



**WEBINAR**

# Techniques for Great Landing Pages

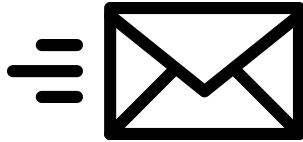


**PRESENTED BY:**

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)
- Now an independent trainer and consultant on user assistance design and technologies
- User of MadCap products since 2006
- Certified Flare Instructor
- Amateur actor



# WHAT WE'LL COVER TODAY

- Short introduction to great Landing Pages
- Useful techniques for working with Landing Pages:
  - Responsive Layout
  - CSS Flexbox Layout
  - Mouseover effects
  - Clickable tiles
  - MadCap Menu Proxy
- [If time:  
Advanced technique: Re-using topic descriptions in Landing Pages]



# WHAT ARE LANDING PAGES?

- Variously called:
  - "Pages at a Glance" topics  
<https://idratherbewriting.com/2018/09/15/pages-at-a-glance-feature/>
  - Stem topics
  - Contents topics
  - Chapter topics
  - Menu topics
  - Jump-off topics
  - Navigation topics
  - "Keystone Concept" topics



# 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

# EXAMPLE



Search Help content



What's New

Welcome to Onshape Help

Part Studios

Assemblies

Insert Parts and Assemblies

Updating References

Assembly List

Managing Assemblies

Standard Content

Assembly Configurations

Bill of Materials

Mate Connector

Mates

Assemblies

## Assemblies



This functionality is available on Onshape's browser, iOS, and Android platforms.

An Onshape Assembly tab is where you define a hierarchical structure of part and subassembly instances of an Assembly. It is also where you define degrees of freedom and relations. You are able to have more than one Assembly tab in a document. One Assembly can instance another Assembly as a subassembly, and/or instance a part directly. You are able to instance parts from the same document or other documents to which you have permissions (and that are versioned).

► **Assemblies: Desktop**

► **Assemblies: iOS**

► **Assemblies: Android**

Was this article helpful?

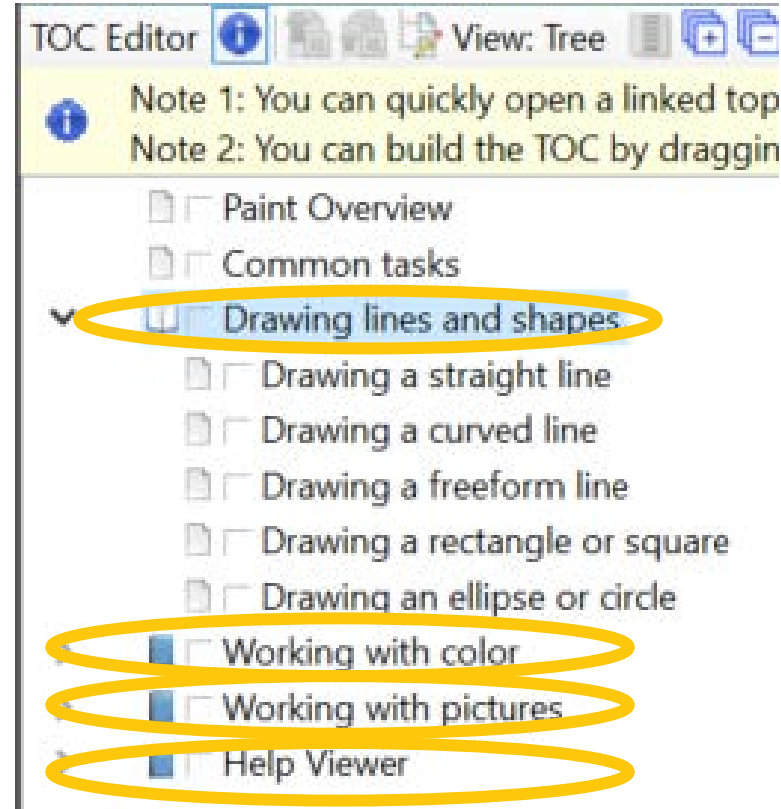
Yes

No

Last Updated: October 27, 2020

# TYPICALLY BASED ON TOC STRUCTURE

- Landing Page corresponds to a **Book**
- Provides links to the direct Child pages







# ACCESS TO LANDING PAGES

- Could be accessed by Context Sensitive Help
  - Landing Page corresponds to Map ID
- May now be accessed by Search
  - Landing Page corresponds to a Micro Content Phrase



# WHAT MAKES LANDING PAGES GREAT?

- Answering the user's question without further reading
- Providing direct access to the right (most useful) topics
- Making it easy to identify the most relevant 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...

## Master Pages

### > OUTPUTS SUPPORTED

A master page lets you automatically apply certain content—such as breadcrumbs, menus, toolbars, search bars, mini-TOCs, or footer text—to multiple topics in the output. A master page is primarily used in online outputs, but it can be used in Word output as well. For Word output, a master page lets you determine page specifications (such as size or orientation) and to apply certain content (e.g., header text or page numbers) to many topics in a manual. For print-based outputs other than Word, page layouts are used instead of master pages.

