madcap software

USER GUIDE

MADCAP FLARE ONLINE

Analytics Guide

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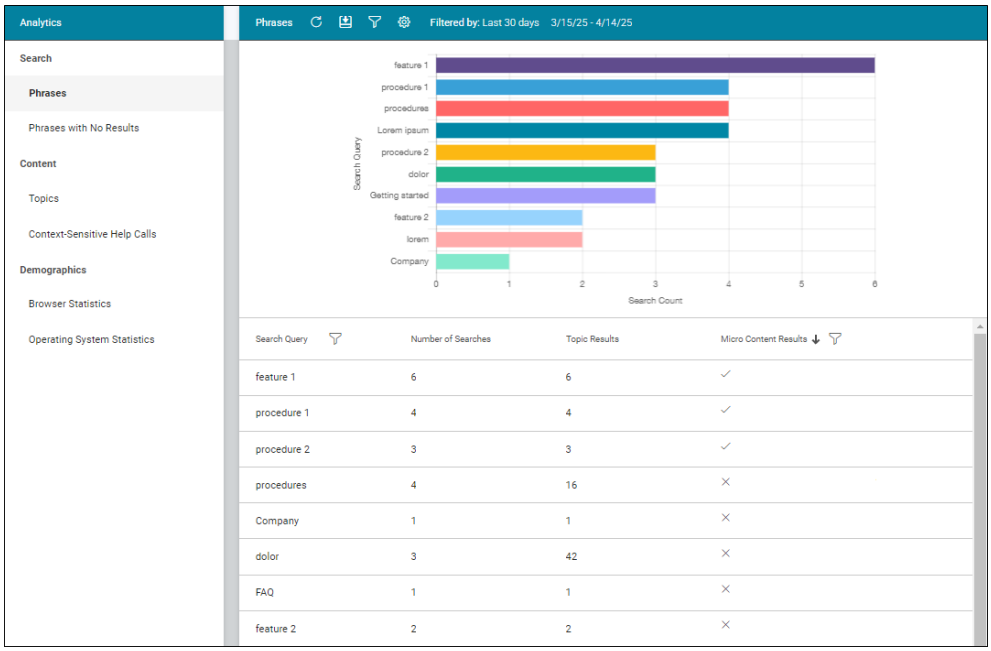
CHAPTER 1

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.

