

**MADCAP FLARE 2024**

# Meta Tags

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## CHAPTER 1

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# Welcome

*Approximate Time: 35 minutes*

Welcome to the Flare Meta Tags Tutorial.

- **Tutorial Goal** Learning how to create and manage meta tags.
- **Key Concepts** Creating meta tag sets; adding text, list, and file meta tags; setting meta tag values; finding files using meta tags.

Properties ? X

Preview for: First-HTML5-Target

**General Meta Tag Set**  
[General.flmeta](#)

List	Name	Comment	Set value to file
	<b>Authors</b>	These are the authors on our documentation team.	
	Value		
	Emily		

Text	Name	Comment	Set value to file
	<b>description</b>	Description meta tag	
	Value		
	The Boxer is a medium to large, short-haired dog breed of mastiff-type, developed in Germany.		

List	Name	Comment	Not set
	<b>Greeting</b>		
	Value		
	Hello		
	Value is taken from Meta Tag Set		

File Tags	Name	Comment	Set value to file
	<b>Status</b>	These are status values that our documentation team applies to files during a release cycle.	
	Value		
	In Progress   Status.flfts		

Promotions Meta Tag Set  
 Resources Meta Tag Set  
 Custom *Not from meta tag set*


# Downloading and Opening a Zipped Project

To start, let's download and open a zipped project.

## I How to Download and Open a Zipped Project

1. Download the following zipped project called "Dogs Galore."

`https://help.madcapsoftware.com/Tutorials/Meta-Tags-Tutorial/Dogs-Galore.flprjzip`

2. After it finishes downloading it, open the file. A session of Flare launches.
3. In the Unpack dialog, keep the project name. You can also keep the location, but if you want to change it, click  next to the **Unpack to Folder** field and choose a new folder.
4. Click **Unpack**.
5. After the zip file is unpacked, click **Yes** to open it.



**NOTE** If the message window opens at the bottom of Flare, just close it.



## CHAPTER 3

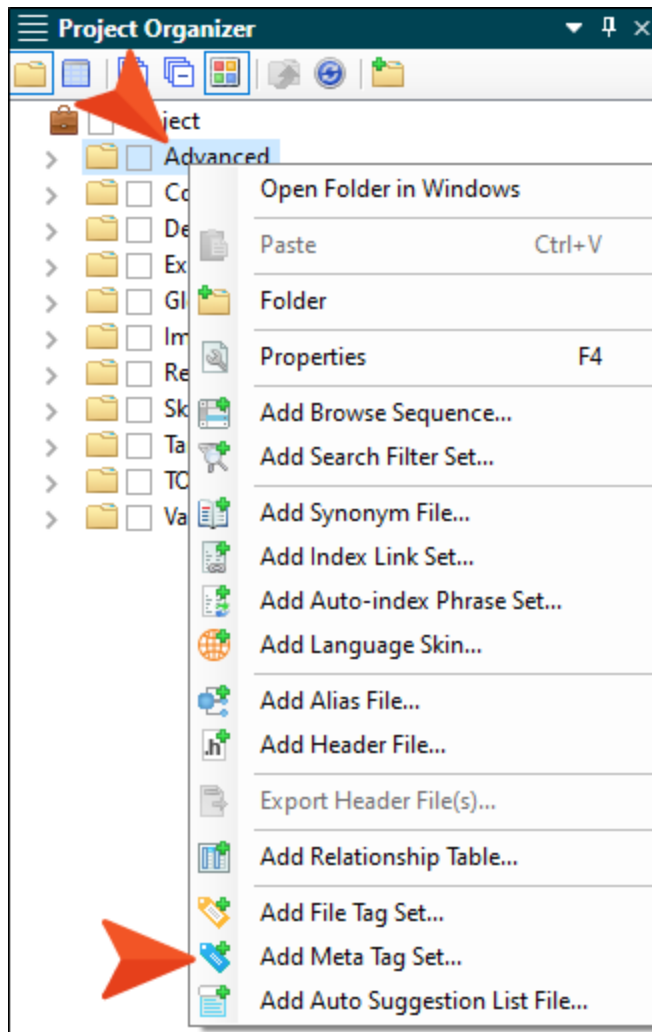
---

# Creating Meta Tag Sets

A meta tag set isn't necessary in order to create and use meta tags in a Flare project. However, it's recommended, and helps you accomplish more. We're going to create a few meta tag sets, so that we can organize our various meta tags in different categories.

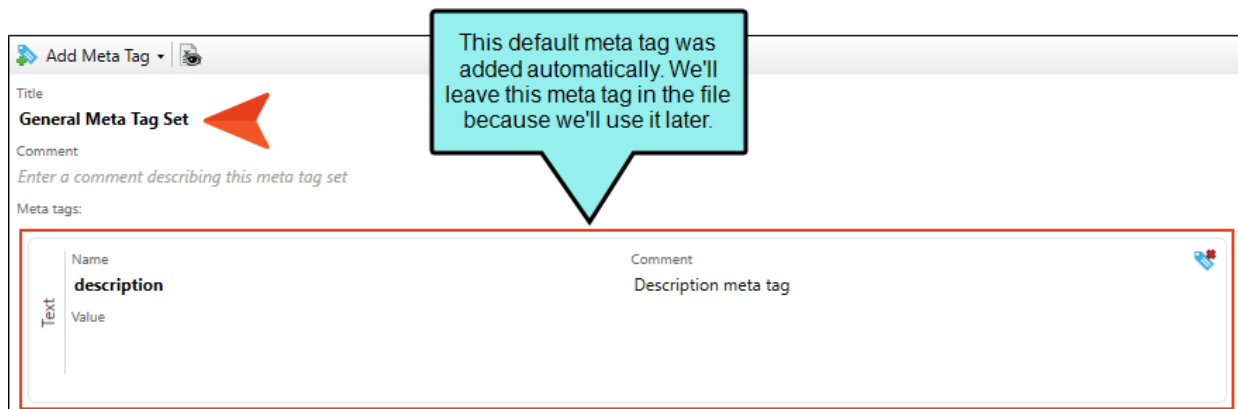
# I How to Create Meta Tag Sets


1. In the Project Organizer, right-click the **Advanced** folder and select **Add Meta Tag Set**.

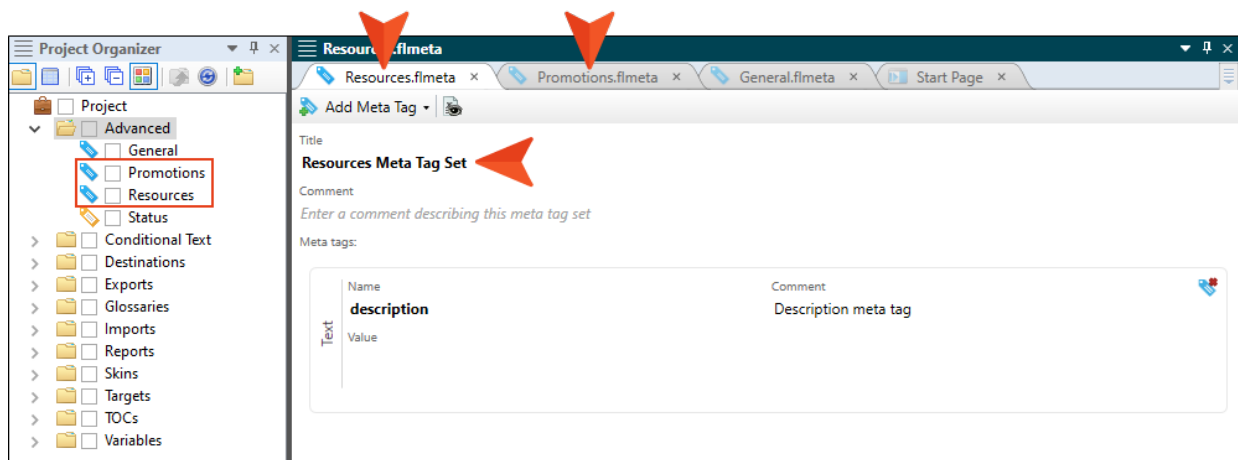


2. In the **File Name** field, enter `General` and click **Add**. The Meta Tag Set Editor opens to the right with one meta tag (named "description") already added for you.

- We could leave both the Title and Comment fields at the top empty, but let's give the meta tag set a title, which you will see again later when we work with meta tags on different files. In the **Title** field, enter `General Meta Tag Set`.



- We'll add a couple of meta tags to this set later. But for now just click  to save your work.
- Repeat the steps above to create a second meta tag set named `Promotions`, and third set named `Resources`. Give the second meta tag set the name `Promotions Meta Tag Set`, and the third one `Resources Meta Tag Set`.



## CHAPTER 4

---

# Adding List Meta Tags

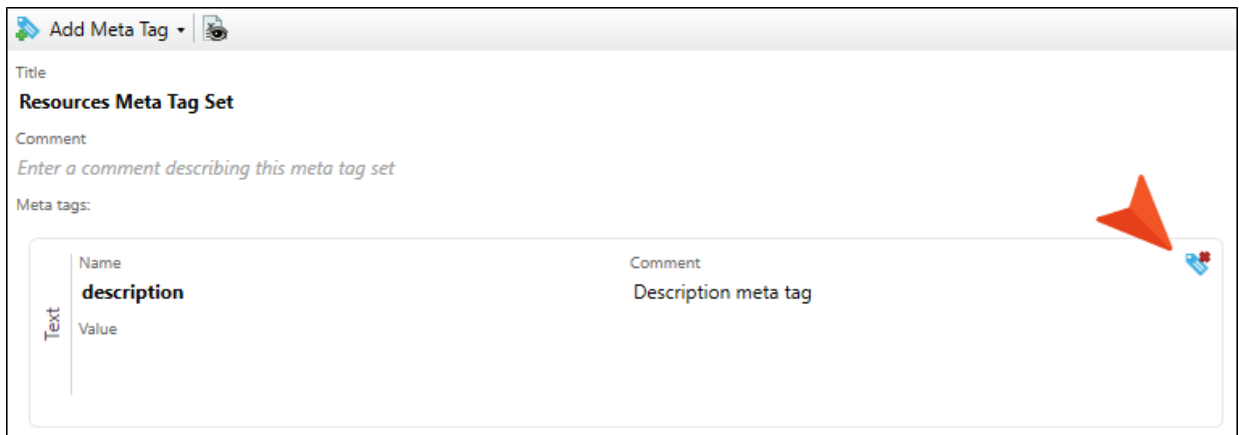
We already have one meta tag (named "description") in each of our three meta tag sets. This is a text meta tag. We could add more text meta tags with different names for other purposes, but in this tutorial we'll just use that one. In fact, we'll begin by removing it from two of the meta tag sets. Then we'll add another type of meta tag, a list of values.


This chapter discusses the following:

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How to Add List Meta Tags to the Resources Set .....	20

# I How to Delete Text Meta Tags

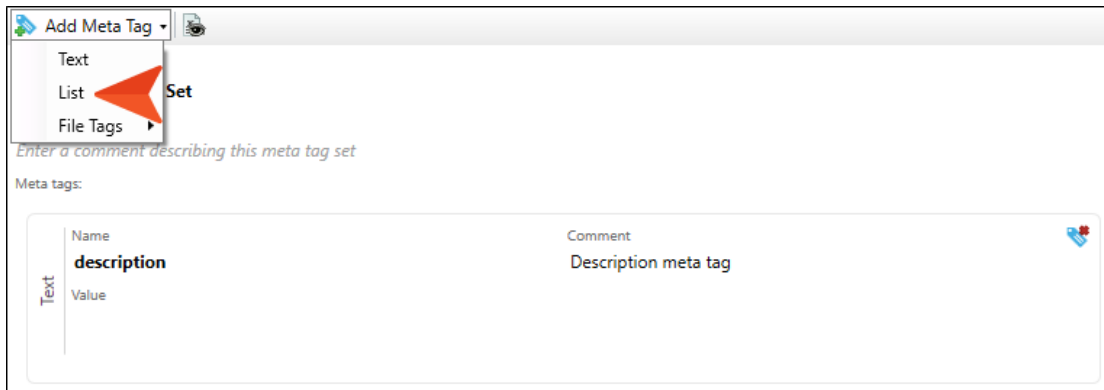
1. In the **Resources** meta tag set, click  to remove the description text meta tag.



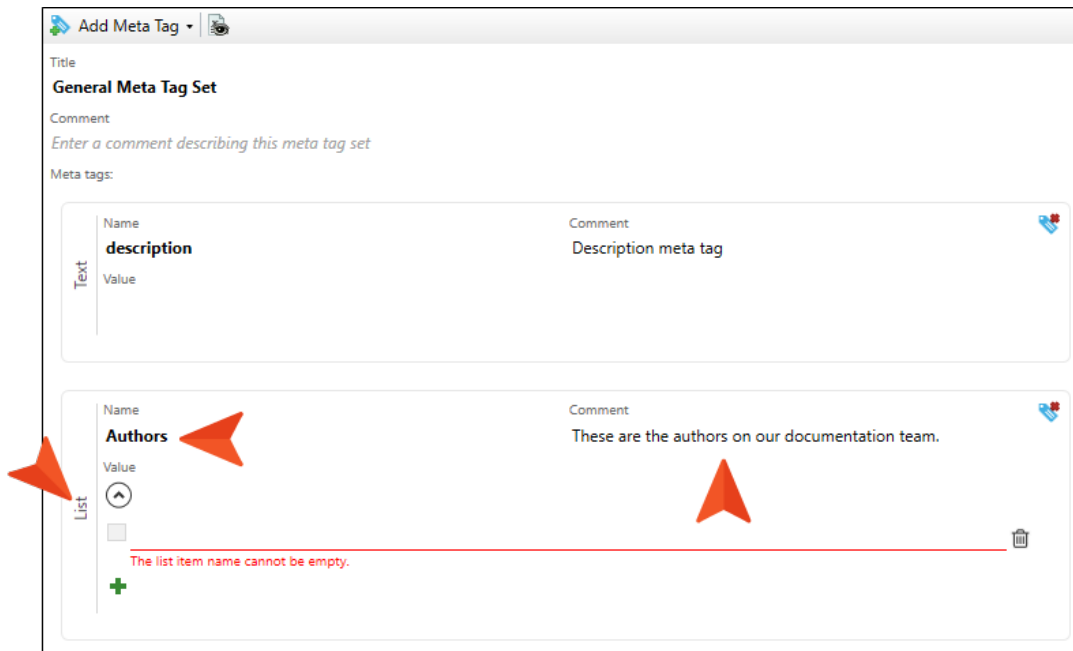
2. Do the same in the **Promotions** meta tag set. When you're done, you'll still have a description text meta tag in the General meta tag set.
3. Click  to save all files.