Page layouts are similar to master pages, but are more flexible and easier to use. The general rule is that page layouts are recommended for *print-based output*, and master pages continue to be the best method for automatically adding headers, footers, and breadcrumbs in multiple topics for *online output*. Another difference between page layouts and master pages is that page layouts can be used for either Adobe PDF or Microsoft Word, whereas master pages can be used only for Microsoft Word when creating print-based output. See [Page Layouts](#).

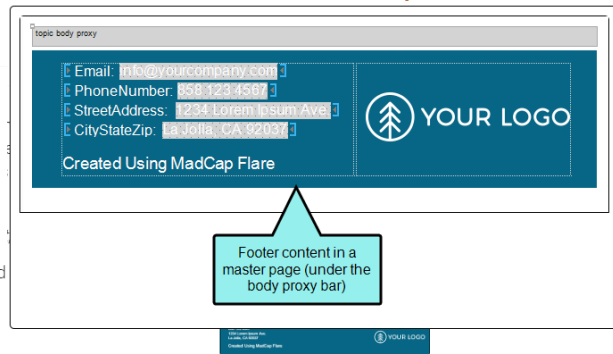
Like all other files in Flare, a master page is an XML file. It has an .flmsp extension. The traditional location to store it in the Content Explorer is in the Resources > MasterPages folder. However, you can store it anywhere in the Content Explorer that you like.

| General Information  | Process   | Other Activities   |
|--|---|--|
| <ul style="list-style-type: none"><li>▪ <a href="#">Creating Page Layouts or Master Pages?</a></li><li>▪ <a href="#">Print Master Pages</a></li><li>▪ <a href="#">Proxies and Master Pages</a></li></ul> | <ol style="list-style-type: none"><li>1. <a href="#">Adding a Master Page File to a Project</a></li><li>2. <a href="#">Opening Master Pages</a></li><li>3. <a href="#">Creating Master Pages</a></li><li>4. <a href="#">Associating Master Pages With Targets</a></li><li>5. <a href="#">Associating Master Pages With Topics</a></li></ol> | <ul style="list-style-type: none"><li>▪ <a href="#">Inserting Custom Date/Time Variables Into Master Pages</a></li><li>▪ <a href="#">Deleting Master Pages</a></li><li>▪ <a href="#">Disabling the Use of Master Pages</a></li></ul> |

☆ **EXAMPLE** You want every topic in your Help system to include a footer with contact information about your company. Rather than having to type this content or insert a snippet in every topic, you can create a master page and enter the footer in just that one location. Then you associate the master page with any of the targets in your project. The footer is automatically included at the bottom of every topic when you build and view any of those associated targets.

## Overview

## Visualization



## Links

## Example

# MADCAP FLARE HELP – FEATURED SNIPPET

Your search for "master page" returned 170 result(s).

## USER GUIDE

A master page lets you automatically apply certain content—such as breadcrumbs, menus, toolbars, search bars, mini-TOCs, or footer text—to multiple topics in the output. A master page is primarily used in online outputs, but it can be used in Word output as well. For Word output, a master page lets you determine page specifications (such as size or orientation) and to apply certain content (e.g., header text or page numbers) to many topics in a manual. For print-based outputs other than Word, page layouts are used instead of master pages.

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[Master Pages](#)

Flare/Master-Pages/Master-Pages.htm#microcontent1

Link to full  
landing page



# ILLUMIO DOCS LANDING PAGE FOR A GUIDE

[ILLUMIO EDGE](#)[INSTALL | UPGRADE ASP](#)[USE ASP](#)[ADMINISTER ASP](#)[DEVELOP ASP](#)[CONNECT](#)[SUPPORT](#)[Administer ASP](#) > [PCE Administration Guide](#)

## Administer ASP

### PCE Administration Guide

- Overview of PCE Administration
  - About This Administration Guide
  - PCE Architecture and Components
  - PCE Control Interface and Commands
  - PCE Organization and Users
- Manage PCE Nodes and Clusters
  - Manage Data and Disk Capacity
  - Cluster Nodes and Command-Line Operations
  - Start and Stop Nodes and Cluster
  - Check Node and Cluster Status
  - Update PCE Configuration
  - Firewall Coexistence
  - PCE Listen Only Mode
  - Expand 2x2 Cluster to 4x2
  - Replace PCE Nodes or Uninstall Cluster
- PCE Database Management
  - About the PCE Databases
  - PCE Database Backup
  - Database Migration, Failover, and Restore
  - PCE Default Object Limits
- Monitor and Diagnose PCE Health

## PCE Administration Guide

This guide describes how to maintain and operate the Policy Compute Engine (PCE). This guide also includes other important tasks required to manage your PCE deployment.

