



FusionPro Links Microsite Creation Guide

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Customer Support	For more information or support, please email support@printable.com , or contact your Client Project Manager directly. For Frequently Asked Questions or Online Help, please use the Help and FAQ links.

Table of Contents

Overview	2
Microsite File-Folder Guidelines	2
Including Personalization in a Microsite	3
Data Collection Forms	6
Form Requirements	6
Input Control for Data Collection Forms	7
Text Field and Text Area Input Controls	7
Checkbox Controls	8
Radio Button Controls	8
Drop-Down List/Menu Controls	9
Working with SSL/HTTPS Microsites	9
Creating www.zip for Microsite Upload	11
www.zip Archive Guidelines	11

Overview

FusionPro Links Microsites are self-contained small HTML websites that are attached to FusionPro Links campaigns. These microsites are presented to customers when they visit their Personalized URLs for a particular campaign in the FusionPro Links system. While a Microsite can be as simple as a single static HTML page, they can also contain any number of personalized pages as well as collect new data from the visitor.

Microsites for FusionPro Links are created by Web Designers using their desktop HTML creation tool of choice, such as Adobe® Dreamweaver®. The primary pages in the Microsite are created as HTML by the designer with no creative, content, or client-side JavaScript restrictions for the design of those pages. Note that Server-side pages, such as ASP, PHP, and ColdFusion, are not supported. Almost any popular web file format that can be referenced by HTML pages can be incorporated into FusionPro Links Microsites including:

- Image files in JPG, GIF, or PNG formats
- Cascading Style Sheets (CSS)
- Flash movies
- JavaScript files

It is important to note that while FusionPro Links offers a wide range of flexibility in regards to Microsite creation, there are some requirements that must be followed by the Microsite designer to ensure that the site functions correctly in the FusionPro Links system. These requirements (detailed in this document) include how the HTML files and referenced assets must be organized and packaged for successful upload into the FusionPro Links system, how personalization is incorporated into the Microsite, and how HTML forms are created for correct use by the system.

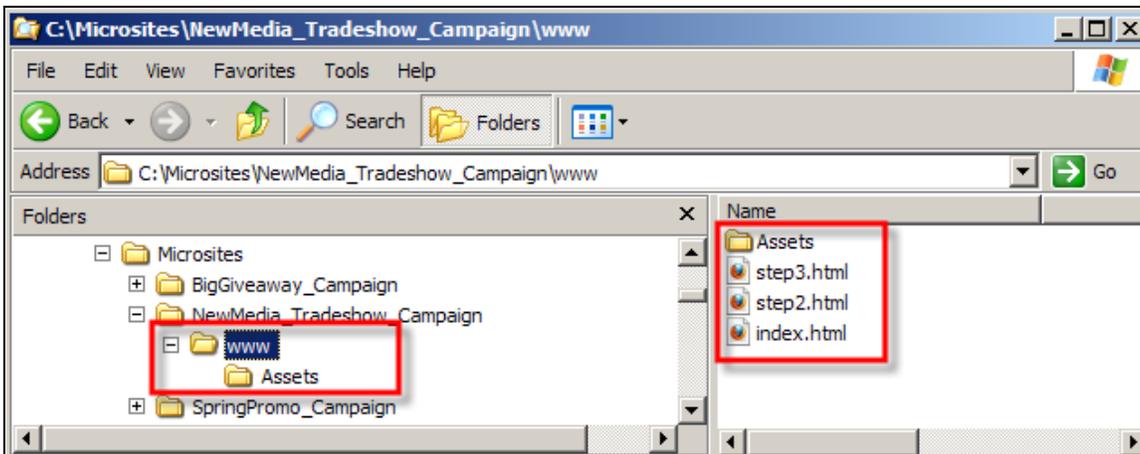
It is recommended that the Microsite designer be aware of the requirements for creating Microsites for FusionPro Links before creating the Microsite to ensure a smooth upload process and no unforeseen impact to the launching of a campaign.

