



MADCAP FLARE 2018

Search

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CHAPTER 1

Introduction

Supported In:



You can add the search feature to any of your online output targets. When users want to find information about a specific subject, they enter key words in the Search field. A search engine looks through every topic in your project to find the term(s) entered by the user. When it finds the terms, it presents the user with a list of topics to open. The way that search works differs depending on the output type. There are also special features that you can use to enhance search, such as synonyms, partial-word search, filters, reports, and excluding topics from search.

This chapter discusses the following:

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Search Features and Capabilities

The search features and capabilities that are available in your published Flare output depend on the output type. In addition, you can perform search queries using different search methods and syntax when you publish client- or server-based output:

- **Client-based Output** With the web-based output types, search operations are supported by a Flare search database. This database consists of an array of JavaScript and XML files that are built and published with the Flare output in the Data folder. With WebHelp AIR, search is built-into the Adobe AIR package. With Microsoft HTML Help, the Microsoft Compiled HTML (CHM) Help file format also offers a built-in search engine. With DotNet Help, an array of XML files is published to the Data folder in the Flare output, or you can publish an SQL Server database.
- **Server-based Output** Search features can be enabled/disabled in Flare and search operations are supported by server-based tools. For example, the server-based WebHelp and HTML5 output types can be enabled in Flare, and then published to an Internet Information Services (IIS) server. For these outputs, search operations are supported by the Microsoft Indexing Service or Windows Search.
- **Elasticsearch** The Elasticsearch method is a powerful search engine you can use in your server-based online output. It gives your users more accurate and efficient search results, and includes features such as predictive search, auto-completion, and fuzzy matches. This is enabled by the use of the MadCap Process Manager, which manages the Elasticsearch service and the Flare web service.
- **Google Search** As an alternative to Elasticsearch or Flare's built-in MadCap Search, you can set up a search engine to use Google Search instead. This is a good option if you prefer the search results returned by Google.








✔ **TIP:** To determine the type of search that is best for you, we recommend that you generate different outputs using each method. Then perform several different searches and see which results you like best.








- **Eclipse Help** End user search features are supported by the Eclipse Help Viewer and search operations are provided by a plug-in that you develop using the Eclipse platform (for more information, see help.eclipse.org). The Flare search engine does not handle Eclipse Help search operations.

End User Search Features

The table below summarizes the key search features and capabilities for each output type. With HTML5 and WebHelp outputs, you can distribute either client- or server-based outputs. This is why the table below lists them twice—under client- and server-based output.

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML5	DOTNET HELP	MS HTML HELP	WEB HELP	WEB HELP MOBILE	HTML5	WEB HELP PLUS
Glossary Search (Find Matching Terms)	✓	✓ ¹	✓	✗	✗	✓	✗
Index Search (Find Matching Terms)	✓	✓	✓	✓	✗	✓	✓
Predictive Search See "Setting Up a Search Engine" on page 169.	✓	✗	✗	✗	✗	✓	✗
Search Favorites (Save Queries to Favorites List)	✗	✓	✗	✓	✗	✗	✓
Search Query (Asterisk (*) Wildcard Character)	✗	✓ ²	✓	✓	✗	✗	✗
Search Query (Boolean Operators) See "Search Methods and Syntax" on page 126.	✓	✓ ²	✓ ³	✓	✓	✗	✗

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML 	 DOTNET HELP	 MS HTML HELP	 WEB HELP	 WEB HELP MOBILE	HTML 	 WEB HELP PLUS
Search Query (Full-text Search—not case sensitive) See "Search Methods and Syntax" on page 126.	✓	✓	✓	✓	✓	✓	✓
Search Query (Enclose Terms in Quotes) See "Search Methods and Syntax" on page 126.	✓	✓	✓	✓	✓	✓	✓
Search Results (Narrow Search Scope Using Search Filter Sets) See "Search Filter Set Example" on page 55.	✓ ⁴	✓	✗	✓	✗	✓	✓
Search Results (Results Listed in Ranked Order and Show Rank Number) See "Optimizing Search" on page 168.	✓ ⁵	✓	✓ ⁵	✓	✓ ⁵	✓ ⁵	✓

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML 	 DOTNET HELP	 MS HTML HELP	 WEB HELP	 WEB HELP MOBILE	HTML 	 WEB HELP PLUS
Search Results (Search Hits High- lighted in Topics) See "Search Highlighting and Styles" on page 70.	✓	✓	✓	✓	✓	✓	✓
Search Results (Search Hits Bolded)	✓	✗	✗	✗	✗	✗	✗

¹Use CTRL+F in the Glossary pane.

²SQL Server Compact is required.

³Select the operator from the built-in list.

⁴Search filters are not supported in Elasticsearch.

⁵Results are listed in order. Rank number is not visible.

Content Developer Search Options








This table summarizes the key search features and capabilities that are available to you, the content developer, for each output type. With HTML5 and WebHelp outputs, you can distribute either client- or server-based outputs. This is why the table below lists them twice—under client- and server-based output.








	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML5	DOTNET HELP	MS HTML HELP	WEB HELP	WEB HELP MOBILE	HTML5	WEB HELP PLUS
Enable "Enabling Search in Skins" on page 22	✓ ¹	✓ ²	✓ ³	✓ ³	✓ ⁴	✓ ¹	✓ ³
Content Optimization "Setting the Search Abstract Character Limit" on page 222	✓ ⁵	✗	✗	✗	✗	✗	✗
Content Optimization "Setting Search Result Importance" on page 228	✓ ⁵	✗	✗	✗	✗	✗	✗

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML 5	DOTNET HELP	MS HTML HELP	WEB HELP	WEB HELP MOBILE	HTML 5	WEB HELP PLUS
Content Optimization "Including Glossary Terms in Search Results" on page 224	✓ ⁵	✗	✗	✗	✗	✓	✗
Content Optimization "Setting the Number of Search Results Per Page" on page 232	✓ ⁵	✗	✗	✗	✗	✓ ⁵	✗
Google Search "Setting Up a Search Engine" on page 169	✓ ⁶	✗	✗	✗	✗	✗	✗
Search Highlighting "Customizing Highlighted Search Terms" on page 72	✓	✓	✓	✓	✓	✓	✓

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML 5	DOTNET HELP	MS HTML HELP	WEB HELP	WEB HELP MOBILE	HTML 5	WEB HELP PLUS
Search Performance "Chunking Large Search Database Files" on page 26	✓	✓	✗	✓	✓	✓	✓
Search Optimization "Enabling Partial-Word Search" on page 32	✓	✓	✗	✓	✓	✓	✓
Search Optimization "Including Stop Words in Search" on page 36	✓	✓	✓ ⁷	✓	✓	✓	✓
Search Performance "Excluding Index Entries From Search" on page 29	✓	✓	✓ ⁸	✓	✓	✗	✓

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
	HTML 5	DOTNET HELP	MS HTML HELP	WEB HELP	WEB HELP MOBILE	HTML 5	WEB HELP PLUS
Search Performance "Excluding Non-words from Search" on page 31	✓	✓	✓ ⁹	✓	✓	✓	✓
Search Performance "Including an SQL Search Database" on page 35	✗	✓ ¹⁰	✗	✗	✗	✗	✗
Search Performance "Pre-merging Search Database Files" on page 34	✓	✓	✗	✓	✓	✓	✓
Search Performance "Setting the N-Gram Size for Search" on page 30	✓	✓	✗	✓	✓	✓	✓

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
							
Search Toolbar Specifying Web Toolbar Set- tings—WebHelp Outputs	✗	✓	✗	✓	✗	✗	✓
Search Results "Customizing Search Filter Ordering" on page 51	✓	✓	✗	✓	✗	✓	✓

	CLIENT-BASED OUTPUT					SERVER-BASED OUTPUT	
							
Styles "Styles for Generated Pages" on page 76	✓ ⁶	×	×	×	×	✓ ¹⁰	×

¹HTML5 skin.

²Search cannot be disabled.

³Standard skin.

⁴Mobile skin.

⁵This is supported if you are using Elasticsearch or MadCap Search, but not Google Search.

⁶This is supported only in HTML5 Side Navigation, Top Navigation, and skinless outputs. It is not supported in HTML5 Tripane output.

⁷Stop words are always enabled.

⁸Index entries are always excluded.

⁹Non-words are always excluded.

¹⁰SQL Server Compact is required.

Searching the Outputs

Depending on the output type, the user interface for your published output offers different search features and functionality. See "Searching the Outputs" on page 125.

When compiling your online output, the build process generates a search database with your target's output files. When an end user searches for information, the search process looks through this database to retrieve a list of topics containing matching criteria.

Depending on the output type you are searching, end users can perform a variety of simple text and phrase searches. Some output types also support the use of boolean operators, the asterisk (*) wildcard character, and other syntax. See "Search Methods and Syntax" on page 126.

Optimizing Search

You have a variety of options when it comes to improving topic and page ranking for search results. This includes setting up a search engine for MadCap Search, Google Search, or Elasticsearch. We have collected a variety of tips and best practices for optimizing results when using the Flare engine. You'll also find tips for optimizing content for search engine providers. See "Optimizing Search" on page 168.

Also, keep in mind that HTML5 Side and Top Navigation outputs are frameless. This has the following benefits when it comes to search:

- **Better Search Engine Optimization** Side or Top Navigation means better search engine optimization (SEO). This is thanks in part to the absence of iframes. In addition, the output is not dynamically loaded in div tags, but rather the content is flattened, which makes it easier for web crawlers to locate.
- **Navigation Displays with External Search Results** Side or Top Navigation provides a better experience with external searches and navigation. For example, if you have Tripane output and click on a Google search result for a specific page, that page opens without the surrounding navigation (e.g., TOC) included in that Help system. But with Side or Top Navigation output, that same page would display with its intended navigation.

Steps for Setting Up Search

1. **Enable Search in the Skin** Open the skin being used to generate the output type and enable the search feature. See "Enabling Search in Skins" on page 22.
2. **Set Up Search Engine** For HTML5 targets, you can choose the type of search engine you want people to use—MadCap Search, Google Search, or Elasticsearch (for Side Navigation, Top Navigation, or skinless output). There are additional steps that you can follow to set up each of these engines. For MadCap Search, this includes setting the search result importance, including glossary terms in the results, setting the number of results per page, and setting the abstract character limit. For Google Search, this includes creating a new search engine, verifying the URL, adding a sitemap, submitting the site for indexing, excluding the TOC from indexing, customizing the appearance of the results, and reviewing the indexing status. For Elasticsearch, there are several search results and auto-complete results you can configure for your search engine. See "Setting Up a Search Engine" on page 169.
3. **(Optional) Include or Exclude Topics in Search** You can include or exclude a topic when full-text search is generated. If you disable this feature, the topic will be excluded from the search, but it will still be included in the generated output. See "Include/Exclude Topics in Search" on page 24.
4. **(Optional) Configure the Search Database** In a Flare target, you have a variety of options that you can enable or disable to define how the search database performs. See "Configuring the Search Database" on page 25.
5. **(Optional) Narrow the Scope of a Search Using a Search Filter Set** Your target output can include a search filter set. A filter set works with the concepts feature. Each set includes filters that you define to limit the scope of the end user's search query to only the topics that are associated with the selected filter. See "Adding Search Filter Set Files to Projects" on page 43, "Creating Search Filters" on page 49, "Customizing Search Filter Ordering" on page 51, "Associating a Search Filter Set with a Target" on page 52, and "Search Filter Set Example" on page 55.
6. **(Optional) Create Synonyms for Search** You can make improvements to your output so that, in the future, users are able to find the search results they need. One way to enhance your output is to create synonyms for search phrases. This way, even if a user enters a search term that is not included anywhere in the project, that person will still be able to find the appropriate information. See "Tasks for Using Synonyms" on page 61 and "Creating Synonyms to Enhance Search Results" on page 64.
7. **(Optional) Customize Search Highlighting** When users initiate a search query, the search hits (i.e., the matching keywords and phrases) may be highlighted when the individual topics are

opened. This feature is called "search highlighting" and it is supported for simple text search and phrase search. Note that when searching with wildcard characters, the search feature will not apply highlighting to search hits. See "Search Highlighting and Styles" on page 70 and "Customizing Highlighted Search Terms" on page 72.


8. **(Optional) Set Up the Server-based Features** Server-based outputs give you the ability to include non-XHTML files in search.
 - **HTML5** See "HTML5 Server-based Output" on page 80 and "Including Non-XHTML Files in HTML5 Search" on page 98.
 - **WebHelp Plus** See "WebHelp Plus Server-based Output" on page 102 and "Including Non-XHTML Files in Search" on page 121.

CHAPTER 2


Enabling Search in Skins


The first step in making search accessible in your online documentation is to enable the feature in the skin that you want to use for your output target. This setting might already be selected by default in your skin.


HOW TO ENABLE SEARCH IN A SKIN—HTML5 OUTPUT

1. From the Project Organizer, open the HTML5 skin.
2. Select the **Styles** tab.
3. In the **Header** section, expand **Search Bar**.
4. Expand **Layout**.
5. In the **Display** field, make sure **block** is selected.
6. Click  to save your work.

HOW TO ENABLE SEARCH IN A SKIN—HTML HELP, WEBHELP, WEBHELP AIR, WEBHELP MOBILE, AND WEBHELP PLUS

1. From the Project Organizer, open the Standard or Mobile skin.
2. Select the **General** tab.
3. In the **Features** list, click the **Search** check box.
4. (Optional) If you are creating Microsoft HTML Help, you can include advanced search options. To enable or disable these options, open the skin. In the Skin Editor, click the **HTML Help Setup** tab, then place a check in the **Show Advanced**
5. **Search** box.
6. Click  to save your work.

 **IMPORTANT:** Unlike other online outputs, DotNet Help packages your content so it is accessible to end users with the Help Viewer redistributable. As such, the Help Search Window and Help Index Window are always enabled. These features cannot be disabled using the controls that are visible in the **General** tab of the Skin Editor.

 **NOTE:** If you are generating WebHelp Mobile output, please note that search is not supported in LG WebOS (Palm WebOS).

CHAPTER 3


Include/Exclude Topics in Search

Supported In:



You can include or exclude a topic when full-text search is generated. If you disable this feature, the topic will be excluded from the search, but it will still be included in the generated output.

HOW TO INCLUDE OR EXCLUDE TOPICS IN SEARCH

1. Open the Content Explorer.
2. Locate and click on the topic file.
3. In the local toolbar, click . The Properties dialog for the file opens.
4. Click the **Topic Properties** tab.
5. Click the check box labeled **Include topic when full-text search database is generated**.
6. Click **OK**.

 **NOTE:** In Microsoft HTML Help, all topics are always searchable.

CHAPTER 4

Configuring the Search Database

In a Flare target, you have a variety of options that you can enable or disable to define how the search database performs.

This chapter discusses the following:

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- Excluding Index Entries From Search 29
- Setting the N-Gram Size for Search 30
- Excluding Non-words from Search 31
- Enabling Partial-Word Search 32
- Pre-merging Search Database Files 34
- Including an SQL Search Database 35
- Including Stop Words in Search 36

Chunking Large Search Database Files

Supported In:



When Flare builds your output files, it also automatically generates a search index. The search database is split into a series of chunk files with JS file name extensions. These "chunks" are very important to your project, because they help to improve the performance of the search feature.

SEARCH DATABASE FILES AND MAXIMUM CHUNK SIZE

Important things to know about chunk files include:

- **Chunk Files are Automatically Created in Sequential Order** The build process automatically creates a search database and then splits the database information into individual chunks. Each chunk is represented by a chunk file. The naming convention used for these files is sequential (e.g., SearchPhrase_Chunk0.js, SearchPhrase_Chunk1.js, SearchPhrase_Chunk2.js). After running a build, these files are required by the target output and stored in the target's Output\Data folder.

Index_Chunk0.js	1/14/2015 5:25 PM	JScript Script File	1 KB
Language.js	1/14/2015 5:25 PM	JScript Script File	1 KB
Search.js	1/14/2015 5:25 PM	JScript Script File	1 KB
SearchPhrase_Chunk0.js	1/14/2015 5:25 PM	JScript Script File	30 KB
SearchPhrase_Chunk1.js	1/14/2015 5:25 PM	JScript Script File	30 KB
SearchPhrase_Chunk2.js	1/14/2015 5:25 PM	JScript Script File	30 KB
SearchPhrase_Chunk3.js	1/14/2015 5:25 PM	JScript Script File	30 KB
SearchPhrase_Chunk4.js	1/14/2015 5:25 PM	JScript Script File	28 KB
SearchStem_Chunk0.js	1/14/2015 5:25 PM	JScript Script File	30 KB
SearchStem_Chunk1.js	1/14/2015 5:25 PM	JScript Script File	2 KB
SearchTopic_Chunk0.js	1/14/2015 5:25 PM	JScript Script File	16 KB
Synonyms.js	1/14/2015 5:25 PM	JScript Script File	1 KB
Synonyms.xml	1/14/2015 5:25 PM	XML Document	1 KB

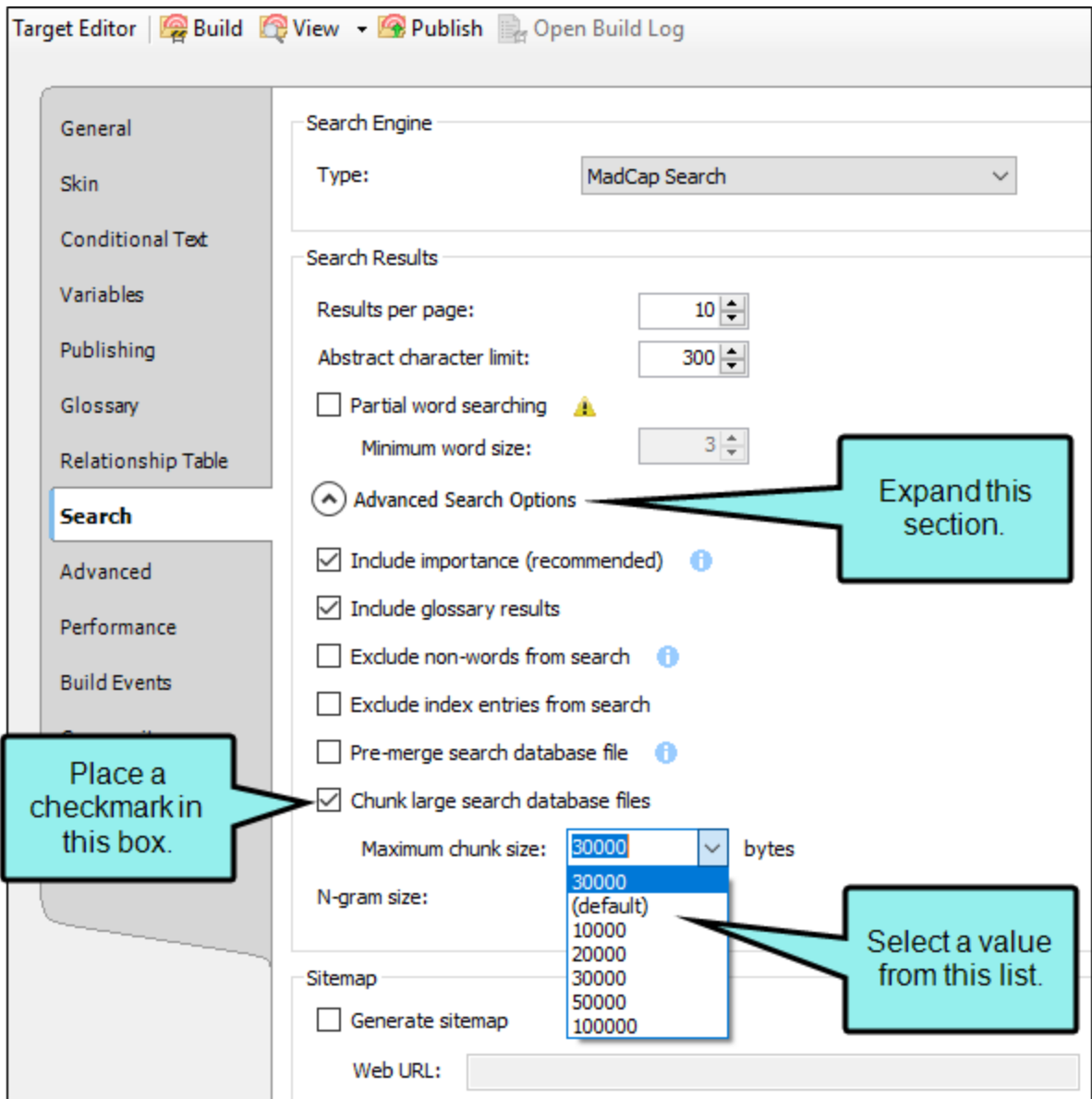
Search
Database
Chunk Files


If you installed Flare in the default location, the path to the Output\Data folder is: C:\Users\[user name]\Documents\My Projects\[project name]\Output\[user name]\[target name]\Data

- **There are Three Kinds of Chunk Files** Search chunks come in three varieties: SearchPhrase chunks, SearchStem chunks, and SearchTopic chunks. Each chunk type holds a different kind of data. By separating search chunks into different files that contain phrases, stems, and topics, Flare's search engine can locate data faster.
- **Number of Chunk Files Depends on Project Content and Settings** The total number of chunk files generated by the build process depends entirely on the size of your project and the search performance settings that you enable. As a general rule, smaller projects have fewer chunk files than larger projects. Other factors to consider include the maximum chunk size setting and whether the partial-word search feature is enabled. See "Enabling Partial-Word Search" on page 32.
- **New Chunk Files are Generated With Every Build** When you update your content and build new output files, Flare generates new chunk files to ensure your updated content can be retrieved when end users perform a search. If you are publishing server-based output, always ensure that your publishing and upload process for your output includes the updated chunk files.

HOW TO SET THE MAXIMUM CHUNK SIZE FOR SEARCH DATABASE FILES

1. In the Project Organizer, open the desired target.
2. In the Target Editor, click the **Search** tab.
3. Expand the **Advanced Search Options** section.
4. Place a check mark in the **Chunk Large Search Database Files** box. Then select a value in the **Maximum Chunk Size** box.



 **NOTE:** The smallest maximum file size for a chunk file is 10,000 bytes. The largest maximum file size is 100,000 bytes. The default setting for the maximum chunk file size is set to 30,000 bytes.

5. Click  to save your work.


Excluding Index Entries From Search

Supported In:



If you insert index markers in your project, those markers by default are included in searches that users perform in your output. If you want to exclude index entries from searches, you can do so.

HOW TO EXCLUDE INDEX ENTRIES FROM SEARCH

1. Open the target.
2. Select the **Search** tab.
3. In the **Search Results** section, click the drop-down arrow next to **Advanced Search Options**.
4. Click **Exclude index entries from search**.
5. Click  to save your work.

 **NOTE:** This option is not available for HTML5 targets using Elasticsearch or Google Search.

Setting the N-Gram Size for Search

Supported In:



N-grams can be applied to the search database to improve its ability to retrieve more accurate matches for Chinese, Japanese, and Korean languages.

ABOUT N-GRAMS

In the English language, sentences are composed of a sequence of words. Because English words are separated by spaces, search engines have a reliable pattern for detecting word boundaries when retrieving search results. In other languages, such as Chinese, Japanese, and Korean, spaces are not used to separate words. This makes the task of retrieving accurate matches for these languages more challenging for search engines.

To address this issue efficiently, the search database can be set to use the n-gram model to help it more accurately predict word patterns. This improves the search feature's ability to retrieve accurate search results for the Chinese, Japanese, and Korean languages.

HOW TO SET THE N-GRAM SIZE

1. In the Project Organizer, open the desired target.
2. In the Target Editor, click the **Search** tab.
3. Expand the **Advanced Search Options** section.
4. In the **N-gram size** box, select a value between 1- 5.

✔ **TIP:** Applying an n-gram value to a project affects the size of the search database. It also affects the quantity and accuracy of the search results. In general, lower n-gram values (e.g., 1-2) result in a smaller database. As a result, end user search queries will typically retrieve a higher number results with less accurate matches. Similarly, larger n-gram values (e.g., 4-5) result in a larger database. Therefore, search queries will typically retrieve a smaller number of results with more accurate matches.

5. Click  to save your work.


Excluding Non-words from Search

Supported In:



Flare has a non-words list that works behind the scenes to omit common non-words from user searches (for example, angle brackets []). When you set this option and a user enters non-words in a search query, the system won't look for those non-words.

HOW TO EXCLUDE NON-WORDS FROM SEARCH

1. In the Project Organizer, open the desired target.
2. In the Target Editor, click the **Search** tab.
3. In the **Search Results** section, click the drop-down arrow next to **Advanced Search Options**.
4. Place a check mark in the **Exclude non-words from search** box. To include non-words in search, clear the check mark.
5. Click  to save your work.

 **NOTE:** This option is not available for HTML5 targets using Elasticsearch or Google Search.

Enabling Partial-Word Search


Supported In:



For some online outputs, you can provide end users with partial-word search capabilities. This lets users type part of a word or any string (including numbers), press **Enter** or click the **Search** button, and see search results matching those characters.

HOW TO ENABLE PARTIAL-WORD SEARCH

1. In the Project Organizer, open the target.
2. Select the **Search** tab.
3. In the **Search Results** section, place a check mark in the **Partial word searching** box.
4. In the **Minimum word size** field, enter the number of characters a user must type before seeing results. The minimum value is 3, the maximum value is 100.

 **NOTE:** The higher the minimum word size that you enter, the smaller the search database.

5. Click  to save your work.

☆ EXAMPLE

Let's say that in the **Search** field, you enter `cond`.

Search finds matches in "conditioning" and "second."

The screenshot shows a search interface with a search bar containing 'cond'. Below the search bar is a table with columns 'Title', 'Rank', and 'File'. The first row is 'Training a Parrot' with Rank '1' and File 'Animals/Parrot'. To the right of the search results is a preview of the 'Training a Parrot' topic. The preview text includes 'Conditioning is the process of helping your parrot understand simple concepts...' and 'As the owner, you can use your communication link to express to the parrot what you want bird to do...'. Below the text is a table with columns 'First Time Owner', 'Second Time Owner', and 'Third Time Owner'. The 'Second Time Owner' cell contains a green checkmark. Callout boxes highlight the search term 'cond', the word 'Conditioning' in the text, and the word 'Second' in the table header.


Search for cond.


The string "cond" is found in "Conditioning."

The Search pane shows a ranked list of topics containing the partial word "cond."

The string "cond" is found in "Second."

This feature is not limited to words only. It works with any string (including numbers) that starts and ends with a space. For example, let's say that the IP address numbered "192.168.10.1" is included in one of your topics. To find the topic that includes the match, simply type `10 . 1` in the search field.

 **NOTE:** Partial-word search is not supported in server-based output.

 **IMPORTANT:** Enabling partial-word search in client-based outputs increases the size of the search database included with your target output. It also increases the amount of time it takes to build and publish the output.


Pre-merging Search Database Files

Supported In:



If you have multiple projects and plan to merge their outputs when building the "master" project, you can pre-merge the search database files.

HOW TO PRE-MERGE SEARCH DATABASE FILES

1. In the Project Organizer, open the target.
2. Select the **Search** tab.
3. Expand the **Advanced Search Options** section.
4. Place a check mark in the **Pre-merge search database file** box.
5. Click  to save your work.


Including an SQL Search Database

Supported In:



You have the option to include an SQL database to support search with the published output. This can improve search performance and permit users to use the asterisk (*) wildcard with search. For example, if you type `Mad*` in the Search field, Flare will list all topics with words that have "Mad" followed by any other letters (e.g., MadCap, Madagascar, madness, Madrid).

HOW TO INCLUDE AN SQL SEARCH DATABASE

1. In the Project Organizer, open the target.
2. Select the **Search** tab.
3. In the **Search Results** section, place a check mark in the **Include SQL search database** box.
4. Click  to save your work.

Including Stop Words in Search


Supported In:





Flare has a hard-coded stop words list that works behind the scenes to filter out common structure-class words (i.e., function words) from search operations. This means the Flare search engine excludes words (e.g., "an," "for," "of," and "the") by default. However, if you want the search engine to search for queries with these words, you can include the stop words list in search.

Below is the list of hard-coded English stop words that the Flare search engine excludes from search by default. If you want to create a custom stop words list, you can create one on your local computer using Language Skins as described below.

a	been	have	may	several	under
about	between	he	me	she	until
after	but	her	med	some	use
against	by	his	more	such	was
all	can	however	most	than	we
also	come	in	near	that	were
among	do	include	no	the	when
an	during	into	non	their	where
and	each	is	not	then	which
are	early	it	of	there	who
as	for	its	on	these	with
at	found	late	only	they	you
be	from	later	or	this	your
became	had	made	other	through	
because	has	many	over	to	


 **NOTE:** The stop words list applies to English projects only. If you wish to create a custom stop words list for another language, use the instructions below to create a custom list of stop words.

 **NOTE:** For best results, it is recommended that you use the default setting (i.e., stop words are automatically excluded from search). This typically returns the most relevant search results.

 **NOTE:** "If" and "will" are also recognized as stop words when using Elasticsearch as your search engine.

HOW TO INCLUDE THE STOP WORDS LIST IN SEARCH

By default, the words on the stop words list are excluded from search. To include them, complete the following steps.

1. In the Project Organizer, open the desired target.
2. In the Target Editor, click the **Search** tab.
3. In the **Search Results** section, place a check mark in the **Include stop-words in search** box.
4. Click  to save your work.

Creating a Custom Stop Words List




In Flare, the stop words list is hard-coded. However, you can create your own stop words list on your local computer using language skins.

HOW TO CREATE A LOCAL COPY OF THE STOP WORDS LIST

These instructions show you how to create a stop words list for an English language skin. You can also use these instructions to create a custom stop word list for other languages.

1. Open a Flare project.
2. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **Project** ribbon. In the **Content** section select **New > Advanced > Add Language Skin**.
 - **Right-Click** In the Project Organizer, right-click on the **Advanced** folder and from the context menu select **Add Language Skin**.

The Add File dialog opens.

3. In the **File Type** field at the top, make sure **Language Skin** is selected.
4. (Optional) If you want to place the file into a subfolder previously created in the Project Organizer, in the **Folder** field click  and select the subfolder. Otherwise, keep the default location.
5. From the **Language** drop-down, select the language you want to use for the language skin.
6. In the **File Name** field, type a new name for the language skin.
7. (Optional) If you want to apply condition tags to the file, expand the **Attributes** section at the bottom of the dialog. Next to the **Condition Tags** field, click  and select the conditions you want to apply. Click **OK**.
8. (Optional) If you want to apply file tags, expand the **Attributes** section at the bottom of the dialog. Next to the **File Tags** field, click  and select the file tags you want to apply. Click **OK**.

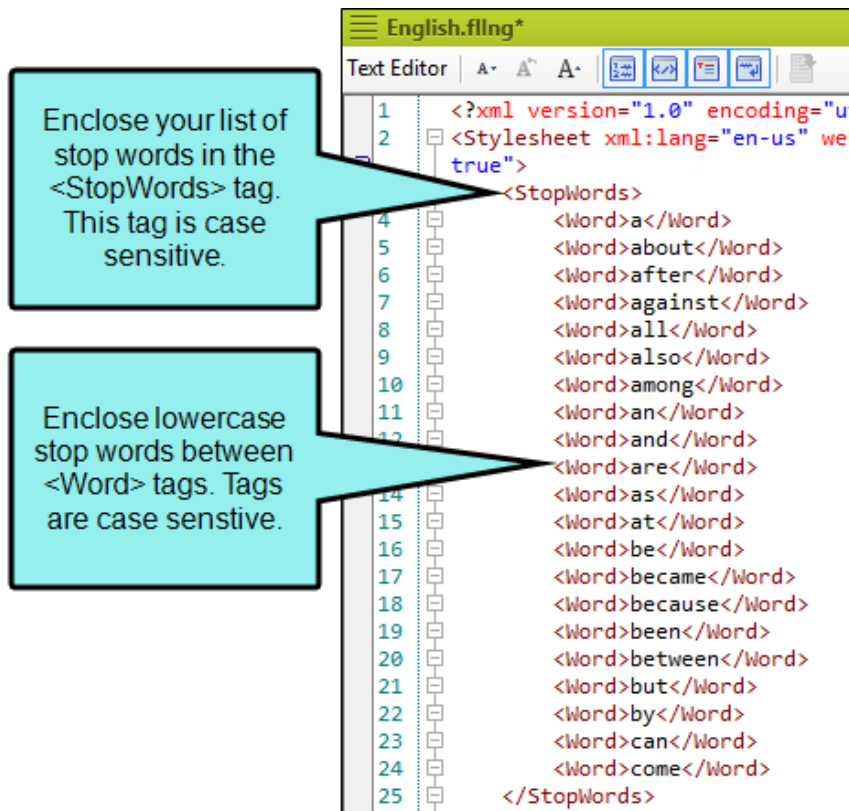
9. Click **Add**. The language skin is added to the Advanced folder in the Project Organizer. The Language Skin Editor opens to the right, with the new language skin shown. Depending on the language you selected when creating the language skin, the skin may include default translations for some UI text strings.

This creates a copy of the project language skin file and places it in your Project's Advanced folder (e.g., C:\Users\[username]\Documents\My Projects\[project name]\Project\Advanced). The language skin file name uses the *.flIng file name extension (e.g., af.flIng, en.flIng, es.flIng).


10. Close the Language Skin Editor.

HOW TO MODIFY THE STOP WORDS LIST

1. Open the Project Organizer.
2. Double-click the **Advanced** folder.
3. Right-click the language skin file, then select **Open with > Internal Text Editor**.
4. In the text editor, enclose your list of stop words in the `<StopWords> </StopWords>` tag. All tags are case sensitive and all stop words must be typed in lowercase.
5. Enclose each stop word in the `<Word></Word>` tag.



6. Click  to save your work.

 **NOTE:** You can also modify the stop words list using a text editor on your computer, such as Notepad.

HOW TO BUILD THE TARGET AND TEST THE CUSTOM STOP WORDS LIST

1. Open the target in your Flare project.
2. Select the **Language** tab, and choose the appropriate language.
3. Build the target.
4. Perform searches in the output to test if stop words are being found.

 **NOTE:** Stop words are not customizable in HTML5 outputs.


CHAPTER 5

Search Filter Sets

A filter can be included in the search feature to let users narrow their search based on concepts that you have inserted into topics. Concepts are simply markers that you add to topics that have some kind of relationship with each other. They are also used for inserting concept links into topics.

This chapter discusses the following:

- Adding Search Filter Set Files to Projects43
- Inserting Concepts 45
- Creating Search Filters49
- Customizing Search Filter Ordering 51
- Associating a Search Filter Set with a Target52
- Importing Search Filter Sets 53
- Opening a Search Filter Set54
- Search Filter Set Example 55

 **NOTE:** Search filters are not supported in Elasticsearch.

Adding Search Filter Set Files to Projects

Supported In:







The first step to using a search filter set is to add a special file for it to your project. A search filter set file has an .flsfs extension and is stored in the Project Organizer under the Advanced folder.

HOW TO ADD A SEARCH FILTER SET TO A PROJECT

1. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **Project** ribbon. In the **Content** section select **New > Advanced > Search Filter Set**.
 - **Right-Click** In the Project Organizer, right-click on the **Advanced** folder and from the context menu select **Add Search Filter Set**.

The Add File dialog opens.

2. In the **File Type** field at the top, make sure **Search Filter Set** is selected.
3. In the **Source** area select one of the following:
 - **New from template** Choose either the factory template file or one of your own customized template files as a starting point. The new file will take on all of the settings contained in the template. If you want to use the factory template provided by Flare, expand the **Factory Templates** folder and click on a template file. If you want to use your own customized template file, expand the appropriate folder and click on a file. For more information about templates, see the online Help.
 - **New from existing** Choose an existing file of the same type as a starting point for your new file. As with template files, your new file will take on all of the settings contained in the file you select. To use this option, click the browse button , use the Open File dialog to find a file, and double-click it.
4. (Optional) If you want to place the file into a subfolder previously created in the Project Organizer, in the **Folder** field click  and select the subfolder. Otherwise, keep the default location.
5. In the **File Name** field, type a new name for the search filter set.

6. (Optional) If you want to apply condition tags to the file, expand the **Attributes** section at the bottom of the dialog. Next to the **Condition Tags** field, click  and select the conditions you want to apply. Click **OK**.
7. (Optional) If you want to apply file tags, expand the **Attributes** section at the bottom of the dialog. Next to the **File Tags** field, click  and select the file tags you want to apply. Click **OK**.
8. Click **Add**. The search filter set is added to the Advanced folder in the Project Organizer. The Search Filter Set Editor opens to the right, with an initial search filter entry shown.

After you add the new search filter set, you need to insert concepts into topics (if you have not already done so). After that, you can create search filters based on the concepts that you inserted. See "Inserting Concepts" on the next page.

Inserting Concepts

There are a few different ways to insert a concept into a topic or snippet, and each has its own advantages.


Drag-and-Drop Method


Use this method to quickly insert a concept that already exists in your project.

- **Advantage** It is extremely fast.
- **Disadvantage** The concept that you want to insert must already exist in the project. This means you must first insert the concept into a topic using one of the other methods.

HOW TO INSERT A CONCEPT USING THE DRAG-AND-DROP METHOD

1. Open the content file (e.g., topic, snippet).
2. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **View** ribbon. In the **Reference** section select **Concept Window**.
 - **Keyboard Shortcut** Press **SHIFT+F9**.

The Concept window pane opens. The window pane is split into two sections—the Terms area at the top and the Explorer area at the bottom. If you want to see more or less of either section, you can click the splitter  between them and drag it up or down.

3. In the bottom (explorer) area of the Concept window pane, click the concept and drag it to the location in the topic where you want to insert it. As you drag the concept into the topic, a vertical red bar acts as a guide to help you place the concept in the topic. The concept is displayed within a marker in front of the word where you added it (as long as markers are turned on). A marker can hold multiple concepts, but most times you only need one concept per marker.
4. Click  to save your work.

Concept Window Pane Method


Use this method to insert a concept in the Concept window pane.

- **Advantage** It lets you continue to perform other tasks in the topic without having to "switch modes."
- **Disadvantage** It is not quite as fast as the other methods.

HOW TO INSERT A CONCEPT USING THE CONCEPT WINDOW PANE METHOD

1. Open the content file (e.g., topic, snippet).
2. Click at the location where you want to insert a concept.
3. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **View** ribbon. In the **Reference** section select **Concept Window**.
 - **Keyboard Shortcut** Press **SHIFT+F9**.

The Concept window pane opens.


4. Click in an empty field in the **Terms** column.
5. Type the concept as you want it to appear.
6. Press **Enter**. The concept is displayed within a marker in front of the word where you added it (as long as markers are turned on). A marker can hold multiple concepts, but most times you only need one keyword per topic.
7. Click  to save your work.

Concept Entry Mode Method


Use this method to accomplish the same thing as the Concept window pane method. The difference is that, with this method, you do not need to move your cursor from the topic to the Concept window pane. You simply click at the spot in the text where you want to insert the keyword and start typing. The words you type are added directly into the Concept window pane. This is a good method to use if you plan to create concepts in a lot of topics all at once, without performing any other tasks in the topic.


- **Advantage** It is extremely fast.
- **Disadvantage** If you are adding a concept as you work on a topic, you need to remember to switch off the Concept Entry Mode so that you can return to editing your topic.

HOW TO INSERT A CONCEPT USING THE CONCEPT ENTRY MODE METHOD

1. Open the content file (e.g., topic, snippet).
2. In the local toolbar of the XML Editor click .
3. Click at the place in your topic where you want to add a concept.
4. Type the phrase that you want to add as the concept.

As you start typing, the Concept window pane opens (if it was not previously opened), and the phrase is added to the first empty field under the Terms column.

 **NOTE:** As you type in the Concept window pane, notice that the cursor does not lose focus in the XML Editor. It merely turns gray so that you know for certain where you are adding the concept. When you return to the XML Editor, the cursor returns to its previous state.

5. Press **Enter**. The concept is displayed within a marker in front of the word where you added it (as long as markers are turned on). A marker can hold multiple concepts, but most times you only need one keyword per topic.
6. If you want to add more concepts in the topic, repeat steps 3-5.
7. Click  to save your work.

To turn off the Concept Entry Mode and return to regular editing, you can click  again.





NOTE: If you want to see all of the concepts that you have inserted in your project, they are displayed in the bottom portion of the Concept window pane.


Creating Search Filters

After you add a new search filter set and insert concepts into topics, you can create search filters, which let users narrow their search based on concepts that you have inserted into topics.

HOW TO CREATE A SEARCH FILTER

1. Open the Project Organizer.
2. Double-click the **Advanced** folder. Any search filter sets that you have added are listed.
3. Double-click the search filter set in which you want to create a search filter. The Search Filter Set Editor opens to the right. By default, Flare provides you with an initial search filter called "subset," which you can rename and use.
4. To create a new search filter, click  in the local toolbar. A new search filter row is added, with a temporary name for the search filter.
5. To enter a new name or comment for a search filter, do one of the following.
 - Double-click in the appropriate cell and type the name or comment.
 - Click once in the appropriate cell and press **F2** on your keyboard. Then type the name or comment.
6. To associate a concept with the search filter, click the **Concepts** cell. The Select Concepts for Search Filter dialog opens. The concepts that you have inserted into topics are listed on the right side of the dialog.
7. In the **All Concepts** section, click on a concept that you want to add to the search filter. Then click .

The concept is added to the "Selected Concepts" section on the right side of the dialog. Do this for each concept that you want to add to the search filter.

 **NOTE:** If you do not associate a concept with the search filter, the search filter will not appear in your output.

8. Click **OK**.
9. Click  to save your work.



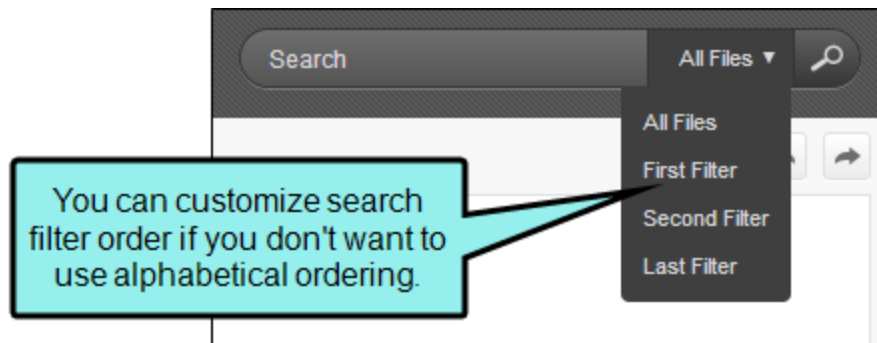
NOTE: You can create search filters for merged projects in WebHelp, DotNet, and HTML 5 output. However, when you merge projects, ordered search filter sets are separated by project in the output. To control the order of the search filters from all of your merged projects, you can create an external resources folder that all the projects share and put the search filter set in that folder.

Customizing Search Filter Ordering





Supported In:



By default, search filters display alphabetically. However, you can customize the ordering of the search filter set so they display in the order that is most useful for your audience.