CHAPTER 2

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

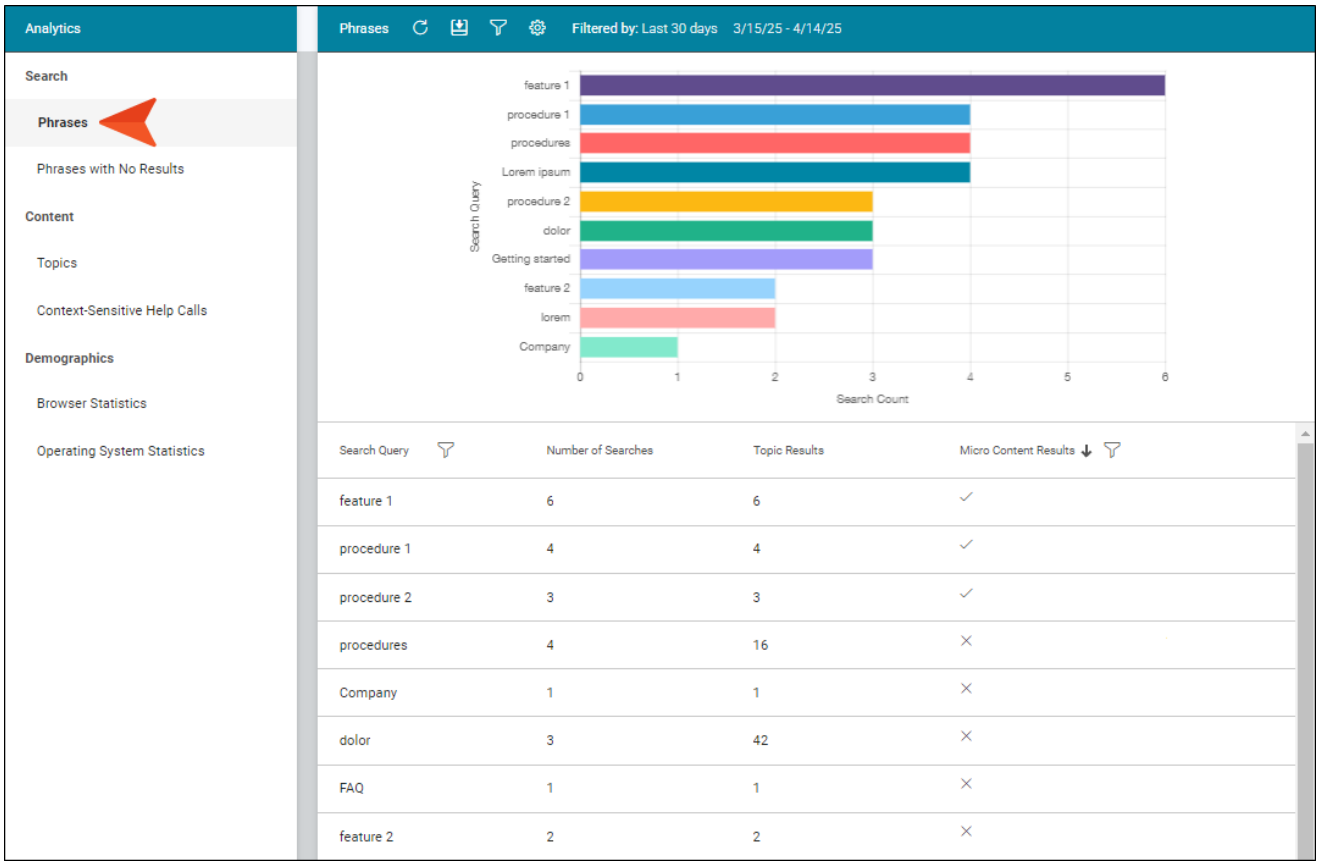
Types of Analytics Information

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

Search

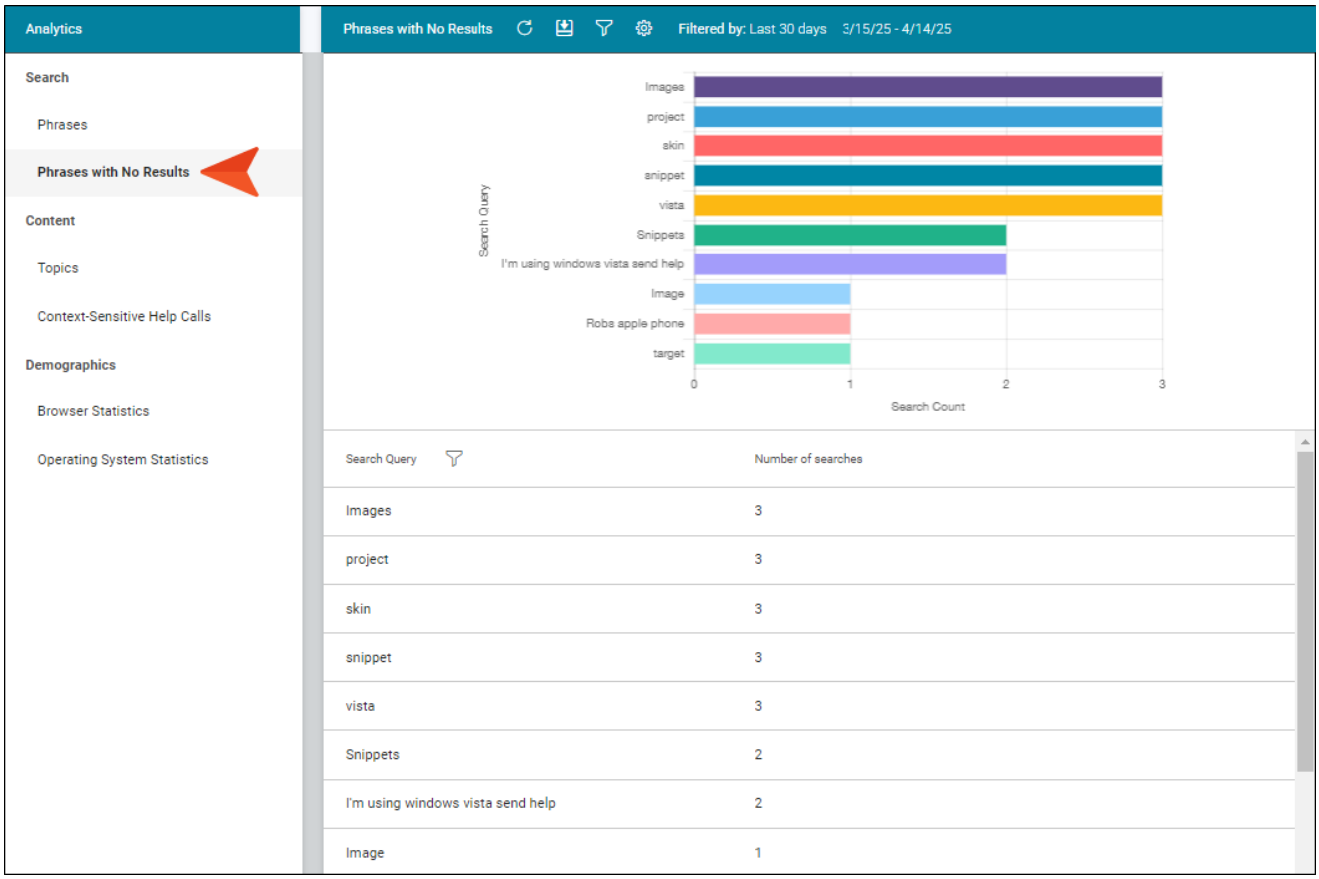
Phrases

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