Microsite File-Folder Guidelines

FusionPro Links requires that the Microsites file-folder structure follow specific guidelines to assure they are properly loaded into FP Links at upload time.

The file-folder structure for FusionPro Links Microsites is:

1. All the HTML files for the Microsite must reside within a folder called: *www*.
2. All non-HTML elements that are part of the Microsite (images, Flash, CSS, etc.) must reside in a sub-folder of the *www* folder called: *Assets*.
3. No other naming convention or sub-folders may be used.



As the above screenshot shows, the *www* folder contains the HTML files for the Microsite as well as an *Assets* sub-folder where all images, CSS, and other externally referenced files by the HTML are stored.

Including Personalization in a Microsite

To extend a personalized experience to the customer visit of a FusionPro Links Microsite, variable content for each customer can optionally be incorporated into the Microsite. This content can be variable text (including pre-fill data within HTML forms), variable imagery, or variability incorporated into the JavaScript code of a page.

Variables are included in Microsite HTML page by making reference to "Portal Columns" from the FusionPro Links portal that the Campaign is created in. Portal Column data is provided by the lists that are uploaded and mapped into a FusionPro Links portal. It is therefore important to understand the data that is being used for the campaign before personalization variables are incorporated into the Microsite. To view a list of portal columns in the system, select "View Portal Columns" from the "Lists" menu in the FusionPro Links system.

Portals: Jensen Bank 2009 [My Account](#) | [Help](#) | [Logout](#)



