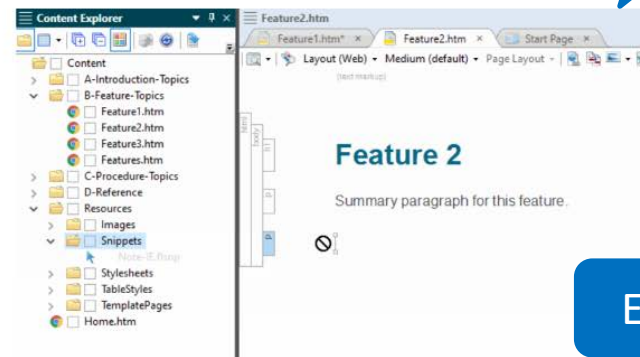
- [Benefits of Snippets](#)
- [Snippet Files](#)
- [Text and Block Snippets](#)
- [Snippets and Auto Suggestions](#)

#### Main Activities

- [Creating Snippets From Existing Content](#)
- [Adding Snippet Files](#)
- [Inserting Snippets](#)
- [Opening Snippets](#)
- [Editing Snippets](#)
- [Using Snippet Conditions](#)

#### Other Activities

- [Replacing Snippets](#)
- [Converting Snippets to Text](#)
- [Inserting Page Numbers Into Frames](#)
- [Importing Snippets](#)
- [Pinning Snippets](#)
- [Deleting Snippets](#)



## Example

☆ **EXAMPLE** You are writing a manual about dogs. In one topic, you have created a colorful table with images that lists the top five breeds. Let's say you want to place that same table in seven other topics. You have a choice. (1) You can re-create that table manually in each of those topics. (2) You can copy the first table and paste it into the other topics. This is a better solution, but if you need to make changes to the table in the future, you'll need to do so in all eight topics. (3) You can create a snippet from the table and insert it into each of the other topics. This is the best solution because, if you need to make changes in the future, you only need to do so within the snippet and the changes are automatically reflected in all eight

# MADCAP FLARE HELP...

Knowledge Panel  
(micro content)

2022 r3

You are here: [Step 2: Adding Content and Features](#)

Supported outputs

## Snippets

### > Outputs Supported

A snippet is a chunk of formatted content that is heavily used in single-sourcing. Snippets can include text, tables, images, and whatever else can be included in a normal topic. You can insert snippets into one or more topics throughout your project, thus allowing you to reuse content that is maintained in one place. You can even insert them into other snippets, creating nested snippets. Snippets are not usually intended for single words or very short phrases that change frequently. In those cases, you probably want to use variables instead.

### > General Information

Links (within  
dropdowns)

### > Main Activities

### > Other Activities

## PDF



[Getting Started Tutorial](#)



[Getting Started User Guide](#)



[Single-Sourcing Tutorial](#)



[Snippets User Guide](#)

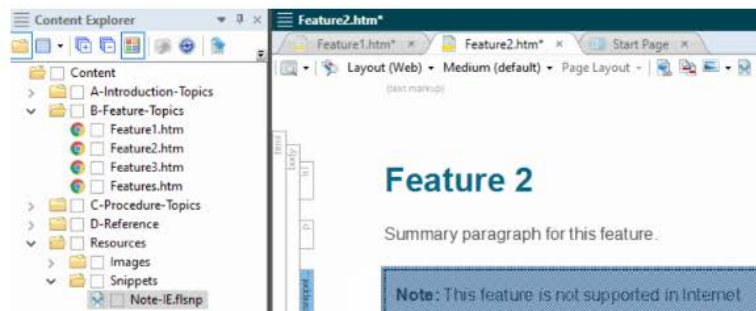
## Video



[Single-Sourcing \(3 of 5\): Snippets](#)

November 14, 2022

53:01



Animated  
screenshot

Example  
(below  
the fold)

# SAGE 200 STANDARD HELP

<https://desktophelp.sage.co.uk/sage200/sage200standard/>

 Sage 200 Standard - Product Help

Search 

Getting started 

Setting up 

Reporting 

How to run reports and find information 

What reports are available? 

Choose how to print reports 

Access reports from the Self Service web app 

Customise reports and layouts with Report Designer 

Printing from Report Designer 

Financial reports 

Install additional reports with the Custom Report Manager 

Excel reports 

VAT 

Menu: Reporting

## Reporting

Here you can learn about how to report on and extract information from Sage 200.

How to run reports and find information

What reports are available?

