madcap software

TUTORIAL

MADCAP FLARE 2024

Micro Content—Advanced

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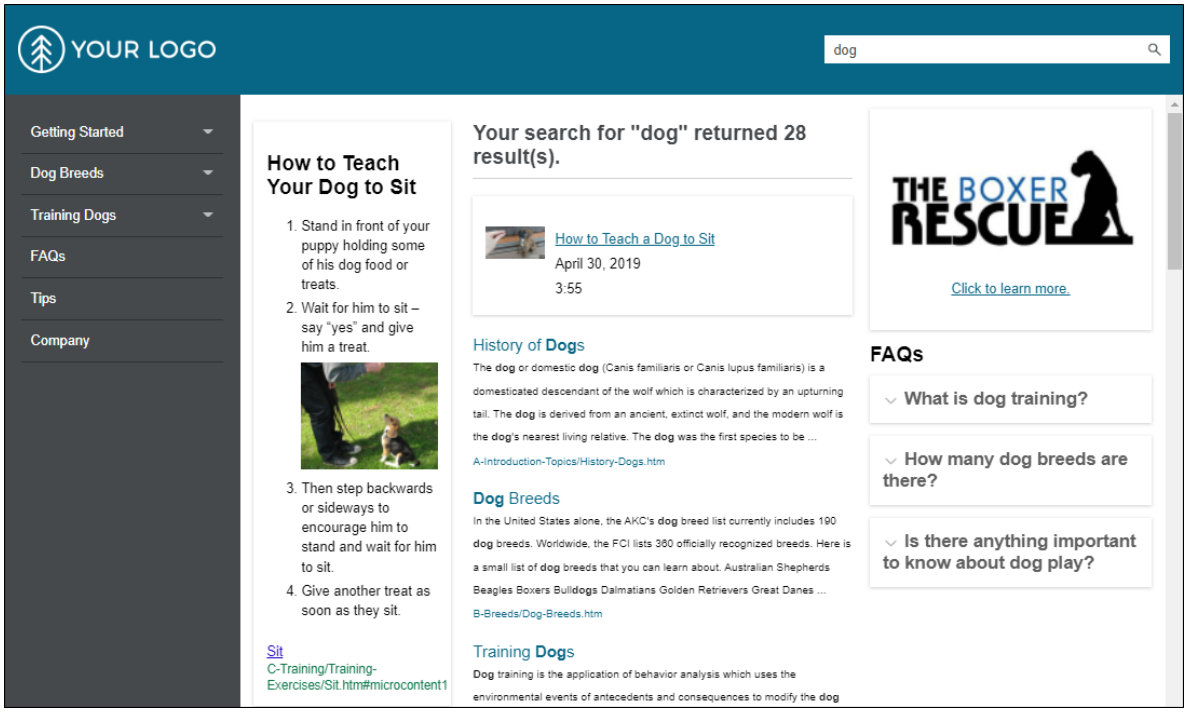
CHAPTER 1

Welcome

Approximate Time: 1 hour, 45 minutes

Welcome to the Flare Micro Content Tutorial—Advanced.

- Tutorial Goal Learning how to use the various types of micro content containers, as well as skin settings.
- Key Concepts Populating containers with micro content in search results and topics through various settings, including meta tags, and modifying skins to control the look.



Meta Tags Tutorial

Since this tutorial deals with meta tags in several places, it's best if you have a basic understanding of meta tags before you begin. If you haven't already walked through it, we recommend that you complete the Meta Tags Tutorial before starting this one. See the online Help.