### In this Guide:

[Overview of PCE Administration](#)[Manage PCE Nodes and Clusters](#)[PCE Database Management](#)[Monitor and Diagnose PCE Health](#)[PCE HA and DR](#)[Connectivity Configuration for PCE](#)[Access Configuration for PCE](#)[PCE Administration Troubleshooting](#)

<https://docs.illumio.com/asp/20.1/Content/LandingPages/Guides/pce-administration.htm>

# SISENSE DOCUMENTATION PORTAL



Documentation

[Why Sisense](#)

[Platform](#)

[Solutions](#)

[Demo](#)

[Resources](#)

[Customers](#)

[Pricing](#)

[Watch Demo](#)

## What Do You Want to Learn Today?



### Get Started

New to Sisense? Find your way around here



### Manage Data

Manage data from a variety of sources to support your dashboards



### Dashboards & Reports

Learn how to create and interact with dashboards



### Pulse & Alerting

Click here if you want to learn about Sisense Pulse and send alerts



### Administration

Learn how to define and change your Sisense settings



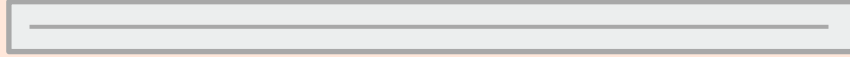
### Sisense Mobile

Click here to learn how to interact with dashboards in SisenseMobile




# STRUCTURE OF A TYPICAL LANDING PAGE

Title

A horizontal rectangular input field with a light gray background and a thin gray border.

Content


A horizontal rectangular input field with a light gray background and a thin gray border, containing three horizontal lines representing text.

Links to  
child topics

A 2x3 grid of six rounded rectangular boxes. Each box has a light gray background, a blue border, and contains three horizontal lines representing text, with the word "Link" centered below them in blue text.

Our focus for  
this webinar





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*



# AS XHTML CODE

```
<div class="ContainerName">
    <div>
        <p>Content</p>
    </div>
    <div>
        <p>Content</p>
    </div>
    ...
    <div>
        <p>Content</p>
    </div>
</div>
```

# CHANGING THE PRESENTATION LAYOUT

- Using CSS, we can change this:



- To this:





# KEY CSS PROPERTIES

- `float`
- `width`

By...

- **floating** the cells,
  - and changing their **widths** for different screen sizes
- ...we can change the arrangement of cells.



# Responsive Layout



# RESPONSIVE LAYOUT

- Width of items is set to a **%** (of the container)

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%

```
div class="Cells6"
```

```
div Content
```

```
div Content
```

```
div Content
```

```
div Content
```

```
div Content
```

```
div Content
```

- 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*

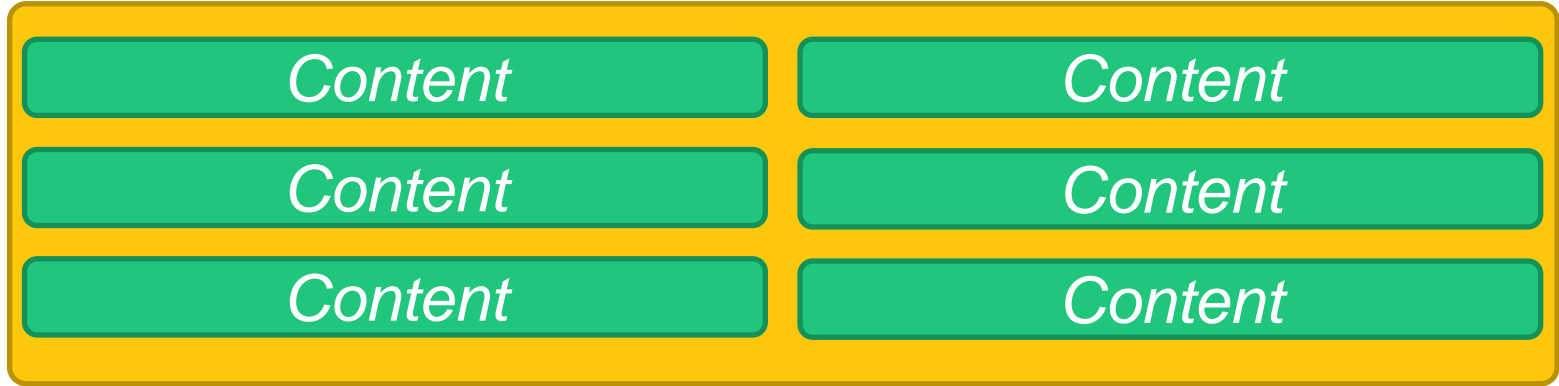
*Content*

*Content*

*Content*

*Content*

## WIDTH OF ALL CELLS SET TO 50%



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

# WIDTH OF ALL CELLS SET TO 100%

*Content*

*Content*

*Content*

*Content*

*Content*

*Content*

- We could use this for the Mobile medium

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

A vertical bar on the left side of the slide, featuring a gradient from light green at the top to blue at the bottom.

