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Markup Factory Reference Design Guide

Web Designers Introduction to Markup Factory

The Markup Factory Content Management System provides an extensive and robust tool set for creating and managing your website. With Markup Factory, you can produce clean compliant code for a simple informational website or build a feature rich online interactive communications portal. The base Markup Factory system is ideal for organizations of any size to create a high end website that affords the ability to distribute the task of updating and managing content on the site. The backend tools are easy to use and require no special software and an intuitive learning curve. By adding optional Markup Factory modules to your website, your organization can quickly begin building your website into the way you manage your organization and communicate with your audience.

Markup Factory allows you, as a web designer, to design and create an HTML/XHTML template and then load the template in one or more variations into the system. The template can be coded to any standards and style that you desire. Many designers choose to use third party tools to initially create the design and layout for the website such as text editors, Adobe Dreamweaver™, Adobe Photoshop™, or Adobe Fireworks™. Once the initial site template is created, no special software is needed to setup and manage the website. Your task as a designer is to design and create a website template, then load in the appropriate code, CSS files, JavaScript files and any other objects required for the template design into Markup Factory. Once these components have been loaded into Markup Factory, the system will allow web developers and site administrators to create pages and categories to build out the website. Markup Factory provides a macro language that can be easily used to add functionality to the website templates including editable content regions, markup factory rich application modules, or other items.

It is also very simple to take an existing website and move the template into the Markup Factory CMS, then create the various pages of the site within the system. Often, an existing website can be moved into Markup Factory in a matter of minutes.

Once the website has been setup, a domain name can be pointed to the installation for use.

Markup Factory Template Format

The example template code below illustrates a sample Markup Factory template:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en">
<head profile="http://gmpg.org/xfn/11">
        <Title>{{GetPageTitle}}<Title>
        {{MetaData}}
        {{HeadContent}}
        <link href="/assets/handle/style.css" rel="stylesheet" type="text/css">
</head>
        <body>
                <div id="header">
                        <h1>{{GetPageTitle}}</h1>
```

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```
            </div>
            <div id="maincontent">
                  {{MainContent}}
            </div>
            <div id="sectionb">
                  {{StaticContent ID=123}}
            </div>
      </body>
</html>
```

In this example, several system functions are placed within an XHTML code template. The non function regions of this template will become the "locked" portions of the website template. Markup Factory allows customizable content on a per page basis through the administration interface for content that will be outputted in place of the functions within the template.

Markup Factory supports a number of functions that may be used in the construction of your website template. The functions are described in more detail below. Please note that some of these functions may require the addition of optional Markup Factory Modules. The basic content functions all come standard with every Markup Factory package.

Markup Factory Directory Structure

If you are developing a site locally that you wish to publish on Markup Factory, it may be helpful to set up your directory structures as follows. Markup Factory stores all of your site files in your assets directory, which will be located at /assets/[handle], where [handle] is the unique identifier for your Markup Factory installation.

/	site root
/assets/[handle]	store all of your site files here (i.e. .png, .css, .js files, .swf, .pdf, etc.)
/[path]/[tag]	address for web pages on your site
/[module_tag]	address for any Rich Application Modules (see RAM section below)
/script/[handle]	any additional script files that are required for your site

Assets
It is recommended that you collect and use any default .css files generated with a new Markup Installation. You may modify any of these .css files to fit your needs, but some of the classes are used by MF Rich Application Modules.

Paths
The path is the first portion of a page's address.
The URL of the page will take the following form:
http://www.domainname.com/path/tag

Tags
A tag makes up the second portion of a page's address. Multiple tags can be given to a page. Separate multiple tags with a space. Tags may be single words or file names (i.e. "bananas" or "index.php")
The URL of the page will take the following form:
http://www.domainname.com/path/tag

Scripts

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If you have custom scripts or applications that you would like to run in parallel with your Markup Factory installation, you may include them in the scripts directory.

Markup Factory Functions

{{MainContent}}
The main content region for the page. This is the default content region for the page. This area will be replaced with dynamic module content when applicable or with the default static content for the page.