CHAPTER 2

Downloading and Opening a Zipped Project

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

How to Download and Open a Zipped Project

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

   ```
   https://help.madcapsoftware.com/Tutorials/Micro-Content-Tutorial-Advanced/Dogs-Galore2.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

Using Featured Snippets and the Knowledge Panel

By default, a new HTML5 target is set up so that your micro content displays as featured snippets above the search results. You also have the option of placing micro content in a different container, called a "Knowledge Panel," which can be useful for displaying any other kind of content you want.

This chapter discusses the following:

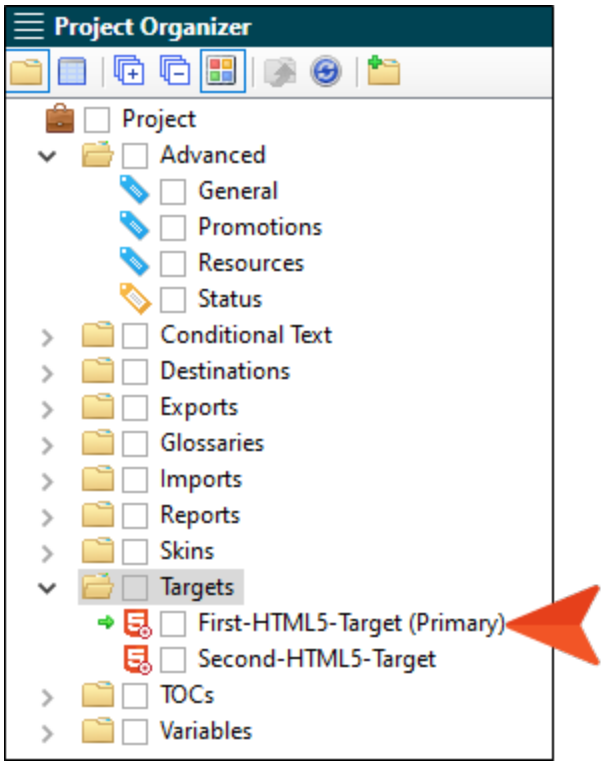
How to Build and View Micro Content in the Output 10

How to Set Up Featured Snippets and a Knowledge Panel 12

How to Build and View Micro Content in the Output

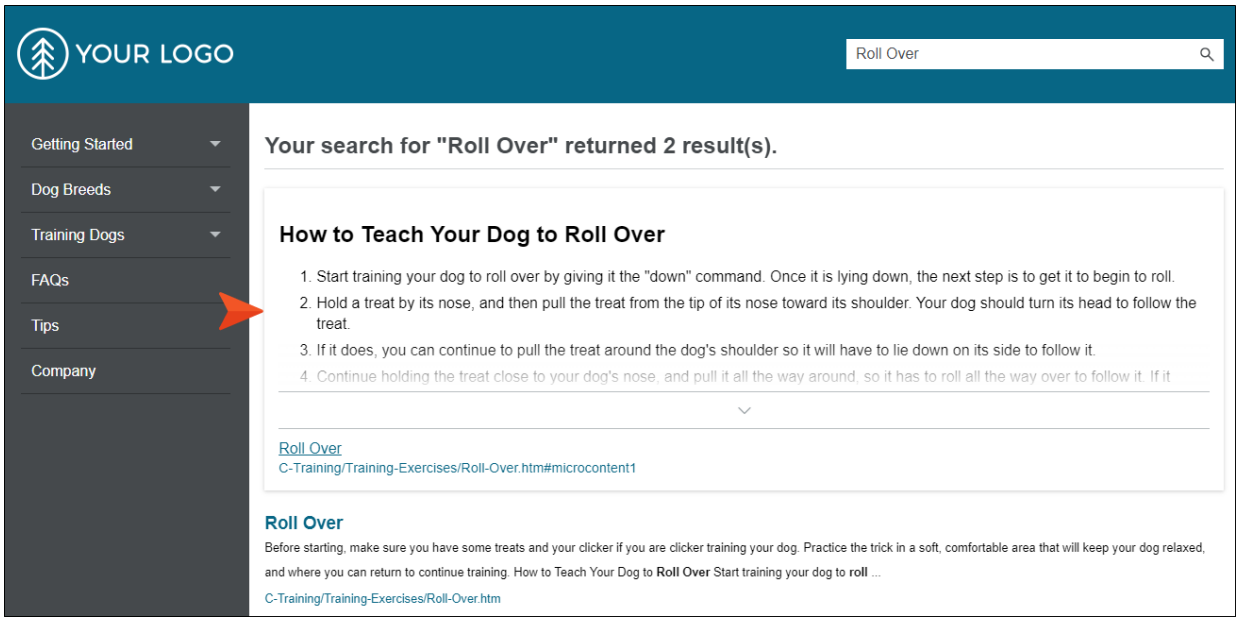
To begin, lets see what initially happens in a search before making any changes.

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



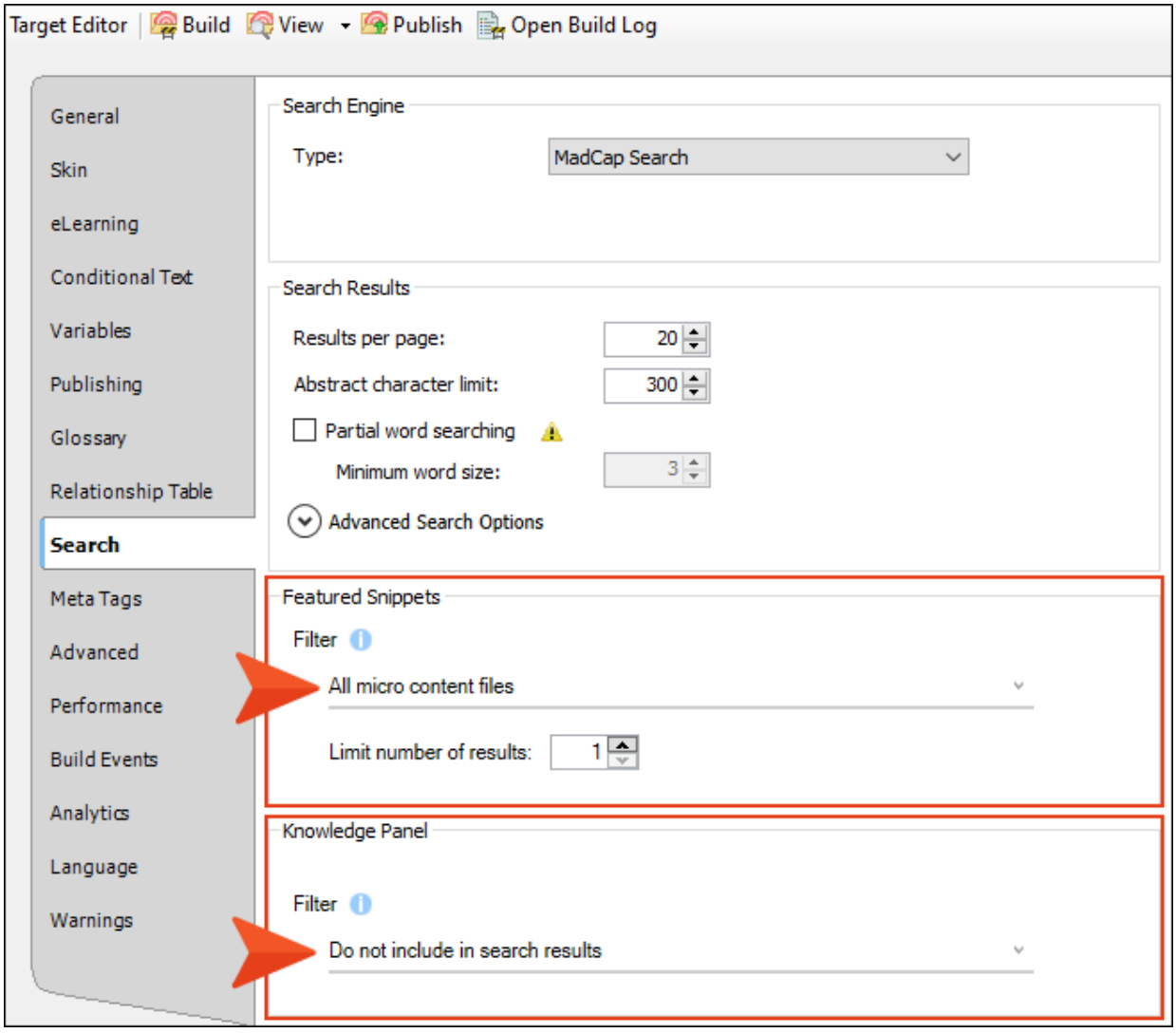
2. Click **Build**, and when the target finishes generating, open the output.

3. Search for `Roll Over`. Notice the micro content—in this case, a set of steps—above the search results.

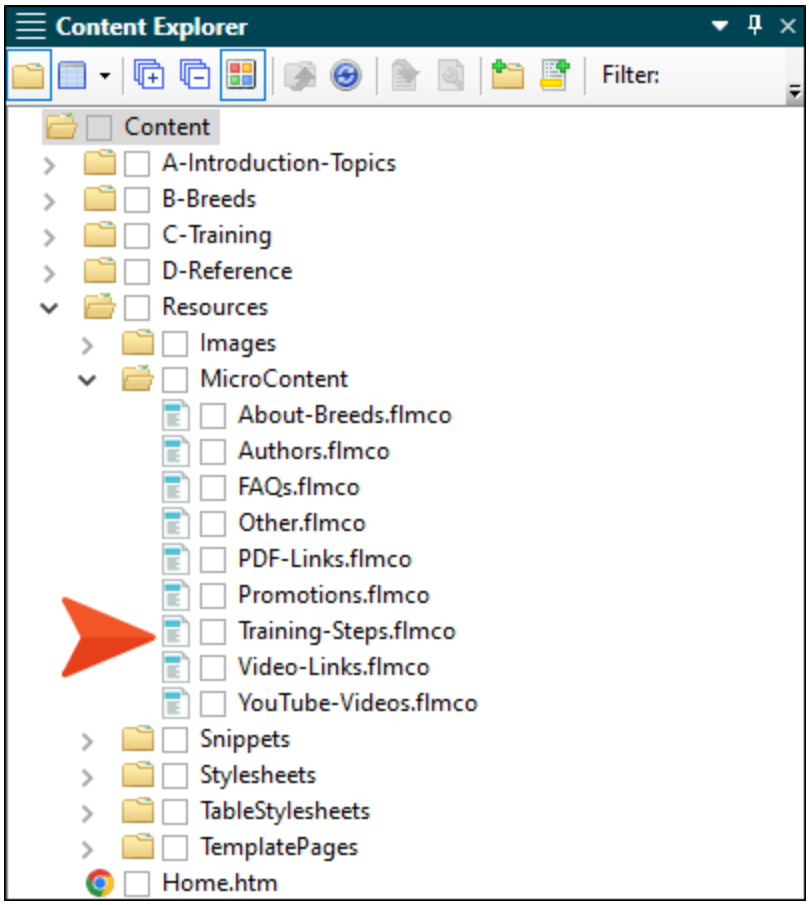


How to Set Up Featured Snippets and a Knowledge Panel

