

## **FusionBot Template Object Tag Documentation**

#### **Overview**

The FusionBot template process allows for extremely powerful customization capabilities for your search results, allowing you to effectively utilize a "skeleton" HTML template of your own site's design, and place special tags, called FusionBot Template Object Tags, within your HTML, for controlling where dynamically generated FusionBot content should appear.

When a query is submitted by your visitors, FusionBot will receive the query, process the results, parse your custom template created within your FusionBot account, and replace any FusionBot Template Object Tags it encounters with the actual values they represent, in real-time.

Each FusionBot Template Object Tag begins with the indicators "\$LGK\_" or "\$RES\_". Therefore, whenever the FusionBot query engine parses your custom template, these five-character combinations will "turn-on" the parsing logic for evaluating and displaying the values in which the corresponding Object Tag represents. It is also important to note that when placing object tags within your template, that these tags **MUST** be in all uppercase in order for the FusionBot parsing engine to recognize them.

In addition, you will encounter various FusionBot object tags within your template that are wrapped with:

\$LGK\_OBJECTNAME\_IF \$LGK\_OBJECTNAME \$LGK\_OBJECTNAME\_ENDIF

Wrapping tags within the **IF/ENDIF** logic allows you to include additional formatting HTML tags, such as <BR> tags, or any other HTML tags or text, which will only print, in addition to the value that the template object tag represents, when the value of the template object tag is **NOT NULL**, in the case where the object tag represents text, or **NOT 0**, in the case where the object tag represents a numeric value. This prevents the printing to your search results page any unnecessary HTML tags, or text, that would not be necessary, when the value of the template object tag within the **IF/ENDIF** logic is null, and therefore does not print. Please reference the following <u>FAQ</u> for more information.

When subscribing, FusionBot initially seeds your template with a standard block of HTML code in order to get you started, with **most** of the available template object tags already present within your template.

Last Modified: 10/11/2011

The remainder of this document provides an overview of the contents of the default template for your account, including a description of each object tag and its

corresponding function, in order to assist you in understanding how to edit your template to your liking. The document will also explain any additional template object variables that are available for your use, that may not be present in your initial / default template provided.

### **Default Template Layout**

To access your default template, after logging into your account, click on the 'Customization' tab, select the 'Template' link, and click 'Edit' next to the template labeled 'Main'.

You have the ability to create multiple custom templates for your account. For more information concerning the creation of multiple templates, please reference the following <u>FAQ</u>.

When editing your template for the first time, it will be populated with a bare-bones set of HTML tags, in order to make editing your template as easy as possible. The template contains three essential sections (blocks of HTML & FusionBot object tags) that must be carried forward if copying the contents from your default template into a new custom template that you are preparing. Your default template will appear similar to the template displayed below, with the three blocks of essential code highlighted in yellow, blue, and orange respectively.

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(continued on the following page)

```
<html>
<head>
 <title>$LGK_KEYS</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta http-equiv="Cache-Control" content="no-cache">
cmeta http=equiv cache-control content no-cache /
cstyle type="text/css">
    span.FONT { font-family: verdana; font-size: 10pt; color: black; }
    span.FONT1 { font-family: verdana,arial; font-size: 10pt; color: #777777; }
    .featured { border:1px solid #ccc; padding:5px; margin:5px 0; background-color:#eee; }
</style>

<
   $LGK_TEXTBOX
$LGK_DROPDOWN_IF
   $LGK_DROPDOWN
$LGK_DROPDOWN_ENDIF
$LGK_SUBMIT_IF
$LGK_SUBMIT_ENDIF
$LGK_SUBMIT_ENDIF
   $LGK_RADIO_IF
      \langle br \rangle
       <font face="verdana" size="2"><small>$LGK_RADIO</small></font>
   $LGK_RADIO_ENDIF
 <br>>
   $LGK HELP IF
      <font face="verdana" size="2"><small>$LGK_HELP&nbsp;</small></font>
   $LGK_HELP_ENDIF
$LGK_SITEMAP_IF
<font face="verdana" size="2"><small>$LGK_SITEMAP</small></font>
   $LGK_SITEMAP_ENDIF
 <br>>
<br>
   $LGK_TEXTBOX_ENDIF
$LGK_FBLOGO_IF
$LGK_FBLOGO
$LGK_FBLOGO_ENDIF
</form>
$LGK_MATCHED_IF
"""

<span class="FONT">$LGK_MATCHED</span>&nbsp;
$LGK_MATCHED_ENDIF
$LGK_SORTHY_IF
<span class="FONT">$LGK_SORTBY</span>
$LGK_SORTBY_ENDIF
 <br>
<span class="FONT">
<span class="FONT">
<slGK_SPELLING_IF
<br/><br/><br/>$LGK_SPELLING_ENDIF
<IGK_RESULTS_IF
<SRES_START
<br/><diy_SRES_EDATURES</pre>
   <div $RES_FEATURED_IF class=featured $RES_FEATURED_END >
      </d1>
   </div>
   $RES_END
 $LGK_RESULTS_ELSE
<!-- TO HAVE A CUSTOM 'NO RESULTS' MESSAGE, REPLACE THE LGK_NO_RESULTS TAG
WITH YOUR OWN HTML. //-->
$LGK_NO_RESULTS
$LGK_RESULTS_ENDIF
  :∕span>
$IGK_PAGES_IF <span class="FONT">$IGK_PAGES</span><br>><br>$LGK_ROLLUP_IFclass=FONT>$LGK_ROLLUP</span><br>><br>$LGK_ROLLUP_IF
 </bodv>
</html>
```

Figure 1: Default Template Contents

### **HEAD Section (Yellow)**

### **Head Section Definitions Table**

Tag Name	Required?	Description
\$LGK_SCRIPTS	Yes	This tag is required in order to insert any necessary client-side scripting logic by FusionBot, required for the proper functionality of various features, such as the \$RES_PREVIEW function.