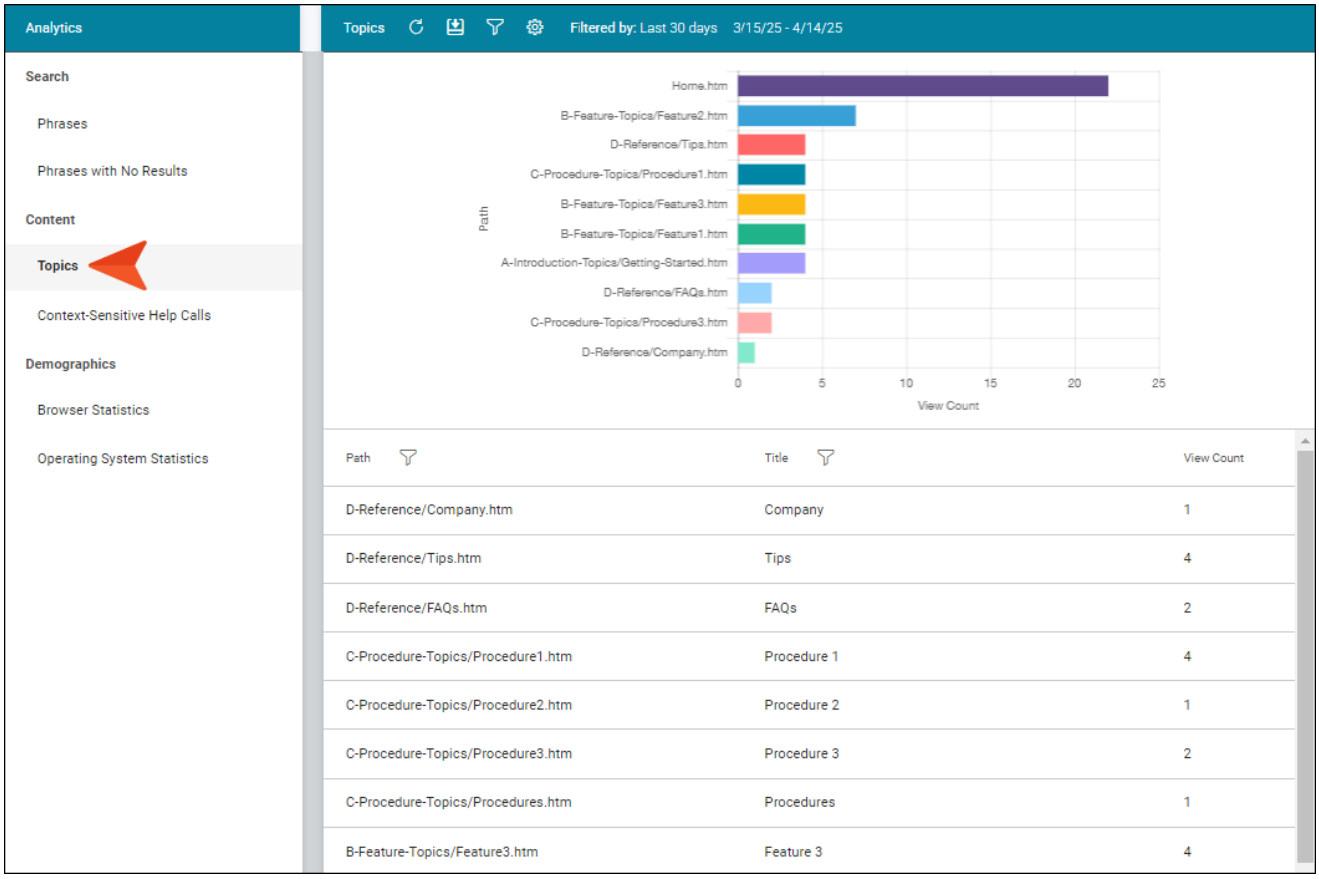
Shows all search phrases that didn't produce any results. *This is useful because it indicates if you need to produce new documentation to provide results for users, or perhaps create synonyms that will show results for existing documentation.*