Campaigns | **Lists** | **Reports** | **Settings**

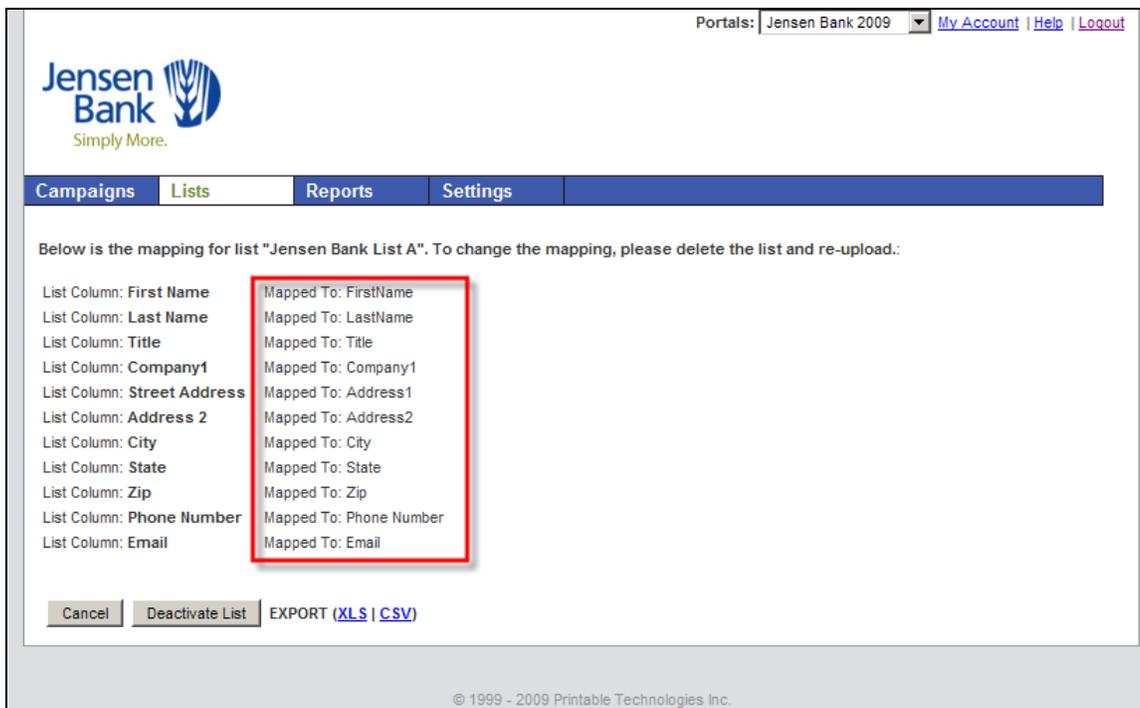
Portal Columns

Choose portal column friendly names

Sort Order ▲	Column Name	Column Friendly Name
1	ProspectGUID	<u>ProspectGUID</u>
2	Password	Password
3	OwnerEmail	<u>OwnerEmail</u>
4	FirstName	<u>FirstName</u>
5	LastName	<u>LastName</u>
6	Address1	Address1
7	Address2	Address2
8	City	City
9	State	State
10	Zip	Zip
11	Title	Title
12	Company1	Company1
13	Phone Number	Phone Number
14	Email	Email

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The above screenshot of the FusionPro Links system shows the Portal Columns for a given Portal. Microsite variables should be referenced using the precise naming of the columns as shown in the "Column Name" data in the above screenshot.



Screenshot of the FusionPro Links system showing the mapping view of a List previously loaded into a Portal. The Portal Columns area is highlighted. Note that the portal column names may be different from the field names in the originally uploaded List (e.g. a List field of "FName" might be mapped to the Portal Column "FirstName").

To reference a variable within an HTML Microsite, the designer enters the portal column name within FusionPro Links variable tags (using double-percent notation) For example:

%%FirstName%%

%%LastName%%

%%VisitorEmail%%

%%Is Customer%%

The double-percent notation of %%VariableName%% is the recommend method for Microsite creators to include personalization into Microsites.

Previous to the January 2010 release of FusionPro Links, variable notation used a different notation of <[VariableName]> which has since been deprecated in the system although it is still supported.

If needed, both the %%VariableName%% and <[VariableName]> notation can be used in a single Microsite page.

What makes the %%Title%% at
%%Organization%% such a visionary?

The answer is right here.

As seen in the above screenshot, the variables/Portal Columns "Title" and "Organization" are incorporated into a Microsite using FusionPro Links variable tags.

Data Collection Forms

One of the key benefits of the FusionPro Links system is the ability to collect additional information about the customer when they visit a Microsite. This data can be used to further segment customers, assign follow-up actions to sales representatives, or further personalize communications with these customers in future personalized marketing campaigns.

Data collection in FusionPro Links Microsites is performed via standard HTML forms on one or more pages throughout the Microsite. This collected data can be anything that is required by the Marketer such as allowing the customer to update their contact information or perhaps answer questions in a survey. Most HTML input controls type can be used in the data collection form including text box (single or multi-line), buttons, checkbox, radio buttons, or drop-downs.

The FusionPro Links system provides form response tracking and reporting to the campaign administrator and Marketing Manager. This capability is made possible through FusionPro Links' ability to automatically parse Microsite pages that are uploaded to a campaign to detect forms and their associated controls. FusionPro Links then builds a dynamic database for each Microsite form so collected data can be stored in an appropriate manner in the system to allow for the reporting on those results.

To ensure that FusionPro Links can properly read the HTML form markup when a Microsite is uploaded into a campaign, it is important to ensure that the HTML form structure and input controls contain the necessary required elements. While a majority of these requirements are within standard HTML specifications, a small number are specific to the FusionPro Links solution.

Form Requirements

1. There should be no more than one <form> in each HTML page.
2. This form should have a defined open and close tag (<form> and </form>) within the HTML.
3. Forms must **NOT** have a value for the "action" value specified. The action attribute can be present but the value for it should be left empty (e.g. action="")
4. The form method attribute should be set to "post"
5. The "name" and "id" attributes are supported but not required by the system.
6. All HTML input controls that are used within the Microsite must be specified within the Form (after the open form tag and before the close form tag).

