

Webworks Publisher Tutorial

Useful Meta Tags

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The Situation

If you are using Webworks Publisher to create HTML pages which will be published for the WWW, you may want to place additional useful meta tags in your pages to be found and indexed by search engines and thus be found by interested persons. By default your documents already contain the following tags:

- `<meta name="GENERATOR" content="$VERSION;">`

That is where WWP inserts its own version number.

- `<meta name="TEMPLATEBASE" content="$TEMPLATENAME;">`

Here you'll find the name of the original template you used to create your setup.

- `<meta name="LASTUPDATED" content="$DATE(c) ;">`

The date and time of the generation of the page.

Many search engines use the following additional tags:

- `<meta name="CONTENT-LANGUAGE" content="en">`

The language of your content.

- `<meta name="DESCRIPTION" content="Webworks Publisher Tutorial">`

A description of your page, which is similar to the `<title>` tag.

- `<meta name="KEYWORDS" content="Quadralay, Webworks Publisher">`

Comma-separated keywords that further qualify your page.

- `<meta name="AUTHOR" content="Michael Müller-Hillebrand">`

Your name, don't be shy!

I'll show you how to effectively include those tags into your pages.

CONTENT-LANGUAGE

This line will be constant for most applications. Just enter the line into the support file **Normal.asp** just before the existing meta tags:

```
<meta name="CONTENT-LANGUAGE" content="en">
```

For example, you can look up the language abbreviations by using the Internet Explorer menu commands and buttons **Tools>Options>General>Languages**.

Remember while reading the next sections: If you want the information to be identical on all pages, just enter it in the file **Normal.asp**.

DESCRIPTION

To fill this meta tag, reuse the page title already used between the <title> tags. Insert the following line in the file **Normal.asp**:

```
<meta name="DESCRIPTION" content="$GET_ATTR($PAGE;,title);">
```

If you want to prefix all descriptions with your company or website name, the line may look like this:

```
<meta name="DESCRIPTION" content="cap studio - $GET_ATTR($PAGE;,title);">
```

KEYWORDS

I see three different sources of possible keywords:

- Certain terms that you want to include in every page. Just enter them in the file **Normal.asp**.
- Some headlines, e.g. those that are not already page titles.
- Certain special terms you enter in Subject markers into your FrameMaker documents. Index markers are not very apt, because they may contain the special FrameMaker syntax that is necessary to create multi-level and other special index entries. But you may use any other marker type, that has not already been used for another purpose.

Insert the following line in the file **Normal.asp**:

```
<meta name="KEYWORDS" content="$GET_ATTR($PAGE;,keywords) ["^[, ]+", ""];">
```

The Regular Expression ["^[,]+", ""] removes a leading comma and space from the page attribute **keywords**. You may add any constant terms before or after the macro GET_ATTR but still within the double quotes.

You now have to collect your keywords in the attribute named **keywords** to be able to use them on your page.

Insert the following line as the first line in Paragraph Style **NewHTMLPage** to initialize the attribute **keywords**:

```
@SET_ATTR(keywords); \
```

Add the following line to all Paragraph Styles, the content of which is to be used as a keyword:

```
@SET_ATTR(keywords, $GET_ATTR($PAGE;, keywords); , \, \ $DATA(raw); ) ; \
```

Create a new Marker Style **Subject** (if you have chosen to use that marker type) and enter the following line:

```
@SET_ATTR(keywords, $GET_ATTR($PAGE;, keywords); , \, \ $DATA(raw); ) ; \
```

Because the content of meta tags must be valid HTML, go to the Options page of the Marker Style and deactivate the option »Use pass through characters«.

The data contained in the paragraphs and markers is collected in the order of appearance in the FrameMaker document.

AUTHOR

If you are the only author, just enter your name in the AUTHOR tag in the file **Normal.asp**. A more flexible solution is the use of Author markers. This type of marker makes it easier to change the names of authors within your projects, and even books or documents. Since you most probably do not want to specify the author on each page, we need a way of specifying the author either once or whenever there is a change of author. We use a global attribute for this purpose.

Insert the following line in file **Normal.asp**:

```
<meta name="AUTHOR" content="$GET_GLOBAL(author);">
```

Insert the following line as the first line in Page Style **TOC** to initialize the global attribute **author**:

```
@SET_GLOBAL(author);\
```

Create the new Marker Style **Author** and enter the following line:

```
@SET_GLOBAL(author,$DATA(raw);)\
```

Because the content of meta tags must be valid HTML, go to the Options page of the Marker Style and deactivate the option »Use pass through characters«.

Whenever you have an Author marker its previous value will be replaced by the new value. So every page correctly bears its own author's name.

Conclusion

The <head> section of file **Normal.asp** should now contain the following lines:

```
<meta name="CONTENT-LANGUAGE" content="de">
<meta name="DESCRIPTION" content="$GET_ATTR($PAGE;,title);">
<meta name="KEYWORDS" content="$GET_ATTR($PAGE;,keywords) ["^[, ]+",""];">
<meta name="AUTHOR" content="$GET_GLOBAL(author);">
<meta name="GENERATOR" content="$VERSION; ">
<meta name="TEMPLATEBASE" content="$TEMPLATENAME; ">
<meta name="LASTUPDATED" content="$DATE(c); ">
```

The above examples explain the interaction of the support file **Normal.asp** with global and page attributes. They also demonstrate how you can individualize your pages with only a few extra lines. Possibly these examples will trigger further cool ideas for your own projects.

Viel Erfolg!