



# Dynamic Tags

## User Guide

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# 1 INTRODUCTION

Nearly every web site developer would agree that search engine optimization is one of key aspects to a successful web site. Part of search engine optimization requires providing search engines that crawl your web site with appropriate and meaningful content. This is where Dynamic Tags can help by building a search cloud of a particular page or the web site.

As your web site grows, it becomes even more important to provide search engines with tags that highlight content on the portal. Dynamic Tags generates content tags that represent significant text within your DotNetNuke® Portal. These tags can be presented per module or per page, and can be generated with multiple style sheet classes depending on their significant on the portal.

## Module Features

- Generates tags based on either portal or page
- Choose the significance to generate tags, selecting how many times the word exists to meet the significance requirements (i.e. 5 times to show up within the search cloud with low significance, or 6-10 times to show up as medium significance etc..)
- Ability to customize and configure style sheet classes easily within the administration settings. Easily change the color, size, or font for each set.
- Choose the number of words to filter for the page or portal, allowing you to build small or large search clouds for the module
- Optionally make each generated tag a keyword pointing to your portal search
- Control an exclusion list of words that will not be added to the list, even if they are used throughout your site. This helps avoid words you might not want such as 'and' or 'the' etc.

## 2 INSTALLATION PROCEDURE

Included in your download are either one (If you only purchased the PA) or two (If you purchased the PA and Source Code) zip files. One zip file is the source code to the application, and the other zip file is the module which you can upload to your site.

When you extract the files, you will notice that it extracts two zip files (**note**: only one if you just purchased the PA).

- **DataSprings\_DynamicTags\_ModulePA.zip** - file for installing “Dynamic Tags” with your DNN
- **DataSprings\_DynamicTags\_SourceCode.zip** - source zip file you can use in order to make any changes to the application (**note**: meant for advanced users)

In order to install your “Dynamic Tags” module, login with an account to your DNN site as a host or administrator account. Once logged in, Navigate to the Host menu item, and click on the “Module Definition”.

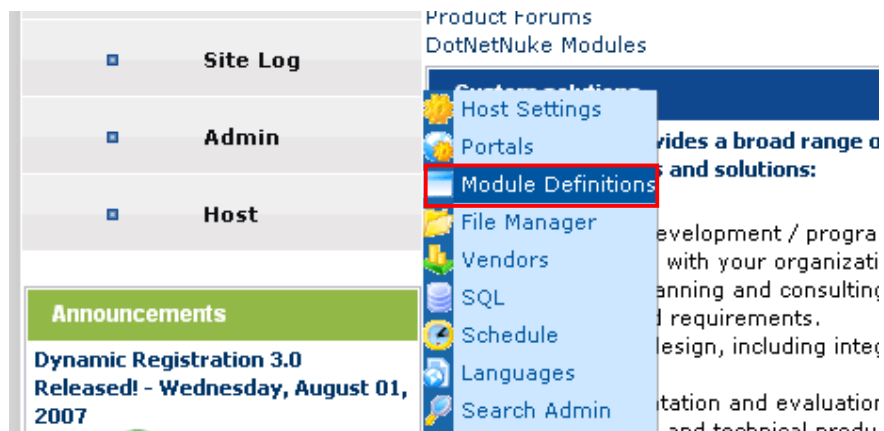


Figure 1: Installation procedure (step 1/6)

The following screen will be displayed.

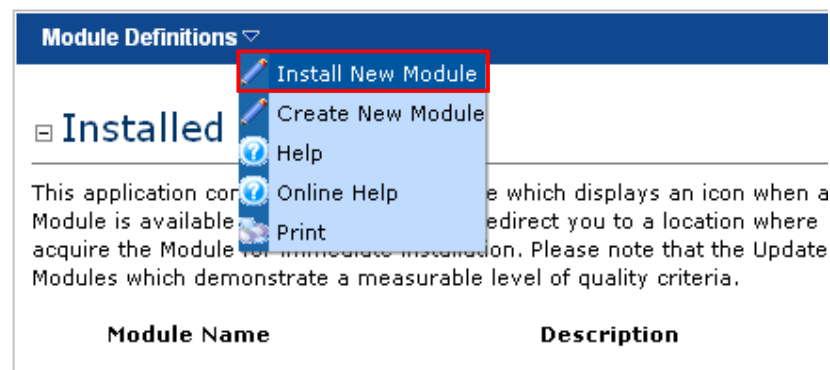


Figure 2: Installation procedure (step 2/6)

Click on the “Install New Module” to continue installing “Dynamic Tags” and the following screen will be displayed.