# CSS Flexbox Layout



# CSS FLEXBOX LAYOUT

- Width of items is set to a minimum (base) value, typically in **em**
- Widths can then be set to grow to fill any available left-over space

# WIDTH OF ALL CELLS SET TO 30EM

← 30em →

*Content*

*Content*

*Content*

*Content*

*Content*

*Content*



## WIDTH OF ALL CELLS SET TO 30EM

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

# RESPONSIVE VS FLEXBOX LAYOUT

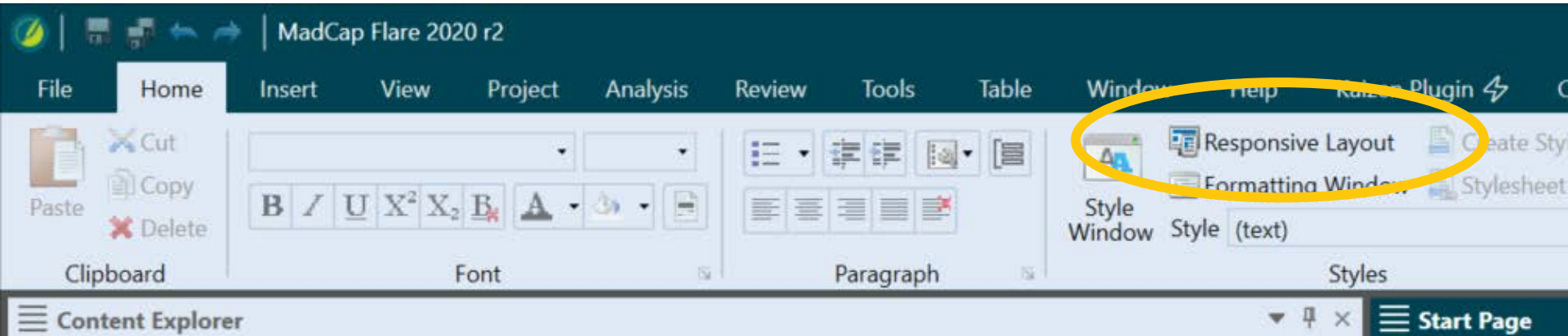
| Responsive Layout   | Flexbox Layout  |
|---|---|
| Widths expressed as % of container                              | Base width expressed in <b>em</b>   |
| Requires different widths for each medium (Web, Tablet, Mobile) | Can use same width for all mediums <ul style="list-style-type: none"><li>• no Media Queries required</li><li>• no predefined break points</li></ul> |
| Layout designed for a specific number of cells                  | Layout adapts to any number of cells within the container   |
| Cells can't be set to same height                               | Cells can easily be set to same height  |
| Fully supported in Flare's XML Editor                           | Not recognized by Flare's XML Editor  |



# Technique 1: Responsive Layout

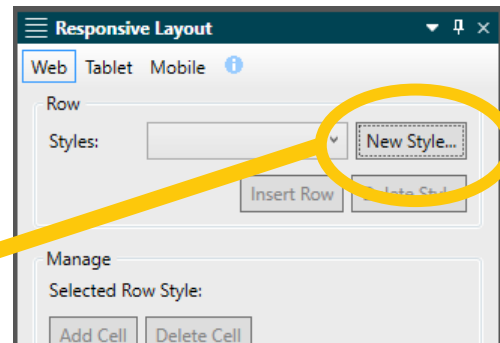
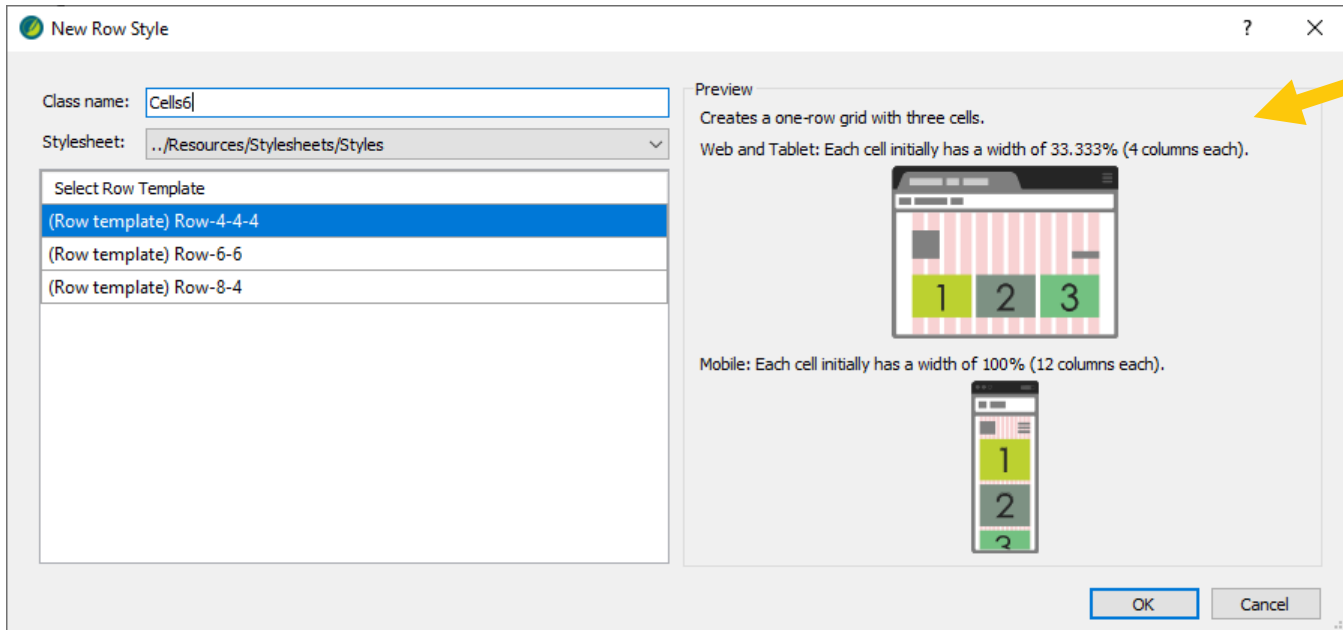
# IN FLARE