# I How to Add List Meta Tags to the General Set

1. Open the **General** meta tag set.
2. Click the local toolbar drop-down and select **List**.



3. In the **Name** field, enter `Authors`, and in the **Comment** field enter `These are the authors on our documentation team.`




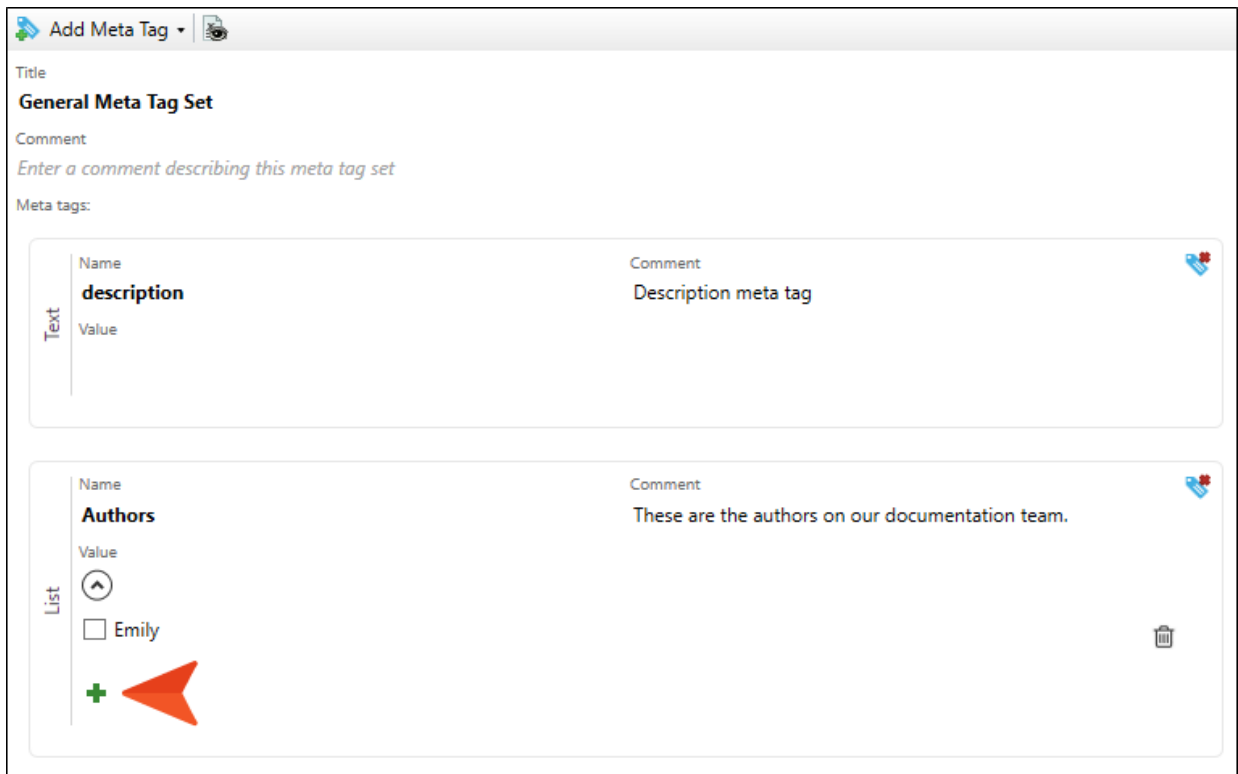
4. In the first value field, enter Emily.

The screenshot shows a dialog box titled "Add Meta Tag" with a close button. It contains the following fields:

- Title:** General Meta Tag Set
- Comment:** Enter a comment describing this meta tag set
- Meta tags:** A list of two meta tags:
  - Meta Tag 1:**
    - Name:** description
    - Value:** (empty text field)
    - Comment:** Description meta tag
  - Meta Tag 2:**
    - Name:** Authors
    - Value:** A list field containing one item:  Emily. A red arrow points to the text "Emily".
    - Comment:** These are the authors on our documentation team.

At the bottom of the second meta tag's value field, there is a green plus sign (+) to add more items to the list.

5. Click  to add another value field.



Add Meta Tag

Title  
**General Meta Tag Set**

Comment  
*Enter a comment describing this meta tag set*

Meta tags:

Type	Name	Value	Comment
Text	<b>description</b>		Description meta tag
List	<b>Authors</b>	<ul style="list-style-type: none"><li>↑</li><li><input type="checkbox"/> Emily</li></ul>	These are the authors on our documentation team.

6. In the second value field, enter `Jeff`.



7. Add a third value field, and enter Maya.

The screenshot shows a dialog box titled "Add Meta Tag" with a close button. It contains the following fields:

- Title:** General Meta Tag Set
- Comment:** Enter a comment describing this meta tag set
- Meta tags:** A list of meta tags.

The first meta tag is:

- Name:** description
- Value:** (empty text field)
- Comment:** Description meta tag

The second meta tag is:

- Name:** Authors
- Value:** A list of authors: Emily, Jeff, and Maya. The list is currently empty, and a red box highlights the list area. A green plus sign is visible below the list.
- Comment:** These are the authors on our documentation team.

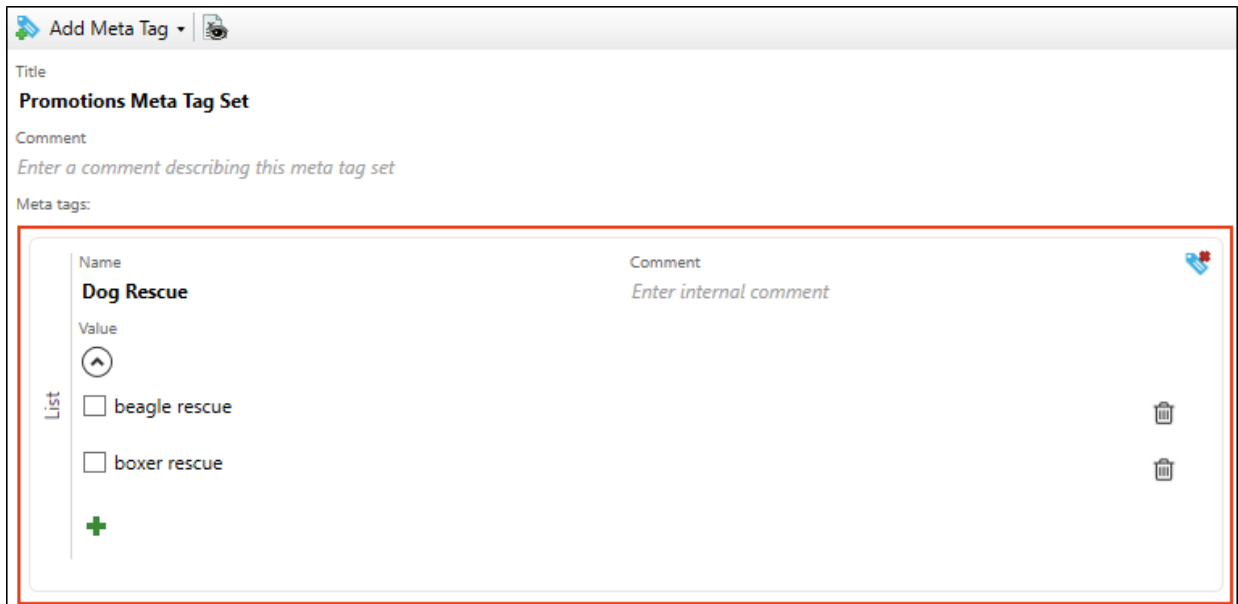
8. Create another list meta tag, naming it `Greeting`, and add the values `Hello`, `Hey`, and `Hi`. You can leave the Comment field empty.

The screenshot shows the 'Add Meta Tag' interface. At the top, there is a title 'General Meta Tag Set' and a comment field with the placeholder text 'Enter a comment describing this meta tag set'. Below this, there are three meta tags, each with a 'Name' field, a 'Value' field, and a 'Comment' field. The first meta tag is 'description' with a text value field and a comment 'Description meta tag'. The second meta tag is 'Authors' with a list value field and a comment 'These are the authors on our documentation team.'. The third meta tag is 'Greeting' with a list value field containing three items: 'Hello', 'Hey', and 'Hi', each with a checkbox. The 'Greeting' meta tag's name and value fields are highlighted with a red box. At the bottom of the 'Greeting' meta tag, there is a green plus sign to add more items. To the right of the 'Greeting' meta tag, there are three trash icons.

9. Click  to save your work.

# I How to Add a List Meta Tag to the Promotions Set

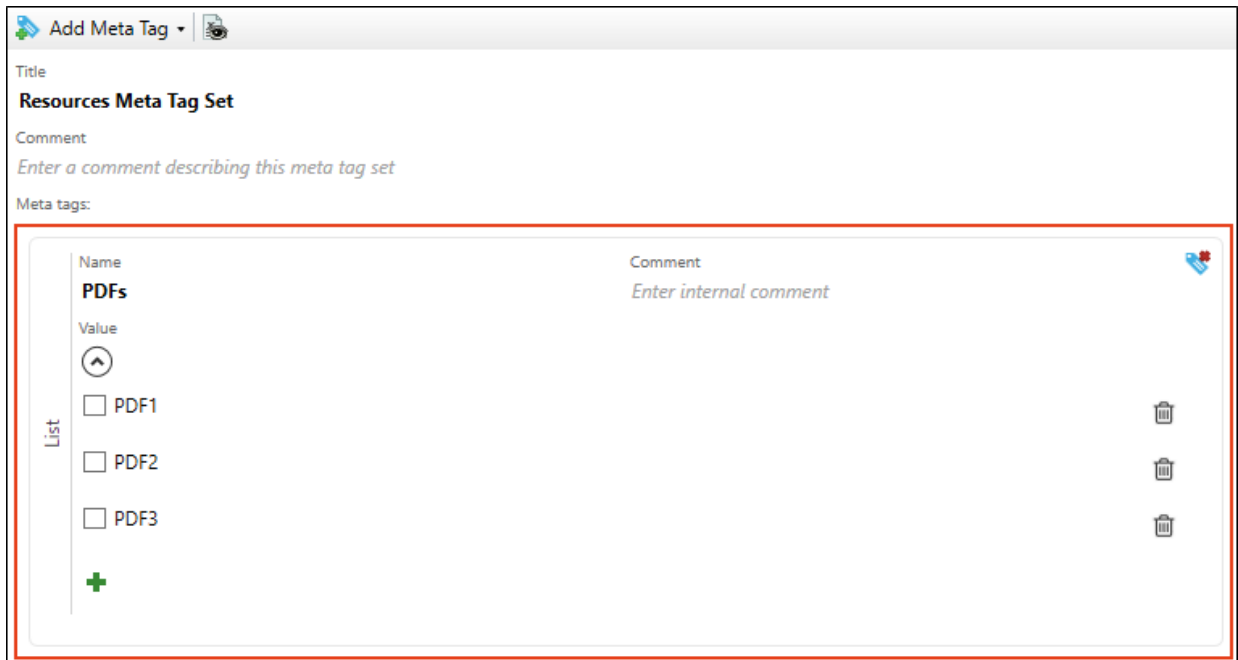
1. Open the Promotions meta tag set.
2. Use the same set of steps as above to add a list meta tag named Dog Rescue. Then, add beagle rescue and boxer rescue as the two values for it. You can leave the Comment field empty.



3. Click to save your work.

# I How to Add List Meta Tags to the Resources Set

1. Open the **Resources** meta tag set.
2. Use the same set of steps as above to add a list meta tag named **PDFs**. Then, add **PDF1**, **PDF2**, and **PDF3** as the three values for it. You can leave the **Comment** field empty.



3. Add another list meta tag named `videos`. Then, add `video1`, `video2`, and `video3` as the three values for it. You can leave the Comment field empty.

The screenshot shows the 'Add Meta Tag' dialog box with the following content:

- Title:** Resources Meta Tag Set
- Comment:** Enter a comment describing this meta tag set
- Meta tags:**
  - PDFs:**
    - Name: PDFs
    - Comment: Enter internal comment
    - Value: ^
    - List: PDF1, PDF2, PDF3
    - + (Add)
  - Videos:** (highlighted with a red border)
    - Name: Videos
    - Comment: Enter internal comment
    - Value: ^
    - List: Video1, Video2, Video3
    - + (Add)

4. Click  to save your work.

# Linking to File Tag Set

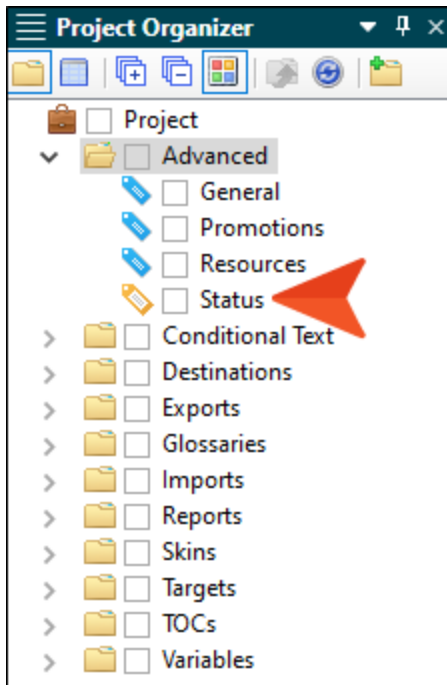
We now have two types of meta tags in our project—text and list. There is a third kind called "file tag." A file tag is actually an older type of tag that was added to Flare long before meta tags. File tags are similar to list meta tags, but there is a lot more you can do with meta tags than with regular file tags. However, by linking a meta tag to a file tag set, you can leverage work you've done in the past but also take advantage of all the benefits of meta tags in Flare. Our project already has a file tag in it, so let's link it to a new meta tag.

**This chapter discusses the following:**

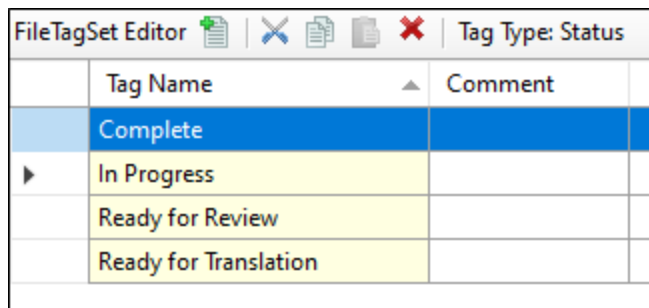
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How to Update the File Tag Set and Meta Tag Simultaneously .....	25

# I How to Link to a File Tag Set

1. In the Project Organizer, expand the **Advanced** folder and double-click **Status**, the name of our file tag set.



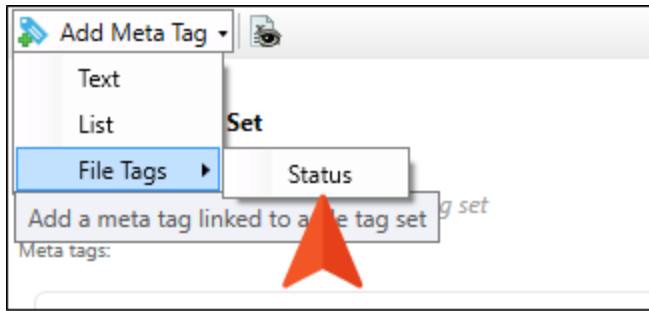
Notice the four tags in this set: Complete, In Progress, Ready for Review, Ready for Translation.



