Micro Content

Micro Content

Phrases / Responses

Created in Flare

Possible Uses

FEATURED SNIPPETS IN SEARCH RESULTS

Produced by Flare

KNOWLEDGE PANEL IN SEARCH RESULTS

Produced by Flare

DYNAMIC KNOWLEDGE CONTENT IN TOPICS OR SEARCH RESULTS

Produced by Flare

DYNAMIC PROMOTION CONTENT IN TOPICS OR SEARCH RESULTS

Produced by Flare

FAQS [AND OTHER STATIC CONTENT] IN TOPICS

Produced by Flare

FIELD-LEVEL HELP*

Produced by Flare

CHATBOTS AND MACHINE LEARNING*

VIRTUAL AND AUGMENTED REALITY INSTRUCTIONS*

*May Require Third Party Applications

Concepts

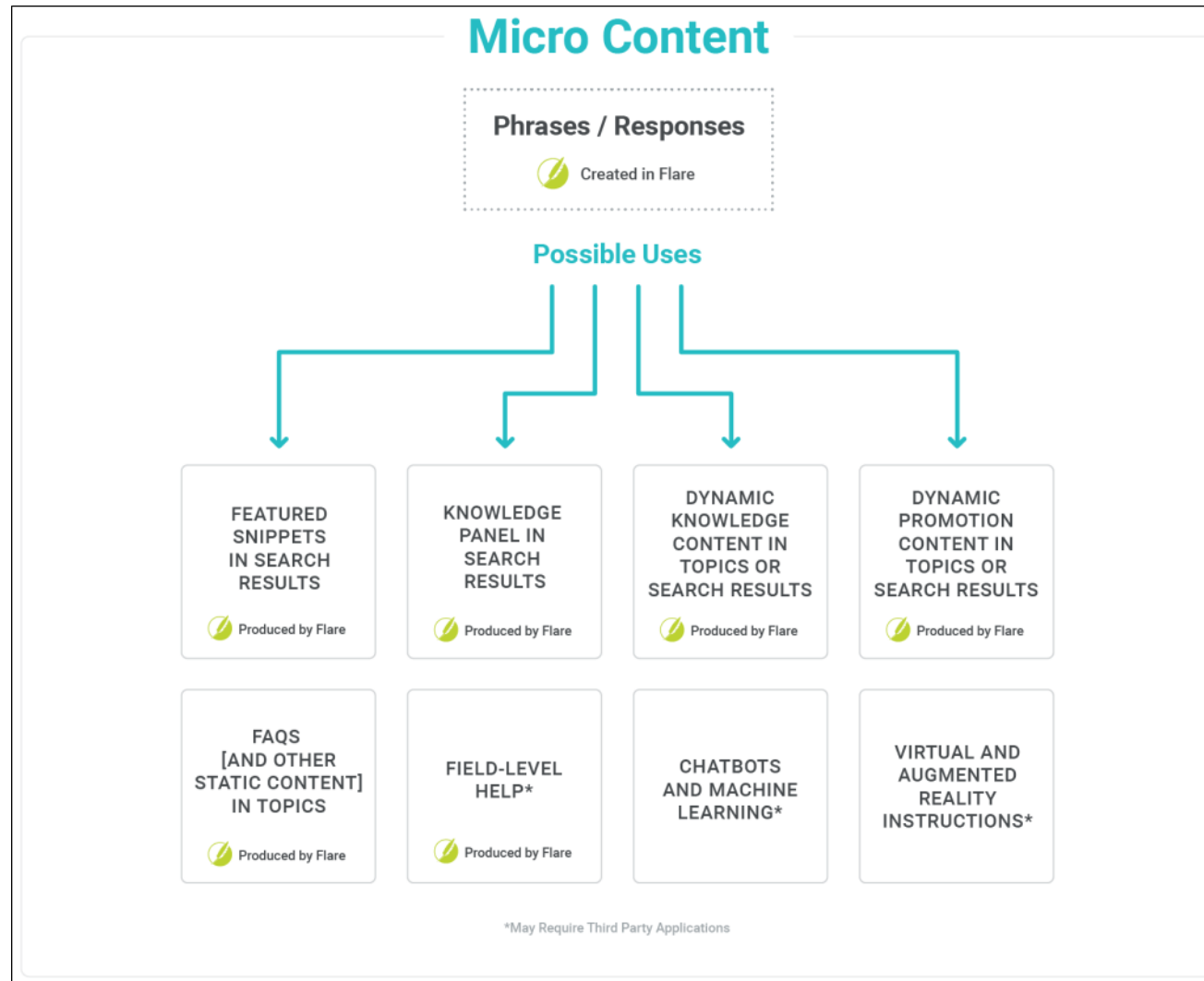|	
FAQ Proxy	The FAQ proxy lets you generate a list of phrases and responses for the selected micro content file(s) in most outputs. Results are static, based on specific criteria selected when the target is built, not on the search engine output. This type of proxy is ideal for including traditional FAQs, but it can be used for other purposes as well.
Featured Snippet	In Google searches, you have undoubtedly seen objects that are known as "Google Search Engine Results Page (SERP) features" that display on the page with regular search results. There are all kinds of SERP features that you come across from time to time. One of these is called a "featured snippet," which provides an answer to a query, such as "Ways to get more YouTube subscribers." Micro content that is created in a Flare project can result in custom "featured snippets" in your HTML5 output's search results. This content is displayed above the search results, and is one of the easiest, most immediate methods to use micro content from Flare. You can use a filter to specifically determine which micro content might display as featured snippets. You can also change its view mode (Plain Text, Truncated, or Drop-Down) in your HTML5 skin.
Field-Level Help	You can set context-sensitive Help (CSH) identifiers (IDs) on micro content phrases, therefore connecting the corresponding responses to specific parts of a software interface. And since micro content is intended to be quite short, this makes it ideal for field-level Help, as opposed to say, window- or dialog-level Help.
Knowledge Panel	Micro content can be displayed in HTML5 search results in an area called the "Knowledge Panel." By default, this panel displays on the right side of the search results page. However, you can edit the skin to display it on the left side or in the middle (above the featured snippets and regular search results). You can also change its view mode (Plain Text, Truncated, or Drop-Down) in your HTML5 skin.
Knowledge Proxy	The Knowledge proxy lets you display filtered micro content items in HTML5 output. Results are dynamic, generated at runtime in the browser, using search engine rankings. You might use a Knowledge proxy to display content such as information about a person, a company, technical specifications, related tasks, etc.