1. In the Target Editor, select the **Search** tab. Notice the Featured Snippet section is set to include all micro content files, and the Knowledge Panel section is set to not include any micro content files.

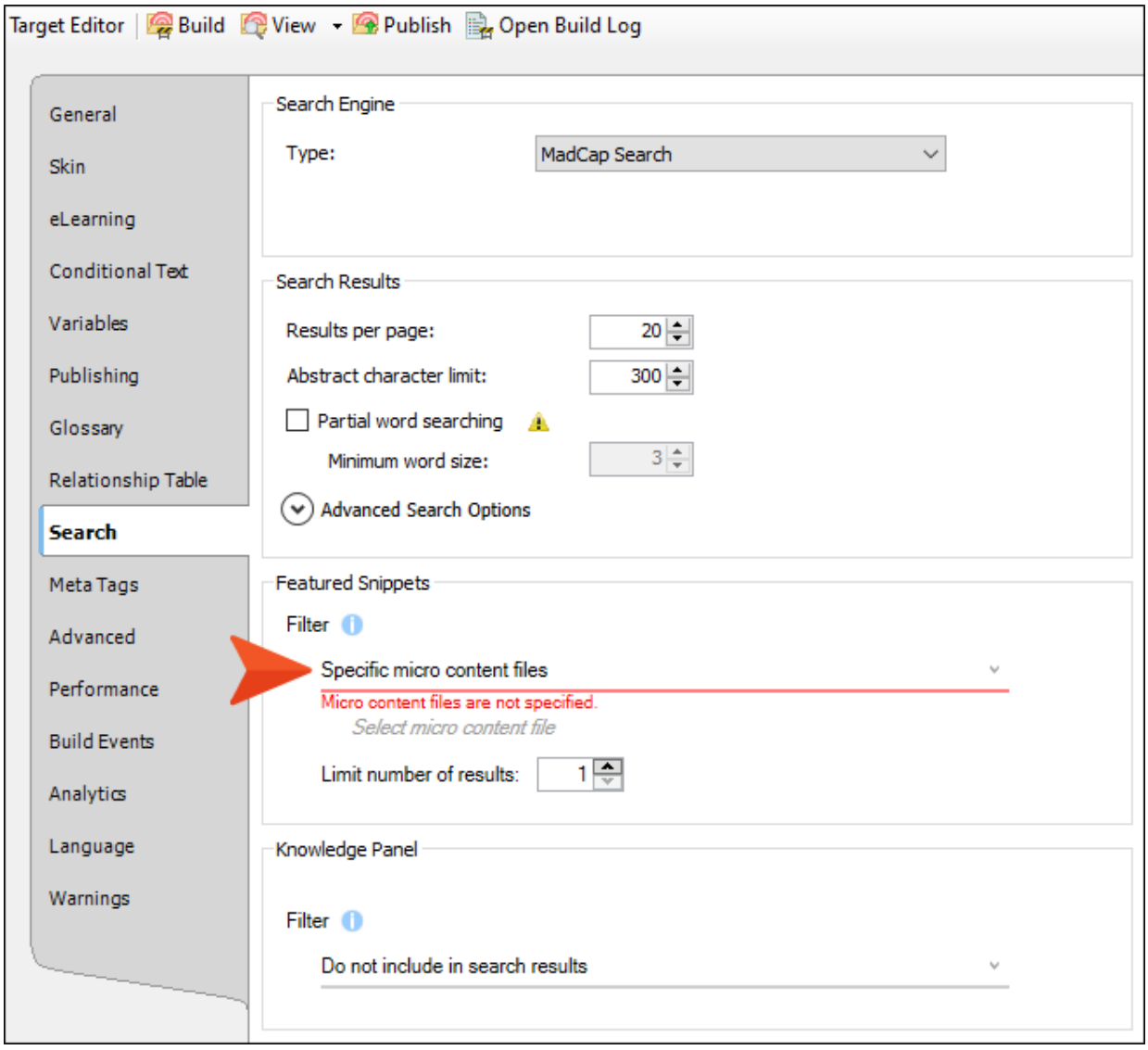


2. In the Content Explorer, expand **Resources > MicroContent**. Notice that there are several micro content files. The search result from the previous steps came from the Training-Steps micro content file, because it contained the best match for the search term used.

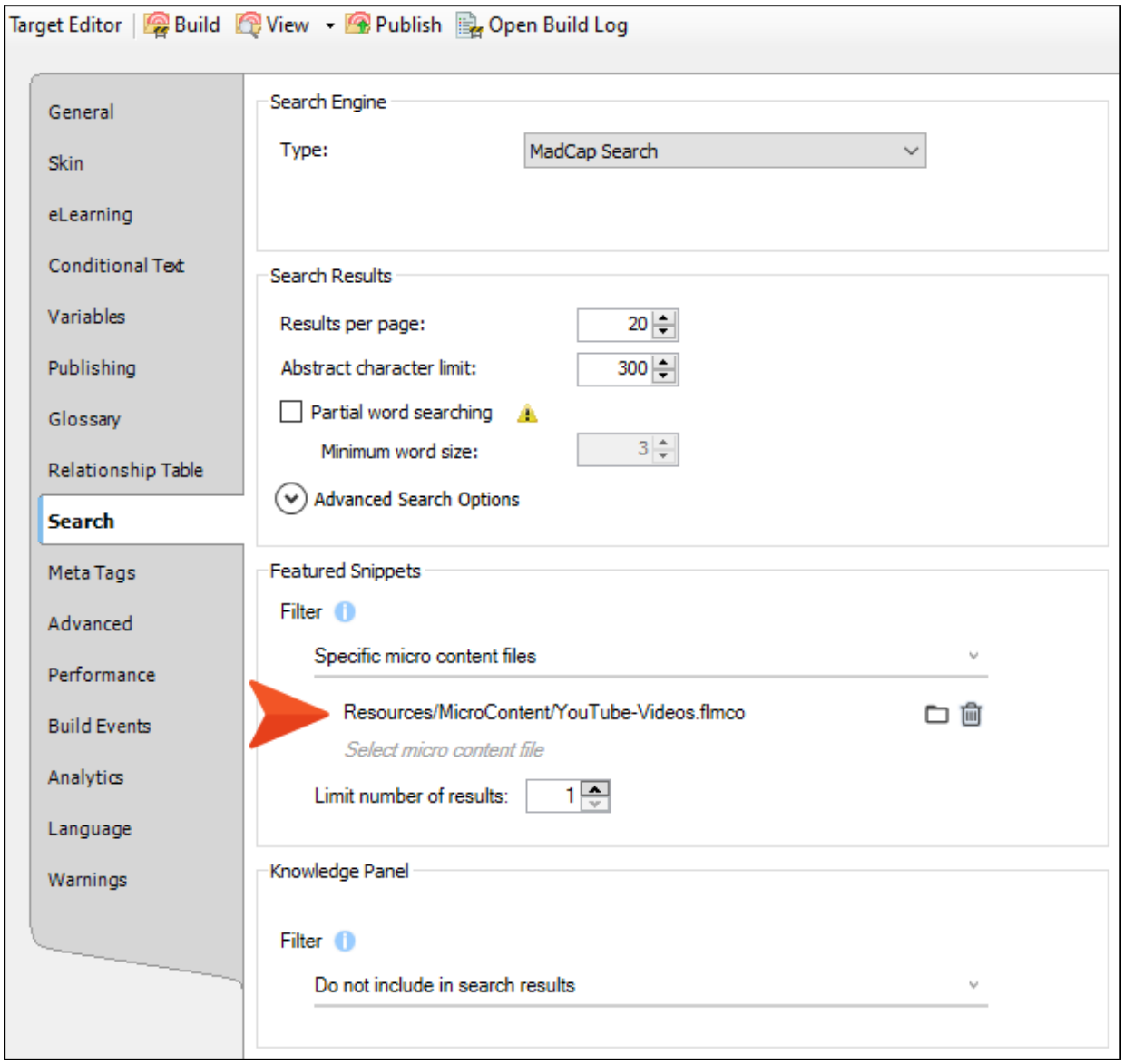


3. Take a couple of minutes to open the various micro content files and view the contents of each.

4. Go back to the Target Editor, and in the **Featured Snippets** section, set the filter to **Specific micro content files**.

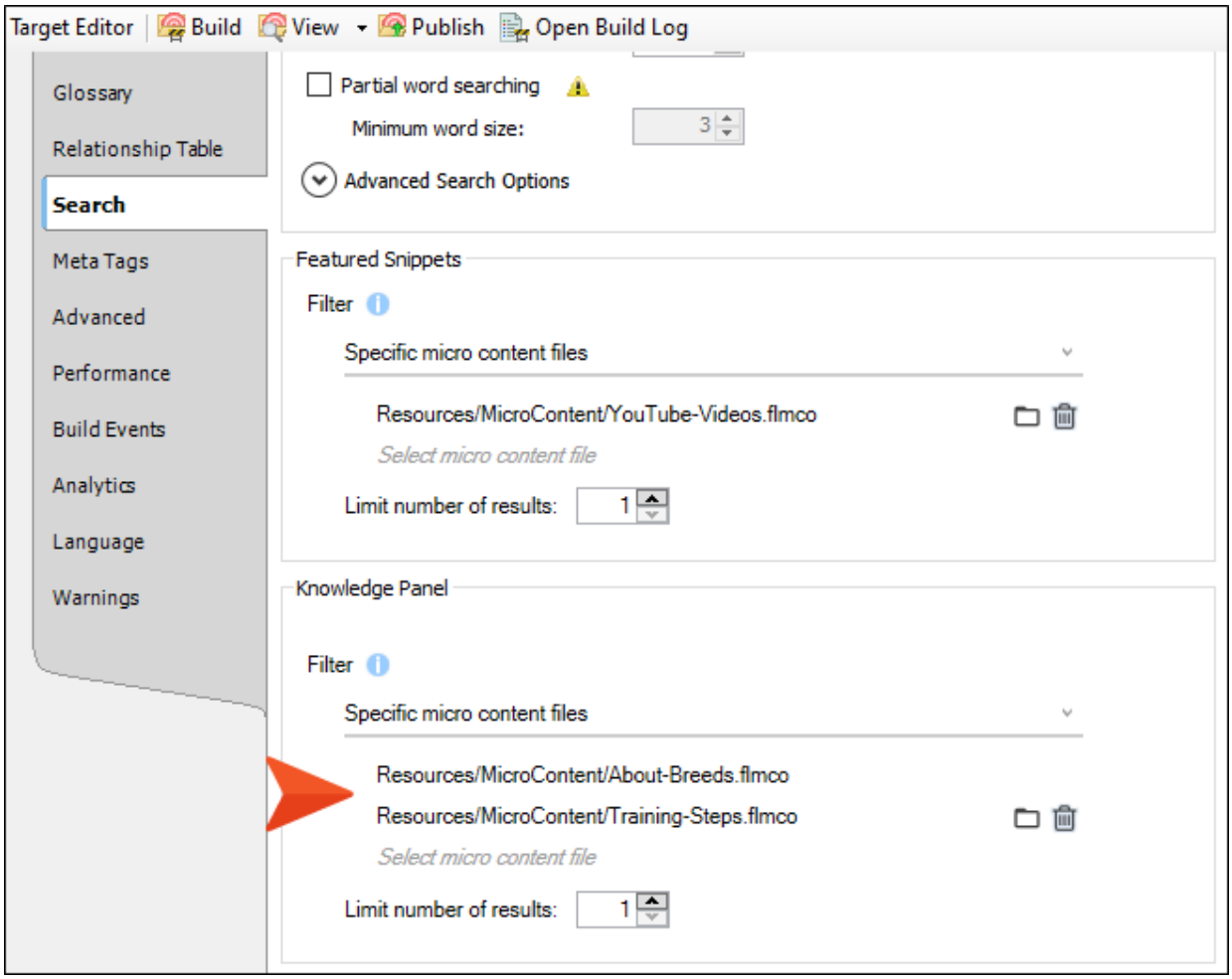


5. In the next field, select Resources/MicroContent/YouTube-Videos.flmco.



This means that the featured snippets area in the search results will only display micro content from this file, if a match exists.

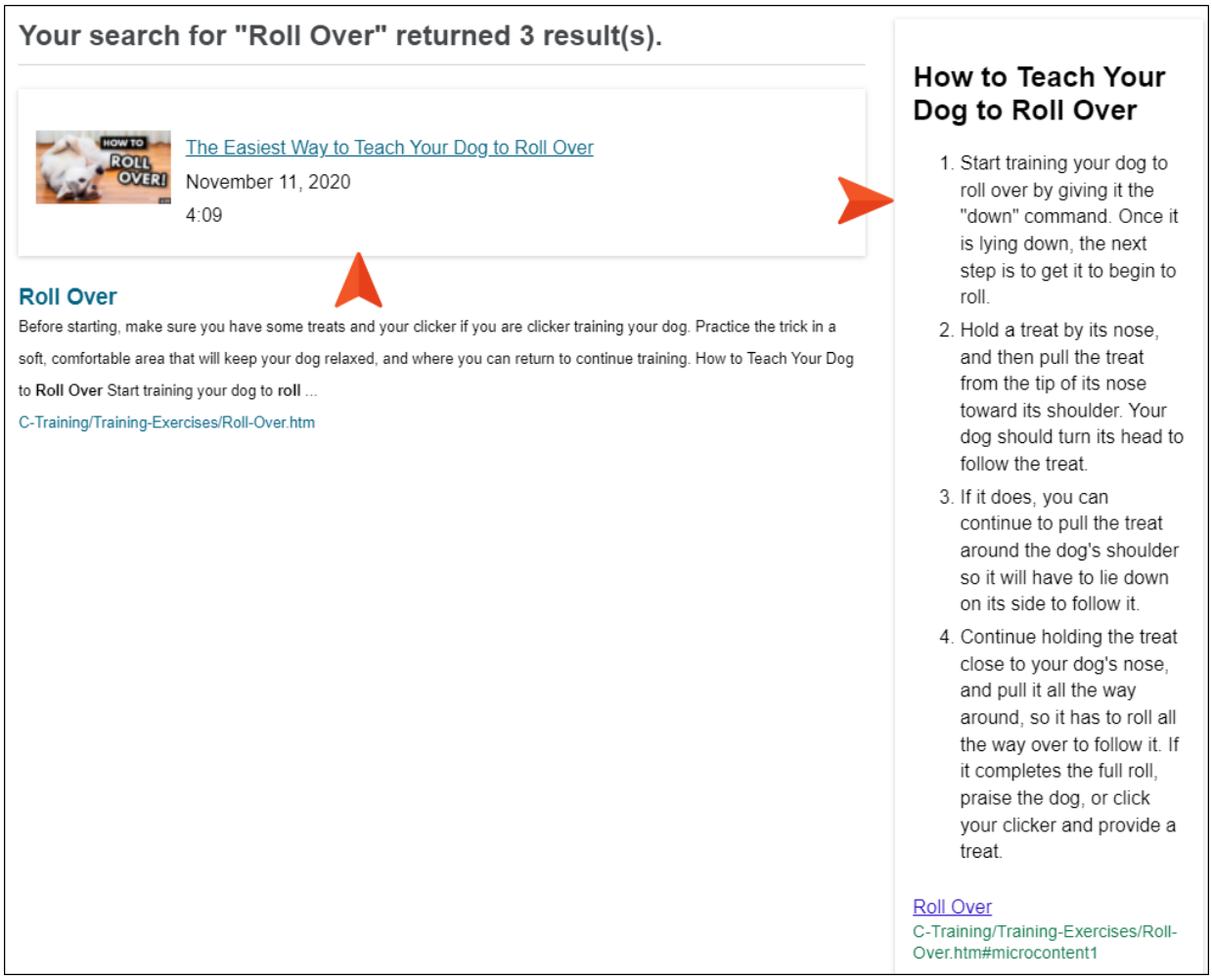
6. In the **Knowledge Panel** section, set the filter to **Specific micro content files**. And in the next two fields, select **Resources/MicroContent/About-Breeds.flmco** and **Resources/MicroContent/Training-Steps.flmco**.



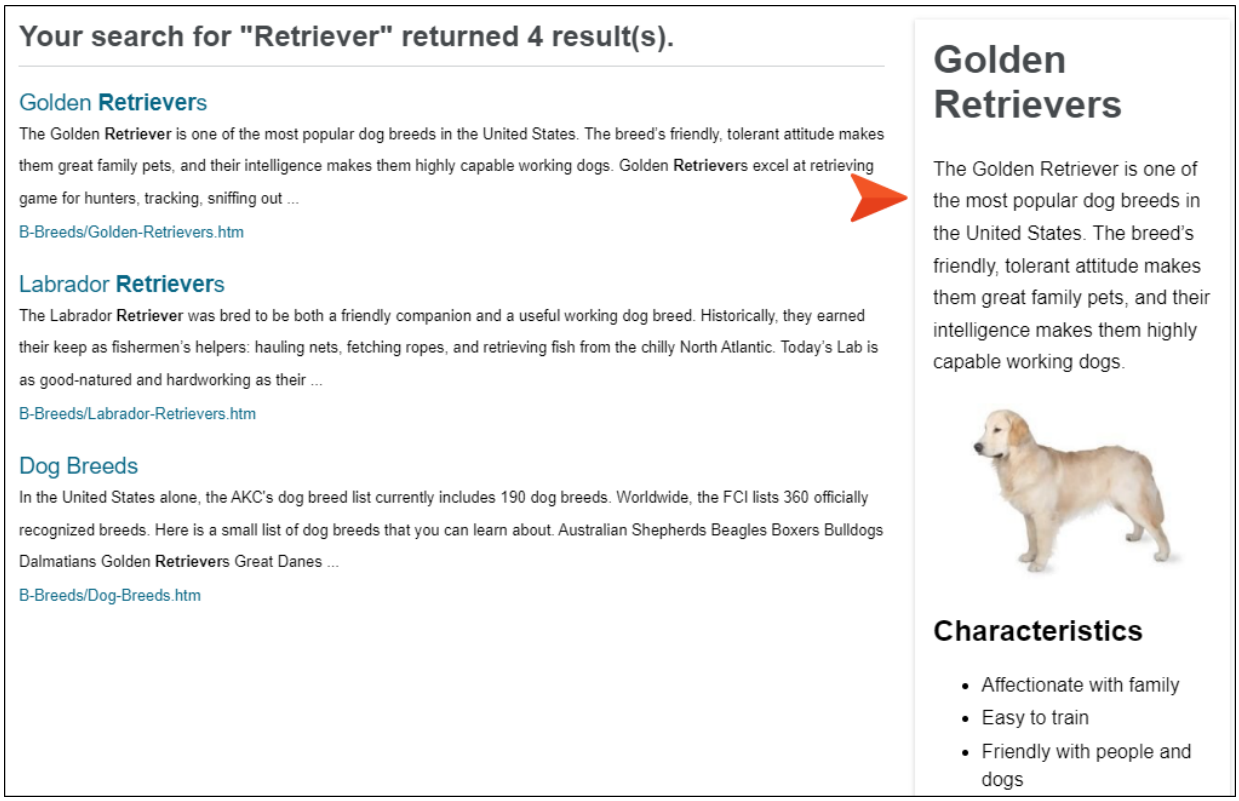
This means that the Knowledge Panel area (which displays by default on the right side of the search results) will only display micro content from these two files, if a match exists.

