

MADCAP FLARE ONLINE

Analytics Guide

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MadCap Software
1660 17th Street, Suite 201
Denver, Colorado 80202
858-320-0387
www.madcapsoftware.com

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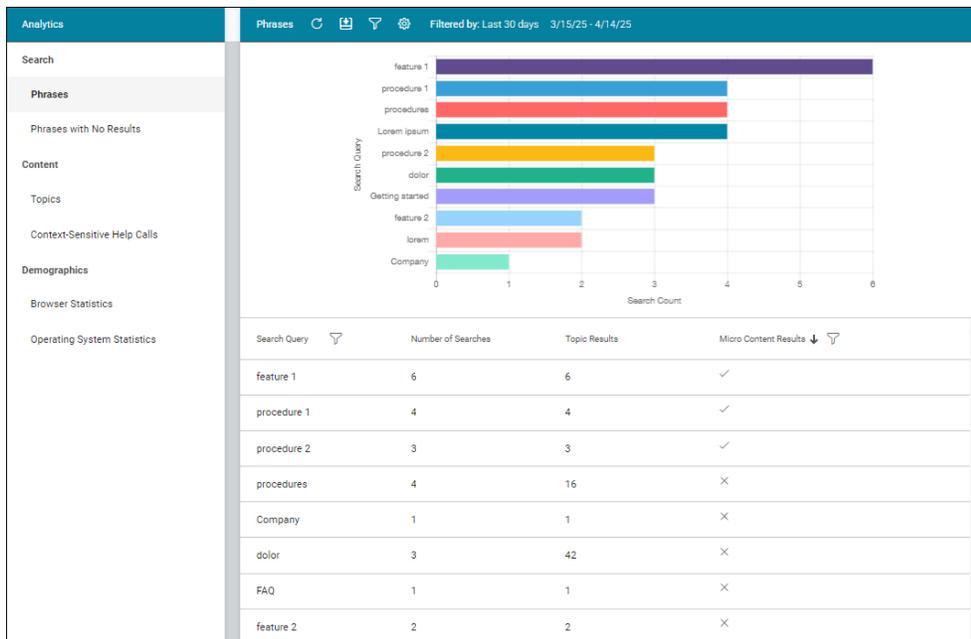
CHAPTER 1

Introduction

Supported In:



The Analytics page lets you view user activity on published HTML5 output. This includes search phrases used, search phrases with no results, topics viewed, context-sensitive Help calls, and demographic statistics (browsers and operating systems).



General Information

- "Types of Analytics Information" on page 7
- "Host Output Anywhere" on page 13

Main Activities

- "Creating Analytics Keys" on page 15
- "Associating Analytics Keys With Targets" on page 16
- "Managing Analytics Keys" on page 17
- "Filtering Analytics Results" on page 18
- "Downloading Analytics" on page 22



NOTE If the project *is not bound to Flare Online*, you can view the analytics information on any Flare Online license where you are using the analytics key. However, if the project *is bound to Flare Online*, you can view its analytics only on the Flare Online license where the project is uploaded.

General Information for Analytics

There are various pieces of general information you should know if you plan to use this feature.

This chapter discusses the following:

- Types of Analytics Information 7
- Analytics Search Phrases 7
- Host Output Anywhere 13

