Creating Web Content Syndication

What is the purpose of creating web content syndication?

Web Content Syndication (WCS) is a powerful tool that enables your partners to showcase up-to-date and engaging content on their existing websites. By using syndication code and customizing display preferences, partners can easily embed content, freeing up time for their core business activities. Regular updates ensure partners always highlight the latest offerings, boosting their value proposition and customer engagement.

How do I create them?

Creating Web Content Syndication tactics involves multiple components, including:

1. **Overview Page:** This page serves as the tactic landing page for your partners and includes details about the tactic and instructions on how to embed it onto their websites.
2. **Domains:** The domain is where your web content syndication is set to appear. Contact Customer Support if you wish to host your syndicated pages elsewhere.
3. **Themes:** Themes establish consistent elements across your content syndication. A default theme has already been selected based upon your domain, but if you wish to change it, please reach out to Customer Support.
4. **SiteMap:** The SiteMap includes forms and pages that comprise your content syndication.

This worksheet provides instructions on how to construct the **SiteMap** and the **Overview Page** for a basic WCS tactic. For guidance on updating **Domains** and **Themes**, reach out to Customer Support.

Click here to view the Web Content Syndication tactic build using the steps below.

What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

- Create Web Content Syndication Settings
- Build a SiteMap, including:
  - Home Page
  - Form
  - Sub-page
  - Switcher page
  - Link content to Home Page
  - Enable show/hide functionality
- Prepare Campaign Overview
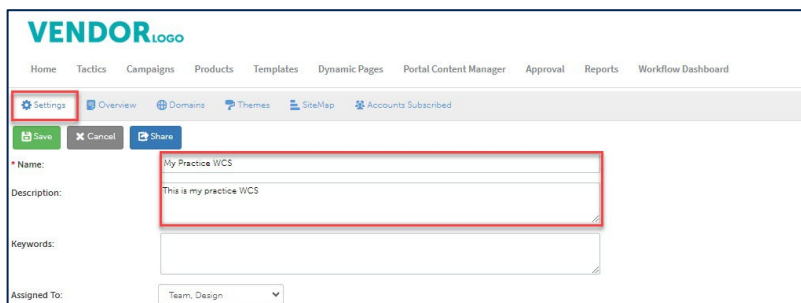- Publish to Marketing Center

Steps

CREATE CONTENT SYNDICATION SETTINGS

1 From **Content Manager,** select **Tactics > Content Syndication**. Then select **New Content Syndication.**
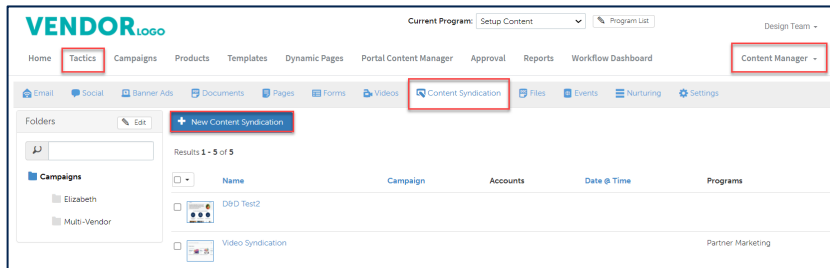
2 From **Settings**, in the **Name** field, type **My Practice WCS**.

3 In the **Description** area, type. **This is my practice WCS.** (**Note:** A thumbnail will be added during the Activation step.)

4 In **Enable testing mode**, click **No, disable testing mode, I am sending out this campaign**.

5 In **When would you like this to be available in the managed library**, click **Always**.

6 In **What program would you like to use the campaign in**?, click **Setup Content**.

7 In **Would you like to limit access based on account profile fields**, click **No.**

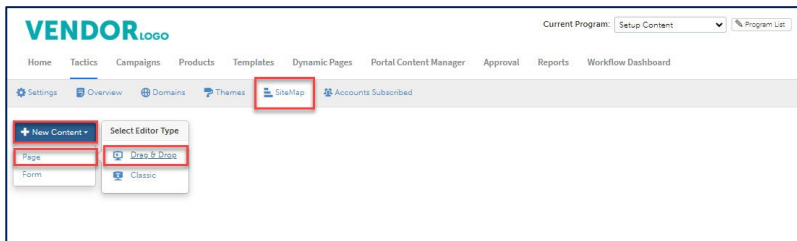**8**   In **What attributes would you like to set for this asset?**, select **all attributes**.
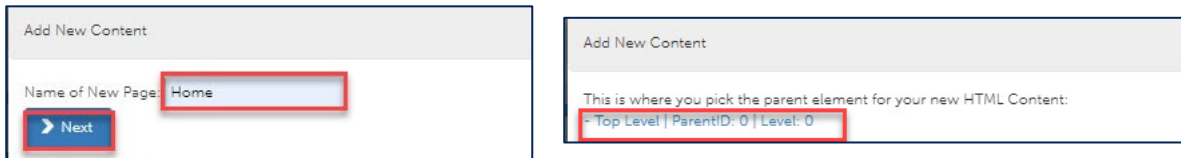

9   Click **Save**.
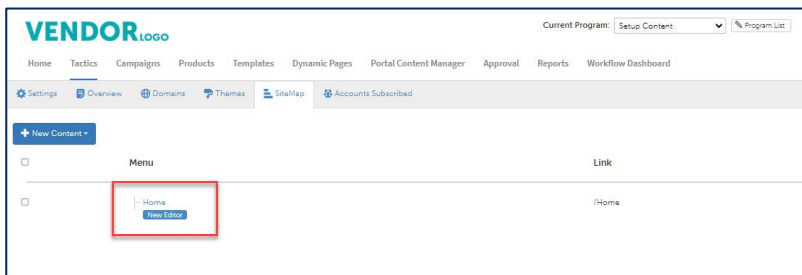
BUILD A SITEMAP – HOME PAGE

1   From the toolbar, select **SiteMap**. Then select **New Content > Page > Drag & Drop.**

2   In the **Name of New Page** box, type **Home**. Then click **Next > Top Level**.
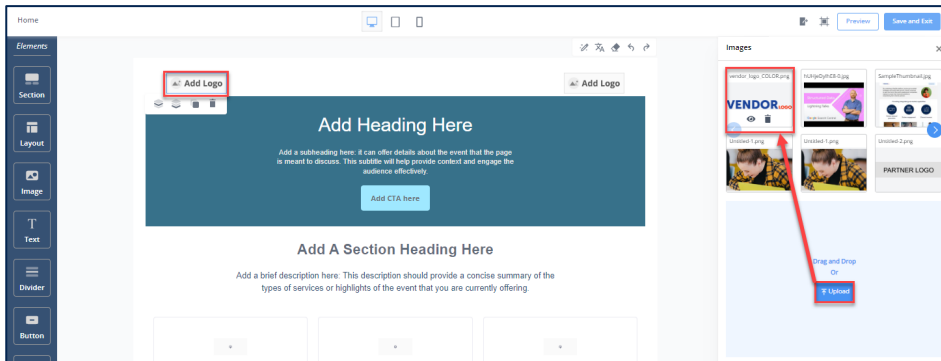

