

Xway Additional Tutorials

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Metadata

This tutorial shows how to add metadata to a website.

Web page metadata provides content that is useful to search engines, browsers, and social media. Much of this data is supplied by meta tags, but some is supplied by other elements (e.g. page title, canonical URL). Adding appropriate metadata is important for search engine rankings, and for social media presentation.

Metadata dialog

The easiest way to add metadata in Xway (1.2 or greater) is to use the **Metadata** dialog. The metadata that you enter here may also appear in the **Meta Tags** section of the **Page** or **Document Inspector**, and elsewhere, but the **Metadata** dialog provides a high-level interface that focuses on important or commonly used metadata.

Document metadata

Choose **Document Metadata** from the **Page** menu to display the **Document Metadata** dialog. This is where you should start adding metadata to your site — it provides default metadata that will be used by instance pages that do not have their own separate metadata. Most pages should contain some metadata of their own, but you might not want to add separate images and descriptions for every page in your site (e.g. pages that you don't expect to be shared on social media). You can use the **Document Metadata** dialog to set default values that are appropriate for the home page and for any pages that do not have their own metadata.

General metadata

The **General** section of the **Metadata** dialog contains general metadata that is useful to search engines.

Start by entering a page description. This is a description of the contents of a page, and is used by search engines in determining whether your page is

relevant to a search query. Enter a page description that is appropriate for your home page, and for your site generally. Descriptions should not be longer than around 160 characters.

When you've done this, tab to the **Web URL** field of the **Metadata** dialog and enter a web URL. This is the base URL of your website. If you have a secure (https) website, enter the domain name and Xway will add `https://` in front of it. If you have an insecure (http) website, you will need to add `http://` instead of `https://`. (We recommend that you have a secure website, since users may avoid visiting insecure websites.)

When you've entered the web URL, you should see that the **Page URL** popup is set to **Automatic**. Xway uses the web URL to calculate the URLs of individual pages automatically. A page URL is the "canonical" (preferred) URL for a page — this is the URL that you want search engines to use when there are multiple URLs that display the same content (e.g. `https://example.com`, `https://www.example.com`, and `https://example.com/index.html?parameter=1`). If a canonical URL is not provided, search engines may list alternative results separately, and this can have a negative effect on page rankings.

Social media metadata

The **Open Graph (Social Media)** section of the **Metadata** dialog contains data that is used by social media.

The **Open Graph** description is most commonly identical to the page description in the **General** section of the **Metadata** dialog. If the **Use Page Description** checkbox is turned on, Xway will output the same description, so you don't need to enter this separately.

Use the **Site Name** field to enter the name of your site. This is the name of your website, and is helpful for brand purposes. Note that a site name is not the same as a domain name: the site name for Apple's website is "Apple", not `apple.com`.

Choose **Website** from the **Type** popup. You can use other values for specific pages, but **Website** is the most common value (see the *Xway User Guide* for more information).

Choose **Other...** from the **Image** popup to select an Open Graph image. This is an image that you wish to be displayed by social media when someone links to your web page. An Open Graph image should generally be around 1200 × 630 pixels. Xway automatically calculates and outputs meta tags that specify the width and height of the image (this enables faster layout of link previews).

Choose **Automatic** from the **URL** popup. Open Graph URLs duplicate canonical URLs and probably aren't necessary, but there's no harm in outputting them.

X (Twitter) metadata

The **X (Twitter)** section of the **Metadata** dialog contains data that is used by X (formerly known as "Twitter").

There isn't much that you need to add in this section, but you should choose **Summary Large Image** from the **Card** popup, unless you specifically want to choose a different option (see the *Xway User Guide* for more information). You don't need to set a description or choose an image (unless you selected a different card type), because X uses Open Graph descriptions and images by default.

If your website has an associated X handle, enter this in the **Site** field.

Info metadata

The **Info** section of the **Metadata** dialog contains informational (non-essential) data. Ignore it for now (see the *Xway User Guide* for more information) and **OK** the dialog.

Page metadata

Once you've entered default metadata in the **Document Metadata** dialog, the next step is to enter page-specific metadata. You can do this by switching to a site page and choosing **Metadata** from the **Page** menu. Do this for each page in your site, unless it is a page that you don't expect users to search for, or share on social media.

General metadata

Each of your site pages should already have a title, since you typically set this when you insert a page. The page title is also displayed in the Title field in the Page Inspector.

For most site pages, you should enter a page-specific description (no longer than around 160 characters) in the Page Description field.

If you chose Automatic from the Page URL popup in the Document Metadata dialog, you should see that Xway has automatically calculated the URL of each site page (Xway displays this beneath the Page URL popup). If you subsequently rename or move a page, Xway will automatically update its URL.

Social media metadata

Most websites use the same title and description as a general (search-engine) title and description and as a social media title and description. Select the Use Page Title and Use Page Description checkboxes if you want Xway to duplicate the general title and description. You can also enter a separate social media title and description if you prefer.

You may want to use different social media images for specific pages. The Softpress website uses different images for different product pages.

X (Twitter) metadata

You generally don't need to add page-specific metadata in the X (Twitter) section.

Page content

While metadata is an important factor affecting search engine rankings, it's important to note that the most important factor is the actual page content.

Semantic elements

One thing that you can do to improve page content is to use semantic elements. Search engines use these to identify and categorize content.

To use semantic elements in Xway, choose an appropriate type for a box or paragraph from the **Type** popup in the **Box Inspector** and **Page Inspector**. Use real headings (**heading1**) and subheadings (**heading2** etc.) rather than paragraphs that are set to a large font size. The most important semantic element, as far as search engines are concerned is the top heading: every page should contain an **h1** (**heading1**) element.