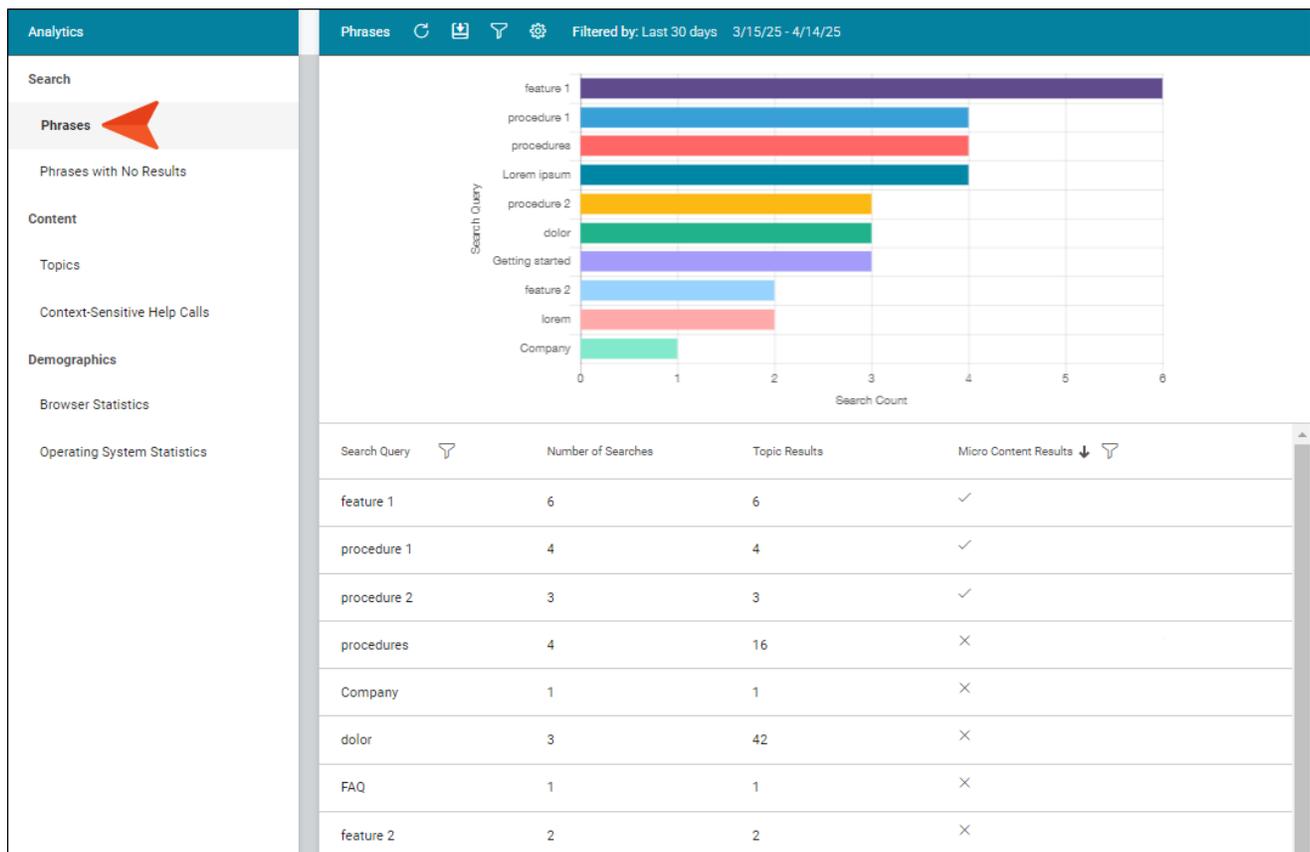
Types of Analytics Information

By using Flare Online Analytics, you can obtain various types of information about your output.

Search

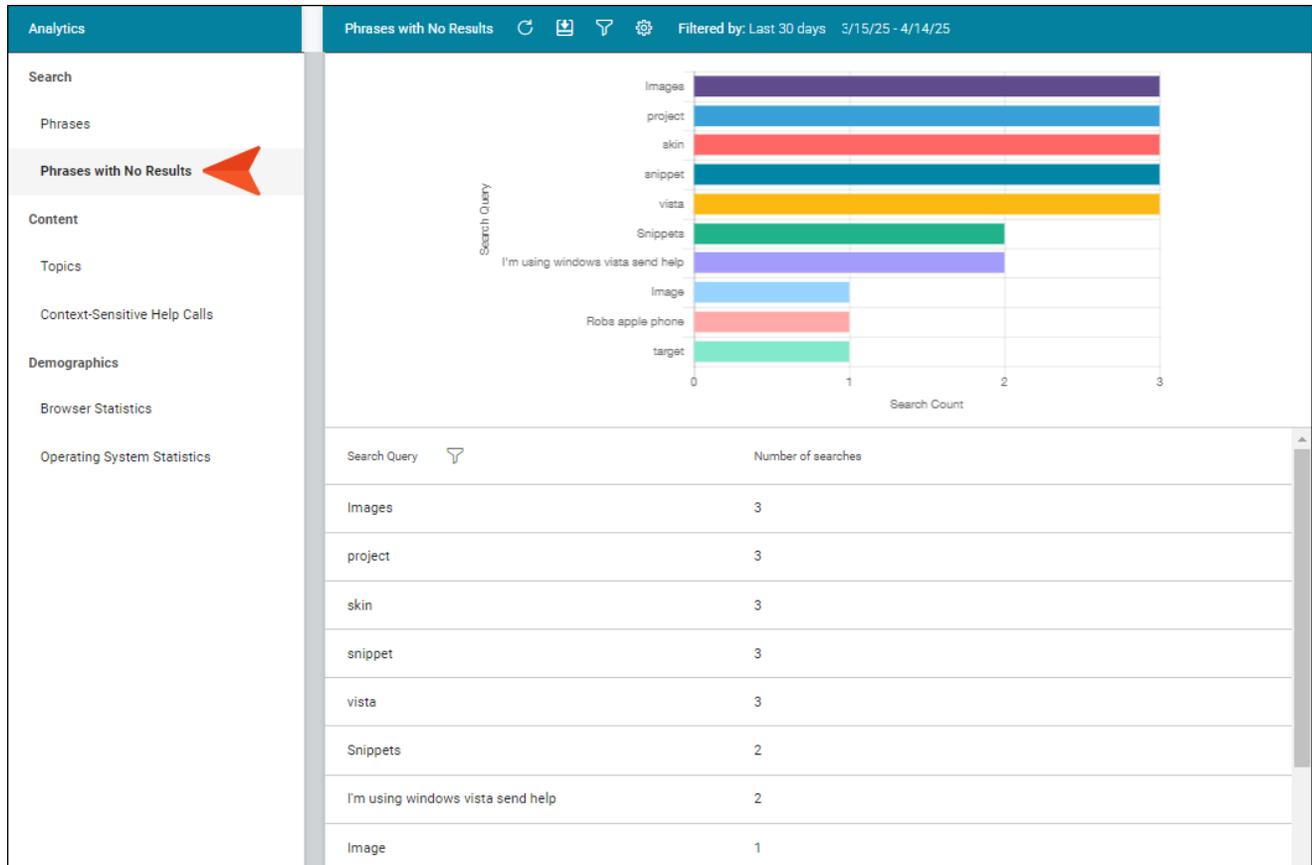
Phrases

Shows all search queries made to the output, including whether a search term returned any micro content results. *This is useful because it indicates the kind of documentation most often sought by users, as well as whether you should create new micro content to match certain search terms.*