The HEAD Section also defines a set of classes for controlling the appearance of the dynamic text displayed within your search results. The <style>...</style> tag section (in yellow) is not required, but if removed, you should define your own classes either in a remotely included style sheet, i.e.

### <link rel='stylesheet' href='http://www.yoursite.com/stylsheet.css'>

Or directly within the <HEAD></HEAD> section of your template by replacing the values that have been pre-defined for you:

```
<style type="text/css">
   span.FONT { font-family: verdana; font-size: 10pt; color: black; }
   span.FONT1 { font-family: verdana,arial; font-size: 10pt; color: #777777; }
   .featured { border:1px solid #ccc; padding:5px; margin:5px 0; background-color:#eee; }
</style>
```

Figure 2: Default Style Section

You will see that later in your template, various template object tags within the blue and orange sections have their formatting properties, such as font face, size, color, etc., defined by the contents of the yellow section, as a result of being placed between <span class="font">...</span>, <span class="font1">...</span>, or <div class="featured"> tags.

Therefore, to modify the font values utilized for the text displayed as part of your search results, simply update the values contained within the yellow section of the code displayed to your desired settings. If you wish to use style attributes already defined by your remotely included style-sheet, as referenced above, update the <span> tags surrounding the various template object tags within the blue and orange sections of your template from their current names, **FONT** and **FONT1**, to styles represented within your own style-sheet that you wish to use. The **.featured** style is used to control the formatting of the \$RES FEATURED content referenced further down within the document.

#### **SEARCH BOX Section (Blue)**

The SEARCH BOX Section is the HTML code used to write / display the search box to your visitors, with any custom properties as defined within your FusionBot Account.

```
<form method="get" action="http://ss002.fusionbot.com/b/q" target=" self">
  <input type="hidden" name="sn" value="124122">
  $LGK_HIDDEN
  $LGK_TEXTBOX_
    $LGK_TEXTBOX
  $LGK DROPDOWN IF
    $LGK_DROPDOWN
  $LGK_DROPDOWN_ENDIF
  $LGK_SUBMIT_IF
    $LGK SUBMIT
  $LGK_SUBMIT_ENDIF
  $LGK_RADIO_IF
    <font face="verdana" size="2"><small>$LGK_RADIO</small></font>
  $LGK RADIO ENDIF
<br>>
  $LGK_HELP_IF
    <font face="verdana" size="2"><small>$LGK_HELP&nbsp;</small></font>
 $LGK_HELP_ENDIF
$LGK_SITEMAP_IF
    <font face="verdana" size="2"><small>$LGK_SITEMAP</small></font>
 $LGK_SITEMAP_ENDIF
<br>>
<br>>
  $LGK_TEXTBOX_ENDIF
$LGK_FBLOGO_IF
  $LGK_FBLOGO
$LGK_FBLOGO_ENDIF
</form>
```

Figure 3: Default Search Box Section

A number of the template objects explained in the table below, which are not required, can be removed from your template. However, in most cases, rather than removing, it is recommended that you keep the objects within your template, and simply disable their display, by toggling them off, within your FusionBot account. In this manner, should you wish to re-display these options at a later date, you can do so, by simply toggling the option back on, see FAQ.

If, however, you wish to customize a particular object that cannot be customized using the actual object tag, in this case, it is recommended that you toggle off the option, delete the object tag, and replace its contents with your own custom HTML code (see **\$LGK\_TEXTBOX**, in the table below, as an example).

## **Search Box Section Definitions Table**

Tag Name	Required?	Description
\$LGK_HIDDEN	Yes	Inserts back into your search results any hidden values passed as part of your search box, so that they may be carried forward as part of additional searches. Hidden values are options not visible to your visitors, but are required so that the FusionBot search understands how to process a query. Hidden values include options such as which template to display the search results for, which search partition was selected for searching against, sort options, custom language settings, etc.
\$LGK_TEXTBOX	No	Inserts the input box for displaying the keyword(s) searched, and enabling visitors to modify their query to submit a different set of search terms. If the default attributes of the textbox are not to your liking, such as its width, you can remove this object tag, and include your own HTML in its place. The \$LGK_TEXTBOX object tag writes the basic HTML code: <input maxlength="200" name="keys" size="26" type="text" value="search terms"/> When using your own custom input box for more control over its attributes, in order to re-display the previously searched keywords by your visitors, within the text box, use the template object tag: \$LGK_KEYS: <input maxlength="200" name="keys" size="10" type="text" value="\$LGK_KEYS"/>
\$LGK_DROPDOWN	No	If you have built a custom search partition, you can choose to have your partition options selectable within a drop down menu, in which case your partition information will be displayed in your search results in the location of this object tag. As an alternative, you can have your partition options selectable via radio buttons, see \$LGK_RADIO below.  In either case, it is best to leave both object tags within your template, so that you can easily toggle between display options within your account. You can toggle between options be referencing the following FAQ.  And, for information on configuring search partitions, please see the following FAQ.

**Search Box Section Definitions Table (continued)** 

Search Box Section	n Definition	s Table (continued)
Tag Name	Required?	Description
\$LGK_SUBMIT	No	Inserts the actual search button a user clicks to submit a search against your index. The specific code inserted is:
		<input type="submit" value="Go"/>
		If you wish to display your own custom text, rather than "Go" for the search box, you can delete this object tag, and replace with your own HTML:
		<input type="submit" value="Search"/>
		Or, to include a clickable image as your search button:
		<input <br="" type="image"/> src= <u>http://www.yoursite.com/image.gif</u> >
		If you wish to display no search button at all, do not delete the object tag, but rather, toggle its value off within your account, so that if you choose to display the button at a later time, the corresponding object tag is still present.
\$LGK_RADIO	No	If you have built a custom search partition, you can choose to have your partition options selectable via radio buttons, versus a drop down menu item, see \$LGK_DROPDOWN above. In either case, it is best to leave both object tags within your template, so that you can easily toggle between display options within your account.
		You can toggle between options be referencing the following <u>FAQ</u> .
		And, for information on configuring search partitions, please see the following FAQ.