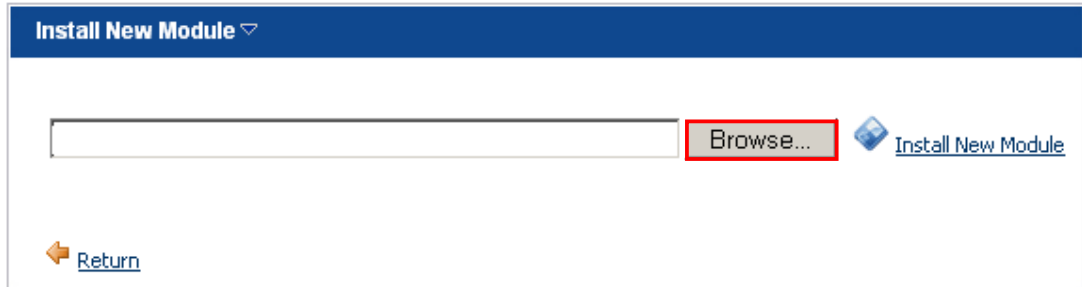


Figure 3: Installation procedure (step 3/6)

Click on the "Browse" button and the dialog window for locating the installation file "DataSprings\_DynamicTags\_ModulePA.zip" will be displayed.

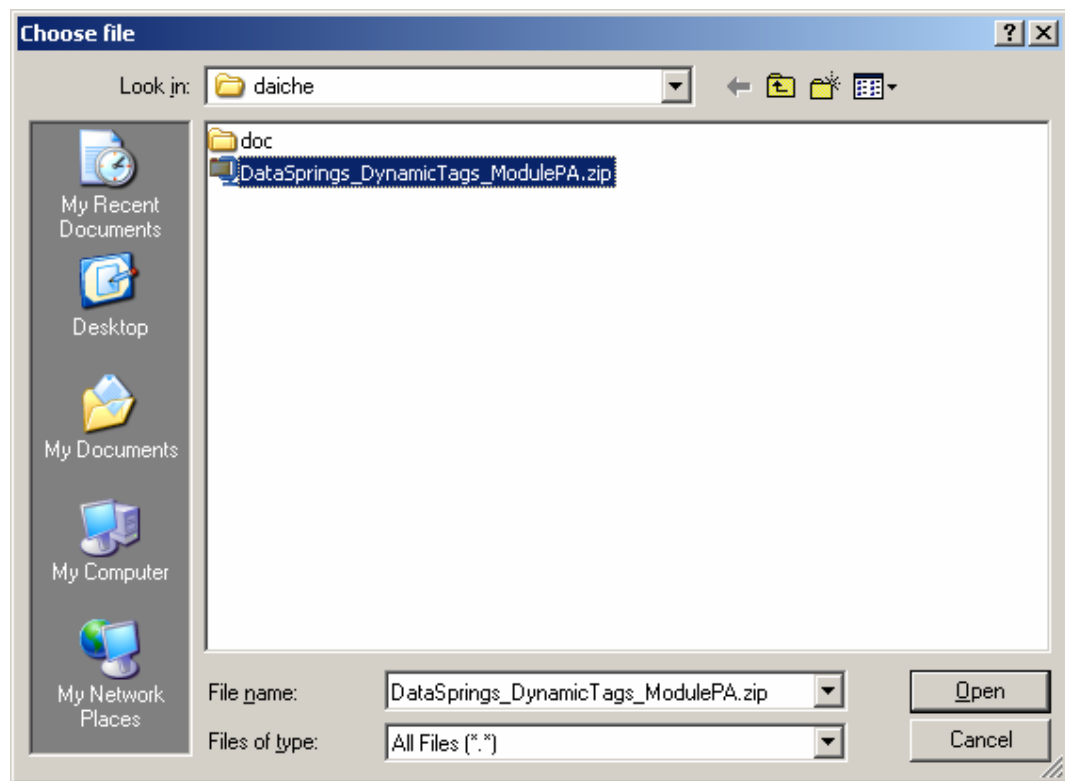


Figure 4: Installation procedure (step 4/6)

Locate the "DataSprings\_DynamicTags\_ModulePA.zip" and click on the "Open" button. The following screen will be displayed.

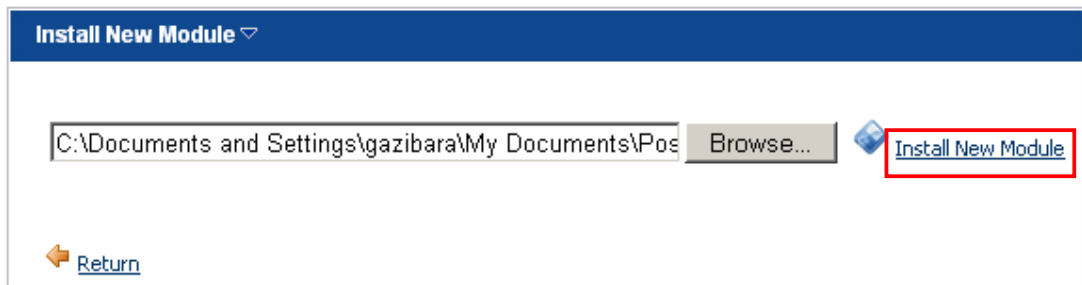


Figure 5: Installation procedure (step 5/6)