Phrases With No Results

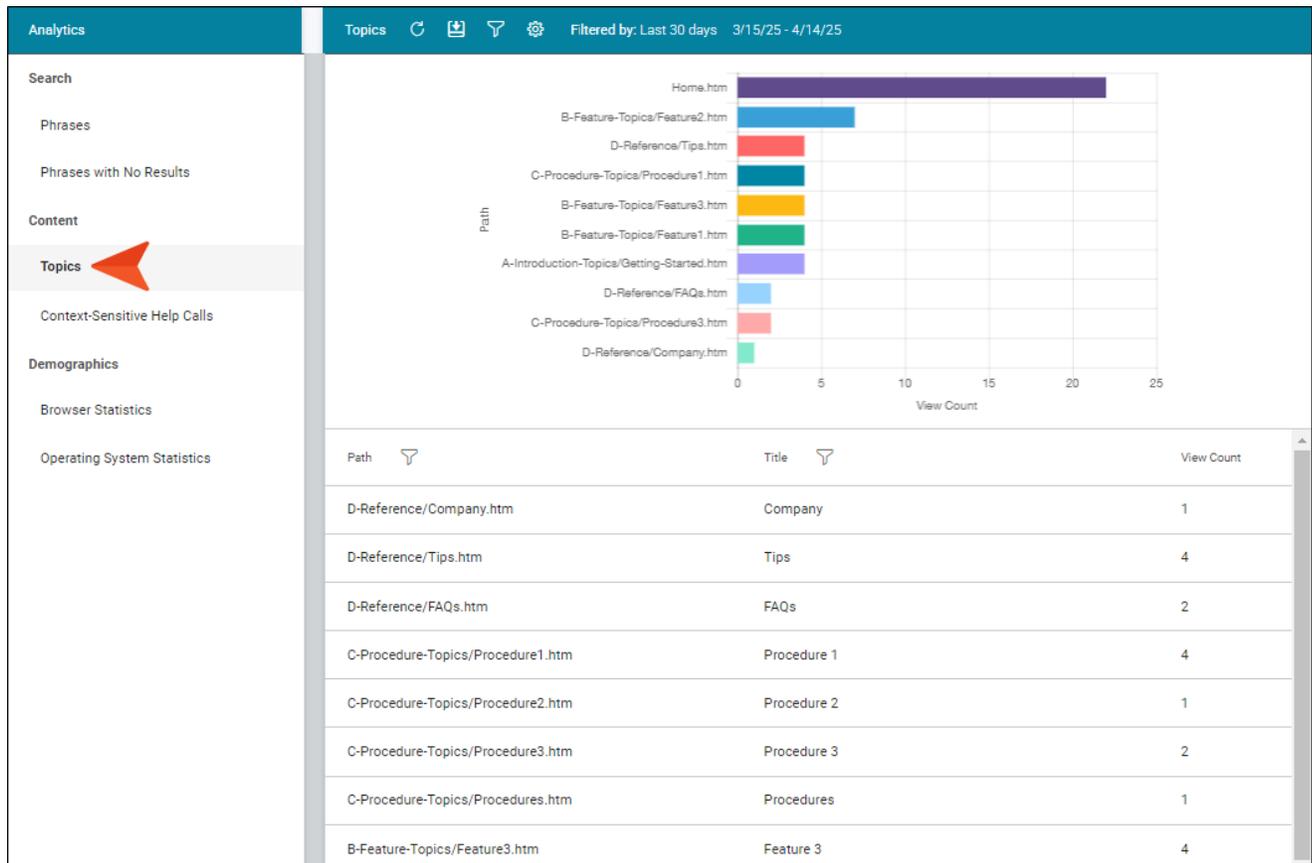
Shows all search phrases that didn't produce any results. *This is useful because it indicates if you need to produce new documentation to provide results for users, or perhaps create synonyms that will show results for existing documentation.*