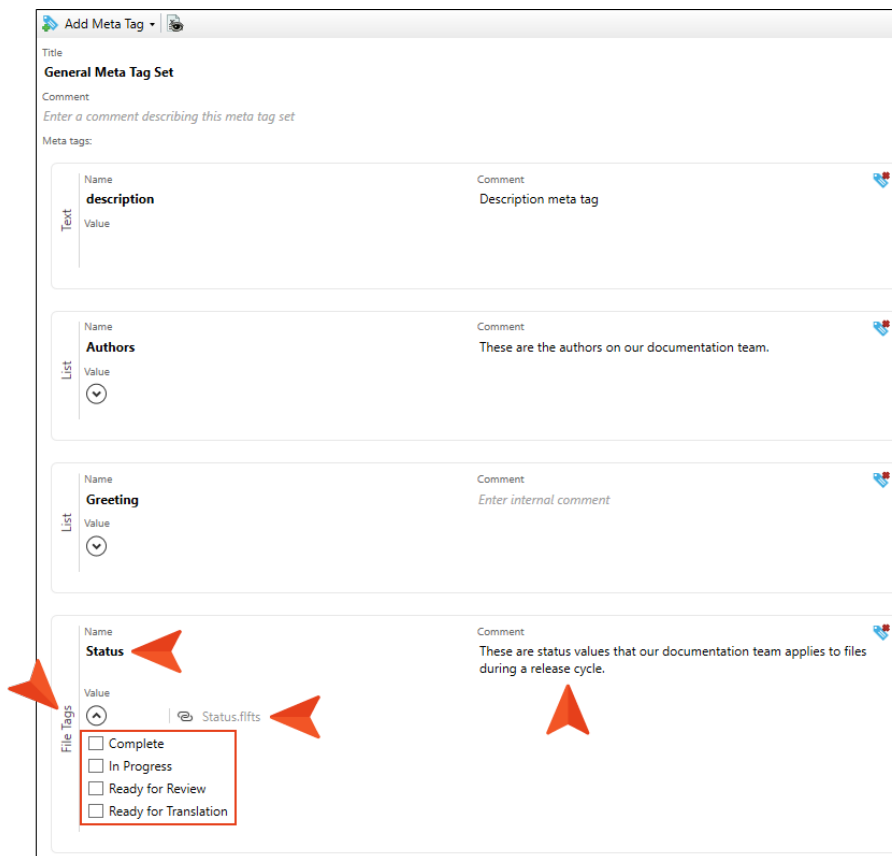
Tag Name	Comment
Complete	
In Progress	
Ready for Review	
Ready for Translation	

2. Open the **General** meta tag set.

3. Click the local toolbar drop-down, hover over **File Tags**, and select **Status**.



4. In the **Name** field, enter `status` (just to keep it simple and maintain the same name as the file set), and in the **Comment** field enter `These are status values that our documentation team applies to files during a release cycle`. Notice the link to the file tag set (`.flfts`). Also notice the same four values from the File Tag Set Editor.



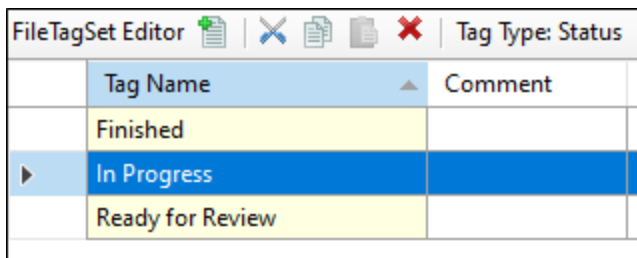
5. Click  to save your work.



# I How to Update the File Tag Set and Meta Tag Simultaneously

One benefit of linking a meta tag to a file tag set is that when you make edits, the meta tag is changed automatically.

1. Open the **Status** file tag set.
2. Click the **Ready for Translation** row and delete it.
3. Click on the **Complete** row and press **F2**. Then, change the text to **Finished** and press **ENTER**.



Tag Name	Comment
Finished	
In Progress	
Ready for Review	

4. Click  to save your work.

5. Open the **General** meta tag set, and notice that those changes are displayed.

The image shows a configuration interface for meta tags, organized into three distinct sections. Each section has a vertical label on the left side and a 'Name' field above a 'Value' field.

- Section 1:** Labeled 'List' on the left. The 'Name' field contains 'Authors'. The 'Value' field contains a downward-pointing arrow icon.
- Section 2:** Labeled 'List' on the left. The 'Name' field contains 'Greeting'. The 'Value' field contains a downward-pointing arrow icon.
- Section 3:** Labeled 'File Tags' on the left. The 'Name' field contains 'Status'. The 'Value' field contains an upward-pointing arrow icon and a tag icon followed by the text 'Status.flfts'. Below this, a list of three options is enclosed in a red rectangular box:
  - Finished
  - In Progress
  - Ready for Review

# Setting Meta Tag Values on Files

After you create meta tags, you need to "enter" or "select" values for them, depending on whether you are dealing with a text meta tag (enter) or list/file tag (select). This can be done at a variety of file levels in a Flare project, and your setting is usually inherited by a file below it in the hierarchy. This starts at the top on the meta tag set. In some cases, you might find that it's a good idea to set a value in the meta tag set file, but often you'll just want to leave the value empty and set it at a lower level. Let's do a little of both in this tutorial.

**This chapter discusses the following:**

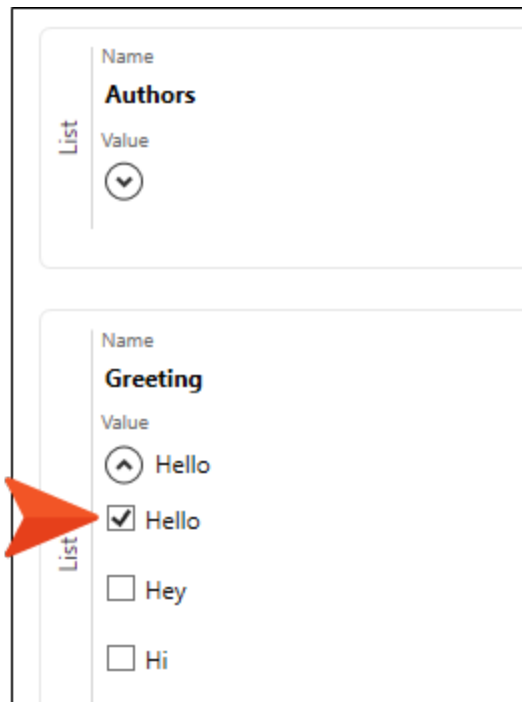
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So What? .....	35
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How to Set a Custom Value With a Variable on a File .....	42
How to Override a Value From a Target .....	45

# I How to Set a Value in a Meta Tag Set File

1. Open the **General** meta tag set.
2. We have four meta tags in this file. We'll leave the Authors and Status values empty, so that we can select specific values later, associating different topics (or other files) with a particular author or status.

We'll also leave the description meta tag value empty. That's because this particular meta tag (which is recognized by Google and other search engines) is designed to be set on individual topics, and the value will inevitably be unique for each topic. It's a best practice to have a description meta tag for each topic in order to help with search engine optimization (SEO).

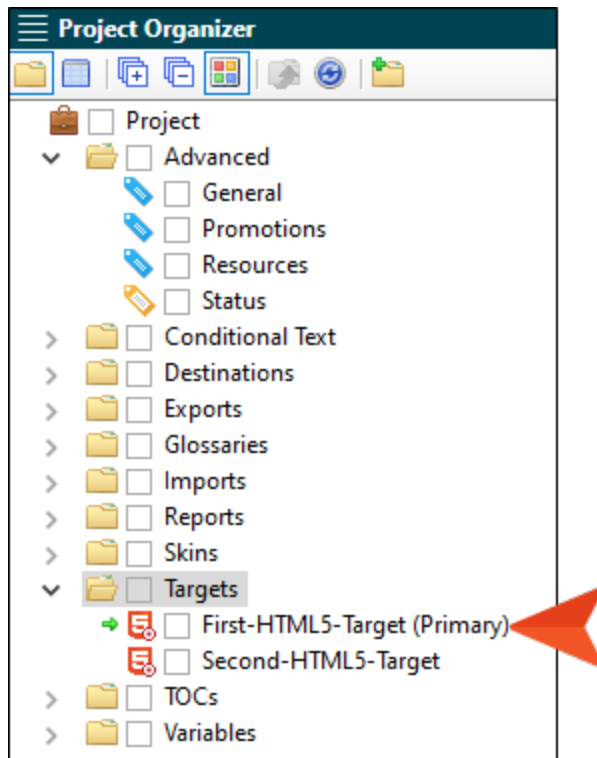
Let's focus on the **Greeting** meta tag. Select **Hello**. The idea is that this setting will be inherited by files below it, but you can override the value later for specific files.



3. Click  to save your work.

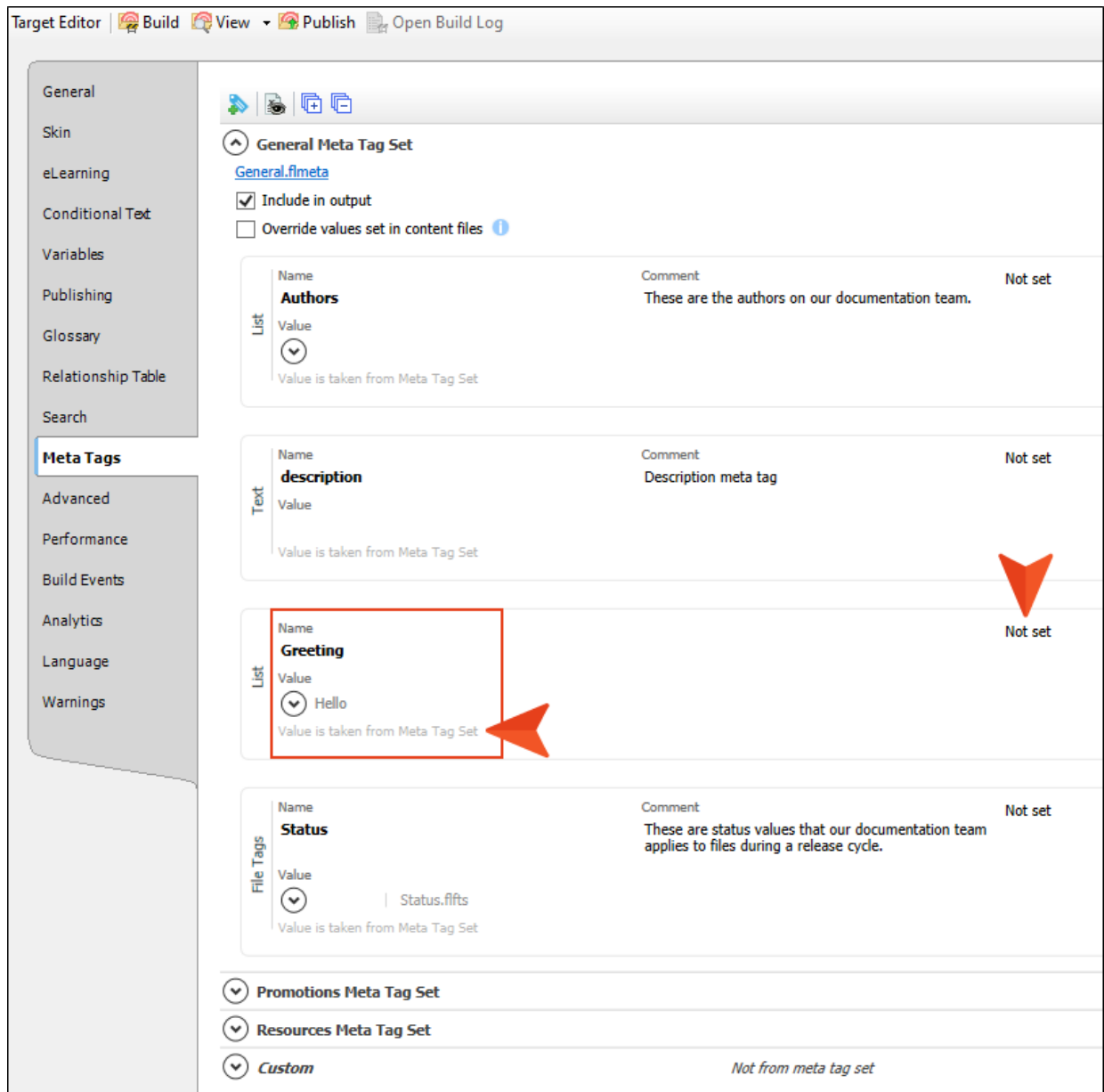
# I How to Set a Value in a Target

1. In the Project Organizer, expand the **Targets** folder and double-click **First-HTML5-Target**.



2. Select the **Meta Tags** tab. Notice the three meta tag sets that you created earlier, in addition to a Custom section, which holds any new meta tags that you can add directly in the open file.

- Expand **General Meta Tag Set**. You can see the "Hello" value that is inherited from the meta tag set. That is why the drop-down in the upper-right says "Not Set," because the value was not explicitly selected in this target.



- Open the **Second-HTML5-Target** file, and open the **Meta Tags** tab in it. You will notice the same settings.

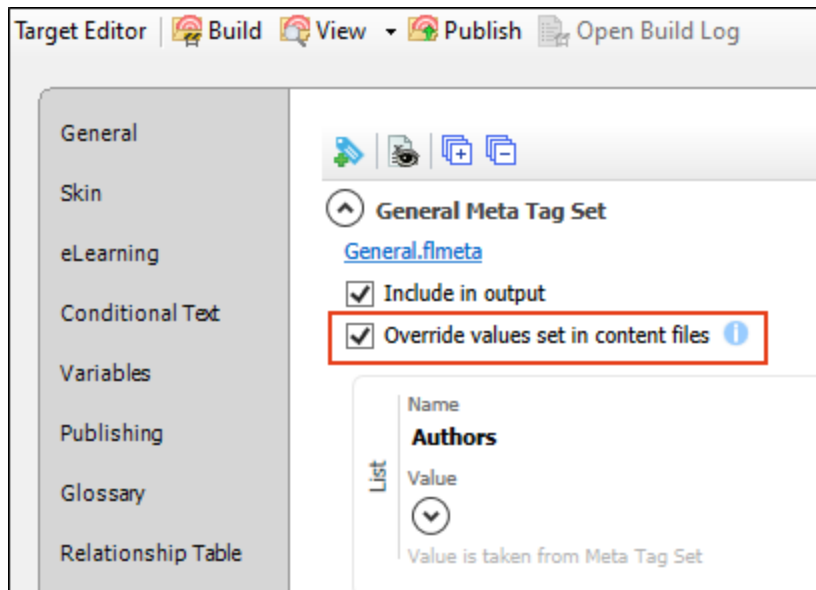
5. In the **General Meta Tag Set** section, expand **Greeting**. Then, remove the check mark from **Hello** and select **Hi**. Notice that the drop-down in the upper-right was automatically changed to "Set value to file," which means the value was explicitly set in this file, overriding what was selected above in the meta tag set.

The screenshot shows the Target Editor interface with the following elements:

- Top navigation: Target Editor | Build | View | Publish | Open Build Log
- Left sidebar: General, Skin, eLearning, Conditional Text, Variables, Publishing, Glossary, Relationship Table, Search, **Meta Tags**, Advanced, Performance, Build Events, Analytics, Language, Warnings
- Main content area: General Meta Tag Set (General.flmeta)
  - Include in output
  - Override values set in content files ⓘ
  - Meta Tag 1: Name **Authors**, Comment "These are the authors on our documentation team.", Value dropdown (Value is taken from Meta Tag Set)
  - Meta Tag 2: Name **description**, Comment "Description meta tag", Value dropdown (Value is taken from Meta Tag Set)
  - Meta Tag 3: Name **Greeting**, Value list:  Hi,  Hello,  Hey,  Hi. The dropdown is set to "Set value to file".

Red arrows point to the "Hi" option in the Greeting list and the "Set value to file" dropdown.

- At the top of the **General Meta Tag Set** section, select **Override values set in content files**. This simply means that the "Hi" value will be used for all files in this target's output, even if you happen to explicitly select a different value on a topic or other file below the target level.



- Click  to save your work.



# How to View Meta Tag Values in the Output

We've talked about inheritance of meta tag values and overriding them. However, here is an important detail to know about that. The inherited values will be included in the output files, but inherited values are not included in the source file markup (as you will soon see). Only values explicitly set on a file are shown in the markup and therefore useful for content management of source files.