Click on the "Install New Module" link inside this screen in order to add the module and it will be added to the list.

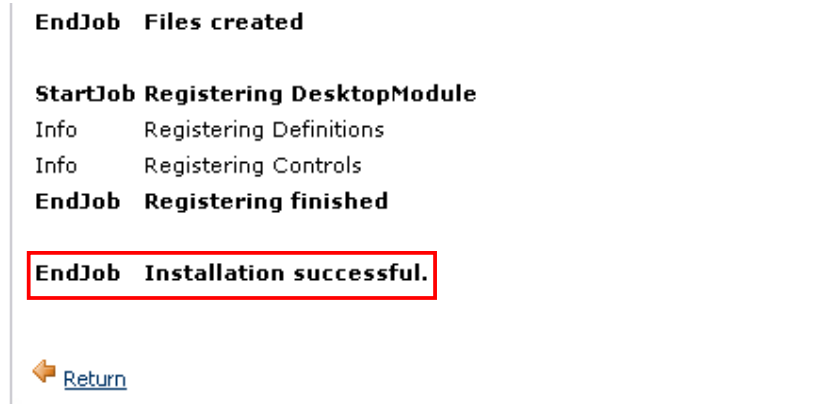



Figure 6: Installation (step 6/6)

**Note:** please keep track of any errors that appear during the installation. These errors can be helpful if your module has problems.

### 3 ADDING DYNAMIC TAGS MODULE TO A PAGE

In order to add “Dynamic Tags” module to a desired page follow these steps:

1. Select the “Add New Module” radio button
2. Choose “Dynamic Tags” from the “Module” pull down menu
3. Click on the “Add” link (or the arrow icon .