Content

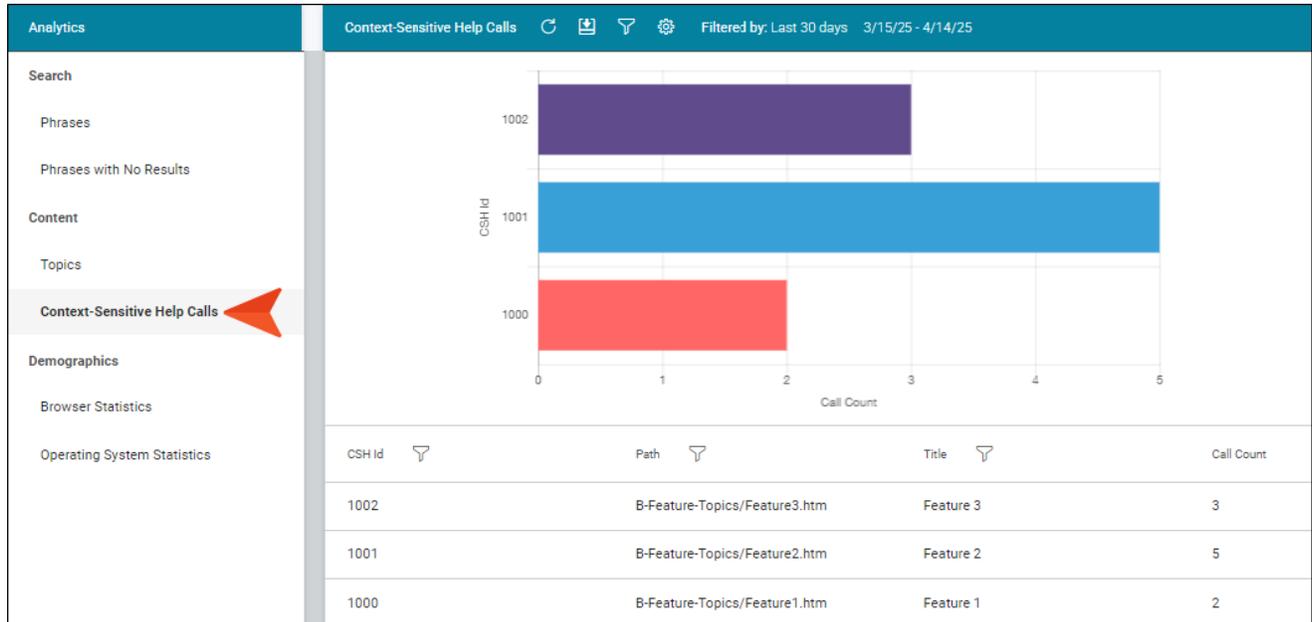
Topics

Shows all topics in the output that have been viewed at least once. *This is useful because it indicates the topics where you might want to focus much of your attention.*



Context-Sensitive Help Calls

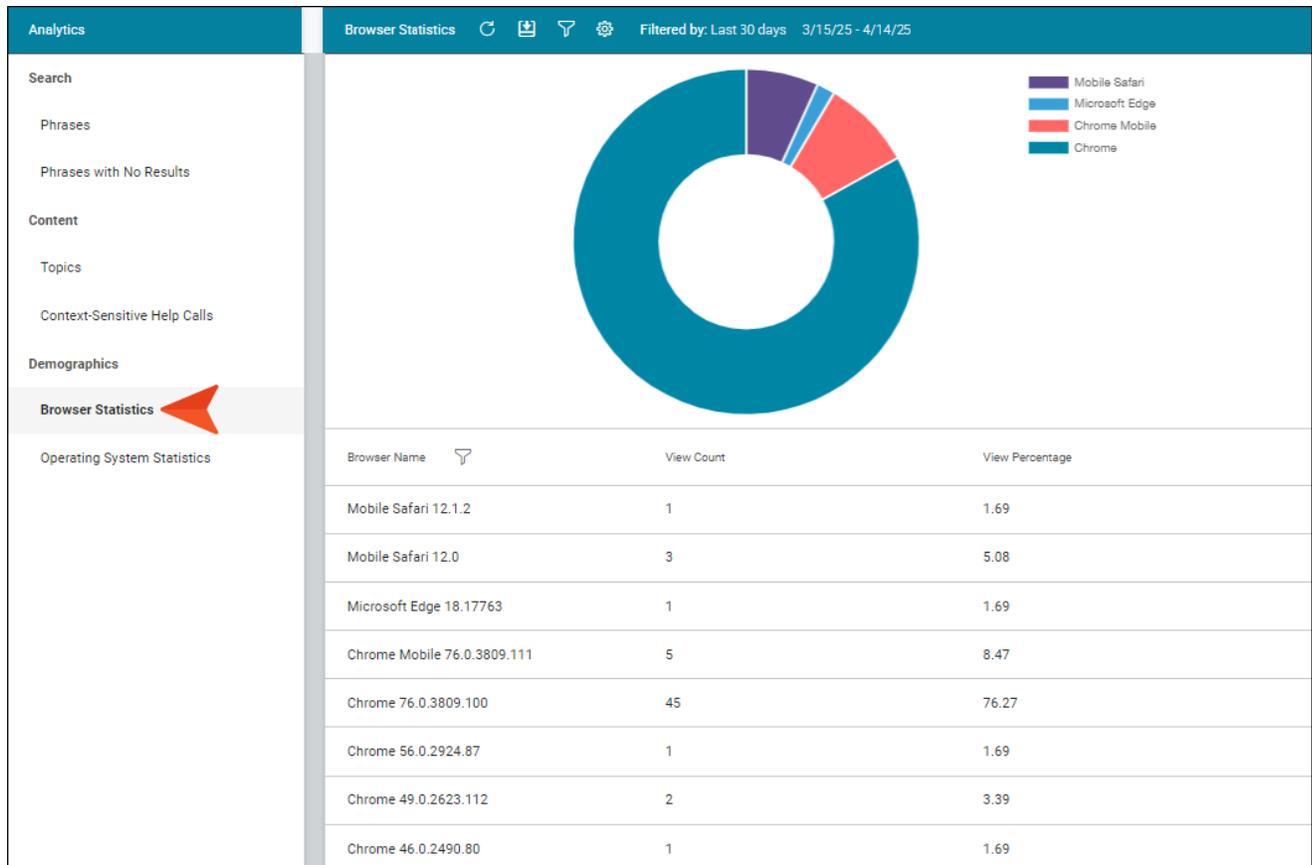
Shows context-sensitive Help identifiers that have been invoked at least once in the output. *This is useful because it indicates which areas of your product's interface are most active, and perhaps even unclear to users.*