7. Click to save your work.
8. Rebuild the target and view the output.

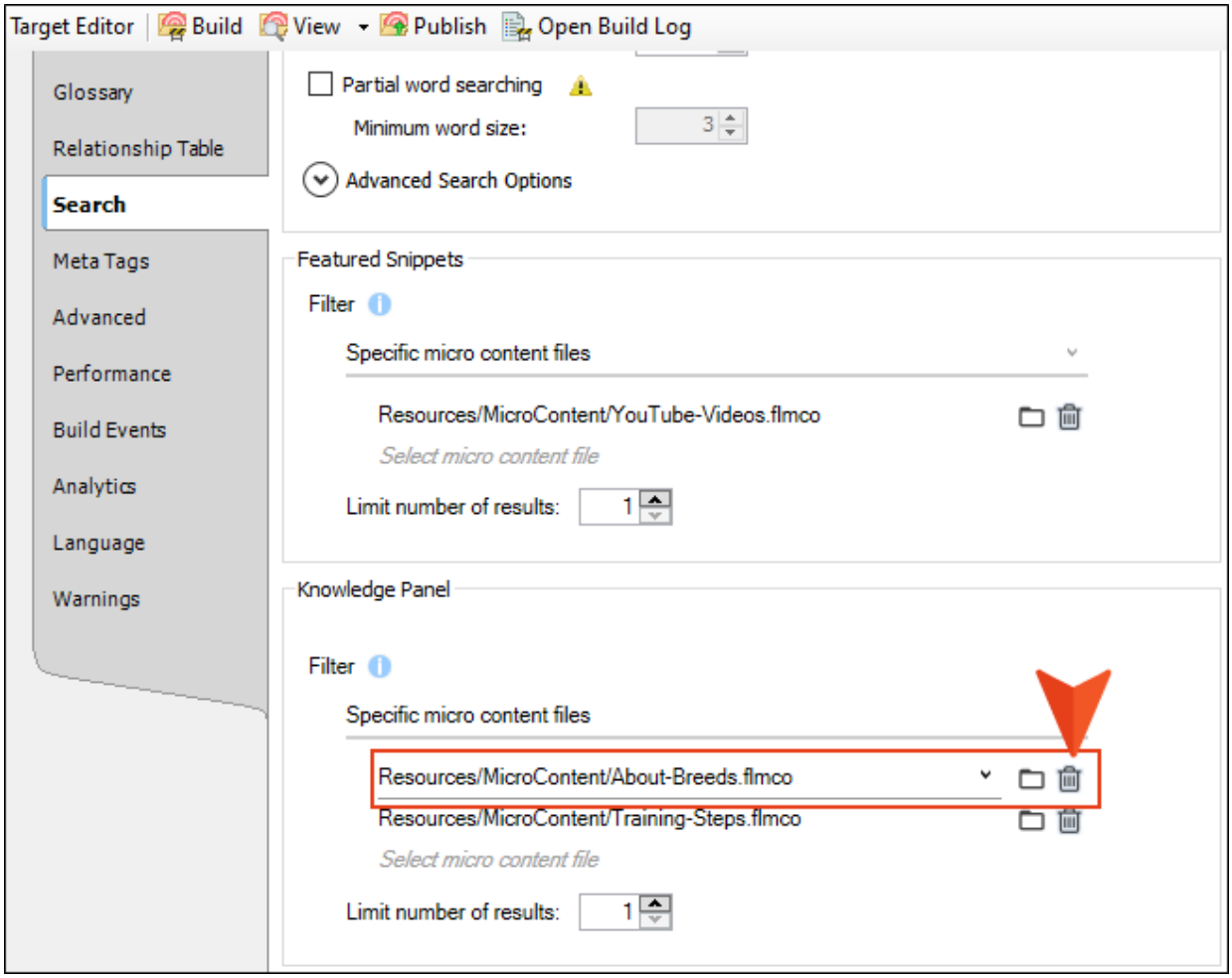
9. Once again, search for `Roll Over`. Notice the best match for the search term displays a new micro content result (a link to a YouTube video) in the featured snippets area and the previous set of steps in the Knowledge Panel.



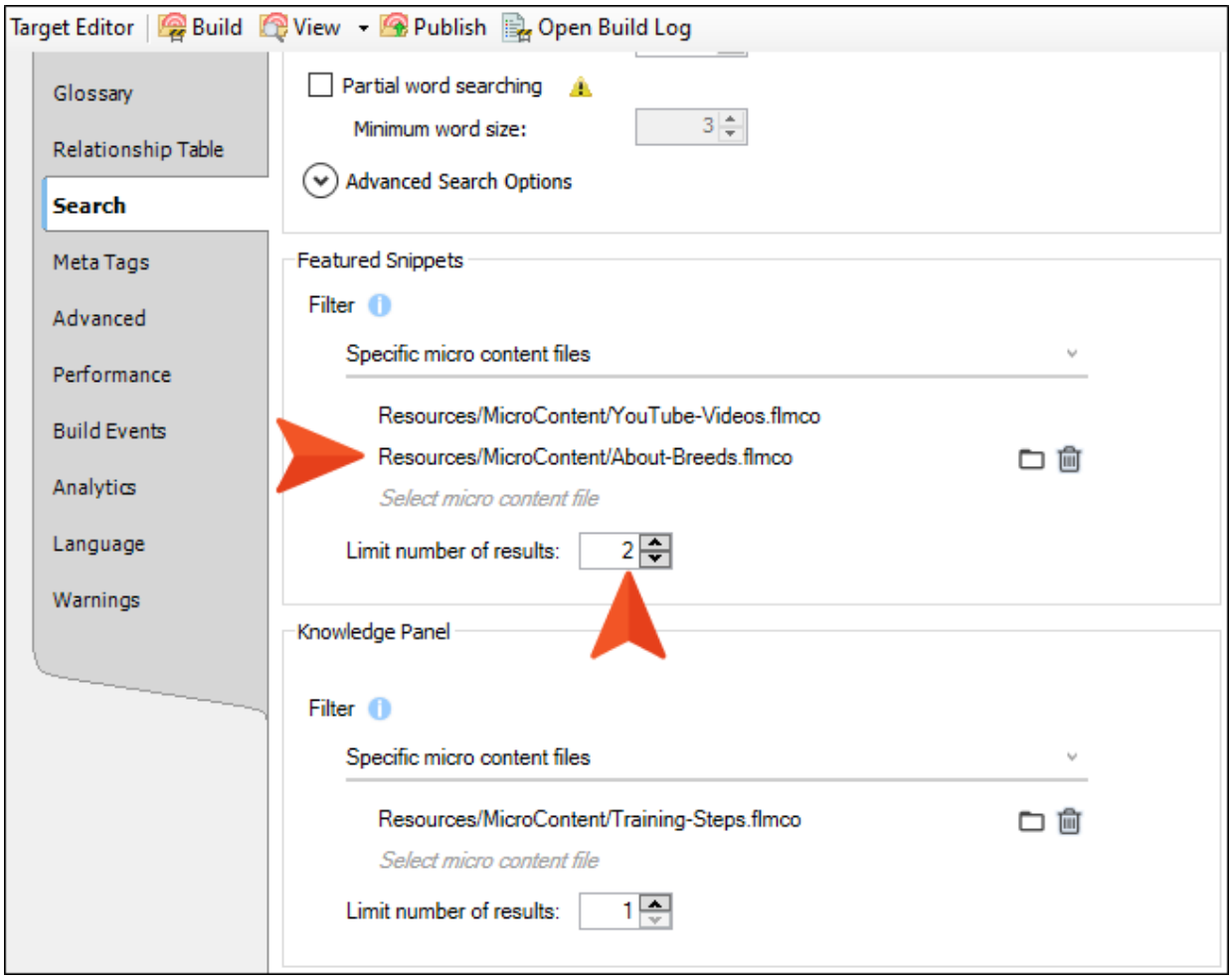
10. Search for `Retriever`. Notice that only one match is shown, this time in the Knowledge Panel.



11. Let's make one more adjustment. In the Target Editor in Flare, hover over the **About-Breeds.flmco** selection in the **Knowledge Panel** section, and click to the right to delete it.

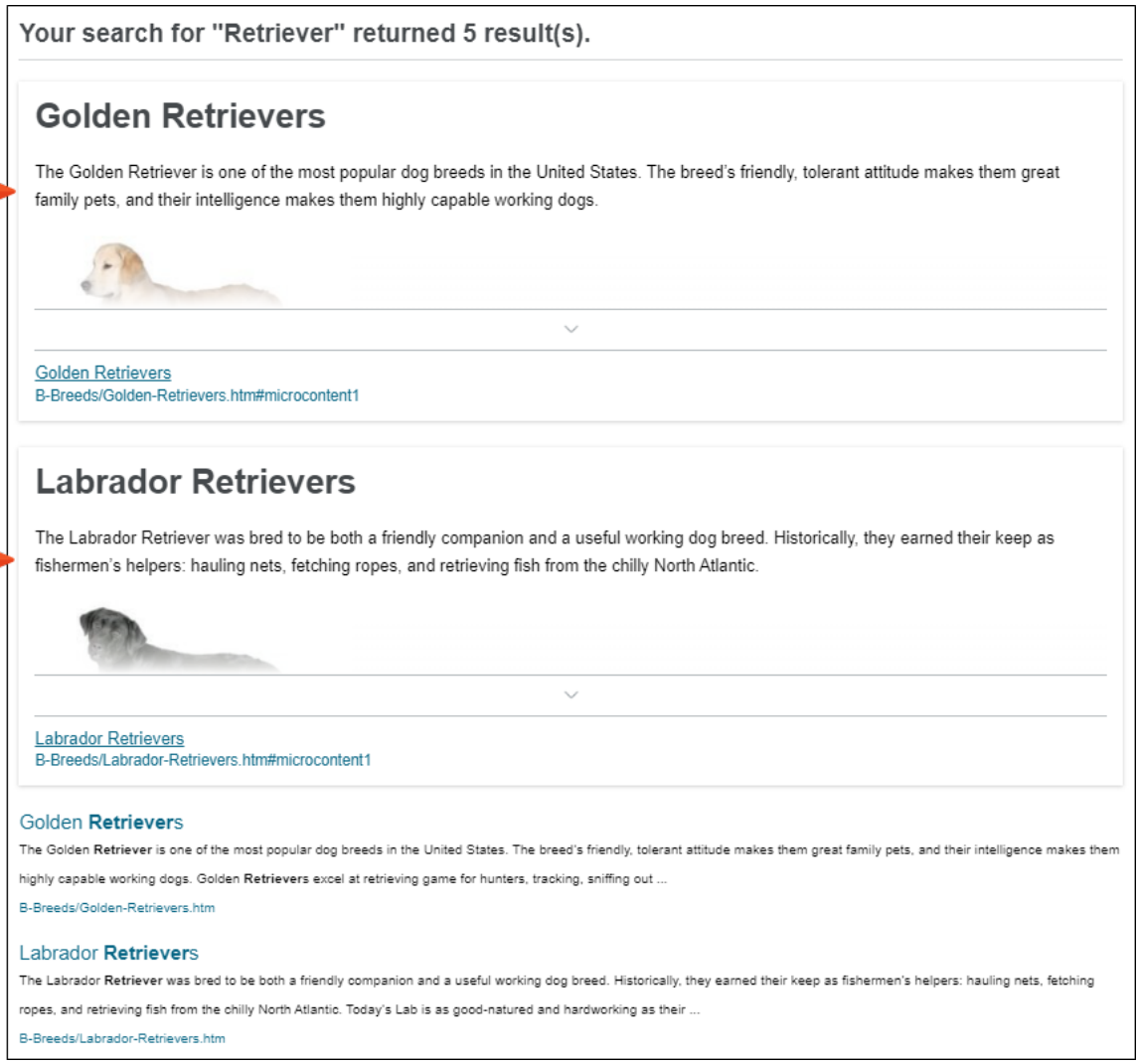


12. Add the **About-Breeds.flmco** file to the **Featured Snippets** section, and set the **Limit number of results** field to **2**.

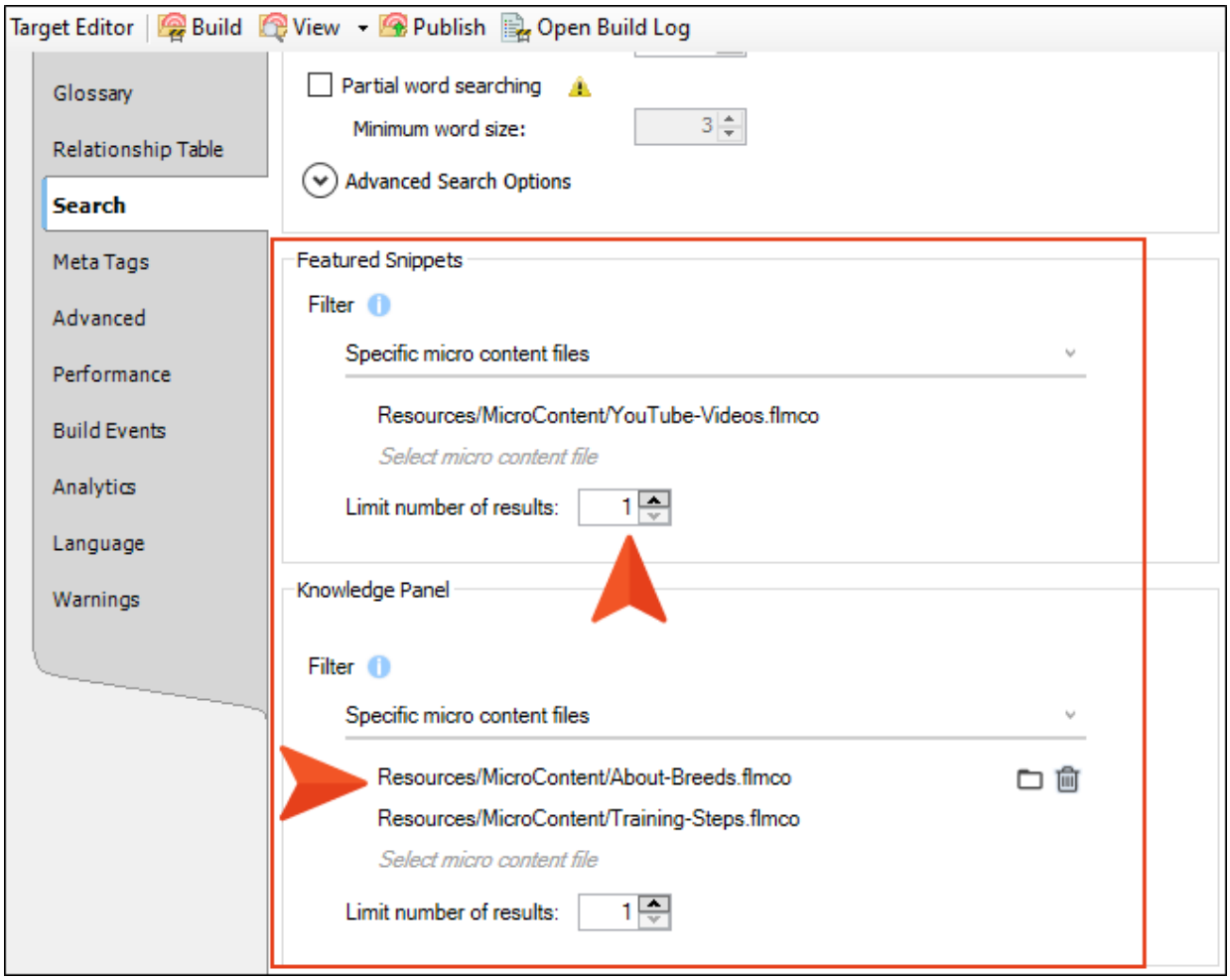


13. Click to save your work.
14. Rebuild the target and view the output.

15. Search for `Retriever`. Only featured snippets are shown, but this time the top two results are displayed.

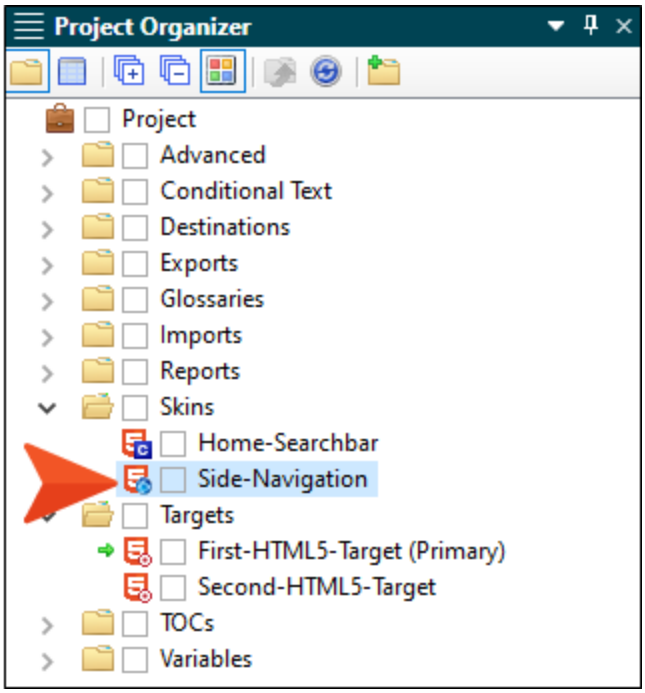


16. In the Target Editor, undo your changes so that the About-Breeds.flmco file is once again selected under Knowledge Panel, instead of the Featured Snippets section, and there is only 1 result to be shown for featured snippets.

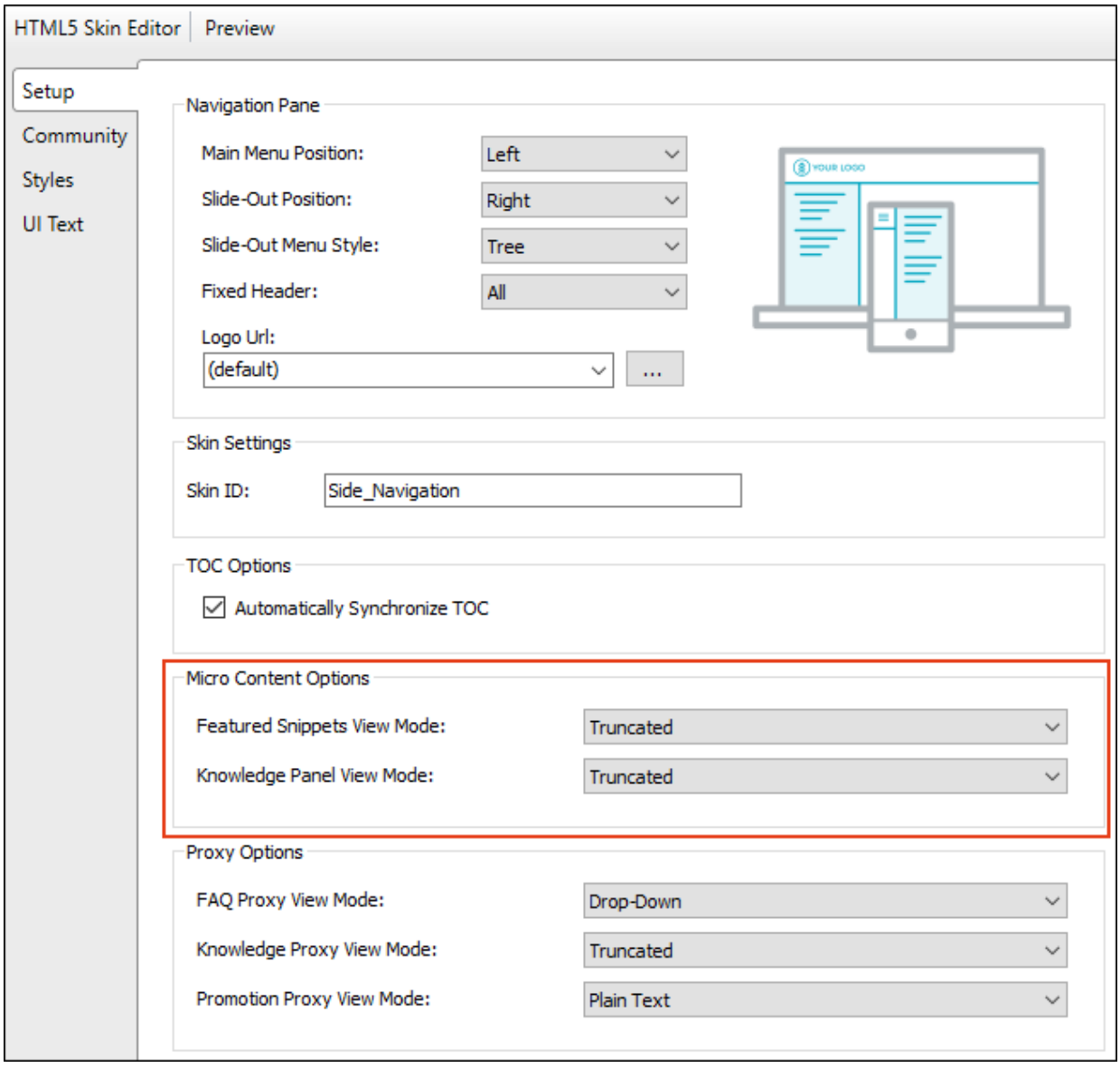


17. Click to save your work.