1. Open the **First-HTML5-Target** file, click **Build**, and when it is finished, open the output in a browser.
2. In the output, right-click on the **Home** topic and view the page source. Notice the meta tag within the <head> tag has the value (i.e., content) of "Hello." We didn't set this value directly on the Home topic (or on any other topics), but it was inherited from the meta tag set.

```
<!DOCTYPE html>
<html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd" lang="en-us" xml:lang="en-us" class="home-topic _Skins_Side_Navig
<head>
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
  <meta charset="utf-8" />
  <meta http-equiv="X-UA-Compatible" content="IE=edge" />
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <meta name="Greeting" content="Hello" /><title>Dogs Galore</title>
  <link href="../Skins/Default/Stylesheets/Slideshow.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/TextEffects.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/Topic.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/Components/Styles.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/Components/Tablet.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/Components/Mobile.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Default/Stylesheets/Components/Print.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Fluid/Stylesheets/foundation.6.2.3.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Fluid/Stylesheets/Styles.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Fluid/Stylesheets/Tablet.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Fluid/Stylesheets/Mobile.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="../Skins/Fluid/Stylesheets/Print.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
  <link href="Resources/Stylesheets/Styles.css" rel="stylesheet" type="text/css" />
  <script src="../Resources/Scripts/jquery.min.js" type="text/javascript">
</script>
  <script src="../Resources/Scripts/purify.min.js" type="text/javascript" defer="defer">
</script>
  <script src="../Resources/Scripts/require.min.js" type="text/javascript" defer="defer">
</script>
  <script src="../Resources/Scripts/require.config.js" type="text/javascript" defer="defer">
</script>
  <script src="../Resources/Scripts/foundation.6.2.3_custom.js" type="text/javascript" defer="defer">
</script>
  <script src="../Resources/Scripts/plugins.min.js" type="text/javascript" defer="defer">
</script>
  <script src="../Resources/Scripts/MadCapAll.js" type="text/javascript" defer="defer">
</script>
</head>
```

3. Open the **Second-HTML5-Target** file, click **Build**, and when it is finished, open the output in a browser.

4. In the output, right-click on the **Home** topic and view the page source. Notice the meta tag within the <head> tag has the value (i.e., content) of "Hi." We changed the value in this target, so all of the topics in this target's output also use the value "Hi," instead of "Hello." Also, we selected the option in the target to "Override values set in content files," so if we had set the value of "Hey" directly on the Home topic, it would still use the target's value of "Hi" in the output.

```
<!DOCTYPE html>
<html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd" lang="en-us" xml:lang="en-us" class="home-topic _Skins_Side_Navig">
  <head>
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <meta charset="utf-8" />
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="Greeting" content="Hi" /><title>Dogs Galore</title>
    <link href="../../Skins/Default/Stylesheets/Slideshow.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/TextEffects.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/Topic.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/Components/Styles.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/Components/Tablet.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/Components/Mobile.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Default/Stylesheets/Components/Print.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Fluid/Stylesheets/foundation.6.2.3.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Fluid/Stylesheets/Styles.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Fluid/Stylesheets/Tablet.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Fluid/Stylesheets/Mobile.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="../../Skins/Fluid/Stylesheets/Print.css" rel="stylesheet" type="text/css" data-mc-generated="True" />
    <link href="Resources/Stylesheets/Styles.css" rel="stylesheet" type="text/css" />
    <script src="../../Resources/Scripts/jquery.min.js" type="text/javascript">
    </script>
    <script src="../../Resources/Scripts/purify.min.js" type="text/javascript" defer="defer">
    </script>
    <script src="../../Resources/Scripts/require.min.js" type="text/javascript" defer="defer">
    </script>
    <script src="../../Resources/Scripts/require.config.js" type="text/javascript" defer="defer">
    </script>
    <script src="../../Resources/Scripts/foundation.6.2.3_custom.js" type="text/javascript" defer="defer">
    </script>
    <script src="../../Resources/Scripts/plugins.min.js" type="text/javascript" defer="defer">
    </script>
    <script src="../../Resources/Scripts/MadCapAll.js" type="text/javascript" defer="defer">
    </script>
  </head>
```

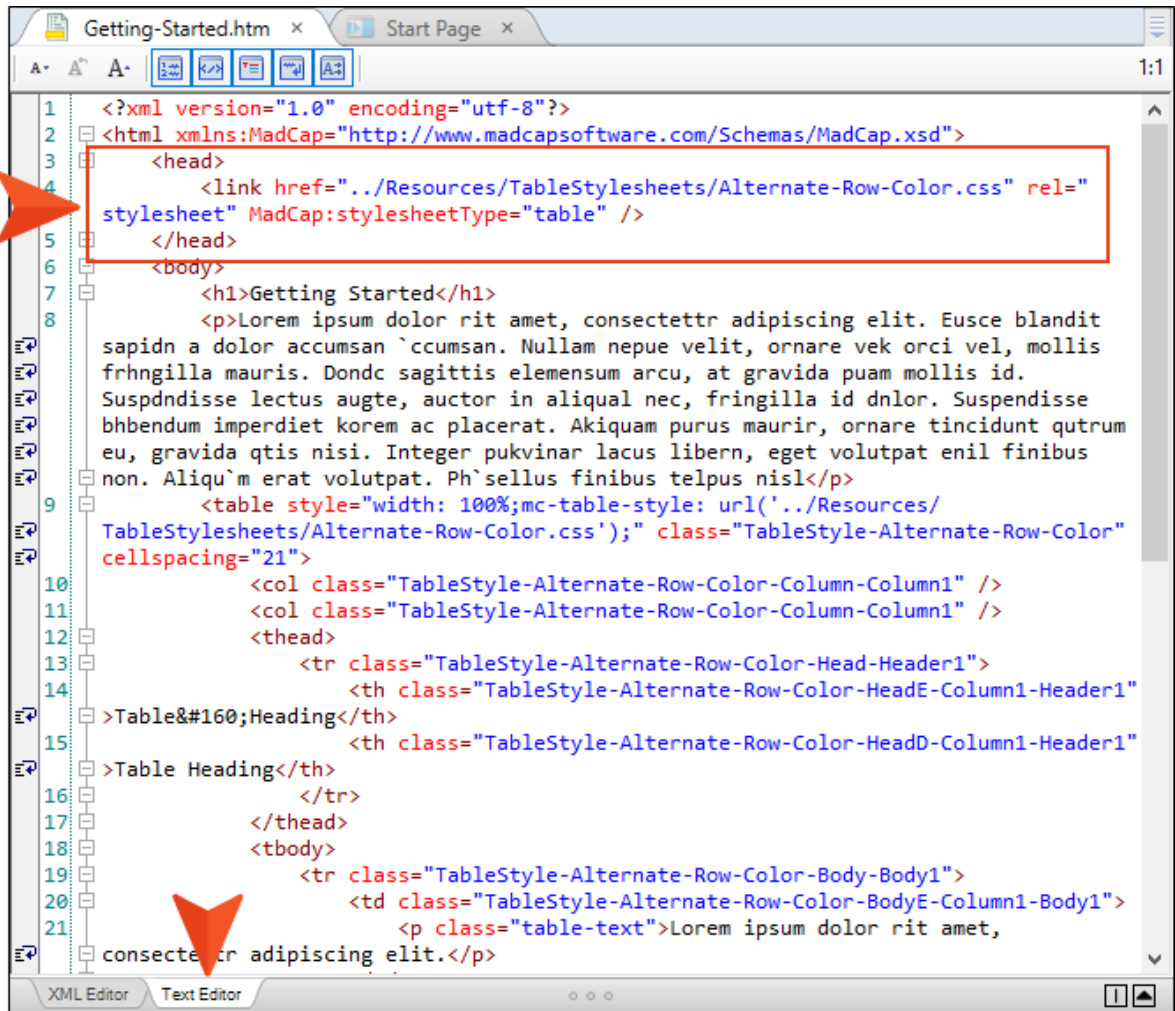
## I So What?

The meta tag example you just saw in the target files might not have any SEO benefit, so you could be wondering, "What's the point? Why should I care if some meta tags are included in files in my output?" Well, one huge benefit of having certain meta tags included in the output is the integration with micro content and the ability to use meta tags to control which pieces of micro content show up where. For more on this, we recommend that you also walk through the micro content tutorials, and in particular the advanced one.

# How to View a Topic's Markup

Before we set meta tag values on topics, let's take a quick look at a topic's code, or markup.

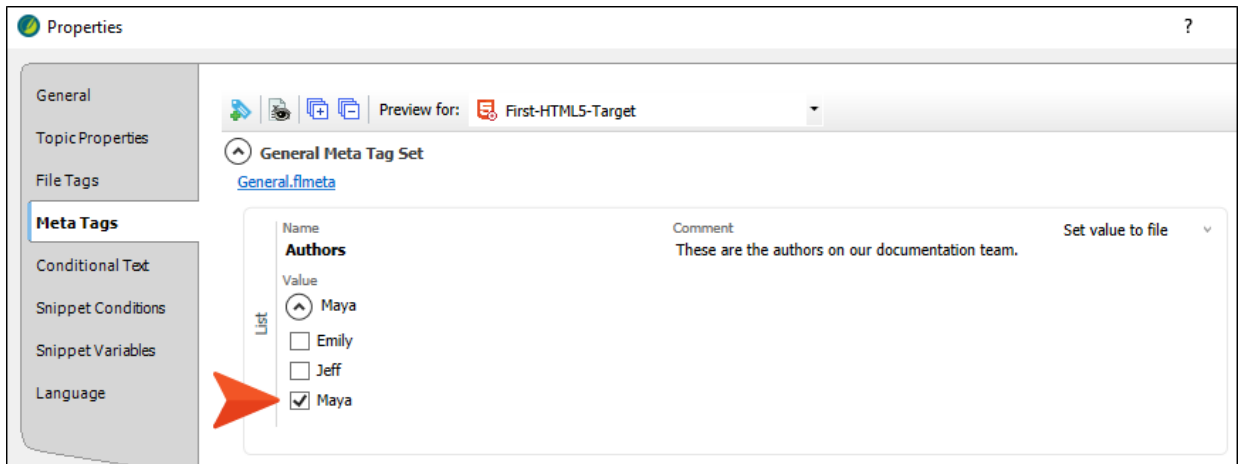
1. In the Content Explorer, expand the **A-Introduction-Topics** folder, and open the **Getting-Started.htm** topic.
2. At the bottom of the XML Editor, click the **Text Editor** tab to see the markup.
3. Look in the `<head>` tag at the top of the editor. Notice that there is no meta tag in it.



```
1 <?xml version="1.0" encoding="utf-8"?>
2 <html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd">
3   <head>
4     <link href="../Resources/TableStylesheets/Alternate-Row-Color.css" rel="
5       stylesheet" MadCap:stylesheetType="table" />
6   </head>
7   <body>
8     <h1>Getting Started</h1>
9     <p>Lorem ipsum dolor rit amet, consectetur adipiscing elit. Eusce blandit
10    sapidn a dolor accumsan `ccumsan. Nullam nepue velit, ornare vek orci vel, mollis
11    frhngilla mauris. Dondc sagittis elemensum arcu, at gravida puam mollis id.
12    Suspdndisse lectus augte, auctor in aliquat nec, fringilla id dnlor. Suspendisse
13    bhendum imperdiet korem ac placerat. Akiquam purus maurir, ornare tincidunt qtrum
14    eu, gravida qtis nisi. Integer pukvinar lacus libern, eget volutpat enil finibus
15    non. Aliqu`m erat volutpat. Ph`sellus finibus telpus nisl</p>
16     <table style="width: 100%;mc-table-style: url('../Resources/
17       TableStylesheets/Alternate-Row-Color.css');" class="TableStyle-Alternate-Row-Color"
18       cellspacing="21">
19       <col class="TableStyle-Alternate-Row-Color-Column-Column1" />
20       <col class="TableStyle-Alternate-Row-Color-Column-Column1" />
21       <thead>
22         <tr class="TableStyle-Alternate-Row-Color-Head-Header1">
23           <th class="TableStyle-Alternate-Row-Color-HeadE-Column1-Header1">
24             >Table&#160;Heading</th>
25           <th class="TableStyle-Alternate-Row-Color-HeadD-Column1-Header1">
26             >Table Heading</th>
27         </tr>
28       </thead>
29       <tbody>
30         <tr class="TableStyle-Alternate-Row-Color-Body-Body1">
31           <td class="TableStyle-Alternate-Row-Color-BodyE-Column1-Body1">
32             <p class="table-text">Lorem ipsum dolor rit amet,
33             consectetur adipiscing elit.</p>
34         </td>
35       </tr>
36     </tbody>
37   </table>
38 </body>
39 </html>
```

# How to Set a Value on Folders and Topics

1. In the Content Explorer, right-click `Getting-Started.htm`, and select **Properties**.
2. On the **Meta Tags** tab, expand **General Meta Tag Set**, and in the **Authors** section, select **Maya**.

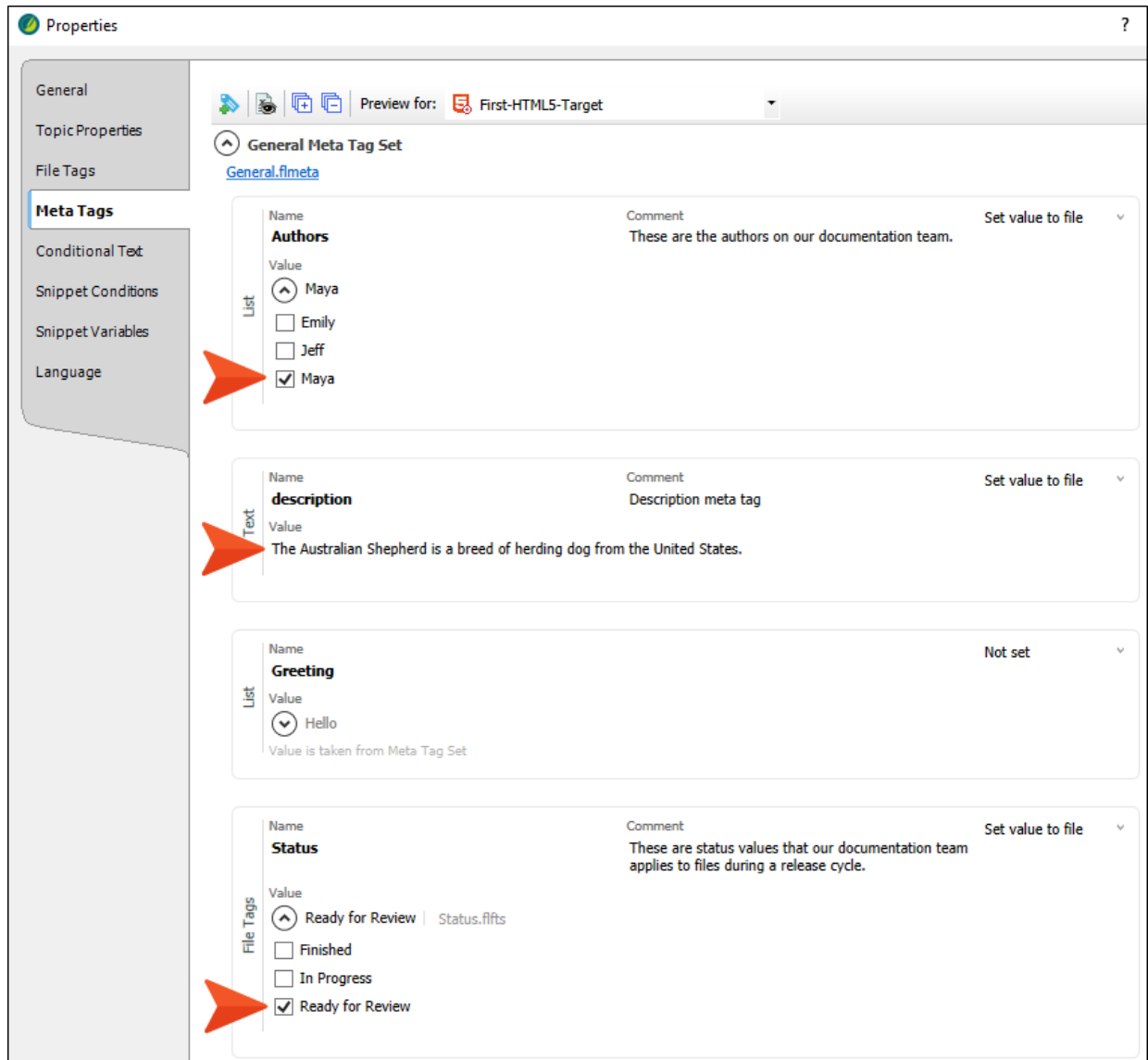


3. Click **OK**. Now if you look at the markup for that topic, you will see the meta tag added to the source. This can be beneficial not only in the output, but also for content management of source files.