**Search Box Section Definitions Table (continued)** 

		s Table (continued)
Tag Name	Required?	Description
\$LGK_HELP	No	If you have chosen to display the 'search tips' link as part of your search box, which links your visitors to a page displaying the various search options and search syntax available to them, this object tag must be present within your template.
		If you do not wish to display the 'search tips' link, rather than removing the object tag from your template, toggle its display off within your account. In this manner, should you wish to reenable its display at a later date, the corresponding object tag will still be present.
		If you wish to link to your own custom 'search tips' page, disable the display of the 'search tips' link within your account, and replace this object tag with your own static link, directly to your custom 'search tips' page, hosted on your site.
		In addition, you can modify the default 'search tips' page generated by referencing our <u>FAQ</u> .
\$LGK_SITEMAP	No	If you have chosen to display the 'sitemap' link as part of your search box, this object tag must be present within your template.
		If you do not wish to display the 'sitemap' link, rather than removing the object tag from your template, toggle its display off within your account. In this manner, should you wish to reenable its display at a later date, the corresponding object tag will still be present.
		If you wish to link to your own custom 'sitemap' page, disable the display of the 'sitemap' link within your account, and replace this object tag with your own static link, directly to your custom 'sitemap' page, hosted on your site.
\$LGK_FBLOGO	Yes, Silver Package	Not present within Gold package templates, as the FusionBot logo is not required. For Silver package customers, this template object controls where the selected FusionBot logo will appear within the search results. You can change / choose your FusionBot logo for display within your account, by referencing the following FAQ. If omitted from Silver plan templates, the FusionBot logo will be forced into the end of your results.
\$LGK_REGION	No	Deprecated. This object tag is now obsolete. While it is still supported within the template, to increase the flexibility of your display options, this tag has been replaced with <b>\$LGK_DROPDOWN</b> and <b>\$LGK_RADIO</b> object tags (see above).

### **SEARCH RESULTS Section (Orange)**

The SEARCH RESULTS Section displays the actual context of the search results, as defined within your FusionBot account. As such, it is the most complex and most important block of code within your custom template, and should be edited with extreme caution and care. In most cases you can simply cut and paste the search results section code (orange) unedited, directly into your own template.

Figure 4: Default Search Results Section

## **Search Results Section Definitions Table**

Search Results Se		
Tag Name	Required?	Description
\$LGK_MATCHED	No	Used to display the number of pages that were found that matched the search criteria after conducting a search, and the amount of processing time required:
		Matched <b>19</b> pages in <b>0.02</b> seconds
		If you wish to further customize this message beyond the standard message returned above, you can do so by replacing the \$LGK_MATCHED block of code in the default template with your own custom text, and use the object tag \$LGK_MATCH_CNT to represent the number of "hits" for a search, in this case, 19, and \$LGK_MATCH_TIME to represent the time in seconds it took to process the results, 0.02.
		For example, you could essentially rewrite the text displayed automatically, using the \$LGK_MATCHED object tag, by replacing the \$LGK_MATCHED tag with its individual elements, as follows:
		Matched <b>\$LGK_MATCH_CNT</b> pages in <b>\$LGK_MATCH_TIME</b> seconds
		Of course, the purpose of using the individual elements would be to re-write the message displayed, using a more custom message, rather than the standard message used by FusionBot. Please reference the following <u>FAQ</u> for additional options related to these object tags.
		Two additional object tags are available for further customizing your "matched" message, if desired.
		\$LGK_MATCH_LOWER \$LGK_MATCH_UPPER
		These tags allow you to print a block of text informing the visitor of the upper and lower boundaries for the results that are currently being displayed on a page:
		"Viewing 11 through 20 of 31 results."
		As represented by:
		\$LGK_MATCH_LOWER_IF Viewing <b>\$LGK_MATCH_LOWER</b> through <b>\$LGK_MATCH_UPPER</b> of <b>\$LGK_MATCH_CNT</b> results. \$LGK_MATCH_LOWER_ENDIF

**Search Results Section Definitions Table (continued)** 

Tag Name	Required?	Description
\$LGK SORTBY	No No	Used to display an option which will allow users to
\$LOK_SOKIDI	NO	control how the search results are sorted, as
		represented below:
		'
		Matched 19 pages in 0.02 seconds [ Sort by: Date   Rank ]
		By including this template object tag <b>AND</b> setting
		the 'Display Sort Option' to 'enabled' within your
		account, users will be given the ability to choose to
		sort the search results by <b>Date</b> or by <b>Rank</b>
		(relevance).
		If you disable the display of the <b>SORT BY</b> option, it
		is recommended that you not delete this object
		tag, should you wish to enable its display at a later
		time. Please reference the following <u>FAQ</u> for
+1 01/ 00511 7010		setting your default sort and display options.
\$LGK_SPELLING	No	When the <b>Spell-check</b> feature has been enabled
		for your account (see <u>FAQ</u> ), the:
		Did You Mean: "Corrected Search"
		Message / link will be displayed in the location of
		the template object tag when a spelling error is
		detected.
		If the 'Auto-Search' Spell-Check option has been
		enabled, and no results are returned for the
		original search, and a spelling error is detected, the
		template object variable will be replaced with the
		auto-redirect indicator message, i.e.
		Spellcheck: spidre was not found, results for spider
		If you disable the <b>Spell-check</b> option, it is
		recommended that you not delete this object tag,
		should you wish to enable this feature at a later
		date.

