

## Feed Integration Delivery Method

### 1 Background

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This document outlines an integration route for Skyword clients to enable delivery of content from the Skyword system to a clients CMS. This integration option encompasses the following:

- A protected URL that the client can access that outputs a feed of unpublished content.
- An additional URL that the client can (optionally) ping to inform Skyword that a certain piece of content was published.
- A way for Skyword to automatically detect when content is published via the Skyword tracking tag embedded within the content.

This permits a client to pull content from the Skyword database. It is recommended that the polling frequency be at a minimum once per hour and at a maximum frequency of once per minute.

### 2 XML Feed

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Skyword will provide a protected URL that a client can access that will respond with a feed of approved and unpublished content. All content that has a status of approved (and not published) will be included in the feed.

Once the client notifies Skyword that the content has been published or Skyword detects through the tracking tag that the content has been published, the content will no longer appear in the feed.

The URL structure to retrieve the XML feed will be of the following form:

<https://api.skyword.com/feed?key=XXXXXXXXXXXXX>

- This URL should only be accessible via HTTPS/SSL in order to encrypt the communication tunnel.
- The “key” URL parameter is a 20-digit secure password that is unique to every client and generated by Skyword. This key identifies which client the feed should output. (Since the key is in the URL path it is also encrypted as part of the SSL spec).
- The feed contents will be an XML document in a flexible format to be defined and can include multiple content items.
- In the XML document, there will also be a node that specifies if the action for the content is a create, update, or delete (<action>create</action>).

## 3 XML Format

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Skyword can customize the XML format of the feed for each client to accommodate each client's unique content model and/or CMS needs. Therefore, there is no general format for the XML. An example XML feed could be as follows:

```
<?xml version="1.0"?>
<entries>
  <entry>
    <action>create</action>
    <id>1234567890</id>
    <title>How to Lay a Tile Floor</title>
    <description>
      A short description of the article (meta-description).
    </description>
    <abstract><![CDATA[An abstract of the article.]]>
    </abstract>
    <body><![CDATA[This is the body in <strong>HTML</strong>]]>
    </body>
    <keywords>tile floor, grout</keywords>
    <image>
      <url>![CDATA[http://api.skyword.com/file?key=XXXX&file=1234]]>
      </url>
      <alt>This is the image alt text</alt>
    </image>
  </entry>
  <entry>
    <action>create</action>
    <id>1234567890</id>
    <title>How to Lay a Tile Floor</title>
    <description>
      A short description of the article (meta-description).
    </description>
    <abstract><![CDATA[An abstract of the article.]]>
    </abstract>
    <body><![CDATA[This is the body in <strong>HTML</strong>]]>
    </body>
    <keywords>tile floor, grout</keywords>
    <image>
      <url>![CDATA[http://api.skyword.com/file?key=XXXX&file=1234]]>
      </url>
      <alt>This is the image alt text</alt>
    </image>
  </entry>
</entries>
```

## 4 Image Delivery/Binary Attachments

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Binary attachments and images must be downloaded by the client application. The XML of a content item included in the feed will include a URL for every image or binary attachment. This URL will be in the following form:

`https://api.skyword.com/file?key=XXXXXXXXXX&file=ZZZZ`

The “file” URL parameter uniquely identifies a file stored on the Skyword servers and the “key” grants access to the file. A client can download the image by executing the URL.

### Embedded Images

Embedded images are images that have been placed directly inside the HTML of the body of an article. These are embedded within the HTML via simple <img> tags. Customers may choose whether or not to permit embedded images within their content.

While these images may have referenced an external website when inserted originally into the article, these images are downloaded and temporarily stored on Skyword’s servers during the content approval process. These images must be sent to a clients CMS or file hosting server and served from there.

For these images, the HTML of article body will be referenced as follows:

``

It is required that the client parse the HTML of the article body and replace all “fileId” references with the final URL of the image that is hosted on their server. It is up to the client application to make this substitution since Skyword does not know the final URL of the image at the time the article feed is transmitted.

### Attached Binaries/Images

Attached images are images that are not referenced within the article body. These images are typically a part of a client’s page template. These images are referenced in the XML and are downloaded by the client as specified above.

Binary attachments need no special post processing of HTML since there are no references in the article body to the image/file.

### Image Metadata

Image metadata (such as alt text or source) can be communicated with the XML of the content.



## 5 Publication Acknowledgement/Detection

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For each piece of content read by the client from the feed, Skyword must be informed of the final URL to which the content is published. There are two different ways Skyword can obtain this information:

- Client pings a Skyword URL that informs Skyword of publication
- Skyword auto-detects the URL when published

### Publication Ping

Client will issue an HTTP call to a URL using the following format:

<https://api.skyword.com/publish?key=XXX&contentId=YYYY&url=ZZZZZ>

This URL could be provided completely to the client as a node in the XML of the content sent in the feed.

The “url” parameter is the URL encoded fully qualified URL of the content.

When the client pings this URL, Skyword will return a success message or error message to the client.

### Automated Publication Detection

The Skyword tracking tag can be used to inform Skyword that content has been published. Every article that Skyword transmits has a special tracking tag embedded with the body HTML. This tracking tag is similar to a Google analytics tracking tag.

Skyword can detect when an article gets initial traffic and mark the content as published in the Skyword database. However, this requires that the article in question actually generates a page view from a human.