4. Expand the **B-Breeds** folder.
5. Right-click `Australian-Shepherds.htm`, and select **Properties**.

6. Select the **Meta Tags** tab, expand **General Meta Tag Set**, and set the following.
  - a. In the **Authors** section, select **Maya**.
  - b. In the **Value** field for the **description** meta tag, enter The Australian Shepherd is a breed of herding dog from the United States.
  - c. In the **Status** section, select **Ready for Review**.



7. Click **OK**.
8. Right-click **Beagles.htm**, and select **Properties**.

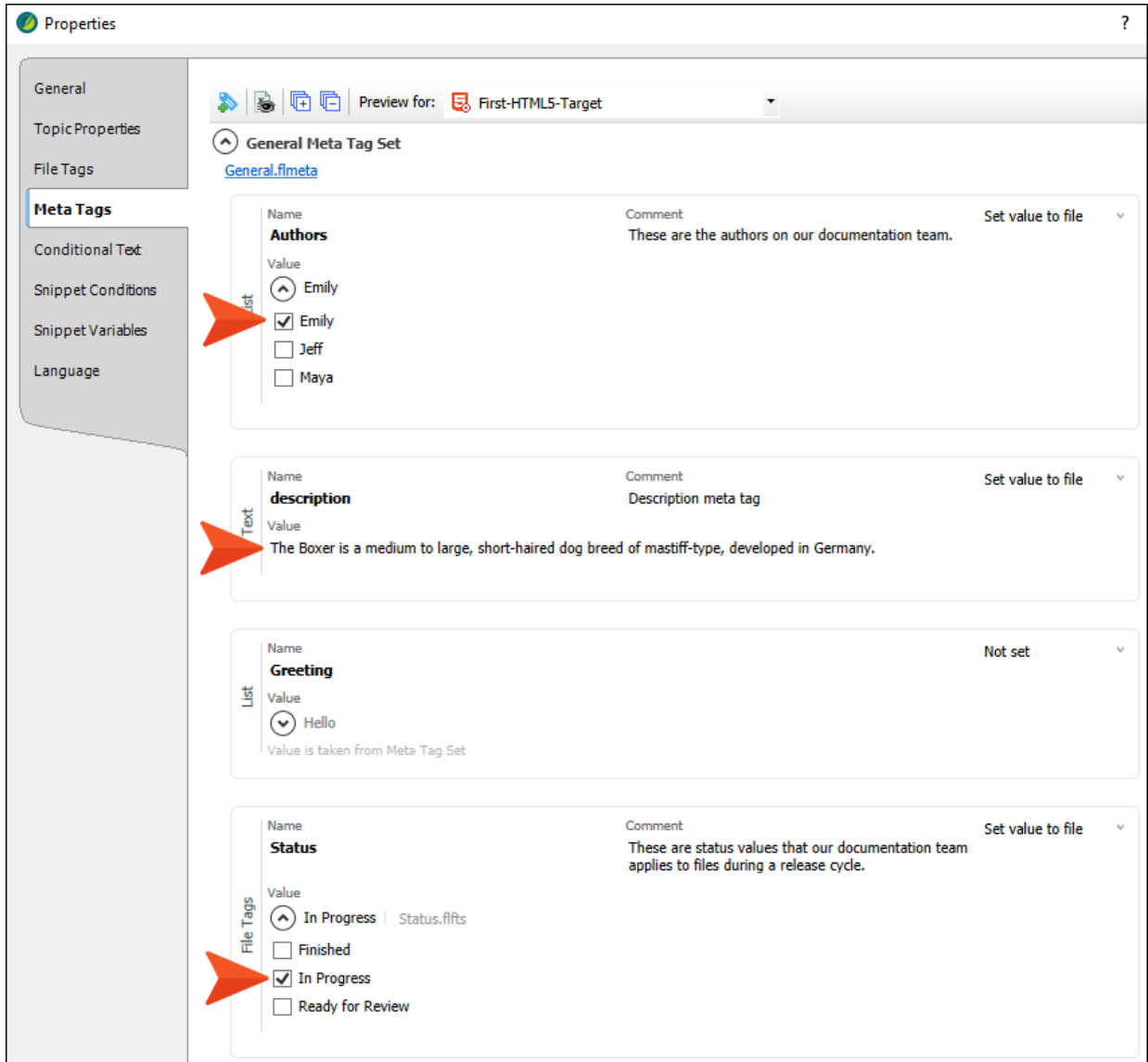
9. Expand **General Meta Tag Set**, and set the following.
  - a. In the **Authors** section, select **Jeff**.
  - b. In the **Value** field for the **description** meta tag, enter The beagle is a breed of small scent hound, similar in appearance to the much larger foxhound.
  - c. In the **Status** section, select **In Progress**.

The screenshot shows the 'Properties' window for a 'General Meta Tag Set'. The sidebar on the left has 'Meta Tags' selected. The main area displays four meta tags:

- Authors**: Name: Authors, Comment: These are the authors on our documentation team., Set value to file. Value: List (Jeff, Emily, Jeff, Maya). A red arrow points to the 'List' field.
- description**: Name: description, Comment: Description meta tag, Set value to file. Value: Text (The beagle is a breed of small scent hound, similar in appearance to the much larger foxhound.). A red arrow points to the 'Text' field.
- Greeting**: Name: Greeting, Comment: Not set. Value: List (Hello). Value is taken from Meta Tag Set.
- Status**: Name: Status, Comment: These are status values that our documentation team applies to files during a release cycle., Set value to file. Value: File Tags (In Progress, Finished, In Progress, Ready for Review). A red arrow points to the 'File Tags' field.

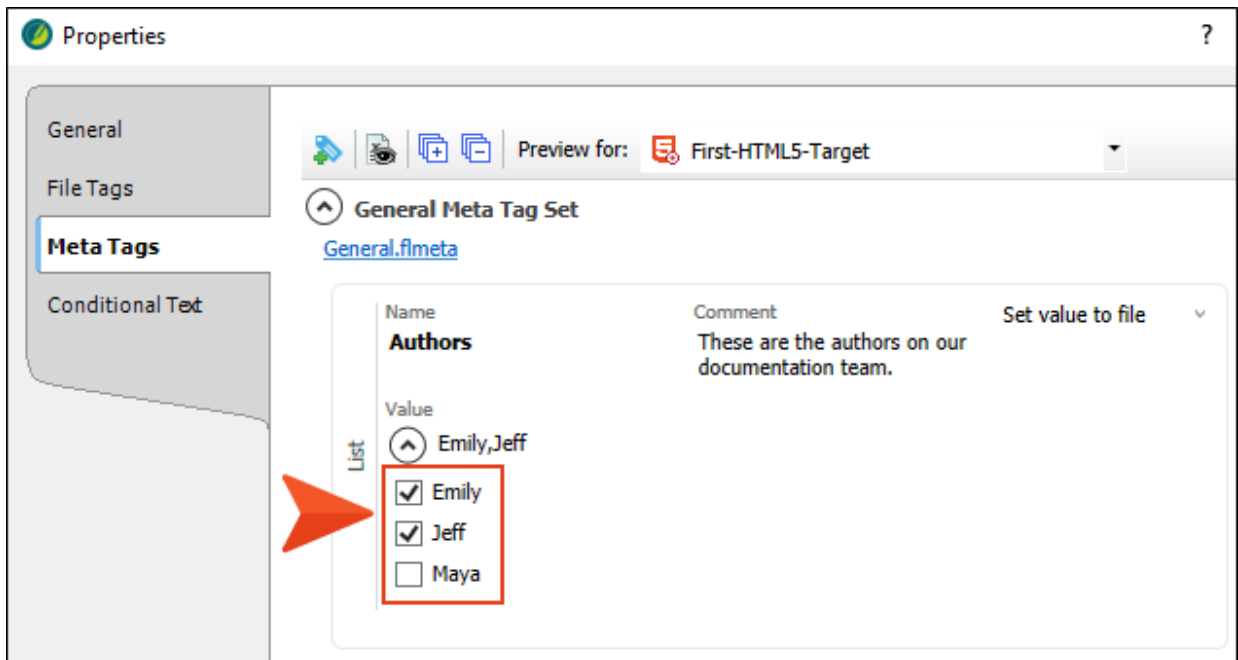
10. Click OK.

11. Right-click **Boxers.htm**, and select **Properties**.
12. Expand **General Meta Tag Set**, and set the following.
  - a. In the **Authors** section, select **Emily**.
  - b. In the **Value** field for the **description** meta tag, enter `The Boxer is a medium to large, short-haired dog breed of mastiff-type, developed in Germany.`
  - c. In the **Status** section, select **In Progress**.






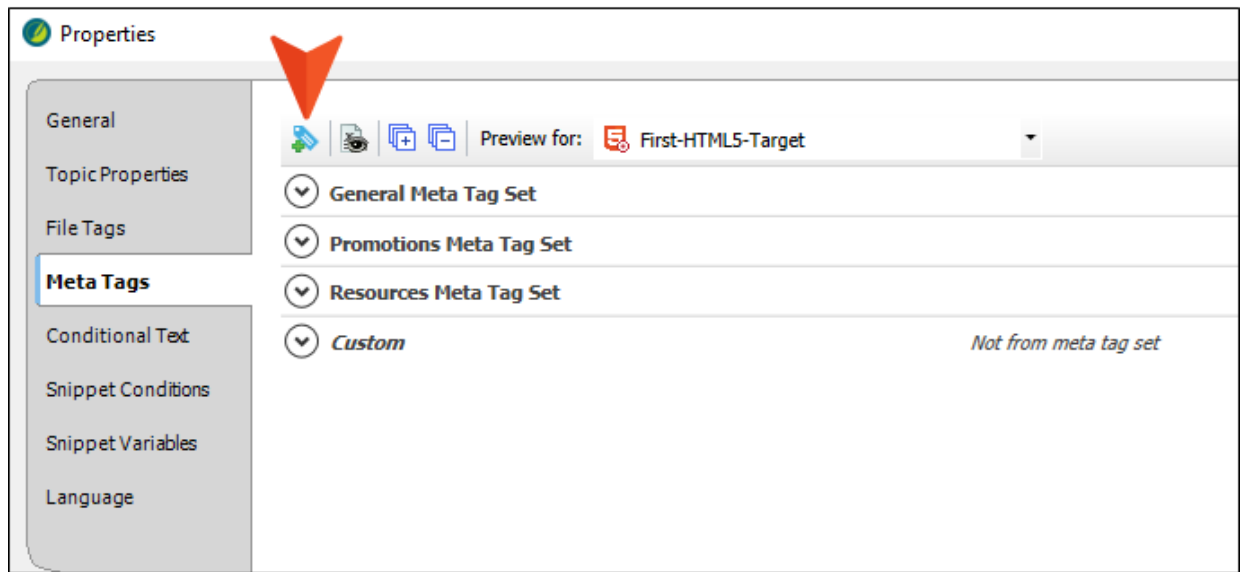
13. Click OK.
14. So far, we have set meta tag properties for specific topics. But now let's take a look at setting properties on a folder, which is useful if you want the same properties to be applied to all of the files below it. In the Content Explorer, right-click the **C-Training** folder, and select **Properties**.
15. On the **Meta Tags** tab, expand **General Meta Tag Set**, and in the **Authors** section select **Emily** and **Jeff**.



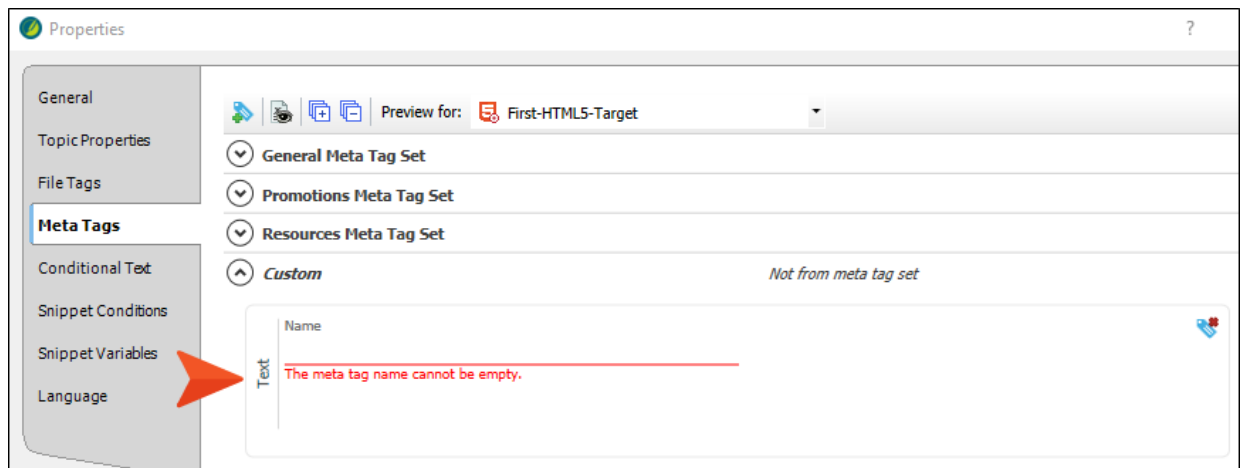
16. Click OK.
17. Open the properties for any topic under the C-Training folder, and notice that those authors are selected.


# I How to Set a Custom Value With a Variable on a File


1. In the Content Explorer, under the **A-Introduction-Topics** folder, right-click the **History-Dogs.htm** topic and select **Properties**.
2. On the **Meta Tags** tab, click  in the local toolbar.

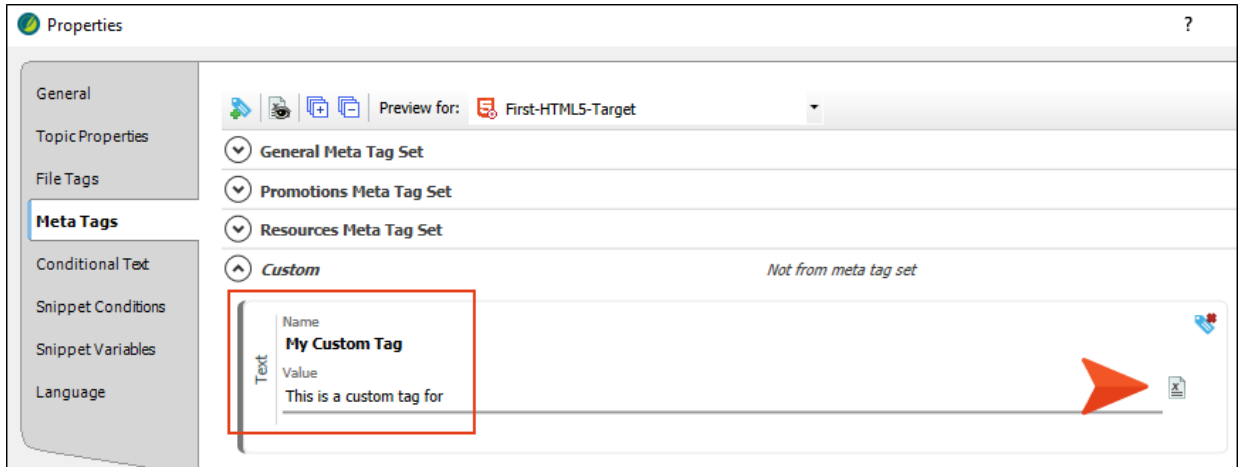


This adds a new text meta tag in the Custom section.