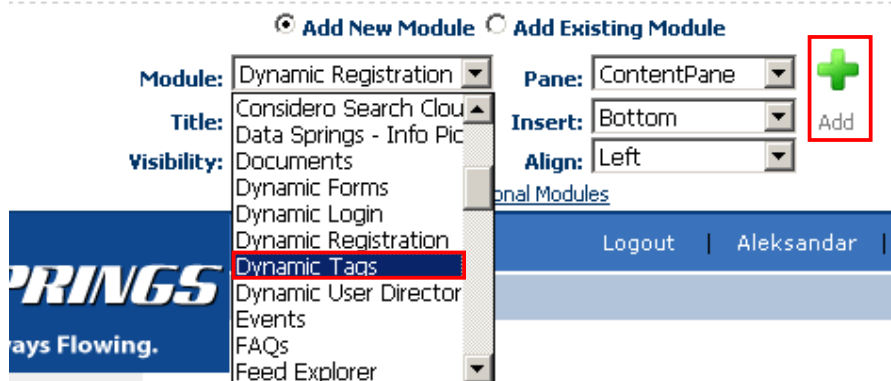


Figure 7: Adding a module to a page

The “Dynamic Tags” module will be added to the page. Click on the arrow next to the title of the module in order to open the main menu.

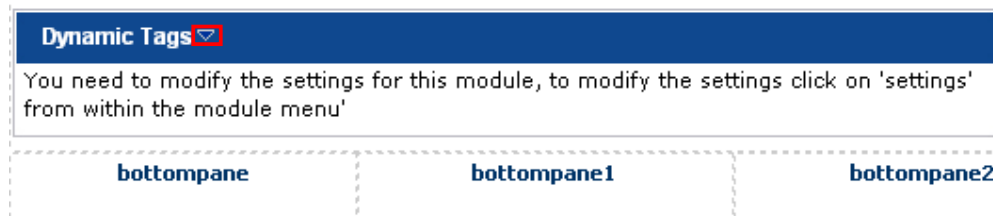


Figure 8: Opening the module main menu

**Note:** see section 4 for further information on main menu options.

## 4 DYNAMIC TAGS MAIN MENU

This section of the document will give the definition of the “Dynamic Tags” main menu options. In order to start using the main menu, click on the arrow next to the title “Dynamic Tags”.

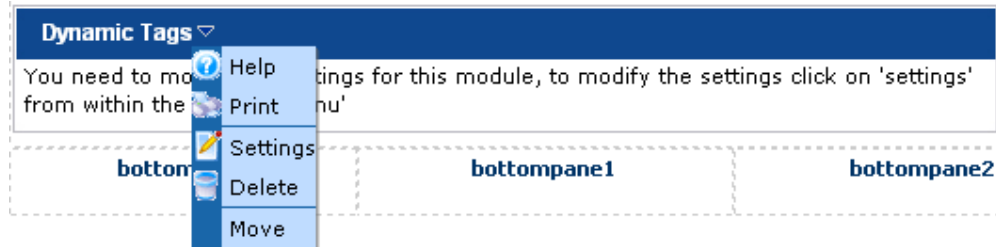


Figure 9: Opening the main menu

The following options are available inside this screen:

- **Help** – this user guide
- **Print** – option for printing the contents of the page
- **Settings** – option for managing settings (see section 5)
- **Delete** – option for deleting a module (see section 0)
- **Move** – option for placing the module in the desired part of the page:
  - Move To leftpane
  - Move To bannerpane
  - Move To contentpane
  - Move To rightpane
  - Move To bottompane
  - Move To bottompane1
  - Move To bottompane2

## 5 MANAGING DYNAMIC TAGS SETTINGS

In order to start managing “Dynamic Tags” settings, choose option “Settings” from the main menu.

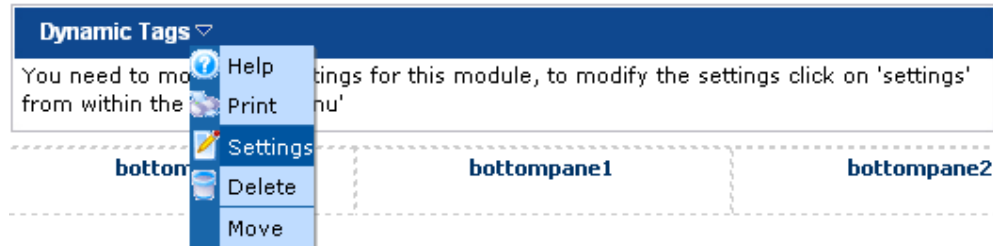


Figure 10: Choosing option "Settings"

The following screen will be displayed.