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(continued on the following page)

**Search Results Section Definitions Table (continued)** 

Search Results Se	ction Definit	ions Table (continued)
Tag Name	Required?	Description
\$LGK_RESULTS	Yes	The \$LGK_RESULTS template object tag should be placed where the actual search results are to appear. The contents displayed within the search results can be controlled using the Results Context Option.
		The <b>\$LGK_RESULTS</b> template object tag <b>OR</b> the <b>\$RES_[tags] MUST</b> be included in your template; otherwise, the contents of the search results will not be displayed.
		While the \$LGK_RESULTS object tag is still valid, to allow for greater formatting control of the individual elements of the search results, i.e. the "context" as referenced above, the \$LGK_RESULTS tag has been replaced with individual \$RES_[tags] elements.
		In this manner, rather than placing the actual object tag \$LGK_RESULTS between the \$LGK_RESULTS_IF/ELSE/ENDIF logic:
		\$LGK_RESULTS_IF \$LGK_RESULTS \$LGK_RESULTS_ELSE \$LGK_NO_RESULTS \$LGK_RESULTS_ENDIF
		The following looping logic is now used:
		\$LGK_RESULTS_IF \$RES_START <dl> \$RES_GROUP_TITLE_IF</dl>
		<pre><dt><b>\$RES_GROUP_TITLE</b> </dt> \$RES_GROUP_TITLE_ENDIF <dt><b>\$RES_NUM. <a \$res_title<="" a="" href="\$RES_LINK"></a></b></dt> </pre>
		\$RES_DESCR_IF <dd>\$RES_DESCR</dd> \$RES_DESCR_ENDIF \$RES_BODY <dd>\$RES_BODY</dd> \$RES_BODY_ENDIF <dd>\$RES_RANK <span class="FONT1">\$RES_URL \$RES_LEN \$RES_LMD \$RES_ICON</span></dd>
		\$RES_CACHE \$RES_PREVIEW \$RES_MORE_IF <dd>&gt;font size=1&gt;\$RES_MORE</dd> \$RES_MORE_ENDIF
		\$RES_GROUP_MORE_IF <dd><font size=1&gt; font&gt;</font </dd>
		\$RES_GROUP_MORE_ENDIF \$RES_PREVIEW_PANE 
		\$RES_END \$LGK_RESULTS_ELSE \$LGK_NO_RESULTS \$LGK_RESULTS_ENDIF
		+ <u></u>

**Search Results Section Definitions Table (continued)** 

Tag Name	Required?	Description
\$LGK_RESULTS (continued)		By "looping logic", what is meant is that for each matching document within your search results, FusionBot will loop within your template, and print, to your results page, that which is between the
		<b>\$RES_START AND \$RES_END</b> tags for each matching page. Think of <b>\$RES_START</b> as equivalent to the <b>WHILE</b> statement in traditional programming, and <b>\$RES_END</b> as equivalent to the <b>WEND</b> statement. Each <b>\$RES_[tag]</b> object is explained in detail, in a separate table, below.

Also, the **\$LGK\_RESULTS** object tag utilizes the extended functionality of the **IF/ENDIF** logic, by also including the **ELSE** option as well, i.e. **IF/ELSE/ENDIF**.

The contents located within the **ELSE** portion of the object tag is that which is printed when there is no value for the object tag being represented, in this case, **\$LGK\_RESULTS** or **\$RES\_[tags]** collectively, meaning, display that which is in the **ELSE** block of code, rather than the **IF** block of code, when no results are returned. This same **ELSE** logic may be used for any applicable object tag within your template.

In the example above, when no results are returned, the value of the template object variable **\$LGK\_NO\_RESUTLS** is displayed, which contains the standard **No documents matched message**", as follows:

Your search did not match any documents for this web site.

- Make sure all words are spelled correctly.
- Try using fewer words.
- Try using more general keywords.
- Try different keywords or spellings.

Rather than displaying this standard message, you can replace the **\$LGK\_NO\_RESULTS** object tag with your own custom block of HTML code for display when no results are returned.

The following table explains each of the individual **\$RES\_[tags]** contained between the **\$RES\_START** (WHILE), and **\$RES\_END** (WEND) tags. Again, the **\$RES\_[tags]**, collectively, replace the single **\$LGK\_RESULTS** tag:

**RES\_[tags] Definitions Table** 

RES_[tags] Definiti		
Tag Name	Required?	Description
\$RES_FEATURED	No	When a page is assigned a value of 'featured' via the <a href="Page Relevance Form">Page Relevance Form</a> , the results block will take on the formatting characters as defined via the .featured class in the <a href="head">head</a> section of the template.
\$RES_GROUP_TITLE	No	When the FusionBot <u>Grouping Feature</u> has been enabled, via the 'search regions' option, results will be grouped by each unique partition defined in your search regions form, and the "Group Title" displayed is that of the partition label assigned to each region within your search box.
\$RES_NUM	No	Displays the sequential numerical value for each matching document, starting with 1. For example, if you are displaying 10 matching documents / page, the second page of results will insert the value of 11, for the first match, and so on.
\$RES_LINK	Yes	Sets the value of the <a href=""> tag, for linking to the URL of the matching document within your site or mini-portal. This tag includes a FusionBot tracking URL as well, in order to report on click-through statistics. If you do not wish to include a tracking mechanism within your link, please reference the \$RES RAWLINK tag in the "Optional" \$RES_ tags section below.</a>
\$RES_TRG	No	Assigns the target frame value for where the matching document should display, including launching a new window, when a link is clicked in your search results. This object tag is replaced with the value set within your FusionBot account. For instructions on setting the default target frame value within your account, please reference the following FAQ.
\$RES_TITLE	Yes	Displays the value of a source document's <title> tag. The TITLE tag of a document is&lt;br&gt;typically the text used for display when creating a&lt;br&gt;clickable link within your search results, back to&lt;br&gt;the actual page on your site or mini-portal.&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;\$RES_DESCR&lt;/td&gt;&lt;td&gt;No&lt;/td&gt;&lt;td&gt;Used to display a brief description of the contents of the matching page, as defined in the page's META Description tag. This object can be enabled / disabled for display via the "Display Description" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.&lt;/td&gt;&lt;/tr&gt;&lt;/tbody&gt;&lt;/table&gt;</title>