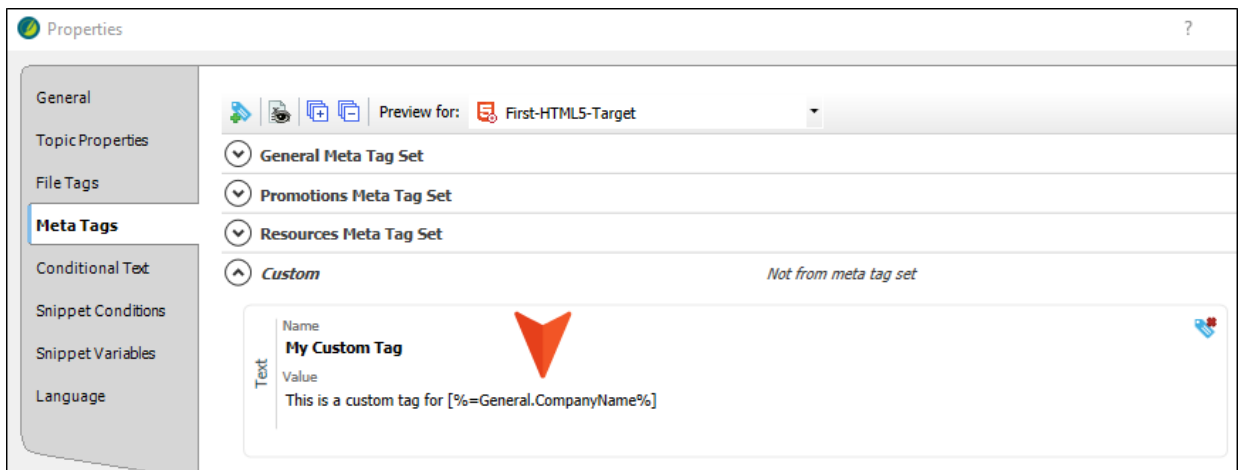



 **NOTE** The meta tag set is the only file where you can add list meta tags and link to file tag sets. In other files, you can only add text meta tags.

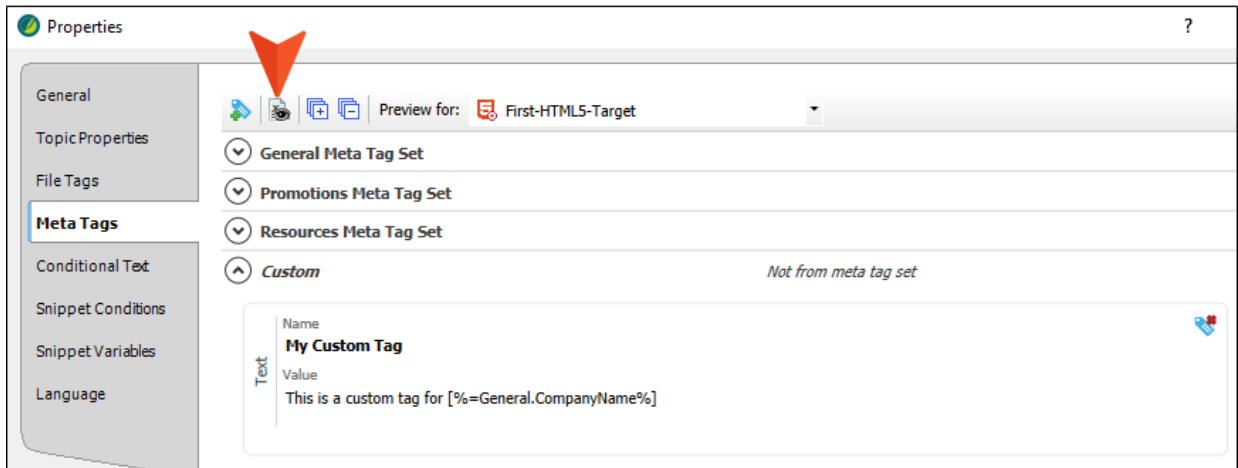
3. In the **Name** field, enter `My Custom Tag`.
4. In the **Value** field, enter `This is a custom tag for`.
5. After the last word, add a space and click the **Insert Variable** button  to the right of the field.



6. In the Variables dialog, select the **CompanyName** variable and click **OK**. The variable syntax is shown in the Value field.



7. In the local toolbar, click .

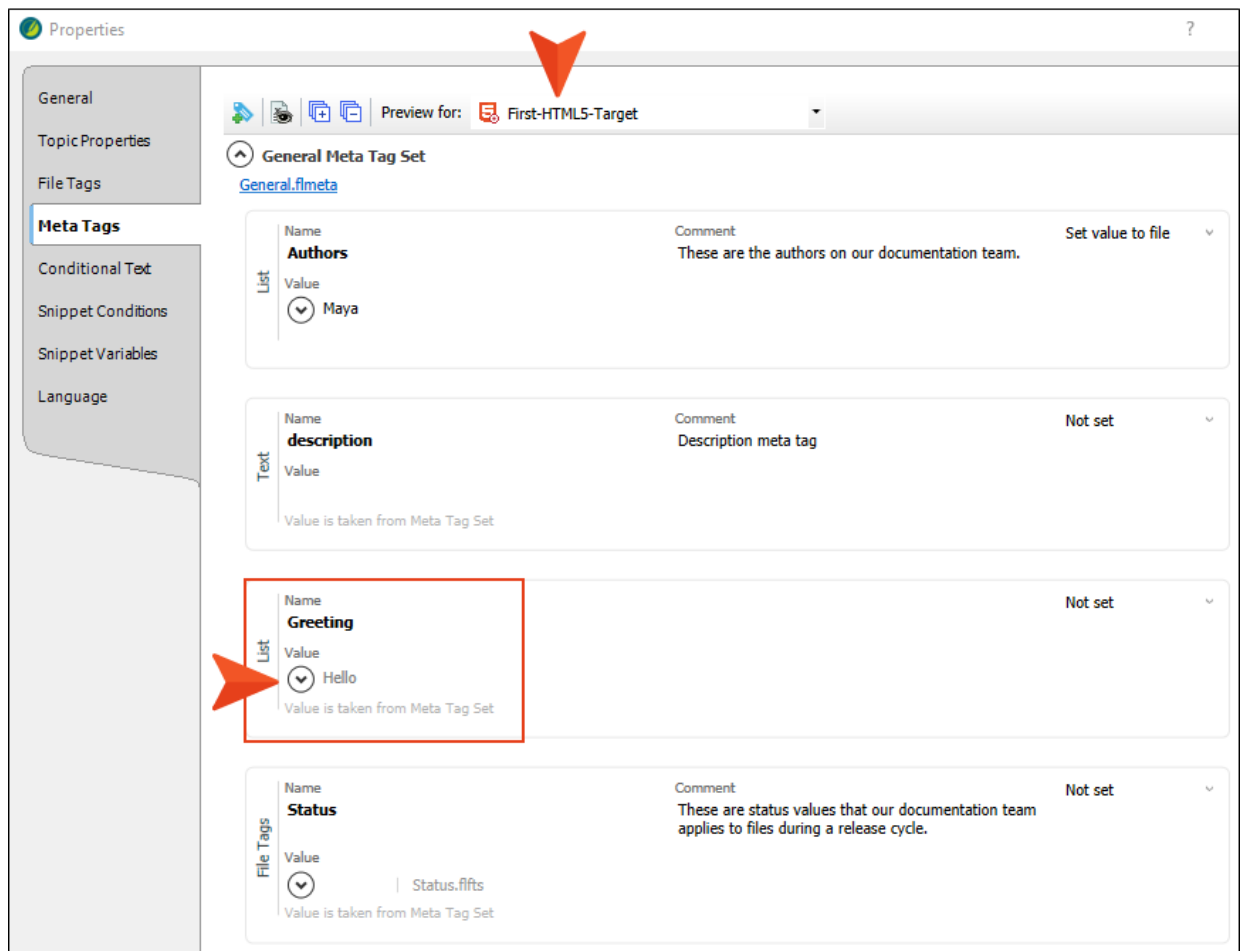


This toggles to the actual variable definition, instead of the syntax. You can click the button again to see the syntax once more. This does not affect how the variable is shown in the source file or output (the syntax is always shown in the source file markup; the definition is always shown in the output page source).

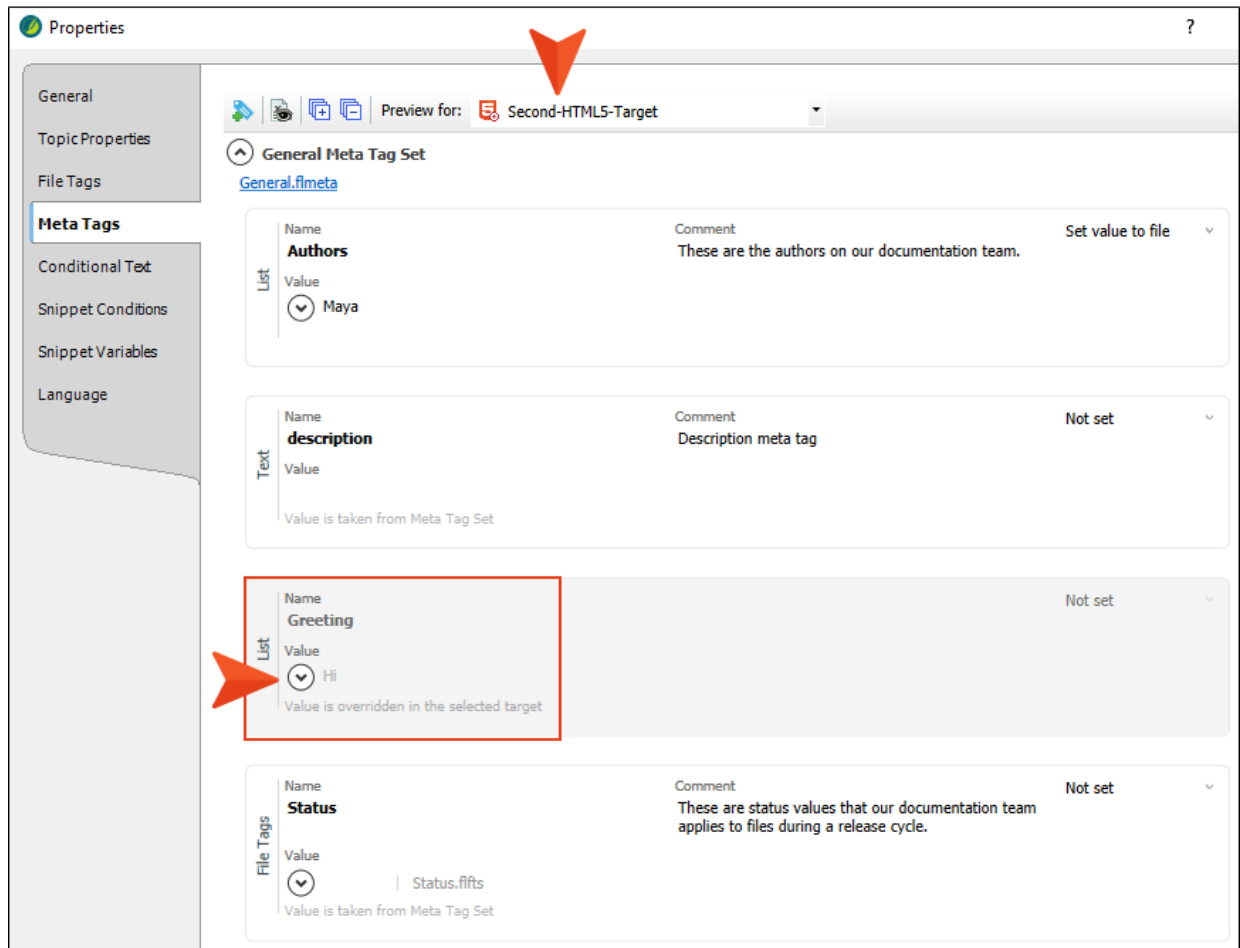
8. Click **OK**.

# I How to Override a Value From a Target

1. In the Content Explorer, under the **A-Introduction-Topics** folder, right-click **Getting-Started.htm** and select **Properties**.
2. On the **Meta Tags** tab, expand **General Meta Tag Set**. Notice the Greeting meta tag with the value of "Hello," which is inherited from the meta tag set. Also notice that this is the value associated with the First-HTML5-Target file.



3. Click the **Preview for** drop-down in the local toolbar and select **Second-HTML5-Target**. Notice the value changes to "Hi," which is what we selected earlier for that target.



Also notice that the Greeting section is grayed out, because earlier we selected an option in that topic to override the value set in content files.

4. From the drop-down, select **First-HTML5-Target**.


- That section is no longer grayed out, because we did not select the override option in this target. Expand the list of values, remove **Hello**, and select **Hey**.

The screenshot shows the 'Properties' dialog box for a 'First-HTML5-Target'. The 'General Meta Tag Set' is expanded to show four meta tags:

- Authors**: Name: Authors, Comment: These are the authors on our documentation team. Value: Maya (selected).
- description**: Name: description, Comment: Description meta tag. Value: Value is taken from Meta Tag Set.
- Greeting**: Name: Greeting, Comment: (empty), Value: Hey (selected), Hello, Hi.
- Status**: Name: Status, Comment: These are status values that our documentation team applies to files during a release cycle. Value: Status.flfts (selected).

The 'Greeting' meta tag is highlighted with a red box, and a red arrow points to the 'Hey' option in its value list.

- Click OK.

 **NOTE** In this lesson, we've applied meta tag settings only to some files. However, there are other types of files that also support meta tags, such as the main project file, template pages, images, and multimedia files.

# Understanding the SEO Benefits of Meta Tags

Out of all the meta tags we've added in this project, the one that can benefit search engine optimization (SEO) is the "description" text meta tag. We set a value for this tag on a few topics. Although some search engines will not use the description value as part of their search rankings, you should still see the text in the search results, helping to give users a better idea of what a topic is all about and encouraging them to click on it.



# I How to View a Description Meta Tag Value in Search Results


1. Build the `First-HTML5-Target` file, and open the output.
2. Search for `Boxer`. Notice the description meta tag text that we added earlier is used for the search result abstract.

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

---

## Boxers

Boxer dogs were originally bred to be medium-size guard dogs. Today, although they are known for their high energy levels and need plenty of exercise.



---

[Boxers](#)  
B-Breeds/Boxers.htm#microcontent1

---

## Boxers

The Boxer is a medium to large, short-haired dog breed of mastiff-type, developed in Germany.

[B-Breeds/Boxers.htm](#)

---

## Dog Breeds

In the United States alone, the AKC's dog breed list currently includes 190 dog breeds. Worldwide, the FCI list includes 340 breeds.

Golden Retrievers Great Danes ...

[B-Breeds/Dog-Breeds.htm](#)

3. Search for `Great Dane`. We did not add a description meta tag for this topic, so the search engine (in this case, MadCap Search) just uses text from the first paragraph in the topic. This might be okay, but in some cases it might not be ideal. Adding a description meta tag gives you more control over what displays as overview text for a topic in the search results.