## 1. Open the Responsive Layout Editor



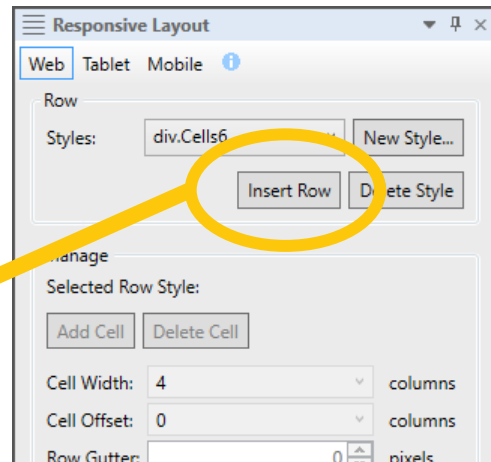
# IN FLARE

## 2. Create New Row Style



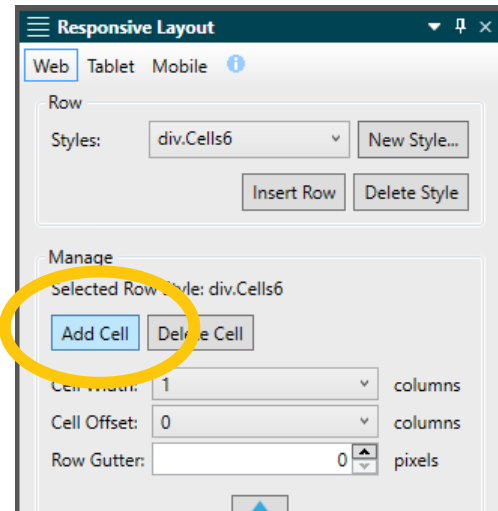
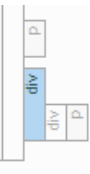
# IN FLARE