Choose how to print reports

Access reports from the Self Service web app

Customise reports and layouts with Report Designer

Printing from Report Designer

Financial reports

Install additional reports with the Custom Report Manager

Excel reports

Watch a video

Reporting videos

Site links

[Videos](#)

[Sitemap](#)

Sage links

[Contact support](#) 

[Sage Help Centre](#) 

[Trust \(Service Status\)](#) 

Page info

Page updated: 23 March 2022

Using Sage for Education? 

Sage media

# DIGITALOCEAN DOCUMENTATION

 [Products](#) > Domains and DNS

Rate:  [Give Feedback](#)

## Domains and DNS

Validated on 8 Nov 2019 • Posted on 19 Jun 2018

Adding a domain you own to your DigitalOcean account lets you manage the domain's DNS records with the control panel and API. Domains you manage on DigitalOcean also integrate with DigitalOcean Load Balancers and Spaces to streamline automatic SSL certificate management.

### Most Viewed Domains and DNS Articles

1. [Point to DigitalOcean Nameservers From Common Domain Registrars](#)
2. [How to Add Domains](#)
3. [How to Add a Subdomain to Your Domain](#)
4. [How to Create, Edit, and Delete DNS Records](#)
5. [How to Troubleshoot SSH Connectivity Issues](#)
6. [When connecting to PostgreSQL I get a Could Not Translate Hostname to Address error](#)
7. [Check Your Droplet's Network Configuration](#)
8. [Can I have more than one domain on the same Droplet?](#)
9. [Dns Quickstart](#)
10. [DNS Pricing](#)



#### Quickstart

Just the essentials to go from zero to working in a few minutes.



#### How-Tos

How to accomplish specific tasks in detail, like creation/deletion, configuration, and management.



#### Tutorials

Step-by-step instructions for common use cases and third-party software integration.



#### Reference

API and CLI reference documentation for the domains and DNS, including example



#### Concepts

Explanations and definitions of core concepts in DNS.



#### Details

Features, plans and pricing, availability, limits, known issues, and more.

<https://docs.digitalocean.com/products/networking/dns/>

# IMAGE-PRO HELP

<https://help.mediacy.com/>



[Get Started](#)

[Tasks](#)

[Tools & Menus](#)

Search Image-Pro Help



## Tasks

### Image Management & Display

- Working with Images, Sequences, and Image Sets
  - Using Lens Definitions
  - Panning and Zooming Images
  - Using Annotations
  - ROIs and VOIs
  - Using Calibrations
- Processing & Adjustments
  - Customizing the User Interface
  - Data Analytics & Reporting  
Auditing & Authentication
  - Scripting & Automation
  - 2D Capture
  - 2D Measurements
  - 2D Automated Analysis
  - AutoQuant Deconvolution
  - 3D Visualization & Analysis  
License Server

[Image-Pro Help](#) > [Tasks](#) > [Image Management & Display](#)

## Image Management & Display

Image-Pro allows you to open images, image sets, image sequences and more. Browse the topics below to learn more about how you view images, link them to lens definitions and calibrations, annotate images and define regions of interest.

### Working with Images, Sequences, and Image Sets

#### TOP ARTICLES

[File Management](#)

[Working with Image Sets](#)

[Viewing Very Large Images \(VLIs\)](#)

[See more](#)

### Using Lens Definitions

#### TOP ARTICLES

[Creating a Lens Definition](#)

[Applying a Lens Definition to an Image](#)

[Finding a Lens Definition in the Lens Library](#)

[See more](#)

### Panning and Zooming Images

#### TOP ARTICLES

[Panning in the Images Panel Using Image Navigator](#)

[Zooming by Using the Mouse Wheel](#)

[Zooming by Using the Zoom Button](#)

[See more](#)

### Using Annotations

#### TOP ARTICLES

[Creating a Graphical Annotation](#)

[Grouping Annotations](#)

[Setting the Appearance of Annotations](#)

[See more](#)

### ROIs and VOIs

#### TOP ARTICLES

[What is an ROI?](#)

[Placing Multiple ROIs on an Image](#)

[Working with VOIs](#)

[See more](#)

### Using Calibrations

#### TOP ARTICLES

[Creating a Spatial Calibration](#)

[Creating a 'Quick' Spatial Calibration](#)

[Using the Predictive Calibration Feature](#)

[See more](#)

# Run-time customization of Landing Pages

# PRINCIPLE OF RUN-TIME CUSTOMIZATION

- Apply a style class to the root element of the page (or to the Help container)
- Use descendant selectors to modify properties of elements within the page