Content

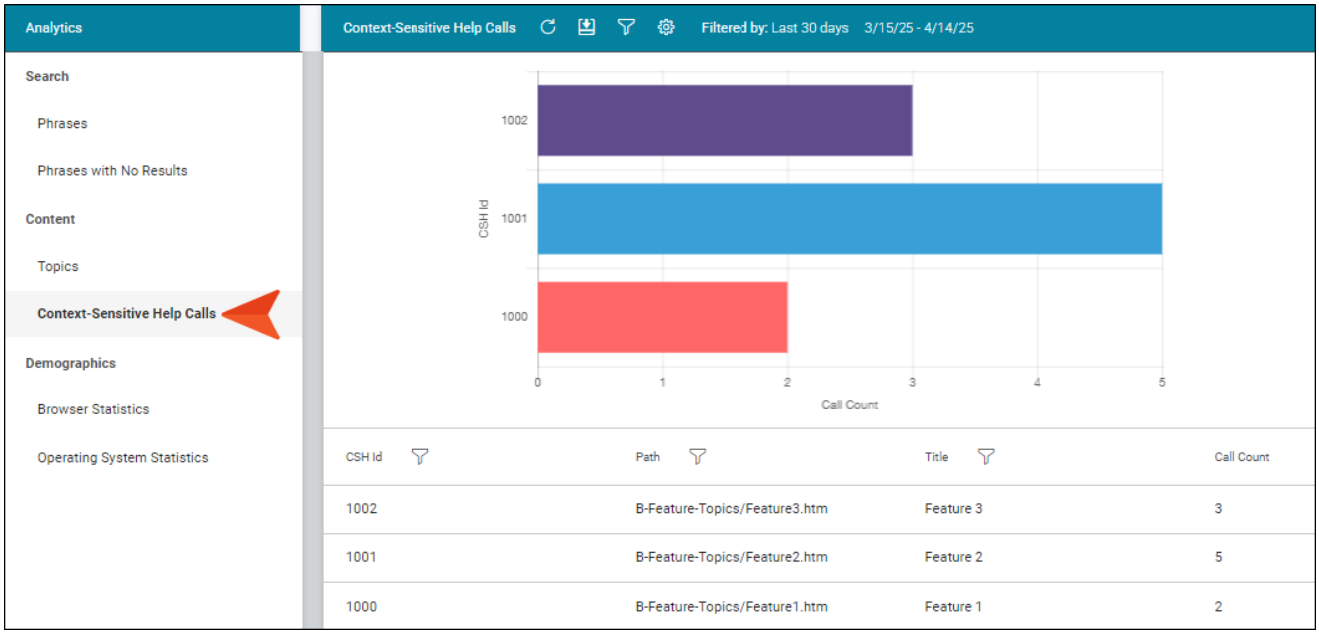
Topics

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

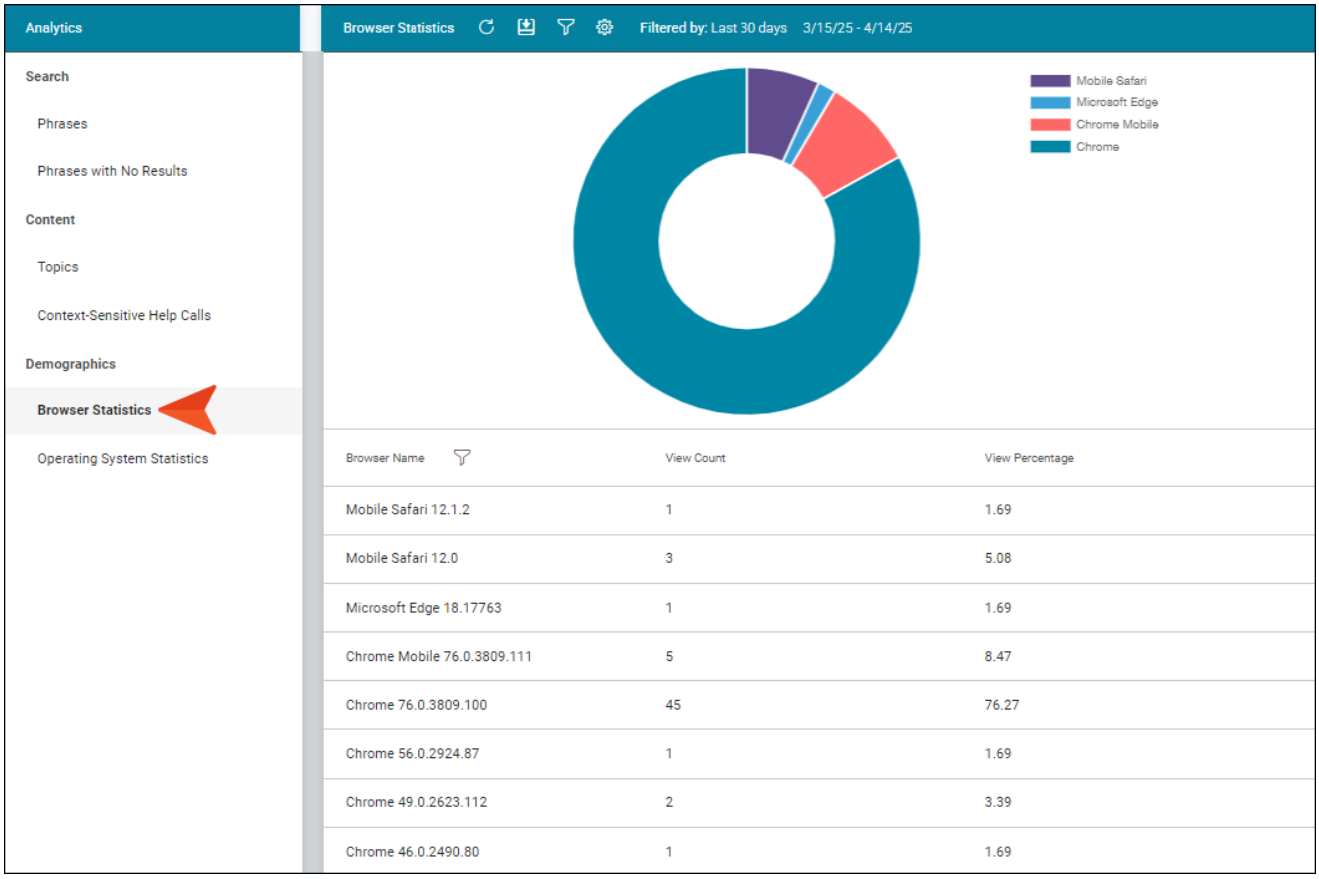
Shows context-sensitive Help identifiers that have been invoked at least once in the output. *This is useful because it indicates which areas of your product's interface are most active, and perhaps even unclear to users.*