HOW TO CUSTOMIZE SEARCH FILTER ORDERING

1. Open the Project Organizer.
2. Double-click the **Advanced** folder. Any search filter sets that you have added are listed.
3. Double-click the search filter set you want to customize. The Search Filter Set Editor opens to the right. The **Order** column represents the order displayed in the output.
4. In the **Filter Name** column, select the filter you want to move.
5. To customize the order of the filters, do one of the following:
 - Click  or  in the local toolbar.
 - Select **Move Up** or **Move Down** from the context menu.
6. (Optional) To reset the search filters to alphabetical order, click .
7. Click  to save your work.

Associating a Search Filter Set with a Target

After you create search filters, you need to associate the search filter set with the target that you want to build.

HOW TO ASSOCIATE A SEARCH FILTER SET WITH A TARGET

1. Open the target that you plan to build.
2. In the Target Editor, click the **Advanced** tab.
3. Click the drop-down arrow in the **Filter File** field, and select the search filter set that you want to associate with the target.
4. Click  to save your work.




Importing Search Filter Sets

Not only can you add new search filter sets, but you can also import an existing search filter set (FLSFS file).

HOW TO IMPORT A SEARCH FILTER SET

1. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **Project** ribbon. In the **Content** section select **New > Advanced > Search Filter Set**.
 - **Right-Click** In the Project Organizer, right-click on the **Advanced** folder and from the context menu select **Add Search Filter Set**.

The Add File dialog opens.

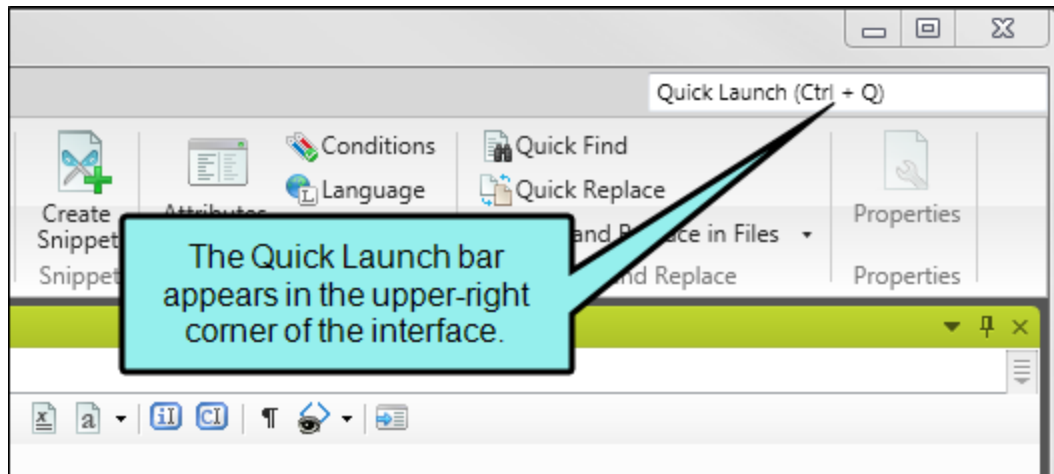
2. Select **New from existing** and click .
3. Find and select the FLSFS file that you want to import.
4. Click **Open**. The Source File field now contains the path to the file that you are importing. Also, the name of the file is displayed in the File Name field.
5. If you want to give the search filter set a different name than that for the imported file, click in the **File name** field and replace the text.
6. (Optional) If you want to apply condition tags to the file, expand the **Attributes** section at the bottom of the dialog. Next to the **Condition Tags** field, click  and select the conditions you want to apply. Click **OK**.
7. (Optional) If you want to apply file tags, expand the **Attributes** section at the bottom of the dialog. Next to the **File Tags** field, click  and select the file tags you want to apply. Click **OK**.
8. Click **Add**. The search filter set is added and opens in the Search Filter Set Editor.

Opening a Search Filter Set

The following steps show you how to open a search filter set that you have added to your project.

HOW TO OPEN A SEARCH FILTER SET FROM THE QUICK LAUNCH BAR

The Quick Launch bar allows you to search for any Flare file or command. It is located in the upper-right corner of the interface. You can press **CTRL+Q** on your keyboard to move focus to the Quick Launch bar so you can begin typing.



1. In the Quick Launch bar, type a few letters of the name of the file you want to open. Any available results appear in a drop-down list.
2. From the list, click the name of the file.

HOW TO OPEN A SEARCH FILTER SET FROM THE PROJECT ORGANIZER

1. Open the Project Organizer.
2. Double-click the **Advanced** folder. The search filter sets in your project are displayed.
3. Double-click the search filter set that you want to open. The Search Filter Set Editor opens to the right.

Search Filter Set Example

Concepts and search filters might seem a little confusing to you at first. The following example is designed to help make these ideas clearer and guide you through the steps for creating your own search filter by using concepts.

Scenario

Let's say we have a Flare project called "Pets." In this project, we have dozens of topics about all kinds of animals (cats, dogs, parrots, hamsters, and so on). We have written five topics about dogs. These are:

- Choosing a Dog
- Feeding a Dog
- Training a Dog
- Grooming a Dog
- Walking a Dog


We want our users to be able to search for information about dogs. However, we want to limit their search to these five topics (so that they aren't bothered with seeing search results in other "non-dog" topics). We'll use a concept to tie our five "dog" topics together, and then we'll customize the search feature to include this concept.

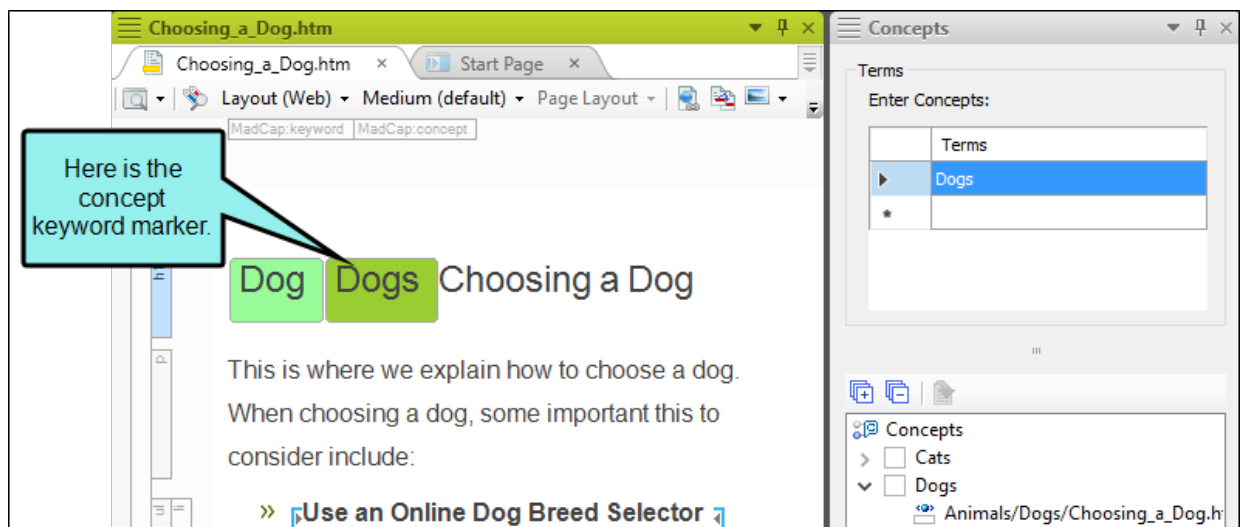
Step 1—Create and Insert a Concept

First, we need to create a concept to tie these five topics together. We can create a concept with any name that we want, but it helps to name the keyword something that is obvious and all topics have in common. Therefore, we'll give our concept the name "dogs."

1. Open any of the five topics. In this example, we'll open the topic "Choosing a Dog."
2. Click in the location in the topic where you want to insert the concept. Typically, you'll insert the concept somewhere near the top of the topic. In our example, we will click right before our topic title "Choosing a Dog."
3. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **View** ribbon. In the **Reference** section select **Concept Window**.
 - **Keyboard Shortcut** Press **SHIFT+F9**.

The Concept window pane opens.

4. The cursor should already be placed in the **Terms** cell. If not, click in that cell. Then type `dogs` and press **Enter**. A concept marker labeled "dogs" is added before the topic title. If you cannot see the marker, you need to turn your markers on by clicking the down arrow next to the **Show tags** button  in the XML Editor. Then select **Show Markers**.



Step 2—Copy and Paste the Concept Marker into All Relevant Topics

Next, we need to place the same concept marker in our other four "dog" topics. We could repeat the same steps above for each topic, but we'll copy and paste our first concept marker instead.


1. In the "Choosing a Dog" topic, click on the concept marker and choose **Select**.
2. Press **CTRL+C** on your keyboard.
3. Open another "dog" topic ("Feeding a Dog," "Training a Dog," etc.). Click in front of the topic title (or somewhere near the top of the topic), and press **CTRL+V** on your keyboard. Repeat this until you've pasted the concept marker into all five of the "dog" topics.

Step 3—Add a Search Filter Set and Create a Filter

Now that we have the concepts in place, we can create a search filter for the "dog" topics.





1. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **Project** ribbon. In the **Content** section select **New > Advanced > Search Filter Set**.
 - **Right-Click** In the Project Organizer, right-click on the **Advanced** folder and from the context menu select **Add Search Filter Set**.

The Add File dialog opens.

2. Click **Add**. The search filter set is added to the Advanced folder in the Project Organizer. The Search Filter Set Editor opens to the right, with an initial search filter entry shown.
3. Click in the cell under the **Filter Name** column until "My Subset" is highlighted. Type `Dog Topics` and press **Enter**.
4. Click in the cell under the **Concepts** column. The Select Concepts for Search Filter dialog opens.
5. In the **Selected Concepts** section, double-click **dogs**. The concept is added to the "All Concepts" section on the left side of the dialog.
6. Click **OK**.
7. Click  to save your work.


Step 4—Customize Search Filter Ordering

If you have created multiple search filters, you can rearrange them to best suit the needs of your audience (in web outputs). By default, they are alphabetical, but you want to move the "dog" filter to the top of the list.


1. Open the Project Organizer.
2. Double-click the **Advanced** folder. Any search filter sets that you have added are listed.
3. Double-click the search filter set you want to customize. The Search Filter Set Editor opens to the right. The **Order** column represents the displayed order in the output.
4. In the **Filter Name** column, select the "dog" filter.
5. To customize the order of the filters, do one of the following:
 - Click  or  in the local toolbar.
 - Select **Move Up** or **Move Down** from the context menu.
6. (Optional) To reset the search filters to alphabetical order, click .
7. Click  to save your work.

Step 5—Associate the Search Filter Set with a Target

Finally, we need to make sure the search filter set that we created is associated with the target that we plan to build.

1. Open the target that you plan to build.
2. In the Target Editor, click the **Advanced** tab.
3. Click the drop-down arrow in the **Filter File** field, and select the search filter set that you want to associate with the target.
4. Click  to save your work.

Now when people use the search feature in our output, they can select "Dog Topics" from the Filter field to limit their search to our five "dog" topics.

 **NOTE:** Search filters are not supported in Elasticsearch.

CHAPTER 6

Synonyms

Supported In:



If users enter search phrases in your online output and those phrases are not returning results, this does not need to be the end of the story. You can make improvements to your output so that, in the future, users are able to find the search results they need. One way to make an enhancement is to add the information that your users are looking for (if that information does not yet exist in your Flare project). Another way to enhance your output is to create synonyms for search phrases.

You can create synonyms within the Flare project, with the browser Admin for Pulse, or within Feedback Explorer. It is not mandatory that you have MadCap Pulse or Feedback in order to use synonyms in Flare output, but using MadCap Pulse or Feedback makes it much easier to determine which words require synonyms based on the search results of your users. Using the browser Admin for Pulse or the Feedback Explorer to create synonyms is appealing because the synonyms become immediately available for users searching in your output (without needing to republish the output). Be aware, however, that creating synonyms in Pulse or Feedback Explorer works for the output as long as you continue to publish output to the same server. If you create synonyms in Pulse or Feedback Explorer, it is recommended that you also create those synonyms at the source (i.e., within the Flare project), in case you ever publish to a different server. The easiest way to do this is to export the synonym file from the browser Admin for Pulse or the Feedback Explorer to the Project\Advanced folder in the Flare project.

☆ EXAMPLE

Let's say that you view search keyword results from your users and find that many are entering the search term "sofa." Unfortunately, you have not used that word in your project, so users are unable to find the topics that they need. However, you have used a similar word, "couch." Therefore, in the Synonyms Editor, you enter "couch" as a synonym for "sofa." The next time a reader enters "sofa" as a search keyword, topics containing the word "couch" will be returned in the results.


This chapter discusses the following:


Tasks for Using Synonyms	61
Adding Synonym Files	62
Creating Synonyms to Enhance Search Results	64
Exporting Synonyms	68
Opening Synonym Files	69

Tasks for Using Synonyms

Following are the primary tasks in Flare for using synonyms:

- **Add Synonym File** The first step to creating synonyms for enhanced search is to add a synonym file to the Flare project. See "Adding Synonym Files" on the next page.
- **Create Synonyms** After adding a synonym file to your project, you can create synonyms within it. See "Creating Synonyms to Enhance Search Results" on page 64.
- **Export Synonym Files** If you are using Feedback and have created synonyms, you may want to export the synonyms file (MCSYNS) to another location. Those synonyms can then be added to a different Flare project. See "Exporting Synonyms" on page 68.
- **Open Synonym Files** After a synonym file is created, you can open it at any time to make adjustments to it. See "Opening Synonym Files" on page 69.

 **NOTE:** After you create synonyms, there is nothing else you need to do in order to make them available in the output. If you create synonyms in Flare, they are automatically applied at the project level, so all targets will incorporate those synonyms when you generate and publish the new Flare output. If you create the synonyms in Pulse or Feedback Explorer instead, the synonyms become immediately incorporated into the output (even if you do not republish your Flare target). Please note that if you are testing synonyms in Pulse or Feedback Explorer, you may need to refresh the interface to see the changes.

 **NOTE:** Depending on the browser being used, the cache may need to be cleared in order to see the synonym results.

 **NOTE:** For more information about MadCap Pulse or Feedback, see the online Help.

Adding Synonym Files

Supported In:







The first step to creating synonyms for enhanced search is to add a synonym file to the Flare project.


HOW TO ADD A SYNONYM FILE


1. Do one of the following, depending on the part of the user interface you are using:
 - **Ribbon** Select the **Project** ribbon. In the **Content** section select **New > Advanced > Synonym File**.
 - **Right-Click** In the Project Organizer, right-click on the **Advanced** folder and from the context menu select **Add Synonym File**.

The Add File dialog opens.

2. In the **File Type** field at the top, make sure **Synonym File** is selected.
3. In the **Source** area select one of the following:
 - **New from template** Choose either the factory template file or one of your own customized template files as a starting point. The new file will take on all of the settings contained in the template. If you want to use the factory template provided by Flare, expand the **Factory Templates** folder and click on a template file. If you want to use your own customized template file, expand the appropriate folder and click on a file. For more information about templates, see the online Help.
 - **New from existing** Choose an existing file of the same type as a starting point for your new file. As with template files, your new file will take on all of the settings contained in the file you select. To use this option, click the browse button , use the Open File dialog to find a file, and double-click it.

4. (Optional) If you want to place the file into a subfolder previously created in the Project Organizer, in the **Folder** field click  and select the subfolder. Otherwise, keep the default location.
5. In the **File Name** field, type a new name for the synonym file.
6. (Optional) If you want to apply condition tags to the file, expand the **Attributes** section at the bottom of the dialog. Next to the **Condition Tags** field, click  and select the conditions you want to apply. Click **OK**.
7. (Optional) If you want to apply file tags, expand the **Attributes** section at the bottom of the dialog. Next to the **File Tags** field, click  and select the file tags you want to apply. Click **OK**.
8. Click **Add**. The synonym file is added to the Advanced folder in the Project Organizer. The Synonyms Editor opens to the right.

 **NOTE:** You can create synonyms within the Flare project, with the browser Admin for Pulse, or within Feedback Explorer. It is not mandatory that you have MadCap Pulse or Feedback in order to use synonyms in Flare output, but using MadCap Pulse or Feedback makes it much easier to determine which words require synonyms based on the search results of your users. Using the browser Admin for Pulse or the Feedback Explorer to create synonyms is appealing because the synonyms become immediately available for users searching in your output (without needing to republish the output). Be aware, however, that creating synonyms in Pulse or Feedback Explorer works for the output as long as you continue to publish output to the same server. If you create synonyms in Pulse or Feedback Explorer, it is recommended that you also create those synonyms at the source (i.e., within the Flare project), in case you ever publish to a different server. The easiest way to do this is to export the synonym file from the browser Admin for Pulse or the Feedback Explorer to the Project\Advanced folder in the Flare project.

 **NOTE:** If you merge projects, synonym files will remain separate in each project. For example, if you create synonyms in Project A but not in project B, only the topics from Project A will use the synonyms when users perform searches in the output.

Creating Synonyms to Enhance Search Results

Following are steps for creating synonyms.

HOW TO CREATE SYNONYMS

1. Do one of the following to add or open a synonym file:

ADD A SYNONYM FILE

- a. If you have not done so already, add a synonym file to the project. Start by selecting **Project > New > Advanced > Synonym File** (if using ribbon view) or **Project > Advanced > Synonym File** (if using menu view).
- b. Enter a name for the synonym file and click **Add**.

OPEN A SYNONYM FILE

- a. Open the Project Organizer.
 - b. Double-click the **Advanced** folder.
 - c. Double-click the synonym file.
2. In the Synonyms Editor, you can create directional synonyms or synonym groups for single words.



NOTE: The synonyms feature supports the use of single words only. You cannot use phrases with the synonyms feature. For example, you cannot create a synonym named "tool bar" for the word "toolbar." An example of a valid use of the synonyms feature would be to add the synonym "hound" for the word "dog" or "kitty" for the word "cat."

SYNONYM GROUP

This is a collection of synonyms that produces the same search results for all of the words in the group. It is a useful method if you have multiple terms in your project that are similar, and you want the same search results to be returned when users enter any of those phrases. In the Synonyms Editor, you enter the terms with an equal sign between each one (Synonym1=Synonym2=Synonym3). When users enter any of those terms in future searches, all topics containing any of those words are found.

☆ EXAMPLE

Let's say that you have written some content about sports, and many of your topics include the words "sports," "athletics," or "games." If a user enters the word "athletics" as the search term, it will return not only topics containing that word, but also topics containing the words "sports" or "games" (even if "athletics" does not occur in those other topics).

HOW TO CREATE A SYNONYM GROUP

- Select the **Groups** tab.
- Click in the empty **Group** cell and press **F2** on your keyboard.
- Type the words that you want to include in the group, with an equal sign between each (e.g., sports=athletics=games). Press **Enter** when you are finished.
- (Optional) Click in the **Stem** check box if you want Flare to find other variations of the synonyms that have the same stems.example.

☆ EXAMPLE

Let's say you enter "hike=walk" in the Group cell. Then you select the Stem check box. In the future, if users search for the word "hike," it will find all topics containing the words "hike" or "walk." However, it will also find topics containing words that have the same stem as those terms, such as "hiked," "hiking," or "walking."

DIRECTIONAL SYNONYM

This is a synonym that works in one direction (Word→Synonym). It is a useful method if readers enter a search term that is not contained in your project, but you have a similar word that is contained in the project. It works like this... In the Synonyms Editor, you enter the word that is not producing search results (because it is NOT contained in your project content). Next to it, you enter a synonym—a word that will produce search results (because it IS contained in your project content). When users enter the original word again in future searches, topics containing the synonym are found.

☆ EXAMPLE

Let's say that you use MadCap Pulse to view search keyword results from your users and find that many are entering the search term "sofa." Unfortunately, you have not used that word in your project, so users are unable to find the topics that they need. However, you have used a similar word, "couch." Therefore, in the Synonyms Editor, you enter "couch" as a synonym for "sofa." The next time a reader enters "sofa" as a search keyword, topics containing the word "couch" will be returned in the results.

HOW TO CREATE A DIRECTIONAL SYNONYM

- a. Select the **Directional** tab.
- b. Click in the empty **Word** cell and press **F2** on your keyboard.
- c. Type the phrase that does not produce search results (e.g., sofa). Press **Enter**.
- d. Click in the empty **Synonym** cell and press **F2** on your keyboard.
- e. Type the parallel search phrase that is contained in the project content (e.g., couch). Press **Enter** when you are finished. In the future, when users perform a search and enter the term from the Word cell (e.g., sofa), Flare will find all topics that contain the term that you entered in the Synonym cell (e.g., couch).
- f. (Optional) Click in the **Stem** check box if you want Flare to accept other variations of the search term that have the same stem.

☆ EXAMPLE

Let's say you enter "hike" in the Word cell, and you enter "walk" in the Synonym cell. Then you select the Stem check box. In the future, if users search for the word "hike," it will find all topics containing the word "walk." The same will happen if users enter other search phrases with the same stem, such as "hiked" or "hiking."

3. Click  to save your work.

Exporting Synonyms

After creating synonyms in a Flare project, you may want to export the synonyms file (MCSYNS) to another location. Those synonyms can then be added to a different Flare project.

HOW TO EXPORT SYNONYMS

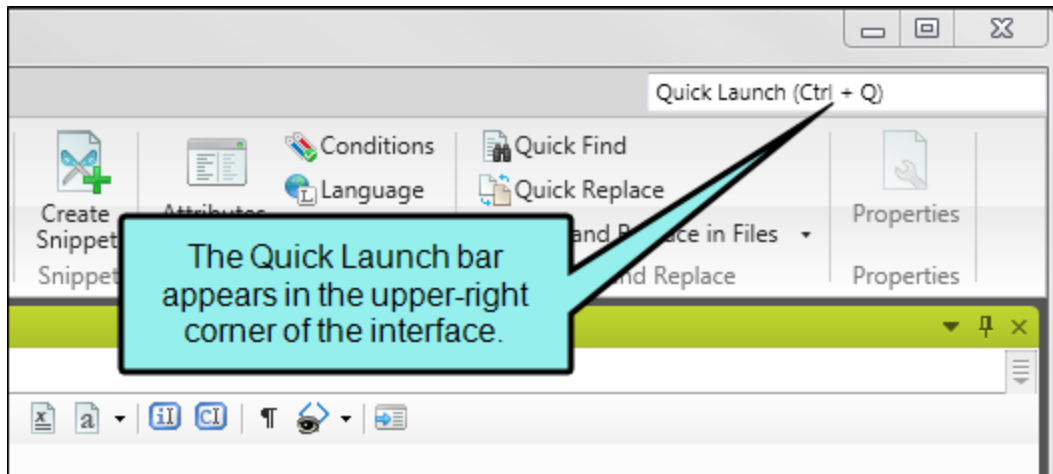
1. Open the Project Organizer.
2. Double-click the **Advanced** folder.
3. Double-click the synonym file. The Synonyms Editor opens.
4. Select the **File** drop-down.
5. Click the down arrow on the **Save** button.
6. Select **Save As** or **Save To**.
7. In the Save As dialog, navigate to the folder where you want to save the exported file. If you want to add the synonym file to another Flare project, you can navigate to the Project\Advanced subfolder where that project is stored.
8. In the **File name** field, enter a name for the synonym file.
9. Click **Save**.

Opening Synonym Files

After a synonym file is created, you can open it at any time to make adjustments to it.

HOW TO OPEN A SYNONYM FILE FROM THE QUICK LAUNCH BAR

The Quick Launch bar allows you to search for any Flare file or command. It is located in the upper-right corner of the interface. You can press **CTRL+Q** on your keyboard to move focus to the Quick Launch bar so you can begin typing.



1. In the Quick Launch bar, type a few letters of the name of the file you want to open. Any available results appear in a drop-down list.
2. From the list, click the name of the file.

HOW TO OPEN A SYNONYM FILE FROM THE PROJECT ORGANIZER

1. Open the Project Organizer.
2. Double-click the **Advanced** folder.
3. Double-click the synonym file. The Synonyms Editor opens to the right.

Search Highlighting and Styles

There are a few ways you can control the look of search results. This includes search highlighting and styles that provide a look for results pages.

This chapter discusses the following:

- Search Highlighting71
- Customizing Highlighted Search Terms72
- Styles for Generated Pages 76

Search Highlighting

Supported In:



When users initiate a search query, the search hits (i.e., the matching keywords and phrases) may be highlighted when the individual topics are opened. This feature is called "search highlighting" and it is supported for simple text search and phrase search. Note that when searching with wildcard characters, the search feature will not apply highlighting to search hits.

Online output types use a highlight color when revealing search hits.

In Eclipse Help, search highlighting is provided by the Eclipse platform and cannot be changed using Flare.

For other online output types, you can customize the available colors using Flare. See "Customizing Highlighted Search Terms" on the next page.

Output Type	Customize Up to 10 Highlight Colors?
DotNet Help	✓
Microsoft HTML Help	✗
HTML5 ¹	✓
WebHelp	✓
WebHelp AIR	✓
WebHelp Mobile	✓
WebHelp Plus	✓

¹Tripane output shows highlights words in color by default. In Side and Top Navigation outputs, search results are transparent, but you can customize this, adding colors.

Customizing Highlighted Search Terms

When users perform searches in your online output, the keywords that are found may be highlighted in the topics. The background for each term found in a topic can be highlighted in a different color. In Flare you can use styles to change not only the color background, but other settings as well (e.g., font style, text decoration).

Customizing the highlight color for search hits is useful when you want to coordinate the visual elements of your online target with a color palette or scheme. It can also be used to improve the accessibility of your documentation. For example, if you are developing a project for an audience with impaired vision, you might want to customize the search highlighting to provide users with a higher color contrast.

For most types of output, you can customize the highlight color using span styles (e.g., `span.SearchHighlight1`, `span.SearchHighlight2`) in a regular stylesheet. For HTML5 Tripane output, this is done in the Skin Editor instead.



☆ EXAMPLE

Let's say that you have the following three classes: `span.SearchHighlight1`, `span.SearchHighlight2`, and `span.SearchHighlight3`. For `span.SearchHighlight1`, you change the background color to blue. For `span.SearchHighlight2`, you change the background color to orange. And for `span.SearchHighlight3`, you change the background color to yellow.


If a user enters "topic information help find" in the search field, the term "topic" will be displayed with a blue background everywhere it occurs in a topic. The term "information" will be displayed with an orange background, and the term "help" will be displayed with a yellow background. The term "find" will be displayed with the default background color specified by Flare (since you did not change it).

If another user enters "help find topic information" in the search field, the term "help" will be displayed with a blue background. The term "find" will be displayed with an orange background, and the term "topic" will be displayed with a yellow background. The term "information" will be displayed with the default background color specified by Flare (since you did not change it).

HOW TO USE STYLES TO CHANGE THE STYLE OF HIGHLIGHTED SEARCH TERMS

1. From the Content Explorer, open the stylesheet that you want to modify.
2. In the local toolbar, make sure the first button displays  **View: Advanced**. If the button displays  **View: Simplified** instead, then click it.





 **NOTE:** For steps using the Simplified view, see the online Help.

3. In the upper-left corner of the editor, click in the drop-down field and select .
4. (Optional) If you have an older stylesheet that does not yet contain the appropriate span classes you need for search highlighting, you can create them. You can do this for a main "SearchHighlight" class, as well as for the first 10 terms that users enter in the search field, naming each class "span.SearchHighlight1," "span.SearchHighlight2," and so on until you create "span.SearchHighlight10." The easiest way to create these classes is to import them from a Flare factory stylesheet, but you can also create them manually.

TO IMPORT THESE CLASSES FROM A FLARE FACTORY STYLESHEET


- i. In the local toolbar, click the **Options** button and select **Import Styles**. The Import Styles dialog opens.
- ii. In the **Library Folders** section, make sure **Factory Stylesheets** is selected.
- iii. In the **Stylesheets** section, select **SearchHighlight**.
- iv. (Optional) In the **[Medium]** drop-down list, you can select a specific medium. This determines the medium to which the styles are imported in your current stylesheet. If you select "default," the imported style properties will be applied to all of the mediums in the other stylesheet. If you select a custom medium, the imported style properties will be imported to that medium in the other stylesheet.
- v. In the section below, click the **Import** check box next to each style class named **span.SearchHighlight** followed by a number. There are 10 of these style classes.
- vi. Click **OK**. The style classes are added to the current stylesheet.

TO CREATE THESE CLASSES MANUALLY

- i. In the **Styles** section on the left side of the editor, select the **span** tag.
- ii. In the local toolbar, click  **Add Selector**. The New Selector dialog opens.
- iii. Enter `SearchHighlight1` (or replace 1 with another number at the end, up to 10).
- iv. Click **OK**.
5. Select the style class that you want to modify. If you select the main **SearchHighlight** class, the same color will be used for all search terms found. Otherwise, you can select a numbered **SearchHighlight** class (e.g., `SearchHighlight1`, `SearchHighlight2`) to set individual colors for different terms found.
6. From the **Show** drop-down list on the upper-right side of the editor, select .
7. (Optional) You can use the toggle button in the local toolbar to show properties below in a group view  or an alphabetical view .
8. If you are using the group view, expand a property group for the property that you want to change. Not only can you change the background color, but you can change any other property for the class as well. The property name is shown on the left. The right side is used for selecting and entering values.
9. Click in the value column on the right side. Depending on the type of property, you can either type the value, select it from a drop-down list, click a button, or complete the values in a dialog or popup. If you completed values in a popup, click **OK** at the bottom of the box.


☆ EXAMPLE

Let's say that you want to change the background color for the class `span.SearchHighlight1`. After you select that class on the left you can double-click the **Background** property group on the right side of the editor. Then in the cell to the right of **background-color**, click the down arrow and choose the color you want.

10. Click  to save your work.

HOW TO CUSTOMIZE SEARCH HIGHLIGHT COLORS—HTML5 TRIPANE ONLY

Use the following steps if you are creating HTML5 Tripane output. If you are creating HTML5 Side Navigation, Top Navigation, or skinless output, use the steps above for doing this in a stylesheet.

1. In the Project Organizer, open the **Skins** folder.
2. Open the desired HTML5 Tripane skin.
3. In the Skin Editor, click the **Styles** tab.
4. On the left side of the editor, in the **Search Results** section, expand the **Search Highlight** style.
5. If you want the setting(s) to be applied to all of the items, complete the fields under the main **Search Highlight** style itself. Otherwise, expand any of the child styles (Search Highlight 01 to 10) to apply settings to them individually. Each search highlight style is numbered to coordinate with the order search terms are entered. For example, the style named "Search Highlight 01" will be used for matches to the first search term entered and "Search Highlight 10" would coordinate with the tenth entered term. You can customize up to 10 highlight colors.
6. Click  to save your work.



NOTE: Search highlighting for Eclipse Help is provided by the Eclipse platform. Highlight colors for search cannot be modified in Flare.

Styles for Generated Pages

Supported In:



Sometimes your output may display content that is entirely auto-generated, rather than pulling content from one of your topics. This occurs when search results are displayed. It also occurs if your output is integrated with MadCap Pulse and a user clicks the Edit User Profile button, which then displays information on the Pulse home page, with no topic content shown.

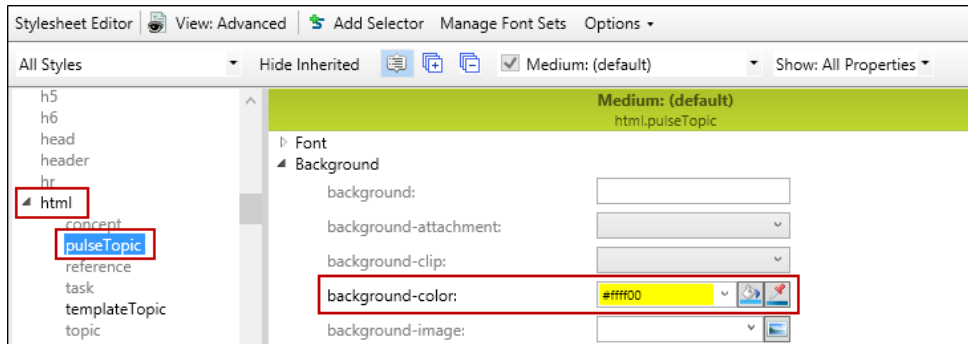
Style Classes

For HTML5 Side and Top Navigation (and skinless outputs), you can add the following classes of the html style to control the look of these generated pages:

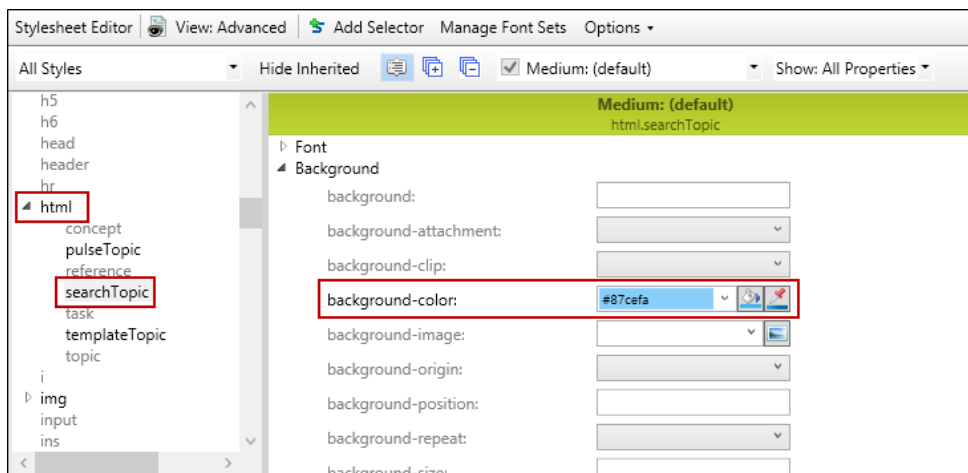
- **pulseTopic** This style class controls the look of a generated Pulse page (i.e., page opened via the Edit User Profile button).
- **searchTopic** This style class controls the look of a generated search results page.
- **templateTopic** This style class controls the look of all generated pages and has precedence over the other the pulseTopic and searchTopic classes.

☆ EXAMPLE

Let's say you want Pulse-generated pages to show a yellow background. So you add a class to **html**, name it **pulseTopic**, and set the background color to yellow.

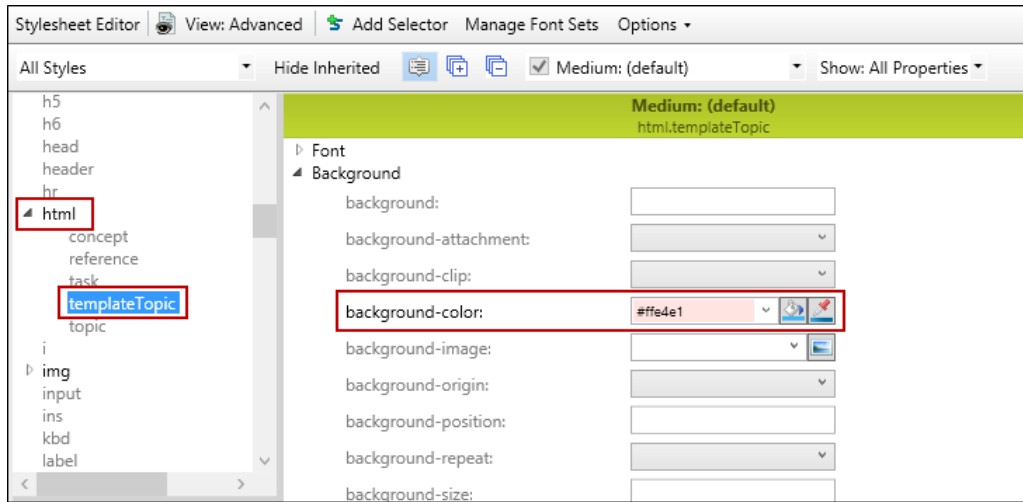


On the page showing search results, you want the background color to be light blue. So you add a class to **html**, name it **searchTopic**, and set the background color to light blue.



When you view those pages in the output, the background colors are just as you specified.

- ☆ But then let's say you add a class to **html**, name it **templateTopic**, and set the background color to light red.




As a result, the yellow and blue background colors will be overridden. Both kinds of generated pages will display with a light red background.

Suggested Style Setting

If you include a side menu—via a Menu proxy—that is not context-sensitive, this menu may display on generated pages, not just in regular topics. This is probably something you want to avoid.

Therefore, to prevent this issue, you may want to copy the following to your stylesheet via the Internal Text Editor.

```
html.templateTopic div.sideContent
{
    display: none;
}
```

 **NOTE:** These styles are supported only in HTML5 Side Navigation, Top Navigation, and skinless outputs. They are not supported in HTML5 Tripane output.

CHAPTER 8

HTML5 Server-based Output

You can enable server-based output for HTML5 targets. This allows for searching of non-XHTML content.

This chapter discusses the following:

- Enabling HTML5 Server-based Output81
- Installing IIS and ASP.NET82
- Setting Up an HTML5 Target91
- Configuring IIS on Production Server92
- Starting Microsoft Indexing Service94
- Starting Microsoft Windows Search95
- Enabling HTML5 Server-based Search96
- Testing HTML5 Server-based Search97
- Including Non-XHTML Files in HTML5 Search98

Enabling HTML5 Server-based Output

You can create HTML5 output in its regular state, or you can select an option in the Publishing tab of the Target Editor to enable server-based functionality. This allows you to accomplish the same results as WebHelp Plus output—server-side search and searching of non-XHTML content.

If you want to take advantage of the advanced server-side features of HTML5 (i.e., automatic runtime project merging, server-side search, searching of non-XHTML files), you must enable HTML5 server-based output. This includes performing the following tasks: (1) installing Microsoft Internet Information Services (IIS) and ASP.NET, (2) setting up the HTML5 target and generating/publishing, (3) configuring IIS on the production server, (4) starting Microsoft Indexing Service or Microsoft Windows Search (depending on the operating system), and (5) enabling HTML5 search.

It is not necessary to install these in order to simply build HTML5 server-based output. However, if you want to be able to view and display HTML5 server-based output, the following steps are necessary. You must perform these steps on the machine that will be hosting the published HTML5 server-based output. If you want to view the output on your local machine to test the results, then you also need to perform these steps on your local computer, except for the procedure "Configuring IIS on Production Server."

Installing IIS and ASP.NET

The following steps show you how to install IIS and ASP.NET, depending on the operating system.

WINDOWS 8

The following steps show you how to install IIS and ASP.NET 4.5 for Windows 8.

INSTALLING IIS

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Select **Programs and Features**.
3. Click **Turn Windows features on or off**.
4. Select **Internet Information Services**.
5. Expand **Internet Information Services > Web Management Tools > IIS 6 Management Compatibility**.
6. Click **IIS Metabase and IIS 6 configuration compatibility**.

INSTALLING ASP.NET 4.5

1. Under **Internet Information Services** expand **World Wide Web Services**.
2. Expand **Application Development Features**.
3. Click the check box next to **ASP.NET 4.5** to add a check mark.
4. Click **OK**.

WINDOWS 7

The following steps show you how to install IIS and ASP.NET for Windows 7.

INSTALLING IIS

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Select **Programs and Features**.
3. Click **Turn Windows features on or off**.
4. Select **Internet Information Services**.
5. Expand **Internet Information Services > Web Management Tools > IIS 6 Management Compatibility**.
6. Click **IIS 6 Metabase and IIS 6 configuration compatibility**.

INSTALLING ASP.NET

1. Under **Internet Information Services** expand **World Wide Web Services**.
2. Expand **Application Development Features**.
3. Click the check box next to **ASP.NET** to add a check mark.
4. Click **OK**.
5. Click **Start**.
6. In the search field enter `run`.
7. Click **Run**. The Run dialog opens.
8. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT

```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

9. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

WINDOWS SERVER 2012

The following steps show you how to install IIS and ASP.NET 4.5 for Windows Server 2012.

INSTALLING IIS

1. Open the Server Manager.
2. Click **Add roles and features**. The Add Roles and Features Wizard opens.
3. Click **Next** two times until you get to the Server Roles page.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Features**.

INSTALLING ASP.NET 4.5

1. In the Add Roles Wizard click **Next**.
2. Expand **.NET Framework 4.5 Features** and click **ASP.NET 4.5**.
3. Click **Next**.
4. At the Web Server Role (IIS) tab, click **Next** again.
5. Expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
6. On the Confirm Installation Selections page of the wizard, click **Install**.
7. After the installation is completed, the Installation Results page opens. Click **Close**.

WINDOWS SERVER 2008 R2

The following steps show you how to install IIS and ASP.NET for Windows Server 2008 R2.

INSTALLING IIS

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Required Features**.
6. In the Add Roles Wizard click **Next**.
7. Click **Next** again.
8. On the "Select Role Services" page of the wizard, expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
9. On the Confirm Installation Selections page of the wizard, click **Install**.
10. After the installation is completed, click **Finish**.

INSTALLING ASP.NET

1. In the Server Manager dialog, expand **Roles**.
2. Select **Web Server IIS**.
3. In the **Role Services** section, click **Add Role Services**.
4. Click the check box next to **ASP.NET** to add a check mark.
5. Click **Next**.
6. Click **Install**.
7. Click **Close**.
8. In the search field enter `run`.
9. Click **Run**. The Run dialog opens.

10. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT

```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

11. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

WINDOWS SERVER 2008

The following steps show you how to install IIS and ASP.NET for Windows Server 2008.

INSTALLING IIS

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Required Features**.
6. In the Add Roles Wizard click **Next**.
7. Click **Next** again.
8. On the "Select Role Services" page of the wizard, expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
9. On the Confirm Installation Selections page of the wizard, click **Install**.
10. After the installation is completed, click **Finish**.

INSTALLING ASP.NET

1. In the Server Manager dialog, expand **Roles**.
2. Select **Web Server IIS**.
3. In the **Role Services** section, click **Add Role Services**.
4. Click the check box next to **ASP.NET** to add a check mark.
5. Click **Next**.
6. Click **Install**.
7. Click **Close**.

WINDOWS SERVER 2003

The following steps show you how to install IIS and ASP.NET for Windows Server 2003.

INSTALLING IIS VIA THE MANAGE YOUR SERVER DIALOG

1. From the Start menu open the Manage Your Server dialog.
2. Click **Add or remove a role**. The Configure Your Server Wizard opens.
3. Click **Next**.
4. Select **Application server (IIS, ASP.NET)** and click **Next**.
5. Click **Enable ASP.NET** and click **Next**. Your selections are summarized.
6. Click **Next**. The Windows Components Wizard opens, displaying the status of the installation.
7. After the installation is completed, click **Finish**.

INSTALLING IIS VIA THE CONTROL PANEL

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Add or Remove Programs**. The Add or Remove Programs window opens.
3. Click **Add/Remove Windows Components**. The Windows Components Wizard opens.
4. In the list of components select **Application Server** and then click **Details**. The Application Server Dialog opens.
5. Click the check box next to **Internet Information Services (IIS)** to add a check mark.
6. In the Windows Component Wizard, "Application Server" should now be selected. Click **Next**.
7. Click **Finish**.