**RES\_[tags] Definitions Table (continued)** 

RES_[tags] Defini		
Tag Name	Required?	Description
\$RES_BODY	No	Used to display an excerpt, showing where within the body of the matching document, the search terms (keywords) exist. This object can also be controlled by the "Display Body" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.
\$RES_RANK	No	Used to display the Rank/Relevancy value (in percent) of each matching search result. This object can also be controlled by the "Display Rank Value" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.
\$RES_URL	No	Used to display the web page address (URL) of the search result. This object can also be controlled by the "Display URL" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.  This object tag contains formatted text for display purposes ONLY, and should NOT be used to create the actual clickable link to the web page it represents. To create the clickable link, ALWAYS use \$RES LINK. Again, \$RES_URL contains formatting characters used solely for the purpose of displaying / printing the URL to the screen.
\$RES_LEN	No	Used to display the size (bytes) of the search result web page. This object can also be controlled by the "Display Document Length" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.

**RES\_[tags] Definitions Table (continued)** 

RES_[tags] Definition		
Tag Name	Required?	Description
\$RES_LMD	No	Used to display the last modified date, returned by your server, for each search result listed. If your pages are dynamically generated, your server will supply no last modified date, and therefore no value will be displayed within your results. This object can also be controlled by the "Display Last Modified Date" customization option. It is recommended that you include this template object tag in your template even if you
		have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.
\$RES_ICON	No	Used to display the document type icon when the search results are embedded in a non-html based file. Currently, there are icons for Adobe PDF, MS Word, MS Excel, MS PowerPoint, and Rich Text Formatted documents.  To use your own indicator icons, rather than those used by FusionBot, modify the \$RES_ICON object tag, using the following syntax:  \$RES_ICON(pdf=http://yoursite.com/pdf_img.gif doc=http://yoursite.com/doc_img.gif xls=http://yoursite.com/xls_img.gif ppt=http://yoursite.com/ppt_img.gif rtf=http://yoursite.com/rtf_img.gif)  Where each document type image URL (pdf, doc, xls, ppt, rtf) is separated by a space (due to space limitations, the indicators above appear wrapped on separate lines).  This object is also controlled by the "Display Document Type Icon" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.
\$RES_CACHE	No	Inserts a clickable link to a cached copy of the matching document with the user's search terms highlighted. This object is also controlled by the "Display Cache Link" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on

**RES** [tags] Definitions Table (continued)

Tag Name	Required?	Description
\$RES_PREVIEW	No	Inserts a clickable link to open a 'preview' window of the current URL directly within your search results, preventing visitor's from having to leave your search results page to view the matching result.
		This object is also controlled by the "Display Preview Link" customization option. It is recommended that you include this template object tag in your template even if you have chosen not to display it in the search results, so that the value will display if you ever turn the customization option back on.
\$RES_MORE	No	For more information, please reference our <u>FAQ</u> .  Inserts a clickable link to view [More results from "this domain"] when the <u>Search Results</u> Rollup feature has been enabled.
\$RES_GROUP_MORE	No	Inserts a clickable link to view [More results from "this group"] when the Grouping feature has been enabled.
\$RES_PREVIEW_PANE	No	This tag is placed within your template where the hidden 'preview' window should appear when the 'preview' link is clicked.

Again, it is important to note that the \$RES\_[tags] defined in the tables above, collectively, replace the \$LGK\_RESULTS object tag, to allow for greater control and flexibility in the appearance of your results. For the sake of simplification, if you do not desire to have greater control of the formatting of each line as part of the "context" of your results, you could replace the entire \$RES\_[tags] collection with the \$LGK\_RESULTS object tag:



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Figure 5: \$LGK\_RESULTS --> \$RES\_[tags]

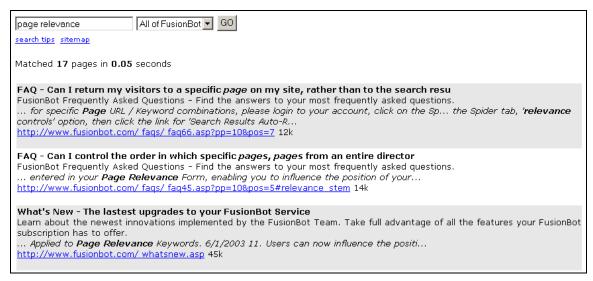
(continued on the following page)

The following table describes any additional  $RES_[tags]$  object tags available for your use, which are not part of the default / pre-populated template:

Optional RES\_[tags] Definitions Table

Optional RES_[tags] D		
Tag Name	Required?	Description
\$RES_DEFINE_COLOR()	No	This template object tag specifies which background colors to use when encountering its corresponding <b>\$RES_COLOR</b> object tag elsewhere in your template. The syntax for the \$RES_DEFINE_COLOR template object tag is:
		\$RES_DEFINE_COLOR(color1:[color2][:][color3][:][color_n])
		By defining multiple colors, the search results can be given alternating background colors. For example, <b>\$RES_DEFINE_COLOR(gray:white)</b> would alternate the search results between gray and white. <b>\$RES_DEFINE_COLOR() MUST</b> be placed in the HTML <b><head></head></b> section of your template.
		Then, rather than using the default syntax for writing your \$RES_[tags], you can place your tags within a table cell tag (), with a background color assigned, dynamically, using the \$RES_COLOR object tag, similar to the following example: <html> <head></head></html>
		<pre>\$RES_DEFINE_COLOR(gray:white) </pre>
		\$LGK_RESULTS_IF \$RES_START
		\$RES_COLOR" valign=top> <span class="FONT"> <b>\$RES_TITLE</b> \$RES_DESCR <i>\$\$RES_BODY</i> \$\$RES_RANK <a< td=""></a<></span>
		href="\$RES_LINK"\$RES_TRG>\$RES_URL \$RES_LEN \$RES_ICON \$RES_CACHE \$RES_MORE   
		\$RES_END
		  \$LGK_RESULTS_ENDIF
		As you can see, in the example above, the "bgcolor" attribute of the  tag, is dynamically assigned, alternating between the colors specified in the \$RES_DEFINE_COLOR() tag.