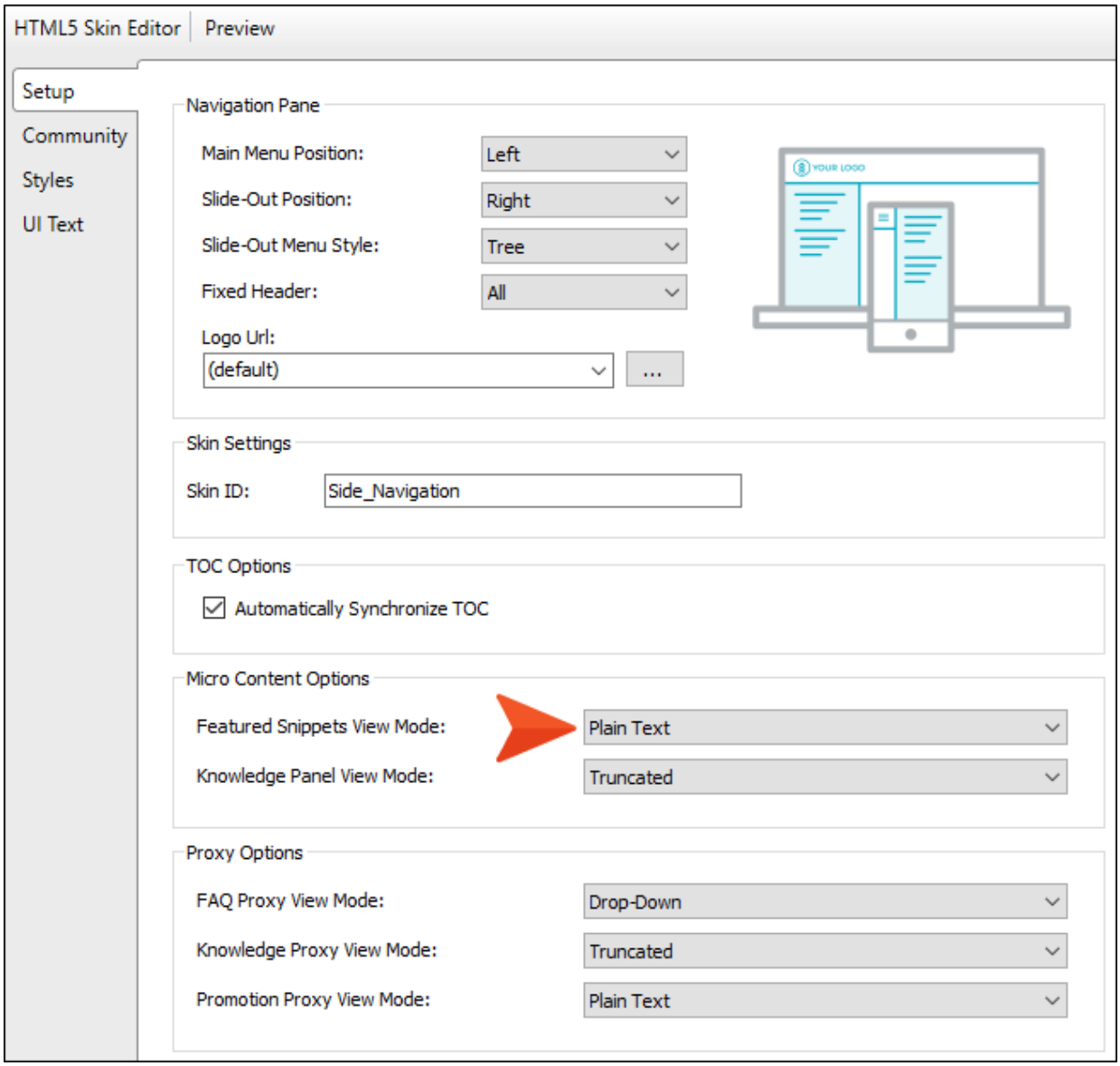
18. In the Project Organizer, expand **Skins** and double-click **Side-Navigation**.



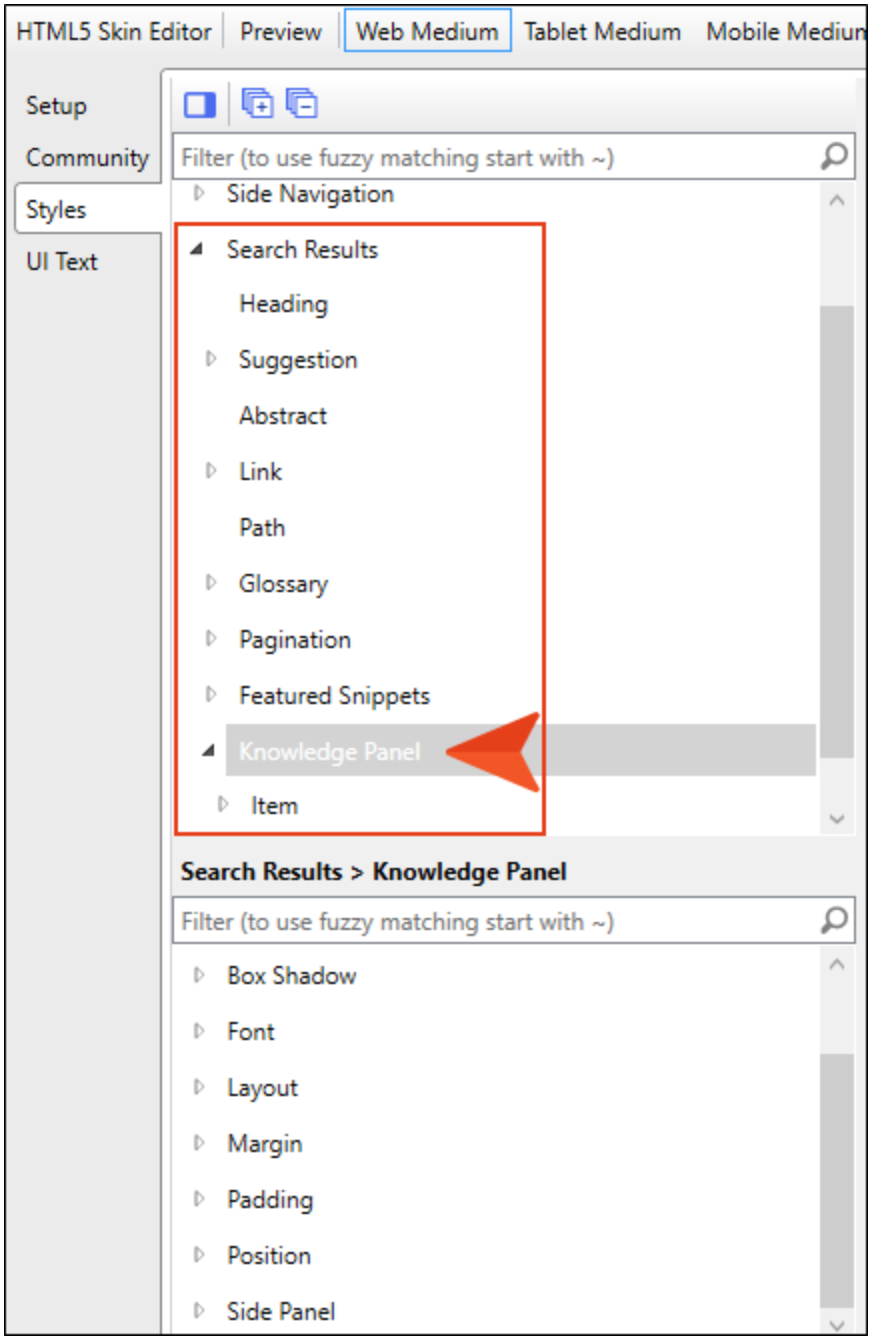
19. In the Skin Editor, select the **Setup** tab. Notice that both the Featured Snippets and Knowledge Panel View Modes are set to Truncated, which means Flare will add a clickable arrow at the bottom of the micro content if the container is not tall enough to show it all initially.



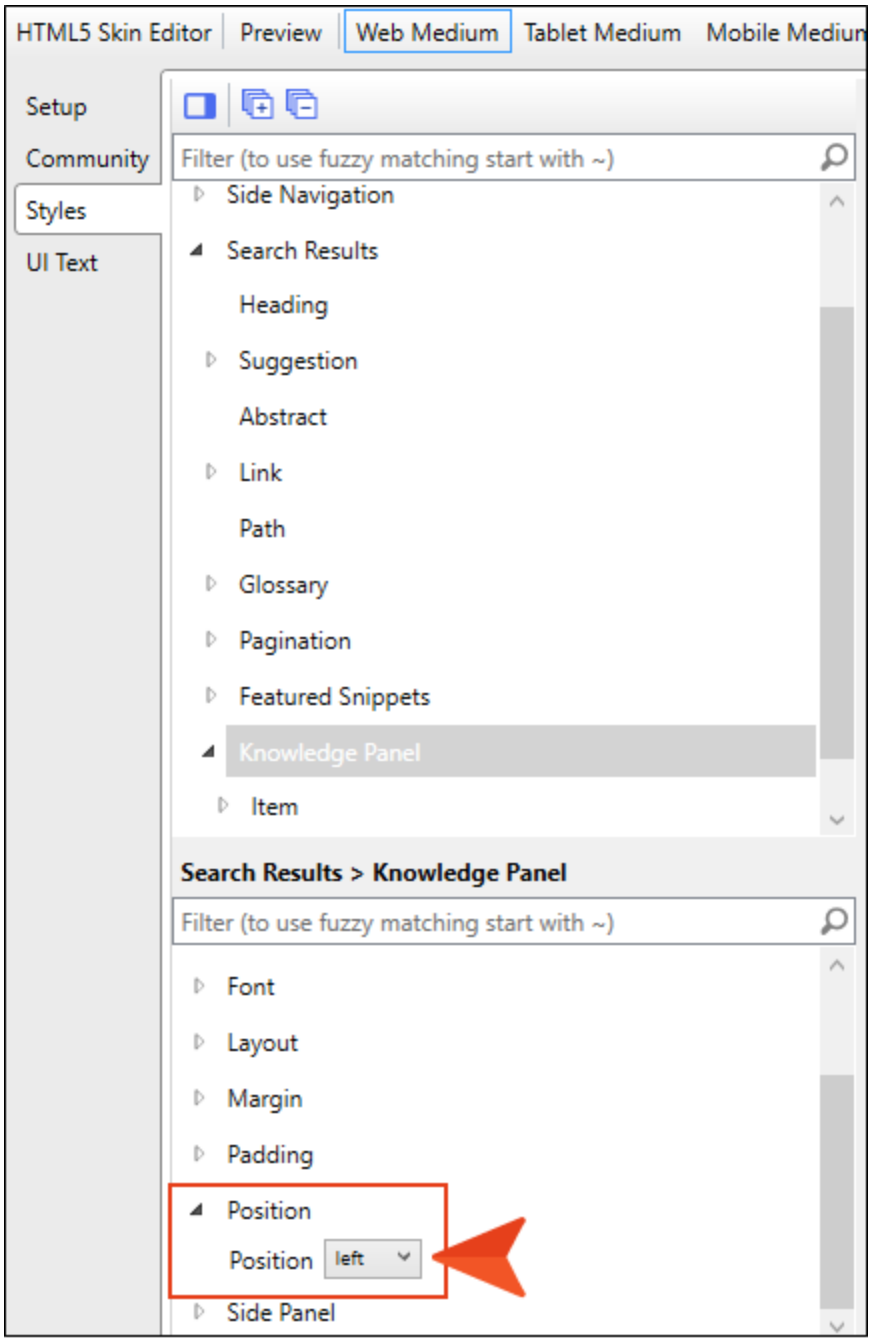
20. In the **Featured Snippets View Mode** field, select **Plain Text**, which means all of the micro content will be shown without a clickable arrow.



21. Select the **Styles** tab.
22. Expand **Search Results** and select **Knowledge Panel**.



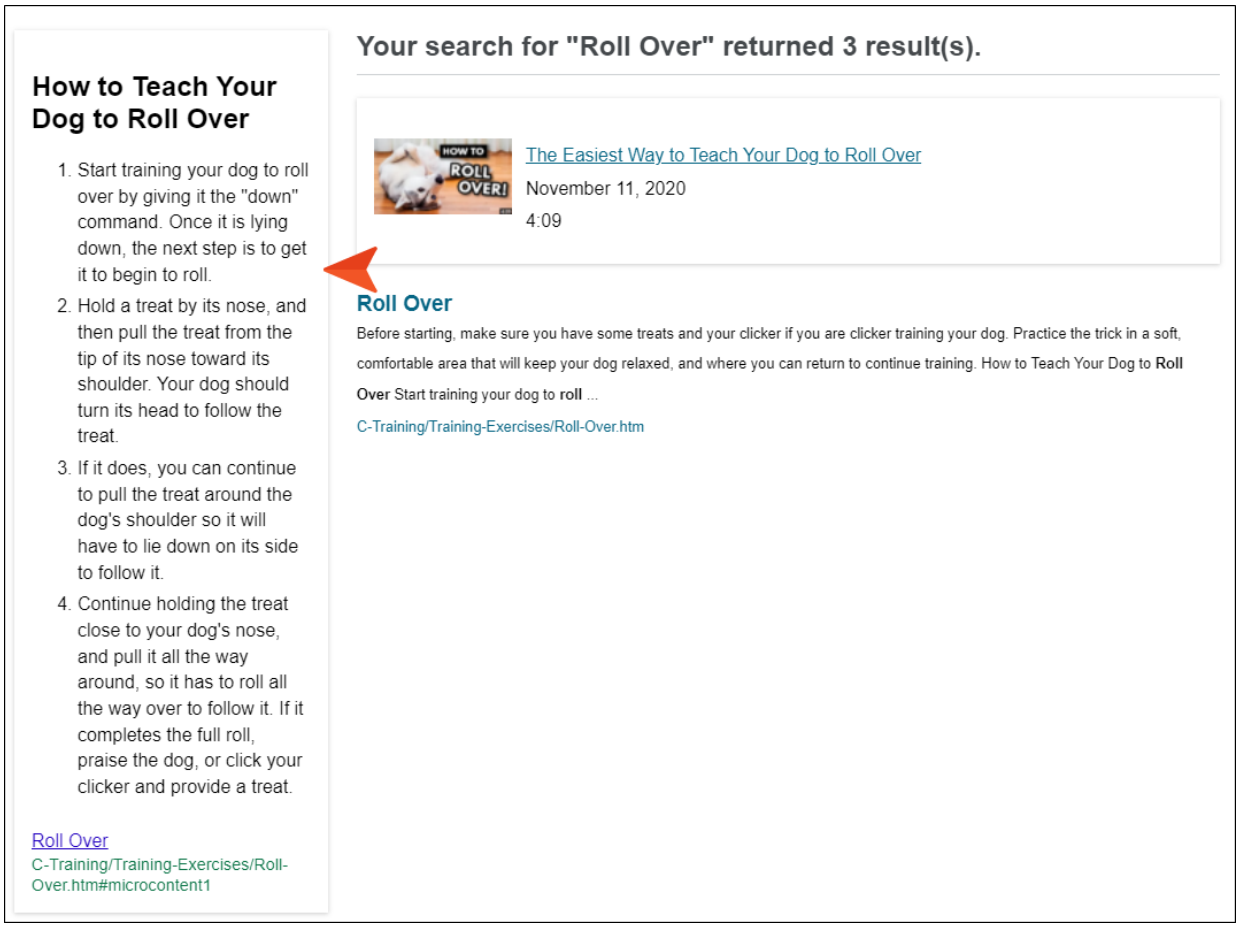
23. In the properties section below, expand **Position** and set the field to **left**.



24. Click to save your work.

25. Rebuild the target and view the output.

26. Search for `Roll Over`. Notice the Knowledge Panel is on the left.



CHAPTER 4

Using Knowledge Proxies in Topics

Let's move beyond the simpler featured snippets and Knowledge Panel options and see what's possible with the micro content proxies, starting with the 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.