INSTALLING ASP.NET

1. Click **Start > Run**. The Run dialog opens.
2. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT


```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

3. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

 **NOTE:** ASP.NET pages by default are prohibited in IIS. Therefore, you must set these pages to be allowed if you are running Windows Server 2003. To do this: (1) In Internet Information Services (IIS) Manager, select **Web Service Extensions** from the left pane; (2) in the right pane, make sure that **ASP.NET v4.0.30319** is set to **Allowed**. If it is not, select it and click the **Allow** button.


Setting Up an HTML5 Target


The following steps show you how to set up your HTML5 target for server-based output.

HOW TO SET UP THE HTML5 TARGET

1. In Flare, open the HTML5 target. The Target Editor opens.
2. Select the **Publishing** tab.
3. In the **Server-based Output** section, click the check box.
4. In the **Indexing Service Catalog Name** field, type the catalog that you are using for the output. In most cases, this will be `web`, which is the default value. However, if you or someone in your company (e.g., network administrator) creates a custom catalog, you need to enter that name in the field.

What is a catalog? Microsoft Indexing Service stores all of its index information in catalogs. A catalog comprises index information and stored properties for a particular group of file system directories. If Internet Information Services (IIS) is installed, the Indexing Service also creates a web catalog, which contains an index of IIS, the default virtual server of the World Wide Web.

 **NOTE:** This step is necessary only for Windows Server 2003.

5. Click  to save your work.
6. Generate the target.
7. Publish the output to any location on the web server. If you want to use the default location that was created after you installed IIS, you can publish the output to `C:\inetpub\wwwroot`. If you do this, you can use the "Default Web Site" folder that you will encounter when performing the next set of steps (i.e., configuring IIS on the production server).


If you are working on your local machine for testing purposes, you do not need to publish the output. You can simply view your WebHelp Plus output. When you view HTML5 output on your local computer, you need to create a special folder called "MCPreview" within your "`C:\inetpub\wwwroot`" folder. Place a copy of your HTML5 output files in it. This enables you to test the advanced features of HTML5 on your local machine.

Configuring IIS on Production Server

The following steps show you how to configure IIS, depending on the operating system. These steps are necessary only for the server where you will be publishing the final output. It is not necessary to perform these steps on your local computer for testing HTML5 server-based output.

WINDOWS SERVER 2003

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
3. Double-click **Internet Information Services**. The Internet Information Services dialog opens.
4. Find your output folder and right-click the **Service** subfolder. Then select **Properties**. The Service Properties dialog opens.
5. Select the **Virtual Directory** tab.
6. Next to the **Application name** field, click the **Create** button.

 **NOTE:** If this button has already been selected, it will display as "Remove" instead. In this case, you do not need to click the button.

7. In the **Execute Permissions** drop-down, make sure **Scripts only** is selected. It should already be selected by default.
8. Click **OK**.

WINDOWS SERVER 2008 AND 2008 R2, WINDOWS 2012, WINDOWS 7, AND WINDOWS 8

1. Open the Control Panel.
2. Select **System and Security**.
3. Select **Administrative Tools**. The various operating systems have different ways to find this option.
4. Open the Internet Information Services (IIS) Manager.
5. Expand the node with the computer name.
6. Expand the **Sites** folder.
7. Expand the website folder corresponding to the one that you published.
8. Find your output folder and right-click the **Service** subfolder. Then select **Convert to Application**.
9. Make sure the application pool is using the .NET 4 framework.
 - a. In the dialog click **Select**.
 - b. From the drop-down select an application pool that is using the .NET 4 framework.
 - c. Click **OK**.
10. Click **OK**.

Starting Microsoft Indexing Service

The following steps show you how to start the Microsoft Indexing Service on machines that are running Windows Server 2003. This procedure is not necessary for the other operating systems.

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
3. Double-click **Computer Management**. The Computer Management dialog opens.
4. Expand **Services and Applications**.
5. Right-click **Indexing Service**.
6. In the context menu, click **Start**. The Indexing Service is now started.

Starting Microsoft Windows Search

The following steps show you how to start the Microsoft Windows Search on machines that are running Windows Server 2008. This procedure is not necessary for the other operating systems.

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Files Services**.
5. Click **Next** twice.
6. Click the check box next to **Windows Search Service**.
7. Click **Next** twice.
8. Click **Install**.
9. Click **Close**.

Enabling HTML5 Server-based Search

The following steps show you how to enable HTML5 server-based search. These steps must be done for each catalog that you are using on the server (or on your local machine, if you are viewing HTML5 server-based output on your computer for testing purposes).

1. Navigate to the output folder for the HTML5 target on the server or on your local machine.

If you are enabling HTML5 server-based output on your local machine, you can quickly find the output folder by doing the following.

- a. Open the Project Organizer.
 - b. Double-click the **Targets** folder.
 - c. Right-click on the target and select **Open Output Folder**.
2. In the output folder, double-click the **Service** folder.
 3. Double-click the folder labeled **Console.ConfigureSearch**.
 4. Double-click **ConfigureSearch.exe**. A window appears very briefly and then disappears.
 5. Create a folder called "AutoMergeCache" at the root of the site. Then you must set security preferences on the AutoMergeCache folder so the application can create and update files.
 - a. Right-click on the root folder and choose **Explore** to open Windows Explorer.
 - b. Right-click on **AutoMergeCache** and choose **Properties**.
 - c. On the **Security** tab click the **Edit** button.
 - d. Click **Add**.
 - i. Type **Everyone** and click **Check Names**, making sure it gets underlined.
 - ii. Click **OK**.
 - e. Make sure **Everyone** is highlighted and check the option for **Full Control**.
 - f. Click **Apply**.
 - g. Click **OK** to exit the Permission dialog.
 - h. Click **OK** to exit the Properties dialog.

Testing HTML5 Server-based Search

The following steps are optional for testing HTML5 server-based search (for Microsoft Windows Search).

1. In IIS right-click on the directory where your HTML5 project is published to and choose **Explore**.
2. In the upper-right corner of the window you will see a Search input box. Perform a search for a term that is commonly found in your project.
3. If you see results, your project is ready to go live.

Including Non-XHTML Files in HTML5 Search

Supported In:



When end users perform a search in your online output, you can ensure that non-XHTML files (e.g. PDF, DOC, XLS) are included in that search. The files do not even need to be linked to any of the content in your Flare project. This feature is available if you publish HTML5 server-based output to a web server running Microsoft Internet Information Services (IIS).

HOW TO INCLUDE NON-XHTML FILES IN SEARCH

1. **Enable HTML5 Server-based Output** If you want to take advantage of the advanced server-side features of HTML5 (i.e., automatic runtime project merging, server-side search, searching of non-XHTML files), you must enable HTML5 server-based output. This includes performing the following tasks: (1) installing Microsoft Internet Information Services (IIS) and ASP.NET, (2) setting up the HTML5 target and generating/publishing, (3) configuring IIS on the production server, (4) starting Microsoft Indexing Service or Microsoft Windows Search (depending on the operating system), and (5) enabling HTML5 search. For more information see the online Help.
2. **Generate HTML5 Server-based Output** In Flare, generate a target using the WebHelp Plus output format.
3. **Publish HTML5 Output to Server** Publish the HTML5 server-based output to your Microsoft IIS Web server.
4. **(Optional) Add IFilter** File types that are automatically supported for HTML5 server-based search include: Microsoft Office files, HTML files, and TXT files. For other non-supported file types, such as PDF documents, you can download and install a simple IFilter in order to include that file type in the search. To find and download the IFilter for the file type that you want to include, go to a website that provides these (such as <http://www.ifilter.org>) and follow the instructions for downloading IFilters. You must install the appropriate IFilters on the server where the output files will be published, and if you are testing HTML5 server-based output on your computer, you need to install the IFilter(s) locally as well.
5. **Copy and Paste Non-XHTML Files to Appropriate Folder** Copy all of the non-XHTML files that

you want to be included in the search. Then paste them in the appropriate subfolder of the HTML5 server-based output that you published. By default, HTML5 server-based will find any files located in the project output folder, as well as the "AutoSearch" subfolder. Therefore, you can paste your extra non-XHTML files in the AutoSearch subfolder.

☆ EXAMPLE

<http://www.xyzincorporated.com/help systems/MyTargetName/AutoSearch>.

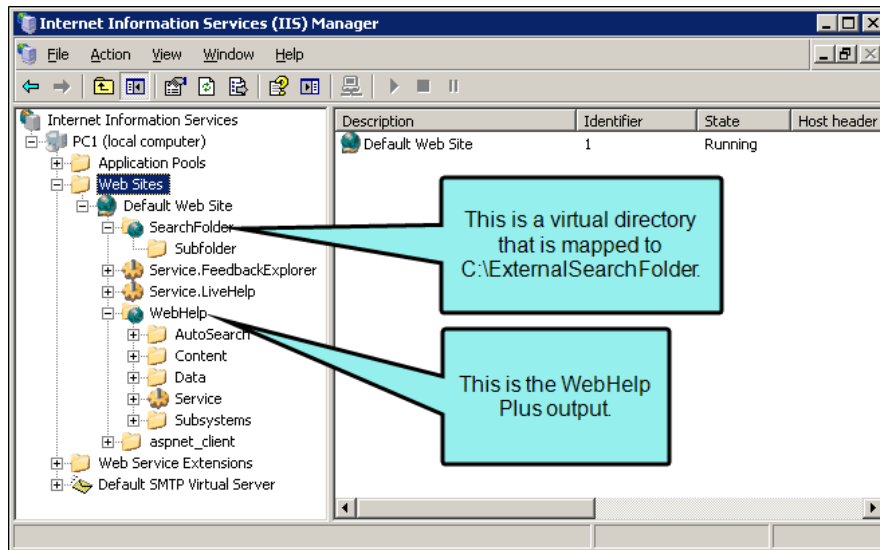
However, if there are any other folders where you want either XHTML or non-XHTML files to be stored (instead of, or in addition to, AutoSearch), you can perform some extra steps to allow this.

Let's say you also want searches in the Help system to provide results from files in the folder C:\ExternalSearchFolder. Here are the steps to allow this:

1. This folder must be accessible by IIS. Therefore, create a virtual directory in IIS for it. Following are steps for doing this.
 - a. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
 - b. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
 - c. Double-click **Internet Information Services**. The Internet Information Services (IIS) Manager dialog opens.
 - d. Expand the **Web Sites** folder.
 - e. Right-click on the **Default Web Site** folder and select **New > Virtual Directory**.
 - f. Click **Next**.
 - g. In the **Alias** field, enter a name for the subfolder (e.g., SearchFolder).
 - h. Click **Next**.
 - i. Click the **Browse** button, then find and select the folder holding the content that you want to publish (e.g., C:\ExternalSearchFolder).
 - j. Click **Next**.
 - k. Make sure a check mark is next to **Read**.




- l. Click **Next**.
- m. Click **Finish**.





- 2. Create an XML file called "SearchFolders.xml" and place it in the "AutoSearch" folder in the HTML5 server-based output directory. The contents of this file will specify any virtual directories that HTML5 should search. Following is what you would type in the SearchFolders.xml file. This example specifies just one folder, but you can add references to as many virtual directories as you need.

```
<?xml version="1.0" encoding="utf-8"?>
  <SearchFolders>
    <Url>/SearchFolder</Url>
  </SearchFolders>
```

When users perform a search in your output, those non-XHTML files will also be scanned and become accessible to the users.

 **NOTE:** If you are testing WebHelp Plus output on your local machine, you need to view the output at least one time. When you view HTML5 output on your local computer, you need to create a special folder called "MCPreview" within your "C:\Inetpub\wwwroot" folder. Place a copy of your HTML5 output files in it. This enables you to test the advanced features of HTML5 on your local machine. When testing this search feature on your computer, you need to place the non-XHTML files in the AutoSearch subfolder at this location (as opposed to the output folder that was generated where your Flare project is located).

 **NOTE:** If you are testing HTML5 server-based output on your local machine, you may need to wait a few minutes after viewing the output for the Indexing Service to fully scan your files. Otherwise, you may not immediately see the effects of the scan (e.g., searches of non-XHTML files, incorporation of merged output files) in the output. If you avoid performing other tasks during this period, the scanning of the files will be completed more quickly.

 **NOTE:** If you want to test HTML5 server-based output on your local computer, the advanced search features of HTML5 are not operable.

WebHelp Plus Server-based Output

You can enable server-based output for WebHelp Plus targets. This allows for searching of non-XHTML content and faster searching.

This chapter discusses the following:

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Enabling WebHelp Plus Output

If you want to take advantage of the advanced server-side features of WebHelp Plus (i.e., automatic runtime project merging, faster search, server-side search, searching of non-XHTML files), you must enable WebHelp Plus output. This includes performing the following tasks: (1) installing Microsoft Internet Information Services (IIS) and ASP.NET, (2) setting up the WebHelp Plus target and generating/publishing, (3) configuring IIS on the production server, (4) starting Microsoft Indexing Service or Microsoft Windows Search (depending on the operating system), and (5) enabling WebHelp Plus search.

It is not necessary to install these in order to simply build WebHelp Plus output. However, if you want to be able to view and display WebHelp Plus output, the following steps are necessary. You must perform these steps on the machine that will be hosting the published WebHelp Plus output. If you want to view the output on your local machine to test the results, then you also need to perform these steps on your local computer, except for the procedure "Configuring IIS on Production Server."

Installing IIS and ASP.NET

The following steps show you how to install IIS and ASP.NET, depending on the operating system.

WINDOWS 8

The following steps show you how to install IIS and ASP.NET 4.5 for Windows 8.

INSTALLING IIS

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Select **Programs and Features**.
3. Click **Turn Windows features on or off**.
4. Select **Internet Information Services**.
5. Expand **Internet Information Services > Web Management Tools > IIS 6 Management Compatibility**.
6. Click **IIS Metabase and IIS 6 configuration compatibility**.

INSTALLING ASP.NET 4.5

1. Under **Internet Information Services** expand **World Wide Web Services**.
2. Expand **Application Development Features**.
3. Click the check box next to **ASP.NET 4.5** to add a check mark.
4. Click **OK**.

WINDOWS 7

The following steps show you how to install IIS and ASP.NET for Windows 7.

INSTALLING IIS

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Select **Programs and Features**.
3. Click **Turn Windows features on or off**.
4. Select **Internet Information Services**.
5. Expand **Internet Information Services > Web Management Tools > IIS 6 Management Compatibility**.
6. Click **IIS 6 Metabase and IIS 6 configuration compatibility**.

INSTALLING ASP.NET

1. Under **Internet Information Services** expand **World Wide Web Services**.
2. Expand **Application Development Features**.
3. Click the check box next to **ASP.NET** to add a check mark.
4. Click **OK**.
5. Click **Start**.
6. In the search field enter `run`.
7. Click **Run**. The Run dialog opens.
8. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT

```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

9. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

WINDOWS SERVER 2012

The following steps show you how to install IIS and ASP.NET 4.5 for Windows Server 2012.

INSTALLING IIS

1. Open the Server Manager.
2. Click **Add roles and features**. The Add Roles and Features Wizard opens.
3. Click **Next** two times until you get to the Server Roles page.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Features**.

INSTALLING ASP.NET 4.5

1. In the Add Roles Wizard click **Next**.
2. Expand **.NET Framework 4.5 Features** and click **ASP.NET 4.5**.
3. Click **Next**.
4. At the Web Server Role (IIS) tab, click **Next** again.
5. Expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
6. On the Confirm Installation Selections page of the wizard, click **Install**.
7. After the installation is completed, the Installation Results page opens. Click **Close**.

WINDOWS SERVER 2008 R2

The following steps show you how to install IIS and ASP.NET for Windows Server 2008 R2.

INSTALLING IIS

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Required Features**.
6. In the Add Roles Wizard click **Next**.
7. Click **Next** again.
8. On the "Select Role Services" page of the wizard, expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
9. On the Confirm Installation Selections page of the wizard, click **Install**.
10. After the installation is completed, click **Finish**.

INSTALLING ASP.NET

1. In the Server Manager dialog, expand **Roles**.
2. Select **Web Server IIS**.
3. In the **Role Services** section, click **Add Role Services**.
4. Click the check box next to **ASP.NET** to add a check mark.
5. Click **Next**.
6. Click **Install**.
7. Click **Close**.
8. In the search field enter `run`.
9. Click **Run**. The Run dialog opens.

10. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT

```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

11. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

WINDOWS SERVER 2008

The following steps show you how to install IIS and ASP.NET for Windows Server 2008.

INSTALLING IIS

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Web Server (IIS)**.
5. In the dialog that opens click **Add Required Features**.
6. In the Add Roles Wizard click **Next**.
7. Click **Next** again.
8. On the "Select Role Services" page of the wizard, expand **Management Tools > IIS 6 Management Compatibility** and click **IIS 6 Metabase Compatibility**.
9. On the Confirm Installation Selections page of the wizard, click **Install**.
10. After the installation is completed, click **Finish**.

INSTALLING ASP.NET

1. In the Server Manager dialog, expand **Roles**.
2. Select **Web Server IIS**.
3. In the **Role Services** section, click **Add Role Services**.
4. Click the check box next to **ASP.NET** to add a check mark.
5. Click **Next**.
6. Click **Install**.
7. Click **Close**.

WINDOWS SERVER 2003

The following steps show you how to install IIS and ASP.NET for Windows Server 2003.

INSTALLING IIS VIA THE MANAGE YOUR SERVER DIALOG

1. From the Start menu open the Manage Your Server dialog.
2. Click **Add or remove a role**. The Configure Your Server Wizard opens.
3. Click **Next**.
4. Select **Application server (IIS, ASP.NET)** and click **Next**.
5. Click **Enable ASP.NET** and click **Next**. Your selections are summarized.
6. Click **Next**. The Windows Components Wizard opens, displaying the status of the installation.
7. After the installation is completed, click **Finish**.

INSTALLING IIS VIA THE CONTROL PANEL

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Add or Remove Programs**. The Add or Remove Programs window opens.
3. Click **Add/Remove Windows Components**. The Windows Components Wizard opens.
4. In the list of components select **Application Server** and then click **Details**. The Application Server Dialog opens.
5. Click the check box next to **Internet Information Services (IIS)** to add a check mark.
6. In the Windows Component Wizard, "Application Server" should now be selected. Click **Next**.
7. Click **Finish**.

INSTALLING ASP.NET

1. Click **Start > Run**. The Run dialog opens.
2. In the **Open** field, copy and paste one of the following into the field, depending on whether you have a 32-bit or 64-bit system:

32-BIT


```
C:\WINDOWS\Microsoft.NET\Framework\v4.0.30319\aspnet_regiis -i
```

64-BIT

```
C:\WINDOWS\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -i
```

3. Click **OK**.

A window opens, displaying the installation progress of ASP.NET. The window will close automatically when the installation finishes.

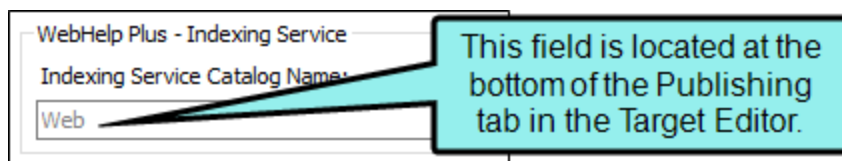
 **NOTE:** ASP.NET pages by default are prohibited in IIS. Therefore, you must set these pages to be allowed if you are running Windows Server 2003. To do this: (1) In Internet Information Services (IIS) Manager, select **Web Service Extensions** from the left pane; (2) in the right pane, make sure that **ASP.NET v4.0.30319** is set to **Allowed**. If it is not, select it and click the **Allow** button.

Setting Up a WebHelp Plus Target

The following steps show you how to set up your WebHelp Plus target for server-based output.


HOW TO SET UP THE WEBHELP PLUS TARGET

1. In Flare, open the WebHelp Plus target. The Target Editor opens.
2. Select the **Publishing** tab.
3. In the **Indexing Service Catalog Name** field, type the catalog that you are using for the output. In most cases, this will be `web`, which is the default value. However, if you or someone in your company (e.g., network administrator) creates a custom catalog, you need to enter that name in the field.



What is a catalog? Microsoft Indexing Service stores all of its index information in catalogs. A catalog comprises index information and stored properties for a particular group of file system directories. If Internet Information Services (IIS) is installed, the Indexing Service also creates a web catalog, which contains an index of IIS, the default virtual server of the World Wide Web.

 **NOTE:** This step is necessary only for Windows Server 2003.

4. Click  to save your work.
5. Generate the target.
6. Publish the output to any location on the web server. If you want to use the default location that was created after you installed IIS, you can publish the output to `C:\Inetpub\wwwroot`. If you do this, you can use the "Default Web Site" folder that you will encounter when performing the next set of steps (i.e., configuring IIS on the production server).

If you are working on your local machine for testing purposes, you do not need to publish the output. You can simply view your WebHelp Plus output. When you view WebHelp Plus output on your local computer, Flare creates a special folder called "MCPreview" within your "C:\Inet-


pub\wwwroot" folder, and it places a copy of your WebHelp Plus output files in it. This enables you to test the advanced features of WebHelp Plus on your local machine.

Configuring IIS on Production Server

The following steps show you how to configure IIS, depending on the operating system. These steps are necessary only for the server where you will be publishing the final output. It is not necessary to perform these steps on your local computer for testing WebHelp Plus output.

WINDOWS SERVER 2003

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
3. Double-click **Internet Information Services**. The Internet Information Services dialog opens.
4. Find your output folder and right-click the **Service** subfolder. Then select **Properties**. The Service Properties dialog opens.
5. Select the **Virtual Directory** tab.
6. Next to the **Application name** field, click the **Create** button.

 **NOTE:** If this button has already been selected, it will display as "Remove" instead. In this case, you do not need to click the button.

7. In the **Execute Permissions** drop-down, make sure **Scripts only** is selected. It should already be selected by default.
8. Click **OK**.

WINDOWS SERVER 2008 AND 2008 R2, WINDOWS 2012, WINDOWS 7, AND WINDOWS 8

1. Open the Control Panel.
2. Select **System and Security**.
3. Select **Administrative Tools**. The various operating systems have different ways to find this option.
4. Open the Internet Information Services (IIS) Manager.
5. Expand the node with the computer name.
6. Expand the **Sites** folder.
7. Expand the website folder corresponding to the one that you published.
8. Find your output folder and right-click the **Service** subfolder. Then select **Convert to Application**.
9. Make sure the application pool is using the .NET 4 framework.
 - a. In the dialog click **Select**.
 - b. From the drop-down select an application pool that is using the .NET 4 framework.
 - c. Click **OK**.
10. Click **OK**.

Starting Microsoft Indexing Service

The following steps show you how to start the Microsoft Indexing Service on machines that are running Windows Server 2003. This procedure is not necessary for the other operating systems.

1. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
2. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
3. Double-click **Computer Management**. The Computer Management dialog opens.
4. Expand **Services and Applications**.
5. Right-click **Indexing Service**.
6. In the context menu, click **Start**. The Indexing Service is now started.

Starting Microsoft Windows Search

The following steps show you how to start the Microsoft Windows Search on machines that are running Windows Server 2008. This procedure is not necessary for the other operating systems.

1. From the Start menu open the Server Manager dialog.
2. Click **Add roles**. The Add Roles Wizard opens.
3. Click **Next**.
4. Click the check box next to **Files Services**.
5. Click **Next** twice.
6. Click the check box next to **Windows Search Service**.
7. Click **Next** twice.
8. Click **Install**.
9. Click **Close**.

Enabling WebHelp Plus Search

The following steps show you how to enable WebHelp Plus search. These steps must be done for each catalog that you are using on the server (or on your local machine, if you are viewing WebHelp Plus output on your computer for testing purposes).

1. Navigate to the output folder for the WebHelp PlusHTML5 target on the server or on your local machine.

If you are enabling WebHelp PlusHTML5 on your local machine, you can quickly find the output folder by doing the following.

- a. Open the Project Organizer.
 - b. Double-click the **Targets** folder.
 - c. Right-click on the target and select **Open Output Folder**.
2. In the output folder, double-click the **Service** folder.
 3. Double-click the folder labeled **Console.ConfigureSearch**.
 4. Double-click **ConfigureSearch.exe**. A window appears very briefly and then disappears.
 5. Create a folder called "AutoMergeCache" at the root of the site. Then you must set security preferences on the AutoMergeCache folder so the application can create and update files.
 - a. Right-click on the root folder and choose **Explore** to open Windows Explorer.
 - b. Right-click on **AutoMergeCache** and choose **Properties**.
 - c. On the **Security** tab click the **Edit** button.
 - d. Click **Add**.
 - i. Type **Everyone** and click **Check Names**, making sure it gets underlined.
 - ii. Click **OK**.
 - e. Make sure **Everyone** is highlighted and check the option for **Full Control**.
 - f. Click **Apply**.
 - g. Click **OK** to exit the Permission dialog.
 - h. Click **OK** to exit the Properties dialog.

Testing WebHelp Plus Search

The following steps are optional for testing WebHelp Plus search (for Microsoft Windows Search).

1. In IIS right-click on the directory where your WebHelp Plus project is published to and choose **Explore**.
2. In the upper-right corner of the window you will see a Search input box. Perform a search for a term that is commonly found in your project.
3. If you see results, your project is ready to go live.

Including Non-XHTML Files in Search

Supported In:



When end users perform a search in your online output, you can ensure that non-XHTML files (e.g. PDF, DOC, XLS) are included in that search. The files do not even need to be linked to any of the content in your Flare project. This feature is available if you publish WebHelp Plus output to a web server running Microsoft Internet Information Services (IIS).

HOW TO INCLUDE NON-XHTML FILES IN SEARCH

1. **Enable WebHelp Plus Output** If you want to take advantage of the advanced server-side features of WebHelp Plus (i.e., automatic runtime project merging, faster search, server-side search, searching of non-XHTML files), you must enable WebHelp Plus output. This includes performing the following tasks: (1) installing Microsoft Internet Information Services (IIS) and ASP.NET, (2) setting up the WebHelp Plus target and generating/publishing, (3) configuring IIS on the production server, (4) starting Microsoft Indexing Service or Microsoft Windows Search (depending on the operating system), and (5) enabling WebHelp Plus search. For more information see the online Help.
2. **Generate WebHelp Plus Output** In Flare, generate a target using the WebHelp Plus output format.
3. **Publish WebHelp Plus Output to Server** Publish the WebHelp Plus output to your Microsoft IIS Web server.
4. **(Optional) Add IFilter** File types that are automatically supported for WebHelp Plus search include: Microsoft Office files, HTML files, and TXT files. For other non-supported file types, such as PDF documents, you can download and install a simple IFilter in order to include that file type in the search. To find and download the IFilter for the file type that you want to include, go to a website that provides these (such as <http://www.ifilter.org>) and follow the instructions for downloading IFilters. You must install the appropriate IFilters on the server where the output files will be published, and if you are testing WebHelp Plus output on your computer, you need to install the IFilter(s) locally as well.

5. **Copy and Paste Non-XHTML Files to Appropriate Folder** Copy all of the non-XHTML files that you want to be included in the search. Then paste them in the appropriate subfolder of the WebHelp Plus output that you published. By default, WebHelp Plus will find any files located in the project output folder, as well as the "AutoSearch" subfolder. Therefore, you can paste your extra non-XHTML files in the AutoSearch subfolder.

☆ **EXAMPLE**

<http://www.xyzincorporated.com/help systems/MyTargetName/AutoSearch>.

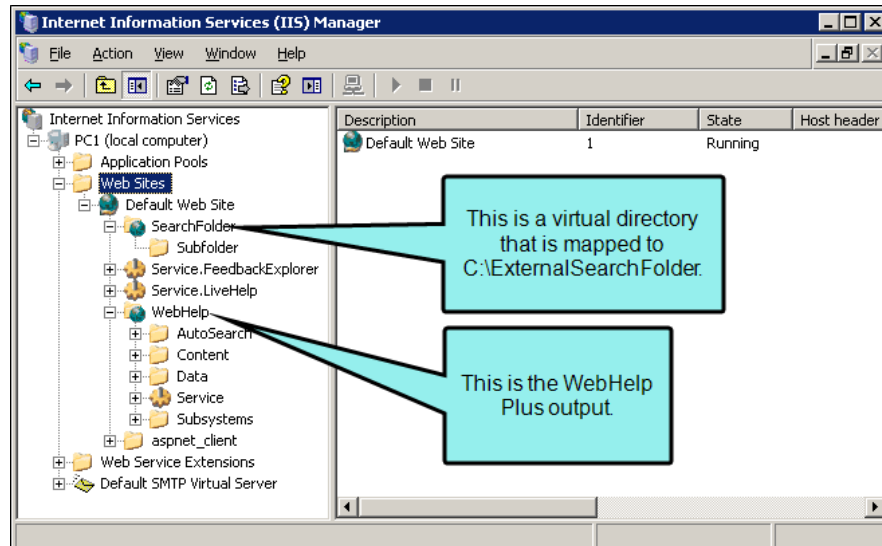
However, if there are any other folders where you want either XHTML or non-XHTML files to be stored (instead of, or in addition to, AutoSearch), you can perform some extra steps to allow this.

Let's say you also want searches in the Help system to provide results from files in the folder C:\ExternalSearchFolder. Here are the steps to allow this:

1. This folder must be accessible by IIS. Therefore, create a virtual directory in IIS for it. Following are steps for doing this.
 - a. Open the Control Panel. On many computers, you can do this by clicking **Start > Control Panel**.
 - b. Double-click **Administrative Tools**. The Administrative Tools dialog opens.
 - c. Double-click **Internet Information Services**. The Internet Information Services (IIS) Manager dialog opens.
 - d. Expand the **Web Sites** folder.
 - e. Right-click on the **Default Web Site** folder and select **New > Virtual Directory**.
 - f. Click **Next**.
 - g. In the **Alias** field, enter a name for the subfolder (e.g., SearchFolder).
 - h. Click **Next**.
 - i. Click the **Browse** button, then find and select the folder holding the content that you want to publish (e.g., C:\ExternalSearchFolder).
 - j. Click **Next**.




- k. Make sure a check mark is next to **Read**.
- l. Click **Next**.
- m. Click **Finish**.





2. Create an XML file called "SearchFolders.xml" and place it in the "AutoSearch" folder in the WebHelp Plus output directory. The contents of this file will specify any virtual directories that WebHelp Plus should search. Following is what you would type in the SearchFolders.xml file. This example specifies just one folder, but you can add references to as many virtual directories as you need.