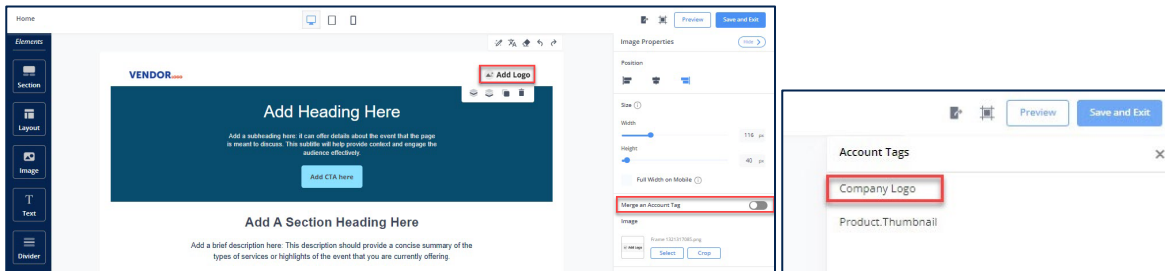**3**   From the **SiteMap**, in the **Menu** column, click **Home**.

4   From the **Page Content** field, click **Edit Page**. The Drag & Drop Editor opens.
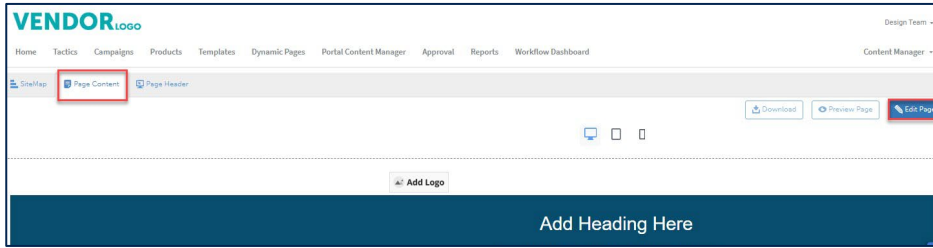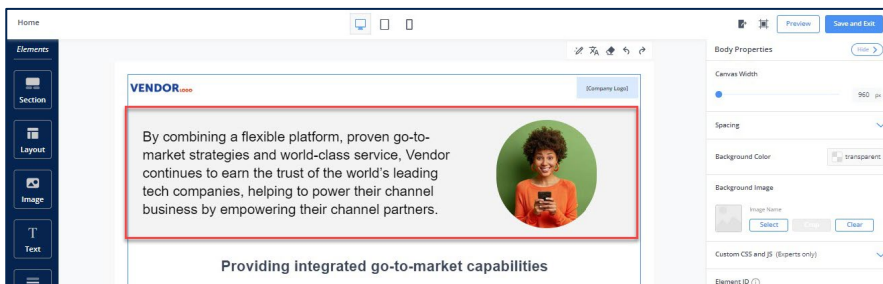

5   In the **header**, double click on the **left–side placeholder image**. Then **select** or **upload** your logo.


6   Click on the **right–side placeholder image**. Then, in **Image Properties**, click the **Merge an Account Tag** switch and select the **Company Logo**.


7   In the **banner** section, use the **Elements** and the **Properties** panel to customize your banner to reflect your product offering.