Demographics

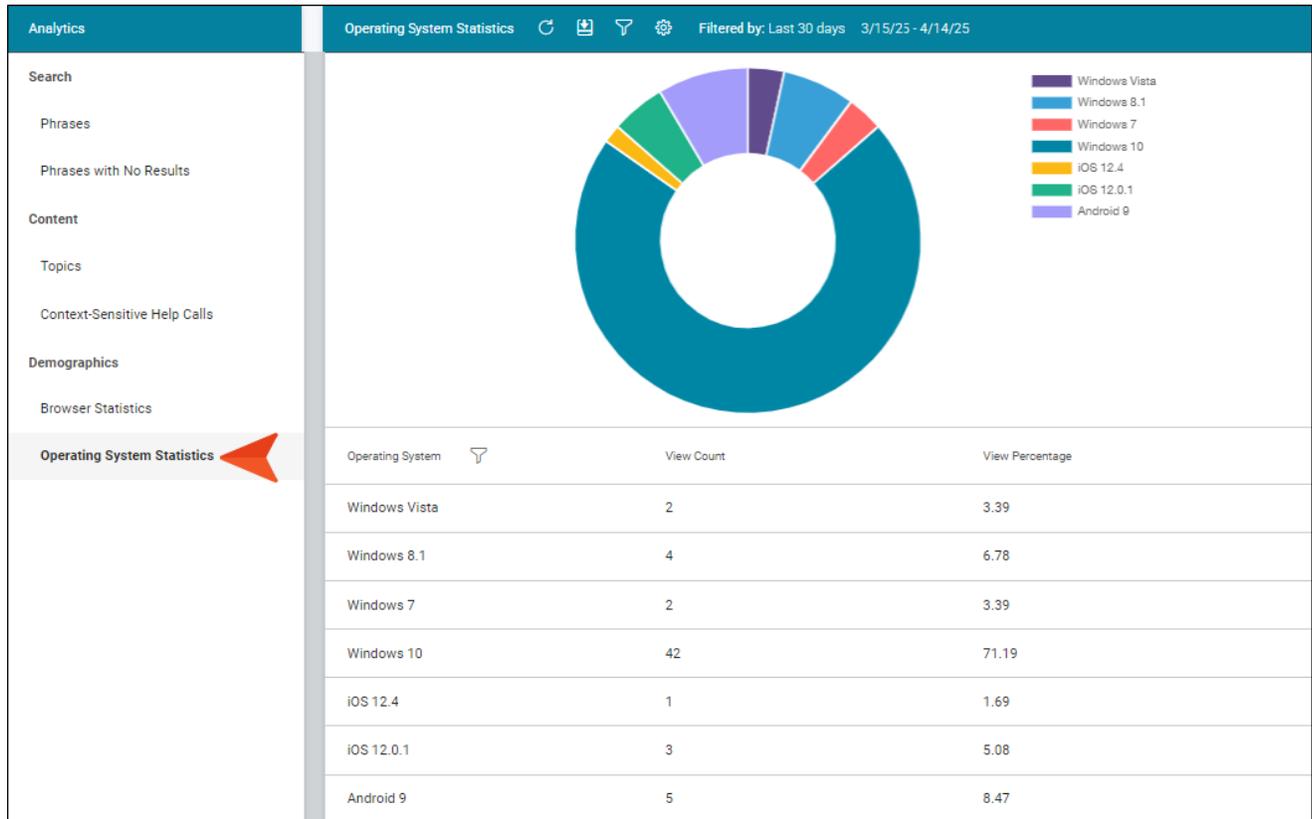
Browser Statistics

Shows which browsers are being used to view your online output. The graph shows a broad view of the browsers, and the grid breaks down the information into specific browser versions. *This is useful because it indicates which browsers you should focus on supporting.*



Operating System Statistics

Shows which operating systems are being used to view your online output. *This is useful because it indicates which operating systems you should focus on supporting. It might even be used to determine whether your company's software needs to continue supporting certain operating systems.*



What's Noteworthy?

NOTE The graph at the top is limited to the first 10 items. The grid below shows all items.

I Host Output Anywhere

Analytics works on projects located in Flare Online, or you can host output on your own servers. If you host the output outside of Flare Online, you still need to use Flare Online with a key to view the analytics data. Also, the server where the output is hosted must be able to communicate with Flare Online (e.g., not be behind a firewall).

CHAPTER 3

Main Activities for Analytics

Some activities are particularly common and important when it comes to this feature.

This chapter discusses the following:

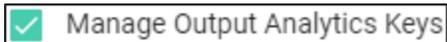
- Creating Analytics Keys 15
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Creating Analytics Keys

Analytics keys are associated with Flare HTML5 targets. You can create and edit these keys either in Flare Desktop or in Flare Online. To do this, you must have the permission in Flare Online to “Manage Output Analytics Keys”.

Permission Required?

To create and manage keys, you must have the following permission setting:



However, all users on the license can view analytics data, regardless of their permission settings.

How to Create an Analytics Key in Flare Online

1. On the left side of the interface, click **Analytics**.
2. In the toolbar click .
3. Enter a name for the key and an optional description, then click **Save**.

What's Next?

After creating an analytics key, you need to associate it with a target.

I Associating Analytics Keys With Targets

After you create an analytics key, you can associate it with an HTML5 target. If you create a key in Flare Desktop, it will become associated with your HTML5 target as you do this. But if you create the key in Flare Online, you need to then open the target and associate that key with it.

How to Associate an Analytics Key With a Target

1. From the **Projects** page (**Workspace** tab), open an HTML5 target and in the upper-right click **Edit**.
2. On the left, make sure **General** is selected.
3. Click the **Analytics Key** field, and select the name of the key.
4. Click **Commit**. (Or click **Cancel**, to back out of the process.)
5. In the Create New Commit dialog, enter a **Commit Message**.
6. Click **Commit**.

What's Next?