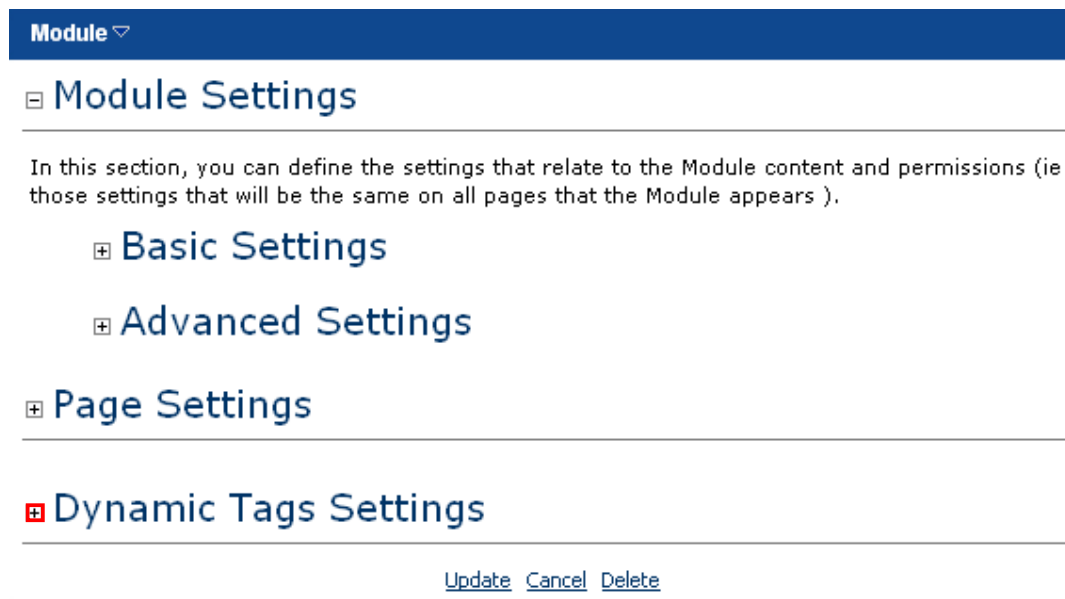


Figure 11: Choosing option "Dynamic Tags Settings"

Click on the “+” symbol next to the “Dynamic Tags Settings” label in order to expand the page and display the settings. The following parameters are available inside this screen:

- **Access Level** – the access level will determine which tags are included in the search to determine the most popular keywords used. If you choose portal, the portalID will be set to the current portal that the module is on. If you select Tab then you have the option to choose the TabID that the search results should be based on
  - **Portal** – select portal if you want the keywords to be parsed throughout the entire portal. This includes all text/html modules used on **all pages** throughout the portal. This setting might be featured on the home page of your site or on a popular area of the site which should highlight overall site content.
  - **Tab** – select the Tab option if you want to base the keywords **only** on the TabID entered within the next setting. This might be useful if you want to use Dynamic Tags to highlight particular keywords that might exist for a specific page or content

on a page. Dynamic Tags will filter/search through the all Text/HTML modules for that particular page and determine the most popular tags.