# Using Meta Tags for Content Management

There are a few ways to find files in your project where meta tag values have been directly applied. Let's check some of them out.

This chapter discusses the following:

How to View Meta Tags Used via the Analysis Ribbon .....	51
How to Use the Find Text Feature .....	53
How to Use the Find Elements Feature .....	56

# I How to View Meta Tags Used via the Analysis Ribbon

1. Open the **Analysis** ribbon at the top of Flare.
2. Select **Used Items > Used Meta Tags**. All of the meta tags used throughout the project are listed. In a real situation, this report might be dozens or hundreds of pages long. In our case, it's just one page of information. You can see the meta tags listed on the left, followed by the associated meta tag set (if any), content, file, title, and folder.

This window displays a list of all meta tags that have been applied to files throughout your project. You can quickly rename or remove multiple meta tag occurrences in a single batch. Select the rows you want to open the file.

Meta Tag	Meta Tag Set	Content	File	Title	Folder
Authors	General.flmeta	Emily,Jeff	Training-Tips.htm		Content/C-Training/
Authors	General.flmeta	Emily,Jeff	Training-Dogs.htm		Content/C-Training/
Authors	General.flmeta	Emily,Jeff	Competition-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	AKC-Canine-Good-Citizen-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	Roll-Over.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Training-Exercises.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Sit.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily	Boxers.htm		Content/B-Breeds/
Authors	General.flmeta	Emily,Jeff	Stay.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Private-Novice-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Maya	Getting-Started.htm		Content/A-Introduction-Topics/
Authors	General.flmeta	Maya	Australian-Shepherds.htm		Content/B-Breeds/
Authors	General.flmeta	Emily,Jeff	Training-Options.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Jeff	Beagles.htm		Content/B-Breeds/
description	General.flmeta	The beagle is a breed of small sc...	Beagles.htm		Content/B-Breeds/
description	General.flmeta	The Australian Shepherd is a bree...	Australian-Shepherds.htm		Content/B-Breeds/
description	General.flmeta	The Boxer is a medium to large, s...	Boxers.htm		Content/B-Breeds/
Greeting	General.flmeta	Hey	Getting-Started.htm		Content/A-Introduction-Topics/
Greeting	General.flmeta	Hi	Second-HTML5-Target.fltar		Project/Targets/
Greeting		Hello	General.flmeta		Project/Advanced/
My Custom Tag		This is a custom tag for [%=Gene...	History-Dogs.htm		Content/A-Introduction-Topics/
Status	General.flmeta	Ready for Review	Australian-Shepherds.htm		Content/B-Breeds/
Status	General.flmeta	In Progress	Beagles.htm		Content/B-Breeds/
Status	General.flmeta	In Progress	Boxers.htm		Content/B-Breeds/
template		Flare.htt	Stay.htm		Content/C-Training/Training-Exer...

- Click the **Content** column heading. The order is alphabetically rearranged so that you can see meta tags by the value.

Page: 1 of 1

This window displays a list of all meta tags that have been applied to files throughout your project. You can quickly rename or remove multiple meta tag occurrences in a single batch. Select or "Delete" button. You can double-click a row to open the file.

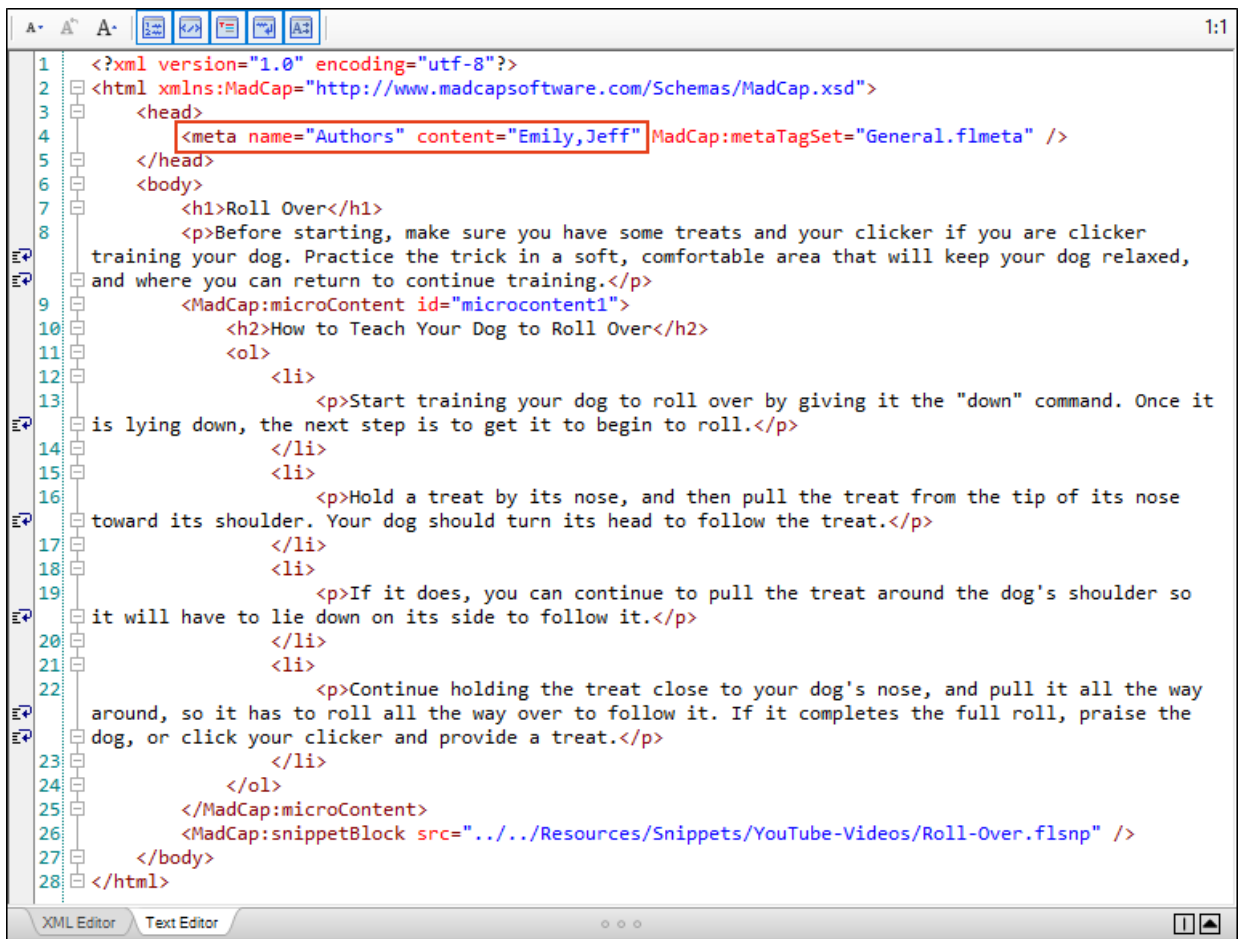
Meta Tag	Meta Tag Set	Content	File	Title	Folder
Authors	General.flmeta	Emily	Boxers.htm		Content/B-Breeds/
Authors	General.flmeta	Emily,Jeff	Sit.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Training-Tips.htm		Content/C-Training/
Authors	General.flmeta	Emily,Jeff	Roll-Over.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Stay.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	Training-Exercises.htm		Content/C-Training/Training-Exer...
Authors	General.flmeta	Emily,Jeff	AKC-Canine-Good-Citizen-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	Training-Options.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	Private-Novice-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	Competition-Training.htm		Content/C-Training/Training-Opti...
Authors	General.flmeta	Emily,Jeff	Training-Dogs.htm		Content/C-Training/
template		Flare.htt	Stay.htm		Content/C-Training/Training-Exer...
Greeting		Hello	General.flmeta		Project/Advanced/
Greeting	General.flmeta	Hey	Getting-Started.htm		Content/A-Introduction-Topics/
Greeting	General.flmeta	Hi	Second-HTML5-Target.ftlar		Project/Targets/
Status	General.flmeta	In Progress	Boxers.htm		Content/B-Breeds/
Status	General.flmeta	In Progress	Beagles.htm		Content/B-Breeds/
Authors	General.flmeta	Jeff	Beagles.htm		Content/B-Breeds/
Authors	General.flmeta	Maya	Getting-Started.htm		Content/A-Introduction-Topics/
Authors	General.flmeta	Maya	Australian-Shepherds.htm		Content/B-Breeds/
Status	General.flmeta	Ready for Review	Australian-Shepherds.htm		Content/B-Breeds/
description	General.flmeta	The Australian Sheph...	Australian-Shepherds.htm		Content/B-Breeds/
description	General.flmeta	The beagle is a breed...	Beagles.htm		Content/B-Breeds/
description	General.flmeta	The Boxer is a mediu...	Boxers.htm		Content/B-Breeds/
My Custom Tag		This is a custom tag f...	History-Dogs.htm		Content/A-Introduction-Topics/

✓ **TIP** If your results are several pages long, you can click View All in the local toolbar to list everything on one page. Keep in mind that the more files you have, the longer this will take to load.

# How to Use the Find Text Feature

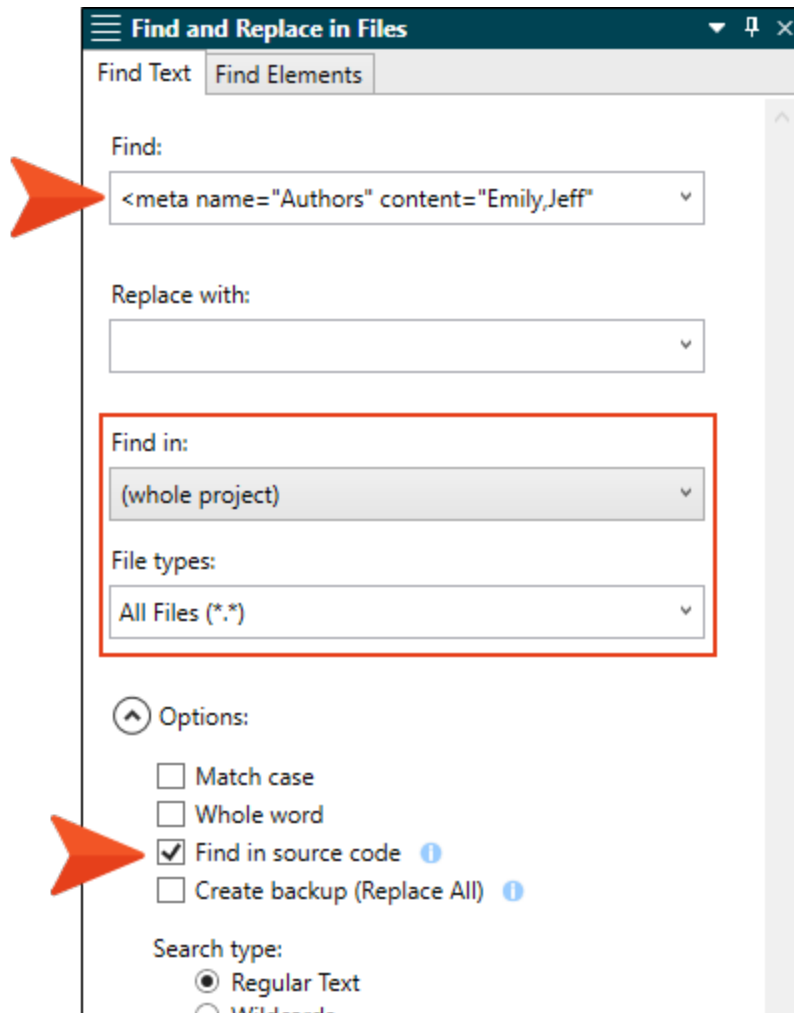
1. Select the Home ribbon.
2. Click **Find and Replace** (the face of the button, not the drop-down).
3. Make sure the **Find Text** tab is open in the window pane.
4. Let's find all files where Emily and Jeff have been designated as the authors. An easy way to know the correct text to search is to open one topic where you know both authors have been selected. In the **Text Editor** view, select and copy the meta tag markup (or part of it), which in our case might be this:


```
<meta name="Authors" content="Emily,Jeff"
```



5. Paste this text in the **Find** field of the Find and Replace Files window pane.

6. Make sure (whole project) and All Files (\*.\*) are selected, and under Options select Find in source code.



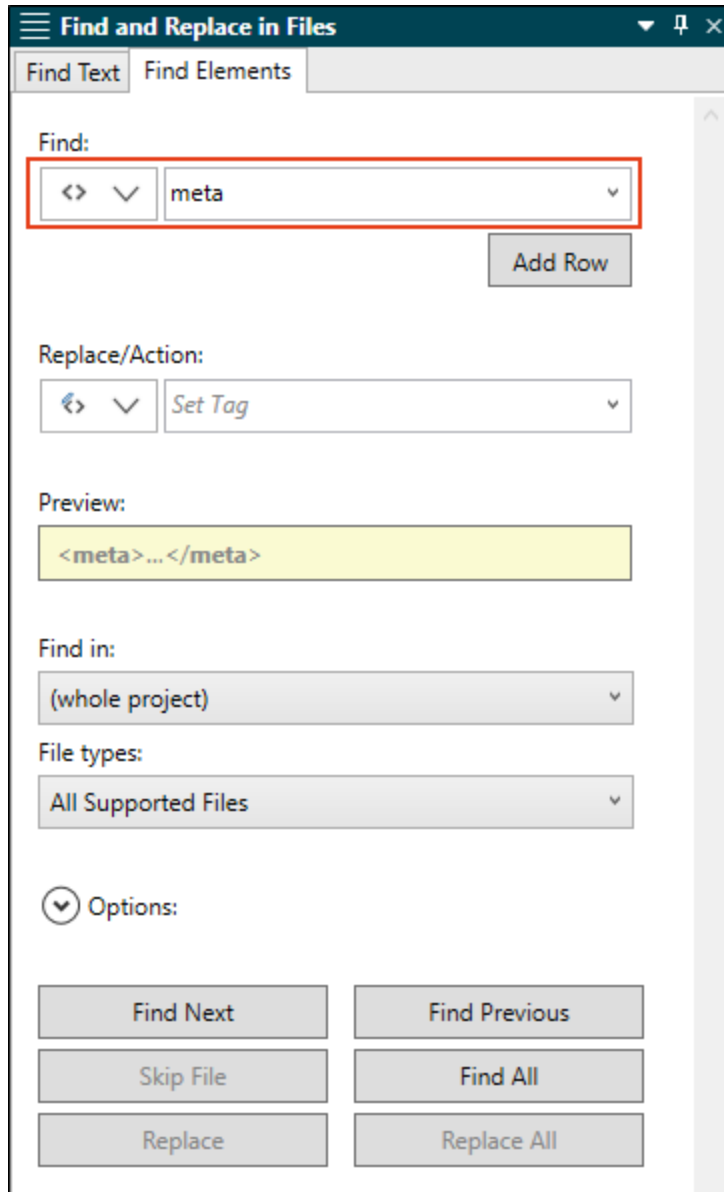
 **NOTE** If you want to perform an advanced search for meta tags, you can use wildcards or regular expressions as well.

- At the bottom of the window pane, click **Find All**. The files are listed in the Find Results window pane at the bottom of Flare.