Demographics

Browser Statistics

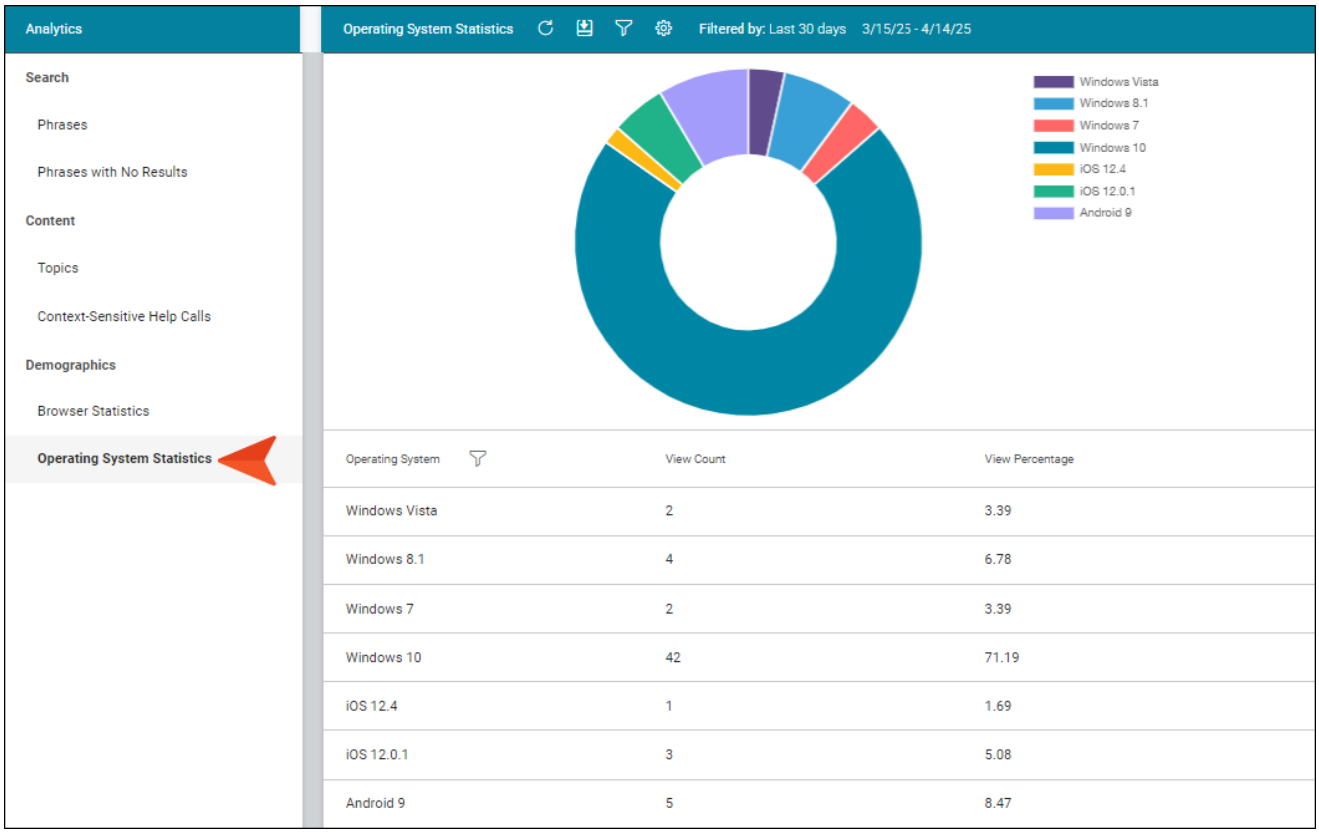
Shows which browsers are being used to view your online output. The graph shows a broad view of the browsers, and the grid breaks down the information into specific browser versions. *This is useful because it indicates which browsers you should focus on supporting.*



Browser Name	View Count	View Percentage
Mobile Safari 12.1.2	1	1.69
Mobile Safari 12.0	3	5.08
Microsoft Edge 18.17763	1	1.69
Chrome Mobile 76.0.3809.111	5	8.47
Chrome 76.0.3809.100	45	76.27
Chrome 56.0.2924.87	1	1.69
Chrome 49.0.2623.112	2	3.39
Chrome 46.0.2490.80	1	1.69

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.

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
Associating Analytics Keys With Targets 16
Managing Analytics Keys 17
Filtering Analytics Results 18
Downloading Analytics 22

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.

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.
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**.
5. In the Create New Commit dialog, enter a **Commit Message**.
6. Click **Commit**. (Or click **Cancel**, to back out of the process.)

What's Next?

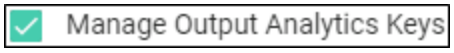
After associating an analytics key with a target, you can build the target and publish the output. Once users interact with the output, the analytics will display results in Flare Online.

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

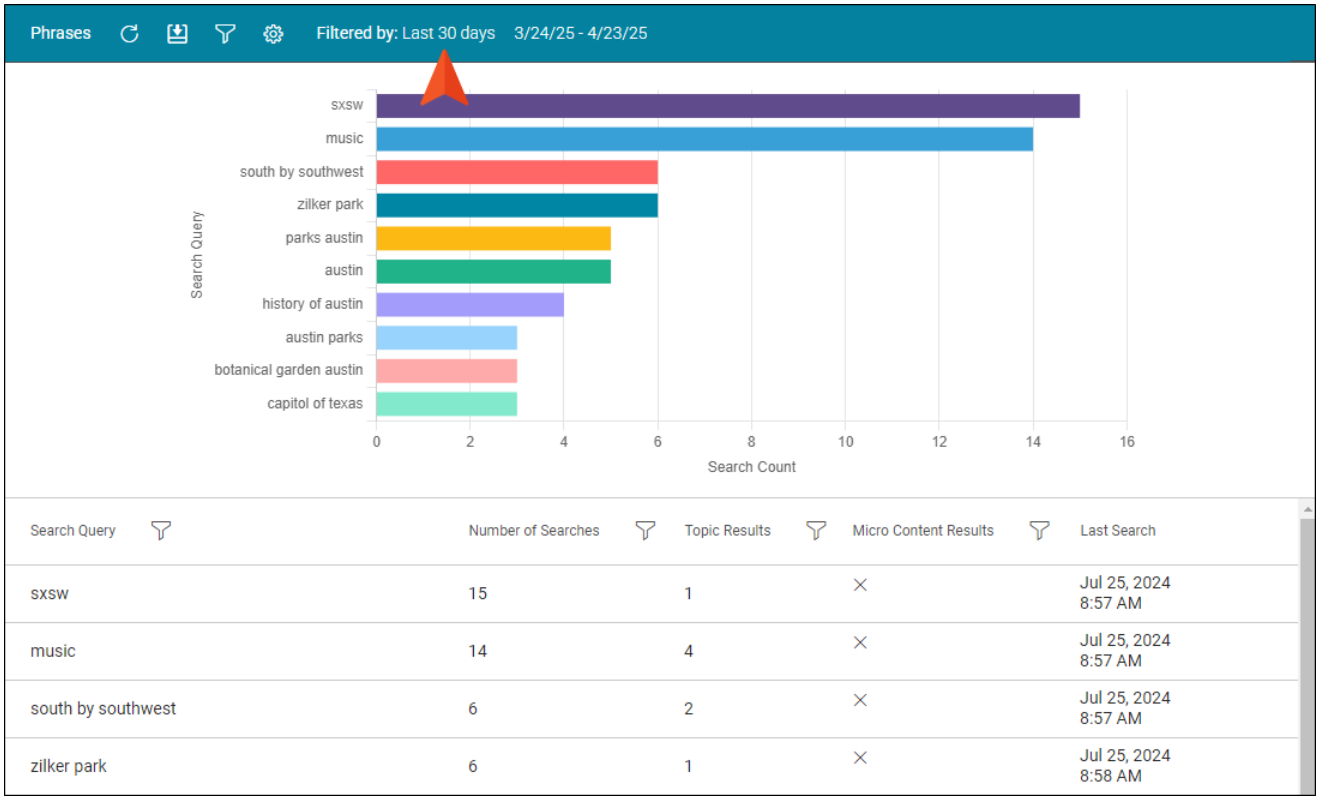
1. On the left side of the interface, click **Analytics**.
2. Click the check box next to the key you want to edit.
3. In the toolbar click .
4. Use the fields to edit the name and/or description, then click **Save**.