Semantic elements are also helpful for accessibility reasons.

Note that you can use the **Default Styles** sections of the **Document** and **Page Inspector** to set default styles for headings and other elements. This improves the appearance of your website by providing stylistic consistency. It also saves time, since you don't have to set an individual style for each element, and you can make site-wide changes by changing a single default style.

Search

This tutorial shows how to add search functionality to a website.

Creating a search page

We'll start by creating a new document that is based on the Ambient or Ambient Light template. Choose **New from Template** from Xway's File menu and select Ambient or Ambient Light. If you haven't already installed templates, choose **Install Templates** from the Xway (Application) menu to install them.

Close the Home page in the Site panel (by closing the disclosure arrow next to it). Then insert a new page by choosing **New Page** from the Page menu, and name it Search (type Search in the New Page dialog).

Adding a search box

Select the main section of the new page in the Site panel and place a text insertion point inside it by pressing Command-Return. Use the Insert Box tool to insert a container box, and name it `searchbar` (using the Name/ID field in the Box section of the Box Inspector).

Set the following dimensions in the Dimensions section of the Box Inspector: Width 90%, Minimum Width 200px, Maximum Width 600px, and Height 32px. Then delete the minimum height value. To center this box within the main section, choose **Center** from the Align popup in the Margins and Alignment section of the Box Inspector. While in this section, set a top margin of 2em to add some space before the search box.

Next, open the Borders section of the Box Inspector and add a border by clicking on the first (all round border) button. If your document is based on the Ambient template, where the page div has a black background, set the border color to **White**. Then give the box some rounded corners: open the Corners section of the Box Inspector (just below the Borders section), click on the first (four corners) button, and enter 16px as the radius. 16px is half the

height of the box (32px), so this creates a lozenge shape, which is often used for search bars.

Adding a search form

To add search functionality to the search box, we can insert a markup item. Click inside the box and choose **Markup** from the **Insert** menu (or click on the **Insert Markup** button in the toolbar). Add the following code within the Markup dialog by copying and pasting the contents of the `markup 1` file in the **Text** folder that accompanies this tutorial. An easy way to copy is to select `markup 1` in the **Finder**, press **Space** to display it, then choose **Select All** (shortcut: ⌘A) followed by **Copy** (shortcut: ⌘C) from the **Edit** menu. Paste the text (shortcut: ⌘V) in the Markup dialog when you've done this.

```
<form method="GET" action="https://www.google.com/search">
  <input type="hidden" name="sitesearch" value="softpress.com">
  <input type="search" id="xw-search" placeholder="Search softpress.com..." name="q"
size="15" maxlength="255">
</form>
```

This creates a form element that sends a search request for Google to search `softpress.com`. You can leave it like that for test purposes, or you can replace both occurrences of `softpress.com` with your own domain name. OK the dialog.

The form element contains two input elements. The first of these is hidden, and contains information that is passed to Google, telling it to search a particular site. The second is a visible element that has the ID `xw-search` and a placeholder value ("Search softpress.com...") that is displayed when the search field is empty.

We can use the `xw-search` ID to add some styling to the search element. Switch to the **Page Inspector** and add the following code in the **CSS Markup** section by copying and pasting the contents of the `markup 2` file in the **Text** folder that accompanies this tutorial:

```
#xw-search
{
  margin:0;
  border:none;
  width:100%;
  outline:none;
  background:none;
  font-size: 16px;
  color: white;
}
```

If you created a new document based on the Ambient Light template (which has black text on a white background), change `white` in `color: white` to `black` (without removing the following semicolon).

Let's see how that looks in Xway's **Web** view: choose **Web Preview** from Xway's **View** menu, or click on the **Web Preview** tool in the toolbar. The placeholder text is too close to the top left of the search box, so let's fix that by adding some padding. Switch back to Xway's **Page** view by choosing **Page** from the **View** menu, or by clicking on the **View Page** button in the toolbar. Then select **searchbar** in the **Site** panel (or on the page) and enter **10px** for both left and right padding, and **4px** for both top and bottom padding in the **Padding** section of the **Box Inspector**.

Testing search

Now is a good time to save your document. Name it **Ambient Search** or **Ambient Light Search**, depending on which template you used.

We can't test the search bar in Xway's **Web** view, because that only displays the current page, but we can test it by previewing in a browser. Choose **Preview** from the **File** menu, or click on the **Preview** button in the toolbar. If you haven't changed the domain name from `softpress.com` to your own domain, try searching for "Xway". Alternatively, if you're using your own domain name, try searching for something that you know is on your own website. You should find that Google displays relevant pages. If you don't find anything that is relevant, check that you have entered appropriate metadata and that you have followed the advice given in the previous ([Metadata](#)) tutorial. You

may need to wait a few days after doing this, so that Google can reindex your site.

Adding Search to the menu

Now that we've added a search page, we should also add **Search** to the menu, so that users can find the search page.

Close the **Search** page in the **Site** panel, by closing the disclosure arrow next to it. Then switch to the master page by selecting **Master 1** in the **Site** panel, and open it by option-clicking on the disclosure arrow next to it. Click on the last menu item (in Xway's **Page** view) and duplicate it by choosing **Duplicate Selection** from the **Edit** menu. Click inside the duplicated item, and change the text to "Search". Then change the link by choosing **Search** from the **Page** popup in the **Link** section of the **Link Inspector**. We also need to adjust the menu breakpoint (the point at which a full menu is replaced by a hamburger menu) to accommodate the extra menu item. Select **menu** in the **Site** panel and enter 420px in the **Breakpoint** field in the **Menu** section of the **Box Inspector**.

Now preview in a browser, and check that you can easily navigate to the search page by choosing **Search** from the menu. Save your document when you have done this.