8   In the **center** section, use the **Elements** and **Properties** panel to provide an overview of your current offering. Here you may include buttons to later link subpages to your home page.
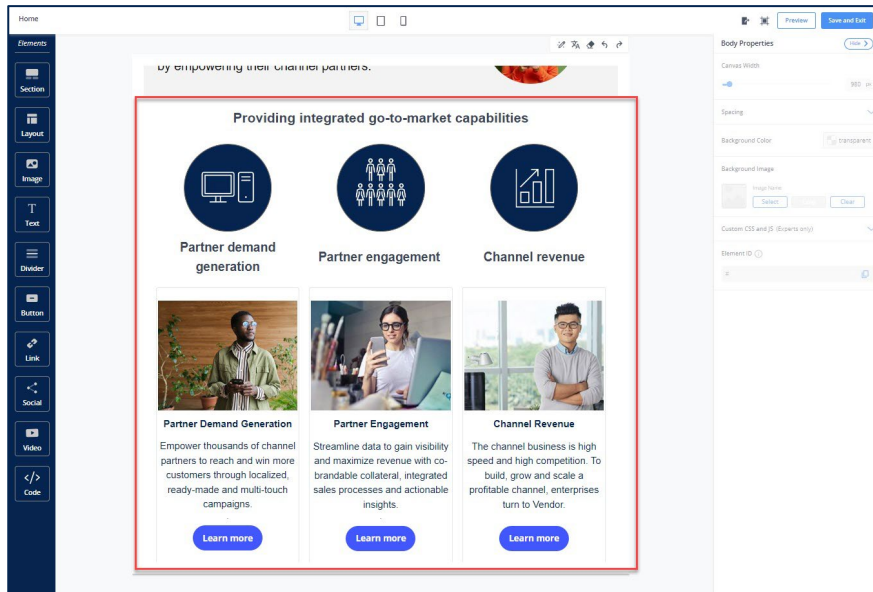
9   In the **footer** section, use the **Elements** and **Properties** panel to customize your footer. You may also include a button to later link to a lead generating form.
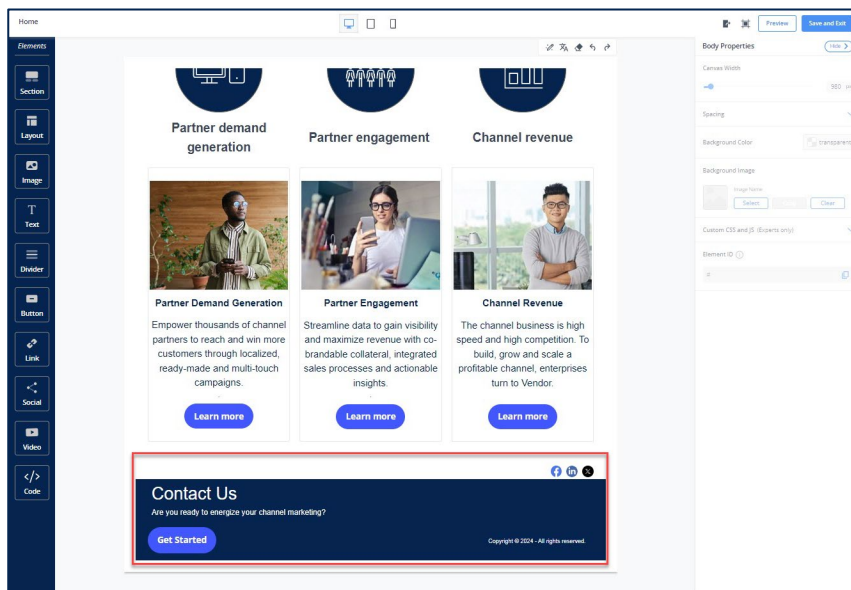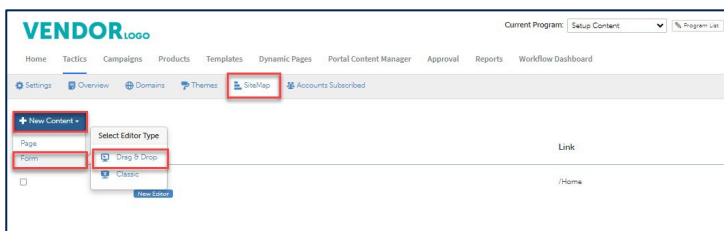
10 Click **Preview** to review your content. You may also use the icons on the top to view responsiveness.
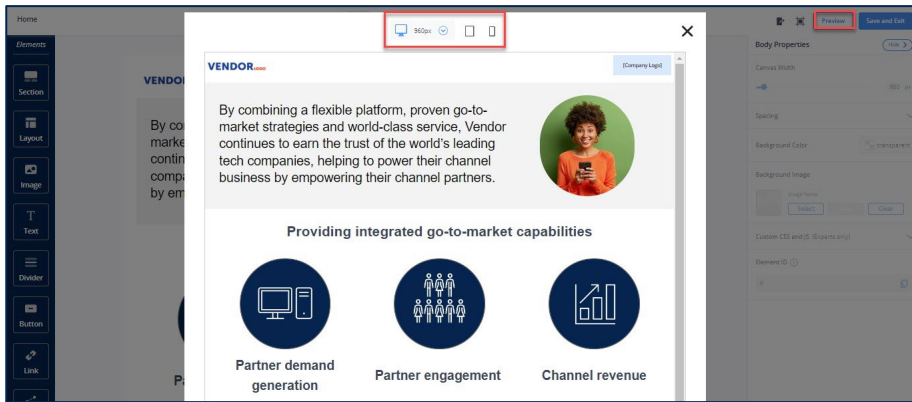
11 Click **Save & Exit**. Then click the **SiteMap** tab.
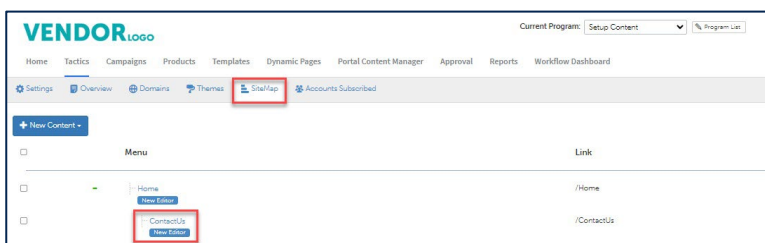
BUILD A SITE MAP – FORM

1 From the toolbar, select **SiteMap**. Then select **New Content > Form > Drag & Drop**.

2 In the **Name of New Page** box, type **Contact Us**. Then click **Next > Home | Level: 1**.
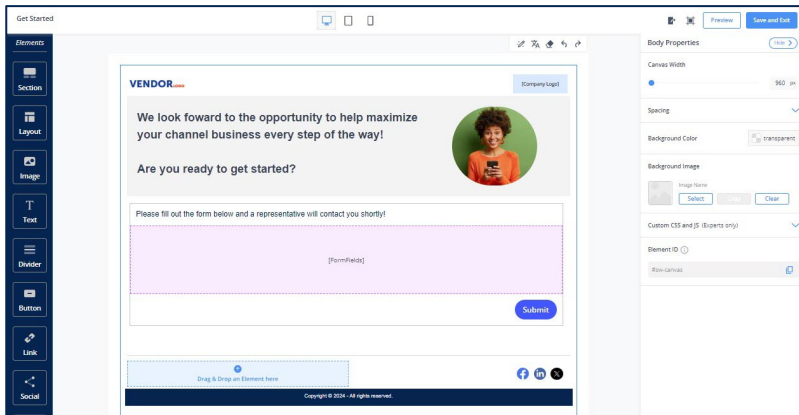

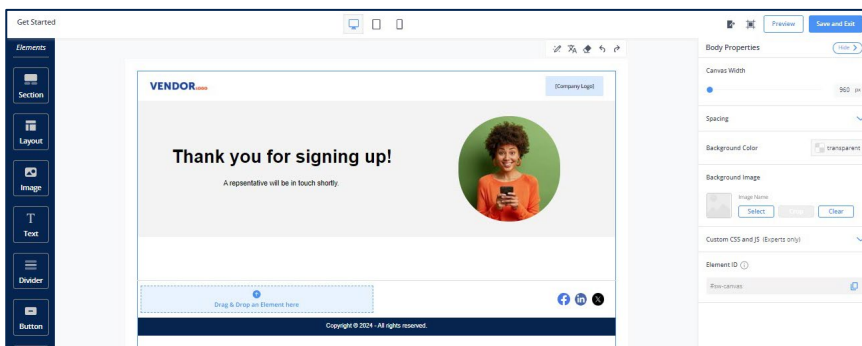**3** From the **Site Map**, in the **Menu** column, click **Contact Us**.