## 3. Insert Row.



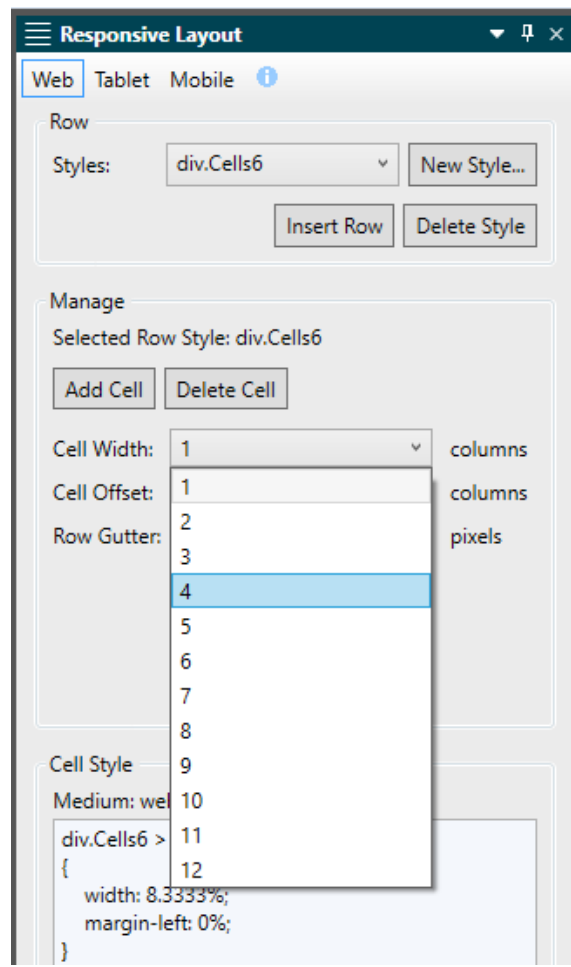
# IN FLARE

## 4. Add cells.



# IN FLARE

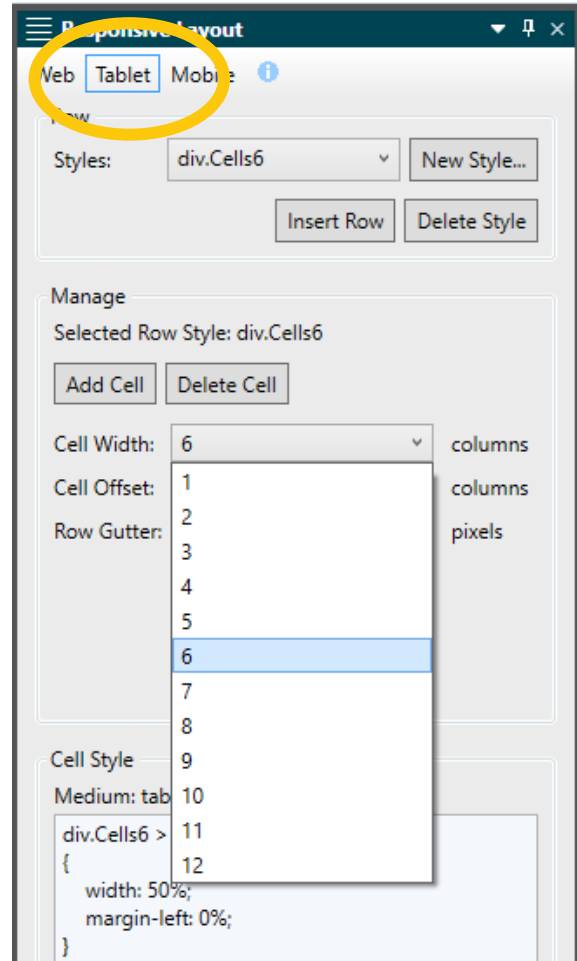
## 4. Adjust widths of new cells.





# 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

Change this

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

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

# EXAMPLE

To this

```
@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%;
    }
}
```



# FEEL FREE TO EDIT THE RESULTING CSS CODE

For presentation as tiles:

- Add borders, background, shadow, padding, etc.
- Add hover effects



## EXAMPLE

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

A vertical bar on the left side of the slide, featuring a gradient from teal at the top to blue at the bottom.

# Technique 2: CSS Flexbox Layout

# SAMPLE CSS FLEXBOX CODE

```
div.FlexContainer
{
    display: flex;
    flex-wrap: wrap;
}
```

Activates Flexbox  
Layout

Child divs wrap  
within container

```
div.FlexContainer > div
{
    flex-basis: 16em;
    flex-grow: 1;
    margin: 1em;
    padding: 1em;
}
```

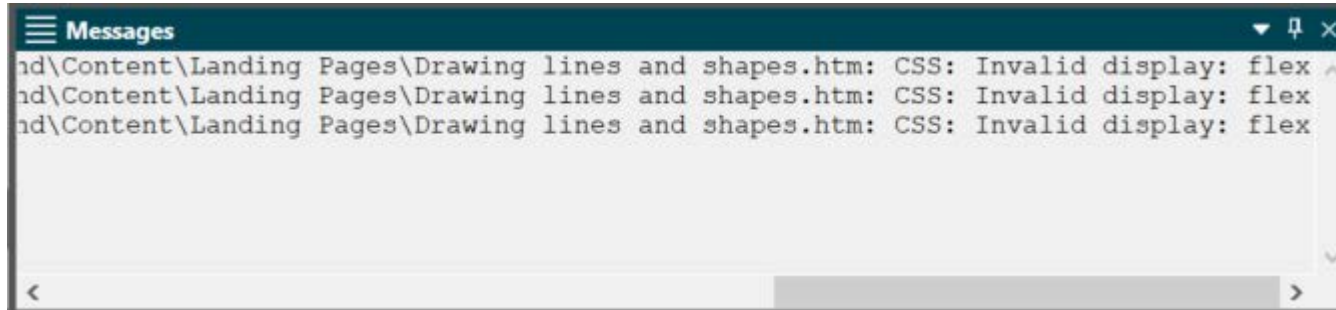
Minimum width of items

Child divs grow to fill available  
width within container



# ISSUES WORKING WITH FLEXBOX IN FLARE

- Flex property not recognized



- Layout is not shown correctly in XML Editor (but is correct in Preview)



# POTENTIAL OUTPUT

Drawing a straight line

Drawing a curved line

Drawing a freeform line

Drawing a rectangle or square or another type of  
shape such as an ellipse

Drawing an ellipse or circle

A vertical bar on the left side of the slide with a gradient from green at the top to blue at the bottom.