{{StaticContent ID=123}}
where "123" is the region ID for content to be displayed in this place.

{{GetPageTitle PageID=123}}
Outputs the Page Title field from the page record. PageID is optional.

{{GetLatestBlogPost BlogID=123 ExcerptLength=12 EmptyText="No recent blog posts."}}*
Outputs the latest post from a blog. BlogID is optional and contains the blog ID from which to pull the post. BlogID=0 will pull from all blogs on an installation. ExcerptLength is optional and is the number of characters to display in the post. 300 is default and 0 will display the entire post. EmptyText is the text to display if there are no blog posts.

{{GetLatestBlogPosts BlogID=12 NumberToDisplay=5}}
Returns all latest blog posts. BlogID is the ID number of the blog to display. NumberToDisplay is the amount of blog posts to return.

{{GetBlogPostLists}}*
Returns a list of the latest blog posts.

{{GetBlogArchiveList BlogID=123 ListClass="x" FirstLinkClass="x"}}*
Pulls a monthly blog archive list in <li> format.

{{GetBlogCategoryList BlogID=123 ListClass="x" FirstLinkClass="x"}}*
Pulls a category list from the blog in <li> format.

{{GetNewsletterSignup GroupID=0 ButtonText="Signup" LabelText="Email Address:" NextPage="/newsletter/subscriptions.asp" DefaultEmail=""}}
Outputs a eNewsletter signup form with the following parameters.
- GroupID: Sets the group id to be added to by default. If omitted this defaults to 0.
- ButtonText: Sets the text of the submit button. Defaults to "Signup"
- Label Text: Sets the text of the email address field label. Defaults to "Email Address"
- Next Page: The page to be directed to after signup. Default is /newsletter/subscription.asp.
- Default Email: The text to use to pre-populate the address field. Default to empty string.

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{{GetDate DateFormat=mm/dd/yyyy}}
Returns the current date in the format specified.

{{MetaData}}
Outputs the Meta Data Field from the page record.

{{HeadContent}}
Custom content to be included in the head – specified per page

{{GetUpcomingEvents ListID="calendar_events" EventsToDisplay="5" DaysToDisplay=90 EmptyText="No events in the next 90 days."}}*
Outputs unordered list of upcoming events where ListID specifies the class name to be applied to the <ul> tag, and EventsToDisplay is the number of upcoming events to include in the list, and DaysToDisplay is the forward date range to take include in the events query. EmptyText is the text to display when there are no upcoming events within the DaysToDisplay range.

{{Login Message="?" MessageClass="?" AllowRegistration="?"}}
Displays a login / register form. All attributes are optional.
- Message(optional): a message to display above the login fields
- MessageClass(optional): the class to apply to the message text
- AllowRegistration(optional): true or false value indicating whether to allow registration on the login form.

{{NewsletterSignup}}*
Displays the newsletter sign up form

{{Status}}
Displays the logged in status data

{{Search}}
Displays a compact site search form

{{PoweredBy}}
Outputs the Markup Factory powered by logo.

{{SlideShow}}
Contact us for details on usage of this tag.

{{MFSCRIPT if @path = "string" OR @tag = "string" then output "string"}}
MFScript can be used to create dynamic templates within Markup factory. Output options Html code can be included in the output string to make dynamic templates that change based on Markup Factory parameters.

MFScript may also be initiated from within regular page content. The nest limit on templates is 3 levels deep. After three levels of nesting, a rendering message will be displayed.

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Available Operators:
- If
- Or

Variables:
- @file
  The URL after the domain name (i.e. /scripts/mf/page.asp)
- @path
  The page path as defined in the page properties.
- @tag
  The page tag as defined in the page properties.

Output options:
- **"string"**
  where string is any alpha numeric string. Escape character is double quote. Must be surrounded by quotes. For example, to include an email link in the template if the page path is set to "contact", you would use the following MFScript: {{MFSCRIPT if @path = "contact" output "email@domain.com" }}
- **$template_name**
  can be used in nested template configurations. If the template name has a space in it's name, the space must be replaced by an underscore '_' within MFScript. For example, to nest the template "Test Template" in another template, you would use the following MFScript: {{MFSCRIPT output $Test_Template}}.