Knowledge proxies can be used in both search results and topics. In this lesson, we'll add a proxy so that it displays micro content in topics. You can insert a Knowledge proxy into individual topics, but you'll probably find that it's usually less work to insert it into a template page, so that many (or all) topics are affected. But just because you insert a proxy into a template page, that doesn't mean the same micro content will always display in each topic. We'll take a look at how you can control what is shown for each topic by using filters.

This chapter discusses the following:

How to Filter via a Micro Content File and Meta Tag Values 30

How to Filter via Micro Content With Meta Tags 44

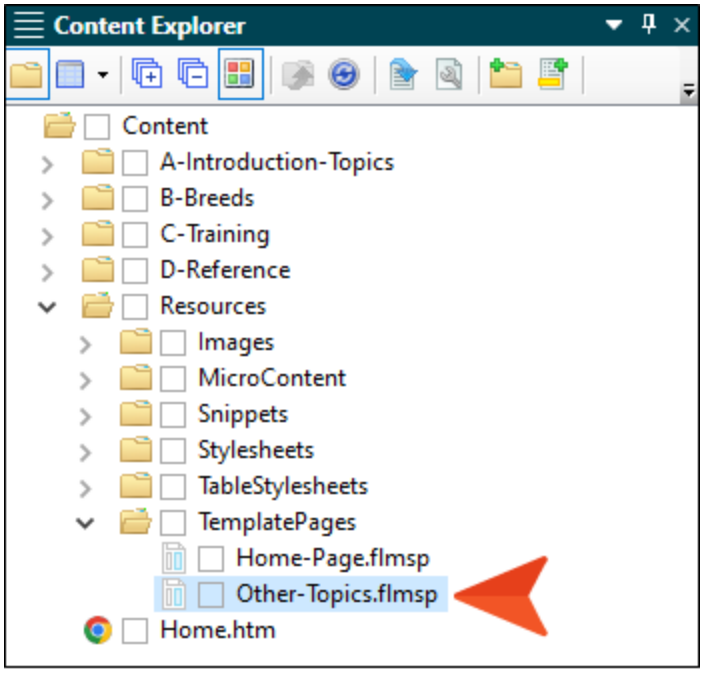
How to Filter via Topic Title 56

How to Filter via Custom Text 68

How to Filter via a Micro Content File and Meta Tag Values

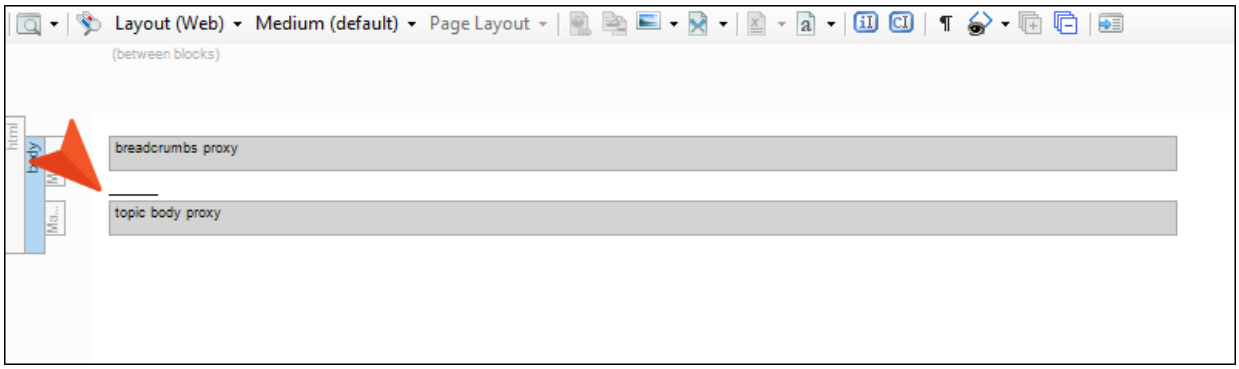
Let's use a Knowledge proxy to add micro content containing author information. The idea is that the profile of the author responsible for writing a particular topic is shown to the right of that topic.

1. In the Content Explorer, expand **Resources > TemplatePages**.
2. Double-click **Other-Topics.flmsp**, which is the template page that all of our topics will use, except for the main Home page topic.

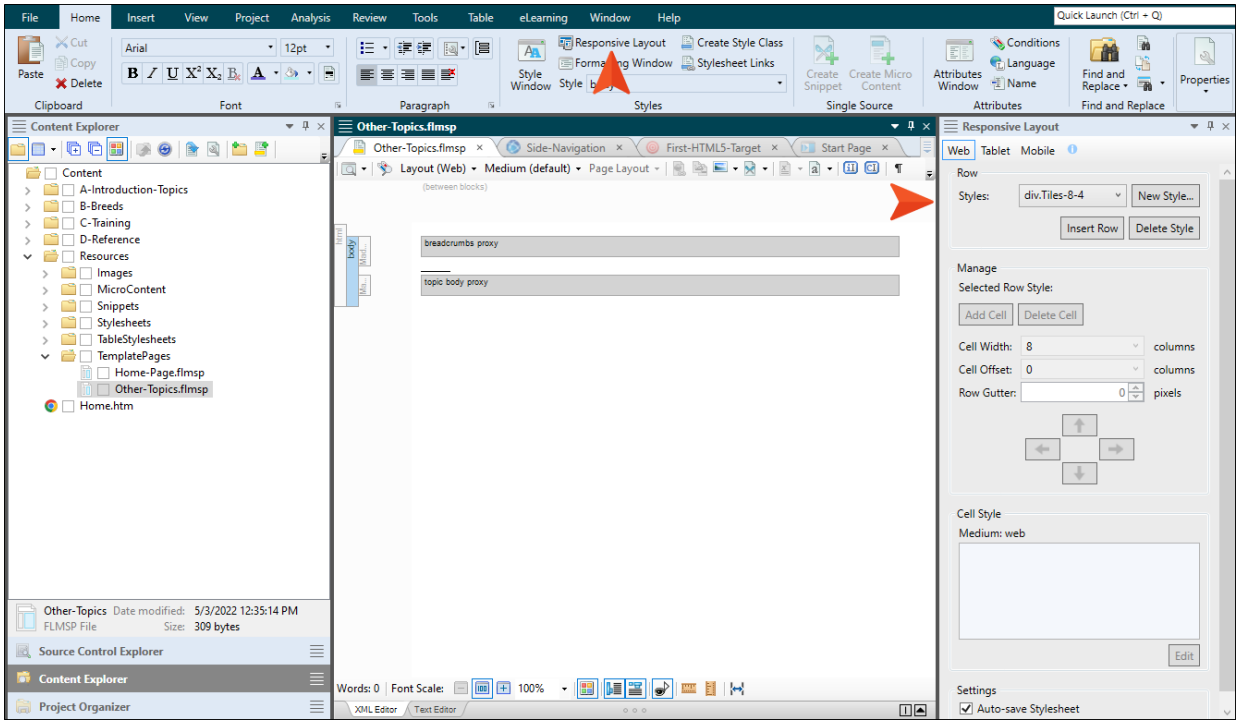


3. The template page already has two proxies in it—one to display breadcrumbs and the other the main topic body content. Since we want our micro content to display to the right of the topic body, let's use a feature called a responsive layout to hold our Body and Knowledge proxies. Click the gray bar representing the **topic body proxy**. (If you do not see the bar, you probably need to turn your markers on from the drop-down button in the local toolbar.)