Concepts	
Phrase	The first part of micro content is the phrase, which is what a reader uses when performing a search (or interacting with, say, a chatbot). When you select a phrase in the Micro Content Editor grid, the associated response is shown in the area to the right. Not only can you create main phrases, but you can also add alternate phrases for each main phrase, regardless of the method you use. Alternate phrases are extremely useful because it is impossible to predict the phrasing a person will use. By adding alternate phrases, you are improving the odds that the matching response will display in most circumstances.
Promotion Proxy	The Promotion proxy lets you display random micro content items in HTML5 output. Results are dynamic, generated at runtime in the browser, using the search engine. You might use a Promotion proxy to display information about relevant products, events, new features, etc.
Response	For each micro content phrase, you need a response, which is what the end user sees after performing a search, interacting with a chatbot, etc.

Processes

Containers in Search Results or Topics

1. Create micro content phrases and responses.
2. Set up micro content containers.
3. (Optional) In the skin, edit the look of micro content.

Field-Level Help

1. Create micro content phrases and responses.
2. Open the alias file that you created.
3. On the left side of the Alias Editor, find and expand the micro content file containing phrases that you want to assign to new IDs.
4. Right-click a micro content phrase, and select **Assign to New Identifier**.
5. (Optional) If you want to make changes (e.g., modify the ID name or number), click in the appropriate cell and type the new information.
6. Click 💾 to save your work.
7. Following the standard CSH process, providing your developer with the IDs.

Other Purposes (e.g., Chatbots)

1. Create micro content phrases and responses.
2. Build HTML5 output.
3. In Windows, navigate to the project's **MicroContent** output subfolder (e.g., [project name] > Output > [user name] > [target name] > MicroContent).
4. A developer uses a third-party chatbot application and/or does extra programming and work outside of Flare, pointing to the files in your MicroContent output folder as necessary. This person does not need to be a Flare user or have a Flare license.

Method 1: Creating Micro Content From a Topic (Recommended)

1. Open the topic.

2. Select the content that you want to use as a response for a micro content phrase. Then in the **Home** ribbon, click **Create Micro Content**.

3. In the **Phrase** field, enter the text that a user would enter to make the response appear as a result in the output.

4. If you have more than one micro content file in your project, use the **Micro Content File** field to select it.

5. Click **OK**.

6. Click 💾 to save your work.

Method 2: Linking Phrases to Entire Topics or Snippets

1. From the Content Explorer, open the micro content file.

2. If necessary, click ▼ to the right of the main phrase. This expands the area below the phrase.

3. Click **Add Link**.

4. In the Select File dialog, locate and select the topic or snippet.

5. Click **OK**. The response content is shown to the right, but it is read-only since it is linked. In order to edit the content, you need to edit the topic or snippet.

6. Click 💾 to save your work.

Method 3: Linking Phrases to Bookmarks

1. From the Content Explorer, open the micro content file.

2. If necessary, click ▼ to the right of the main phrase. This expands the area below the phrase.

3. Click **Add Link**.

4. In the Select File dialog, locate and select the topic or snippet.

5. Click 🔖. Then find and select the bookmark in the dialog and click **OK**.

6. In the Select File dialog, click **OK**. The response content is shown to the right, but it is read-only since it is linked. In order to edit the content, you need to edit the topic or snippet.

7. Click 💾 to save your work.

Method 4: Entering Responses Directly in the Micro Content Editor

1. From the Content Explorer, open the micro content file.

2. On the left, select a phrase to associate with the response.

3. In the area to the right, enter text, snippets, images, and other features, just as you would edit a topic or snippet.

4. Click 💾 to save your work.