# EXAMPLE: HIDING EXTERNAL LINKS WHEN OFFLINE

```
<html>
```

```
<a class="external">
```

```
</html>
```

```
<html class="offline">
```

```
<a class="external">
```

```
</html>
```

CSS:

```
.offline .external { display: none; }
```

# HOW DO YOU APPLY A CLASS TO THE ROOT ELEMENT?

- Programmatically from application  
(need cooperation from developers)

-or-

- Script within page

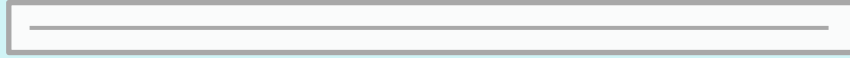
```
$(document).ready(function(){  
    if(!navigator.onLine)  
    {  
        $('html').addClass('offline');  
    };  
});
```

# OTHER USE CASES

- Dark mode
- In-app Help
- Novice/Intermediate/Advanced Help

# BASIC STRUCTURE OF A LANDING PAGE

Title

A single-line text input field with a light gray border and a light gray background.

Content

A multi-line text input field with a light gray border and a light gray background, containing three horizontal lines.

Links to  
child topics

A grid of six rounded rectangular boxes arranged in two rows of three. Each box has a light gray border and a light gray background. The top row contains three boxes, each with three horizontal lines and the word "Link" in blue text. The bottom row contains three boxes, each with three horizontal lines and the word "Link" in blue text.

Our focus for  
the rest of this  
session

How do we automatically  
re-arrange the tiles for different screen  
sizes?

# TWO OPTIONS FOR RE-ARRANGING TILES

- **Responsive Layout**  
(Flare provides UI)
- **CSS Flexbox Layout**  
(supported by Flare, but with no UI)

# WHAT THEY HAVE IN COMMON

Container (row)

Item (cell)

*Content*

Item (cell)

*Content*

Item (cell)

*Content*

Item (cell)

*Content*

Item (cell)

*Content*

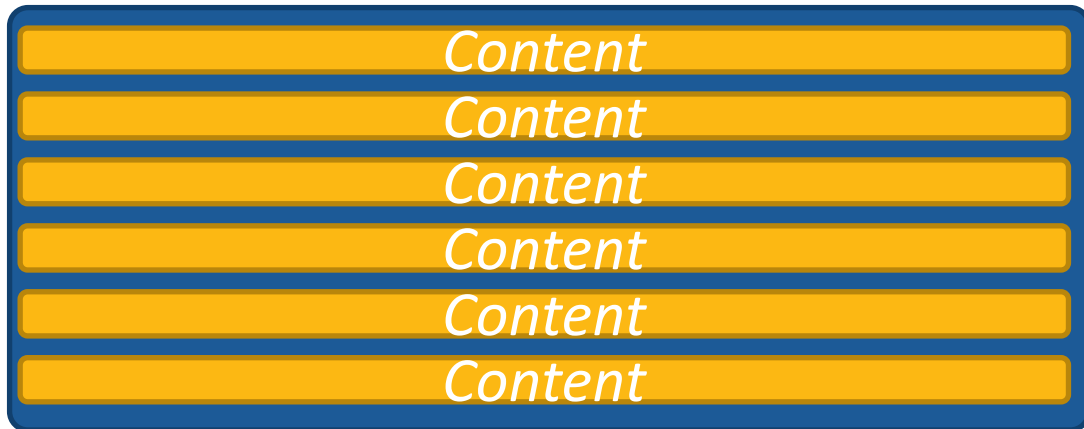
Item (cell)

*Content*



# CHANGING THE PRESENTATION LAYOUT

- Using CSS, we can change this:



- To this:



# Responsive Layout

# KEY CSS PROPERTIES

- **width**
- **float**

We can change the arrangement of cells by:

- changing their **widths** (as % of container) for different screen sizes, and
- **floating** the cells

Let's look at some examples...

# WIDTH OF ALL CELLS SET TO 33.33%

# Content

# Content

# Content

# Content

# Content

# Content

# WIDTH OF ALL CELLS SET TO 33.3333%



- We could use this for the Web medium

```
div.Cells6 > div  
{  
    float: left;  
    width: 33.3333%  
}
```

# WIDTH OF ALL CELLS SET TO 50%

# Content

# Content

# Content

# Content

# Content

# Content

# WIDTH OF ALL CELLS SET TO 50%

|                |                |
|----------------|----------------|
| <i>Content</i> | <i>Content</i> |
| <i>Content</i> | <i>Content</i> |
| <i>Content</i> | <i>Content</i> |

```
@media tablet
{
    div.Cells6 > div
    {
        width: 50%;
    }
}
```