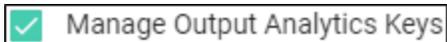
After associating an analytics key with a target, you can build the target and publish the output. Once users interact with the output, the analytics will display results in Flare Online.

Managing Analytics Keys

On the Analytics page, you can edit or delete keys.

Permission Required?

To create and manage keys, you must have the following permission setting:



However, all users on the license can view analytics data, regardless of their permission settings.

How to Edit an Analytics Key

1. On the left side of the interface, click **Analytics**.
2. Click the check box next to the key you want to edit.
3. In the toolbar click .
4. Use the fields to edit the name and/or description, then click **Save**.

How to Delete Analytics Keys

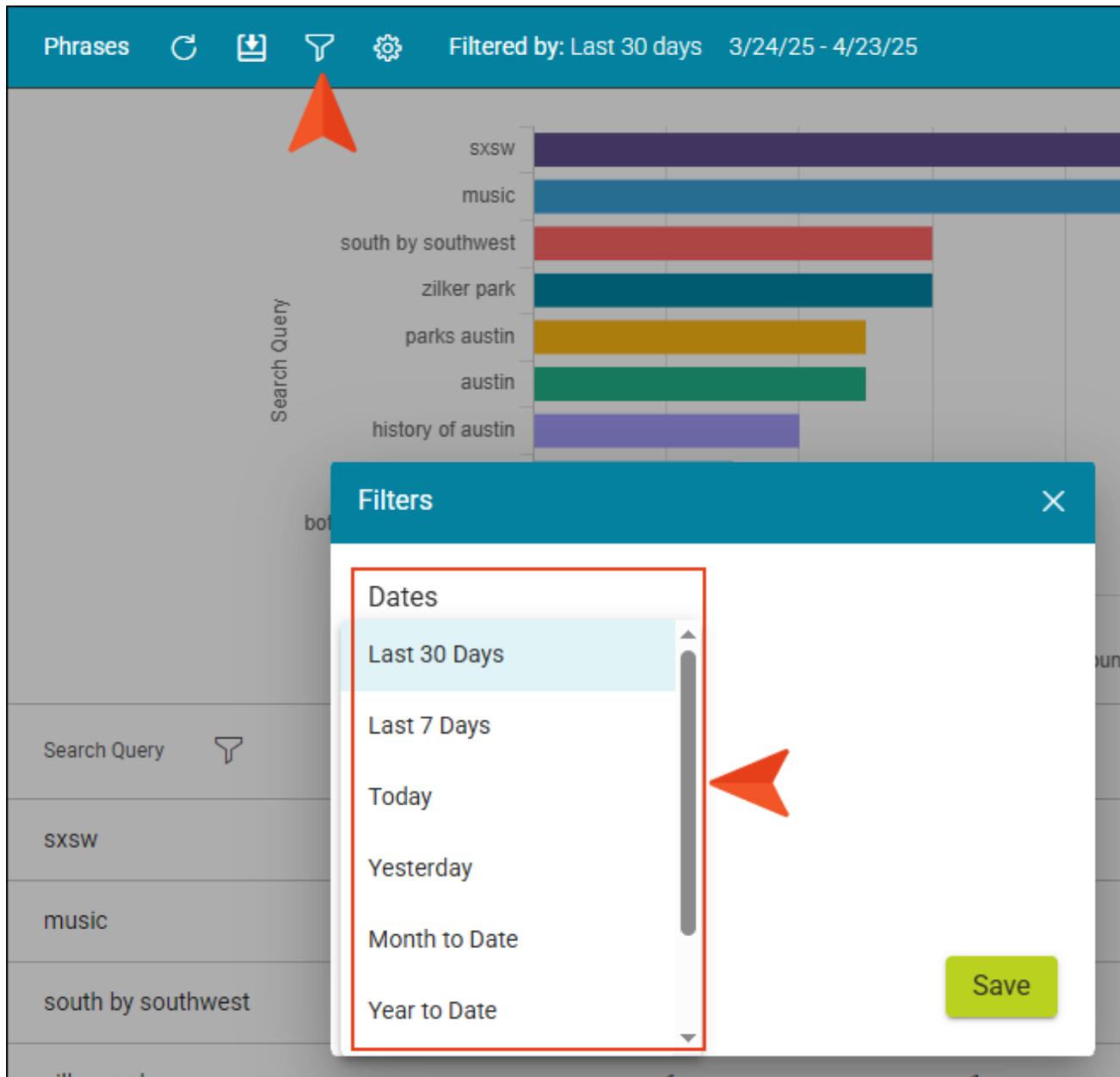
1. On the left side of the interface, click **Analytics**.
2. In the grid, click the check box next to each key you want to delete. Or click the top check box to select all keys.
3. In the toolbar click .
4. In the dialog, type `delete` in the field under the listed keys.
5. Click **Delete**.

Filtering Analytics Results

Flare Online initially displays HTML5 output analytics data from the last 30 days.



In the toolbar, you can click  to change the filter settings. You can select from a number of different date ranges, including a custom range.