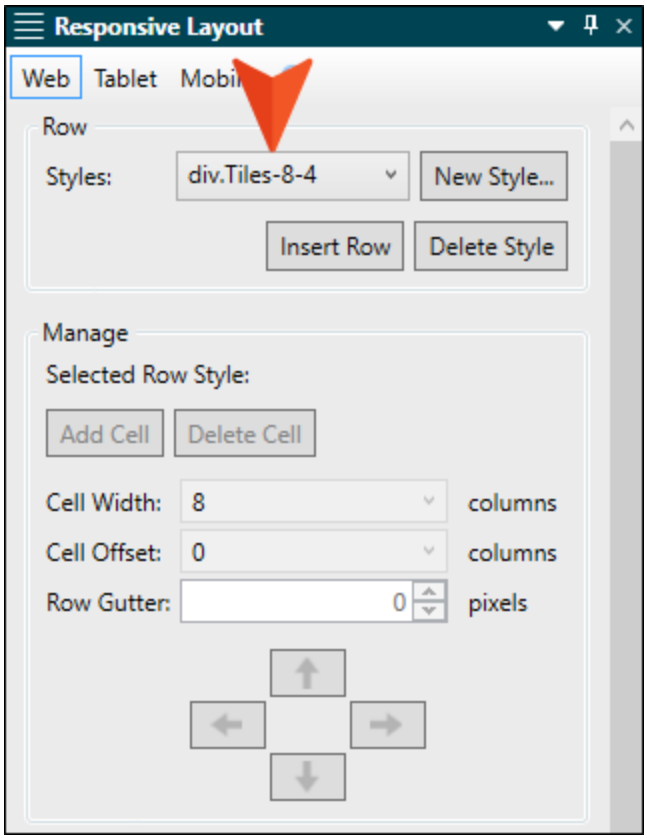
A horizontal cursor should be flashing near the proxy.



4. Select the **Home** ribbon at the top of Flare, and select **Responsive Layout**. A window pane opens on the right side of the interface.

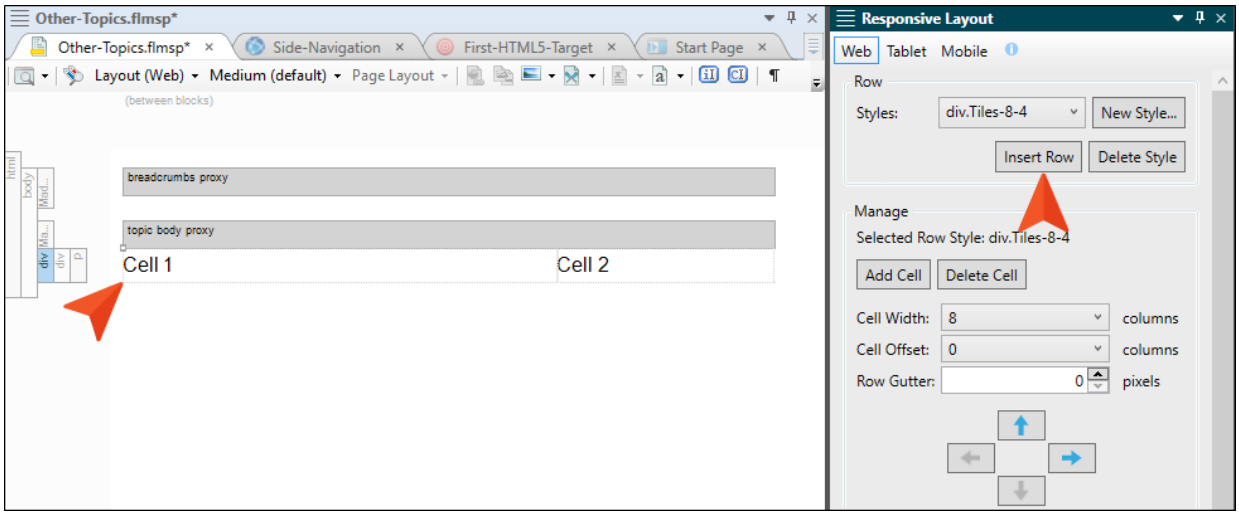


5. In the Responsive Layout window pane, click the **Styles** drop-down and select **div.Tiles-8-4**. This is a responsive layout design that has already been added to the project. It contains two cells. The first cell uses two-thirds of the space (8) and the second cell uses the other third (4), adding up to 12, the number that represents all of the available space in the row.

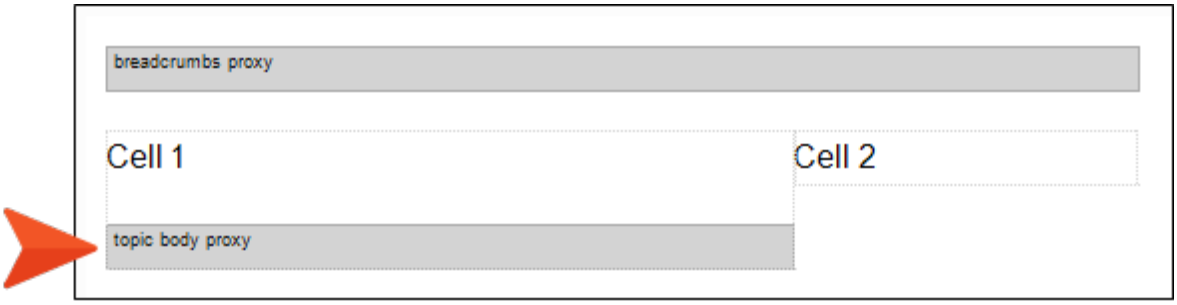


> **NOTE** A responsive layout isn't required to insert the Knowledge proxy. It just makes it easier to get the configuration that we want, with the main topic content on the left and the micro content on the right.

6. Under that drop-down, click **Insert Row**. You should see a row with two cells (you might need to first click somewhere in the topic). It doesn't matter if the row was added above or below the Body proxy, because we're going to move that proxy anyway.

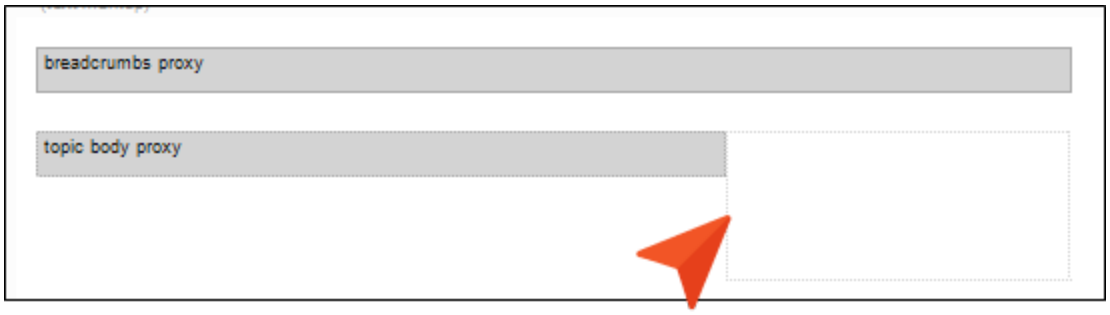


7. Click and drag the **topic body proxy** bar next to the **Cell 1** text. The bar will be added below the text.