```
<?xml version="1.0" encoding="utf-8"?>
  <SearchFolders>
    <Url>/SearchFolder</Url>
  </SearchFolders>
```

When users perform a search in your output, those non-XHTML files will also be scanned and become accessible to the users.

 **NOTE:** If you are testing WebHelp Plus output on your local machine, you need to view the output at least one time. When you view WebHelp Plus output on your local computer, Flare creates a special folder called "MCPreview" within your "C:\inetpub\wwwroot" folder, and it places a copy of your WebHelp Plus output files in it. This enables you to test the advanced features of WebHelp Plus on your local machine. When testing this search feature on your computer, you need to place the non-XHTML files in the AutoSearch subfolder at this location (as opposed to the output folder that was generated where your Flare project is located).

 **NOTE:** If you are testing WebHelp Plus output on your local machine, you may need to wait a few minutes after viewing the output for the Indexing Service to fully scan your files. Otherwise, you may not immediately see the effects of the scan (e.g., searches of non-XHTML files, incorporation of merged output files) in the output. If you avoid performing other tasks during this period, the scanning of the files will be completed more quickly.

 **NOTE:** If you want to test WebHelp Plus on your local computer, the advanced search features of WebHelp Plus are not operable.


 **NOTE:** The information just provided revolves around WebHelp Plus output. However, you can also perform these same steps for HTML5 output if you have enabled the server-based option. For more information see the online Help.

Searching the Outputs

Depending on the output type of your target, there are different search features available.

This chapter discusses the following:

- Search Methods and Syntax126
- Searching a DotNet Help System 141
- Searching a Microsoft HTML Help System 146
- Searching an HTML5 System 155
- Searching a WebHelp System160
- Searching a WebHelp Mobile System 164
- Searching for Community Results 166

 **NOTE:** End user search features are supported by the Eclipse Help Viewer and search operations are provided by a plug-in that you develop using the Eclipse platform (for more information, see help.eclipse.org). The Flare search engine does not handle Eclipse Help search operations.

Search Methods and Syntax

When entering a search query, each output type supports different search methods and syntax.

Full-Text Search

All online output types support full-text search.

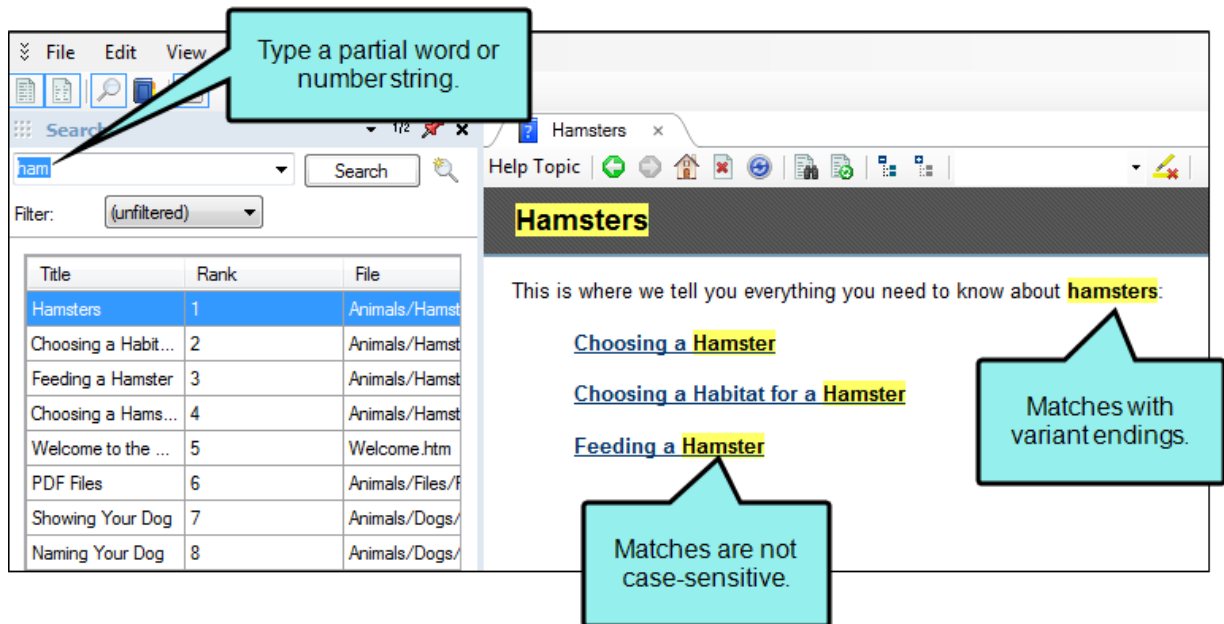
For Eclipse Help targets, search is provided by the Eclipse platform. For server-based output, search is provided by either the Microsoft Indexing Service or Windows Search.


For all other output types, Flare scans all of the target content and creates a database index for search. When a user enters a search query, the search engine in the index to retrieve a list of topics with matches. In Flare, search results include these matches:

- **Case-insensitive Matches** Search is not case-sensitive. For example, a search for the word "run" will find matches for "Run" and "run."
- **Matches with Variant Endings** For example, a search for the word "run" will also find matches for words such as, "runner," "running," and "runs." Since matches are not case-sensitive, the results will include topics containing matches such as, "Runner," "Running," and "Runs."

HOW TO PERFORM A FULL TEXT SEARCH

1. Open the online output.
2. In the search field, type a partial word or number string.
For example, type ham.
3. Press **Enter** or click **Search**.



 **NOTE:** Search highlighting reveals the matches in the topic. In supported output types, you can change the highlighting color for search hits. See "Search Highlighting and Styles" on page 70.

Phrase Search


All online output types support phrase search.


For Eclipse Help targets, search is provided by the Eclipse platform. For server-based outputs, search is provided by either the Microsoft Indexing Service or Windows Search.

End users can search for phrases by enclosing their search terms in quotation marks. This is useful when end users want to restrict a search to locate terms that appear in an exact order. For example, you might want to search for a phrase such as "Dog Friendly."

HOW TO PERFORM A PHRASE SEARCH

1. Open the online output.
2. In the search field, type a word, number, or character string.
3. Press **Enter** or click the **Search** button.
4. Double-click a match in the list to open the corresponding topic.

 **IMPORTANT:** If you have enabled the stop words feature, search will not find matches for queries containing stop words in quotes. For example, if you search for the phrase "Pets are fun," search will only include topics with the words "pets" and "fun." This is because the word "are" is part of the stop word list. See "Including Stop Words in Search" on page 36.

 **NOTE:** Search highlighting reveals the matches in the topic. In supported output types, you can change the highlighting color for search hits. See "Search Highlighting and Styles" on page 70.

☆ EXAMPLE

Let's say you search for the phrase "Dog Friendly". When you open the highest ranking topic, search highlighting reveals both "Dog Friendly" and "dog friendly" as a match.

The screenshot shows a search interface with a search bar containing "Dog Friendly" and a "Search" button. A callout points to the search bar with the text: "Enter 'Dog Friendly' (with quotation marks)." Another callout points to the "Search" button with the text: "Click Search." Below the search bar is a table of results:

Title	Rank	File
Traveling with Yo...	1	Animals/Dogs/
Walking a Dog		Animals/Dogs/

A callout points to the first row of the table with the text: "The DotNet Help output type reveals a list of ranked topics with the matching phrase." To the right of the table is a preview of the selected topic, "Traveling with Your Dog". The preview shows the text: "This is where we tell you everything you need to know about traveling with your dog." Below this, there are two sections: "Dog Friendly Hotels" and "Dog Friend Restaurants". Both sections contain the text: "There are many dog friendly hotels in the city." A callout points to the phrase "dog friendly" in the "Dog Friend Restaurants" section with the text: "Exact matches are denoted with search highlighting."

- ☆ In a lower ranking topic, notice the topic contains two similar matches (i.e., a hyphenated form of "dog-friendly" is found in the topic). Also observe that when matches are not exact, there is no search highlighting.

Enter "Dog Friendly" (with quotation marks).

Click **Search**.

The DotNet Help output type reveals a list of ranked topics with the matching phrase.

Matches that are not exact have no search highlighting. They are circled here for illustration purposes only.

Title	Rank	File
Traveling with Yo...	1	Animals/Dogs/...
Walking a Dog	2	Animals/Dogs/...

Walking a Dog

This is where we tell you everything you need to know about walking a dog.

Where to Walk a Dog

Below are some ideas:

Dog-Friendly Beaches The city has many beaches that are not dog-friendly. But, some dogs are allowed. Be sure to check with the city so you know if there is a restriction on a leash or if it is permissible to let your dog roam leash-free.

There are many dog parks. Be sure to find out the rules of conduct before you go. Some areas where you dog can roam free, and others require you to be on a leash.

Boolean Operators



The DotNet Help, Microsoft HTML Help, WebHelp, and HTML5 output types support boolean operators —e.g., AND, OR, NEAR, NOT, and (). Note that when providing users with server-based WebHelp or HTML5 output, boolean operators are not supported. Operators can be used in combination with search terms to increase or decrease the number of search results.







REQUIREMENTS AND DEPENDENCIES







- **DotNet Help** Boolean search is supported when SQL Server Compact is installed on the computer building the Flare output .
- **Eclipse Help** Boolean search is supported by the search engine that you configure in the Eclipse platform. See the Eclipse documentation at help.eclipse.org.
- **HTML Help** Boolean search is provided by the viewer in accordance with the Microsoft Compiled HTML (CHM) specification. You must select the supported boolean operator from a pre-defined drop-down list. See "Searching a Microsoft HTML Help System" on page 146.
- **HTML5** Boolean search is provided by Flare in client-based output only. When delivering server-based output, the Microsoft Indexing Service or Windows Search handles search. See the Microsoft documentation for information about the Indexing Service ([http://msdn.microsoft.com/en-us/library/ee805985\(v=vs.85\).aspx](http://msdn.microsoft.com/en-us/library/ee805985(v=vs.85).aspx)) or Windows Search ([http://msdn.microsoft.com/en-us/library/windows/desktop/ff628790\(v=vs.85\).aspx](http://msdn.microsoft.com/en-us/library/windows/desktop/ff628790(v=vs.85).aspx)). See also "HTML5 Server-based Output" on page 80.
- **WebHelp and WebHelp Plus** Boolean search is provided by Flare in client-based output only. When delivering server-based output (WebHelp Plus), the Microsoft Indexing Service or Windows Search service handles search. See the Microsoft documentation for information about the Indexing Service ([http://msdn.microsoft.com/en-us/library/ee805985\(v=vs.85\).aspx](http://msdn.microsoft.com/en-us/library/ee805985(v=vs.85).aspx)) or Windows Search ([http://msdn.microsoft.com/en-us/library/windows/desktop/ff628790\(v=vs.85\).aspx](http://msdn.microsoft.com/en-us/library/windows/desktop/ff628790(v=vs.85).aspx)). See also "WebHelp Plus Server-based Output" on page 102.






HOW TO SEARCH WITH BOOLEAN OPERATORS







In the table below, a check mark shows the operators supported by each client-based output type. It also details any supported variables and provides usage examples:

Operators	Usage	 DOTNET HELP	 MS HTML HELP	 HTML	 WEB HELP	 AIR	 WEB HELP MOBILE
AND	Use to narrow the search and retrieve only the topics that contain all of the words it separates. Type AND between two or more terms. This is not case sensitive.	✓	✓	✓	✓	✓	✓
	When separating terms with a blank space, the AND is always inferred. This is only available in HTML5 help.	✗	✗	✓	✗	✗	✗
	Instead of the word AND, type the plus symbol (+).	✓	✓	✓	✓	✓	✓
	Instead of the word AND, type the ampersand symbol (&).	✓	✓	✓	✓	✓	✓

Operators	Usage						
OR	Use to search for two or more words. This broadens the search results by retrieving topics that contain any of the words it separates. Type <code>or</code> between two or more terms. This operator is not case sensitive.	✓	✓	✓	✓	✓	✓
	When separating terms with a blank space, the OR is always inferred. This is not available in HTML5 help.	✓	✓	✗	✓	✓	✓
	Type the pipe symbol (<code> </code>) instead of typing OR.	✓	✗	✓	✓	✓	✓

Operators	Usage	 DOTNET HELP	 MS HTML HELP	 HTML	 WEB HELP	 AIR	 WEB HELP MOBILE
NEAR	<p>Select from the operator list to find topics that contain matches that are in close proximity to each other.</p> <p>This is only available in Microsoft HTML Help. The operator must be selected from a list.</p>	×	✓	×	×	×	×

Operators	Usage						
NOT	Use to search only for matching topics that do not contain the term following the operator. Type NOT before a term. This operator is not case-sensitive.	✓	✓ ¹	✗	✓	✓	✓
	Type the exclamation mark (!) instead of the word NOT.	✓	✗	✗	✓	✓	✓
	Use to find topics that contain one term but not the other. Type a term, followed by the carat symbol (^), and then type another term.	✓	✗	✓ ²	✓	✓	✓

Operators	Usage	 DOTNET HELP	 MS HTML HELP	 HTML	 WEB HELP	 AIR	 WEB HELP MOBILE
()	Use parentheses to combine boolean phrases and search terms. Type parentheses () around the combined terms.	✓	✗	✓	✓	✓	✓

¹Only works if you search for one term but not another (e.g., MadCap NOT Flare).

²The carat symbol (^) can be used interchangeably with an exclamation point (!) and NOT.

Asterisk (*) Wildcard Search




In the DotNet Help, Microsoft HTML Help, and WebHelp output types, end users can use the asterisk (*) wildcard character with the search feature as detailed below:

REQUIREMENTS AND DEPENDENCIES

- **DotNet Help** Asterisk (*) wildcard search is supported when SQL Server Compact is installed on the local computer building the Help .
- **Eclipse Help** Asterisk (*) wildcard search is supported by the search engine that you configure in the Eclipse platform. For details, see the Eclipse documentation at: help.eclipse.org
- **WebHelp** For asterisk (*) wildcard search capabilities to be supported, you must enable the partial-word search feature. See "Enabling Partial-Word Search" on page 32.

HOW TO SEARCH WITH THE ASTERISK (*) WILDCARD

In the table below, a check mark shows the different ways you can use the asterisk (*) wildcard in search. It also provides usage guidelines and examples. (DotNet Help requires SQL Compact).

Placement	Usage			
Before a Term	Place the asterisk (*) in front of a term to represent unknown characters.	✓	✓ ¹	✓
Inside a Term	Place the asterisk (*) inside a term to represent unknown characters.	✓	✓	✗
After a Term	Place the asterisk (*) after a term to represent unknown characters.	✓	✓	✓

¹In Microsoft HTML Help, the asterisk (*) wildcard cannot be used in combination with other characters and symbols. For example, instead of searching for *.doc, end users must search for *.doc.

Partial-Word Search


The DotNet Help, HTML5, WebHelp, WebHelp AIR, WebHelp Mobile, and WebHelp Plus output types support partial-word searches in their target outputs. This search method is similar to simple text search, only it allows users to search for partial-word and number strings. This feature can be enabled in the Performance tab of the Target Editor. See "Enabling Partial-Word Search" on page 32.

For Eclipse Help, partial-search is provided by the Eclipse platform.

HOW TO PERFORM A PARTIAL-WORD SEARCH

1. In the search field, type part of a word or number string.


For example, type `cond`.

 **NOTE:** The minimum number of characters that you can set for partial searches is 3. See "Enabling Partial-Word Search" on page 32.

2. Press **Enter** or click **Search**.

The system reveals a list of ranked topics that include matches for the entered search string.

3. Double-click a topic in the list to open it.

 **NOTE:** Search highlighting reveals the matches in the topic. In supported output types, you can change the highlighting color for search hits. See "Search Highlighting and Styles" on page 70.

☆ EXAMPLES

Search for `cond`.

As shown below, search retrieves topics containing the string "cond," such as "condition" and "second."

The screenshot shows a search interface with a search bar containing 'cond' and a search button. Below the search bar is a filter dropdown set to '(unfiltered)'. The search results are displayed in a table with columns 'Title', 'Rank', and 'File'. The first result is 'Training a Parrot' with a rank of 1 and a file path of 'Animals/Parrot'. A callout points to the search bar with the text 'Search for cond.'. Another callout points to the word 'Conditioning' in the text of the first result, stating 'The string "cond" is found in "Conditioning."'. A third callout points to the word 'Second' in the table header, stating 'The string "cond" is found in "Second"'. The table has three columns: 'First Time Owner', 'Second Time Owner', and 'Third Time Owner'. The first row of data is 'How may parrots have you owned?' with a green checkmark in the 'Third Time Owner' column.

First Time Owner	Second Time Owner	Third Time Owner
How may parrots have you owned?		✓

☆ Search for 201.

As shown below, the search retrieves topics containing the number string "201," such as 2010, 2011, 2012, 2013, 2014, 2015, 0.201, and 0.0201.

The screenshot displays a search interface with a search bar containing '201' and a 'Search' button. Below the search bar is a filter dropdown set to '(unfiltered)'. A table of results is shown, with the first entry 'Welcome to 2010' highlighted. To the right, a preview of the 'Welcome to 2010' page is shown, featuring a list of years (2010-2015) and a list of numbers (0.201, 0.0201, 0.02.01). Callout boxes provide additional context: one points to the search bar, another to the first result, and others point to specific items in the preview.

Search for 201. Then press **Enter** or click **Search**.

The string "201" is found in 2010.

The Search pane shows a ranked list of topics that start with the number string "201."

Title	Rank	File
Welcome to 2010	1	Welcome.htm

Welcome to **2010**. Here is a look ahead at future years:

- **2011**
- **2012**
- **2013**
- **2014**
- **2015**

Here is a list of numbers:

- **0.201**
- **0.0201**
- 0.02.01

It is also found in 2011, 2013, 2013, 2014, and 2015.

It is also found in 0.201 and 0.0201.

Searching a DotNet Help System

End users have a variety of options when searching a DotNet Help system.

Search Experience

The user interface for the DotNet Help system is provided by a proprietary viewer (i.e., the Help Viewer) which is designed specifically for use with Windows .NET applications. When an end user searches a DotNet Help system for information, the results show both the topic rank and title. Search highlighting also lets users quickly pinpoint the matches in topics. The example below shows you the DotNet Help output:

The screenshot shows the DotNet Help Viewer interface with the search results for "Cat". The interface includes a search bar, a list of results with titles, ranks, and file paths, and a detailed view of the selected topic "Feeding a Cat".

Callouts and their descriptions:

- Enter search words or phrases.
- Click to initiate search.
- Click to add the active search string to the list in the Favorites pane.
- Enter criteria to search in the active page.
- Click to remove search highlighting.
- Users can select a filter to narrow the search results. These selections come from the search filter set associated with the target.
- Topics with matches show the rank in the search results.
- An accordion-style window pane reveals the search features.
- Matches are highlighted in topics.

Title	Rank	File
Feeding a Cat	1	Animals/Cats/Feedin...
Cats	2	Animals/Cats/Cats.htm
Feeding an Adult ...	3	Animals/Cats/Feedin...
Feeding an Older...	4	Animals/Cats/Feedin...
Choosing a Cat	5	Animals/Cats/Choosi...
Training a Cat	6	Animals/Cats/Trainin...
Download a File ...	7	Animals/Files/PDF/Fil...
Raising Cats and ...	8	Animals/RaisingMultip...
Raising Dogs an...	9	Animals/RaisingMultip...
Welcome	10	Welcome.htm
PDF Files	11	Animals/Files/PDF_Fil...

The detailed view of "Feeding a Cat" shows the following text:

This is where we tell you everything you need to know about feeding **cats**:


How to Feed a Kitten This is where we tell you everything you need to know about feeding kittens. See [Feeding a Kitten](#).


How to Feed an Adult Cat This is where we tell you everything you need to know about feeding adult **cats**. See [Feeding an Adult Cat](#).

How to Feed an Older Cat This is where we tell you everything you need to know about feeding older **cats**. See [Feeding an Older Cat](#).

Features and Capabilities


This table details the search features and capabilities of the DotNet Help system. It also describes the options that you have for customizing the user interface:


Feature	Description	Content Developer Options
Search Pane	An accordion-style window pane that reveals the search features.	Cannot be turned on and off.
Search Field and Button	<p>Type a search query. Then click the button or press Enter to initiate a search.</p> <div> NOTE: Asterisk (*) wildcard and boolean search capabilities are available. See "Search Methods and Syntax" on page 126.</div>	Cannot be turned on and off.
Filter List	Provides users with the ability to narrow the scope of their search results to categories defined by a search filter set.	<p>Cannot be turned on and off.</p> <p>Customize the order of the search filters in the output. See "Customizing Search Filter Ordering" on page 51.</p> <p>Define the highlight color in the project's stylesheet. See "Search Highlighting and Styles" on page 70.</p>
Add to Favorites Button	A button that lets users add the current search query to a Favorites list.	Cannot be turned on and off.
Favorites Pane	An accordion-style window pane that reveals the end user's favorite topics and searches.	Cannot be turned on and off.


Feature	Description	Content Developer Options
Search Results	Lists search results in ranked order.	Cannot be turned on and off. Optimize topics to improve search results. See "Optimizing Search" on page 168.
Search Highlighting	<p>Highlights matching keywords in topics.</p> <div>  NOTE: Matches are not highlighted when users perform searches with the asterisk (*) wildcard character. </div>	<p>Cannot be turned on and off.</p> <p>Define the highlight color in the project's stylesheet. See "Search Highlighting and Styles" on page 70.</p>
Quick Search Field	Limits the scope of the search to the active topic.	Cannot be turned on and off.
Select Search Button	Opens the Search pane.	Cannot be turned on and off.
Remove Highlighting Button	Removes search highlighting from topics.	Cannot be turned on and off.

HOW TO SEARCH

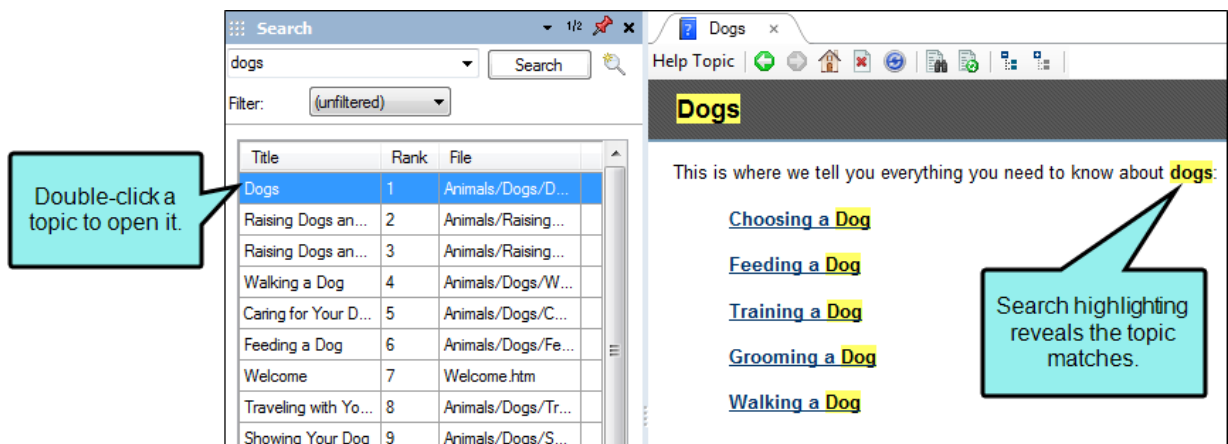
1. Open the DotNet Help system.
2. In the navigation pane, click the **Search** pane.
3. In the search field, type your query. Then click **Search** or press **Enter**.


 **NOTE:** Searches are not case-sensitive. See "Search Methods and Syntax" on page 126.


 **NOTE:** The search query can include boolean operators or the asterisk (*) wildcard character. See "Search Methods and Syntax" on page 126.

 **NOTE:** If a search filter set is added to the project, users can narrow the scope of the search by selecting an item from the **Filter** list. This limits the scope to search only the topics assigned to the selected filter. See "Search Filter Set Example" on page 55.

4. In the search results list, double-click one of the topics to open it. Search highlighting reveals the matches in the topic.



 **NOTE:** The search highlighting colors can be customized by the content developer. See "Customizing Highlighted Search Terms" on page 72.

 **NOTE:** If you want to remove the highlighting from the active topic, click the **Remove all search highlighting** button in the Topic toolbar.

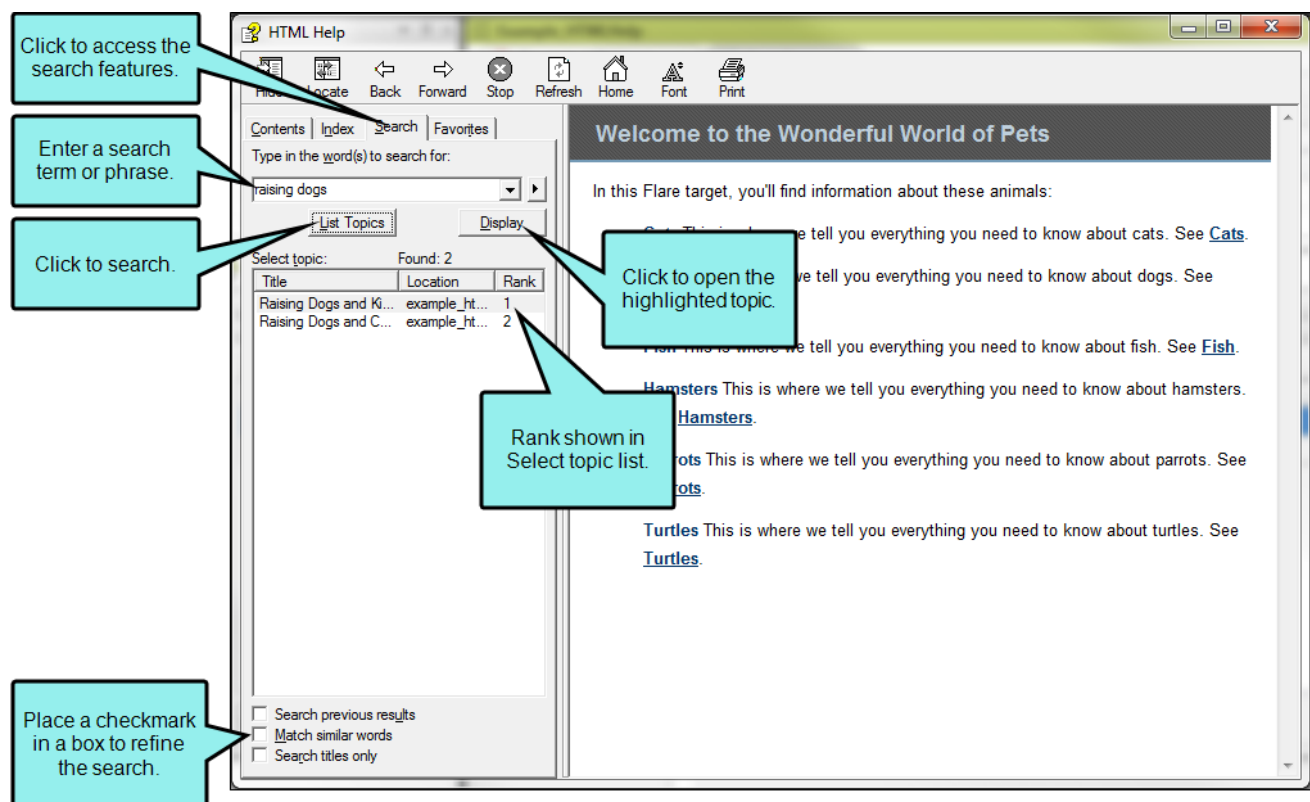
Searching a Microsoft HTML Help System

End users have a variety of options when performing a search in a Microsoft HTML Help system.

Search Experience


A Standard skin provides the user interface for a Microsoft HTML Help system. It also includes features defined by the Compiled HTML (CHM) specification.

When an end user searches a Microsoft HTML Help system for information, it reveals a list of topics containing the matching term or phrase. The search results shows matches by title, location, and rank. When an end user clicks a topic to open it, the matching terms are highlighted in the topic.



Features and Capabilities


This table details the search features and capabilities of the Microsoft HTML Help system. It also describes the options that you have for customizing the user interface:


Feature	Description	Content Developer Options...
Search Tab	A tab that reveals the search feature.	Enable the search feature using the Skin Editor. See "Enabling Search in Skins" on page 22.
Search Field and Button	Type a search query. Then click the button or press Enter to initiate a search. <div> NOTE: Asterisk (*) wildcard and boolean search capabilities are available. See "Search Methods and Syntax" on page 126.</div>	Cannot be turned on and off.
Boolean Operators List	A drop-down list of boolean operators that can be used with search.	Cannot be turned on and off. Supports the listed boolean operators only. See "Search Methods and Syntax" on page 126.
Advanced Search Check Boxes	A series of three advanced search check boxes: <ul style="list-style-type: none">■ Search previous results■ Match similar words■ Search titles only	Enable or disable these options in the Skin Editor by clicking the HTML Help Setup tab. Under MiscOptions , place a check mark in the Show Advanced Search box.
Search Results	Lists search results in ranked order.	Cannot be turned on and off. Optimize topics to improve search results. See "Optimizing Search" on page 168.

Feature	Description	Content Developer Options...
Display Button	Opens the highlighted topic. End users can alternatively double-click a topic to open it.	Cannot be turned on and off.
Search Highlighting	Highlights matching keywords in topics.	Cannot modify search highlight color.

HOW TO SEARCH

1. Open the Microsoft HTML Help system.
2. In the navigation pane, click the **Search** tab.
3. Type the search query. Then click **List Topics** or press **Enter**.

 **NOTE:** Searches are not case-sensitive. See "Search Methods and Syntax" on page 126.

 **NOTE:** The search query can include boolean operators or the asterisk (*) wildcard character. See "Search Methods and Syntax" on page 126.

HOW TO USE THE ADVANCED SEARCH OPTIONS

If you enabled the Advanced Search check boxes, users have option to refine the search query as follows:


- **Search Previous Results** If you want to search only the topics included in the previous results list, place a check mark in the **Search previous results** box.
- **Match Similar Words** To find words with similar spelling, place a check mark in the **Match similar words** box. For example, if you type `puppy` and select this check box, the search finds "puppy" and "puppies."
- **Search Titles Only** To search topics only for matches in the topic title, place a check mark in the **Search titles only** box.


4. In the search results, open the desired topic using one of these methods:

a. Highlight a topic in the list. Then click **Display**.

OR

b. Double-click a topic in the list. Search highlighting reveals the matches in the topic.

 **NOTE:** If you want to remove the highlighting from the active topic, click the **Remove all search highlighting** button in the Topic toolbar.

 **NOTE:** Unlike other output types, you cannot modify the search highlighting color in Microsoft HTML Help. See "Search Highlighting and Styles" on page 70.


Troubleshooting the No Topics Found Issue

A common issue encountered by Microsoft HTML Help developers is when a "No Topics Found" message appears while searching a CHM file.

Typically, this is the result of an unregistered dynamic link library (DLL) file on the computer building the Help file. The DLL is named "itcc.dll" and is a component of Microsoft's CHM specification. Its purpose is to supply the operating system running Flare with the ability to build a CHM file with index and search capabilities.

A variety of software vendors (particularly those that develop Help authoring tools) distribute a copy of the itcc.dll file along with their program installation files. Should you happen to install or uninstall program with a copy of this file (e.g., a Help tool or software program from another vendor or another MadCap software tool that requires this file), it is possible for other copies of the itcc.dll file to become unregistered.


To resolve this issue, the Flare \bin directory contains a batch file named RegisterItcc.bat. You can run this batch file to re-register the DLL in Windows.

 **NOTE:** Users running Windows 7 may need to switch off the computer's User Account Control (UAC) settings before beginning. For instructions, visit this link:

<http://windows.microsoft.com/en-us/windows7/products/features/user-account-control>


HOW TO REGISTER THE DLL USING THE BATCH FILE

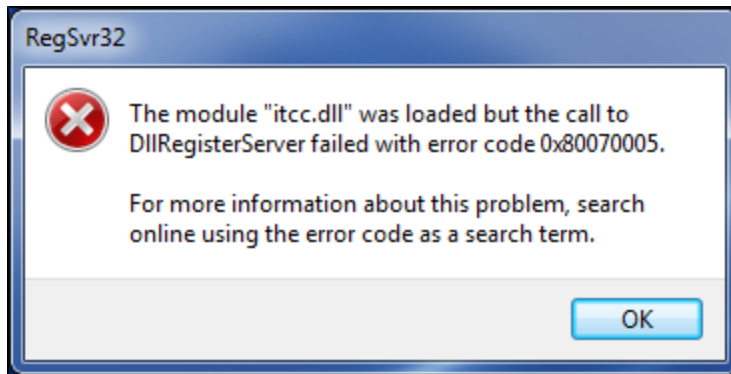
1. In Windows Explorer, navigate to the Flare installation's \bin directory. Typically, the path is as follows (where [#]= the Flare version number):
 - **Windows 7 or 8 (64-bit versions)**
 - **If you are using Flare 12 or later** `C:\Program Files\MadCap Software\MadCap Flare [#]\Flare.app\Resources\Bin`
 - **If you are using Flare 11 or earlier** `C:\Program Files\MadCap Software\MadCap Flare V[#]\Flare.app\Resources\Bin`
 - **Windows 7 or 8 (32-bit versions)** `C:\Program Files (x86)\MadCap Software\MadCap Flare V[#]\Flare.app\Resources\Bin`

 **NOTE:** The path that you use depends on your specific system configuration. For users running the 64-bit version of Windows, you will see two folders named Program Files on your C: drive. Typically, the folder named "\Program Files (x86)" stores non-native 32-bit applications, and the "\Program Files" folder stores native 64-bit applications, such as Flare. If you installed Flare in a different location, you need to determine the appropriate path to the \bin directory.

2. In the bin directory, double-click the file named **RegisterItcc.bat**.

This runs the batch file. If the registration is successful, a message appears telling you so.

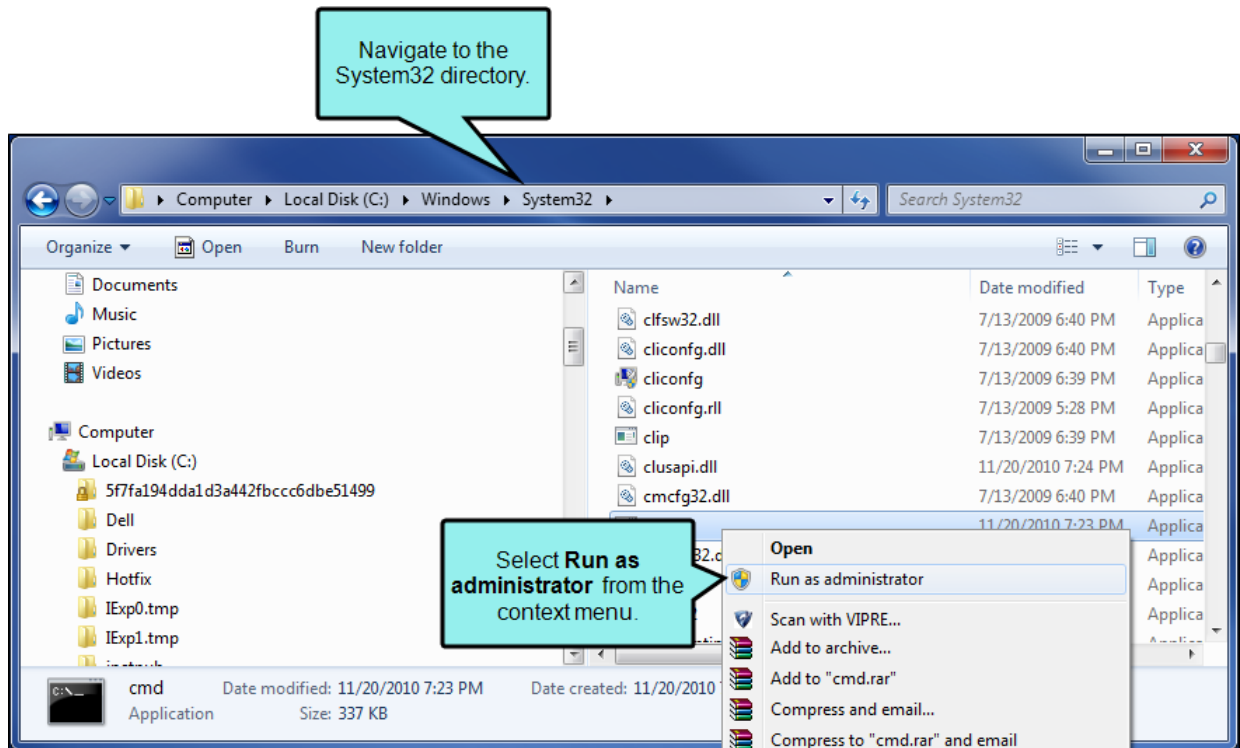
 **NOTE:** If the following error message appears, the account you are using may not have sufficient permissions to run the batch file on the computer.



You will need to use your computer's command line utility to register the DLL as described below or contact your Windows administrator for assistance with registering the DLL.

HOW TO REGISTER THE DLL USING THE COMMAND LINE UTILITY

1. In Windows Explorer, open the computer's System32 directory. The path is **C:\Windows\System32**.
2. Right-click the application file named **cmd.exe** and select **Run as administrator** from the context menu.



3. If the User Account Control message appears, click **Yes**. This allows you to use the command prompt to make changes on the system.

NOTE: In Windows 7, you can use this method to run the command prompt as an administrator when you are using an account that does not have administrative credentials. This typically allows most users to make changes to the `itcc.dll` file in the `Flare \bin` directory.

4. At the command prompt, do the following:
 - a. Type `cd` to change directories and press the **SPACEBAR**. Then type the path to the Flare \bin directory as shown in this example:

☆ EXAMPLE

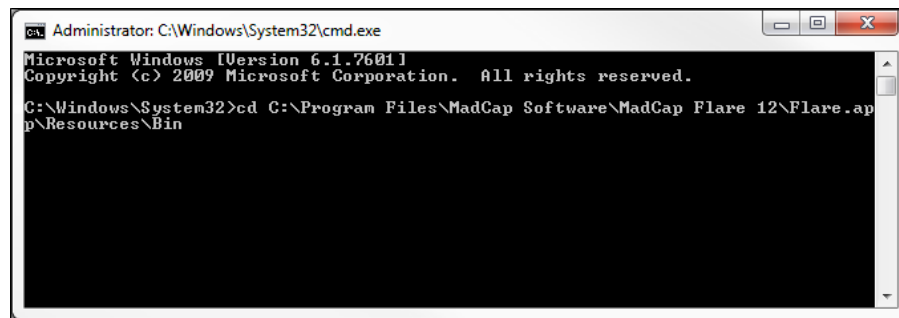
Use this information to enter the following path, depending on the version of Flare you are using.

IF YOU ARE USING FLARE 12 OR LATER

```
C:\Program Files\MadCap Software\MadCap Flare  
[#]\Flare.app\Resources\Bin
```

Below is an example:

```
C:\Program Files\MadCap Software\MadCap Flare  
12\Flare.app\Resources\Bin
```

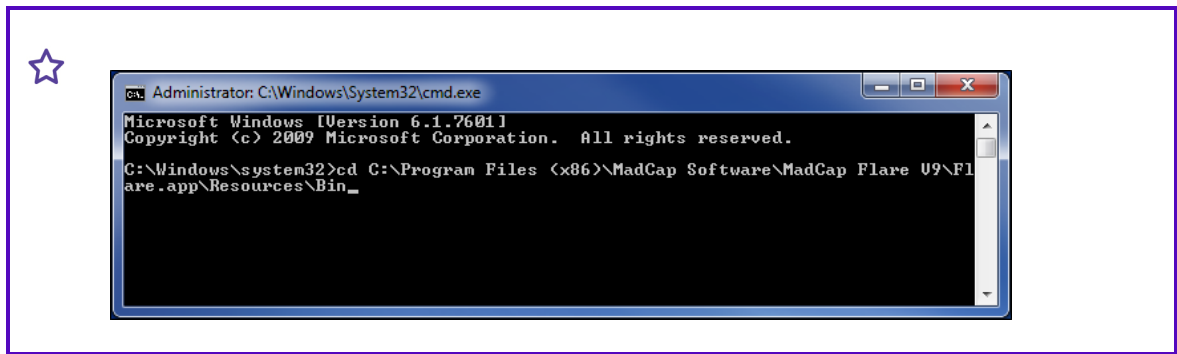


IF YOU ARE USING FLARE 11 OR EARLIER

```
C:\Program Files (x86)\MadCap Software\MadCap Flare V  
[#]\Flare.app\Resources\Bin
```

Where [#] appears above, you must enter the correct Flare version number when typing the system path (e.g., V8, V9, V10.). Below is an example:

```
C:\Program Files (x86)\MadCap Software\MadCap Flare  
V11\Flare.app\Resources\Bin
```



- b. Press **Enter**.
5. At the command prompt, type: `registeritcc.bat`. Then press **Enter**. This runs the batch file. If the registration is successful, a message tells you so.
6. Click **OK** to acknowledge the message.
7. Close the command prompt.

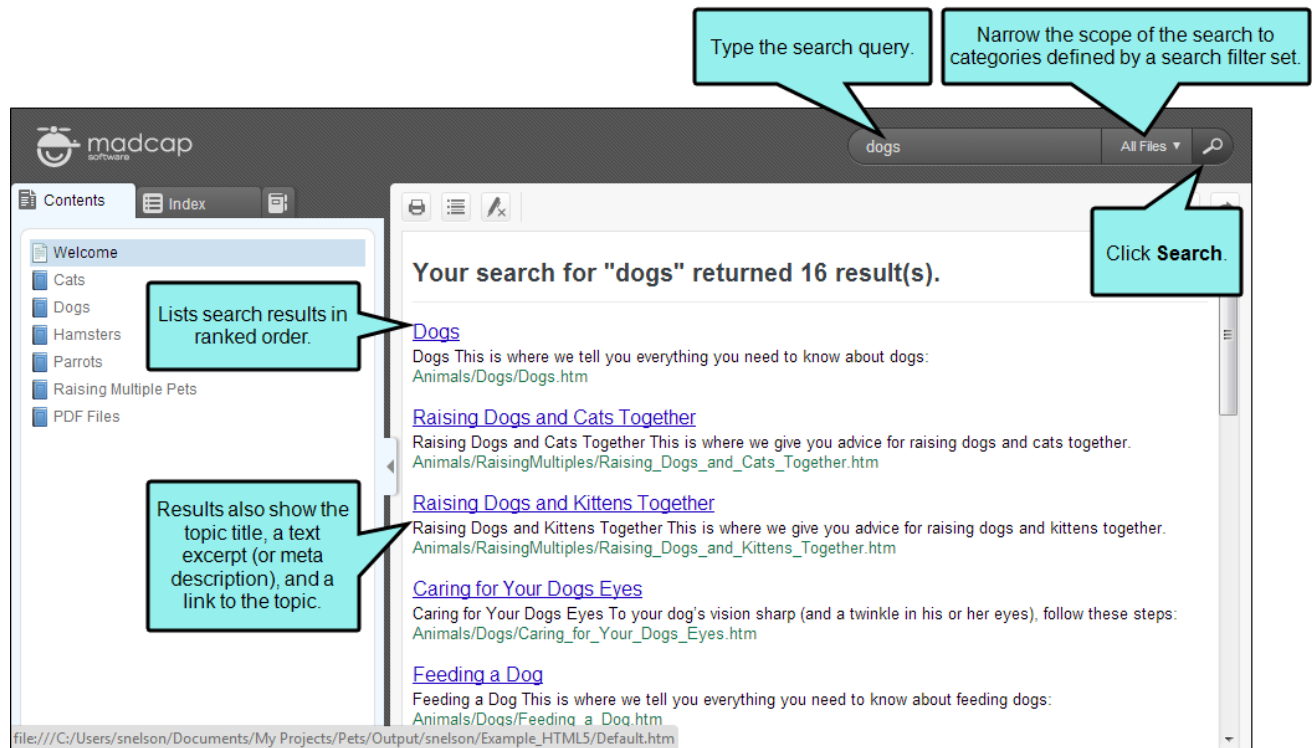
After registering the DLL, build your Microsoft HTML Help output again. Then retry your search in the output.

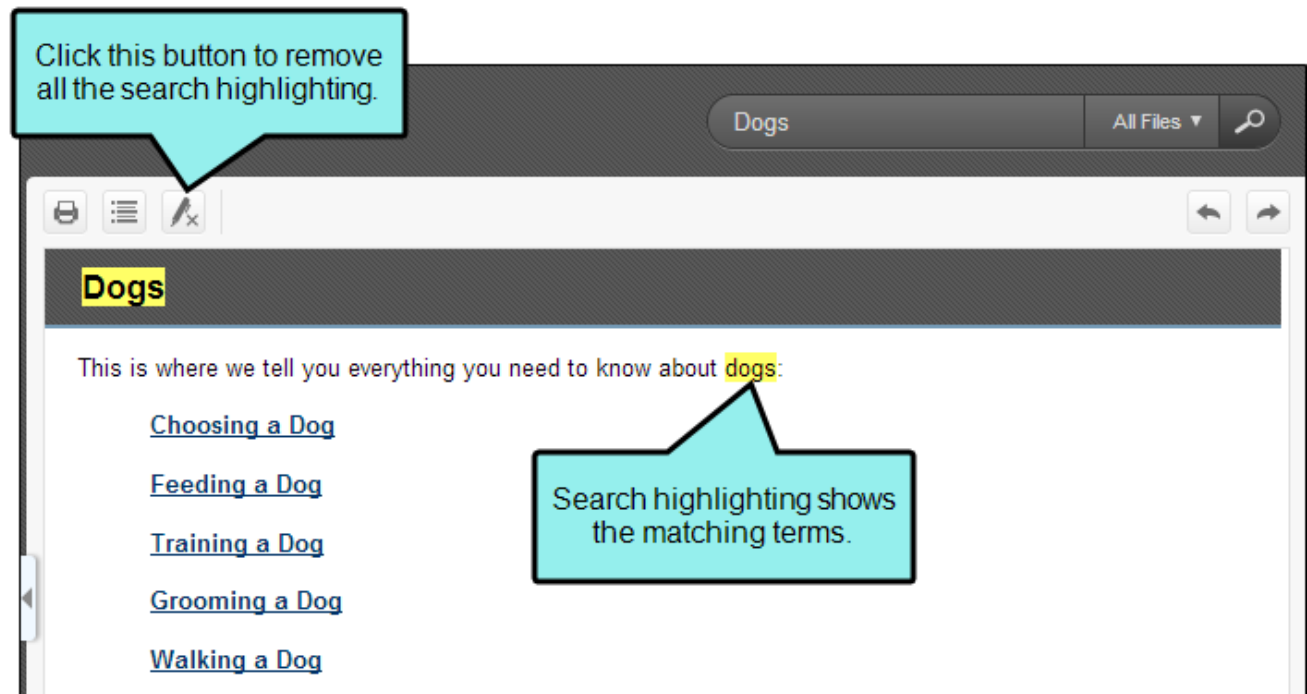
Searching an HTML5 System

End users have a variety of options when performing a search in a HTML5 system.

Search Experience


An HTML5 skin provides the user interface for an HTML5 system. When an end user searches an HTML5 system for information, it reveals a list of topics containing the matching term or phrase. The search results show the topic title and the topics are listed in ranked order. The results also include an excerpt of the paragraph text from the topic (or you can opt to use the meta description that you add to the topic properties). This helps users decide if the page contains the information they were looking for. When a user clicks a topic to open it, the matching terms are highlighted in the topic.







Features and Capabilities

This table details the search features and capabilities of the HTML5 system. It also describes the options that you have for customizing the user interface:


Feature	Description	Content Developer Options
Search Field and Button	<p>Type a search query. Then click the button or press Enter to initiate a search.</p> <div> NOTE: Asterisk (*) wildcard and boolean search capabilities are available. See "Search Methods and Syntax" on page 126.</div>	<p>Change the look of the field and button.</p>
Filters List	<p>Provides users with the ability to narrow the scope of their search results to categories defined by a search filter set.</p>	<p>Create filter selections by adding a search filter set and associating it with the Flare target. See "Creating Search Filters" on page 49 and "Associating a Search Filter Set with a Target" on page 52.</p> <p>Customize the order of the search filters in the output. See "Customizing Search Filter Ordering" on page 51.</p> <p>Change the appearance of the drop-down in the Skin Editor.</p>


Feature	Description	Content Developer Options
Search Results	<p>Lists search results in ranked order. Matching keywords are bolded in search results.</p> <div>  NOTE: If you are using Pulse, your search results list may include community results. See "Searching for Community Results" on page 166. </div>	<p>Change the appearance of your search results.</p> <p>Set the number of search results that display on each page. See "Optimizing Your Site" on page 262.</p> <p>Adjust the weight the search engine places on internal links to a topic when ranking search results. See "Setting Search Result Importance" on page 228.</p> <p>If you are using Pulse, you have the option to display community results in search.</p>
Search Highlighting	<p>Highlights matching keywords in topics.</p> <p>Tripane output shows highlights words in color by default. In Side and Top Navigation outputs, search results are transparent, but you can customize this, adding colors.</p> <div>  NOTE: Matches are not highlighted when users perform searches with the asterisk (*) wildcard character. </div>	<p>Define the highlight color in the project's stylesheet. See "Search Highlighting and Styles" on page 70.</p>
Remove Highlighting Button	Removes search highlighting from topics.	Include this button in the toolbar.
Search Result Pagination Options	Change the number of search results that appear on the page.	Include and format pagination options.

Feature	Description	Content Developer Options
Search Non-HTML Files (Server-based Output Only)	When end users perform a search in your online output, you can ensure that non-XHTML files (e.g. PDF, DOC, XLS) are included in that search.	Include non-HTML files in search results when publishing server-based output. See "Including Non-XHTML Files in HTML5 Search" on page 98.


HOW TO SEARCH


1. Open the HTML5 system.
2. In the search field, type the search query. Then click the **Search** button or press **Enter**.

 **NOTE:** Searches are not case-sensitive. See "Search Methods and Syntax" on page 126.

 **NOTE:** If a search filter set is added to the project, users can narrow the scope of the search by selecting an item from the **Filter** list. This limits the scope to search only the topics assigned to the selected filter. See "Search Filter Set Example" on page 55.

3. In the search results list, double-click one of the topics to open it. Search highlighting reveals the matches in the topic.

 **NOTE:** The search highlighting colors can be customized by the content developer. See "Customizing Highlighted Search Terms" on page 72.

 **NOTE:** If you want to remove the highlighting from the active topic, click the **Remove all search highlighting** button in the Topic toolbar.

Searching a WebHelp System

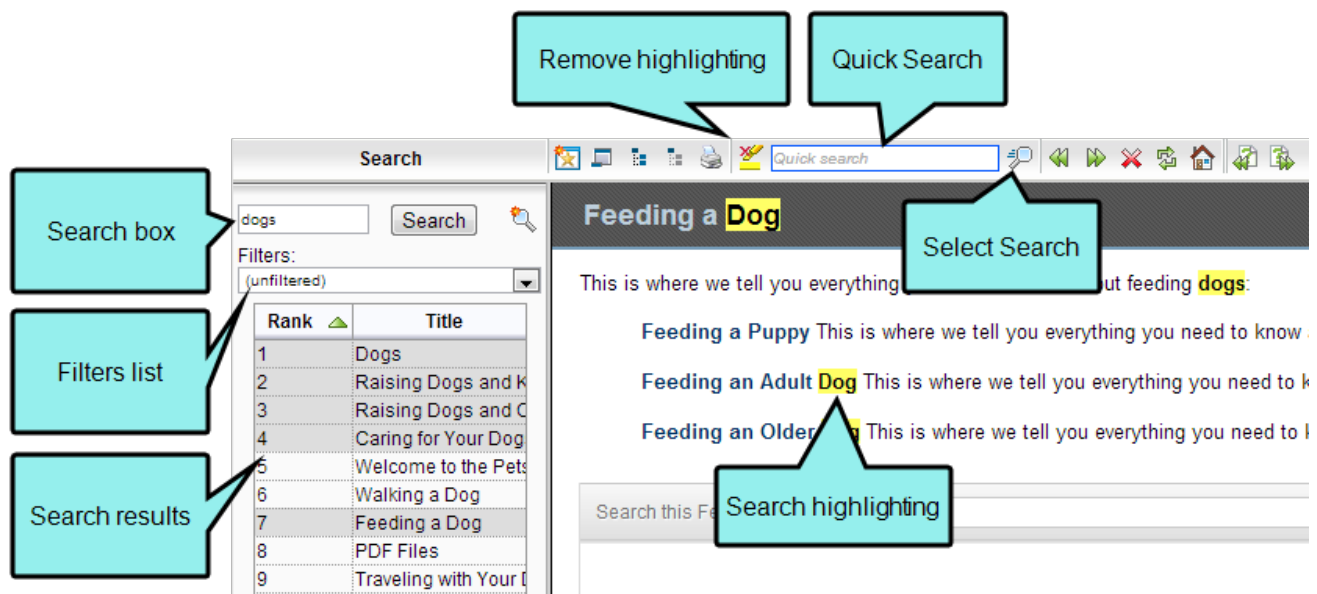
Supported In:



End users have a variety of options for searching a WebHelp, WebHelp AIR, or WebHelp Plus system. To learn about the HTML5 system, see "Searching an HTML5 System" on page 155.


Search Experience

A Standard skin provides the user interface for a published WebHelp system. When an end user searches a WebHelp system for information, the results show the topic rank and title. When the user opens a topic, search highlighting reveals the matches.



Features and Capabilities


This table details the search features and capabilities of the WebHelp system. It also describes the options that you have for customizing the user interface:


Feature	Description	Content Developer Options
Search Pane	An accordion-style window pane that reveals the search features.	Enable the search feature using the Skin Editor. See "Enabling Search in Skins" on page 22.
Search Field and Button	<p>Type a search query. Then click the button or press Enter to initiate a search.</p> <div> NOTE: Asterisk (*) wildcard and boolean search capabilities are available. See "Search Methods and Syntax" on page 126.</div>	Change the tooltip and button. .
Filter List	Provides users with the ability to narrow the scope of their search results to categories defined by a search filter set.	<p>Create filter selections by adding a search filter set and associating it with the Flare target. See "Creating Search Filters" on page 49 and "Associating a Search Filter Set with a Target" on page 52.</p> <p>Customize the order of the search filters in the output. See "Customizing Search Filter Ordering" on page 51.</p>
Add to Favorites Button	A button that lets users add the current search query to a Favorites list.	Enable the Favorites feature to give users the ability to save search strings to the favorites list.
Favorites Pane	An accordion-style window pane that reveals the end user's favorite topics and searches.	Enable the Favorites feature to give users the ability to save search strings to the favorites list.


Feature	Description	Content Developer Options
Search Results	<p>Lists search results in ranked order.</p> <div>  NOTE: If you are using Pulse, your search results list may include community results. See "Searching for Community Results" on page 166. </div>	If you are using Pulse, you have the option to display community results in search.
Search High-lighting	<p>Highlights matching keywords in topics.</p> <div>  NOTE: Matches are not highlighted when users perform searches with the asterisk (*) wildcard character. </div>	Define the colors used for search highlighting. See "Search Highlighting and Styles" on page 70.
Quick Search Field and Button	<p>Users can search for matches in the active topic by entering terms in the field.</p> <p>Asterisk (*) wildcard and boolean search is not supported.</p>	Enable this field in the toolbar.
Remove High-lighting Button	Users can remove any search highlighting.	Include this button in the toolbar.
Search Non-HTML Files and Faster Search (WebHelp Plus Only)	When end users perform a search in your online output, you can ensure that non-XHTML files (e.g. PDF, DOC, XLS) are included in that search. Search performance is also faster.	Include non-HTML files in search results and enjoy faster search performance when publishing server-based output. See "Including Non-XHTML Files in Search" on page 121.

HOW TO SEARCH


1. Open the WebHelp, WebHelp AIR, or WebHelp Plus system.
2. In the navigation pane, click **Search**.
3. In the entry field, type the search query. Then press **Enter** or click **Search**.

 **NOTE:** Searches are not case-sensitive. See "Search Methods and Syntax" on page 126.

 **NOTE:** The search query can include boolean operators or the asterisk (*) wildcard character. See "Search Methods and Syntax" on page 126.

 **NOTE:** If a search filter set is added to the project, users can narrow the scope of the search by selecting an item from the **Filter** list. This limits the scope to search only the topics assigned to the selected filter. See "Search Filter Set Example" on page 55.

4. In the search results list, double-click one of the topics in the search list to open it. Search highlighting reveals the matches in the topic.

 **NOTE:** The search highlighting colors can be customized by the content developer. See "Customizing Highlighted Search Terms" on page 72.

Searching a WebHelp Mobile System

End users have a variety of options when performing a search in a WebHelp Mobile system.

Search Experience

A WebHelp Mobile skin provides the user interface for a published WebHelp Mobile system. When an end user searches a WebHelp Mobile system for information, it reveals a list of topics containing the matching term or phrase. These search results show the topic title results in ranked order. When an end user clicks a topic to open it, search highlighting reveals the matches.


Features and Capabilities

This table details the search features and capabilities of the WebHelp Mobile system. It also describes the options that you have for customizing the user interface:


Feature	Description	Content Developer Options...
Search Field and Button	Type a search query. Then tap the button to initiate a search.	Enable the search feature using the Skin Editor. See "Enabling Search in Skins" on page 22. Change the appearance of the Search field and button.
Search Results	Lists search results in ranked order.	Optimize topics to improve search results. See "Optimizing Search" on page 168.
Search Highlighting	Highlights matching keywords in topics.	Define the highlight color in the project's stylesheet. See "Search Highlighting and Styles" on page 70.

HOW TO SEARCH

1. Open a WebHelp Mobile system on a device.
2. In the search field, type a search query. Then tap **Search**.

 **NOTE:** Searches are not case-sensitive. See "Search Methods and Syntax" on page 126.

3. In the search results, tap the desired topic to open it. Search highlighting reveals the matches in the topic.

 **NOTE:** If you are generating WebHelp Mobile output, please note that search is not supported in LG WebOS (Palm WebOS).

Searching for Community Results

AVAILABLE TO: Administrators, Employees, and Customers

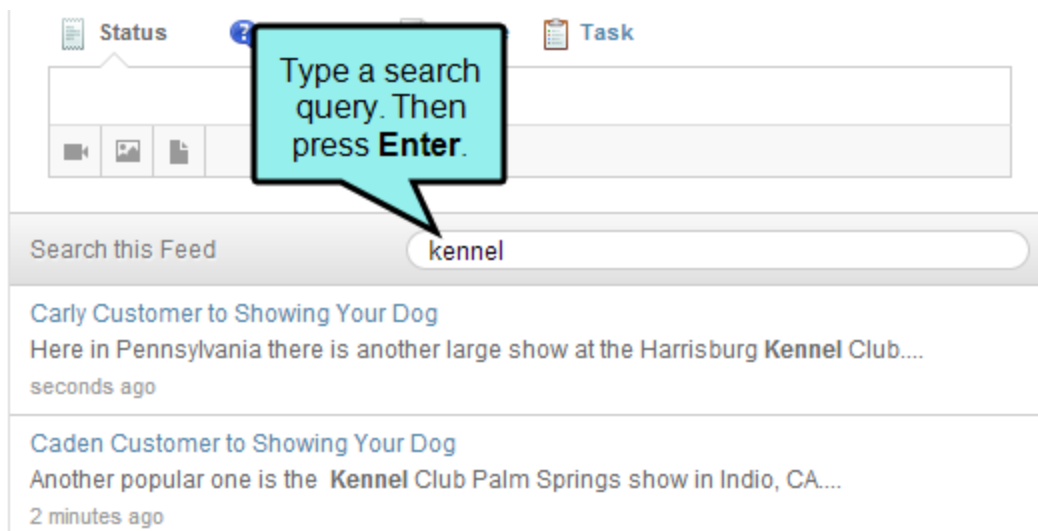
When integrating a Pulse system with a Flare community, you have two different search options. You can search a feed in Pulse or, if you enable the feature, you can extend the scope of a Flare search to include the Flare community results stored in Pulse.

Searching a Pulse Feed

In the Flare output, users can search a Pulse feed for matches. With this method of search, the scope of the search is limited to the active topic feed.

HOW TO SEARCH A PULSE FEED

1. Log into the Flare output or Pulse dashboard using a registered Pulse account.
2. In the embedded discussion form, type a search query in the **Search this Feed** box.
3. Press **Enter**. This searches only the active feed.

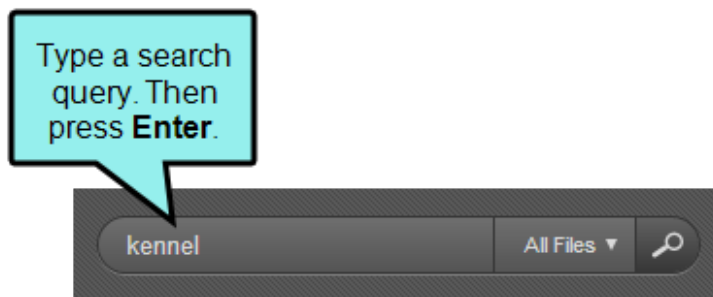


Searching the Flare Output for Community Results

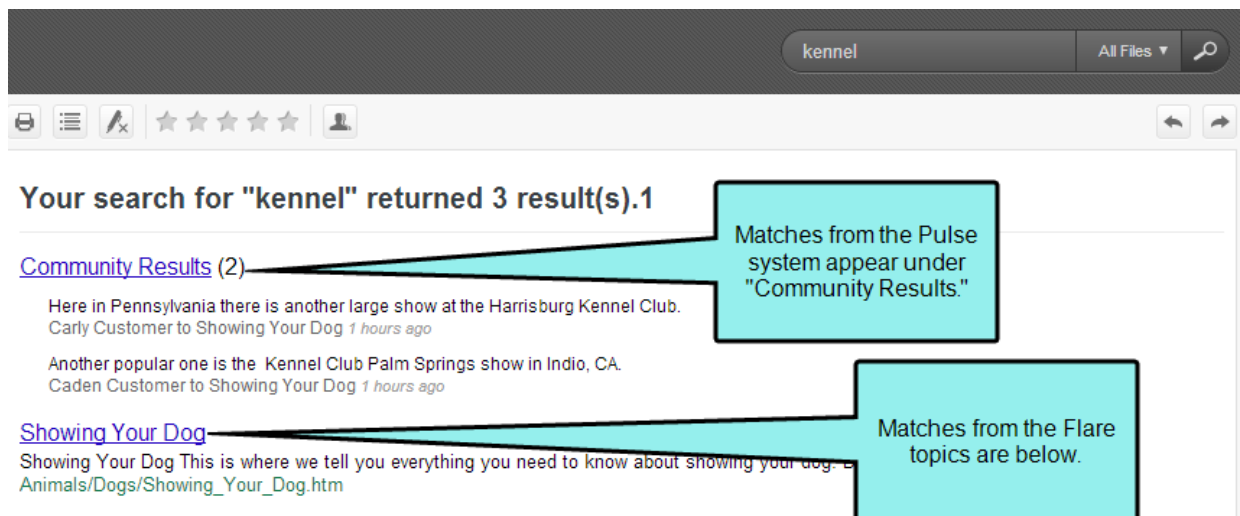
If you enable the display of community search results in the Flare skin (i.e., select **Display community search results**), the scope of a Flare search can be extended to include matching community activity from Pulse.

HOW TO SEARCH THE FLARE OUTPUT FOR COMMUNITY RESULTS

1. Log into the Flare output using a registered Pulse account.
2. In the search entry field associated with the Flare output, type your search query and then press **Enter**.



3. In the search results page, any posts containing your search terms appear under a heading titled "Community Results." Any matching Pulse activity is listed beneath the heading.



CHAPTER 11

Optimizing Search

There are several optimization tasks you can follow to improve the quality of your search results.

This chapter discusses the following:

- Setting Up a Search Engine169
- Elasticsearch174
- Google Search205
- MadCap Search218
- Setting the Search Abstract Character Limit222
- Including Glossary Terms in Search Results224
- Setting Search Result Importance228
- Setting the Number of Search Results Per Page232
- Generating Sitemaps for SEO234
- Ranking Search Results235
- Optimizing Your Content241
- Meta Descriptions for Topics260
- Optimizing Your Site262

Setting Up a Search Engine

Supported In:



For HTML5 targets, you can choose the type of search engine you want people to use—MadCap Search, Google Search, or Elasticsearch (for Side Navigation, Top Navigation, or skinless output). There are additional steps that you can follow to set up each of these engines. For MadCap Search, this includes setting the search result importance, including glossary terms in the results, setting the number of results per page, and setting the abstract character limit. For Google Search, this includes creating a new search engine, verifying the URL, adding a sitemap, submitting the site for indexing, excluding the TOC from indexing, customizing the appearance of the results, and reviewing the indexing status. For Elasticsearch, there are several search results and auto-complete results you can configure for your search engine.

See the online Help for more information about search engine type available for your output.

Comparison of Search Engine Options

There are benefits to any of the search methods offered by Flare. Some users might prefer the search results returned by Google. However, others might prefer the results returned by MadCap. Or some users might want all of the configurable options provided by Elasticsearch.

✓ **TIP:** To determine the type of search that is best for you, we recommend that you generate different outputs using each method. Then perform several different searches and see which results you like best.


	Elasticsearch	Google Search	MadCap Search
Time and Effort to Set Up	Setting up Elasticsearch is done within the Target Editor and Destination Editor in Flare. Web servers also need to be configured to support Flare, along with the Elasticsearch service.	Setting up a Google custom search engine (CSE) and performing other necessary tasks requires a combination of steps in both Google and Flare. This can take a bit of time to complete. However, it is usually just a one-time setup.	✓ Setting up MadCap Search in a Flare project takes only a few seconds.
Public Versus Local Output	Output must be published on a server in order to use the full capability of Elasticsearch.	Output must be available publicly so that you can use Google. Output cannot be behind a firewall.	✓ Output can be searched whether it is available publicly or locally.


	Elasticsearch	Google Search	MadCap Search
Number of Outputs	✓ You can manage multiple HTML5 targets that use Elasticsearch through the Content Services Portal.	✓ You can add multiple folders/sites to be included in your Google custom search engine (CSE). Each of these sites can be a separately published Flare output. When users search from one of the published Flare outputs, results will display for all of the outputs.	Searches will include results for only the Flare output that is open.
Other File Types	✓ Most file types are included in the search results.	✓ If you have added other types of files (e.g., PDF) to the site(s) associated with your CSE, they may be included in search results.	In order to include file types such as PDF in your search results, you need to generate and publish server-based output.
Search Tailored to Flare Projects	Elasticsearch does not provide any direct mapping of search criteria to the structure of a Flare project.	Google does not recognize the unique characteristics of a Flare project (e.g., index keywords, glossaries). Therefore, those elements will have no effect on how Google ranks pages in the results.	✓ MadCap Search rankings are specifically tailored for Flare users. They take into account not only H1-H6 headings, but also index keywords, glossary terms, etc. See "Ranking Search Results" on page 235.
Glossary Definitions in Results	Elasticsearch does not provide an option to include glossary terms in your search results.	Google will not fetch your project's glossary terms and feature them at the top of search results.	✓ MadCap Search will fetch your project's glossary terms and feature them at the top of search results.

	Elasticsearch	Google Search	MadCap Search
Incorrectly Typed Searches	✔ The partial-word search and fuzzy match settings allow for numerous searches to be returned when these settings are enabled.	✔ If an end user incorrectly enters a search term (e.g., types “Tble” instead of “Table”), Google will often guess the correct term and show results anyway.	Incorrectly typed search terms will not return results.
Search and Indexing Speed	✔ The administrator portal allows for the search indexes to be managed closely. This will assist in keeping search result times optimal.	Search results might lag at times, depending on the size of the output and whether Google is finished with the indexing (i.e., making your output available for searches). Google will index your pages automatically over time, but it can take awhile, sometimes weeks.	✔ Search results might be faster because the output is immediately indexed once it is generated. You do not need to spend any extra time indexing your pages or waiting for search results to appear.
Mobile Devices	✔ Search results always come from a server, so you do not need to be concerned about the ability of the mobile device to handle the information.	✔ Search results always come from a server, so you do not need to be concerned about the ability of the mobile device to handle the information.	Search results are “chunked” and then collapsed so that they can be displayed when a search is performed. This is usually okay on PCs, but if you try to perform a search on a mobile device, the results might be slow or even crash because the device cannot handle the number of search results.

	Elasticsearch	Google Search	MadCap Search
Advertisements	✓ No advertisements are included in search results.	Users might see advertisements in search results.	✓ No advertisements are included in search results.
Auto-Complete Results	✓ You can enable multiple options to include a mix of personal and global searches on your output. There is also an option to include project content information such as topic titles and the file path in your project.	While Google Search does provide auto-complete results, it does not provide the ability to customize these results.	There are no options available for auto-complete results.
Predictive Search	✓ There are multiple options that allow you to obtain predictive results when searching, especially when using auto-complete options.	Google Search provides a measure of predictive results, although it is not customizable within Flare.	MadCap Search does not offer any predictive methods in obtaining search results.

 **NOTE:** Google Search is not supported for HTML5 Tripane output.

 **NOTE:** For MadCap Search, the look of the search bar and results can be customized through these skins and components: Top Navigation skin, Side Navigation skin, Search Bar skin component, and Search Results skin component. However, with Google Search, any changes in these skins are not supported. Instead, the look is controlled via Google.

 **NOTE:** Keep in mind that the exact steps in Google may change over time as the user interface is adjusted.

Elasticsearch

Supported In:



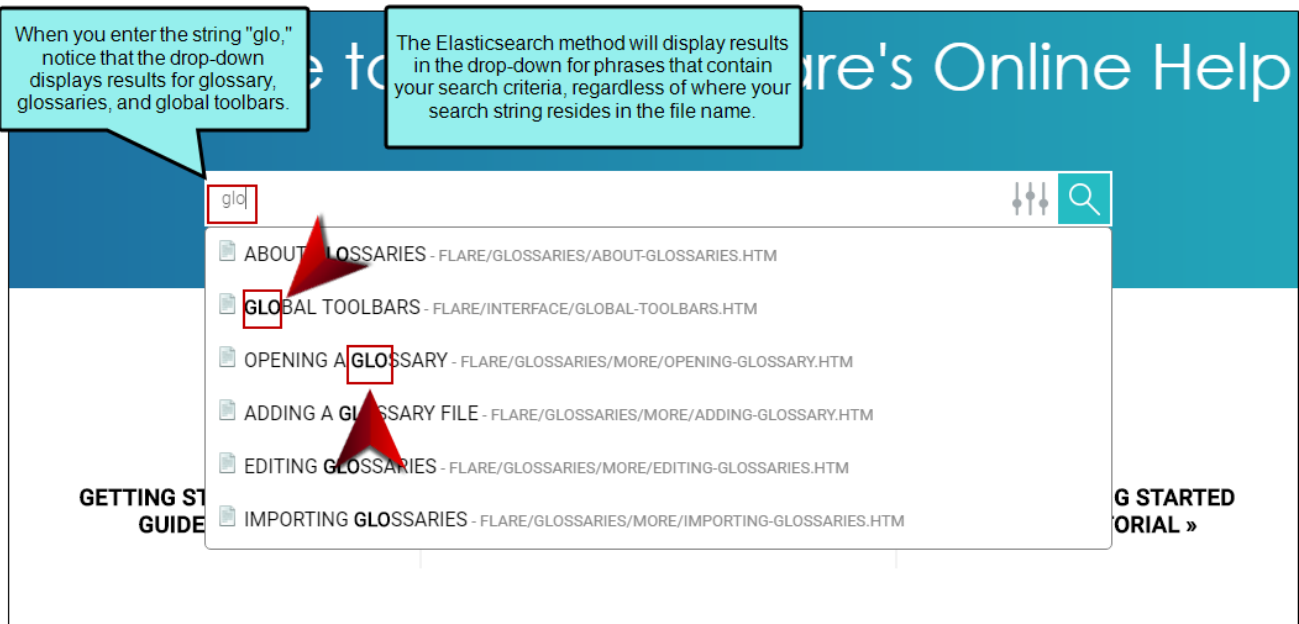
Elasticsearch is a powerful search engine that provides numerous unique, configurable options, including "fuzzy matching" (i.e., matching similar words), predictive search, and auto-completion.

Elasticsearch is enabled by two web services, one used by Flare and the other used by Elasticsearch. The Elasticsearch web service runs a portal that allows you to manage the targets, topics, and indexes employed by the Elasticsearch engine in your server-based HTML5 target.

This example of Elasticsearch uses partial-word searching and auto-complete features. Elasticsearch combines multiple facets of the available options for this search engine to provide more accurate and predictive search results.

When you enter the string "glo," notice that the drop-down displays results for glossary, glossaries, and global toolbars.

The Elasticsearch method will display results in the drop-down for phrases that contain your search criteria, regardless of where your search string resides in the file name.

A screenshot of a web application's search interface. At the top, a blue header bar contains the text "Flare's Online Help" in white. Below the header, a search bar is visible with the text "glo" entered. To the right of the search bar are three vertical sliders and a magnifying glass icon. A dropdown menu is open below the search bar, displaying a list of search results. The results are as follows:

- ABOUT GLOSSARIES - FLARE/GLOSSARIES/ABOUT-GLOSSARIES.HTM
- GLOBAL TOOLBARS - FLARE/INTERFACE/GLOBAL-TOOLBARS.HTM
- OPENING A GLOSSARY - FLARE/GLOSSARIES/MORE/OPENING-GLOSSARY.HTM
- ADDING A GLOSSARY FILE - FLARE/GLOSSARIES/MORE/ADDING-GLOSSARY.HTM
- EDITING GLOSSARIES - FLARE/GLOSSARIES/MORE/EDITING-GLOSSARIES.HTM
- IMPORTING GLOSSARIES - FLARE/GLOSSARIES/MORE/IMPORTING-GLOSSARIES.HTM

Two red arrows point to the word "GLOSSARY" in the third and fourth items of the list. On the left side of the page, the text "GETTING STARTED GUIDE" is partially visible. On the right side, the text "GETTING STARTED GUIDE" is partially visible.


GENERAL STEPS FOR USING ELASTICSEARCH

These are the steps needed to set up Elasticsearch.

1. **Set Up Server** Configure a remote server to store your search indexing data. This is usually done by a network administrator. See "Installing Elasticsearch on a Remote Server" on page 181.
2. **Set Search Engine** Select Elasticsearch as the search engine in the Target Editor. See "Enabling Elasticsearch Through the Target Editor" on page 190.
3. **Create Destination Files** Add and configure primary and Elasticsearch destination files so you can publish your output and search results. See "Creating Publishing Destinations for Elasticsearch" on page 196.
4. **Connect Destinations with Target** Associate your publishing destinations with the HTML5 target. See "Associating Elasticsearch Destinations with a Target" on page 197.
5. **Generate and Test Output** Build the HTML5 target. When the build is near completion, you will notice a new icon display in the system tray. This is for the MadCap Process Manager, which will handle the web services required for Elasticsearch if you are running locally on your machine. See "MadCap Process Manager" on page 198.

Once the build is complete, start testing your output with a few searches to ensure Elasticsearch is working in accordance with your configuration.

6. **Manage Search Indexes** As your Elasticsearch output is searched, you may want to control the size of the indexes for your target. See "Content Services Portal" on page 199.

 **NOTE:** You can also modify the appearance of your auto-complete suggestions in the search results. See the Flare Skins Guide or the Flare online Help for more information.

 **NOTE:** Search filters are not supported in Elasticsearch.

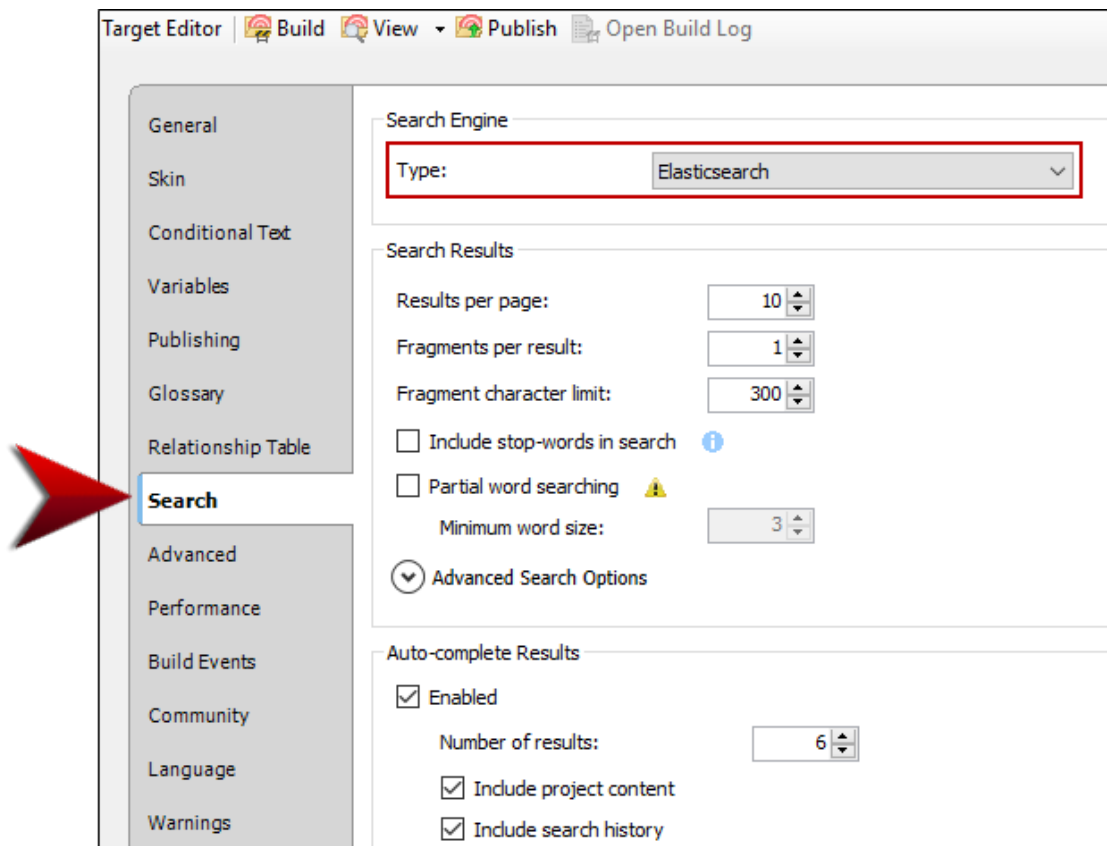
☆ EXAMPLE

Bob wants to use Elasticsearch with his HTML5 output.

First, he sends his network administrator the steps for setting up a Elasticsearch remote server ("Installing Elasticsearch on a Remote Server" on page 181).

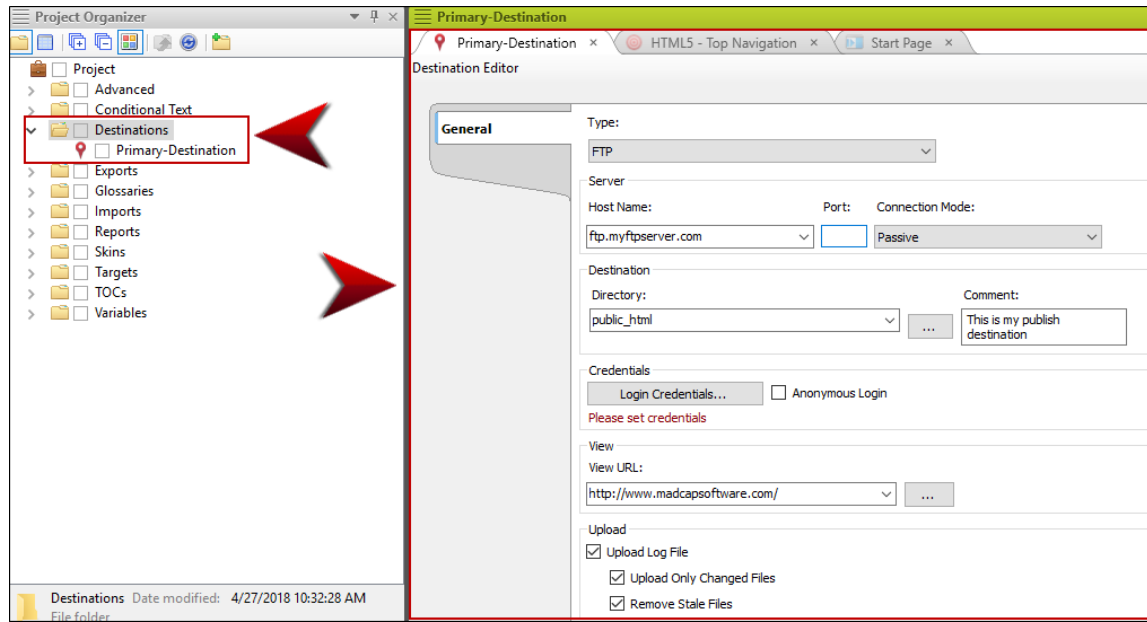
After the network administrator finishes setting up ther server, she sends Bob the URL for it. In this case, let's say the URL is `https://ourelasticsearchservices.fictionsoft.com`.

Bob opens his HTML5 target, selects the **Search** tab, and chooses **Elasticsearch** as the search engine type.



He also decides which Elasticsearch options on that tab he wants to use and sets them accordingly.

Next, Bob creates a primary publishing destination. This is the destination where he will send his output.



Let's say Bob needs to upload his output to this location:

`help.fictionsoft.com/myoutput/`

One option is that Bob could use file transfer protocol (FTP) to copy his output directly up to the server where his output will be hosted. But suppose Bob prefers to use a third-party tool (say, FileZilla) to transfer his output files to the server. In that case, Bob chooses **File System** as the type, and for the directory he selects a folder that he created in his My Documents folder.



Destination Editor

General

Type: File System

Destination

Directory: C:\Users\Bob\Documents\My HTML5 Output

Comment: This is my publish destination

View

View URL: http://www.madcapsoftware.com/

Upload

☒ Upload Log File

☒ Upload Only Changed Files

☒ Remove Stale Files

Now Bob creates an Elasticsearch destination file. In this file, he chooses **Elasticsearch** as the type, and he enters the URL that his network administrator gave him (<https://ourelasticsearchservices.fictionsoft.com>).

Project Organizer

- Project
- Advanced
- Conditional Text
- Destinations
 - Elasticsearch-Destination
 - Primary-Destination
- Exports
- Glossaries
- Imports
- Reports
- Skins
- Targets
- TOCs
- Variables

Elasticsearch-Destination*

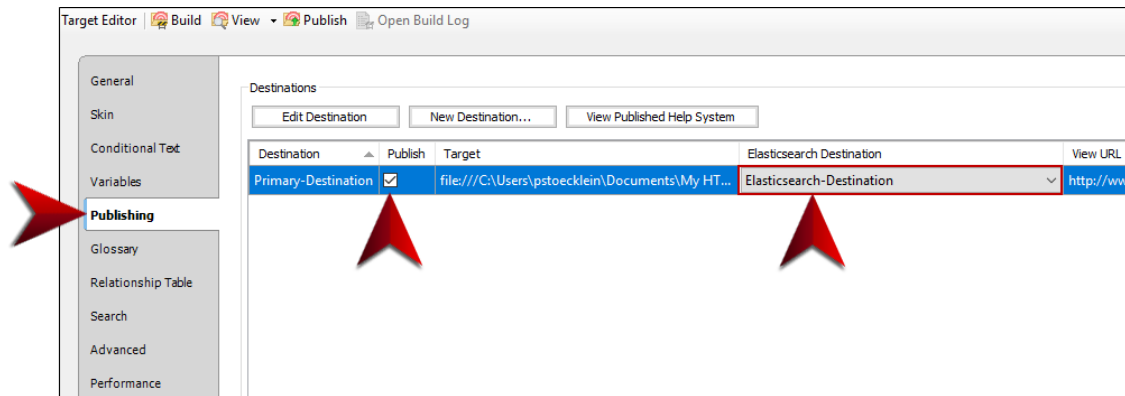
Destination Editor

General

Type: Elasticsearch


Search Destination URL: https://ourelasticsearchservices.fictionsoft.com


- ☆ Next, Bob returns to his target and opens the **Publishing** tab. In this tab, he places a check mark next to his primary destination. Then in the **Elasticsearch Destination** cell, he chooses the other destination file.

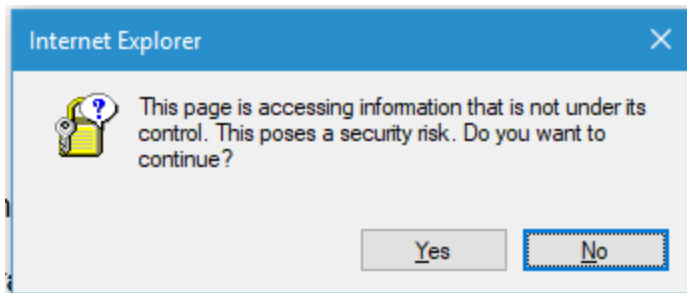


After saving all his changes, Bob builds the target. When that is done, he clicks the **Publish** button in the Target Editor, which copies the output files to the local folder he set up in his My Documents directory.


Finally, Bob uses his third-party tool to transfer the output files from that My Documents folder up to their final destination (help.fictionsoft.com/myoutput/). When users access that output, the search function will be using Elasticsearch features.


 **NOTE:** You must use Elasticsearch version 5.6, since that is the version supported by MadCap Flare.

 **NOTE:** If you enable the Mark of the Web setting in your Elasticsearch target and viewing the output locally in Internet Explorer, you will continuously receive the following warning message:




This message will display every time you enter search criteria. In order to avoid receiving this message, it is recommended that you disable the Mark of the Web setting. See the *Flare Targets Guide* or the Flare online Help for more information.

 **NOTE:** Synonyms are not supported in Elasticsearch.

 **NOTE:** If you are viewing your generated Elasticsearch output on Microsoft Edge, you will not be able to search. In order to use Edge for your Elasticsearch output, you will need to run the following command prompt one time as an administrator:

- `CheckNetIsolation LoopbackExempt -d -n=Microsoft.MicrosoftEdge_8weky-b3d8bbwe`

This will disable loopback in your Edge browser and allow you to use your Elasticsearch target in Edge. For more information on this, visit [Enabling Elasticsearch Targets In Microsoft Edge](#).

 **NOTE:** Elasticsearch is not supported for outputs hosted through MadCap Central.

 **NOTE:** Search filters are not supported in Elasticsearch.

Installing Elasticsearch on a Remote Server

Information for Network Administrators

There are three sections to installing Elasticsearch on a remote server. These are steps usually completed by a network administrator.

1. Installing prerequisites on the remote server.
2. Installing the Elasticsearch service.
3. Configuring the Elasticsearch web application.

HOW TO INSTALL PREREQUISITES FOR THE REMOTE SERVER

1. Ensure that the following components are installed on your web server for .NET Framework 4.5 and IIS Web Server:
 - .NET Framework 4.5 Features
 - ASP.NET 4.5
 - Web Server (IIS)
 - Web Server
 - Common HTTP Features
 - Static Content
 - Default Document
 - Directory Browsing
 - HTTP Errors
 - Security
 - Request Filtering
 - Basic Authentication
 - Windows Authentication

- Application Development
- .NET Extensibility 4.5
- ISAPI Extensions
- ISAPI Filters
- ASP.NET 4.5
 - Health and Diagnostics
- HTTP Logging
 - Performance
- Static Content Compression
 - Management Tools
- IIS Management Console
- IIS 6 Management Compatibility
- IIS 6 Metabase Compatibility

If any of these components are missing, install them on the server to ensure the Elasticsearch service is installed and runs properly. They can be installed through **Server Manager > Add Roles and Features**.

2. Create and configure your web server on Internet Information Services (IIS).
3. Download and install .NET Core 1.1.6 Windows Hosting Bundle Installer.
See <https://www.microsoft.com/net/download/dotnet-core/runtime-1.1.6>.
4. Reboot your web server.
5. Download and install the 64-bit Java SE Development Kit (JDK) version 8 to your remote server.
See <http://www.madcapsoftware.com/downloads/jdk.aspx>.
6. When JDK 8 has been successfully installed, open the Environment Variables dialog on your server.
7. Add a System Environment variable called "JAVA_HOME" that is pointing to the path where JDK was installed (i.e., C:\Program Files\Java\jdk1.8.0_171\).
8. Reboot the web server after adding the environment variable.

9. To verify that JDK 8 is working properly, open a command prompt window.
10. At the command prompt, type `javac` and press **Enter**. If you see javac options display below the command prompt, JDK 8 is working properly.

```

C:\Users\Administrator>javac
Usage: javac <options> <source files>
where possible options include:
  -g               Generate all debugging info
  -g:none          Generate no debugging info
  -g:{lines,vars,source}  Generate only some debugging info
  -nowarn          Generate no warnings
  -verbose         Output messages about what the compiler is doing
  -deprecation     Output source locations where deprecated APIs are used
  -classpath <path>  Specify where to find user class files and annotation processors
  -cp <path>        Specify where to find user class files and annotation processors
  -sourcepath <path> Specify where to find input source files
  -bootclasspath <path>  Override location of bootstrap class files
  -extdirs <dirs>      Override location of installed extensions
  -endorseddirs <dirs>  Override location of endorsed standards path
  -proc:{none,only}   Control whether annotation processing and/or compilation is done.
  -processor <class1[,<class2>,<class3>...]> Names of the annotation processors to run; bypasses default discovery process
  -processorpath <path> Specify where to find annotation processors
  -parameters        Generate metadata for reflection on method parameters
  -d <directory>     Specify where to place generated class files
  -s <directory>     Specify where to place generated source files
  -h <directory>     Specify where to place generated native header files
  -implicit:{none,class} Specify whether or not to generate class files for implicitly referenced files
  -encoding <encoding> Specify character encoding used by source files
  -source <release>   Provide source compatibility with specified release
  -target <release>   Generate class files for specific VM version
  -profile <profile>  Check that API used is available in the specified profile
  -version           Version information
  -help             Print a synopsis of standard options
  -Xkey[=value]     Options to pass to annotation processors
  -X               Print a synopsis of nonstandard options
  -J<flag>          Pass <flag> directly to the runtime system
  -Werror           Terminate compilation if warnings occur
  @<filename>       Read options and filenames from file

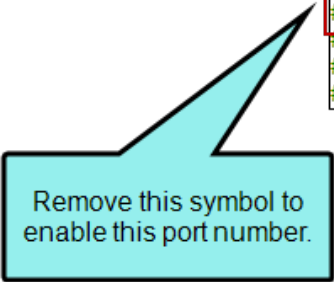
C:\Users\Administrator>_

```

HOW TO INSTALL ELASTICSEARCH ON THE REMOTE SERVER

1. Navigate to the **Elasticsearch** folder at the location where you have Flare installed (e.g., C:\Program Files\MadCap Software\MadCap Flare 14\Flare.app\Resources\Elasticsearch).
2. Copy this **Elasticsearch** folder from your local machine to the remote server. This folder can be copied anywhere on the remote server.
3. Right-click on the **Elasticsearch** folder on the remote server, and select **Properties**.
4. In the **Groups or user names** section, select the **Everyone** account. If this account is not listed, create this account.
5. In the **Permissions** section, under the **Allow** category, enable the **Read** and **Write** permissions.
6. Click **OK**.
7. Open the `elasticsearch.yml` file in a text editor from the `Elasticsearch\config` directory you just copied over to the remote server.
8. Under the **Network** section, find the string "`http.port: 9200`" and remove the `#` character from it.


```
# ----- Network -----  
#  
# Set the bind address to a specific IP (IPv4 or IPv6):  
#  
#network.host: 192.168.0.1  
#  
# Set a custom port for HTTP:  
#  
#http.port: 9200  
#  
# For more information, consult the network module documentation.  
#
```



Remove this symbol to enable this port number.

9. Save your changes in this file.
10. Open a command prompt window and navigate to the location of the copied `Elasticsearch\bin` directory.
11. Type `elasticsearch-service.bat install` and press **Enter**.


12. Type `elasticsearch-service.bat start` and press **Enter**. Elasticsearch is now running on your remote server.
13. Copy the **Web.ContentServices** folder from your local machine where you have Flare installed (e.g., `C:\Program Files\MadCap Software\MadCap Flare 14\Flare.app\Resources\WebHelp2\ContentServices\Web.ContentServices`).
14. Place this copy of the **Web.ContentServices** folder in the following location on the remote server: `C:/inetpub/wwwroot`.


 **NOTE:** The `C:/inetpub/wwwroot/Web.ContentServices` folder will be referenced to configure the remaining steps in this section.

15. Right-click the **Web.ContentServices** folder on the remote server, and select **Properties**.
16. In the **Groups or user names section**, select the **Everyone** account. If this account is not listed, create this account.
17. In the **Permissions** section, under the **Allow** category, enable the **Read** and **Write** permissions.
18. Click **OK**.
19. Within the **Web.ContentServices** folder on the remote server, create a folder titled "logs."
20. Within the **Web.ContentServices** folder, open the **appsettings.json** file.

21. Under **ConnectionStrings**, update the path to be used for the **DefaultConnection**. The default string is "C:\\inetpub\\wwwroot\\Web.ContentServices\\Indices.db."


```
{
  "ApplicationInsights": {
    "InstrumentationKey": ""
  },
  "Logging": {
    "IncludeScopes": false,
    "LogLevel": {
      "Default": "Debug",
      "System": "Information",
      "Microsoft": "Information"
    }
  },
  "ConnectionStrings": {
    "DefaultConnection": "Data Source='C:\\inetpub\\wwwroot\\Web.ContentServices\\Indices.db'",
    "ElasticsearchUrl": "http://localhost:9601"
  },
  "ContentServicesStartupConfigSettings": {
    "DataRootDir": "C:\\inetpub\\wwwroot\\Web.ContentServices"
  }
}
```


 **NOTE:** The Indices.db file is actually not created until the Content Services application is started in IIS and users start searching on the Elasticsearch output. In this step, you are simply specifying the location of where you want this file to reside on your remote server.

 **NOTE:** Elasticsearch uses port 9200 by default. If you wish to change the port number, you can specify the port number in the DefaultConnection string (e.g., http://localhost: 9601). However, the port number must also match the http.port field in the elasticsearch.yml file.

22. Under **ContentServicesStartupConfigSettings**, update the path to be used for the **DataRootDir**. The default string is "C:\\inetpub\\wwwroot\\Web.ContentServices".