- **Portal ID** – this is a setting which is defaulted/set to the current portalID if you select the Portal option for ‘Access Level’ setting
- **Number of items to display** – use this field to define the exact number of items (tags) which should be searched throughout the portal or tab
  - **Note:** *This is not the number of items that should be displayed, this is the number of items that the module should search for different levels of significance. If you selected 1000 items, this does not mean that 1000 items might be displayed... This just means that the module will search the first 1000 words within modules to determine which items represent the selected significance levels.*
- **Low Significance** – this is the number of items which should exist within the ‘Number of items to display’ to represent a Low Significance. For example, you might enter 30 if the word should not be displayed within the module unless they are used 30 or more times throughout the portal or specific TabID.
- **Low Significance CSS Class** – the style sheet class which should represent the low significance keywords. For example, you might choose a smaller text or different font for this style sheet class as the keywords displayed for lower significance represent less significance on the site than keywords of more significance
- **Medium Significance** - this is the number of items which should exist within the ‘Number of items to display’ to represent a Medium Significance. For example, you might enter 50 if the word should not be displayed within the module unless they are used 50 or more times throughout the portal or specific TabID.
  - *Note: If you selected 30 within Low Significance and 50 for Medium Significance than any keywords that are used between 30 and 50 would be displayed a Low Significance*
- **Medium Significance CSS Class** - the style sheet class which should represent the medium significance keywords. For example, you might choose a smaller text or different font for this style sheet class as the keywords displayed for medium significance represent less significance on the site than keywords of more significance
- **High Significance** - This is the number of items which should exist within the ‘Number of items to display’ to represent a High Significance. For example, you might enter 70 if the word should not be displayed within the module unless they are used 70 or more times throughout the portal or specific TabID.
  - *Note: If you selected 50 within Medium Significance and 70 for High Significance than any keywords that are used between 50 and 70 would be displayed as Medium Significance*
- **High Significance CSS Class** - the style sheet class which should represent the high significance keywords. For example, you might choose a larger text or different font for this style sheet class as the keywords displayed for higher significance represent the highest significance on the site. These keywords are used the most within the portal or tab and should therefore be highlighted the most.
- **Make text link to portal search** – this setting will make the keyword a hyperlink that points to the DotNetNuke® search feature
- **Exclusion List** – use this text area to define the terms that should be omitted when creating the list of tags (**note:** multiple terms should be divided with a coma)
- **CSS Class** – use this text area to modify the layout of the dynamic tags i.e. the font size color, etc (**note:** meant for users familiar with the CSS concept)

After setting these parameters click on the “Update” button in order to save the changes. The screenshot below demonstrates the layout of the “Dynamic Tags” module as seen by the end users.



Figure 12: The "Dynamic Tags" module as seen by the end users

## 6 DELETING DYNAMIC TAGS MODULE

In order to delete “Dynamic Tags” module, choose option “Delete” from the main menu.

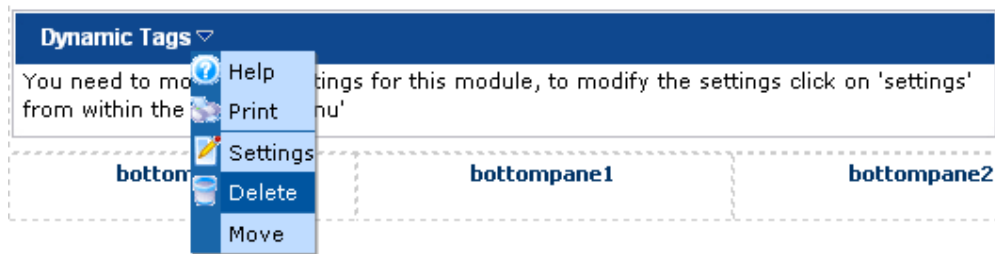


Figure 13: Deleting Dynamic Tags (step 1/2)

The following screen will be displayed.

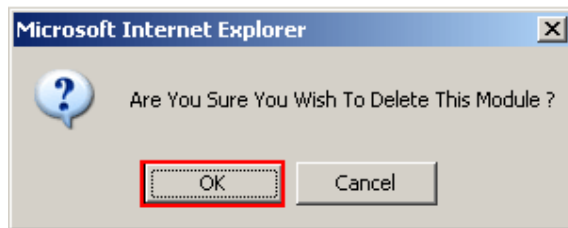


Figure 14: Deleting Dynamic Tags (step 2/2)

Click on the “OK” button and the module will be deleted.