Form Example:

```
<form action="" method="post">  
    <!-- All input controls included here. -->  
</form>
```

Input Control for Data Collection Forms

HTML input controls are the means by which new data is collected from site visitors. As mentioned above, these input controls must be specified within the single HTML form that is specified on the HTML page which will be collecting the data.

FusionPro Links supports a wide range of HTML input controls including:

- Text Input (single-line and multi-line)
- Checkbox (individual and checkbox groups)
- Radio Button groups
- Drop-Down Lists

At this time, the “password” and “hidden” input types are not supported by the system.

The Personalization capability of Microsites in FusionPro Links presents a number of options for pre-filling or pre-selecting data in Input Controls. For example, on a form that asks the user to update their contact information, their current data (as specified in the list being used for the campaign with their data in it) can be populated in this form. This makes it much easier for the user to change perhaps a single element of their contact information as opposed to re-entering all of this data into the form. Increasing the ease of data entry can, in turn, lead to a higher overall campaign response rate. See the examples below which demonstrate how list data can be incorporated into input controls.

When designing input forms for Microsites, it is recommended that HTML best-practices be employed to make both the online user experience intuitive and user friendly as well as making reporting both easier to review and more succinct for the Marketing user who will view the campaign response data. A number of these best practices are discussed below as well.

Text Field and Text Area Input Controls

Text field and text area input controls are used to collect text data that is freely entered by a site visitor. FusionPro Links can pre-fill these fields with existing Portal Column data about each customer if required. This is very useful for “contact information update” forms. See the examples below to see how this can be accomplished.

As part of the Campaign setup in FusionPro Links, you can send an email response to the visitor of the Microsite. The email can come from one of the Campaign List Fields or from a Microsite Field named “VisitorEmail” - Example 1 below shows how this might be incorporated as a TextField.

Both text field and text area control require a name attribute.

TextField Example 1:

```
<input type="text" name="VisitorEmail"/>
```

TextField Example 2 (Portal Column “FirstName” referenced for pre-fill):

```
<input type="text" name="CustomerName1" value="%%FirstName%%"/>
```

TextArea Example 1:

```
<textarea name="comments" rows="3"></textarea>
```

TextArea Example 2 (Portal Column “Description” referenced for pre-fill):

```
<textarea name="textfield1" rows="3">%%Description%%</textarea>
```

Checkbox Controls

Checkbox controls can be incorporated into Microsites to allow a user to specify either a single preference (e.g. check this box if you would like more information) or set multiple preferences as part of a group (e.g. select which products you are interested in from the following list). It is important to note certain HTML best practices when asking a user a question where they have to select one or more options from a group of available options. If the user should be allowed to select any number of items from a group, a checkbox control group should be used.

If the user should select one and only one item from a group, radio button or drop-down list controls should be used (as opposed to checkbox). Honoring this HTML best practice will result in an intuitive Microsite for the end user as well as accurate and clear reporting for the Marketing user. Checkbox controls require the use of both the "name" and "value" attributes. Failure to include either will result in an error when uploading the Microsite to the FusionPro Links system.

When a checkbox group is created, all checkbox controls that are part of that group must have the same "name" attribute but different "value" attributes. Checkbox groups are honored in FusionPro Links with reporting that will summarize the selections site visitors make within that group including comparative summary reporting within that group so Marketers can locate the most popular or unpopular user selections.

Checkbox Example 1 (single checkbox):

Please send me additional information.

```
<input type="checkbox" name="InfoRequested" value="Send Info" />
```

Checkbox Example 2 (checkbox group):

Select any of the following options you are interested in:


```
A<input type="checkbox" name="checkboxGroup1" value="A" /><br />
```

```
B<input type="checkbox" name="checkboxGroup1" value="B" /><br />
```

```
C<input type="checkbox" name="checkboxGroup1" value="C" />
```

Radio Button Controls

Radio button controls can be used in a Microsite to allow a user to select one item from a group of available items. It is recommended that HTML best practices be followed when radio buttons are used in a Microsite to aide in both the usability and report accuracy for the campaign. Radio buttons should be used in a group of at least 2 items and in some cases (where appropriate) the attribute selected should be used to pre-select one of the items in that group. If user input for a group of items should allow for multiple selections of those group members or a single control is requested to gather user input, the checkbox control should be used.