4 From the **Form** tab, click **Edit Form**. The Drag & Drop Editor opens.

6 Using the Drag & Drop Editor, create a **Form** in the same way your would create a Landing Page tactic. For instructions on how to create Landing Pages, click here.


7 From the **Confirmation Page** tab, click **Edit Confirmation Page**.

8 Using the Drag & Drop Editor, create a **Confirmation Page** in the same way your would create a Landing Page tactic. For instructions on how to create Landing Pages, click here.

**9** From the **Confirmation Email** tab, click **Edit Confirmation Email**.

10 Using the Drag & Drop Editor, create a **Confirmation Email** in the same way your would create a Landing Page tactic. For instructions on how to create Landing Pages, click here.
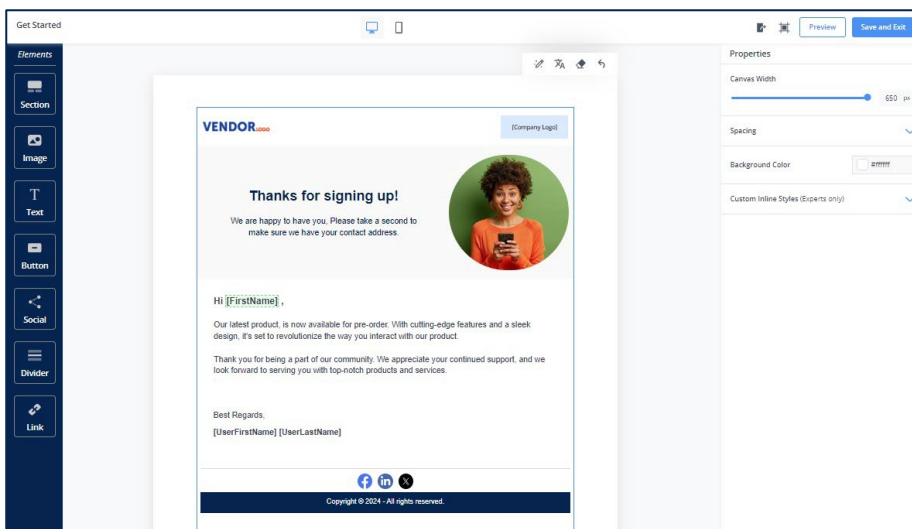
11 Click **Save & Exit**. Then click **SiteMap**.
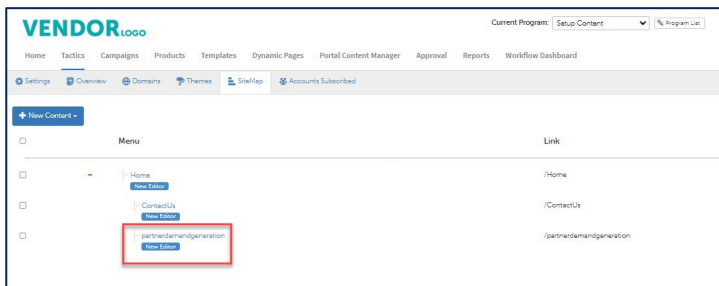
BUILD A SITEMAP – SUBPAGES

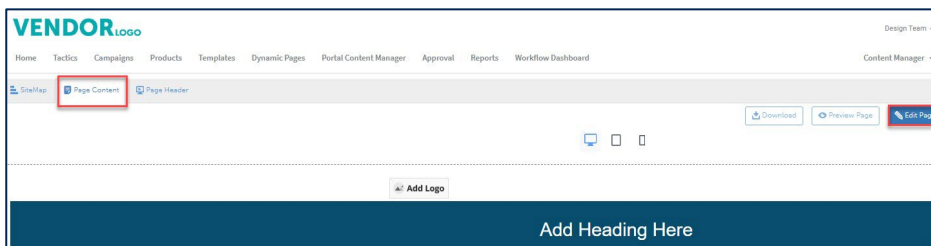**1** From the toolbar, select **SiteMap**. Then select **New Content > Page > Drag & Drop.**
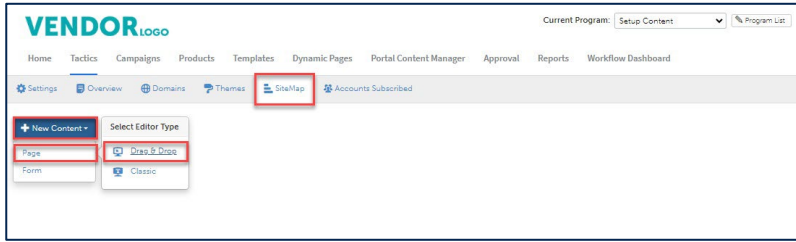
2 In the **Name of New Page** box, type **Product or Service Name**. Then click Next > Home | Level: 1.
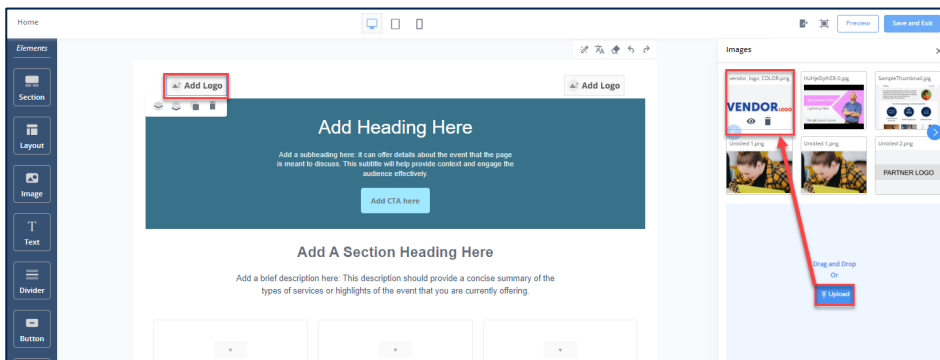

3 From the **Site Map**, in the Menu column, click **Product or Service Name**.
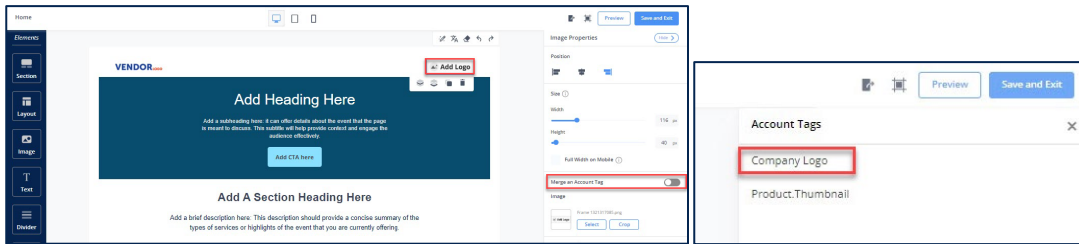

4 From the **Page Content** field, click **Edit Page**. The Drag & Drop Editor opens.


5 In the **header**, double click on the **left–side placeholder image**. Then **select** or **upload** your logo.

6   Click on the **right–side placeholder image.** Then, in Image Properties, click the **Merge an Account Tag** switch and select **Company Logo**.