# WIDTH OF ALL CELLS SET TO 100%



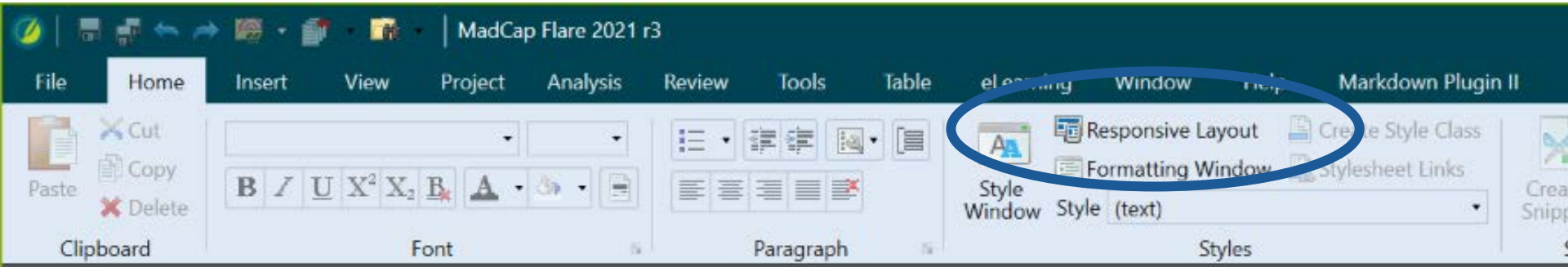
- We could use this for the Mobile medium

```
@media mobile
{
    div.Cells6 > div
    {
        width: 100%;
    }
}
```

# Creating a Responsive Layout in Flare

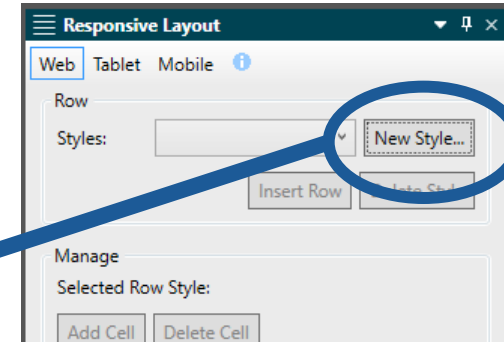
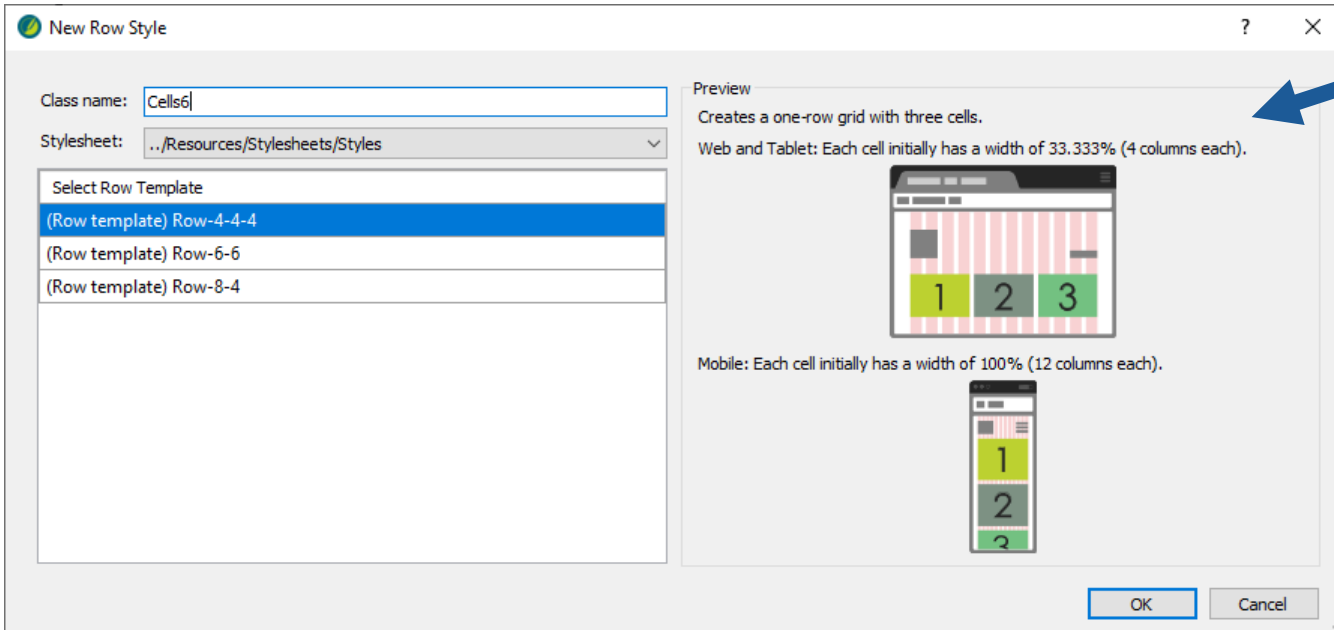
# IN FLARE

