

Publishing to WordPress from FrameMaker

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Introduction

— [Scott Prentice, President of Leximation, Inc.

— [Specializing in FrameMaker plugin development as well as structured FrameMaker conversions, consulting, and development. FrameMaker user/developer since 1991.

— [Developed DITA-FMx, a FrameMaker plugin for efficient DITA authoring and publishing.

— [Consulting for custom Help systems, creative/functional web applications, and EPUB solutions.

What is WordPress?

- [Easy to use website management tool
- [Use as a blog (posts)
- [Use for static content (pages)
- [Easy to customize appearance (themes)
- [Easy to add interactivity/features (plugins)
- [Joomla and Drupal are popular but not as easy

WordPress basics

- [wordpress.com (hosted) / wordpress.org (install)
- [Install on any web server with the following:
 - PHP 5.2.4
 - MySQL 5
- [Two types of default content:
 - Posts - time-based content (blogs)
 - Pages - static content

Why publish to WordPress?

- [Provides the framework for website maintenance
- [Easily apply “themes” to style the website
- [Provides nice “responsive” themes and layouts
- [Works for mobile, tablet, and desktop
- [Collect user feedback and comments
- [Wouldn't it be great to publish to WP from FrameMaker?

WordPress, not just for blogs

- [74.6 million sites use WordPress (50% on wordpress.com)
- [WordPress is translated into 40 languages
- [22% of new domains (in the US) run WordPress
- [29,000 WordPress plugins (and growing)
- [5x more business sites than news sites (in the US)

FrameMaker export options

— [WordPress can import HTML or XML, your options are ..

— HTML - from the Publish command or RoboHelp
(don't use SaveAs HTML)

— XML - from structured FM (requires extra processing)

— MIF - convert to XHTML or XML from MIFML
(from Leximation)

WordPress import options

- [RSS XML (special WP variant)
- [HTML (the cleaner the better)
- [Custom WordPress plugin
- [Home-grown scripts (Perl, etc.)
- [Lots of options from non-FM sources (but that's not why we're here)

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Available Tools

Import

Export

Settings

Collapse menu

Help

Import

If you have posts or comments in another system, WordPress can import those into this site. To get started, choose a system to import from below:

Blogger	Install the Blogger importer to import posts, comments, and users from a Blogger blog.
Blogroll	Install the blogroll importer to import links in OPML format.
Categories and Tags Converter	Install the category/tag converter to convert existing categories to tags or tags to categories, selectively.
HTML	Import the contents of HTML files as posts, pages, or any custom post type. Visit the options page first to select which portions of your documents should be imported.
LiveJournal	Install the LiveJournal importer to import posts from LiveJournal using their API.
Movable Type and TypePad	Install the Movable Type importer to import posts and comments from a Movable Type or TypePad blog.
RSS	Import posts from an RSS feed.
Tumblr	Install the Tumblr importer to import posts & media from Tumblr using their API.
WordPress	Import posts, pages, comments, custom fields, categories, and tags from a WordPress export file.

If the importer you need is not listed, [search the plugin directory](#) to see if an importer is available.

RSS Importer plugin

- [Page or post content within `<content:encoded>` element, HTML markup within CDATA tags
- [Supports all metadata
- [Can define hierarchy of pages
- [Import does not replace existing content, creates duplicate
- [Good for initial import of content only; images require manual import, links may not work

```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <!-- generator="WordPress/4.0" created="2014-11-04 23:10" -->
3 <rss version="2.0" xmlns:excerpt="http://wordpress.org/export/1.2/excerpt/"
4   xmlns:content="http://purl.org/rss/1.0/modules/content/"
5   xmlns:wfw="http://wellformedweb.org/CommentAPI/" xmlns:dc="http://purl.org/dc/elements/1.1/"
6   xmlns:wp="http://wordpress.org/export/1.2/">
7
8   <channel>
9     ...
10    <item>
11      <title>Sample Document</title>
12      <link>http://localhost/web/fm2wp/?page_id=635</link>
13      <pubDate>Tue, 04 Nov 2014 17:13:25 +0000</pubDate>
14      <dc:creator><![CDATA[demo2]]></dc:creator>
15      <guid isPermaLink="false">http://localhost/web/fm2wp/?page_id=635</guid>
16      <description/>
17      <content:encoded><![CDATA[This is a <strong>SAMPLE</strong> document for round trippi
18      <excerpt:encoded><![CDATA[]]></excerpt:encoded>
19      <wp:post_id>635</wp:post_id>
20      <wp:post_date>2014-11-04 17:13:25</wp:post_date>
21      <wp:post_date_gmt>2014-11-04 17:13:25</wp:post_date_gmt>
22      <wp:comment_status>open</wp:comment_status>
23      <wp:ping_status>closed</wp:ping_status>
24      <wp:post_name>sample-document</wp:post_name>
25      <wp:status>publish</wp:status>
26      <wp:post_parent>0</wp:post_parent>
27      <wp:menu_order>0</wp:menu_order>
28      <wp:post_type>page</wp:post_type>
29      <wp:post_password/>
30      <wp:is_sticky>0</wp:is_sticky>
31      <wp:postmeta>
```

HTML Import 2 plugin

- [Imports well-formed HTML as WP posts or pages
- [Imports referenced graphics, but links may not work
- [Performs cleanup of HTML (important)
- [Requires upload of all files to web server (or single file upload through UI)
- [Creates new content, does not replace existing
- [Maintains page hierarchy based on directory structure

WP All Import plugin

- [Imports XML or CSV as WP posts or pages
- [Requires template to map data to WP objects
- [Subsequent imports will replace existing content
- [Free version supports single file import, professional version allows multiple files
- [Does not import referenced images, links may not work

DITA to WP Import tool

- [Not a plugin but a script to install (complex)
- [Does not import DITA XML, but HTML generated by the DITA Open Toolkit (in theory any HTML)
- [If using DITA, import creates hierarchy based on map otherwise must be manually created
- [Referenced images may not work well
- [Successive imports replace matching content

Common issues

- [Difficult to maintain a navigation hierarchy
- [Import of referenced graphics
- [Conversion of links
- [Round-tripping of content
- [Associating comments with content

Updating WP content

- [If your content changes ..
 - Update directly in WP
 - Import updated content into WP
- [Importing is difficult to sync

Custom import tool?

- [I don't see the perfect FM to WP process
- [Lots of pieces, but no ideal solution for techcomm
- [After initial WP import, need to extract "Post ID" and associate with FM content
- [Store "Post ID" in FM markers?

Demo

- [Publish to HTML from FM
- [Copy HTML files to server (just content)
- [Setup and run HTML Import 2 plugin
- [View resulting imported content

Resources

— [HTML Import 2.0 User Guide - <http://stephanieleary.com/downloads/html-import/user-guide.html>

— [WP Import All plugin - <http://www.wpallimport.com>

— [Tom Johnson, Import DITA Webhelp Output into WordPress - <http://idratherbewriting.com/2013/01/21/how-to-import-webhelp-from-a-help-authoring-tool-into-wordpress/>

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