7   Using the Drag & Drop Editor, customize to provide **details of the product of service** included in your offering. This subpage is later attached to the relevant section on your Home page.
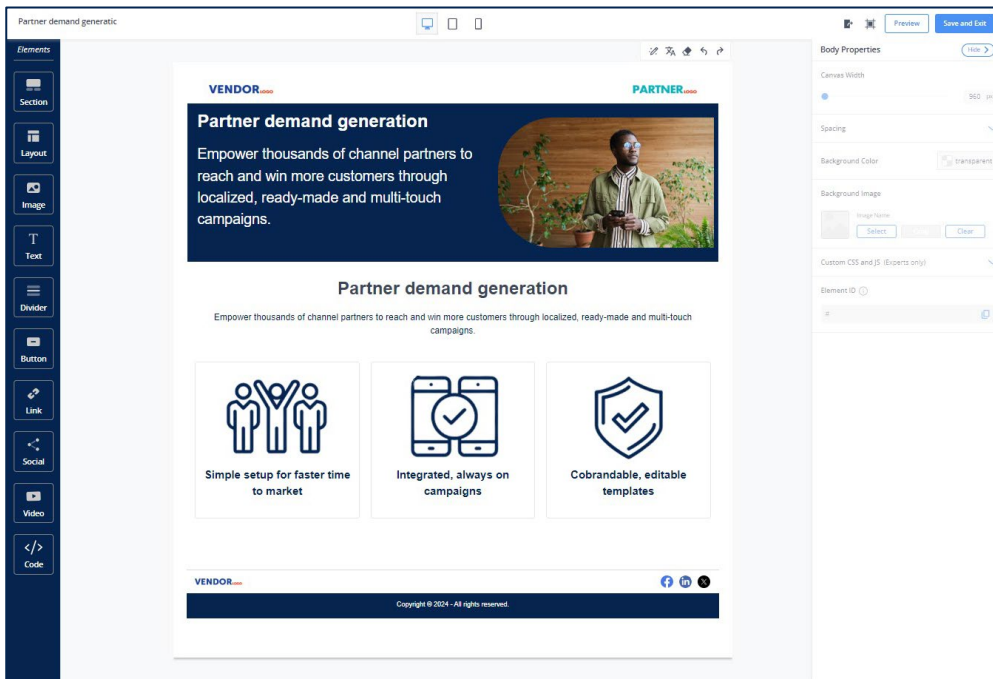

8   Repeat **steps 1 through 6** for each subpage you want to include in your site map.

9   Once all subpages are built, click **SiteMap.**

BUILD A SITEMAP – SWITCHER PAGE

Note: A switcher page is a blank subpage page that is attached to a cell or section to enable the Show/Hide functionality on your site map. Click here for instructions on how to enable Show/Hide functionality.
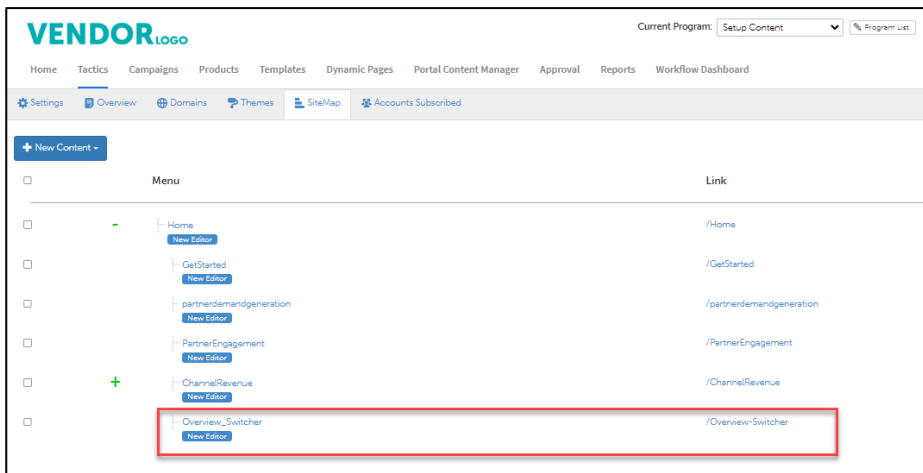
1 From the toolbar, select **SiteMap**. Then select **New Content > Page > Drag & Drop.**
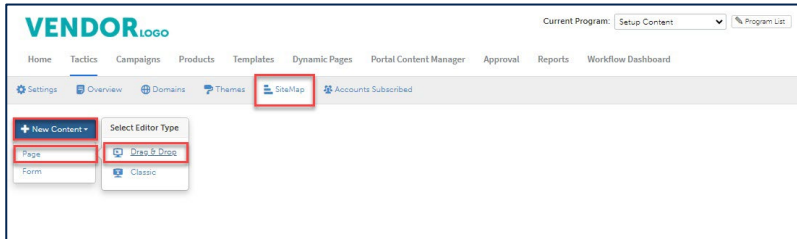
2 In the **Name of New Page** box, type **Prefix, then Switcher** (ex. Overview_Switcher). Then click **Next > Home | Level: 1.**
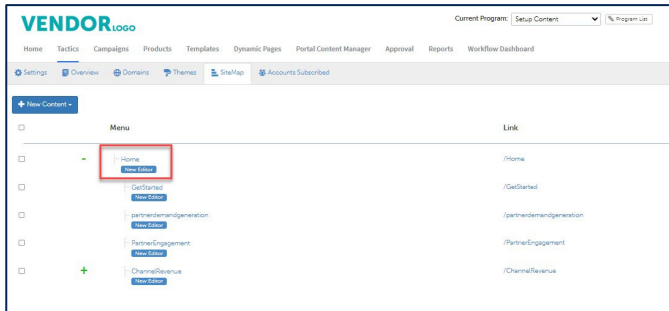