1. Open the Responsive Layout Editor



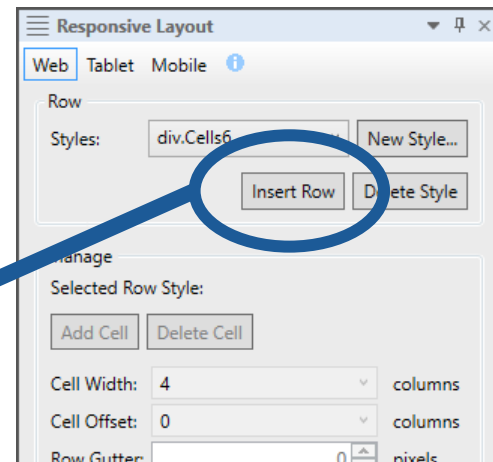
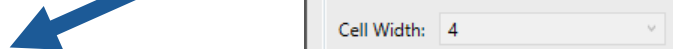
# IN FLARE

## 2. Create New Row Style



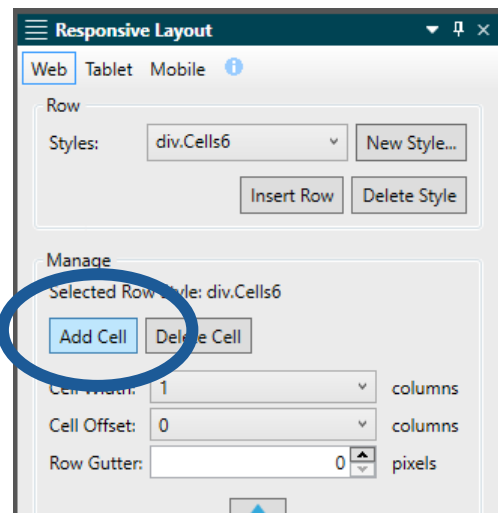
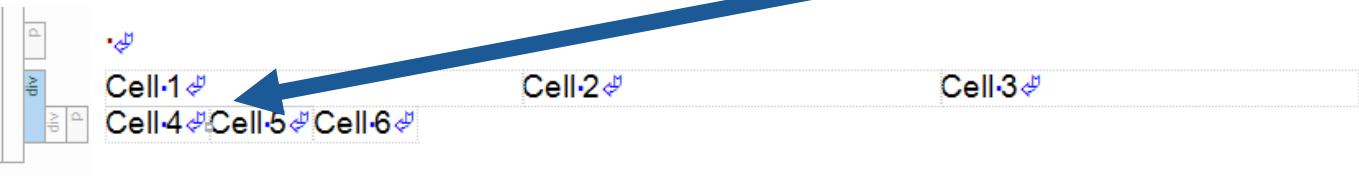
# IN FLARE