* Denotes that function requires optional Markup Factory Module.

Additional Modules
If you have suggestions for additional modules or would like to have a custom module developed, please contact the Markup Factory development staff.

CSS
Because of the flexible templating engine employed by Markup Factory, you are free to use any CSS markup you desire in your template. In addition, Markup Factory employs the use of some standard CSS styles that are applied to the Rich Application modules. These styles must be used if your website employs any of the Rich Applications and may also be used elsewhere in your website design for consistency. The Markup Factory CSS styles are included by default in your installation and may be modified to change the style output of Markup Factory generated content.

Markup Factory Rich Application Modules
One of the key benefits to using the Markup Factory Content Management System is the ability to easily drop in rich applications into your website. Markup Factory offers a number of powerful modules that can enhance the usefulness and performance of your website or online community. The modules can be invoked in your Markup Factory installation by visiting www.domainname.com/module_handle. The module handle names are listed below with the descriptions of the *RAMs*. These modules are described in more detail below:

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Content Management System

The Markup Factory Content Management System allows you to effortlessly maintain total control over all of your web site content. With no programming knowledge, you will be able to update the text and images on your website. The Markup Factory administration tool features a built in Microsoft Word style editor for adding, editing and formatting the content on your web site. All this takes place in your web browser and there is no need to purchase or install any additional software. The Markup Factory Content Management System is also flexible enough to allow those in your organization who do have some knowledge of HTML or CSS to perform advanced formatting of content on your website if so desired. Markup Factory revolutionizes the management of your web site content and will provide your staff with the ability to update your web site with a few simple keystrokes and the click of a mouse. The included Asset Manager allows you to easily upload photos, audio, video and other files to your website for inclusion on the pages of your site.

Media & Document Library - /library

Markup Factory features an easily-managed online media & document library. It will allow your organization to maintain an online catalog of downloadable media and documents on your website. Visitors and members will be able to download audio clips, videos, documents, and more. As the need to distribute additional files to your members arises, your staff can quickly and easily update the online catalog via the Markup Factory administration tool, and send notifications via the eNewsletter system or simply post links to the files elsewhere on your website. All of your media and documents will be automatically archived and cataloged for searching by date or keyword. You will no longer have to FTP files to your web server and create links on your pages. The Markup Factory media manager immediately integrates your media and documents into your website, thus making it available for all of your target audiences to experience.

Interactive Online Calendar - /calendar

Much research and development went into the popular and powerful Markup Factory Online Calendar before it was added to the Markup Factory System. It allows you to maintain an up-to-date online events calendar on your website. In addition, the calendar fully integrates with the Online Event Registration System (see below). It also allows visitors and members to request new events. These requested events can then be approved or denied by your staff and then be discarded or added to the calendar. This versatile calendar can also be partitioned to make multiple calendar versions to be used for different divisions in your organization (i.e. college calendar and high school calendar, community events vs. regional events, etc.). This system is packed with other features that you will find extremely useful when managing and distributing your calendar.

Online Event Registration System - /calendar

The Online Event Registration System is fully-integrated with the Online Calendar. This feature allows your organization to offer simple online registration for any event on your calendar. These registrations can then be downloaded in a spreadsheet format or used to print name tags for the event. With an internet Merchant Account, you will be able to process online payments for event admission just like you've always wanted, with no additional pre-event costs and no special programming needed.

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Weblog System - /blog
The Markup Factory Weblog feature allows you to join the ever-growing community of web loggers by starting an organization-wide "blog", or creating an aggregated community of member Weblogs. Whether you're Web logging at the organization level or starting a community of web loggers, this system is sure to build community and spark discussion on and off the internet.

Member Database & Directory
The Markup Factory Member Database allows your organization to build a detailed database of members and other people that are associated with your organization. It will allow you to easily assemble mass emails to targeted groups, generate mail merges for print mailings, and keep track of biographical and contact information. A Member Directory categorizes people in your Member Database by their relationship to your organization. This directory is flexible and allows you to download or upload member lists in spreadsheet format, be searched on your website and much more. Markup Factory also allows each member to maintain their account on your website where they can update their personal data. Members will be able to use their accounts to access the bulletin board, special member-only content, and even manage portions of your website that relate to them. This helps redistribute the task of keeping your member database up to date to the people who know most about themselves, your members. Optionally, you may choose to upgrade your member database to handle online member registrations and renewals including online credit card or bank transfer payment processing.

