



## Creating Custom Tools

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The custom tool feature allows you to specify any Web page URL and have that page displayed within a JargonFish tool window.

This can be a page within your Website, an external Website, or a custom page that you create and format for the sole purpose displaying it in the JargonFish widget

### Adding a Custom Tool to your JargonFish widget

To create you own custom tool, go to the 'Step 1: Design' page. In the 'JargonFish Tools' section click on the 'Add Tool' link next to the Custom Tools heading. First, enter a name for your tool in the field provided. Second, enter a URL of the web page you wish to display within JargonFish.

### Linking to an existing page

If you choose to link to an existing page in your Website or an external Website, keep in mind that the JargonFish tool window is relatively small. The window size may force the user to scroll in the JargonFish window to view the contents of the page. For optimal results, we suggest using pages with minimal or no navigation at the top or left side of the page.

### Creating a custom page

For the best results in creating a custom tool, we suggest building a custom page that you have formatted specifically for the JargonFish widget. Here are recommended guidelines for building a custom page:

- Remove navigation links and buttons across the top and left-hand side of the page
- Build the page so that the contents can expand horizontally to fit within the JargonFish window as the user can modify the window size
- All links on the page should contain the 'target=new' tag to launch links in an external window
- Page should not contain any pop-up or pop-under ads

### Advanced Features:

The JargonFish widget is driven by specific keywords that are highlighted on your pages. To create a custom tool that is specific to the highlighted keyword, add the following piece of code to your URL: '{KEYWORD}'. When JargonFish sees that piece of code, it will replace it with the actual keyword that activated the widget.

Example:

The sample Website for this example is [sfbay.craigslist.org](http://sfbay.craigslist.org). If you do a search for 'iPod' on this site the resulting URL is <http://sfbay.craigslist.org/search/sss?query=ipod>. To customize the URL for JargonFish, remove the keyword 'ipod' at the end of the url and replace it with '{KEYWORD}'. The custom URL would look like this:

<http://sfbay.craigslist.org/search/sss?query={KEYWORD}>



JargonFish then replaces '\${KEYWORD}' with whatever keyword is highlighted on your page and displays search results for that specific keyword as a custom tool.

#### **Custom Tool Notes**

- JargonFish does not host any custom tool pages.
- All links on the page should contain the 'target=new' tag to launch links in an external window
- No reporting is available for custom tools.
- Custom tools are specific to the widget you create it for so if you create a custom tool for one widget, it will not be listed in the custom tool list for all of your widgets. You will have to recreate the custom tool for each individual widget your create.