```
{
  "ApplicationInsights": {
    "InstrumentationKey": ""
  },
  "Logging": {
    "IncludeScopes": false,
    "LogLevel": {
      "Default": "Debug",
      "System": "Information",
      "Microsoft": "Information"
    }
  },
  "ConnectionStrings": {
    "DefaultConnection": "Data Source=\\\"C:\\\\inetpub\\\\wwwroot\\\\Web.ContentServices\\\\Indices.db\\\\\",",
    "ElasticsearchUrl": "http://localhost:9601"
  },
  "ContentServicesStartUpConfigSettings": {
    "DataRootDir": "C:\\\\inetpub\\\\wwwroot\\\\Web.ContentServices"
  }
}
```

 **NOTE:** Ensure that the paths you provide for DefaultConnection and DataRootDir in the appsettings.json file have read/write permissions for the user account logging into the web server.

 **WARNING:** If you decide to place the **Web.ContentServices** folder in a different location from the C:\\inetpub\\wwwroot location indicated in step 14, ensure that the configuration settings in the appsettings.json file match the location on your remote server where you placed the **Web.ContentServices** folder.

HOW TO CONFIGURE THE CONTENT SERVICES WEB APPLICATION

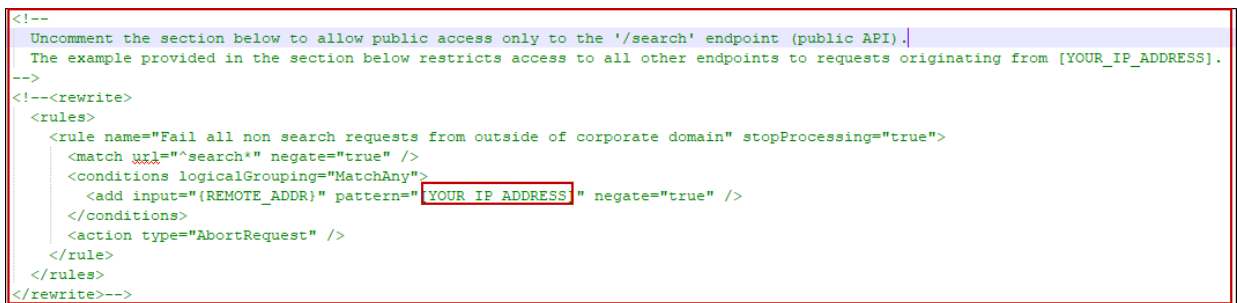
1. Install the URL Rewrite Module. This is necessary to enable IP address security restrictions to work in your web.config file.

See <https://www.iis.net/downloads/microsoft/url-rewrite>.

2. Within the **Web.ContentServices** folder, open the **web.config** file.
3. Remove the comment characters from the **<rewrite>** and **</rewrite>** tags in this file.




4. Modify **YOUR_IP_ADDRESS** with your desired IP address pattern . You can enter a range of IP addresses in this field, or a singular IP address. This will block other addresses that do not match your IP address pattern from gaining administrator access to your Content Services Portal.



5. Open IIS Manager.
6. Right-click **Application Pools**, and select **Add Application Pool**.
7. In IIS Manager, navigate to **Sites > Default Web Site**.

8. Right-click **Default Web Site** and select **Add Application**.
9. Enter the name of the **Alias** for your Elasticsearch website.
10. Click the **Select** button and choose your Application pool.

 **NOTE:** You can use the default Application pool or create a new one for this service.

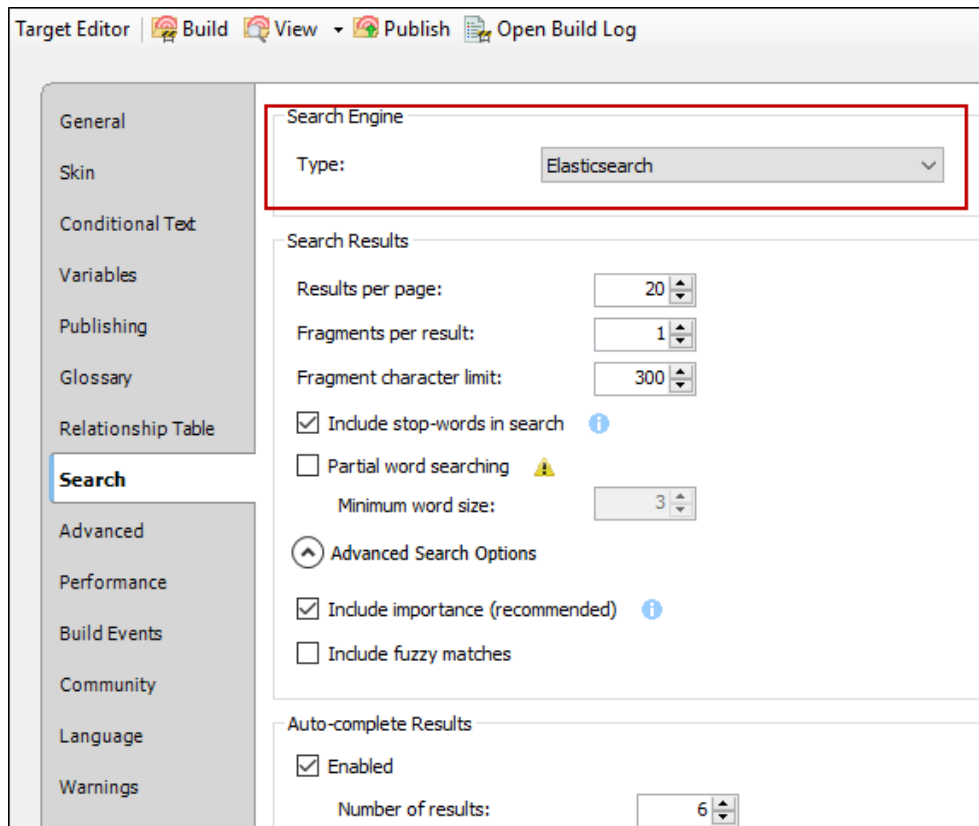
11. Next to the **Physical path** field, click the ellipsis button .
12. Select the **C:\inetpub\wwwroot\Web.ContentServices** directory. Or, if you placed the Web.ContentServices directory in another location on your server, select that location instead.
13. Click **OK**. Your Content Services application is now displayed under Default Web Site in IIS.
14. Click **Start** (or **Restart** if it is already running) on your Default Web Site. The Content Services application is now running.

Enabling Elasticsearch Through the Target Editor

Follow these steps to configure Elasticsearch for your server-based HTML5 target.


HOW TO ENABLE ELASTICSEARCH

1. Open the target.
2. Click the **Search** tab.
3. Click the drop-down in the **Type** field and select **Elasticsearch**.

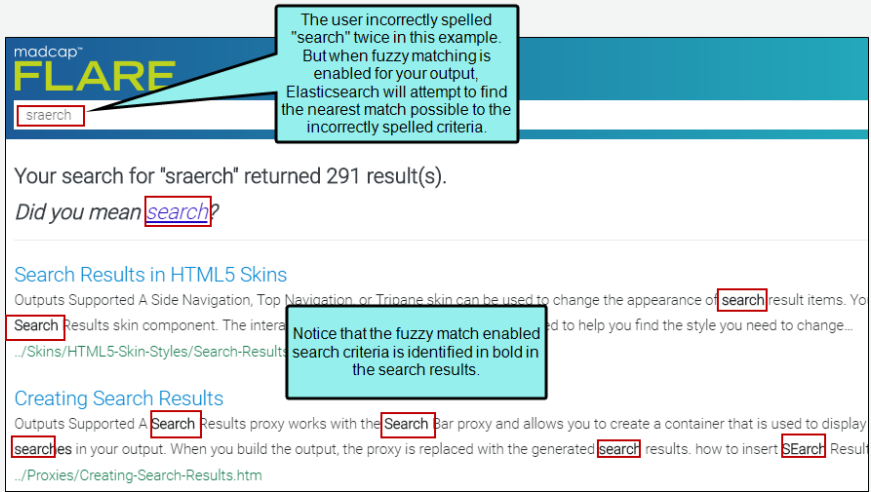


4. Configure the following options you need to enable Elasticsearch for your output.

Field Name	Description
Search Results	
Results Per Page	You can change the number of search results that appear on each page. This makes it easier for users to navigate between pages of search results and improves loading times, especially for users who access your output from a mobile device. Setting a reasonable number of results per page also makes it easier for search indexing services (i.e., spiders, crawlers, or bots) to locate pages in your output, improving search results. You can set between 1-100 search results per page.
Fragments Per Result	<p>This sets the number of fragments that contain the text of the searched item shown in the preview text. The fragment level can be set anywhere from 0-5. This applies to both search results and Autocompletion Types. One example is if you typed in the word "Search" in the search bar. The search result extract might display like this:</p> <ul style="list-style-type: none">■ "Search can be conducted from multiple locations. There are three types of searches that can be selected in the Target Editor. Use the search bar to locate the feature you want to use."■ In this case, the Fragments Per Limit level is set to 3.
Fragment Character Limit	This sets the character limit of the fragment phrase used in the search.
Include stop-words in search	Flare has a hard-coded stop words list that works behind the scenes to filter out common structure-class words (i.e., function words) from search operations. This means the Flare search engine excludes words (e.g., "an," "for," "of, and "the") by default. However, if you want the search engine to search for queries with these words, you can include the stop words list in search.

Field Name	Description
Partial word searching	<p>This allows part of a word to be searched in the target database. For example, the string "sear" could return results for "search." The minimum word size field can be set from 3-100.</p> <div>  NOTE: Enabling this setting could increase the build time and the size of the search index for your target. </div>
Advanced Search Options	
Include Importance (recommended)	<p>In HTML5 output, the Flare search engine uses a combination of factors to rank search results. When you search, the search engine considers the number of links to a topic (Importance) as well as the number of times a search term appears in a topic. This gives you the most accurate results. You can choose to turn off Importance and search using only the number of search term hits in each topic. This is not recommended unless you have one topic that is linked to so many times that it would skew your search results.</p>

Field Name	Description
Include fuzzy matches	<p>Fuzziness occurs when two words are spelled in such a similar fashion that they could be considered the same word. There are several instances of fuzziness that can take place:</p> <ul style="list-style-type: none"> ■ Substitution: tabs could be construed as tags ■ Insertion: tab could be construed as table ■ Deletion: server could be construed as sever ■ Transposition: file could be construed as flies ■ Multiple edits: imeg > image. The first edit was substituting e for i. The second edit was inserting e at the end of the string to find the word image. <p>By enabling this setting, this allows the following fuzzy matches:</p> <ul style="list-style-type: none"> ■ Allows zero edits for strings of one or two characters (i.e., to, by, on) ■ Allows one edit for strings between three to five characters (i.e., rnu could be construed as run, flies could be construed as file, hleps could be construed as helps) ■ Allows two edits for strings greater than five characters (i.e., sievrly could be construed as severely)

Field Name	Description
	 <p>The user incorrectly spelled "search" twice in this example. But when fuzzy matching is enabled for your output, Elasticsearch will attempt to find the nearest match possible to the incorrectly spelled criteria.</p> <p>Your search for "sraerch" returned 291 result(s). Did you mean search?</p> <p>Search Results in HTML5 Skins Outputs Supported A Side Navigation, Top Navigation or Tripane skin can be used to change the appearance of search result items. You can use the Search Results skin component. The interface is designed to help you find the style you need to change...</p> <p>Creating Search Results Outputs Supported A Search results proxy works with the Search bar proxy and allows you to create a container that is used to display searches in your output. When you build the output, the proxy is replaced with the generated search results. how to insert Search Results...</p> <p>NOTE: Sometimes a search string is stemmed when displaying the search results. Stemming is when a word is reduced to its root. For example, say you enter a search criteria for "important." If this word is stemmed, then Elasticsearch may return fuzzy matches for "importing." This occurs because the initial search criteria has been stemmed to the root "import."</p>
Auto-complete Results	
Enabled	This option enables the other options in this area. If this box is not checked, all of the other options in this area are disabled.
Number of results	This field sets the limit of personal searches that display in the drop-down while entering the search string. This can be set from a value of 1-25.
Include project content	This displays the topic title, the path of where the topic resides in your project, and the file name based on the search criteria. These results are displayed with a topic icon.


Field Name	Description
Include search history	This includes a mix of personal and global searches in the output.
Global search threshold	<p>This threshold determines the minimum number of times a term must be searched from unique IP addresses before it becomes a global search term. This threshold can be set from a value of 0-10000.</p> <ul style="list-style-type: none"> Assuming that this field is set to a value of 50, if the term "auto-completion" is searched from 49 unique IP addresses on your HTML5 output, "autocompletion" does not become a global search term until that term is searched from a 50th unique IP address.
Sitemap	
Generate Sitemap	This box should be checked to generate the sitemap required for Elasticsearch on your output.
Web URL	This is the URL used for your published output.
Administrator Tools	
Target GUID	Provides the key used to identify and link a target to the corresponding Elasticsearch index.
Generate GUID	Generates the key to be used by the target for the Elasticsearch index.
Launch Content Services	Opens the target in the content services portal. You can manage your targets, and search indexes in the portal.


- Click  to save your work.

Creating Publishing Destinations for Elasticsearch

Elasticsearch is tied to your target—and therefore your output—through the use of publishing destinations. You must create both a primary destination and an Elasticsearch destination. With the primary destination, you tell Flare where to send your output files. With the Elasticsearch destination, you specify where your search indexing data should be stored (i.e., the server location that is set up by your network administrator).


HOW TO CREATE A PRIMARY DESTINATION

1. In the Project Organizer, right-click the **Destinations** folder and select **Add Destination**.
2. Give the file a name and click **Add**.
3. Complete the fields in the Destination Editor, depending on how you want to transfer a copy of your output files to their destination (e.g., FTP, SFTP). For details about the available options, see the online Help.
4. Click  to save your work.

 **NOTE:** You have the option in the Destination Editor to choose “File System” as the method for transferring files. In this case, you would be storing the copy of your output files to a local folder instead of transferring them remotely. You might choose to do this if you prefer to use a third-party tool to then move those files up to the server hosting your output.

If you choose to publish your files locally in this way, you must have Java Development Kit (JDK) version 8 installed: [Download for JDK 8](#).

HOW TO CREATE AN ELASTICSEARCH DESTINATION

1. In the Project Organizer, right-click the **Destinations** folder and select **Add Destination**.
2. Give the file a name and click **Add**.
3. In the Destination Editor, click the drop-down arrow for the **Type** field and select **Elasticsearch**.
4. Enter the **Search Destination URL**. This is the location provided by your network administrator where the search index files will be uploaded for your output.
5. Click  to save your work.

Associating Elasticsearch Destinations with a Target

Now that the Elasticsearch destinations have been created, you need to associate them with your HTML5 target.

HOW TO ASSOCIATE ELASTICSEARCH DESTINATIONS WITH A TARGET

1. From the Project Organizer, open the target that you want to associate with the destinations.
2. Click the **Publishing** tab.
3. Click the check box in the **Publish** column next to the primary destination file that you created.
4. Click the drop-down arrow in the **Elasticsearch Destination** column and choose the Elasticsearch destination file that you created.



NOTE: Elasticsearch destinations will not display in the list of destinations on the Publishing tab in your Target Editor. This is because you will select one from the Elasticsearch Destination field on the Publishing tab of the Target Editor.

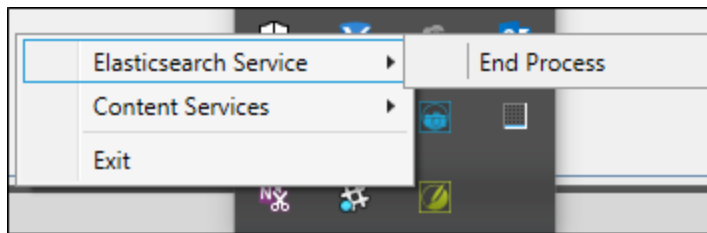
5. Click  to save your work.

MadCap Process Manager

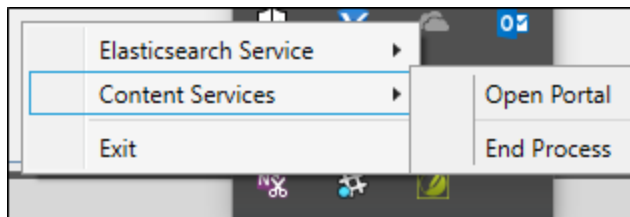
The Process Manager is a background process that manages the Elasticsearch service and the Flare web service. This process can be found in the system tray. It is initiated when the Content Services Portal is launched. See "Content Services Portal" on the next page.

The MadCap Process Manager continues to run even after Flare is closed. This process allows any Elasticsearch output to continue running.

If you need to troubleshoot your Elasticsearch output, you will need to stop the Elasticsearch process from running through the MadCap Process Manager. In order to do that, find the MadCap Process Manager icon in your system tray. Then, select **Elasticsearch Service > End Process**.



Once you are done using the Content Services Portal or any output configured with Elasticsearch, you can end the MadCap Process Manager by ending the task in Task Manager.



Content Services Portal

The Content Services Portal is used to manage your search indexes. You can review and manage your search indexes by topic, user searches, and global searches on each of your Elasticsearch targets.

HOW TO ACCESS THE CONTENT SERVICES PORTAL


1. Open a project.
2. Open an HTML5 target that has been built using Elasticsearch as the search engine.
3. Click the **Search** tab in the Target Editor.
4. After all of the settings have been configured for Elasticsearch, click the **Launch Content Services** button.

MANAGING SEARCH INDEXES

You begin at the All Targets window in the portal. This window displays all HTML5 targets using Elasticsearch. You can access search data by an individual target.

MadCap Software Targets Help

All Targets

Project	Target	Date Created	Date Modified
 empty1	elastic3	4/3/2018 3:12:27 PM	4/3/2018 3:12:28 PM

Click anywhere within the row of the specific target to access specific search history for that target.

Click this icon to delete the individual target. Note that if you delete your target, it deletes all of the search history for that target.

Delete All ⓘ

This button will delete all of your Elasticsearch targets. If you wish to have new Elasticsearch targets after deleting all of your previous targets, you will need to republish them in Flare.

© MadCap Software

Selecting an individual target displays the Summary window for it. This window shows the total number of searches done on the target, number of files that can be searched in the target, and users that have searched on the target. The bottom half of this window displays the settings you configured in your Elasticsearch target.

This path displays the name of your project, followed by the specific target, then the page name (Summary) you are currently viewing.

The icon on the left allows you to delete this specific target, topics, and search indexes from the Content Services Portal. The icon on the right gives a warning that this entire target will be deleted from the portal.

Summary

Topics
11

User Searches
7

Global Searches
7

You can click on the individual box graphics for Topics, User Searches, and Global Searches to drill down into and obtain more granular information for the specific index.

Info

Target GUID: bbef5077-ef7e-4967-9e00-bf3061e15c73

Date Created: 4/13/2018 1:48:56 PM

Date Modified: 4/13/2018 1:50:28 PM

This bottom section displays all of your configuration settings for this specific target that you set up in the Target Editor in Flare.

Settings

Search Results

Fragment per result: 1

Fragment character limit: 300

Include stop-words in search: Disabled

Partial word search: Disabled

Advanced

Include importance: Enabled

Include fuzzy matches: Auto-Fuzziness

Auto-complete Results

Number of results: 6

Include project content: True

Include search history: True

Global threshold: 10

Please note that if you do not enable the Auto-complete Results setting in the Target Editor in Flare, this section will not display for this target on the Summary page in the portal.

If you click the red Topics button in the top left corner, the Topics window displays the total number of files searched on this target. You can enter a string in the search field to filter the list of files displayed in this window.

139683v2 / HTML5 - Audience B / **Summary** / Topics

Search

Topics

This box lists the number of topics for your targets. In this case, there are 22 topics in this target.

Use this search bar to find specific topics and narrow down the list that is displayed below. After you enter the search string, click the **Enter** button or click the magnifying glass button to search. You can also use this search bar on the User Searches and Global Searches windows.

Topics	User Searches	Global Searches
22	7	7

Title: Welcome to FictionSoft's Online Help

Path: Home.htm

Date Created: 4/13/2018 9:54:16 PM

Content:

Whenever the searched topic is modified and republished, the Date Created field is updated to reflect that the topic has been re-indexed for this target.

Each of the topics displayed below include the topic title, the path where the topic file resides in your project, the date the topic was created in the index, and an abstract of the content in your searched topic.

Welcome to FictionSoft's Online Help The Place to Find Information, Tutorials, FAQs, and More Meet FictionSoft FictionSoft gives you the following: State-of-the-art interface Quality widgets Fun for the whole family Flexible, easy to use, and quite pretty Full support for this, that, and the other thing No batteries required Where Do I Begin? Basic Steps PDF Guides View More PDFs Videos

Title: Read First



Path: Read First.pdf

Date Created: 4/13/2018 9:54:12 PM

Content:

About This Template | Top Navigation Advanced 1 About This Template Before using this project template, we recommend you become familiar with

Clicking the blue button displays the number of user searches for the specific target. This window displays the search criteria from each individual search, along with the IP address of the user that conducted the search. You have the option to delete individual search criteria, or delete all of the individual user searches for your target.

139683v2 / HTML5 - Audience B / **Summary** / User Searches  

Search

User Searches








Topics
22

User Searches
7

Global Searches
7

The icon on the left can be used to delete all of the user searches from this target. The icon on the right provides a warning message if you wish to proceed with deleting all of the searches.

This column lists the IP address that initiated the specific search.

	Search Input	IP Address
	one	172.16.2.114
	two	172.16.2.114
	three	172.16.2.114
	test	172.16.2.114
	five	172.16.2.114
	susan	172.16.2.114
	simple	172.16.2.114

The blue box displays the number of user searches conducted on this target. There are currently seven unique user searches on this target.

Click this button to delete this specific search criteria.

If there are multiple pages for user searches on this target, you can use the arrows to page through the other user searches. You can also use the First button to go to the first page of results, and the Last button to go to the final page of user searches.

< First 1 Last >

7 Results, 1 Pages

The Global Searches window is displayed when you click the green button on the Summary window. The Global Searches window shows each search criteria, along with the number of times that particular search string has been searched for your Elasticsearch target. The number displayed in the Search Count field increments higher when a specific string is searched by different IP addresses. So if the same IP address has searched a certain search string multiple times, the Search Count number does not increment higher for that particular IP address.

The screenshot shows the madcap software interface. At the top, there's a navigation bar with 'Targets' and 'Help' links. Below the navigation bar, the breadcrumb trail reads '139683v2 / HTML5 - Audience B / Summary / Global Searches'. A search bar is located on the right. The main section is titled 'Global Searches' and features three colored boxes: 'Topics' (red, 22), 'User Searches' (blue, 7), and 'Global Searches' (green, 7). A callout points to the 'Global Searches' box, stating: 'As this box indicates there are seven overall searches on this target so far.' Below these boxes is a table with the following data:

	Search Input	Search Count
	test	1
	three	1
	one	1
	two	1
	five	1
	susan	1
	simple	1

A callout points to the 'Search Count' column header, explaining: 'The difference between User Searches and Global Searches data is that the Global Searches aggregates the number of times a search string has been entered on the target.' At the bottom right, there are pagination controls: '< First 1 Last >'. The '1' is highlighted in a blue box.

Google Search

Supported In:



Google Search can be utilized in your HTML5 Top Navigation or Side Navigation output. Using Google Search provides some of the following configurable options:

- Verify the URL
- Add a sitemap
- Submit the site for indexing
- Exclude the TOC from indexing
- Customize how the results display
- Review indexing status

HOW TO SET UP A GOOGLE SEARCH ENGINE

1. Open an HTML5 target.
2. Select the **Search** tab.
3. From the **Search Engine** field, select **Google Search**.
4. There are several additional steps you can complete in your Google account to optimize your search. Not all of these extra steps are required for integrating search with Flare, but they are recommended. Also, the exact steps that you follow may be somewhat different if you are using a free Google account as opposed to a paid account.

GOOGLE ACCOUNT—CREATE SEARCH ENGINE

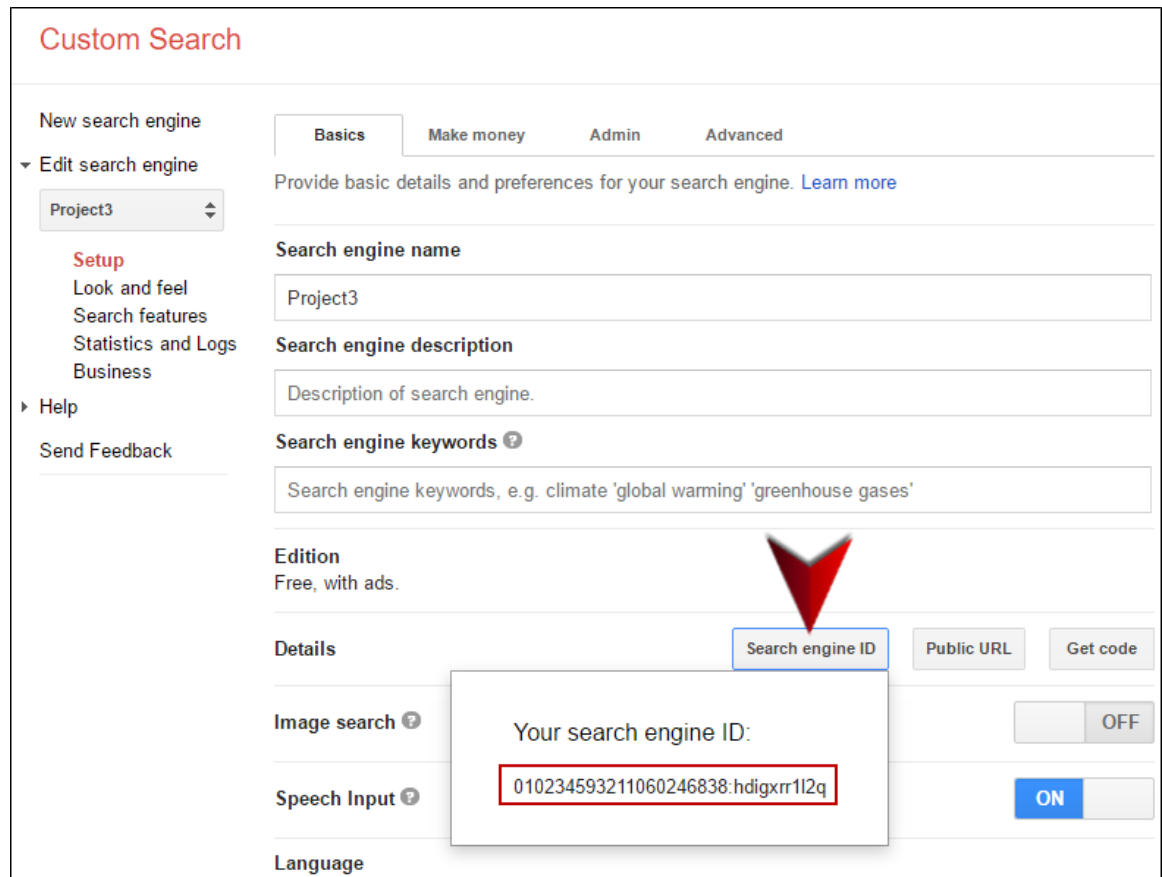
- a. Go to cse.google.com and log in with your Google (i.e., gmail) password.
- b. Click **Add** to create a custom search engine.

- c. In the **Sites to search** field, enter the URL for the site where your output will be published. A name for the search engine is automatically added toward the bottom of the page, based on your URL. You can edit the name to something more simple if you want.

The screenshot shows the 'Custom Search' interface for creating a new search engine. On the left is a sidebar with links: 'Edit search engine', 'Help' (with sub-links: Help Center, Help forum, Support, Blog, Documentation, Terms of Service), and 'Send Feedback'. The main area is titled 'New search engine' and includes a 'Learn more' link. The 'Sites to search' section has two input fields; the first contains 'http://help.madcapssoftware.com/project3/' and is highlighted by a callout box stating: 'In this example, we're creating a search engine for this URL: http://help.madcapsoftware.com/project3/'. Below these fields, there are instructions on how to add sites (individual pages, entire site, parts of site, or entire domain). A 'Language' dropdown is set to 'English'. The 'Name of the search engine' field contains 'Project3' and is highlighted by a callout box stating: 'Here is the name of the search engine. We edited it to simply "Project3."'. At the bottom, there is an 'Advanced Options' section, a 'Terms of Service' link, and a blue 'CREATE' button.

- d. Click **Create**.
- e. On the next page, click **Control Panel** to retrieve your search engine ID. (You can also use one of the other methods—**Get code** or **Public URL**—if you prefer.) Then click **Search engine ID**.

- f. Copy the ID shown in the popup.

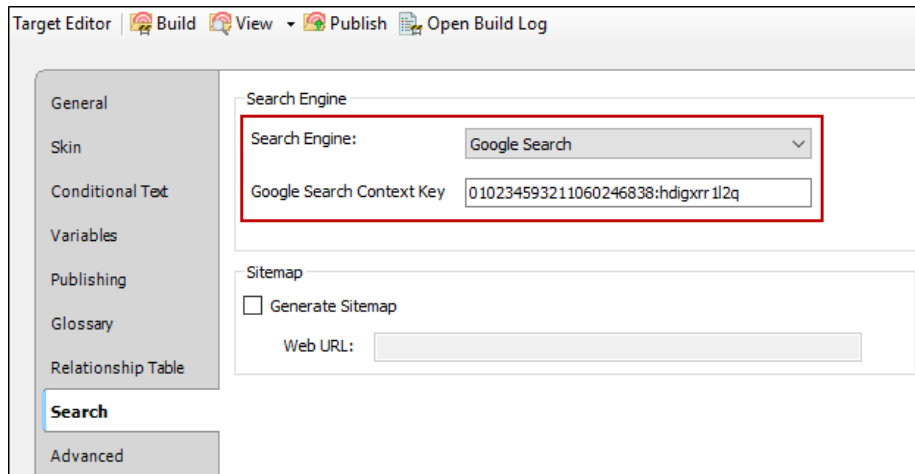


The screenshot shows the 'Custom Search' interface. On the left is a sidebar with a 'New search engine' link and an 'Edit search engine' dropdown menu. The 'Edit search engine' menu is open, showing 'Project3' as the selected engine. Below the menu are links for 'Setup', 'Look and feel', 'Search features', 'Statistics and Logs', 'Business', 'Help', and 'Send Feedback'. The main content area has tabs for 'Basics', 'Make money', 'Admin', and 'Advanced'. The 'Basics' tab is active, displaying a form for 'Project3'. The form includes fields for 'Search engine name' (Project3), 'Search engine description' (Description of search engine.), and 'Search engine keywords' (Search engine keywords, e.g. climate 'global warming' 'greenhouse gases'). Below these fields is a section for 'Edition' (Free, with ads.) and 'Details'. The 'Details' section has a 'Search engine ID' button, which is highlighted with a red arrow. A popup window is displayed over the 'Search engine ID' button, showing the text 'Your search engine ID:' followed by the ID '010234593211060246838:hdigxrr1l2q' in a red-bordered box. To the right of the 'Search engine ID' button are buttons for 'Public URL' and 'Get code'. Below these buttons are two toggle switches: one for 'Image search' (OFF) and one for 'Speech Input' (ON). The 'Language' section is partially visible at the bottom.

- g. Continue with the following Flare steps to enter the Google search key and generate a sitemap.

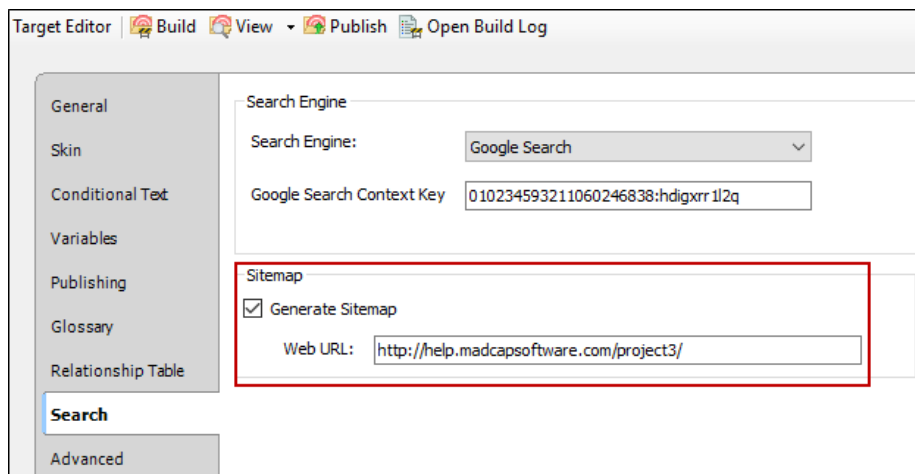
FLARE PROJECT—ENTER GOOGLE SEARCH KEY AND GENERATE SITEMAP

- a. Return to the HTML5 target (Search tab) in the Flare project.
- b. In the **Google Search Context Key** field, paste the ID that you copied from cse.-google.com.



The screenshot shows the 'Target Editor' window with the 'Search' tab selected in the left sidebar. The 'Search Engine' section is highlighted with a red rectangle. It contains a dropdown menu for 'Search Engine' set to 'Google Search' and a text field for 'Google Search Context Key' containing the value '010234593211060246838:hdigxrr1l2q'. Below this, the 'Sitemap' section is visible but not yet configured.

- c. To assist with indexing, we also recommend that you create a sitemap. So Click **Generate Sitemap** and enter the same URL that you provided on your Google account page (make sure you include http:// before the path; also, make sure you end the path with a closing /).



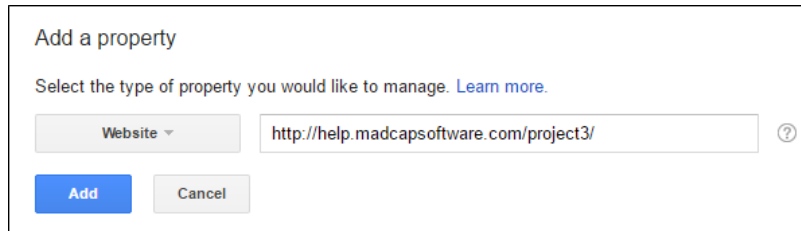
The screenshot shows the 'Target Editor' window with the 'Search' tab selected. The 'Sitemap' section is now highlighted with a red rectangle. The 'Generate Sitemap' checkbox is checked, and the 'Web URL' field contains the value 'http://help.madcapsoftware.com/project3/'.

- d. Click  to save your work.

- e. Generate the target and upload the output files to your URL.
- f. Continue with the following steps to verify your URL.

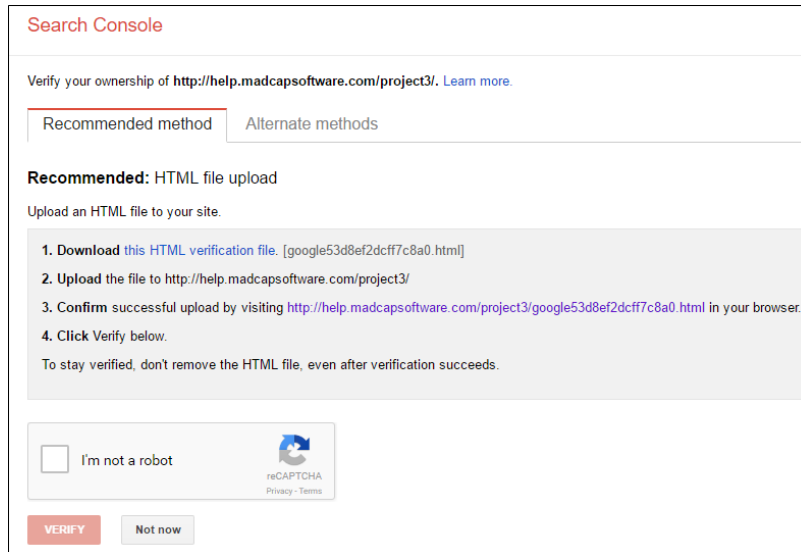
GOOGLE ACCOUNT—VERIFY URL

- a. In your browser, open a new tab and go to <https://www.google.com/webmasters/tools/>.
- b. Click **Add a Property**.
- c. In the popup, enter the URL for your site, and click **Add**.



The screenshot shows a modal dialog titled "Add a property". It contains a dropdown menu set to "Website" and a text input field containing the URL "http://help.madcapsoftware.com/project3/". There is a question mark icon to the right of the input field. At the bottom, there are two buttons: "Add" (in blue) and "Cancel" (in grey).

A page opens with steps for verifying your site.

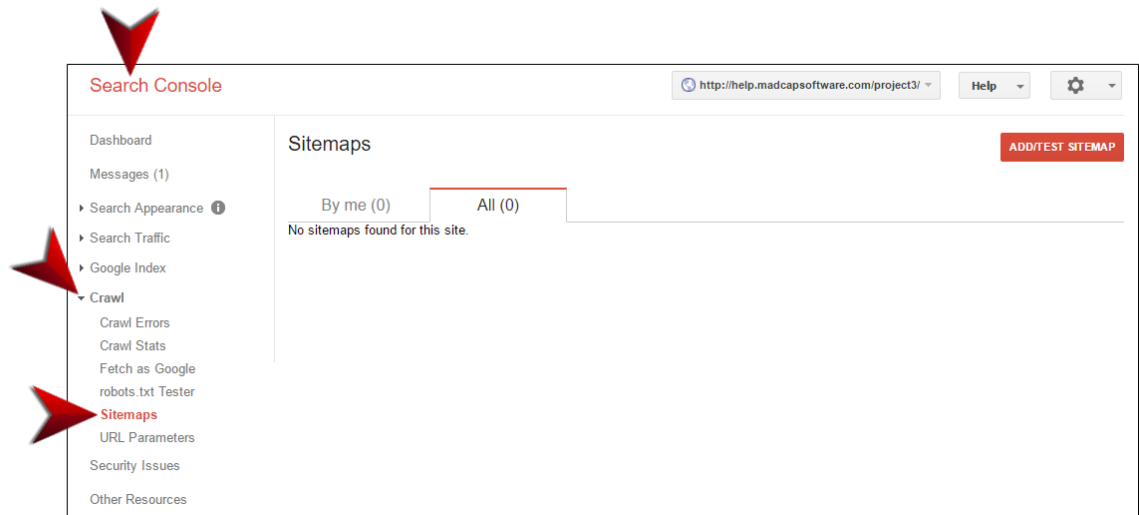


The screenshot shows the "Verify your ownership" page in Google Search Console. The title is "Search Console". Below it, it says "Verify your ownership of <http://help.madcapsoftware.com/project3/>. [Learn more.](#)". There are two tabs: "Recommended method" (active) and "Alternate methods". Under the "Recommended method" tab, it says "Recommended: HTML file upload" and "Upload an HTML file to your site." Below this, there are four numbered steps: 1. Download this HTML verification file. [google53d8ef2dcff7c8a0.html] 2. Upload the file to http://help.madcapsoftware.com/project3/ 3. Confirm successful upload by visiting http://help.madcapsoftware.com/project3/google53d8ef2dcff7c8a0.html in your browser. 4. Click Verify below. Below the steps, it says "To stay verified, don't remove the HTML file, even after verification succeeds." At the bottom, there is a reCAPTCHA widget with the text "I'm not a robot" and a "VERIFY" button (in red) and a "Not now" button (in grey).

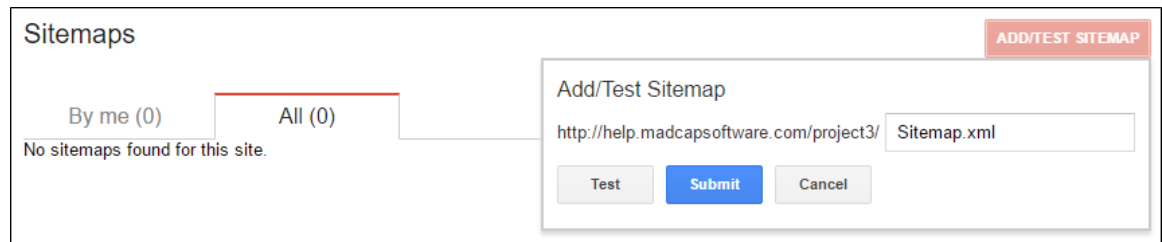
- d. Complete the steps on the page.
- e. After you have successfully verified the site, continue with the following steps to add your sitemap.

GOOGLE ACCOUNT—ADD SITEMAP

- a. Either click **Continue** under the congratulations message, or click **Search Console** at the top of the browser page.
- b. Navigate to **Crawl > Sitemaps**.

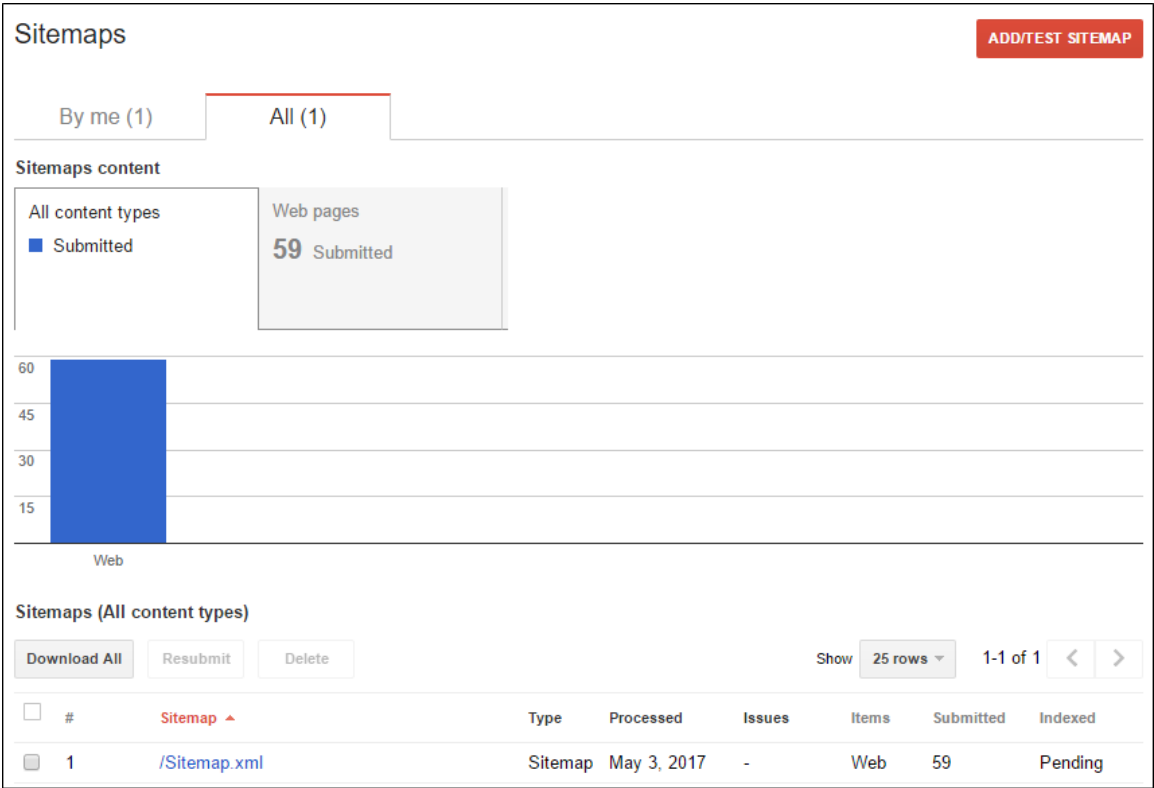


- c. Click **Add/Test Sitemap**.
- d. In the popup, enter `Sitemap.xml`.



- e. Click **Submit**.

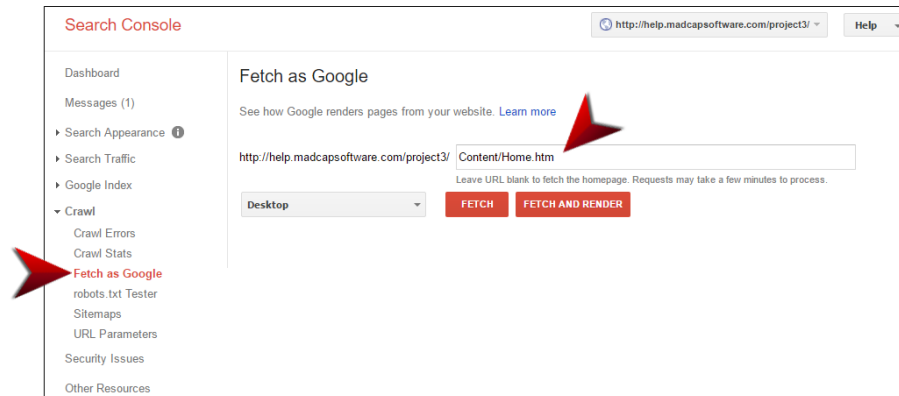
f. Refresh the page to see the results.



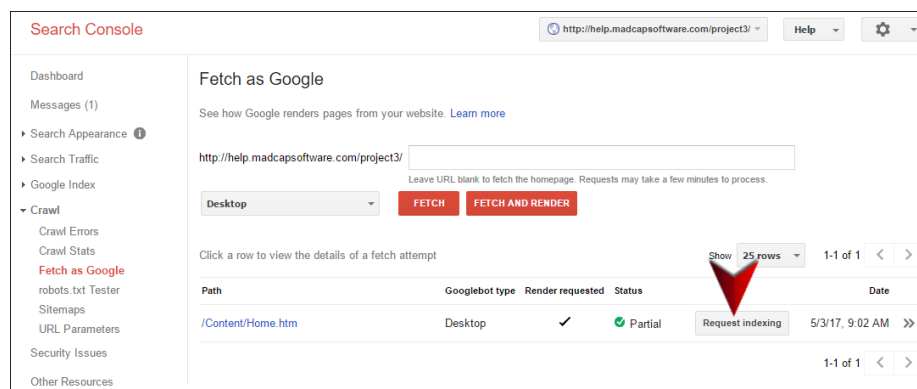
g. Continue with the following steps to submit the site for indexing.

GOOGLE ACCOUNT—SUBMIT SITE FOR INDEXING

- a. In the Google Search Console, click **Fetch as Google**.
- b. In the text field, enter a page in your output that contains many links. For example, in the Top Navigation and PDF Advanced project template in Flare, the “Home.htm” topic is the landing page and contains links to multiple topics, so in that case you would enter Content/Home.htm in the field.



- c. Click **Fetch and Render**.
- d. After the status finishes processing, click **Request indexing**.

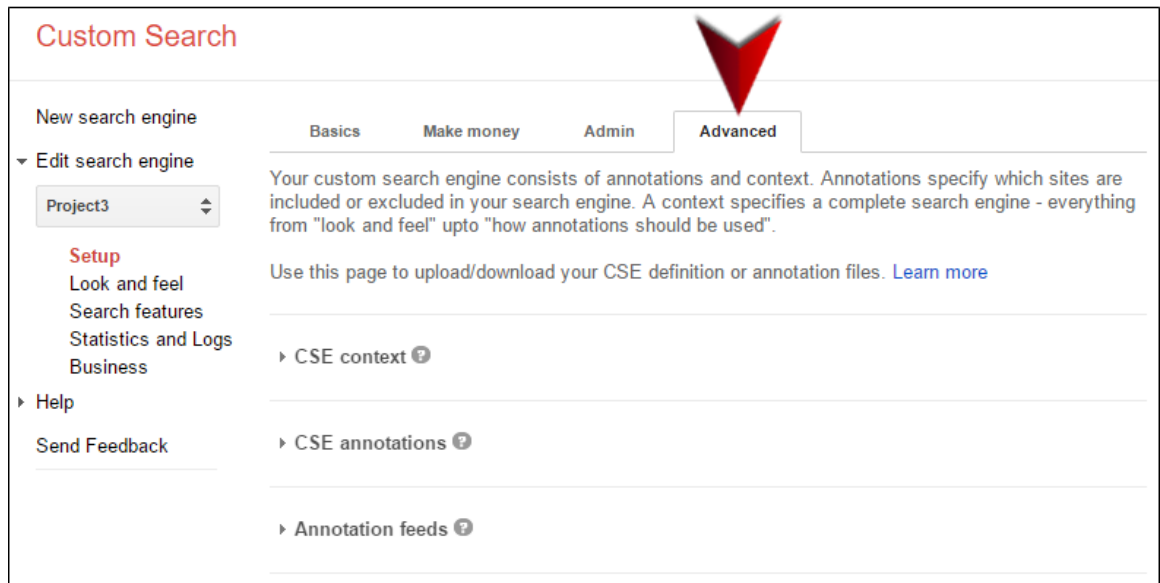


- e. In the popup, click **I'm not a robot**.
- f. Click **Crawl this URL and its direct links**.
- g. Click **Go**.
- h. Continue with the following steps to exclude your TOC from indexing.

GOOGLE ACCOUNT—EXCLUDE TOC FROM INDEXING

By default, Google will index each word it finds on your pages, but there may be some words that you do not want to be indexed. This likely includes your TOC. After all, the words in the TOC will be repeated on most, if not all, of your pages. So it wouldn't be useful for those words to be included in searches.

- a. Go back to the first browser tab for your Google account and click the **Advanced** tab.



- b. Click **CSE context** to expand that section.
- c. Click **Download (XML)**. The cse.xml file is added to the Downloads folder on your computer.

- d. Edit the downloaded context file `cse.xml` to add the following attribute: `enable_nocontent_tag="true"`. (If you already see this attribute in the file, you do not need to add it.)

To add the attribute, you can open the file in a text editor such as Notepad++. Then near the top of the file, change:

```
<CustomSearchEngine id= "[id]" creator="[id]">
```

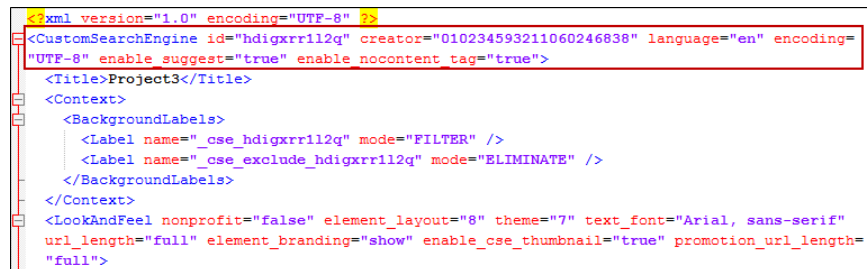
to

```
<CustomSearchEngine id= "[id]" creator= "[id]" enable_nocontent_tag="true">
```

There may be other attributes that are already in the tag as well. Save your changes when finished.

☆ EXAMPLE

Here is an example of an edited `cse.xml` file:




```
<?xml version="1.0" encoding="UTF-8" ?>
<CustomSearchEngine id="hdigxrr112q" creator="010234593211060246838" language="en" encoding="UTF-8" enable_suggest="true" enable_nocontent_tag="true">
  <Title>Project3</Title>
  <Context>
    <BackgroundLabels>
      <Label name="_cse_hdigxrr112q" mode="FILTER" />
      <Label name="_cse_exolude_hdigxrr112q" mode="ELIMINATE" />
    </BackgroundLabels>
  </Context>
  <LookAndFeel nonprofit="false" element_layout="8" theme="7" text_font="Arial, sans-serif" url_length="full" element_branding="show" enable_cse_thumbnail="true" promotion_url_length="full">
  </LookAndFeel>
</CustomSearchEngine>
```


- e. On your Google account page, go back to the CSE context section of the Advanced tab, and click **Upload XML file**.
- f. Choose the `cse.xml` file that you edited.
- g. In the popup, click **OK** to upload the file.
- h. Continue with the following steps to customize the appearance of search results.

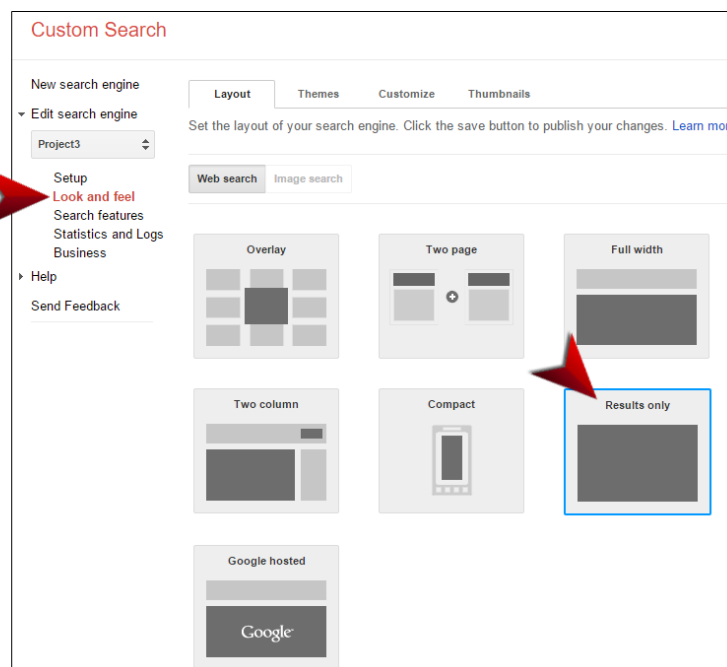
GOOGLE ACCOUNT—CUSTOMIZE APPEARANCE OF SEARCH RESULTS

By default, search results are overlayed on top of your output. You can change this look if you want.

- a. Click **Look and feel**.
- b. On the **Layout** tab, select an option.

 **NOTE:** In your Flare output, the results layout that you select may not look precisely the way that Google presents them in the layout thumbnails. It is recommended that you try different layouts and test the output to see which one best meets your needs.

 **TIP:** To make the search results appear the way that they normally do in Top Navigation output, select **Results Only**.



- c. Click **Save**.

GOOGLE ACCOUNT—REVIEW INDEXING STATUS

From your account, you can see the progress of your indexed pages.

- a. Go back to the second browser tab showing your Google Search Console.
- b. Expand **Crawl** and click **Sitemaps**.

It might be awhile before you see actual results, so return to this page periodically.

5. Click  to save your work.

MadCap Search

Supported In:



This is Flare's built-in search engine. When the target is created, it is set to use MadCap search as the search engine. The search rankings utilize heading styles, index keywords, and glossary terms.


You can set the following configurable options using MadCap search:

- Search result importance
- Glossary terms in the results
- Number of search results per page
- Abstract character limit

HOW TO SET UP A MADCAP SEARCH ENGINE

1. Open an HTML5 target.
2. Select the **Search** tab.
3. From the **Search Engine** field, select **MadCap Search**.
4. You can complete the following options to optimize the search:

Field Name	Description
Search Results	
Results Per Page	You can change the number of search results that appear on each page. This makes it easier for users to navigate between pages of search results and improves loading times, especially for users who access your output from a mobile device. Setting a reasonable number of results per page also makes it easier for search indexing services (i.e., spiders, crawlers, or bots) to locate pages in your output, improving search results. See "Setting the Number of Search Results Per Page" on page 232.

Field Name	Description
Abstract Character Limit	In HTML5 output, you can set a character limit for automatically generated abstracts that appear in your search results. This allows your users to see a brief summary of each topic in the search results, while keeping the search results page easy to scan. You can set the character limit as long or as short as you like. When creating an automatic abstract, Flare scans all text elements in the topic, including headings and paragraphs, and includes them in the abstract until the character limit is met. See "Setting the Search Abstract Character Limit" on page 222.
Partial word searching	<p>This allows part of a word to be searched in the target database. For example, the string "sear" could return results for "search." The Minimum word size field can be set from 3-100.</p> <div>  NOTE: Enabling this setting could increase the build time and the size of the search index for your target. </div>
Advanced Search Options	
Include Importance (recommended)	In HTML5 output, the Flare search engine uses a combination of factors to rank search results. When you search, the search engine considers the number of links to a topic (Importance) as well as the number of times a search term appears in a topic. This gives you the most accurate results. You can choose to turn off Importance and search using only the number of search term hits in each topic. This is not recommended unless you have one topic that is linked to so many times that it would skew your search results. See "Setting Search Result Importance" on page 228.
Include Glossary Terms	For HTML5 output, search results display glossary terms if they are used as the search text. This option to display glossary terms in search results is enabled by default. However, it can be turned off in the HTML5 Target Editor. See "Including Glossary Terms in Search Results" on page 224.

Field Name	Description
Exclude non-words from search	If you have a project that contains a lot of content that is not composed of regular letters and numbers (e.g., angled brackets), you can set your target to avoid these "non-words" when users perform a search in your Help system. This will improve the search performance that your users experience. See "Excluding Non-words from Search" on page 31.
Exclude index entries from search	If you insert index markers in your project, those markers by default are included in searches that users perform in your output. If you want to exclude index entries from searches, you can do so. See "Excluding Index Entries From Search" on page 29.
Pre-merge Search Database File	If you have multiple projects whose outputs are set to be merged when you build the "master" project, you can pre-merge search database files. If you select to pre-merge the search database file, you disable runtime merging, which means that you cannot compile and publish a "sub-project" later. You must generate and publish all linked Help systems at the same time. Selecting this option may slow down the generation of the output, but it will significantly increase the speed with which the output loads for the end user.
Chunk large search database file	You can control the size of "chunks" used when generating the search database files for a target. After you choose this option, select the number of bytes for each chunk. The chunk size affects the speed that a Help system loads for a user. Depending on the Internet connection, different results will be seen. The smaller the chunk size, the greater the number of chunks that will be sent. A large number of chunks may result in a slower speed, especially if you have many merged "sub-projects" and the index is being merged. Chunking may slow down the generation of your output somewhat, but it increases the speed that the output loads for end users. For best results, you should test the different chunk sizes. Click the drop-down next to the Maximum chunk size field to set the maximum size of your search database file.

Field Name	Description
N-Gram Size	You can adjust the n-grams, which are character chunks used to separate words in Chinese, Japanese, and Korean projects. Chinese, Japanese, and Korean languages do not have spaces as word boundaries, so n-grams are used to separate the words. Smaller n-gram values produce smaller search database file sizes. They also lead to more search results, which may be less accurate. On the other hand, larger n-gram values produce larger search database file sizes. They also lead to fewer search results, which may be more accurate. The default size in this field is optimal for most situations.
Sitemap	
Generate Sitemap	For web-based targets, you can generate a sitemap when compiling your output. This helps with search engine optimization (SEO), making it easier for search indexing services (i.e., spiders, crawlers, or bots) to find your output. Therefore, the entire output is indexed and search engine results are improved. See "Generating Sitemaps for SEO" on page 234.
Web URL	This is the URL used for your published output.

5. Click  to save your work.

Setting the Search Abstract Character Limit

Supported In:



In HTML5 output, you can set a character limit for automatically generated abstracts that appear in your search results. This allows your users to see a brief summary of each topic in the search results, while keeping the search results page easy to scan. You can set the character limit as long or as short as you like. When creating an automatic abstract, Flare scans all text elements in the topic, including headings and paragraphs, and includes them in the abstract until the character limit is met.

[George Washington](#)

George Washington (February 22, 1732 [O.S. February 11, 1731] – December 14, 1799) was the first President of the United States (1789–1797), the Commander-in-Chief of the Continental Army during the American Revolutionary War, and one of the Founding Fathers of the United States. He presided over ...

[B_Feature Topics/George Washington.htm](#)

This abstract is 300 characters.

[George Washington](#)


George Washington (February 22, 1732 [O.S. February 11, 1731] – December 14, 1799) was the first President of the United States (1789–1797), the Commander-in-Chief of the Continental Army during the American Revolutionary War, and one of the Founding Fathers of the United States. He presided over the convention that drafted the United States Constitution, which replaced the Articles of ...


[B_Feature Topics/George Washington.htm](#)

This abstract is 400 characters.


HOW TO CHANGE THE ABSTRACT CHARACTER LIMIT IN SEARCH RESULTS


If you want change the abstract character limit, do the following.

1. Open an HTML5 target.
2. Select the **Search** tab.
3. Select **MadCap Search** in the **Search Engine** field.
4. In the **Abstract Character Limit** field, enter the number of characters you want to allow in the topic's abstract. By default, the number of results per page is 300.
5. Click  to save your work.

 **NOTE:** In order to use this field, you must be using MadCap Search. Elasticsearch uses a similar field called Fragment character limit. This feature is not supported for Google Search (see "Google Search" on page 205).

 **NOTE:** Setting the abstract character limit to 0 will remove the abstract completely.

 **NOTE:** If a word is too long and would push the abstract past its character limit, it is not included in the abstract. Flare will not leave incomplete words at the end of the abstract.

 **NOTE:** If you need to provide a longer or shorter search abstract, or if you do not like the default text that appears in the abstract, you can manually enter a meta description for the topic in the topic's Properties dialog.

[George Washington](#)

This topic is about **George Washington**. He was the first President.
[B_Feature Topics/George Washington.htm](#)

This is manual meta description overrides the automatic abstract.

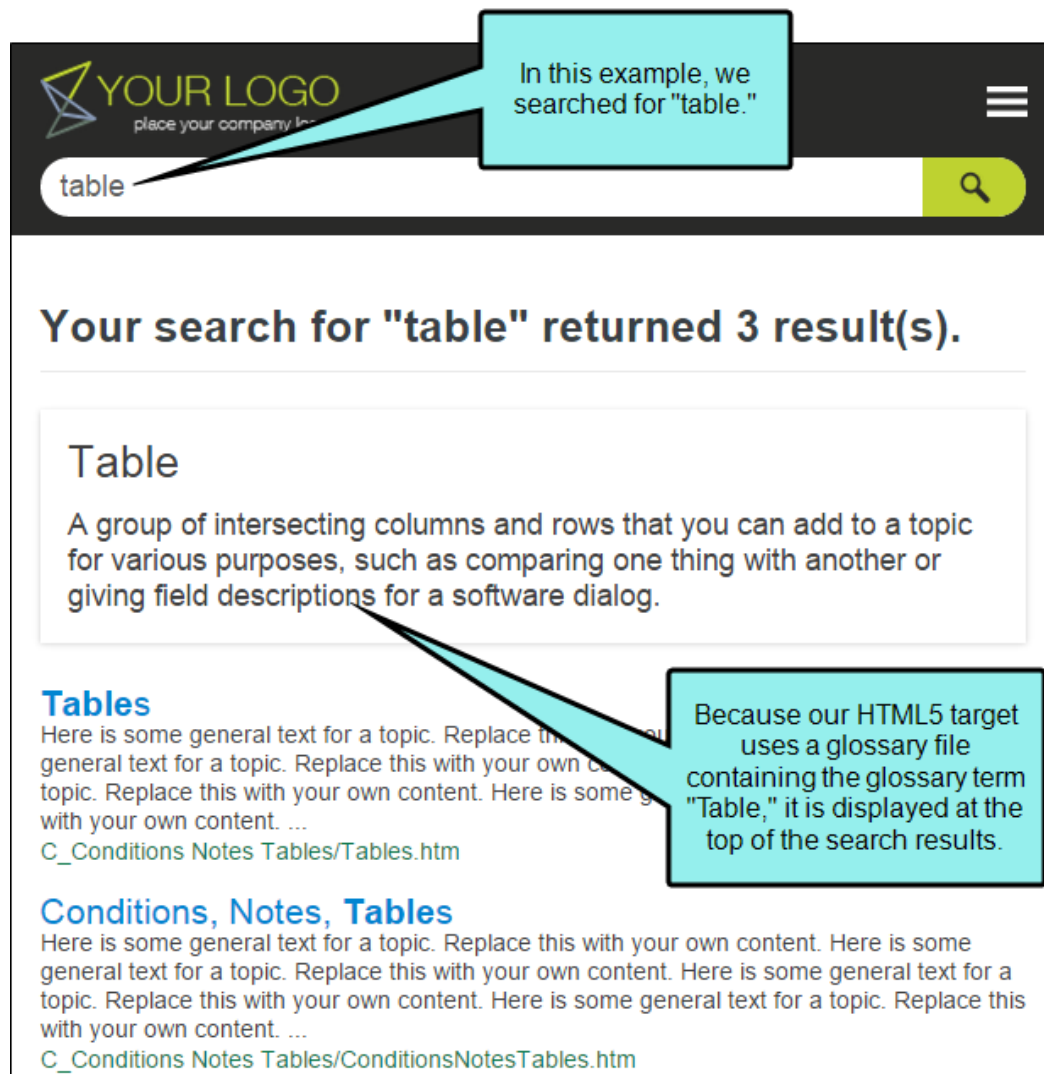
See "Meta Descriptions for Topics" on page 260.

Including Glossary Terms in Search Results


Supported In:





For HTML5 output, search results display glossary terms if they are used as the search text. In order to use this feature, you must be using MadCap Search. This feature is not supported for Google Search (see "Setting Up a Search Engine" on page 169).

A screenshot of a web application's search interface. At the top, a dark header bar contains a logo on the left, a search input field in the center, and a menu icon on the right. The search input field contains the text "table". A light blue callout box points to the search input field with the text "In this example, we searched for 'table.'". Below the header, the main content area has a white background. It starts with the text "Your search for 'table' returned 3 result(s)." followed by a horizontal line. Below the line is a search result card. The card has a light gray border and contains the word "Table" in a large, bold, black font. Below "Table" is a paragraph of text: "A group of intersecting columns and rows that you can add to a topic for various purposes, such as comparing one thing with another or giving field descriptions for a software dialog." A light blue callout box points to this paragraph with the text "Because our HTML5 target uses a glossary file containing the glossary term 'Table,' it is displayed at the top of the search results." Below the search result card, there are two more sections. The first section is titled "Tables" in a bold, blue font. Below the title is a paragraph of placeholder text: "Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. ..." followed by a link "C_Conditions Notes Tables/Tables.htm". The second section is titled "Conditions, Notes, Tables" in a bold, blue font. Below the title is another paragraph of placeholder text: "Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. ..." followed by a link "C_Conditions Notes Tables/ConditionsNotesTables.htm".

HOW TO INCLUDE GLOSSARY TERMS IN SEARCH RESULTS

1. Open an HTML5 target.
2. In the Target Editor, select the **Search** tab.
3. In the **Search Engine** field, make sure **MadCap Search** is selected.
4. Select **Include Glossary Results** to enable the feature.
5. Click  to save your work.

 **NOTE:** In order for a glossary term to display in the search results, the end user's search text must match the glossary term exactly, with no additional words (although it is not case-sensitive). For example, in the example above, only the word "table" was included in the search; therefore, the glossary term "Table" was displayed. But if we had searched for "table topic," no glossary term would have been displayed in the search results.

 **NOTE:** If you open a Side Navigation, Top Navigation, Tripane, or Search Results skin, you will notice Search Glossary styles that let you control the look of this new feature (e.g., change the font color to make it stand out from the other search results). The Search Glossary Result style is used to control the entire area displaying the glossary search result. The Search Glossary Term and Search Glossary Definition styles are used to control the look of only the term and definition, respectively.



HTML5 Skin Editor | Preview | **Web Medium** | Tablet Medium | Mobile Medium | Highlight

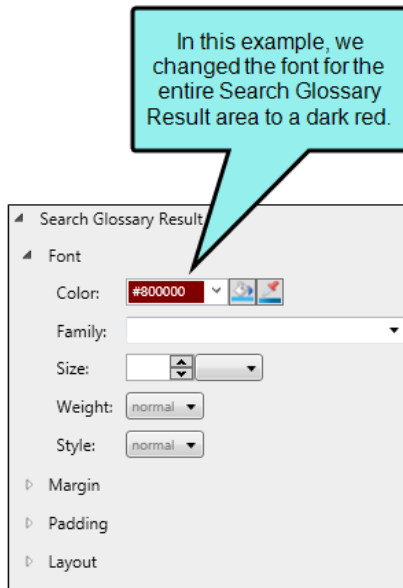
Setup
Community
Styles
UI Text

Top Navigation

- ▷ Top Navigation Menu
- ▷ Top Navigation Menu Item
- ▷ Top Navigation Menu Item (hover)

Search Results

- ▷ Search Heading
- ▷ Search Suggestion
- ▷ Search Suggestion Link
- ▷ Search Results
- ▷ Search Result Abstract
- ▷ Search Result Link
- ▷ Search Result Link (active)
- ▷ Search Result Link (focus)
- ▷ Search Result Link (hover)
- ▷ Search Result Link (visited)
- ▷ Search Result Path
- ▷ Search Glossary Result
- ▷ Search Glossary Term
- ▷ Search Glossary Term Link
- ▷ Search Glossary Term Link (active)
- ▷ Search Glossary Term Link (focus)
- ▷ Search Glossary Term Link (hover)
- ▷ Search Glossary Term Link (visited)
- ▷ Search Glossary Definition
- ▷ Search Pagination
- ▷ Search Pagination Item



Therefore, the glossary term and definition stand out in the search results.

Your search for "table" returned 3 result(s).

A group of intersecting columns and rows that you can add to a topic for value or another or giving field descriptions for a software dialog.

Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Repla

C_Conditions Notes Tables/Tables.htm

Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content. Here is some general text for a topic. Replace this with your own content.

C_Conditions Notes Tables/ConditionsNotesTables.htm


Setting Search Result Importance

Supported In:



In HTML5 output, the Flare search engine uses a combination of factors to rank search results. When you search, the search engine considers the number of links to a topic (Importance) as well as the number of times a search term appears in a topic. This gives you the most accurate results. You can choose to turn off Importance and search using only the number of search term hits in each topic. This is not recommended unless you have one topic that is linked to so many times that it would skew your search results. You must be using Elasticsearch or MadCap Search to use this feature. It is not supported for Google Search.

HOW TO INCLUDE OR EXCLUDE IMPORTANCE IN SEARCH RESULTS

1. Open an HTML5 target.
2. Select the **Search** tab.
3. From the **Search Engine** section, make sure **MadCap Search** or **Elasticsearch** is selected.
4. Expand the **Advanced Search Options** section.
5. Select **Include Importance**.
6. Click  to save your work.

☆ EXAMPLE

Here is an example of a search with Importance turned on.

Your search for "heading" returned 13 result(s).

One important Heading with 6 links
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 6 href links.htm](#)

One important Heading with 5 links
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 5 href links.htm](#)

One important Heading with 4 links
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 4 href links.htm](#)

One important Heading with 3 links
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 3 href links.htm](#)

One important Heading with 2 links
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 2 href links.htm](#)

One important Heading with 1 link
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 1 href link.htm](#)

Many levels of headings
Here is some general text for a topic. Replace this with your own content. Here is some ge
MadCap Software **Heading 2** Here
[Relevance/Heading Two.htm](#)

Many levels of headings
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Three.htm](#)

Many levels of headings
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Four.htm](#)

Many levels of headings
Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Five.htm](#)

When Importance is turned on, topics that are linked to more often appear higher in the search results.

The search engine also considers where the search term is in the topic (such as a heading or the body text) to determine rankings.



Here is an example of a search in the same content with Importance turned off.

Your search for "heading" returned 13 result(s).

Many levels of headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
MadCap Software **Heading 2** Here is some general text for a topic. Replace this cat with y
[Relevance/Heading Two.htm](#)

Many levels of headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Three.htm](#)

Many levels of headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Four.htm](#)

Many levels of headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Five.htm](#)

Many levels of headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Relevance/Heading Six.htm](#)

There are no important headings

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/No topics link to me.htm](#)

One important Heading with 1 link

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 1 href link.htm](#)

One important Heading with 5 links

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here
[Importance/One heading with 5 href links.htm](#)

One important Heading with 4 links

Here is some general text for a topic. Replace this with your own content. Here is some ge
Heading 2 Here is some general text for a topic. Replace this with your own content. Here

When Importance is turned off, it doesn't matter how many links there are to the topic. Instead, topics are ranked based on where the search term appears in the topic.



Notice how the search results are different. This is because in the first example, with Importance turned on, the search engine considers the number of links to that topic when ranking the search results. In the second example, the results are ranked only using the location of the search term in the topic (e.g., in a heading, in an index keyword, in the body text).

If you want your users to be able to find a topic that you refer to—and link to—often in your content, you should turn on the Importance setting so the topic appears higher in the search rankings.



NOTE: Links that occur in a master page are not considered when calculating Importance. For example, suppose you have a link in the master page footer that appears on every page in your output. Because you can access the page it links to from every other page, it should be the most important page in the output, but it is excluded from Importance rankings so it does not skew results.

Setting the Number of Search Results Per Page

Supported In:



You can change the number of search results that appear on each page. This makes it easier for users to navigate between pages of search results and improves loading times, especially for users who access your output from a mobile device. Setting a reasonable number of results per page also makes it easier for search indexing services (i.e., spiders, crawlers, or bots) to locate pages in your output, improving search results. In order to use this feature, you must be using MadCap Search. This feature is not supported for Google Search (see "Setting Up a Search Engine" on page 169).

A screenshot of a web search results page. At the top, a header reads "Your search for 'cats NOT dogs' returned 8 result(s)." Below this, there are five search results, each with a blue link, a title, a snippet, and a file path. The results are: "Cats | Domestic Cats", "Choosing a Cat", "Training a Cat", "Feeding a Cat", and "Feeding an Adult Cat". Two light blue callout boxes with black borders provide additional information. The first callout box, pointing to the top of the results, says "Your search returned eight results." The second callout box, pointing to the pagination controls at the bottom, says "Because the pagination is currently set to show five results per page, the remaining three results display on the next page." The pagination controls at the bottom show "1", "2", and "Next".

Your search for "cats NOT dogs" returned 8 result(s).

[Cats | Domestic Cats](#)
This is a great place to start learning everything you need to know about Cats. ...ding how to choose, fee
Cats/Cats.htm

[Choosing a Cat](#)
Choosing a Cat There are many different types of cats in the world. With ... choose f
Cats/Choosing_a_Cat.htm

[Training a Cat](#)
Training a Cat Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod
Cats/Training_a_Cat.htm

[Feeding a Cat](#)
Feeding a Kat This is where we ... feeding cats:
Cats/Feeding_a_Cat.htm


[Feeding an Adult Cat](#)
Feeding an Adult Cat This is where we tell you everything you need to know about feeding an adult cat.
Cats/Feeding_an_Adult_Cat.htm

1 2 Next

Your search returned eight results.

Because the pagination is currently set to show five results per page, the remaining three results display on the next page.

HOW TO CHANGE THE NUMBER OF SEARCH RESULTS PER PAGE

1. Open an HTML5 target.
2. Select the **Search** tab.
3. From the **Search Engine** section, make sure either **MadCap Search** or **Elasticsearch** is selected.
4. In the **Results Per Page** field, use the arrows to set the number of results you want to display on each page. By default, the number of results per page is 20 for MadCapSearch and 100 for Elasticsearch.
5. Click  to save your work.

Generating Sitemaps for SEO


Supported In:




For web-based targets, you can generate a sitemap when compiling your output. This helps with search engine optimization (SEO), making it easier for search indexing services (i.e., spiders, crawlers, or bots) to find your output. Therefore, the entire output is indexed and search engine results are improved.

HOW TO GENERATE A SITEMAP FOR SEARCH ENGINE OPTIMIZATION

1. Open a web-based target.
2. On the **Search** tab of the Target Editor, select **Generate Sitemap**.
3. In the **Web URL** field enter the path where the output is ultimately published. For example, <http://help.madcapsoftware.com/flare2018/>.

 **NOTE:** Be sure to include the full path—including "http://"—when entering the web URL.

4. Click  to save your work.

 **NOTE:** If you are generating HTML5 output, you can also set up your search engine—MadCap Search, Google Search, or Elasticsearch (for Top Navigation, Side Navigation, or skinless outputs). See "Setting Up a Search Engine" on page 169.

Ranking Search Results

The Flare search database generates organic search results and looks at numerous signals, factors, and metrics to determine how relevant the results are to the query terms. Understanding how searches are ranked in the different output types helps you determine strategies for optimizing your search results.

Ranking Results—HTML5, DotNet Help, WebHelp, WebHelp, AIR, WebHelp Mobile

Flare's search engine uses content signals and content weighting to determine search rankings.

Content Signals


When end users enter their query terms in output, the search engine looks at a variety of signals, such as:



- Do the search terms occur in the topic title?
- Do the search terms occur in a heading tag, and at what level (e.g., H1, H2, H3)?
- Do the search terms occur in the abstract text or meta description?
- Do the search terms occur in an index marker in the topic?
- Do the search terms occur in a glossary term?
- Do the search terms occur in the topic's body?
- How many times do the search terms occur in each location (e.g., topic title, hyperlinks, body text)?



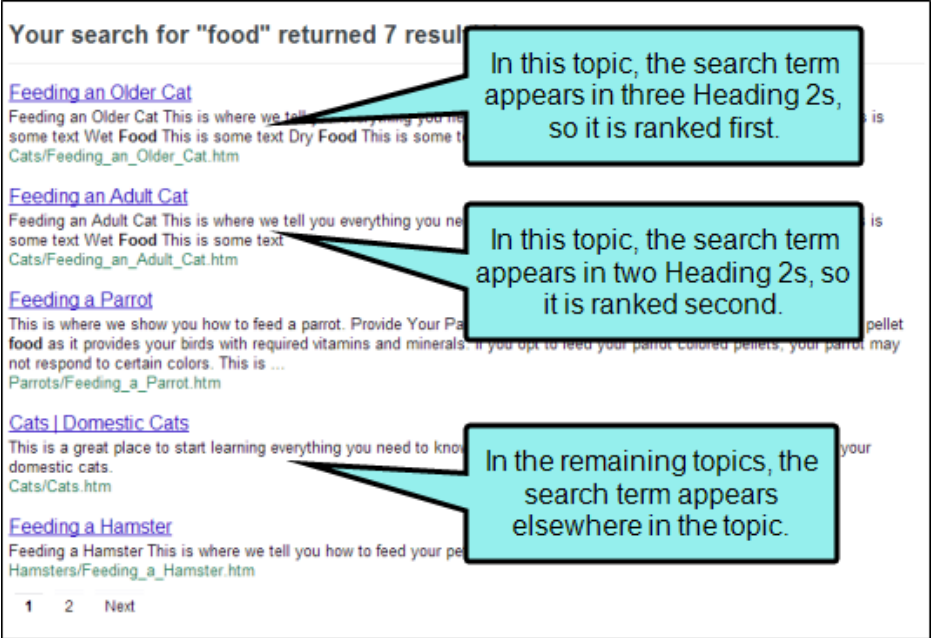
These items are used to determine the topic's search ranking against other topics.

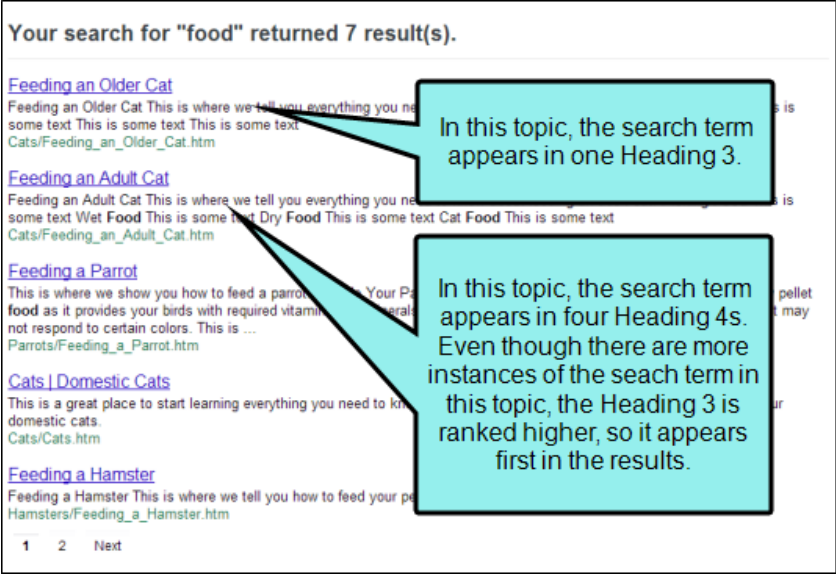
Content Weighting

As with most search engines, Flare takes a variety of factors into account when ranking its search results. Since retrieved results are relative to the search query and indexed content, the table below describes in general terms how different content elements are ranked:

Content Elements	Description
Title Tags	<p>The topic title lets readers know the topic of a particular page. It is placed in a <title> tag, within a <head> tag in HTML documents.</p> <p>You can add a topic title by right-clicking the topic in the Content Explorer, and selecting Properties from the context menu. In the Properties dialog, click the Topic Properties tab, and enter text in the Topic Title field.</p> <p>You also have the option to leave the Topic Title field blank. If you do this, the first topic heading will be used as the topic title by default.</p> <p>Topics with a keyword in the <title> tag always appear first in search results, and always are ranked higher than topics where a keyword appears elsewhere in the topic, regardless of how many times the keyword appears. This helps you find the most expected topics when running a search.</p> <div>  NOTE: If you do not have a <title> tag in your topic, Flare uses the first heading in the topic as the title tag for the file. If there are no headings in the topic, the file name acts as the title tag. This text is given the same search ranking as a <title> tag. </div>
H1 Heading Tags	Keywords contained in an <h1> tag are given less weight than the topic title, but are still an important factor.
Subsequent Heading (H2-H6) Tags	The search engine also looks in topics for keywords in <h2> through <h6> tags. These tags are decreasingly less important to content ranking (e.g., <h2> receives a higher rank than <h3>, <h3> receives a higher rank than <h4>).

Content Elements	Description
Abstract Text	<p>The search engine looks at text in the topic's abstract. Keywords in the abstract receive the same ranking as keywords in <h2> tags.</p> <div> <p> NOTE: This only applies to keywords in the meta description that you define in the topic's properties. If you do not set an abstract in the topic properties, Flare will generate an auto-abstract using the abstract character limit. However, this is not considered abstract text for search ranking purposes. Instead, these keywords are ranked according to their tags in the Flare topic (e.g., <p>, <h3>). See "Meta Descriptions for Topics" on page 260 and "Setting the Search Abstract Character Limit" on page 222.</p> </div>
Index Keywords in Topics	<p>The search engine looks at topics for index keywords. Index keywords in a topic have the same weight as keywords in <h4> tags.</p> <div> <p> NOTE: If you do not want index keywords to be considered when retrieving search results, you can exclude them from the search. See "Excluding Index Entries From Search" on page 29.</p> </div>
Glossary Terms	<p>The search engine looks at topics for glossary terms. Glossary terms in a topic have the same weight as keywords in <h5> tags.</p>
Keywords in the Body Text	<p>Keywords that appear in the body text are ranked the same as keywords in <h6> tags.</p>

Content Elements	Description
Keyword Frequency	<p>The search engine looks at how many times the search term appears in each topic. Topics with frequent keywords are ranked higher than topics with fewer keywords.</p> <div data-bbox="358 373 1451 535"> <p> NOTE: While topics with more frequent keywords are ranked higher, they will never outrank a keyword with a higher base weighting.</p> </div> <div data-bbox="358 569 1451 1577"> <p> EXAMPLE</p> <p>Let's say you have two topics that are almost identical. However, the search term appears in a Heading 2 three times in the first topic and only two times in the second topic. Because the search engine accounts for frequency, the first topic will appear higher in the search results than the second topic.</p>  <p>The screenshot shows search results for the term "food". The results are ranked based on the frequency of the search term in the H2 headings. The first result, "Feeding an Older Cat", has the term in three H2s and is ranked first. The second result, "Feeding an Adult Cat", has the term in two H2s and is ranked second. The remaining results, "Feeding a Parrot", "Cats Domestic Cats", and "Feeding a Hamster", have the term elsewhere in the topic and are ranked lower.</p> </div>

Content Elements	Description
	<p>☆ EXAMPLE</p> <p>Let's say you have two topics. In the first, your search term appears many times, all in Heading 4s. In the second it appears once, in a Heading 3. The second topic will appear higher in the search results because even though the search engine accounts for frequency, search terms that appear in a Heading 3 still take priority over search terms that appear in a Heading 4, regardless of how many total times they appear in the topic.</p>  <p>The screenshot shows search results for the term "food". The results are ranked based on the heading level of the search term. The first result, "Feeding an Older Cat", has the search term in a Heading 3. The second result, "Feeding a Parrot", has the search term in four Heading 4s. Despite having more instances of the search term, "Feeding a Parrot" is ranked lower because its search term appears in a lower heading level (Heading 4) compared to "Feeding an Older Cat" (Heading 3).</p>

📌 **NOTE:** In HTML5 outputs, the Flare search engine uses one additional concept to rank search results: Importance.

A topic's importance is determined by the number links to a topic in the output. A topic that is linked from ten other topics is more important than a topic that is only linked from one other topic. See "Setting Search Result Importance" on page 228.

Ranking Results—Server-based HTML5 and WebHelp Plus

If you enable server-based output for HTML5 or WebHelp Plus, the Flare the search engine is supported by one of these tools:

- **Microsoft Indexing Service** To learn about the Microsoft Indexing Service, see Microsoft's documentation. Here is a link to get you started:

<http://technet.microsoft.com/en-us/library/cc723263.aspx#XSLTsection123121120120>

- **Windows Search Service** To learn about the Windows Search Service, see Microsoft's documentation. Here is a link to get you started:

[http://msdn.microsoft.com/en-us/library/windows/desktop/aa965362\(v=vs.85\).aspx](http://msdn.microsoft.com/en-us/library/windows/desktop/aa965362(v=vs.85).aspx)

See "HTML5 Server-based Output" on page 80 or "WebHelp Plus Server-based Output" on page 102.

Ranking Results—Eclipse Help

Search is provided by the Eclipse platform. You can configure a variety of different search options in Eclipse. For more information, see the Eclipse documentation: help.eclipse.org.

Optimizing Your Content

There are a variety of tasks you can perform to optimize your content. This includes adjusting topic titles, heading tags, file names, index keywords, body text, and meta descriptions. You can also determine whether or not the search engine considers how many internal links there are to a topic when considering that topic's search result ranking.

Topic Titles

For Flare and for search engine providers, the topic title is one of the most important considerations taken into account when ranking search results. Topic titles are important because in addition to including important keywords, as shown below, titles are also highly visible elements in search results:

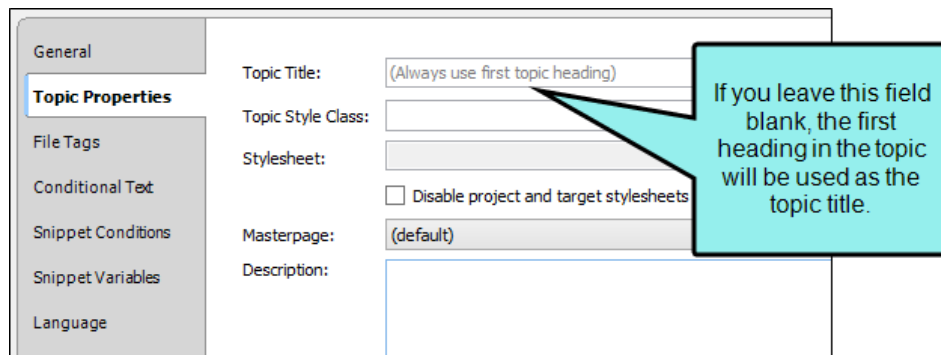
Where Topic Titles are Visible
Flare Search Results
Web Browsers
Search Engine Results
Social Media Bookmarks

Here are some recommendations for improving the quality of your topic titles for search optimization:

- **Give Each Topic a Unique Title** Every page in your output should have a unique topic title. It should also accurately describe the page content.
- **Add Only One Title Per Topic** A page should have only one title. For best results, it should be contained in the <Title> tag. In Flare, you can set the topic title in the Topic Properties tab of the Properties dialog. You have the option to always use the first topic heading as the title or you can manually enter a topic title.

☆ EXAMPLES

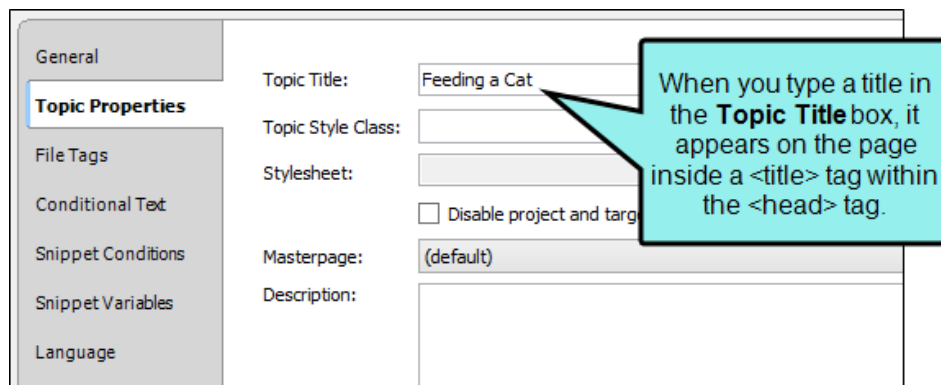
In the topic Properties dialog, you can use the first heading in each topic as the topic title by default. When you use this option, the topic title is not included within a <head> tag on the page.



The screenshot shows the 'Topic Properties' dialog box. The 'General' tab is selected. The 'Topic Title' field contains the text '(Always use first topic heading)'. A callout bubble points to this field with the text: 'If you leave this field blank, the first heading in the topic will be used as the topic title.'

General	Topic Title: (Always use first topic heading)
Topic Properties	Topic Style Class:
File Tags	Stylesheet:
Conditional Text	<input type="checkbox"/> Disable project and target stylesheets
Snippet Conditions	Masterpage: (default)
Snippet Variables	Description:
Language	

You also have the option of manually typing a topic title in the Topic Title field of the Topic Properties tab. When you use this option, the topic title is included in a <title> tag within the <head> tag on the page.



The screenshot shows the 'Topic Properties' dialog box. The 'General' tab is selected. The 'Topic Title' field contains the text 'Feeding a Cat'. A callout bubble points to this field with the text: 'When you type a title in the Topic Title box, it appears on the page inside a <title> tag within the <head> tag.'

General	Topic Title: Feeding a Cat
Topic Properties	Topic Style Class:
File Tags	Stylesheet:
Conditional Text	<input type="checkbox"/> Disable project and target stylesheets
Snippet Conditions	Masterpage: (default)
Snippet Variables	Description:
Language	

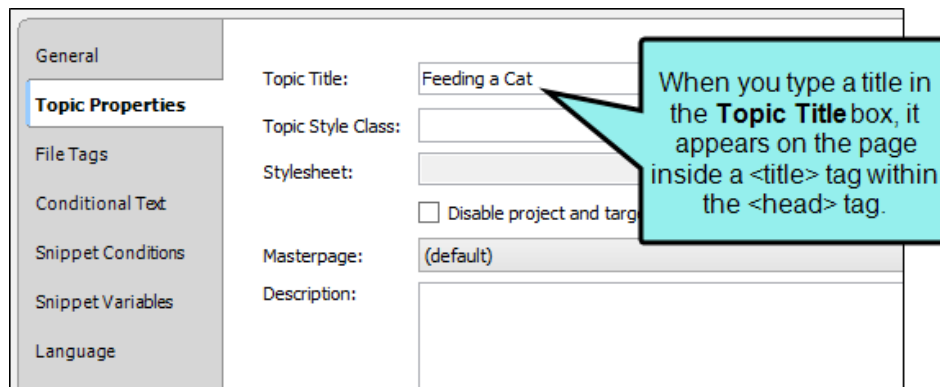
- **Contain the Title Tag in the Head Tag** Most search engine optimization (SEO) experts agree that you can improve page rank if you include the topic <title> tag within the <head> tag.

☆ EXAMPLE

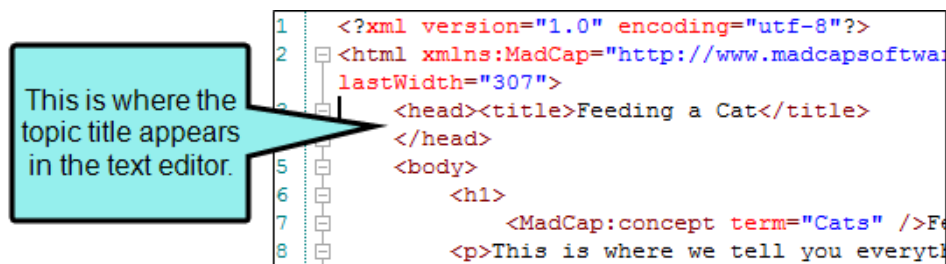
Below is an example of the HTML code for a topic title:

```
<head><title>Feeding a Cat</title></head>
```

In order for the title "Feeding a Cat" to appear in a <title> tag within the <head> tag, open the Properties dialog for the topic. In the Topic Title field, type the title:



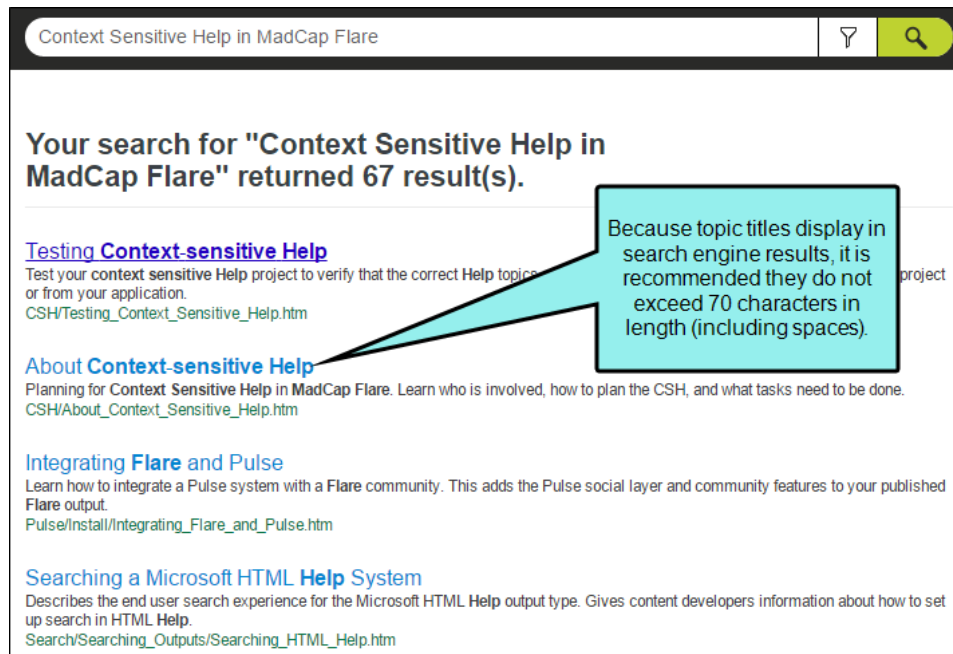
Below is an example of how the title appears in the Flare Text Editor:



- **Limit Title Length to 70 Characters** Because topic titles display in search engine results, experts recommend limiting page titles to a maximum of 70 characters, including spaces. This increases the odds of end users clicking the link.

☆ EXAMPLE

Because titles display on search engine results pages, titles should be limited to a maximum of 70 characters (including spaces).



- **Place Important Keywords at the Front of the Title Tag** For best results, order keywords in a title from most important to least important. For example, if you anticipate that your end users use query terms such as "Online Help Writing," it may be preferable to ensure the terms Online and Help are at the front of the title tag. For example, "Writing Online Help" or "Online Help Writing"

- **Place Keywords at the End of a Title** If you want to include your company branding or project name in a title, it is recommended that you place those keywords at the end of the title.

☆ EXAMPLE

If you want to include branding keywords, place them at the end of the topic title.

The screenshot shows the 'Topic Properties' dialog box in MadCap Software. The 'General' tab is selected. The 'Topic Title' field contains the text 'About Context-Sensitive Help | MadCap Software'. A callout bubble points to the end of the title with the text: 'If you want to include branding keywords, place them at the end of the topic title.'

Heading Tags

Heading tags are important page elements. Below are some best practices for optimizing your heading tags:

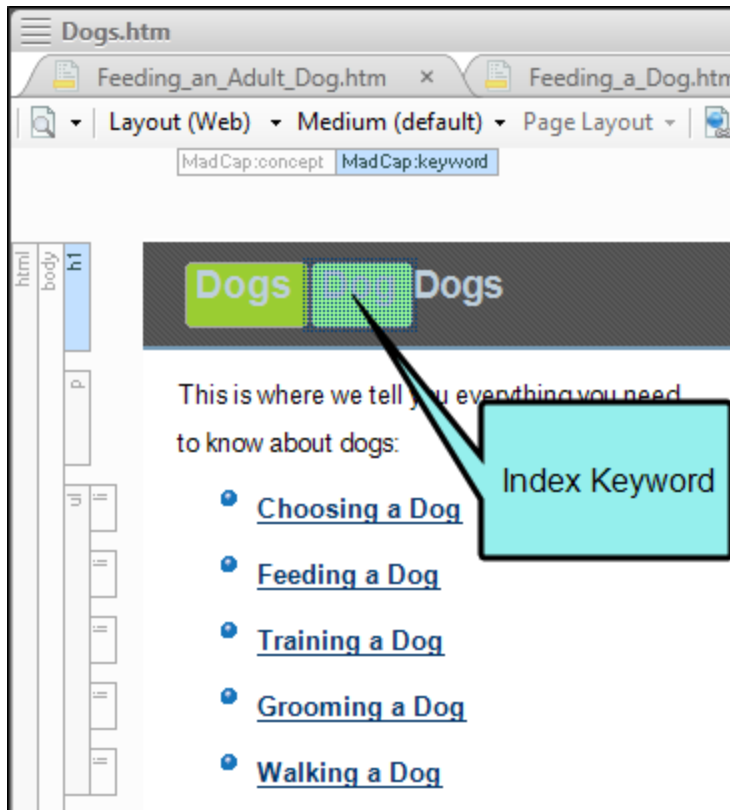
- **Include Important Keywords in the <h1> Tag** Because the text in the <h1> tags are used for search categorization, they should always contain important search keywords.
- **Limit <h1> Tags to One Per Page** You should always apply the <h1> tag to the most important heading text in a document. As a general rule, it is best to include only one <h1> tag per page.
- **Keep <h1> Tags Unique** Because search engines score unique pages higher, it is best that the content of an <h1> tag is unique from other <h1> tags in a project.

Index Keywords

Some search engines may also recognize the index keywords that you include. The Flare search engine also looks at index keywords when ranking search results, so make sure that you insert important keywords into your topics.

☆ EXAMPLE

Here is an example of an index keyword in the XML Editor.




Body Text

The Flare search engine considers keywords in the body text when ranking search results. While the search algorithm is different, major search engine algorithms also consider keywords in the body text.

BEST PRACTICES FOR BODY TEXT

Following are some best practices when it comes to body text.

- **Include Keywords in the Topic Abstract** For best results, carefully craft your paragraphs to include your most important keywords in the first paragraph of the topic. Flare's search engine places a high preference on keywords found in this paragraph, which acts as the topic abstract.

 **NOTE:** If you use a meta description, the information in the meta description appears in the search result instead of the topic abstract. See "Meta Descriptions for Topics" on page 260.


- **Use Important Keywords in Heading Tags** You should always include the most important keywords in the heading tags, as most search engines give headings more weight.
- **Apply Emphasis to Keywords** Some, but not all, search engines give preference to keywords where bold or italics are applied. The Flare search engine weighs text with inline tags (i.e., formatting applied with span tags) slightly higher than regular text.
- **Consider the Frequency of Your Keywords** Consider the number of times you use a keyword on a page. Flare's search engine places gives preference to topics that use a keyword often.
- **Include Hidden/Invisible Text** You can optionally include hidden/invisible text as described below.

HIDDEN/INVISIBLE TEXT

You can modify your project stylesheet if you want to include hidden/invisible text. This makes the text invisible to the users viewing the topic, but it will be visible to the indexing programs used by some search engines.



For the Flare search engine, it is acceptable to use invisible/hidden text to influence search results.

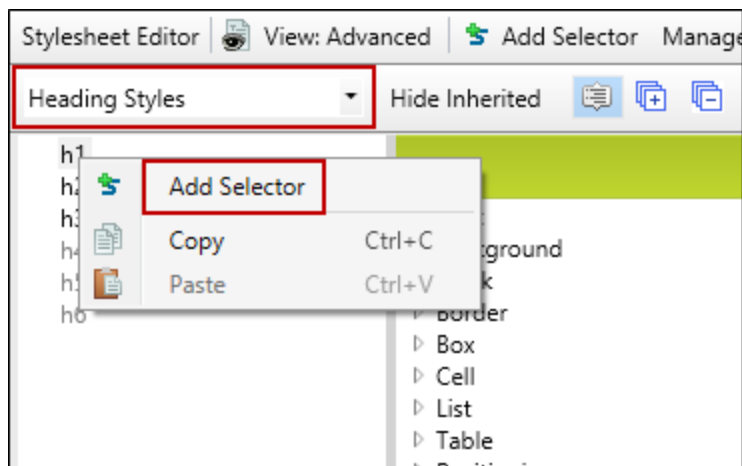
You might use hidden/invisible text on additional headings to give the topic more weight with search engines.

 **IMPORTANT:** Be careful about using invisible/hidden text for the purpose of keyword stuffing. For example, you should not include large blocks of hidden text in a topic because it can lead to major search engine providers temporarily or permanently blocking your content from their site. For that reason, it is recommended that you always research the current content standards for your desired search engines.

HOW TO CREATE A HIDDEN TEXT STYLE

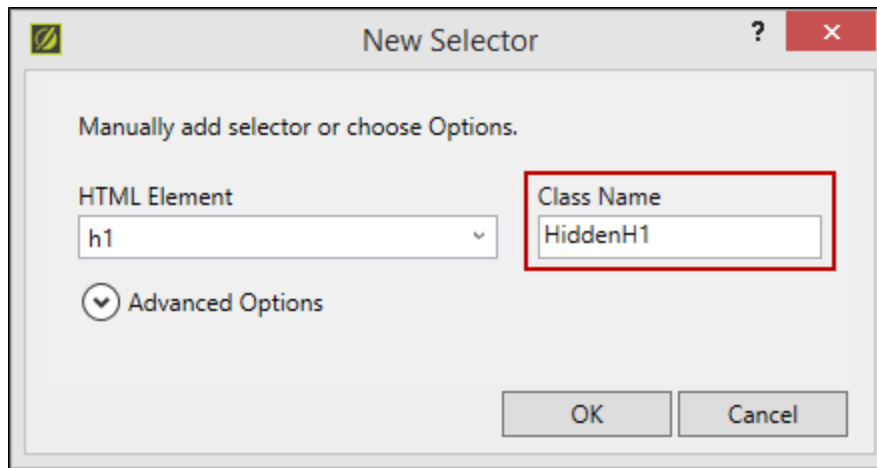
You can create a hidden/invisible text style for any style in your project.

1. From the Content Explorer, open the stylesheet that you want to modify.
2. In the local toolbar, make sure the first button displays  **View: Advanced**. If the button displays  **View: Simplified** instead, then click it.
3. In the drop-down field on the left, choose **Heading Styles** from the list. For this example, we will show you how to create a hidden style class for your h1 tags.
4. Right-click the **h1** and select **Add Selector** from the context menu.

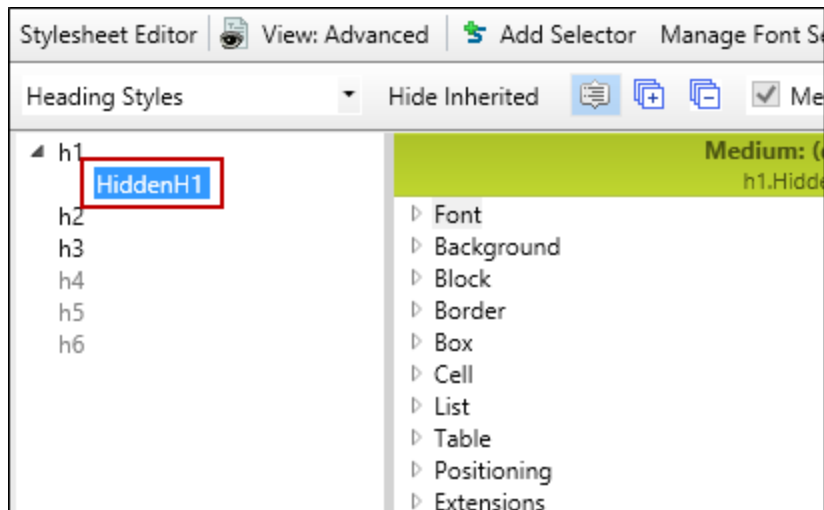


The New Selector dialog opens.

5. In the **Class Name** field, type a name for your style. In this example, we will name it `HiddenH1`.

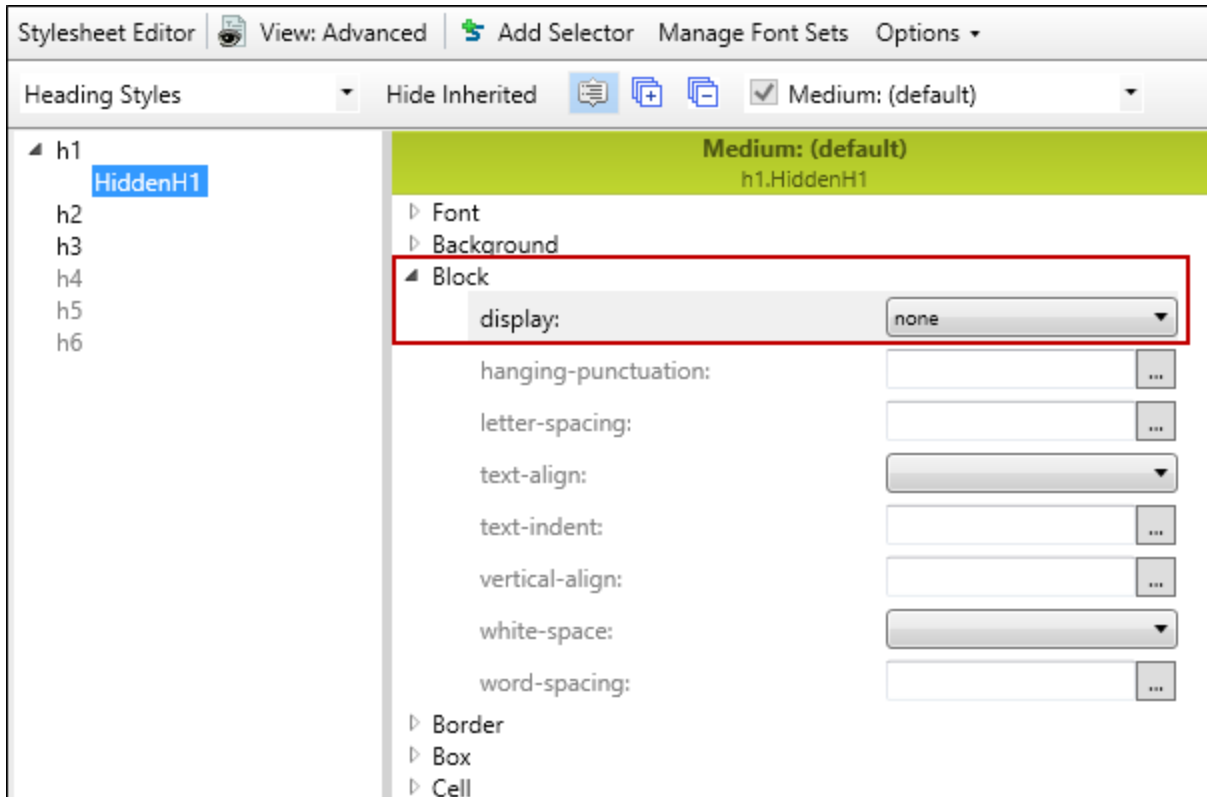


The new class appears in the stylesheet under the h1 tag.



6. In the **Properties** area, expand the **Block** properties.

- Next to the **display** field, select **none** from the drop-down list. Selecting none here will let you see the element in the XML Editor and Text Editor. It will be visible to web crawlers and spiders in the code, but completely hidden from your end users in the target output.

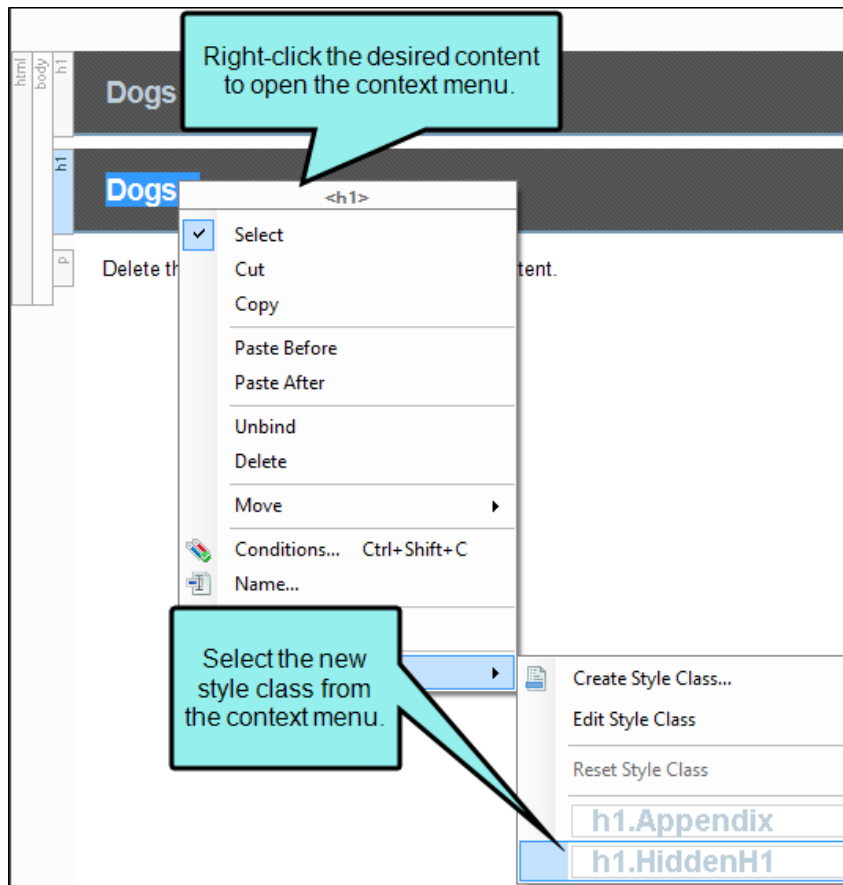


- Save your changes.

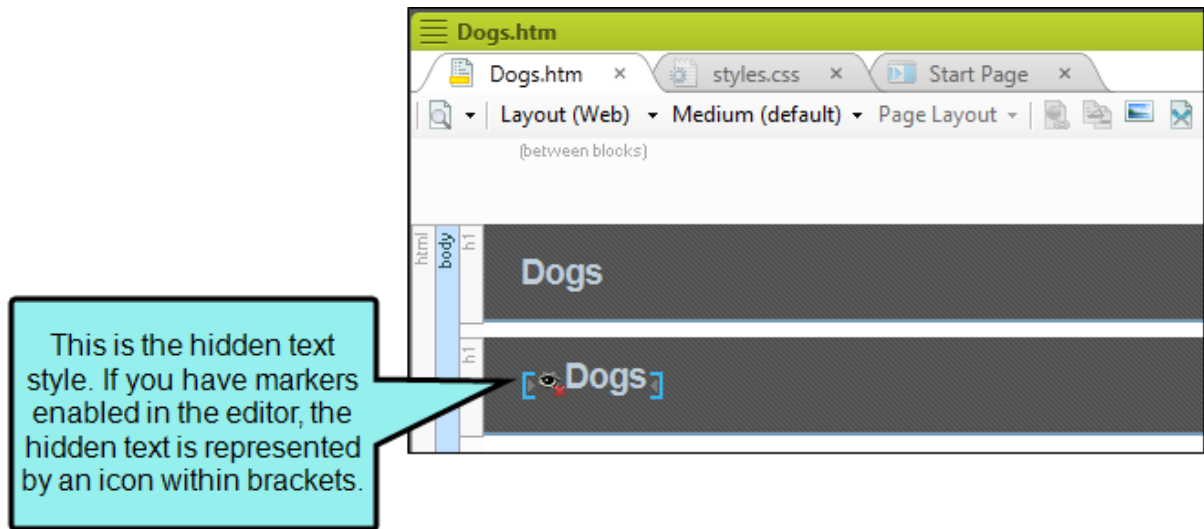
HOW TO APPLY A HIDDEN/INVISIBLE TEXT STYLE

After you create a hidden/invisible text style, you can apply it to content, such as additional headings. In this example, we show you how to apply the hidden style you just created to the first-level heading.

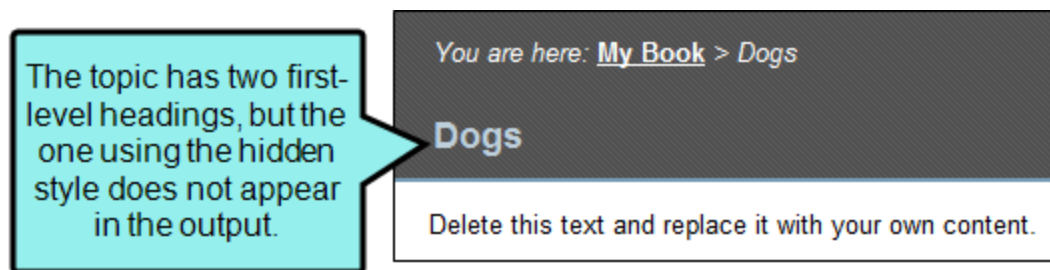
1. Open the desired topic.
2. Add the text that you want to be hidden/invisible. In this example, we will add a duplicate `<h1>` heading in a topic.
3. Right-click on the heading text and from the context menu, choose **Style Class > h1HiddenH1**.



The illustration below shows you how the hidden text style appears in the XML Editor.



4. Preview the new style in your output.



Meta Descriptions

You can use a text editor to add a meta description (summary or abstract) manually to a topic. However, an easier method is to use the topic's Properties dialog in Flare to add them. Meta descriptions are supported for HTML5, WebHelp, and WebHelp Plus targets. See "Meta Descriptions for Topics" on page 260.

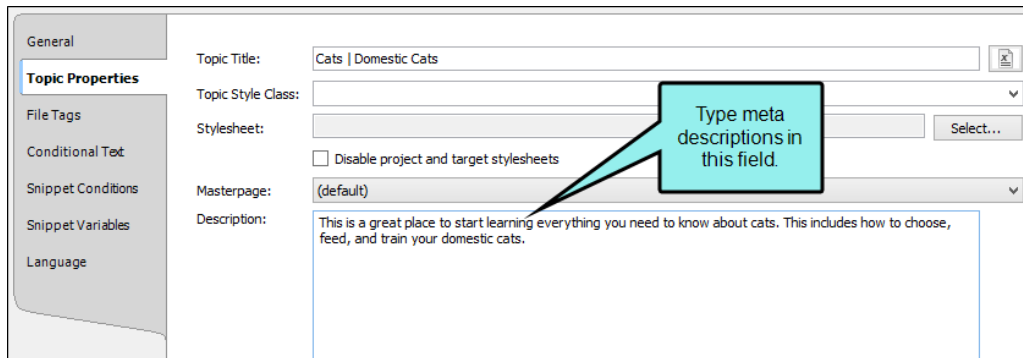
A meta description is typically not an important consideration for ranking results. However, many (but not all) search engines display meta descriptions as page summaries in search results.

In Flare, meta descriptions are weighted heavily when ranking search results. In addition, meta descriptions are used to display topic summaries on the search results page of the output. This is also true for many, but not all, search engine providers.

If you include a meta description in a topic in an output type using the Flare search engine, the description will always be displayed as the page summary in the search results, rather than of the first paragraph of the topic.

☆ EXAMPLE

Below is an example of a meta description that has been added using the topic's Properties dialog.



The screenshot shows the 'Topic Properties' dialog box in Flare. The 'General' tab is selected. The 'Topic Title' is 'Cats | Domestic Cats'. The 'Topic Style Class' is empty. The 'Stylesheet' is empty, with a 'Select...' button. The 'Disable project and target stylesheets' checkbox is unchecked. The 'Masterpage' is '(default)'. The 'Description' field contains the text: 'This is a great place to start learning everything you need to know about cats. This includes how to choose, feed, and train your domestic cats.' A callout box points to the 'Description' field with the text: 'Type meta descriptions in this field.'

- ☆ If you decide to include a meta description for your topic, the text you write will appear in the summary field of the Flare search results. The same is true for some, but not all, major search engine providers.

The diagram illustrates the structure of search results for the query "Cats". It shows a list of four results, each with a title, a meta description, and a URL. Callouts explain how the presence or absence of a topic title and a meta description affects the displayed text.

When you include a topic title, it appears here. (Callout pointing to the title of the first result)

When you include a meta description, it appears here. (Callout pointing to the meta description of the first result)

When you exclude a topic title, the first topic heading appears here. (Callout pointing to the first line of the first result's meta description)

When you exclude a meta description, the first topic heading and/or paragraph text appears here. (Callout pointing to the first line of the first result's meta description)

Your search for "Cats" returned 11 result(s).

- [Cats | Domestic Cats](#)
This is a great place to start learning everything you need to know about C
[Animals/Cats/Cats.htm](#)
- [Download a File About Cats](#)
Download a File About Cats Click the link below to download the a file abo
[Animals/Files/PDF/Files_Cats.htm](#)
- [Feeding a Cat](#)
Feeding a Cat This is where we tell you everything you need to know about
[Animals/Cats/Feeding_a_Cat.htm](#)
- [Raising Dogs and Cats Together](#)
Raising Dogs and Cats Together This is where we give you advice for raisin
[Animals/RaisingMultiples/Raising_Dogs_and_Cats_Together.htm](#)

GUIDELINES FOR WRITING META DESCRIPTIONS

While not always used for ranking, most major search engine providers identify content with meta descriptions as sign of higher-quality content. Also, because end users read meta descriptions and make decisions as to whether or not to visit a page, it is generally a good practice to write meta descriptions that satisfy these minimum guidelines:

- **Create Readable and Well-Written Descriptions** It is beneficial to add a high-quality meta description to your topics. Just after the title on a search results page, a well-written meta description can influence a person's decision to click to view a page. This, in turn, typically improves the quality and quantity of page visits from Internet search traffic.
- **Provide Searcher with an Accurate Description of Page Content** Think of a meta description as part page summary and part advertisement. You want your descriptions to contain descriptive keywords, and since it will also be displayed in search results, you want it to be readable, concise, accurate, and to the point. A description should always provide a summary of the content on a page. To avoid creating confusion, disappointment, or frustration for end users, never load a meta description with repetitive keywords, inaccuracies, or promises that they will find information that isn't actually in the body of the page.
- **Contains Between 68-155 Characters** Depending on which SEO experts you consult and where you anticipate the page summary being displayed, you will find a wide variety of recommendations about meta description length. The short answer is the different search engine providers impose different limits. However, the Google limit is widely reported as being 155 characters, so as a general guideline we recommend writing descriptions between 68-155 characters in length. If you want to check the length of your descriptions, there are a wide variety of tools that let you cut and paste text into their counter. Simply search online for "letter count" or "word count."
- **Avoid Keyword Stuffing** Although it can be tempting to repeat descriptive terms in a meta description, there is little reason to include the same words and phrases multiple times. For example, there is no need to stuff a meta description with keywords (i.e., "Toolbar, tool bar, toolbars, tool bars"). First, this renders the description useless to anyone trying to read the summary. Also, most major search engine providers will flag keywords in meta descriptions as spam which can trigger ranking penalties and result in your page (or your entire site) being disregarded by their search engine.

File Names

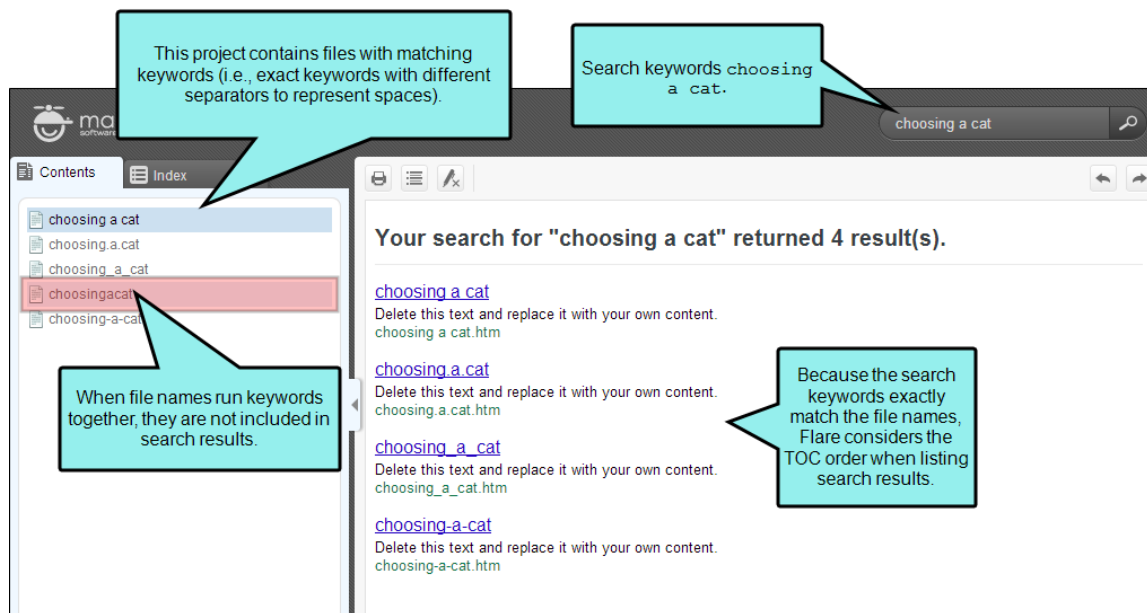
Flare considers file names in rankings if you do not have a <title> tag in the document. When the Flare search engine looks at the file names in your project, it considers the following when listing results:

- **Keyword Matches in File Names** File names with exact keyword matches are favored. For example, if you are searching for "choosing a cat," topics containing the keywords "choosing a cat" will be ranked higher than file names containing "choose a cat" or "choosing cats."
- **Do Not Run Keywords Together in File Names** For best results with keyword recognition, it is recommended that you do not run keywords together in file names (e.g., choosingacat.htm). When keywords run together, there is a greater risk of the keywords not being recognized, as well as not being parsed properly by search engines.
- **Shorter File Names are Better** Because file names are part of a URL, studies show that the general rule of thumb for page URLs is that shorter URLs are better. For example, a file named "choose-a-cat.htm" would be a more compelling link for an end user to click than a file named "how-to-go-about-choosing-a-cat-or-a-kitten.htm."
- **Use Hyphens** While it is a common practice to use underscores in file names (e.g., Choosing_a_Cat.htm), many search engine providers and SEO experts no longer recommend it because the underscore is considered by some indexes to be its own word character. While it provides visible separation between words, one point to consider is that some search engines might take regular expressions such as "Choosing_a_Cat" and interpret it as "ChoosingaCat." Because of this, some SEO experts recommend that you use hyphens to represent a space between keywords. Whichever separator you decide to use, it is recommended that you do not use periods (.) or blank spaces to separate words in file names. Periods are used by some computer systems to indicate different file extension types. Blank spaces can cause issues for Web servers, particularly those running UNIX or Linux.
- **Be Aware of Case** Because some major search engine providers run indexing systems on case-sensitive servers (e.g., Apache, Unix, and Linux servers), whether a file name is written in lowercase or uppercase can make a difference as to whether the file is indexed. For example, a page named "choosing-a-cat.htm" may be interpreted differently from "Choosing-A-Cat.htm." It can also lead to search engines creating duplicate page entries, which can result in error codes when users click links, as well as penalties for content ranking. While it is difficult to predict how each and every search engine will handle a file name, it is good to pick your file naming convention wisely and then use it consistently.

☆ EXAMPLE

Let's say you have a project with only five topic files. The file name for each topic uses a different separator to represent the space between keywords (e.g., choosing a cat.htm, choosing.a.cat.htm, choosing_a_cat.htm, and choosing-a-cat.htm). In addition, one of the file names runs the keywords together (e.g., choosingacat.htm).

If you were to search for "choosing a cat," note how the search results will list only the exact matches (i.e., the file name that runs keywords together is not detected as a match). For example, "choosingacat.htm" is not listed in the results.



Search Result Importance—HTML5 Output

In HTML5 output, the Flare search engine uses a combination of factors to rank search results. When you search, the search engine considers the number of links to a topic (Importance) as well as the number of times a search term appears in a topic. This gives you the most accurate results. You can choose to turn off Importance and search using only the number of search term hits in each topic. This is not recommended unless you have one topic that is linked to so many times that it would skew your search results.

When optimizing your content for HTML5 output, consider if you are going to use Importance in your searches and tailor your content appropriately. For example, if you plan to use Importance, you should make sure you link to important topics throughout your output. However, if you do not plan on using Importance in your searches, you should focus on adding keywords throughout your topic.

See "Setting Search Result Importance" on page 228.

Meta Descriptions for Topics

Supported In:



You can add a meta description to a topic in the Properties dialog. Meta descriptions are brief summaries of web pages and are displayed in search engine results pages (SERPs). Therefore, they are useful for search engine optimization in HTML5, WebHelp, and WebHelp Plus outputs.

A screenshot of the 'Properties' dialog box, specifically the 'Topic Properties' tab. The left sidebar contains a list of tabs: 'General', 'Topic Properties' (selected), 'File Tags', 'Conditional Text', 'Snippet Conditions', 'Snippet Variables', and 'Language'. The main area of the dialog has several fields: 'Topic Title' with a text box containing '(Always use first topic heading)', 'Topic Style Class' with a dropdown menu, 'Stylesheet' with a text box and a 'Select...' button, a checkbox for 'Disable project and target stylesheets', and 'Masterpage' with a dropdown menu showing '(default)'. At the bottom, there is a 'Description' field with a large text area containing the text: 'This topic provides a general introduction to MadCap Flare, its benefits, and basic steps for getting started.' The entire 'Description' field is highlighted with a red border.

This description is stored as metadata in the <head> tag of the topic file. The markup looks like this:


```
<meta name="description" content="This topic provides a general introduction to MadCap Flare, its benefits, and basic steps for getting started." />
```

In addition, topic meta descriptions are used in the search results for HTML5 output, and they are searchable. Keywords found in meta descriptions receive a ranking in search results.

If you do not provide a meta description, Flare will use the abstract character limit to create an abstract from the text in your topic. However, keywords found in automatically generated abstracts receive a lower search ranking than those found in meta descriptions. See "Setting the Search Abstract Character Limit" on page 222 and "Ranking Search Results" on page 235.

For more information and tips for using meta descriptions, see "Optimizing Your Content" on page 241.

HOW TO ADD A META DESCRIPTION FOR A TOPIC

1. Open the Content Explorer.
2. Locate and click on the topic file.
3. In the local toolbar, click . The Properties dialog for the file opens.
4. Click the **Topic Properties** tab.
5. In the **Description** field, enter the meta text.

✔ **TIP:** It is recommended that you keep meta descriptions to fewer than 155 characters.

6. Click **OK**.

Optimizing Your Site


You can take actions to optimize the site where your output is published. This includes generating a sitemap, including a robots.txt file, enabling non-XHTML files in search, showing navigation links, changing search pagination, and adding search abstracts.

Generating Sitemaps

For web-based targets, you can generate a sitemap when compiling your output. This helps with search engine optimization (SEO), making it easier for search indexing services (i.e., spiders, crawlers, or bots) to find your output. Therefore, the entire output is indexed and search engine results are improved.

HOW TO GENERATE A SITEMAP

1. Open a web-based target.
2. On the **Search** tab of the Target Editor, select **Generate Sitemap**.
3. In the **Web URL** field enter the path where the output is ultimately published. For example, `http://help.madcapsoftware.com/flare2018/`.

 **NOTE:** Be sure to include the full path—including "http://"—when entering the web URL.

4. Click  to save your work.

Including a Robots.txt File

A robots.txt file is typically implemented by a webmaster or website owners. It is used to advise search engine robots and spiders about what site content can and cannot be crawled. The robots.txt protocol is a simple text file that you can create in a text editor.

There are several reasons why you may want to consider creating a robots.txt file to use with your published output:

- **Block Access to Content** If you do not want the robot or spider to crawl certain content, you may want to publish those content files in a password-protected directory and include a robots.txt file. It is recommended that you work with your website or web server administrator to ensure your requirements are met.
- **Block Access to Specific Files and/or Folders** If you have specific content that want to block from search engines, you can advise cooperating robots and spiders to exclude that content from their index. Keep in mind that most major search engines cooperate with these instructions. However, some search engines do not.
- **Block Your Site from Specific Search Engines** If you would like to block a specific search engine from crawling your site, you can advise its robot or spider to exclude your site from its index. To be successful, the robots.txt file must explicitly define the robot to block by name and the spider must be programmed to cooperate with your instructions.

HOW TO INCLUDE A ROBOTS.TXT FILE

1. Open a text editor.
2. Create a new file and name it "robots.txt."
3. Include the desired instructions.

✓ **TIP:** To learn what to include in a robots.txt file, see <http://www.robotstxt.org/>. You should discuss specific requirements with your web server administrator and/or web-master.

4. Place the file at the root of the website hosting your published content.

☆ EXAMPLE

Let's say you plan to publish your Help content to a site named:

`https://www.help.example.com`

In this scenario, you should place the robots.txt file at the root of the site:

`https://www.help.example.com/robots.txt`

5. Publish your content and ensure the robots.txt file is still in place.
6. Test your robots.txt using a validation tool. Some major search engines provide their own testing tools (e.g., Google) .

📄 **NOTE:** Most major search engines (e.g., Google, Bing, and Yahoo) are known to cooperate with the instructions in a robot.txt file. However, many search engines also have the ability to discover information using other methods. For example, let's say you have blocked a file named "form_1.html" in robots.txt. However, another website has created a link on their site to your "form_1.html" page. In this scenario, the URL for that linked page may be included in an engine's search results.

📄 **NOTE:** It is also generally understood that there are existing search engines, including malicious ones, that do cooperate with the robots.txt protocol. Be sure to work closely with a web developer or your web host to ensure you get the best results possible with your robots.txt file.

Enabling Non-XHTML Files in Search

Because search engines have added non-HTML formats to their search indexes, it is helpful to enable non-XHTML search in your output. This allows the Flare search engine to return matches for non-HTML content in your project (e.g., PDF, DOC, and XLS files). You can enable non-XHTML search in the HTML5 and WebHelp Plus server-based outputs. See "Including Non-XHTML Files in Search" on page 121 and "Including Non-XHTML Files in HTML5 Search" on page 98.

Showing Navigation Links

You can add a navigation link to the top or bottom of topics in HTML5, WebHelp, WebHelp AIR, or WebHelp Plus outputs. This navigation link will not display unless the output topic is opened as a standalone (outside of the main navigation framework of the output). By clicking the link, a user can view the standalone topic in the main navigation framework.

Changing the Number of Search Results Per Page

You can change the number of search results that appear on each page in HTML5 outputs. This makes it easier for users to navigate between pages of search results and improves search result loading times, especially for users who access your output from a mobile device. In order to use this feature, you must be using Elasticsearch or MadCap Search. This feature is not supported for Google Search. See "Setting Up a Search Engine" on page 169.

Your search for "cats NOT dogs" returned 8 result(s).

[Cats | Domestic Cats](#)
This is a great place to start learning everything you need to know about Cats. ...ding how to choose, fee
[Cats/Cats.htm](#)

[Choosing a Cat](#)
Choosing a Cat There are many different types of cats in the world. With ... choose f
[Cats/Choosing_a_Cat.htm](#)

[Training a Cat](#)
Training a Cat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
[Cats/Training_a_Cat.htm](#)

[Feeding a Cat](#)
Feeding a Kat This is where we ... feeding cats:
[Cats/Feeding_a_Cat.htm](#)

[Feeding an Adult Cat](#)
Feeding an Adult Cat This is where we tell you everything you need to know about feeding an adult cat.
[Cats/Feeding_an_Adult_Cat.htm](#)

1 2 Next

Your search returned eight results.

Because the pagination is currently set to show five results per page, the remaining three results display on the next page.

Changing the Abstract Character Limit in Search Results

In HTML5 output, you can set a character limit for automatically generated abstracts that appear in your search results. This allows your users to see a brief summary of each topic in the search results, while keeping the search results page easy to scan. You can set the character limit as long or as short as you like. When creating an automatic abstract, Flare scans all text elements in the topic, including headings and paragraphs, and includes them in the abstract until the character limit is met. This feature is only supported for MadCap Search. See "Setting the Search Abstract Character Limit" on page 222.

[George Washington](#)

George Washington (February 22, 1732 [O.S. February 11, 1731] – December 14, 1799) was the first President of the United States (1789–1797), the Commander-in-Chief of the Continental Army during the American Revolutionary War, and one of the Founding Fathers of the United States. He presided over ...

[B_Feature Topics/George Washington.htm](#)

This abstract is 300 characters.

[George Washington](#)

George Washington (February 22, 1732 [O.S. February 11, 1731] – December 14, 1799) was the first President of the United States (1789–1797), the Commander-in-Chief of the Continental Army during the American Revolutionary War, and one of the Founding Fathers of the United States. He presided over the convention that drafted the United States Constitution, which replaced the Articles of ...

[B_Feature Topics/George Washington.htm](#)

This abstract is 400 characters.

You can also add a manual search abstract using meta descriptions in the topic's Properties dialog. See "Meta Descriptions for Topics" on page 260.

APPENDIX

PDFs

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

TUTORIALS

Getting Started Tutorial

Product Foldout Tutorial

Side Navigation Tutorial

Top Navigation Tutorial

Tripane and PDF Tutorial

USER GUIDES

Accessibility Guide

Analysis and Reports Guide

Architecture Guide

Autonumbers Guide

Condition Tags Guide

Context-sensitive Help Guide

DotNet Help Guide

Eclipse Help Guide

Getting Started Guide

Global Project Linking Guide

HTML Help Guide

HTML5 Guide

Images Guide

Importing Guide

Index Guide

Key Features Guide

Language Support Guide

MadCap Central Integration Guide

Movies Guide

Navigation Links Guide

Plug-In API Guide

Print-based Output Guide

Project Creation Guide

Pulse Guide

QR Codes Guide

Reports Guide

Reviews & Contributions Guide

Search Guide

SharePoint Guide

Skins Guide

Snippets Guide

Source Control Guide: Git

Source Control Guide: Perforce

Source Control Guide: Subversion

Source Control Guide: Team Foundation Server

Source Control Guide: Visual SourceSafe

Styles Guide

Tables Guide

Tables of Contents Guide

Targets Guide

Templates Guide

Topics Guide

Touring the Workspace Guide

Transition From FrameMaker Guide

Variables Guide

WebHelp Outputs Guide

What's New Guide

CHEAT SHEETS

Folders and Files Cheat Sheet

Print Output Cheat Sheet

Shortcuts Cheat Sheet

Structure Bars Cheat Sheet

Styles Cheat Sheet