# Technique 3: Mouse-over effect



# USEFUL CSS ITEMS

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

# EXAMPLE CSS

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

Horizontal  
offset

Vertical  
offset

Blur  
radius

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;  
}
```



## Technique 4: Clickable tiles (Linking an entire div)

# METHOD #1

- Enclose the entire contents of a tile (`div`) within an anchor (`a`) element

```
<div>
  <a href="topic.htm">
    <p>Icon</p>
    <p>Text</p>
  </a>
</div>
```



# TIPS

- Ensure that `div` has zero padding
- Set the properties for the anchor as follows:

```
div.Cells6 > div > a
{
    display: block;
    padding: 1em;
    color: inherit;
}
```

Inherits colour  
from parent div



## METHOD #2

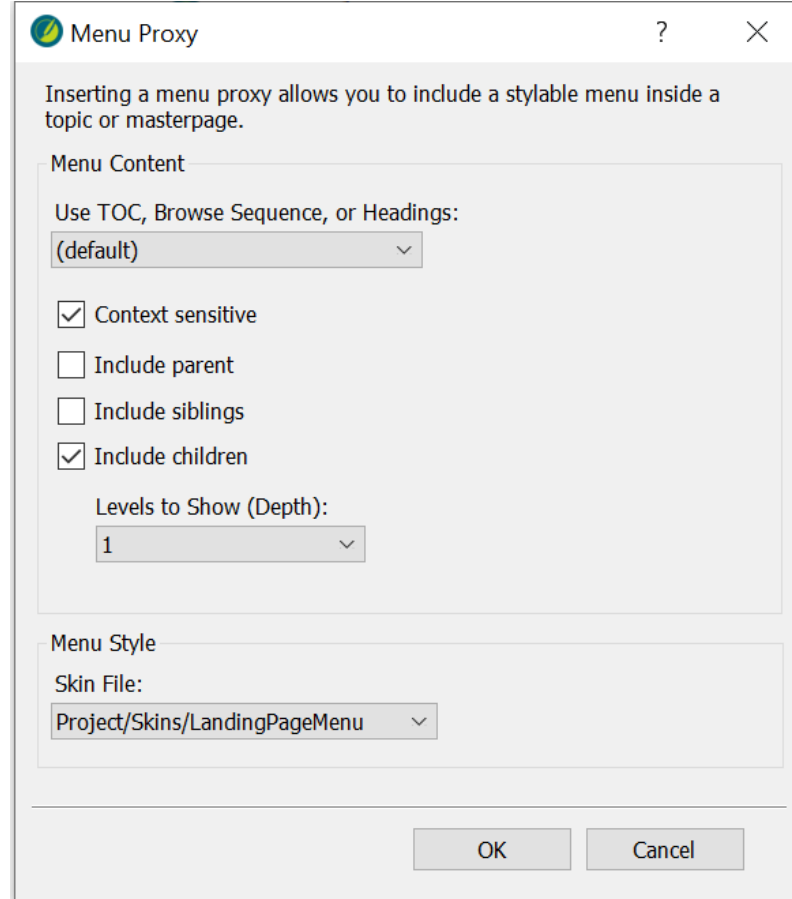
- Use a script
  - Detect the event of clicking within the tile (`div`)
  - Open the page specified by the `href` attribute of the link within



# Technique 5: Menu proxy

# WHY USE A MENU PROXY FOR LANDING PAGES?

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



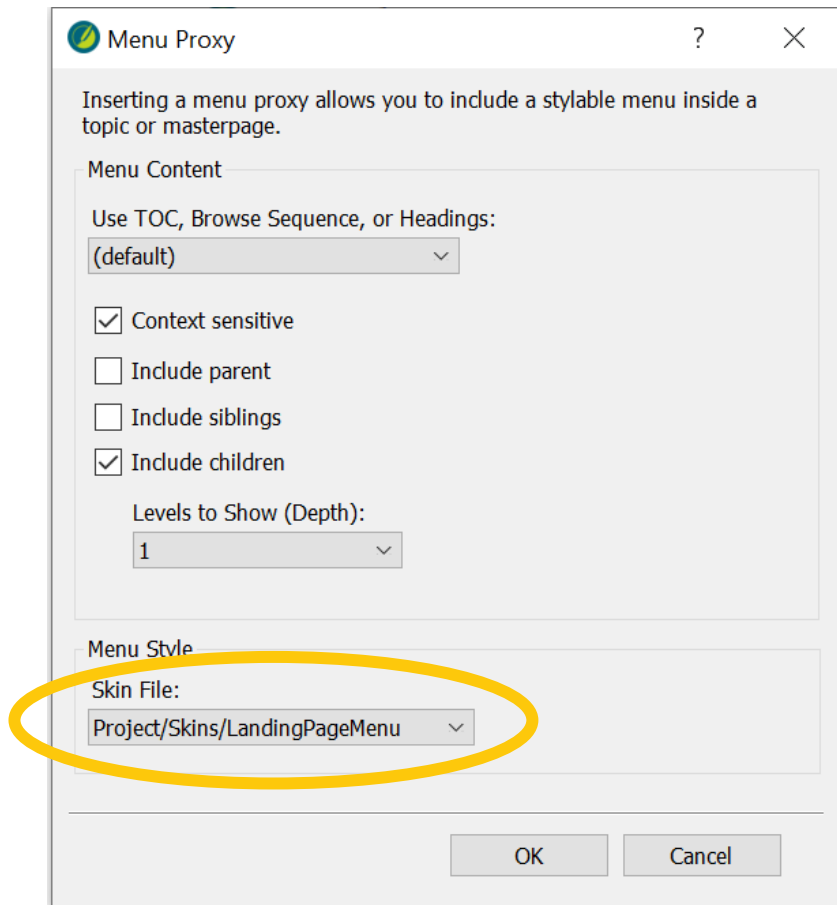
The screenshot shows a dialog box titled "Menu Proxy" with a question mark icon and a close button. The dialog contains the following sections:

- Inserting a menu proxy allows you to include a stylable menu inside a topic or masterpage.**
- Menu Content**
  - Use TOC, Browse Sequence, or Headings:  
(default) [dropdown arrow]
  - ☒ Context sensitive
  - ☐ Include parent
  - ☐ Include siblings
  - ☒ Include children
  - Levels to Show (Depth):  
1 [dropdown arrow]
- Menu Style**
  - Skin File:  
Project/Skins/LandingPageMenu [dropdown arrow]

At the bottom right, there are "OK" and "Cancel" buttons.

# 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

Hide