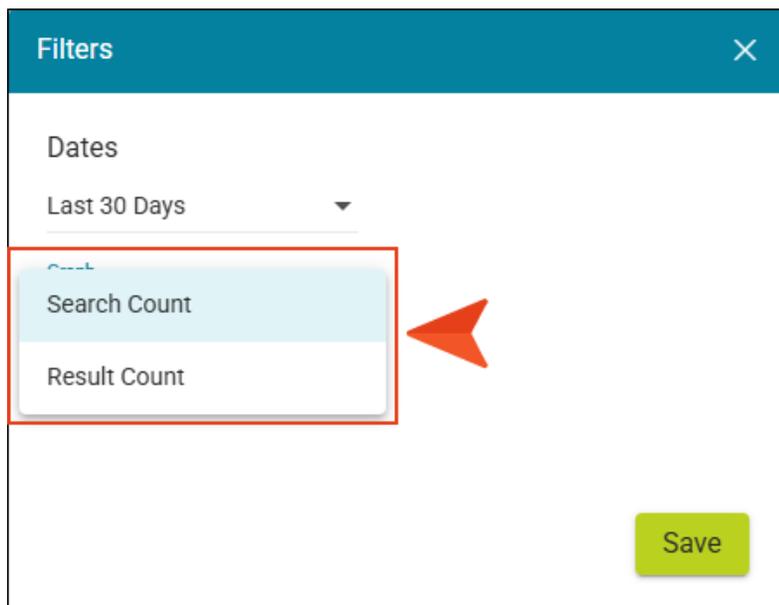


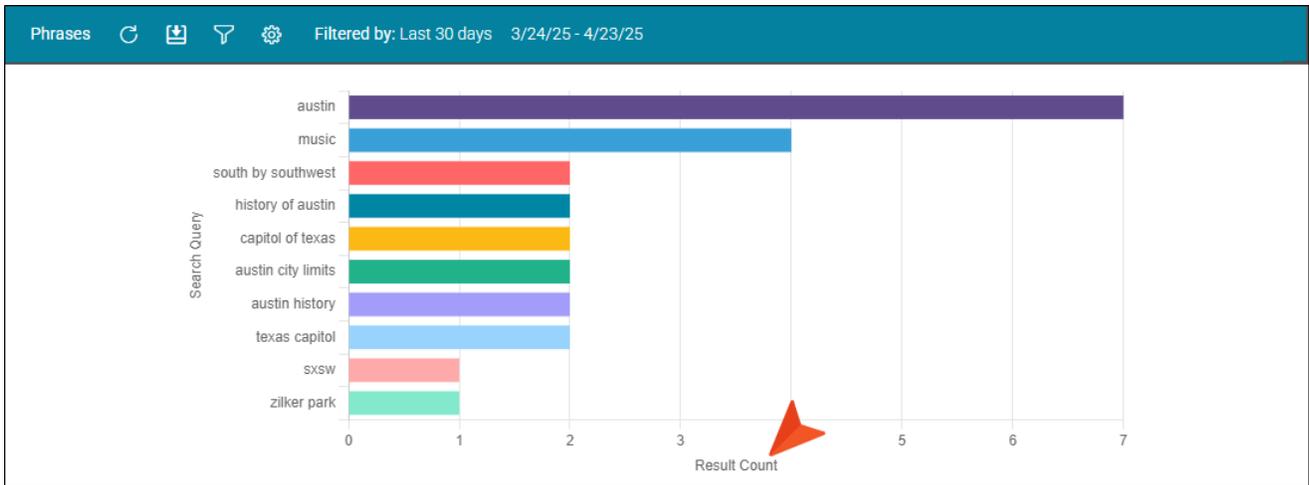
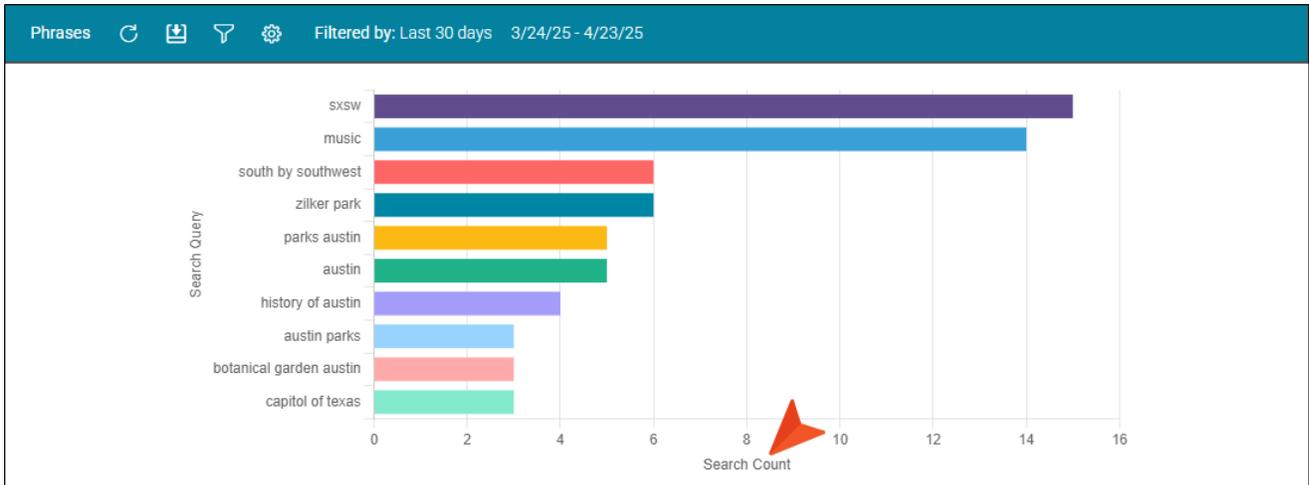
The screenshot shows a search interface with a teal toolbar at the top. The toolbar contains the text 'Phrases', a refresh icon, a download icon, a filter icon (highlighted with a red arrow), a settings gear icon, and the text 'Filtered by: Last 30 days 3/24/25 - 4/23/25'. Below the toolbar is a chart with 'Search Query' on the y-axis and time on the x-axis. The chart displays horizontal bars for various search queries: 'sxsx', 'music', 'south by southwest', 'zilker park', 'parks austin', 'austin', and 'history of austin'. A 'Filters' dialog box is open in the foreground, featuring a teal header with a close button. The dialog contains a 'Dates' section with a scrollable list of options: 'Last 30 Days' (highlighted), 'Last 7 Days', 'Today', 'Yesterday', 'Month to Date', and 'Year to Date'. A red arrow points to the 'Today' option. A green 'Save' button is located at the bottom right of the dialog.