Members Only Content
Markup Factory provides the capability for member-specific personalized account. Members can log onto your website and create a username and password to gain access to restricted content. Whether you are publishing a few files or building a whole online members-only area, this feature will allow you to push sensitive information out to approved individuals in a timely and efficient manner.

News Release Manager
If your organization has a lot of information to publish, you will benefit from the Markup Factory News Release Manager. This tool allows you to create, publish, and automatically archive press releases, articles, and news stories. New posts are automatically shown on your home page, while older ones are available in the archive at the click of a mouse.

Organization Group Manager
The Markup Factory Organization Group Manager allows you to map out the inner workings of your organization by creating groups, teams, task forces, committees, etc. After you've mapped out the structure of your organization, you will be able to attach and assign members to each of these groups. This will allow you to target specific groups with emails and print mailings and will allow your staff and members to quickly and easily find the right contact person for their question. In addition, your leaders will be able to quickly see a top down view of all the members in your organization and where each one is plugged in. You will be able to generate member reports and see who is involved where, and which groups or committees need more help. We realize that the structure of your organization is constantly in flux. That's

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why we've made it easy for you to move groups and re-assign members in the Organization Group Manager for your ever-growing and changing organization.

eNewsletter Manager

The powerful Markup Factory eNewsletter Manager allows you to effectively communicate with groups of people within your organization by sending targeted emails directly to selected groups of people. The eNewsletter Manager will even automatically store newsletters in an archive for online viewing by members or visitors. This eNewsletter Manager integrates directly into your Member Database and Group Manager and can even be seamlessly integrated into the mail server to create group@yourdomain.com addresses accessible by the general public. With the eNewsletter Manager, your organization and its members will be better connected and informed.

eCommerce Module - /store

Markup Factory provides a simple online shopping cart system that integrates with several payment gateways. The module allows you to easily create and maintain a simple database of products in the administration area and track orders. To use this option, you must get setup with a compatible merchant account and an SSL Certificate.

Online Payment Form - /pay

This form allows your organization to accept online credit card or other payments via your website. To use this option, you must get setup with a compatible merchant account and an SSL Certificate.

Online Contact Form - /contactform

This configurable online form allows the visitor to fill out information and click submit to send an email to the site administrator. This form can be configured via the Markup Factory administration.

Job Board / Online Employment Application System

The Markup Factory Job Board module allows your organization to post a list of open positions and accept online job applications from interested parties. These applications can be printed and tracked in the administration area for ease of management.

Greeting Card System

The online greeting card module allows your organization to setup an online greeting card system on your website. Cards can be customized according to your liking. Visitors to your website will be able to send an online greeting card to an individual for online pickup. Site administrators will be able to login to the administration area and print greeting cards for hand delivery if desired.

SSL Certificates

If your website requires an SSL Certificate, a Markup Factory support technician can assist in acquiring and installing one.

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Email Integration

Markup Factory supports tight integration with an enterprise grade email service. Markup Factory groups can be hooked up to an email list (i.e. Markup Factory Group Name = Charter Members → Email List Address = chartermembers@yourdomain.com). Members and subscribers can manage subscriptions to these lists from your website by updating their profile and are instantly removed or added to lists that you set as eligible. When an email is sent to the email address, the message will go out to all people who are currently part of the Markup Factory group.

Podcasts

The podcast module allows you to publish audio or video podcasts via an easy to use web based interface.

Custom Modules

If you have custom application needs, Markup Factory can retrofit an existing application onto your Markup Factory website or develop a custom application to meet your needs. The /scripts/[handle] directory is created to house special applications. These applications can be outfitted with include files to invoke Markup Factory templates, while the remaining content will be displayed on the page in the {{MainContent}} area of the template.