Following is an example of the resultant output when using the **\$RES\_DEFINE\_COLOR(gray:white)** object tag, with its corresponding **\$RES\_COLOR** object tag assigned to the "bgcolor" attribute of a table cell ():



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Figure 6: \$RES\_DEFINE COLOR() & \$RES\_COLOR Object Tag Example Output

(continued on the following page)

Optional RES_[tags] Definition		
Tag Name	Required?	Description
\$RES_DEFINE_TARGET()	No No	Provides for the ability to specify, on a URL-by-URL basis, the specific target value that should be assigned to each link that appears in the search results.  If you have defined a default target value for all links in your search results (see \$RES_TRG above), you can override this value for specific URLs by placing this object tag in the <head> section of your template.  The most common use of the \$RES_DEFINE_TARGET() tag is when implementing a mini-portal of off-site</head>
		URLs. To keep visitors at your site, you may have set your default target value within your FusionBot account to pop a new window when search results are clicked, i.e. set the target value to "_blank". However, for onsite-links, you may not want to have the results opened in a new window. In this case, you can override the default behavior, defined in your account, by using this object tag, with the syntax below:  \$RES_DEFINE_TARGET("URL of Target to Affect","Target Value")
		Please see the following <u>FAQ</u> for more information.

Optional RES_[tags] Definitions Table (continued)				
Tag Name	Required?	Description		
\$RES_DEFINE_PREVIEW()	No	This tag can be used in conjunction with the \$RES PREVIEW and \$RES PREVIEW PANE tags, if you wish to override the default values for the preview window's height (h) and width (w), as well as the text or graphic used for the open and close 'preview' links, include this tag in the <head> section of your template HTML.</head>		
		When this tag is not present, the default values are: h='250',w='100%',open='preview', and close='close preview'		
		Therefore, to override these values, include the following in your template's <head> section, with the values you desire, such as:</head>		
		\$RES_DEFINE_PREVIEW(h='300',w='95%',open='sneak-a-peak',close='close')		
		Note that the syntax above, when placed in your template, <b>MUST</b> appear on a single line.		
		The "open" option value should be treated as any HTML that would / could exist between open href <a>, and close href </a> tags. Therefore, if you wish, the value of the open attribute could be an image, rather than text, such as:		
		open=' <img <br="" src="http://www.yoursite.com/open.gif"/> border=0>'		
		The same holds true for the close attribute as well:		
		close=' <img border="0" src="http://www.yoursite.com/close.gif"/> '		
		Note, the \$RES_DEFINE_PREVIEW() tag accepts any or all of the attributes referenced above. You only need to include in this tag those attributes whose value you wish to override from its default setting.		
		For more information, please reference our FAQ.		

Optional RES_[tags] Definition		
Tag Name	Required?	Description
\$RES_DEFINE_PAGE_AS_TITLE()	No	For HTML based documents, the title displayed is extracted from the page's <title> tag, when present. For non-HTML based documents, the title displayed is extracted from the document's property settings, defined when saving the file. For all file types, when a title is not present via the above referenced methods, FusionBot will display as the title for your page the page's URL / filename. This value is then displayed using the \$RES_TITLE object tag described above.&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;\$RES_PAGENAME can be used as a wholesale alternative when looking to display the actual filename of the matching document, instead of the derived title. In this case, one would replace \$RES_TITLE with \$RES_PAGENAME in their template.  \$RES_DEFINE_PAGE_AS_TITLE() allows you set a "condition" whereby you can specify when a page's title should be displayed using the value of&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;\$RES_PAGENAME versus \$RES_TITLE.  \$RES_DEFINE_PAGE_AS_TITLE() MUST be used in conjunction with \$RES_TITLE.  As with ALL \$RES_DEFINE() object tags, \$RES_DEFINE_PAGE_AS_TITLE() MUST be placed within your template's HTML &lt;HEAD&gt; section, and uses the following&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;\$RES_DEFINE_PAGE_AS_TITLE(pdf, xls, ppt, doc, rtf, txt)  With this tag present in the &lt;HEAD&gt; section of your template, when FusionBot encounters your \$RES_TITLE object tag, if the matching document has any of the "extension" values listed within your \$RES_DEFINE_PAGE_AS_TITLE() object tag, the TITLE displayed will be the document's page name. All other documents will be displayed using their standard title derived from the document.&lt;/td&gt;&lt;/tr&gt;&lt;/tbody&gt;&lt;/table&gt;</title>