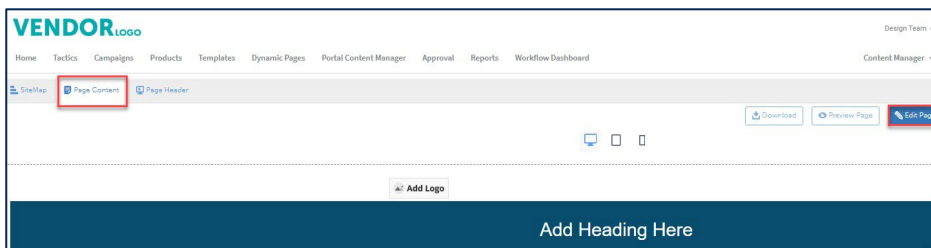**3** On the site map, the blank switcher page is added.

BUILD A SITEMAP – LINK SUBPAGES TO HOME PAGE

1   From the **Site Map**, in the Menu column, click the **Home Page**.
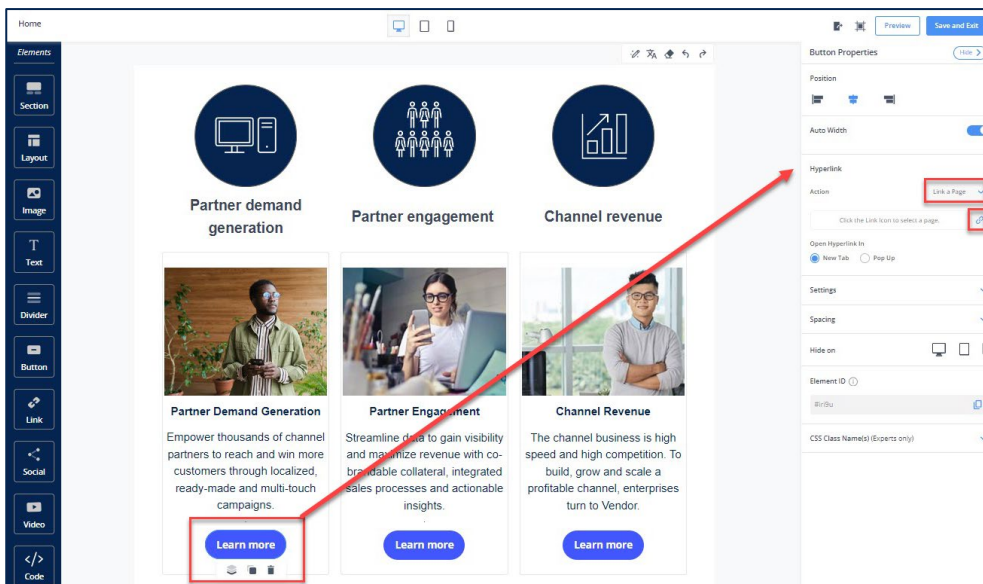

2   From the **Page Content** field, click **Edit Page**. The Drag & Drop Editor opens.

3   Click the **button** you want to link to a subpage. The Button Properties panel opens.

4   In the **Hyperlink** area, from the **Actions** drop-down menu, select **Link a Page**. Then click the **Link** icon.

5 Click the **caret** next to **Home**. Then, in **Actions**, click the **Link** button for the **subpage** you want to link.