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**.

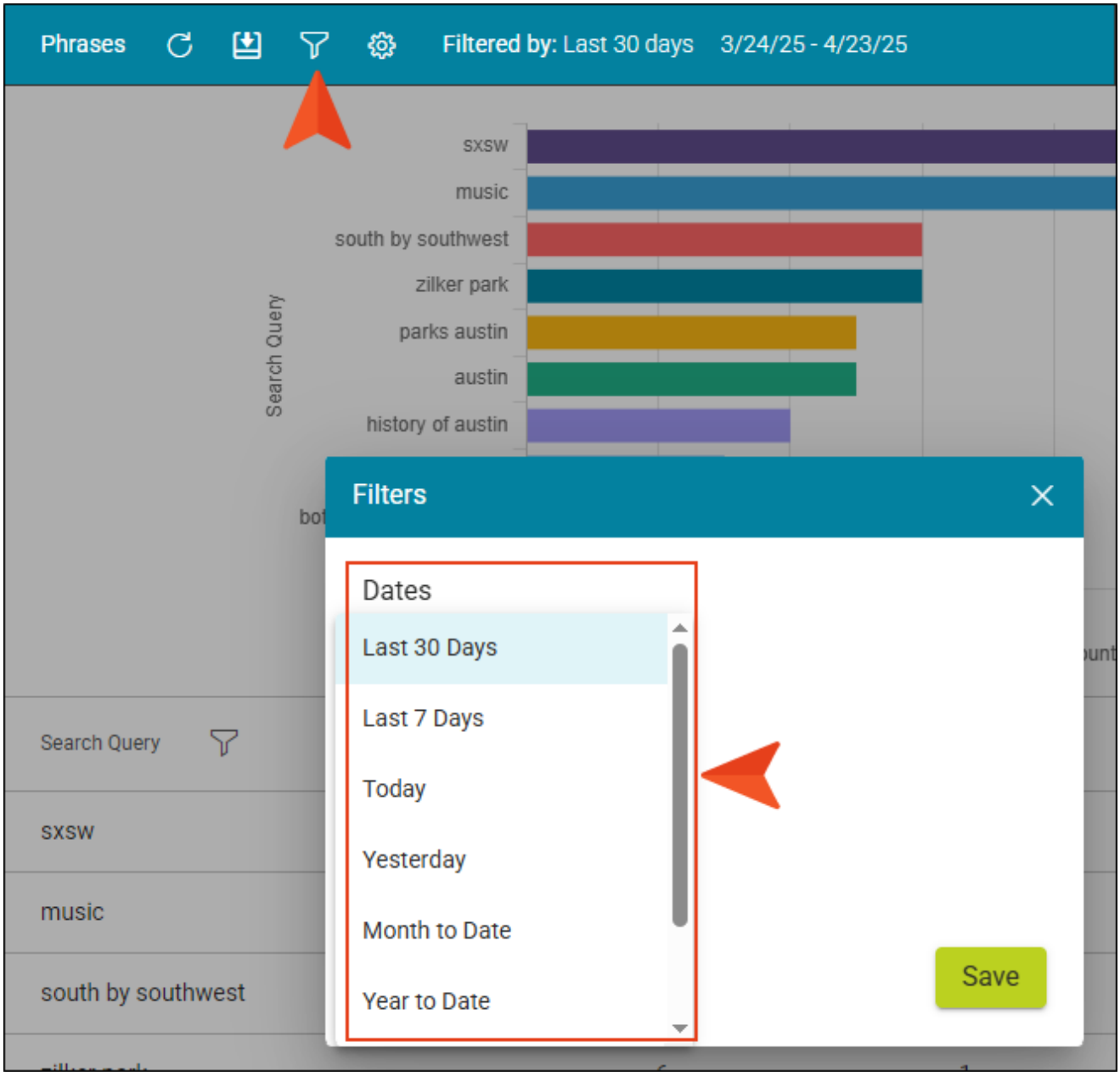
Filtering Analytics Results

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



Search Query	Number of Searches	Topic Results	Micro Content Results	Last Search
sxsw	15	1	×	Jul 25, 2024 8:57 AM
music	14	4	×	Jul 25, 2024 8:57 AM
south by southwest	6	2	×	Jul 25, 2024 8:57 AM
zilker park	6	1	×	Jul 25, 2024 8:58 AM