Optional RES_[tags]		
Tag Name	Required?	Description
\$RES_THUMBNAIL	No	Displays a thumbnail image assigned to matching page using custom Thumbnail META tag(s). This one tag writes the entire <a href=""><img src=""/></a> tag for your thumbnail image.
		If you desire more finite control over the individual tags that make up the entire thumbnail display and click, rather than using \$RES_THUMBNAIL, you can use its individual entities, for example:
		<a <br="" href="\$RES_THUMBNAIL_LINK">target="\$RES_THUMBNAIL_TARGET&gt;<img src="\$RES_THUMBNAIL_IMAGE" width="\$RES_THUMBNAIL_WIDTH" height="\$RES_THUMBNAIL_HEIGHT"&gt;</img </a>
		The values assigned to the individual entities described are explained in detail in the FAQ link above.
\$RES_PAGENAME	No	Used in place of <b>\$RES_TITLE</b> . This object tag will extract, from the URL of your matching page, the page name of your matching document. For sites that do not wish to use the contents of their <title></title> tags, for any reason, this object tag is a good alternative. For example, for the URL:
		http://www.yoursite.com/widgets.html
		\$RES_PAGENAME will display: widgets.html
		\$RES_PAGENAME reads, from right to left, up to the first '/' encountered in each matching URL, and displays the resulting string value.
\$RES_ITER	No	Inserts a unique value, starting from 0, and iterating by 1 for each result on a page. If \$RES_ITER is called more than once within the same result, the value remains the same.
		When / if multiple matches exist for a page, the value will only iterate when each subsequent result is printed. This tag is useful when needing to assign unique values to tags, classes, ids, etc, for the purpose of custom scripts, etc, that need to uniquely define an element on your page.

Optional RES_[tags	<b>Definitions</b>	Table (continued)
Tag Name	Required?	Description
\$RES_RAWTITLE	No	When / if a visitor's search terms match within the <title> of your document, FusionBot bolds and italicizes the keywords that match, even when these matches are in the TITLE of your results.&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;If you wish to display the TITLE of your document elsewhere, such as within an "alt" or "title" attribute on an &lt;a href&gt; or &lt;img&gt; tag, you will not want the bolding and italics formatting to be included, and as such, \$RES_RAW title can be used in place of \$RES_TITLE.&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;\$RES_RAWLINK&lt;/td&gt;&lt;td&gt;No&lt;/td&gt;&lt;td&gt;Inserts only the actual matching URL from your site on your search results, without any sort of FusionBot click-through tracking capability included. This is useful is you wish to insert a custom script for individuals to bookmark a matching URL directly from your FusionBot search results page, and don't wish to have the tracking URL as part of this bookmark.&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;This is also useful for replacing the use of&lt;br&gt;\$RES_URL, which FusionBot uses to for display purposes. \$RES_URL intentionally inserts spaces in certain locations within the URL for formatting purposes, so that a browser will automatically wrap for extremely long URLs. If you do not like / wish for such spacing to occur, replace \$RES_URL with \$RES_RAWLINK.&lt;/td&gt;&lt;/tr&gt;&lt;/tbody&gt;&lt;/table&gt;</title>

Optional KLS_[tags	Deminicions	Tubic (continued)
Tag Name	Required?	Description
\$RES_CONCAT	No	Generally used to concatenate either a '?' or an '&' to each matching URL, as inserted via the <a href="#sresslink">\$RES LINK</a> object tag, so that you may append additional querystring parameters to your URL, for passing information from the search results page back to your site.
		This could be used for logging purposes, directly on your site, to track what keywords were searched for when a user clicks to a specific page, or, rather than using the FusionBot 'cache' feature to highlight keywords within your pages, you could enable this feature using your own code, by passing the search terms submitted as an additional querystring parameter.
		\$RES_CONCAT analyzes the structure of your \$RES_LINK URL, and when a `?' is already present, inserts an `&', otherwise, \$RES_CONCAT inserts a `?'. Usage: \$RES_LINK\$RES_CONCATmykeys=\$LGK_KW

For all \$RES\_\* tags referenced above you may also execute conditional printing based on the value of the object tag. Conditions are specified as follows:

\$RES\_TAGNAME\_IF(gt X)
print some text here
\$RES\_TAGNAME\_ELIF(eq Y)
print some text here
\$RES\_TAGNAME\_ELSE
print alternate text here
\$RES\_TAGNAME\_ENDIF

**Conditional Operators Table** 

Condition	Evaluator
Greater Than	<pre>\$RES_TAGNAME_IF(gt X)</pre>
Less Than	<pre>\$RES_TAGNAME_IF(lt X)</pre>
Equal To	<pre>\$RES_TAGNAME_IF(eq X)</pre>
Not Equal To	<pre>\$RES_TAGNAME_IF(not X)</pre>

To execute a string comparison versus a numeric comparison, surround the value for comparison in double quotes:

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\$RES\_TAGNAME\_IF(eq "widget")

The final Search Results Section tags, included as part of your default / pre-populated template are outlined in the table below:

**Search Results Section Definitions Table (continued)** 

Tag Name	Required?	Description
\$LGK_PAGES	Yes	Used to navigate between search results pages, if multiple pages of results are returned.
		This template object tag is required in order for users to navigate between multiple pages of search results.
\$LGK_ROLLUP	No	When the <u>Search Results Rollup</u> feature is enabled, this tag will display a message on the results page notifying your visitors that the results have been "rolled up", and therefore enable your visitors to "unroll" the results via the provided link.
		Or, if they have "unrolled" the results, the link will enable them to roll them back up again.

# **Additional Tags**

Additional object tags available for use, but not part of your default template are covered below:

Additional Object Tags Definitions Table				
Tag Name	Required?	Description		
\$LGK_REMOTE()	No	Used to dynamically include remote content, located on your server, as part of your search template. Include the URL to your remote content between the open and close parentheses (see below).		
		For example, if you use Server Side Include (SSI) files for your site's menu structure or ad banner rotation, these same files can be remotely called and included within your FusionBot template by using the following syntax:		
		\$LGK_REMOTE( <a href="http://www.yourdomain.com/file-to-include.shtml">http://www.yourdomain.com/file-to-include.shtml</a> )		
		Please reference the following <u>FAQ</u> for more information.		
\$LGK_NOTIFY	No	When the <u>Synonyms</u> and/or the <u>Stop words</u> feature has been enabled for your account, FusionBot displays a "notification" message to your visitors when a condition has been met where either a search result contains matches based on synonyms, or search terms have been ignored based on your "ignore list". This message is displayed just before your actual search results begin to print, as designated by the placement of the \$RES_START tag in your template.		
		When the \$LGK_NOTIFY tag is <b>NOT</b> present (default) in your search template, FusionBot will display these notification messages using a pre-defined set of formatting tags. If this causes your results to not display optimally, given your template design, you can prevent FusionBot from printing the notification messages using its pre-defined formatting tags, and instead, define your own, by inserting the \$LGK_NOTIFY tag within your template.		
		When inserting this optional tag, it <b>MUST</b> be present within your template before the instance of the <b>\$RES_START</b> object tag, and could be constructed similar to the following:		
		<pre>\$LGK_NOTIFY_IF</pre>		