```
<ul class="_Skins_LandingPageMenu">
  <li class="has children">
    <a class="selected">Working with pictures</a>
    <ul class="sub-menu">
      <li class="tree-node-leaf">
        <a>Displaying gridlines</a></li>
      <li class="tree-node-leaf">
        <a>Flipping or rotating a picture</a></li>
      ...
    </ul>
  </li>
</ul>
```



## USE CSS TO HIDE THE CURRENT TOPIC

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



# SIMPLIFIED HTML

```
<ul class="_Skins_LandingPageMenu">
  <li class="has-children">
    <a class="selected"> Working with pictures </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/background colors</a></li>
      ...
    </ul>
  </li>
</ul>
```

Diagram illustrating the structure of the HTML code:

- The outermost `<ul>` is labeled **Container**.
- The inner `<ul class="sub-menu">` is labeled **Child**.
- The `<li class="tree-node-leaf">` elements within the sub-menu are labeled **Child**.



# USE CSS FLEXBOX CODE FOR LAYOUT

```
._Skins_LandingPageMenu > .has-children > .sub-menu  
{  
    display: flex;  
    flex-wrap: wrap;  
}
```

# USE CSS FLEXBOX CODE FOR LAYOUT

```
._Skins_LandingPageMenu > .has-children > .sub-menu  
  > .tree-node-leaf  
{  
    flex-basis: 16em;  
    flex-grow: 1;  
}
```

Drawing a straight  
line

Drawing a curved  
line

Drawing a freeform  
line

Drawing a rectangle or square

Drawing an ellipse or circle

# EXAMPLE: SAGE 200CLOUD STANDARD HELP

Menu: Reporting

## Reporting

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

**Watch a video**

**Reporting videos**

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



# Advanced Technique: Including descriptions



# OUTPUT

## **Painting with a brush**

Learn how to add solid strokes of color by painting with the Brush.

## **Setting the default foreground and background colors**

Learn how to set default foreground and background colors before you start drawing a picture. The foreground color is used for lines, borders of shapes, and text.

## **Filling an area or object with color**

Learn how to fill quickly an area or object with either the current foreground or background color.

## **Creating an airbrush effect**

Learn how to simulate spraying paint by using the airbrush effect tools. You'll find out how you can choose to spray with either the foreground or background color.

## **Creating custom colors**

Learn how to create your own custom colors that you can then access quickly and easily from the Color Palette.

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

Learn how to use the toolbox tools "Pick Color" and "Fill With Color" to copy a color from one area or object to another. Discover also the side effects of copying colors using the eyedropper tool.



## IN A NUTSHELL

- jQuery script gets topic descriptions from child topics and inserts them into landing page when the page is loaded
- Script uses jQuery AJAX method:
  - `get()` See [https://www.w3schools.com/jquery/ajax\\_get.asp](https://www.w3schools.com/jquery/ajax_get.asp)
- Script can be inserted within landing pages' Master Page
- Requires output to be deployed on a server



# 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
- Use responsive techniques (Responsive Layout or CSS Flexbox) for the layout of landing pages
- Where possible, automate the links within Landing Pages using Proxies and Master Pages



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**AMS**

An aerial view of the Austin skyline at sunset. The sky is filled with orange and yellow clouds, and the city lights are beginning to glow. The foreground shows a river and some greenery.

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# ALICE IN WONDERLAND

- For anyone interested (or with young children) here's a link to Chapter 5 "Advice From A Caterpillar" in which I play an angry pigeon:

<https://anchor.fm/plaza-theatre-romsey/episodes/Episode-14---Alice-In-Wonderland--Chapter-5-Advice-From-A-Caterpillar-eis8qn>



**LIVE WEBINAR**



**QUESTIONS?**