## 3. Insert Row.



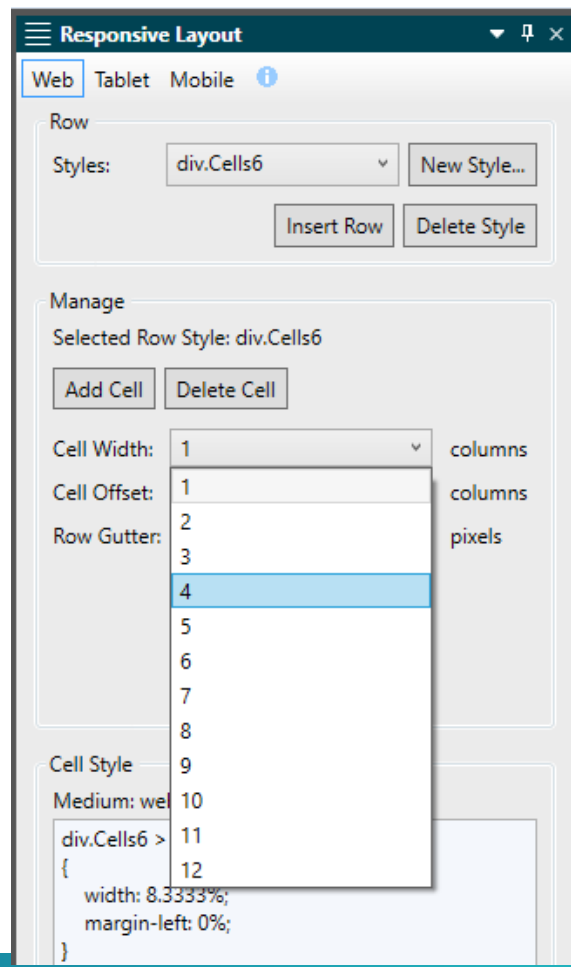
# IN FLARE

4. Add cells.



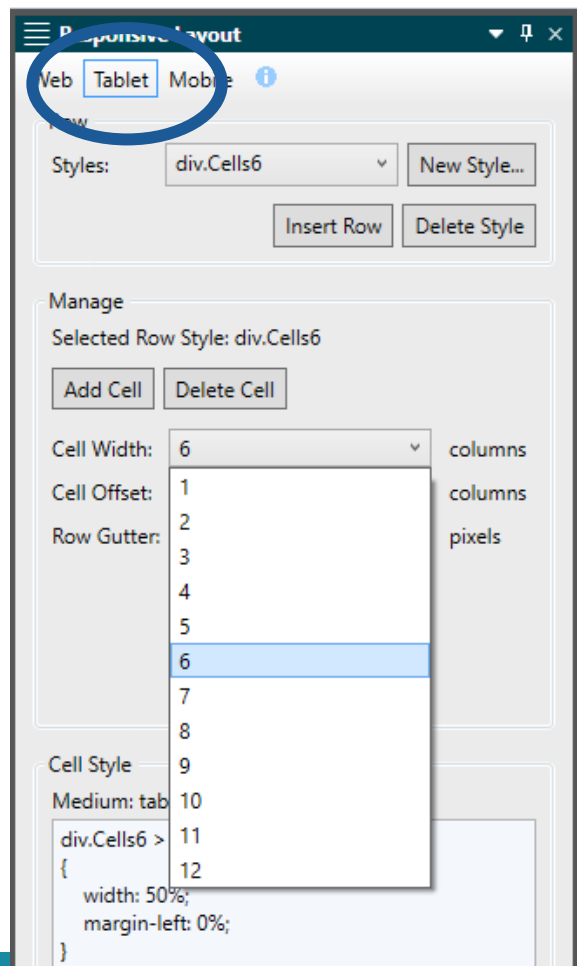
# IN FLARE

4. Adjust widths of new cells.



# IN FLARE

4. Adjust cell widths for Tablet and Mobile media.



# FEEL FREE TO EDIT THE RESULTING CSS CODE

- Adjust cell widths in %
- Add cell offsets (margin-left) in %

Ensure that the cell widths and cell offsets for each **actual** row of your layouts add up to 100%

# EXAMPLE

```
@media tablet  
{
```

```
    div.Cells6 > div:nth-child(1)  
    {  
        width 50%;  
        margin-left: 0%;  
    }
```

```
    div.Cells6 > div:nth-child(2)  
    {  
        width 50%;  
        margin-left: 0%;  
    }
```



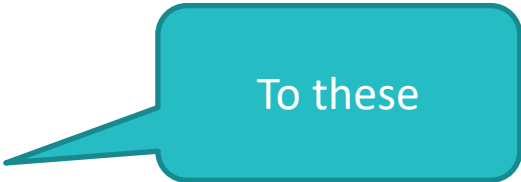
Change these

# EXAMPLE

```
@media tablet  
{
```

```
    div.Cells6 > div:nth-child(1)  
    {  
        width: 47.5%;  
        margin-left: 0%;  
    }
```

```
    div.Cells6 > div:nth-child(2)  
    {  
        width: 47.5%;  
        margin-left: 5%;  
    }
```



To these

# FEEL FREE TO EDIT THE RESULTING CSS CODE

For presentation as tiles:

- Add borders, background, shadow, padding, etc.
- Add mouse-over effects

# EXAMPLE

```
div.Cells6 > div
{
    background-color: #87cefa;
    color: #fff;
    margin-top: 1em;
    padding: 2em;
    text-align: center;
}
```

Mouse-over effect

# USEFUL CSS ITEMS

- **box-shadow** property
- **hover** pseudo class
- **transition** property

# EXAMPLE CSS

[https://developer.mozilla.org/en-US/docs/Web/CSS/CSS\\_Backgrounds\\_and\\_Borders/Box-shadow\\_generator](https://developer.mozilla.org/en-US/docs/Web/CSS/CSS_Backgrounds_and_Borders/Box-shadow_generator)

```
div.Cells6 > div  
{  
  box-shadow: 0 5px 10px rgba(0,0,0,0.25);  
  transition: all 0.3s;  
}
```