Additional Object Tags	Definitions	Table (continued)
Tag Name	Required?	Description
\$LGK_KEYS	No	Used to re-display the search term(s) in the search box after the user submits a search. To implement the \$LGK_KEYS template object tag, the <b>VALUE</b> attribute of the search box input form should be set to \$LGK_KEYS. For example:
		<input name="keys" size="16" type="text" value="\$LGK_KEYS"/>
		This tag can be used anywhere within your template where you wish to re-display the search terms. Another potential location, for example, would be in your template's <title> tag, i.e.:&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;/td&gt;&lt;td&gt;&lt;TITLE&gt;Search Results for:&lt;br&gt;\$LGK_KEYS</title>
\$LGK_KW	No	The \$LGK_KW template object tag is very similar to the \$LGK_KEYS template object tag in that it contains the keyword(s) that were entered when the user conducts a search. The main difference, however, is that \$LGK_KW is URL encoded so that it may be passed via a query-string. This is useful for users who need to pass the keyword(s) to an ad-server where the ads are targeted to the specific keyword(s) searched. By way of example, if a user searches for the keywords: super widgets, the corresponding values in the template objects would be:
		\$LGK_KEYS: super widgets \$LGK_KW: super+widgets
\$LGK_ORD	No	Used to insert a 10-digit random number. This is useful for users creating calls to remote ad-servers that require a unique value passed as part of the ad call, typically for cachebusting purposes.
\$LGK_SUBMIT_URL	No	For Platinum customers, inserts a link labeled "Submit Your Site", in order to enable visitors to submit their site for potential inclusion in your engine.
		Submitted URLs are added with a status of "Queued", and must be approved before they will be crawled and included in your index.

Additional Object Tags I		Table (continued)
Tag Name	Required?	Description
\$LGK_TXT_QUERY	No	Prints any content (text, html, or any combination thereof) located between the IF/ENDIF block. For example, placing:
		\$LGK_TXT_QUERY_IF <b>Hello World</b> \$LGK_TXT_QUERY_ENDIF
		in your template will cause <b>Hello World</b> to print, only when a <b>query</b> is performed, but not when the <b>sitemap</b> or other pages are generated.
		Since you share the same template for your search results, sitemap, and search tips page, etc, this tag allows you to further customize / differentiate the appearance between them.
\$LGK_TXT_SITEMAP	No	Prints any content (text, html, etc.) located between the IF/ENDIF block <b>ONLY</b> when your visitor views your <b>SITEMAP</b> . See <b>\$LGK_TEXT_QUERY</b> for additional details.
\$LGK_TXT_HELP	No	Prints any content (text, html, etc.) located between the IF/ENDIF block <b>ONLY</b> when your visitor views your <b>HELP</b> page. See <b>\$LGK_TEXT_QUERY</b> for additional details.
\$LGK_TXT_POPULAR	No	Prints any content (text, html, etc.) located between the IF/ENDIF block <b>ONLY</b> when your visitor views your <b>POPULAR</b> links page. See <b>\$LGK_TEXT_QUERY</b> for additional details.
\$LGK_YEAR	No	Prints the value of the current year in YYYY format, such as "2007". This tag is valuable for the inclusion of copyright text on your results page, and by using, prevents you from having to update your template each time the year changes. USAGE: © \$LGK_YEAR.
\$LGK_THIS_URL	No	Inserts into your template the value of the current URL, which will be the complete FusionBot search results URL, displayed in your visitor's address bar. This may be useful when you are inserting 'add to cart' buttons that need to return your visitors back to where they came from (the search results page), after adding content to their cart.

**Additional Object Tags Definitions Table (continued)** 

Additional Object Tags I	<i>Je</i> illillillolls	Table (continued)
Tag Name	Required?	Description
\$LGK_CANONICAL	No	For customers who do not disallow indexing of their search results content, the same set of search results can be generated in many different ways, depending on the sequence of events (steps) a user takes when searching & navigating your site.
		This is especially true for FusionBot ecommerce search customers who implement faceted search (search refinements), where, depending on the order in which they refine their output, the URL may be different, but the search results page is exactly the same.
		From an SEO perspective, this appears to be duplicate content on different URLs, which has the potential to affect page rank. To address this, you can use the FusionBot canonical tag, which sorts the search results URL by querystring parameters, so that regardless as to how the URL is generated as a result of user action, the canonical URL we generate remains the same. Using the
		\$LGK_CANONICAL tag injects a canonical HTML tag into your results set, instructing crawlers to index the URL referenced in the canonical tag, in favor of the current URL visited, eliminating duplicates. The
		<b>\$LGK_CANONICAL</b> tag should be placed in the <b><head></head></b> section of your template.

### **Custom Tags**

Finally, in addition to the pre-defined, or reserved, object tags available for your use, you may also create your own custom object tags, which are passed to the FusionBot query engine via hidden fields in your search box form. These custom template object tags allow you to pass values unique to a specific user's session while on your site to your FusionBot Template for re-display on your search results page.

For additional information on passing unique / dynamic values to your FusionBot template, please reference the following <u>FAQ</u>.

#### Conclusion

If you have any additional questions concerning any of the information contained within this document, don't hesitate to send an inquiry to our <u>support staff</u>, as we are always more than glad to help.