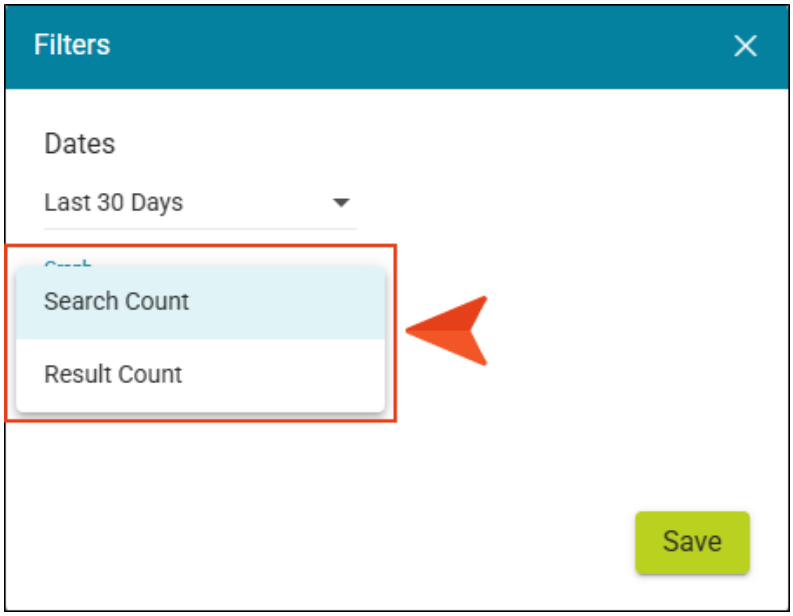
In the toolbar, you can click to change the filter settings. You can select from a number of different date ranges, including a custom range.

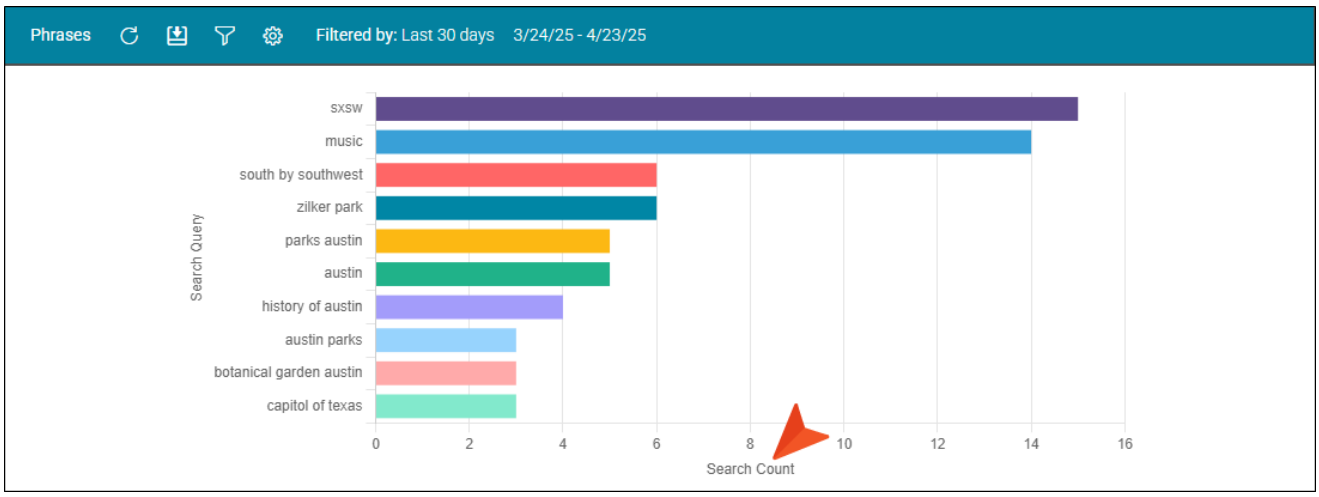


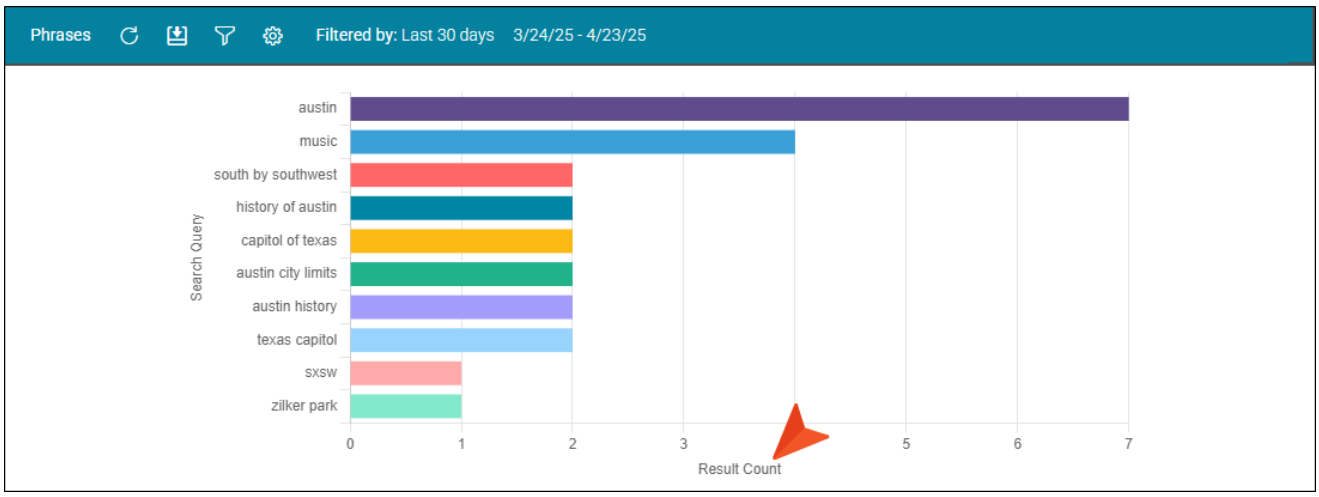
If you change the filter date range, you can always click **Reset Filter** in the toolbar to quickly return to seeing data for the last 30 days.