Find Results 1		
View: All results Total results: 10 Total errors: 0		
File	Context	Folder
Roll-Over.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Exercises\
Training-Dogs.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\
Sit.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Exercises\
Stay.htm	...re.htm" /> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Exercises\
Training-Exercises.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Exercises\
AKC-Canine-Good-Citizen-Training.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Options\
Competition-Training.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Options\
Private-Novice-Training.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Options\
Training-Options.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\Training-Options\
Training-Tips.htm	...<head> <meta name="Authors"...	C:\Users\pstoecklein\Documents\My Projects\Dogs-Galore\Content\C-Training\

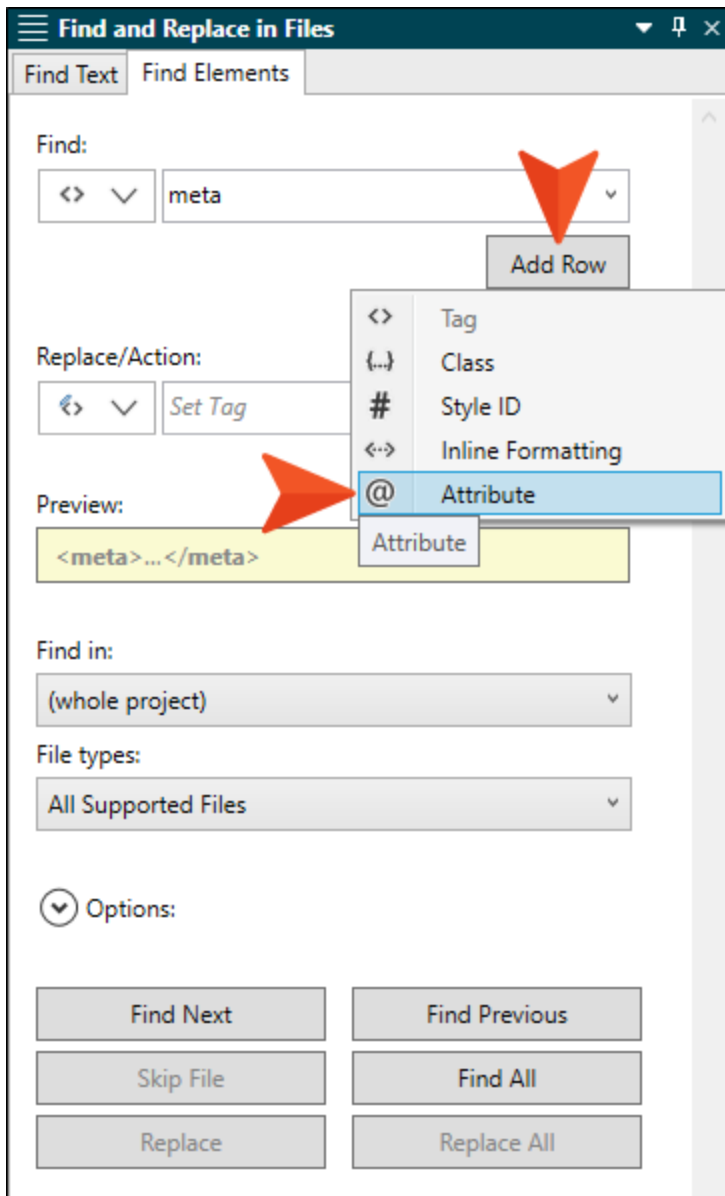
# I How to Use the Find Elements Feature

1. In the Find and Replace in Files window pane, select the **Find Elements** tab.
2. Let's look for all files that are using the description meta tag. In the first drop-down, make sure **Tag** is selected, and in the second drop-down select or enter **meta**.

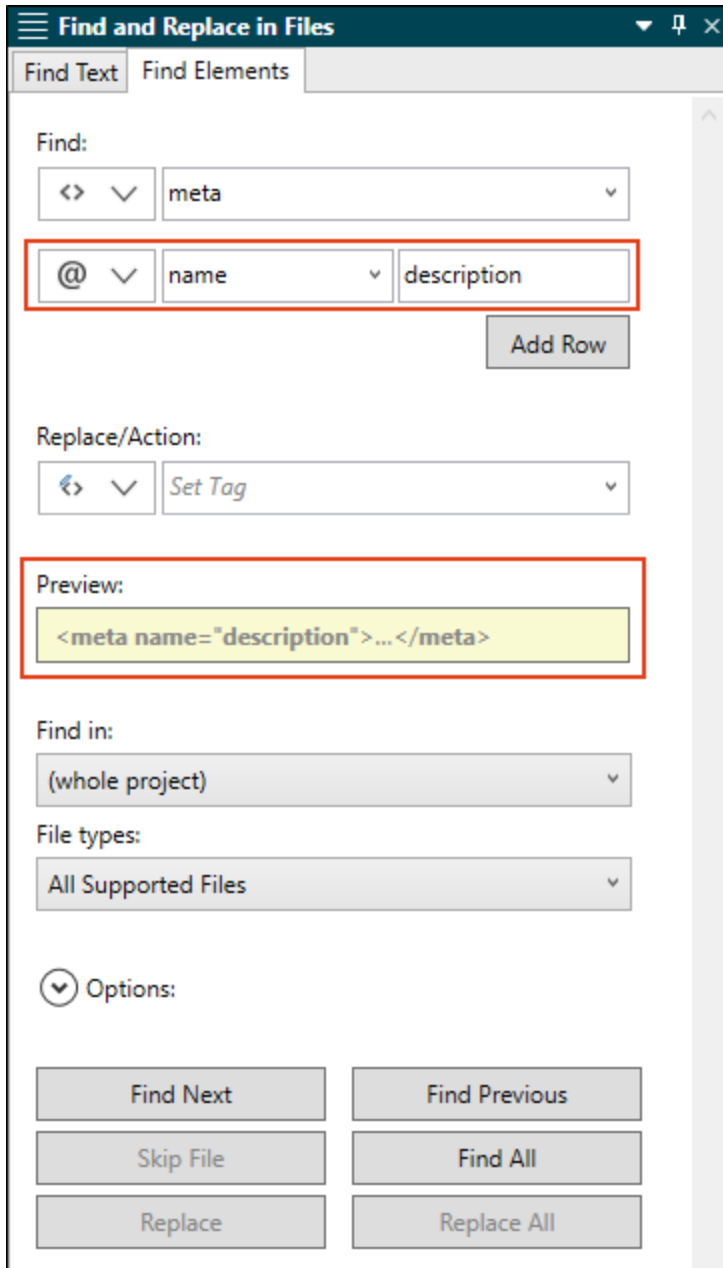




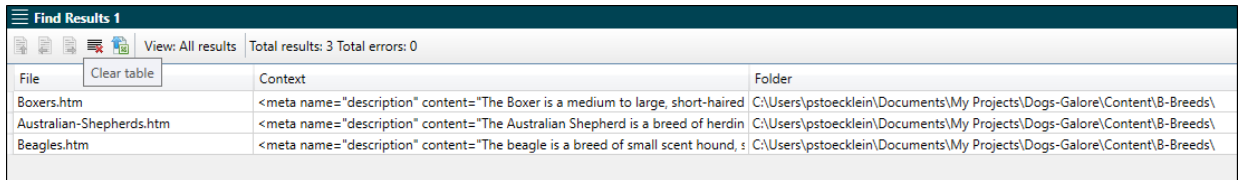
3. Click Add Row and select Attribute.



4. In the **Name** drop-down, select or enter **name**. In the **Value** field, enter **description**. The Preview field shows what Flare will be searching for.

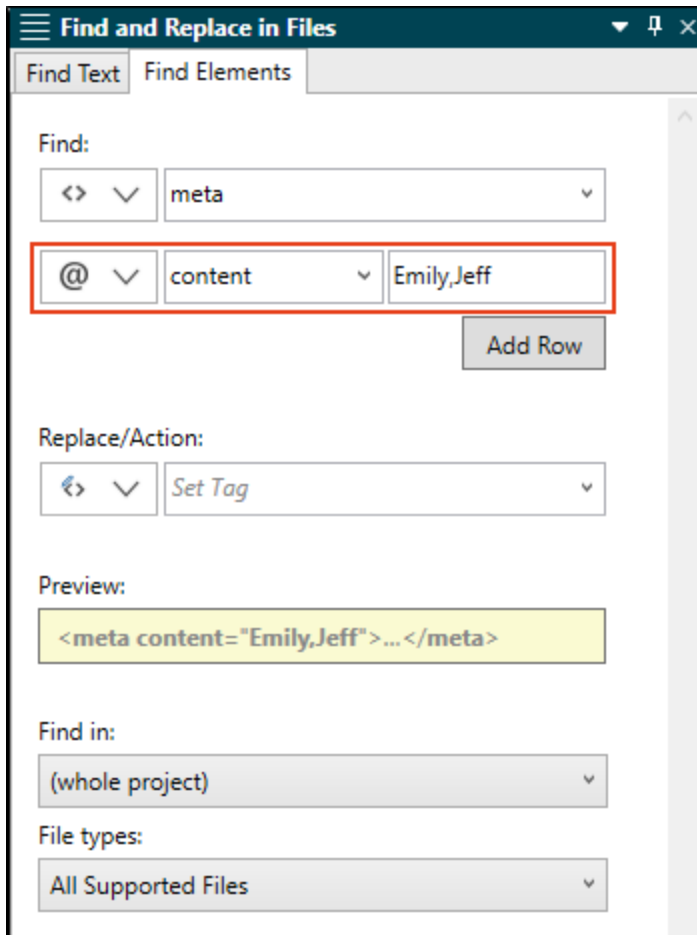


- Click **Find All**. The files are shown in the Find Results window pane.



File	Context	Folder
Boxers.htm	<meta name="description" content="The Boxer is a medium to large, short-haired	C:\Users\pstoeclein\Documents\My Projects\Dogs-Galore\Content\B-Breeds\
Australian-Shepherds.htm	<meta name="description" content="The Australian Shepherd is a breed of herdin	C:\Users\pstoeclein\Documents\My Projects\Dogs-Galore\Content\B-Breeds\
Beagles.htm	<meta name="description" content="The beagle is a breed of small scent hound, s	C:\Users\pstoeclein\Documents\My Projects\Dogs-Galore\Content\B-Breeds\

- Now let's say we want to find all the files assigned to both Emily and Jeff. In the **Name** drop-down, select or enter **content**. In the **Value** field, enter `Emily,Jeff`.



**Find and Replace in Files**

Find Text | Find Elements

Find:

<> meta

@ content Emily,Jeff

Add Row

Replace/Action:

<> Set Tag

Preview:

<meta content="Emily,Jeff">...</meta>

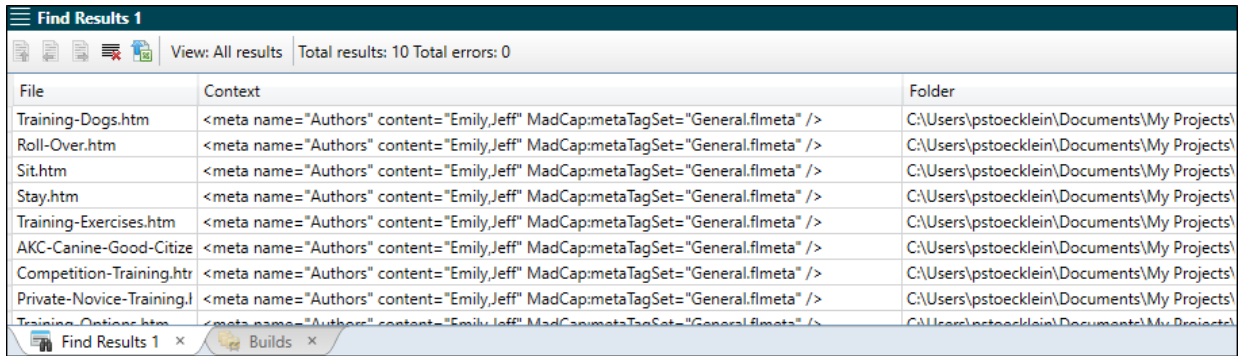
Find in:

(whole project)

File types:

All Supported Files

7. Click **Find All**. The files are shown in the Find Results window pane.



The screenshot shows a 'Find Results 1' window with a table of search results. The window title is 'Find Results 1' and it includes icons for file operations and a status bar showing 'View: All results' and 'Total results: 10 Total errors: 0'. The table has three columns: 'File', 'Context', and 'Folder'. All files listed are HTML files with a context of '<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />' and are located in the folder 'C:\Users\pstoecklein\Documents\My Projects\'.

File	Context	Folder
Training-Dogs.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Roll-Over.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Sit.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Stay.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Training-Exercises.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
AKC-Canine-Good-Citize	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Competition-Training.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Private-Novice-Training.l	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\
Training-Options.htm	<meta name="Authors" content="Emily,Jeff" MadCap:metaTagSet="General.flmeta" />	C:\Users\pstoecklein\Documents\My Projects\

# Using Meta Tags With Micro Content

You have probably noticed that we haven't even used any of the meta tags from the Promotions and Resources meta tag sets that we created at the beginning of this tutorial. We created those meta tags with a specific purpose in mind—integrating them with Flare's micro content features. This combination of meta tags and micro content gives you a great deal of control and flexibility over how specific chunks of content are used and displayed in your output's topics and search results.

To explore this in detail, we recommend that you complete the micro content tutorials. The basic tutorial introduces you to micro content and how to begin working with it. The advanced tutorial shows you how to make the most of micro content by adding features such as proxies, skin components, and meta tags. To access the tutorials, see the online Help.

## APPENDIX

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# PDFs

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

## I Tutorials

*Getting Started Tutorial*

*Autonumbers Tutorial*

*Back-to-Top Button Tutorial*

*Context-Sensitive Help Tutorial*

*Custom Toolbar Tutorial*

*eLearning Tutorial—Basic*

*eLearning Tutorial—Advanced*

*Image Tooltips Tutorial*

*Lists Tutorial*

*Meta Tags Tutorial*

*Micro Content Tutorial—Basic*

*Micro Content Tutorial—Advanced*

*Responsive Output Tutorial*

*Single-Sourcing Tutorial*

*Snippet Conditions Tutorial*

*Styles Tutorials*

*Tables Tutorial*

*Word Import Tutorial*

# | Cheat Sheets

*Context-Sensitive Help Cheat Sheet*

*Folders and Files Cheat Sheet*

*Learning & Development Cheat Sheet*

*Lists Cheat Sheet*

*Micro Content Cheat Sheet*

*Print-Based Output Cheat Sheet*

*Search Cheat Sheet*

*Shortcuts Cheat Sheet*

*Structure Bars Cheat Sheet*

*Styles Cheat Sheet*

# I User Guides

*Accessibility Guide*

*Analysis and Reports Guide*

*Architecture Guide*

*Autonumbers Guide*

*Branding Guide*

*Condition Tags Guide*

*Context-Sensitive Help Guide*

*Eclipse Help Guide*

*eLearning Guide*

*Getting Started Guide*

*Global Project Linking Guide*

*HTML5 Guide*

*Images Guide*

*Import Guide*

*Indexing Guide*

*Key Features Guide*

*Lists Guide*

*MadCap Central Integration  
Guide*

*Meta Tags Guide*

*Micro Content Guide*

*Navigation Links Guide*

*Plug-In API Guide*

*Print-Based Output Guide*

*Project Creation Guide*

*QR Codes Guide*

*Reviews & Contributions With  
Contributor Guide*

*Scripting Guide*

*Search Guide*

*SharePoint Guide*

*Skins Guide*

*Snippets Guide*

*Source Control Guide: Git*

*Source Control Guide:  
Perforce Helix Core*

*Source Control Guide:  
Subversion*

*Source Control Guide: Team  
Foundation Server*

*Styles Guide*

*Tables Guide*

*Tables of Contents Guide*

*Targets Guide*

*Template Pages Guide*

*Templates Guide*

*Topics Guide*

*Touring the Workspace Guide*

*Transition From FrameMaker  
Guide*

*Translation and Localization  
Guide*

*Variables Guide*

*Videos Guide*

*What's New Guide*