Horizontal  
offset

Vertical  
offset

Blur radius

box-shadow: 0 5px 10px rgba(0,0,0,0.25);  
transition: all 0.3s;

Color

Duration of  
transition from  
one state to  
another

# EXAMPLE CSS



Mouse over  
the div

```
div.Cells6 > div:hover  
{  
    box-shadow: 0 12px 24px rgba(0,0,0,0.5);  
    background-color: #fff;  
    color: #005da6;  
}
```

Clickable tiles  
(linking an entire div)

# USING A SCRIPT

Script...

- detects click on `div`
- Links to topic in `href` attribute of link

`div class="LP-Tiles"`

`div`

Link `<a href="topicA.htm">`

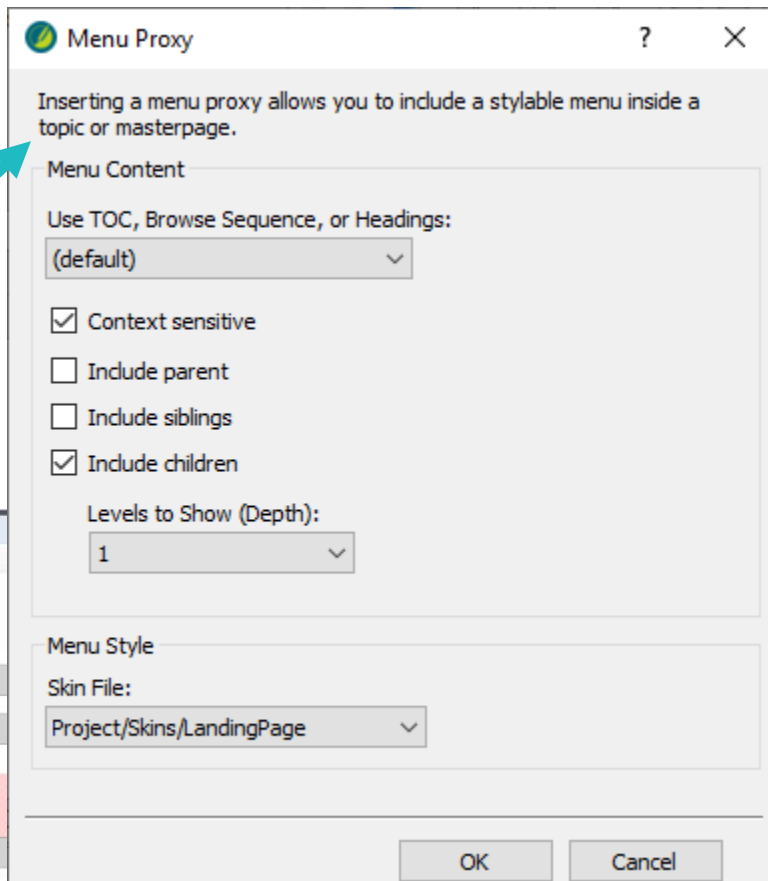
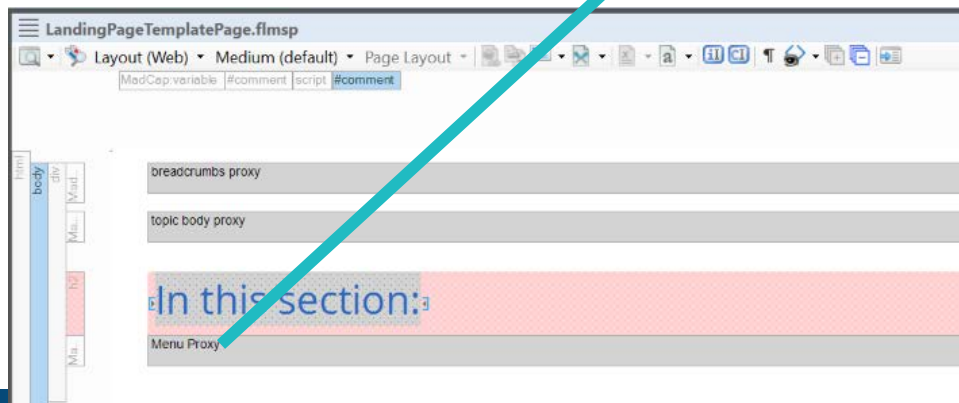
```
$(document).ready(function() {  
    $('div.LP-Tiles > div').on('click', function() {  
        var linkHref = $(this).find('a').attr("href");  
        location.href = linkHref;  
    });  
});
```