Radio button controls require the use of both the "name" and "value" attributes. Just as with checkbox groups, radio button control groups must have the same "name" attribute but different "value" attributes.

Radio Button Control Group Example 1:

Select one (and only one) of the following options:


```
1<input type="radio" name="radioGroup1" value="1" /><br />
```

```
2<input type="radio" name="radioGroup1" value="2" /><br />
```

3

Drop-Down List/Menu Controls

Drop-down controls (also known as lists or menus) serve a similar function to radio buttons. They allow a user to select one and only one item from a group of available items.

Each drop-down requires a name attribute. The “option” elements for that control each require a “value” attribute.

Drop-Down Control Example 1:

Select your favorite color from the following:


```
<select name="colorSelection">
  <option value="">-Select-</option>
  <option value="R">Red</option>
  <option value="G">Green</option>
  <option value="B">Blue</option>
</select>
```

Working with SSL/HTTPS Microsites

If the “Secure https” option is used for SSL encryption of a Campaign Microsite, the Microsite designer does not need to perform any additional design tasks to create their Microsites compared to a non-SSL campaign. However, some users may wish to incorporate a “Site Seal” directly on their Microsite in order to give visitors an added feeling of security while visiting the secure Microsite.

FusionPro Links campaigns that utilize the “Secure https” option will result in Microsite visitors being automatically redirected to the secure domain ‘https://www.livepurl.com’ where Printable maintains a security certificate. This certificate is registered with GeoTrust® (Equifax) and the details of which will be visible to the interested Microsite visitor.

Including a “GeoTrust® True Site Seal” on a Microsite page can be done via two different methods:

1. Include a static image from GeoTrust. These images can be found at:
<http://www.geotrust.com/ssl/ssl-site-seals/index.html>
2. Include a dynamic seal from GeoTrust (which the user can click on to see the certificate details) by including the following snippet of HTML directly into the Microsite HTML:

```
<!-- GeoTrust True Site [tm] Smart Icon tag. Do not edit. -->
<SCRIPT LANGUAGE="JavaScript" TYPE="text/javascript"
SRC="//smarticon.geotrust.com/si.js"></SCRIPT>
<!-- end GeoTrust Smart Icon tag -->
```

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Additional information about the dynamic seal from GeoTrust can be found on their website at:

<http://www.geotrust.com/support/true-businessid/true-site-seal/>



GeoTrust static seal



GeoTrust clickable dynamic seal

A screenshot of a Mozilla Firefox browser window. The title bar reads "GeoTrust True Site - https://livepurl.com - Mozilla Firefox". The address bar shows "GeoTrust, Inc. (US) https://smarticon.geotrust.com/smarticonprofile?". The main content area features the GeoTrust logo and a "Website Profile" section. The profile information includes: Domain: https://livepurl.com; Name: Printable Technologies Inc; Address: 201 LOMAS SANTA FE DR. #270, SOLANA BEACH, California 92075 US; Telephone: (blank). Below this is a "Site Security Confirmed" section stating that a GeoTrust SSL certificate has been issued for secure communications. The certificate details are: Serial Number: EAB74; Validity Period: 5-Jan-2010 to 6-Jan-2013. The page also contains explanatory text about SSL certificates and True Site™, and links to the Relying Party Agreement, CPS, and GeoTrust services. The browser's status bar at the bottom shows "Done", a lock icon, "ABP", a bug icon, "408x625", and other browser icons.