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

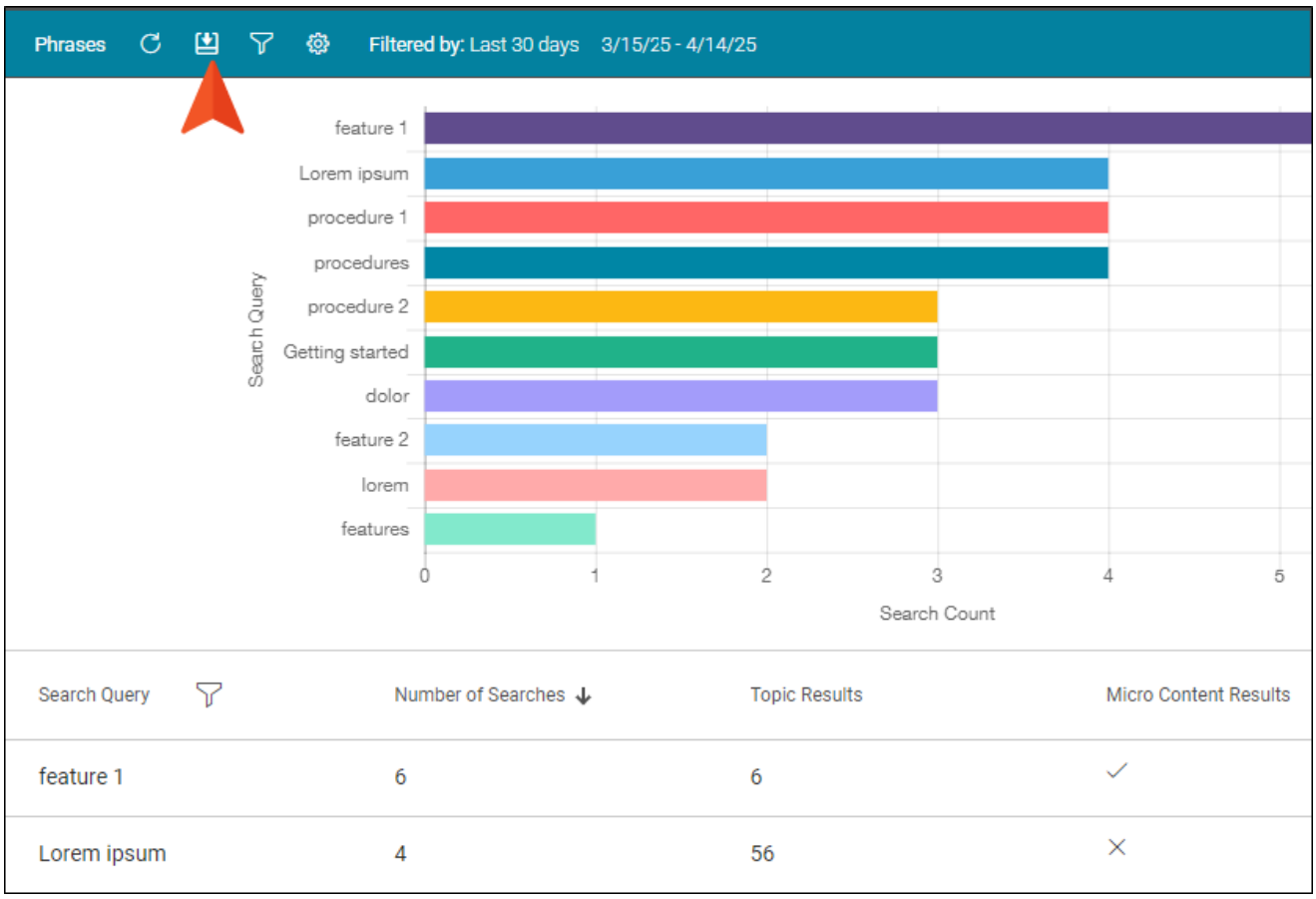



Phrases
Filtered by: Last 30 days 3/24/25 - 4/23/25
sxsw
music
south by southwest
zilker park
parks austin
austin
history of austin
austin parks
botanical garden austin
capitol of texas
Search Query
0
2
4
6
8
10
12
14
16
Search Count


Phrases
Filtered by: Last 30 days 3/24/25 - 4/23/25
austin
music
south by southwest
history of austin
capitol of texas
austin city limits
austin history
texas capitol
sxsw
zilker park
Search Query
0
1
2
3
5
6
7
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.



Search Query	Number of Searches	Topic Results	Micro Content Results
feature 1	6	6	✓
Lorem ipsum	4	56	✗

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 Guide

Links Guide

Projects Guide

Reports Guide

Reviews Guide

Security Whitepaper

Sites Guide

Snippets Guide

Source Control Guide

Styles Guide

Targets Guide

Tasks Guide

TOC Guide

Topics Guide

Translation Guide

Users and Teams Guide

Variables Guide

What's New Guide

Widgets Guide