If you change the filter date range, you can always click **Reset Filter** in the toolbar to quickly return to seeing data for the last 30 days.



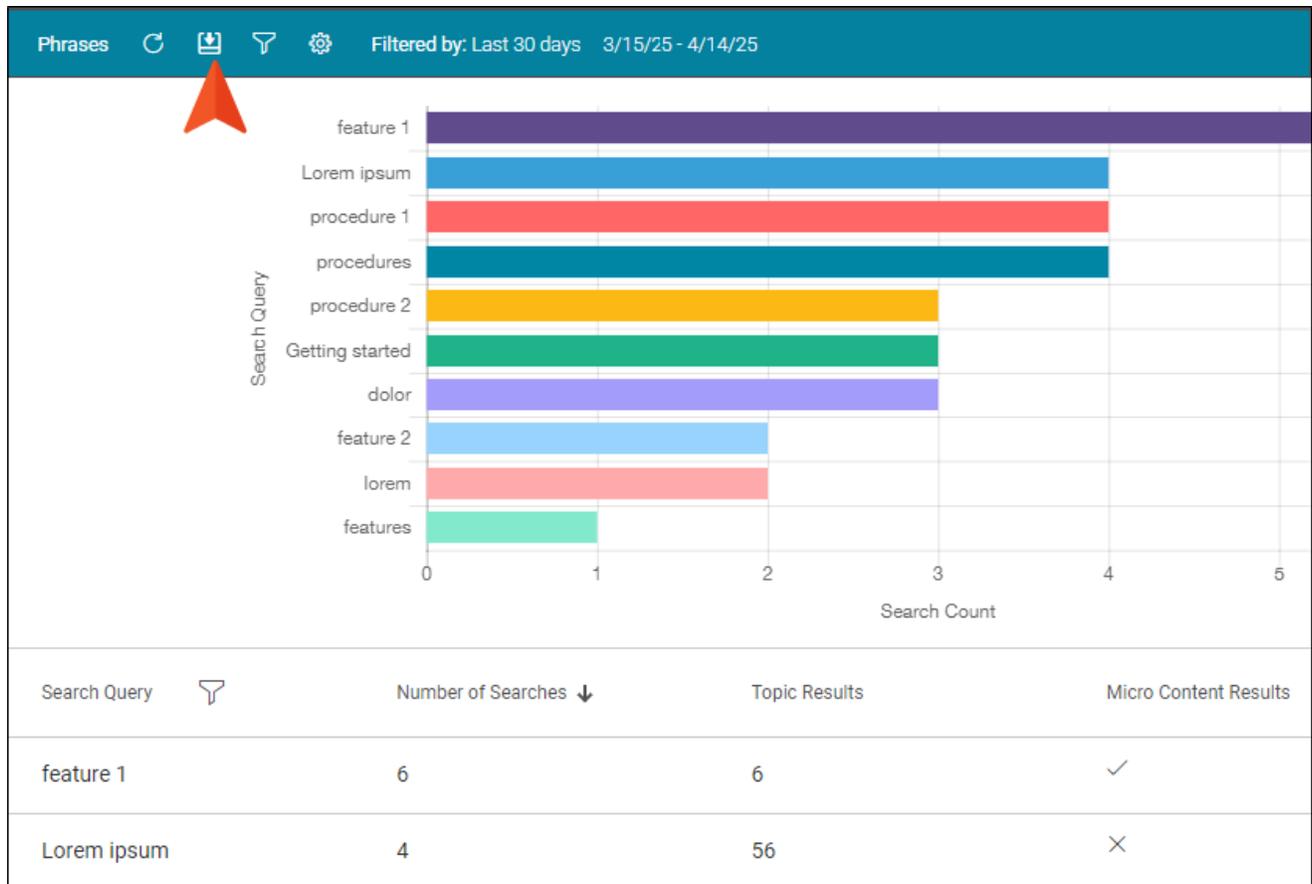
Also, using the filter dialog you can adjust how data is represented in the graph at the top (by search count or result count).





Downloading Analytics

In the toolbar of the Analytics page, you can click  to download the data to a comma-separated value (CSV) file.



APPENDIX

PDFs

The following PDFs are available for download from the Help system.

AI Assist Guide

Analytics Guide

Authoring Guide

Branding Guide

Building Output Guide

Checklists Guide

Conditions Guide

Getting Started Guide

*Images and Multimedia
Guide*

*License Management and
Purchasing Guide*

Links Guide

Projects Guide

Reports Guide

Reviews Guide

Security Whitepaper

Sites Guide

Snippets Guide

Source Control Guide

Targets Guide

Tasks Guide

Topics Guide

Translation Guide

Users and Teams Guide

Variables Guide

What's New Guide

Widgets Guide