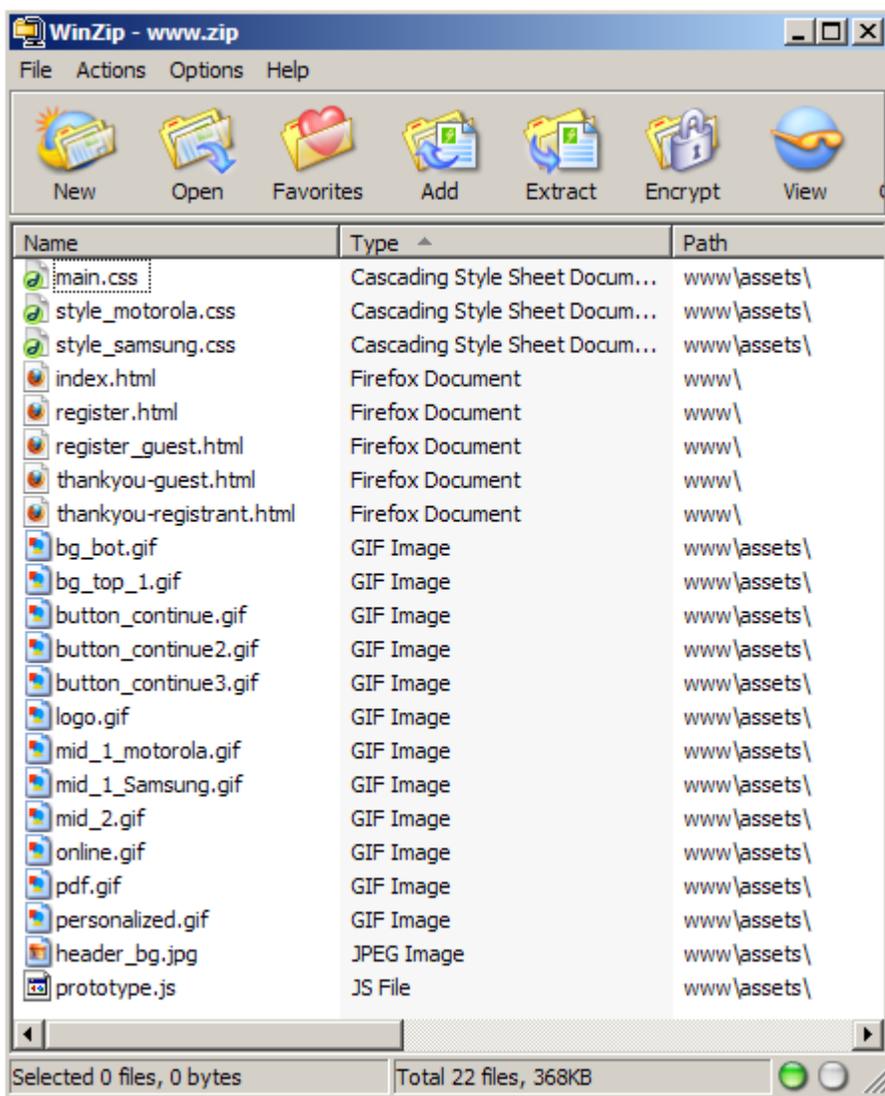
The above screenshot shows what the Microsite visitor will see when they click on a dynamic seal.

Creating www.zip for Microsite Upload

When a Microsite is ready to be uploaded to FusionPro Links, the *www* folder containing the Microsite HTML and the *Assets* folder should be packaged as a ZIP file archive called *www.zip*. Only the *www.zip* file can be uploaded to a campaign in the FusionPro Links system. After a Microsite has been uploaded, you can replace individual pages instead of re-uploading the entire *www.zip*.

www.zip Archive Guidelines

1. The *www* folder itself should be ZIP archived as opposed to creating an archive of the files within the *www* folder.
2. The ZIP directory for the Microsite should never be saved as read-only. This eliminates the ability to replace individual pages of the Microsite after it has been uploaded.



For information about uploading the Microsite to a campaign, see the FusionPro Links help content which discusses the Microsite section of the Campaign Screen.