Insert this script in  
the Landing Page

Menu proxy

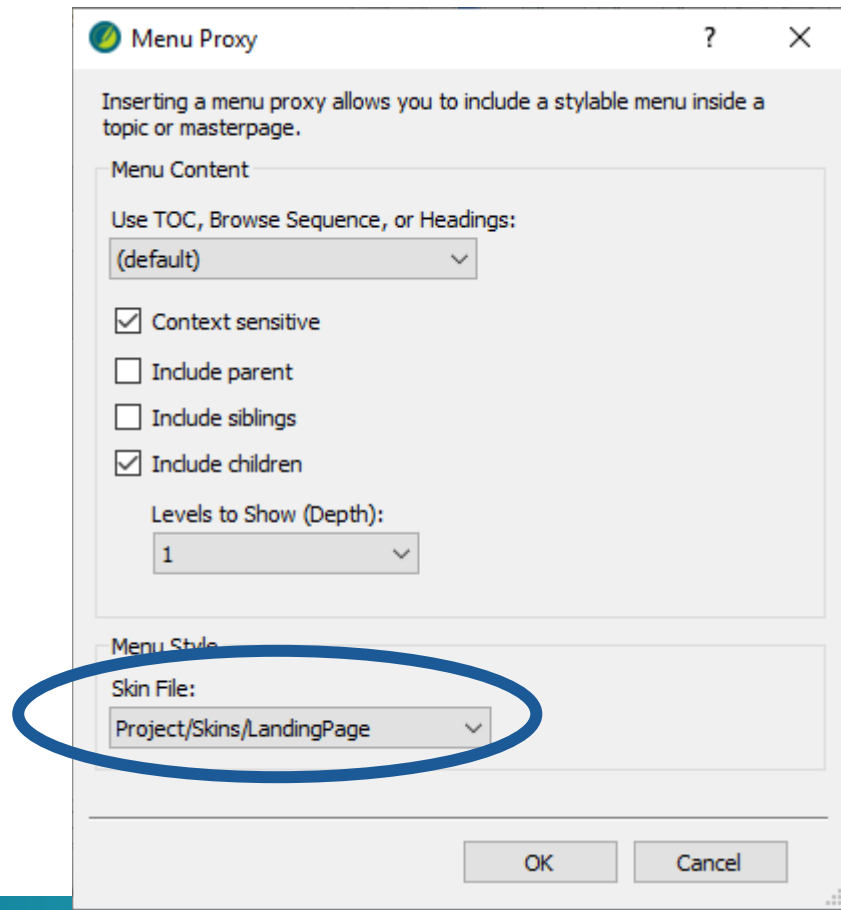
# WHY USE A MENU PROXY FOR LANDING PAGES?

- Can automatically generate links to child topics
- Can be inserted in a Template Page



# FORMATTING THE MENU PROXY

- Use Menu Skin Component for
  - » Fonts
  - » Colors
  - » Alignment
  - » Padding



# OUTPUT

**Working with color**

**Painting with a brush**

**Setting the default foreground and background colors**

**Filling an area or object with color**

**Creating an airbrush effect**

**Creating custom colors**

**Copying colors from one area of object to another**

# SIMPLIFIED HTML

```
<ul class="_Skins_LandingPage">
  <li class="has-children">
    <a class="selected">Working with color</a>
    <ul class="sub menu">
      <li class="tree-node-leaf">
        <a>Painting with a brush</a></li>
      <li class="tree-node-leaf">
        <a>Setting foreground and background
colors</a></li>
      ...
    </ul>
  </li>
</ul>
```

Hide

# USE CSS TO HIDE THE CURRENT TOPIC

```
._Skins_LandingPage a.selected  
{  
    display: none;  
}
```

# SUMMARY

- Landing pages should be a key component of your topic navigation strategy
- Landing pages may contain content as well as links to child topics
- You can customize landing pages using scripts + CSS
- Use responsive techniques (Responsive Layout or CSS Flexbox) for the layout of landing pages
- Where possible, automate the links in landing pages using Proxies and Template Pages

# MADWORLD

October 8-11, 2023

MadWorld In-Person



MadWorld @ Home



Register by April 30, 2023 and save up to \$800!

EARLY REGISTRATION NOW OPEN >>



**LIVE WEBINAR**

Questions?



**LIVE WEBINAR**

**Thank You**