6 Repeat steps **1 through 7** for each button you want to link to a subpage.

7 Remain on the Home page.

BUILD A SITEMAP – ENABLE SHOW/HIDE FUNCTIONALITY ON SITE MAP

Note: One of the benefits of WCS is the ability to show/hide sections of a page using the SiteMap. This feature allows partners to not only hide pages that are not relevant to their business, but also cells and sections throughout the site. This section demonstrates how to hide a cell and a full section of text.
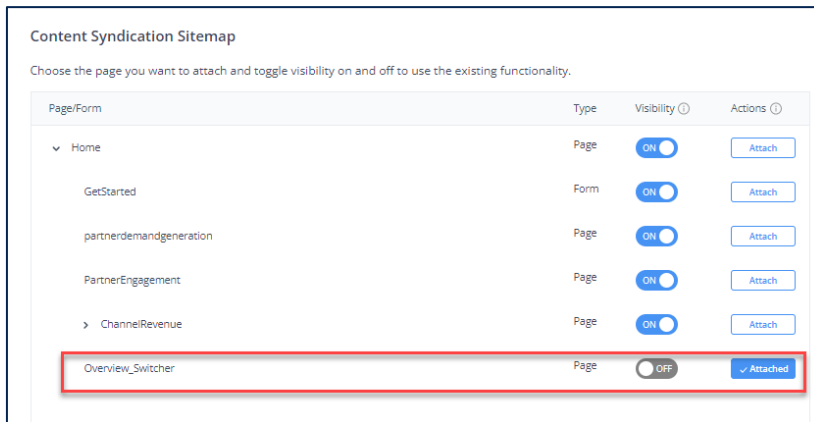
1 Click within the **section** of content you want to activate show/hide functionality. To ensure that you have selected the entire section, click **Select Parent Section**.
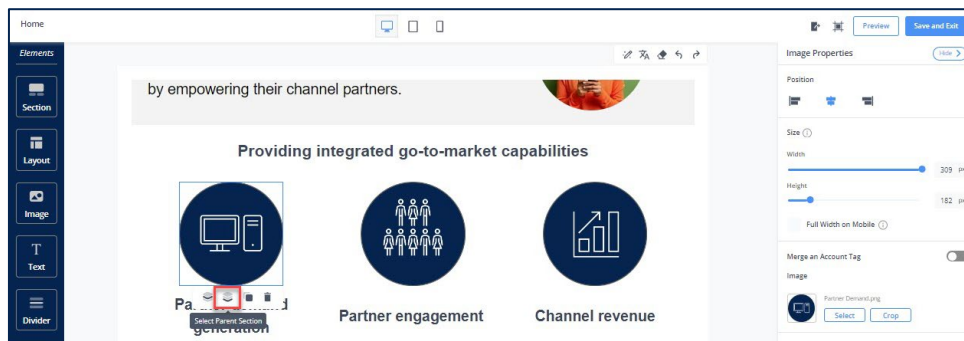
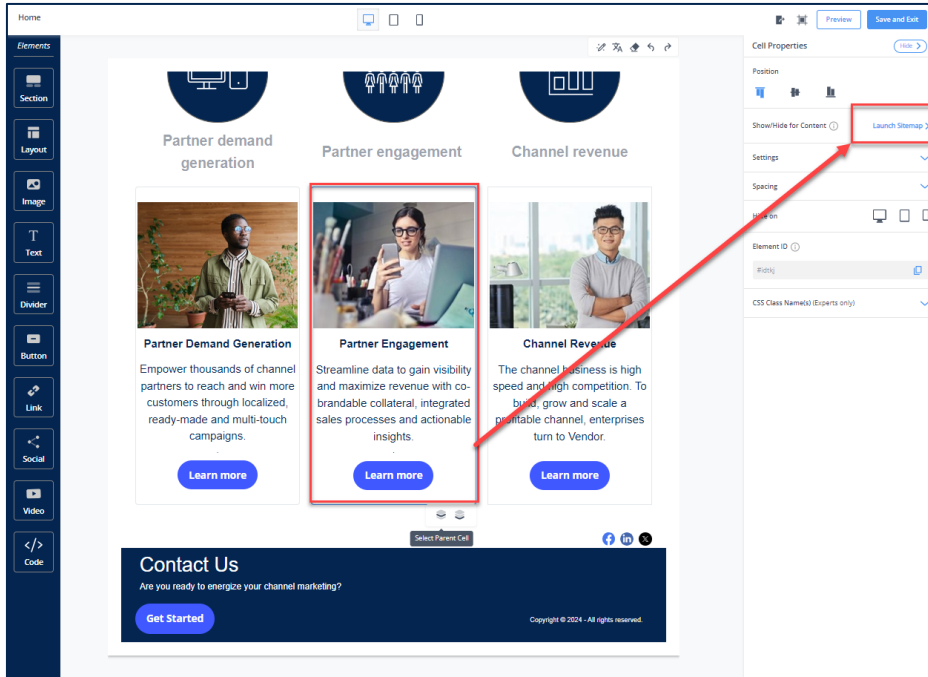**2** From the **Properties** panel, in the **Show/Hide for Content** area, click **Launch SiteMap**.
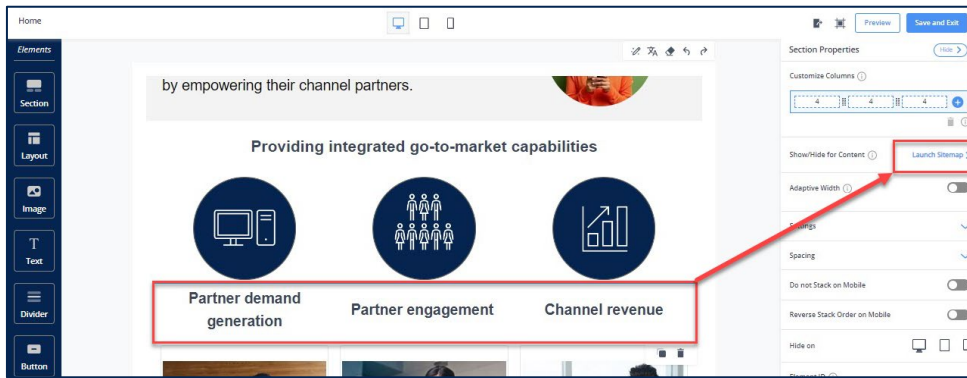
3 In the **Visibility** column, click the switch to **hide content**. Then attach the content to the **appropriate page**. (Note that this section is attached to a blank switcher page)


4 Click within the **cell** of content you want to activate show/hide functionality. To ensure that you have selected the entire section, click **Select Parent Cell.**

5 From the **Properties** panel, in the **Show/Hide for Content** area, click **Launch SiteMap**.

6 In the **Visibility** column, click the switch to **hide content**. Then attach the content to the **appropriate page**.   (Note: In this example, the cell is attached to a subpage)
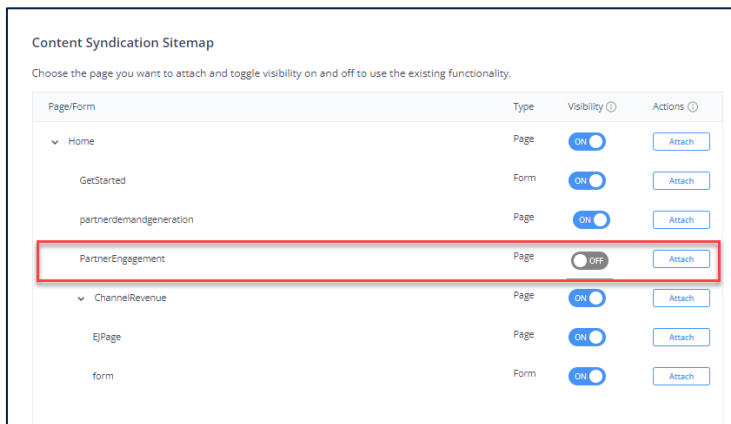

7 Repeat steps **1 through 7** for all content you want to activate Show/Hide functionality.

8 Before closing the Home page, **take a screenshot to use as a thumbnail image.** Save your screenshot to your local drive as a png.

9 Click **Save & Close.** Then click the SiteMap tab.

PREPARE OVERVIEW PAGE

1 From the toolbar, select **Overview**.

2 In the **URL Preview** box, enter a **URL** (ex. MyPracticeWCS.atworkweb.com). Partners use this URL to preview the WCS pages within the platform. Scroll to the bottom of the page.
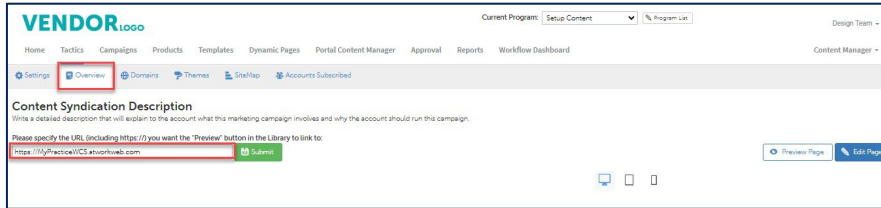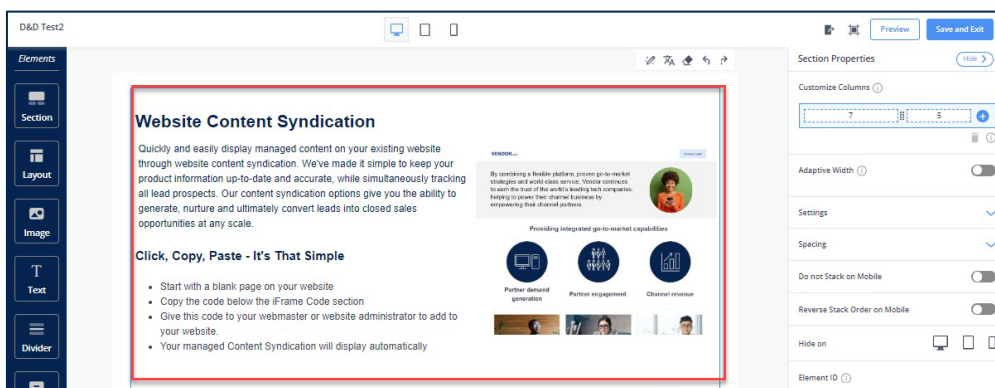

3 In the **iFrame Code specifications** box, check the box in the **Active** column. Then, enter the **height**, **width**, and **page** for each iFrame code you want to include. (Note: You can add as many iFrame codes as you have pages available within your SiteMap).

**4** Click **Update Description**. Then, scroll to the top of the page.
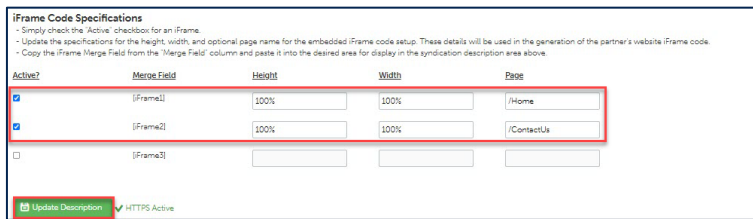
5 Click **Edit Page**. This launches the **Drag & Drop Editor.**

6 On the **left-side of the canvas**, under **Web Content Syndication**, add **additional content** you wish to include. Then, on the **right-side of the canvas**, double click on the **image** and upload your prepared screenshot.

7 In the **IFrame Code** area, enter a **Page Name** for the **Default iFrame** code listed.

8 Then, on the tool bar, from the **iFrame drop-down menu**, select any **additional iFrame codes** you added to the iFrame Specifications area.
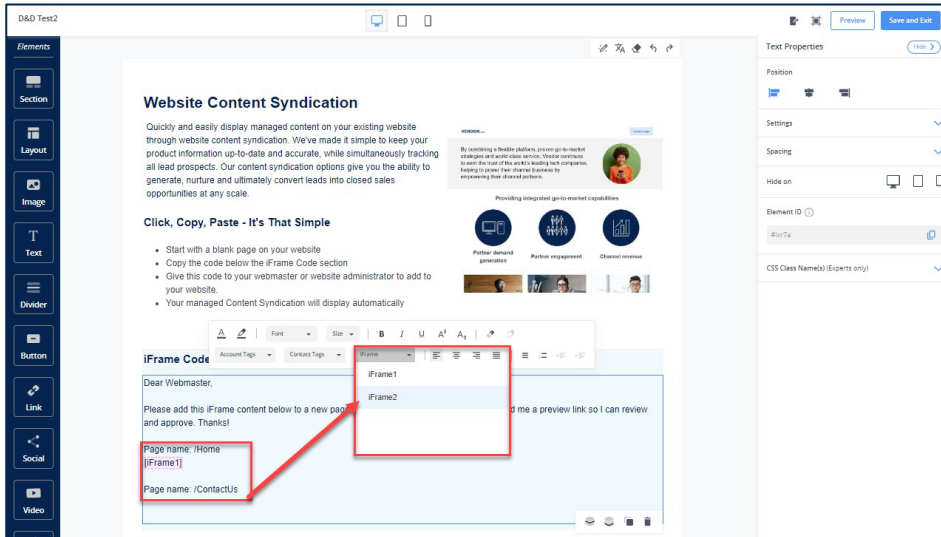
9 Click **Save & Exit.**

PUBLISH TO MARKETING CENTER

1 Return to **Content Manager > Tactic > Email > My Practice WCS.**

2 From the **WCS** toolbar, click **Settings**.

3 In **Thumbnail** image, upload a **prepared screenshot** of your Home Page.
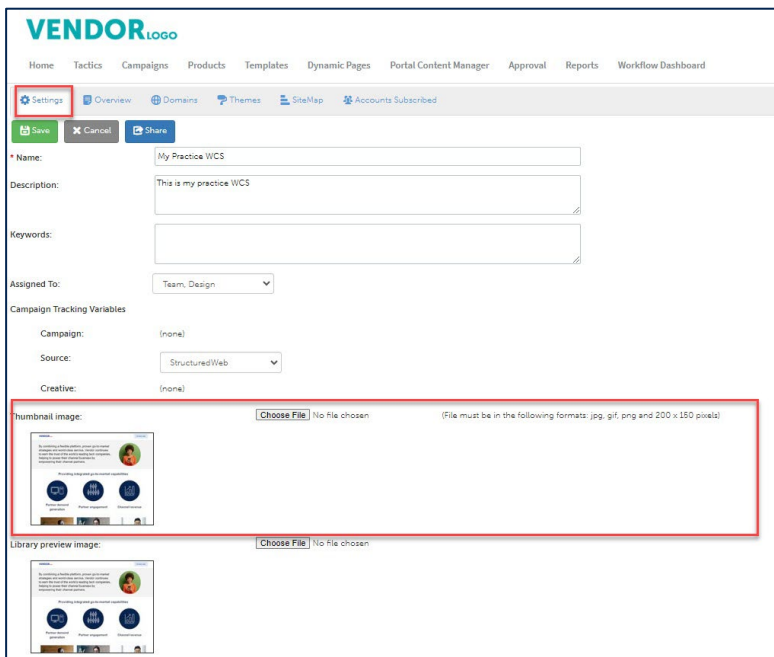
4 From **What programs would you like to use this campaign in**, select the **appropriate program.** (in most cases, this will be Partner Marketing).

5 Click **Save**.