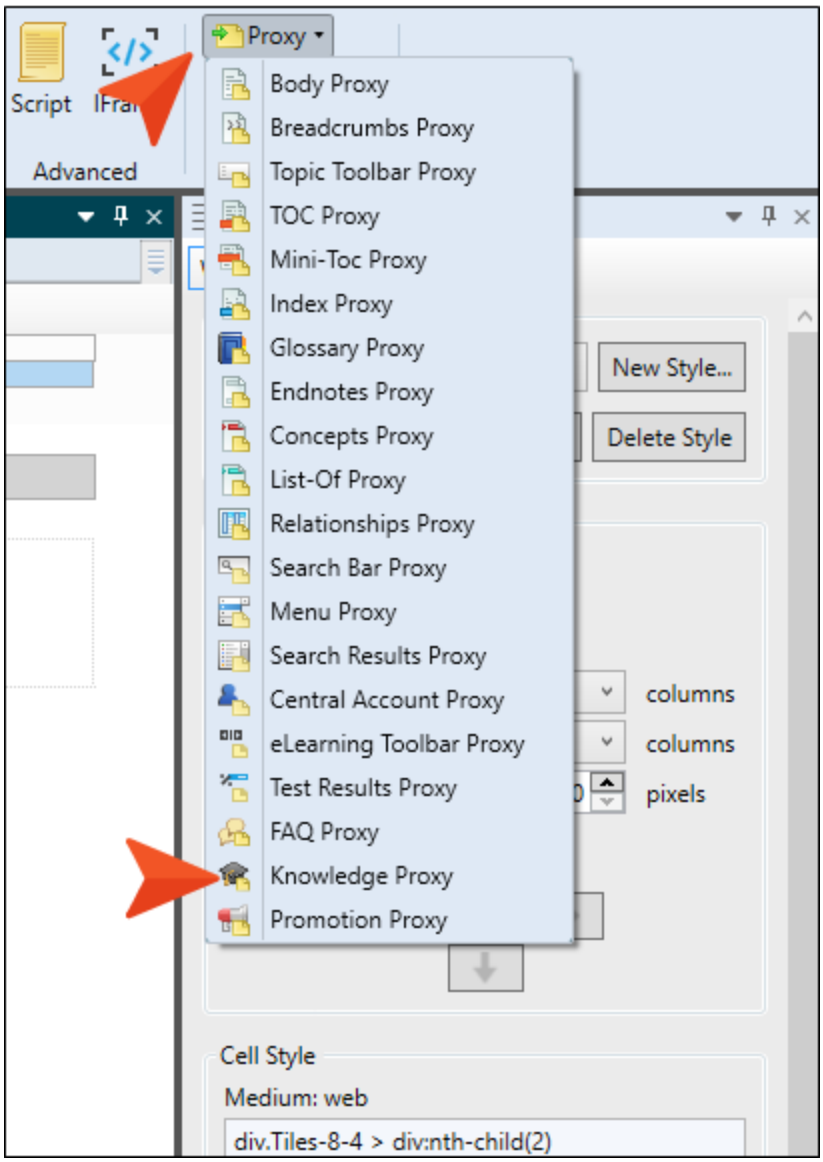


8. Delete the **Cell 1** text.

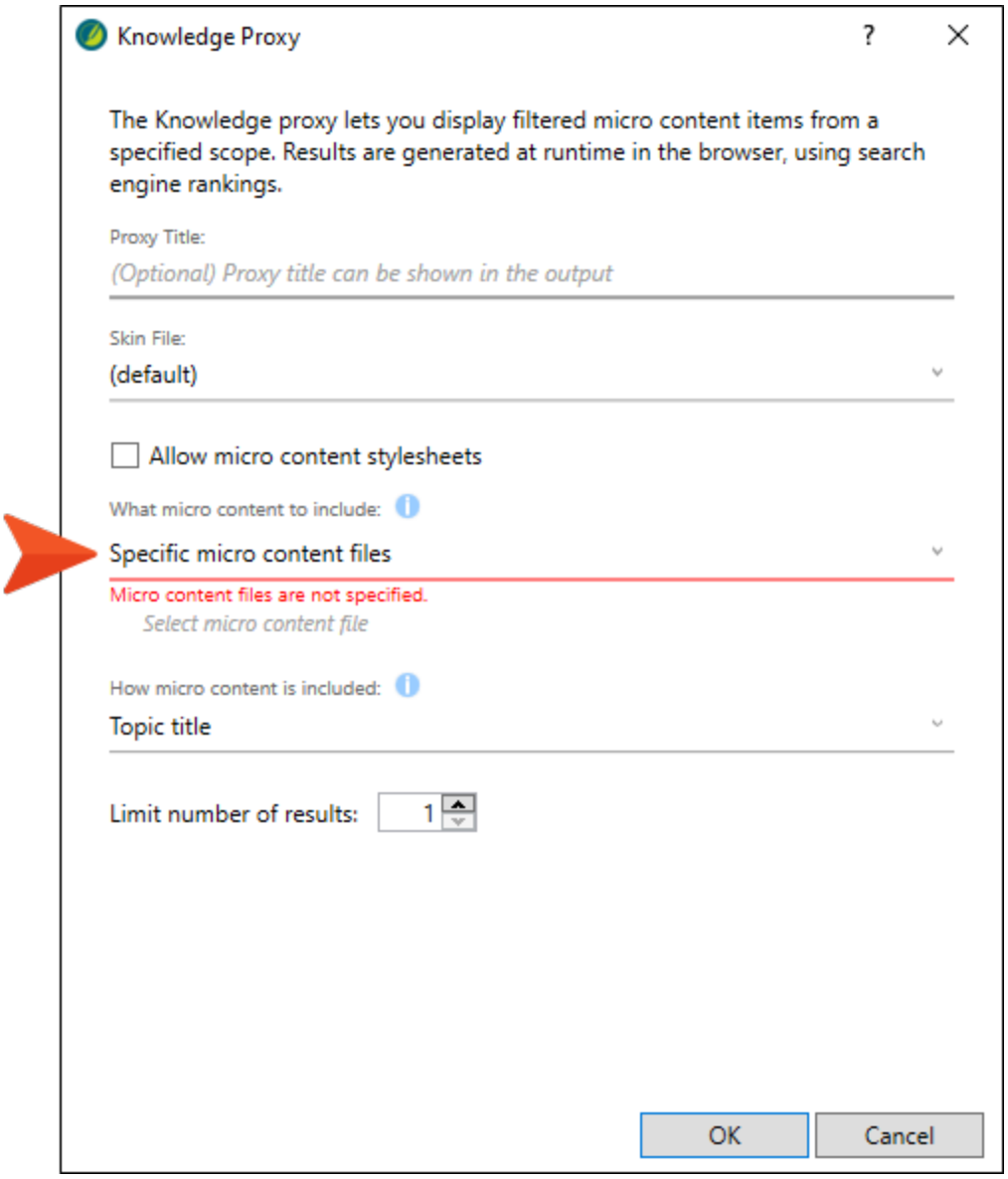
9. Add two empty paragraphs below the Cell 2 text, and then delete that text. We're going to insert a proxy in the first empty paragraph and use the second empty paragraph later.



10. Click in the first empty paragraph of the second cell. Then, in the **Insert** ribbon, select **Proxy > Knowledge Proxy**.

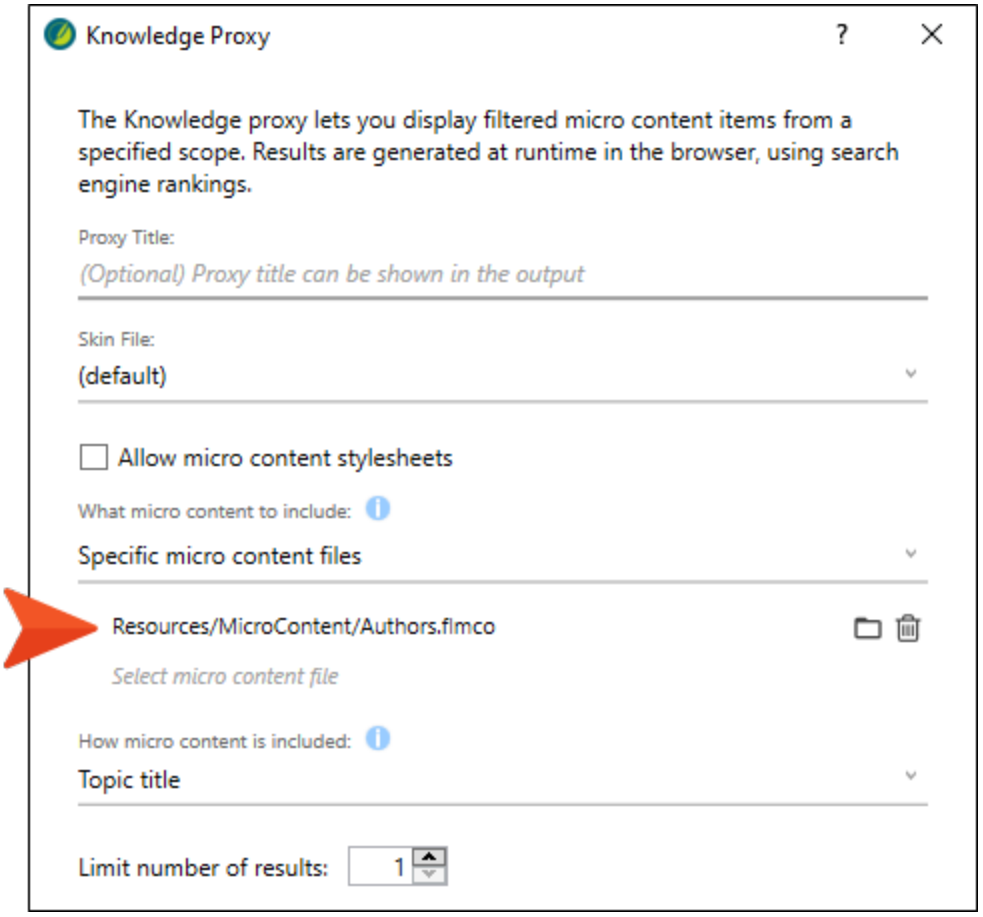


11. The first few fields in the Knowledge Proxy dialog are optional, so we're going to leave them alone. There are two filter fields toward the bottom of the dialog, which let us target the specific micro content to be included in the output. In the **What micro content to include** field, select **Specific micro content files**.

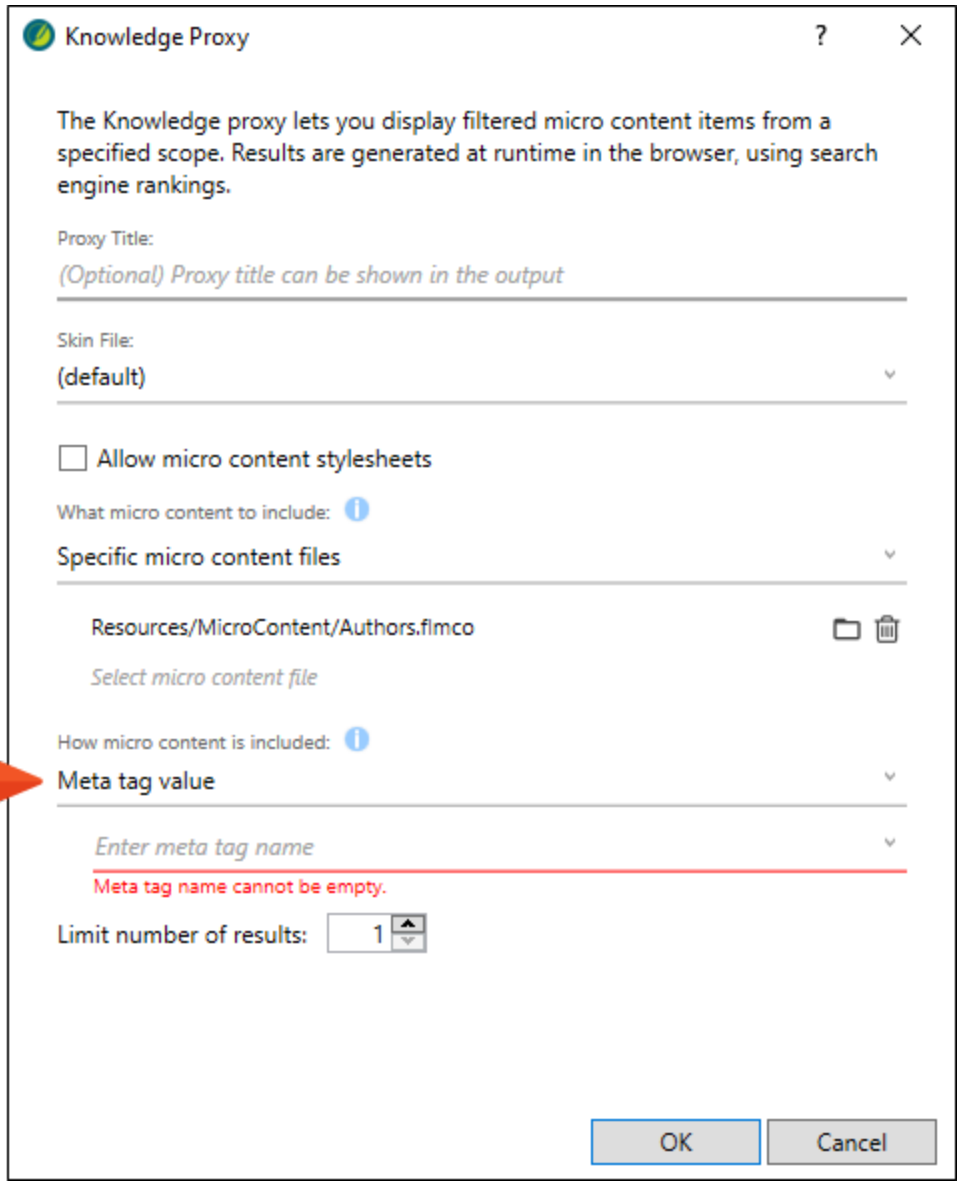


NOTE We will deal with the first couple of fields (Proxy Title and Skin File) in the proxy dialogs later. However, in this tutorial we won't be using the field for allowing micro content stylesheets, which has to do with creating a different look for micro content than the rest of your content. For more information about that, see the online Help.

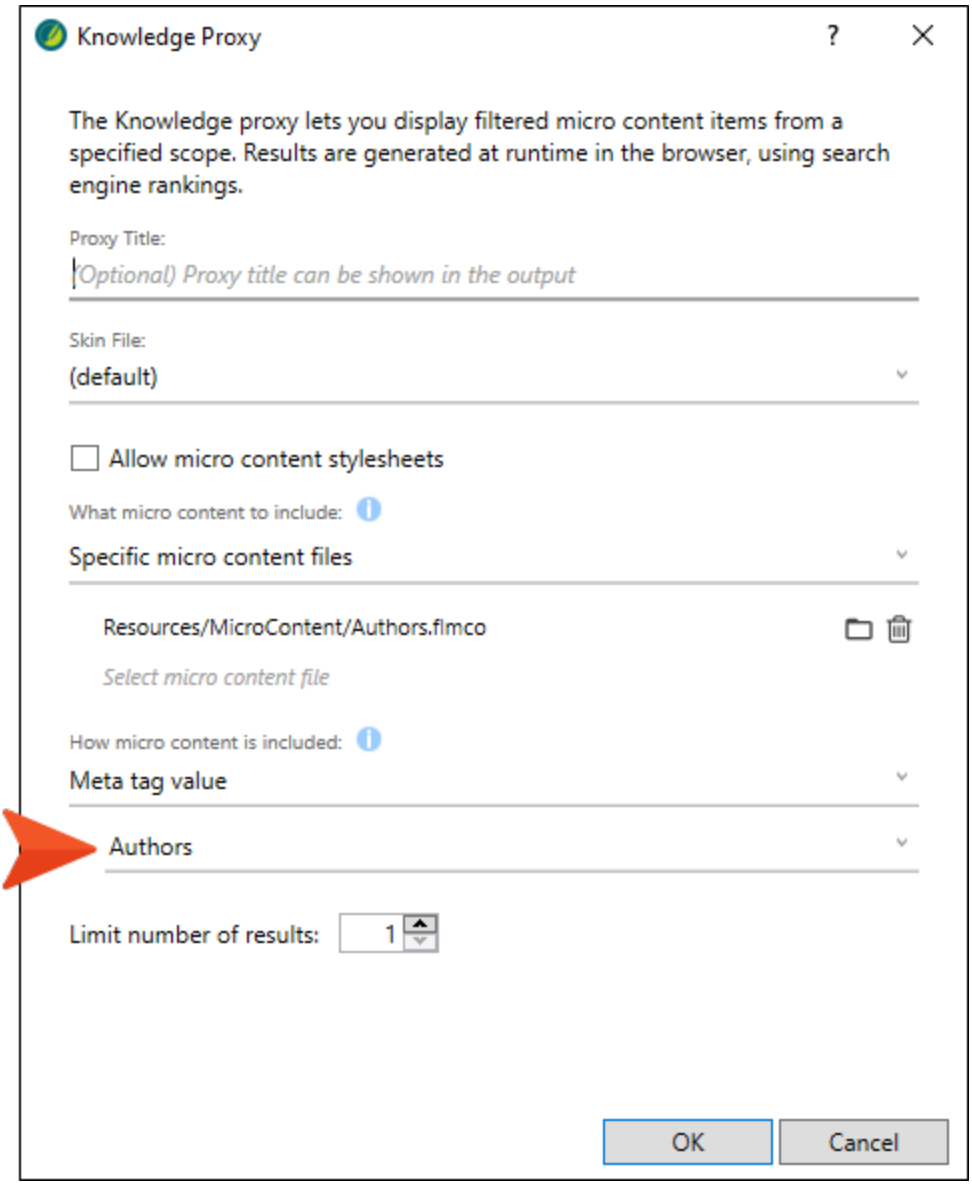
12. In the field just under that, select Resources/MicroContent/Authors.flmco. By doing this, we are limiting the possible pieces of micro content that can be used for this container. Only micro content from that file will be used.



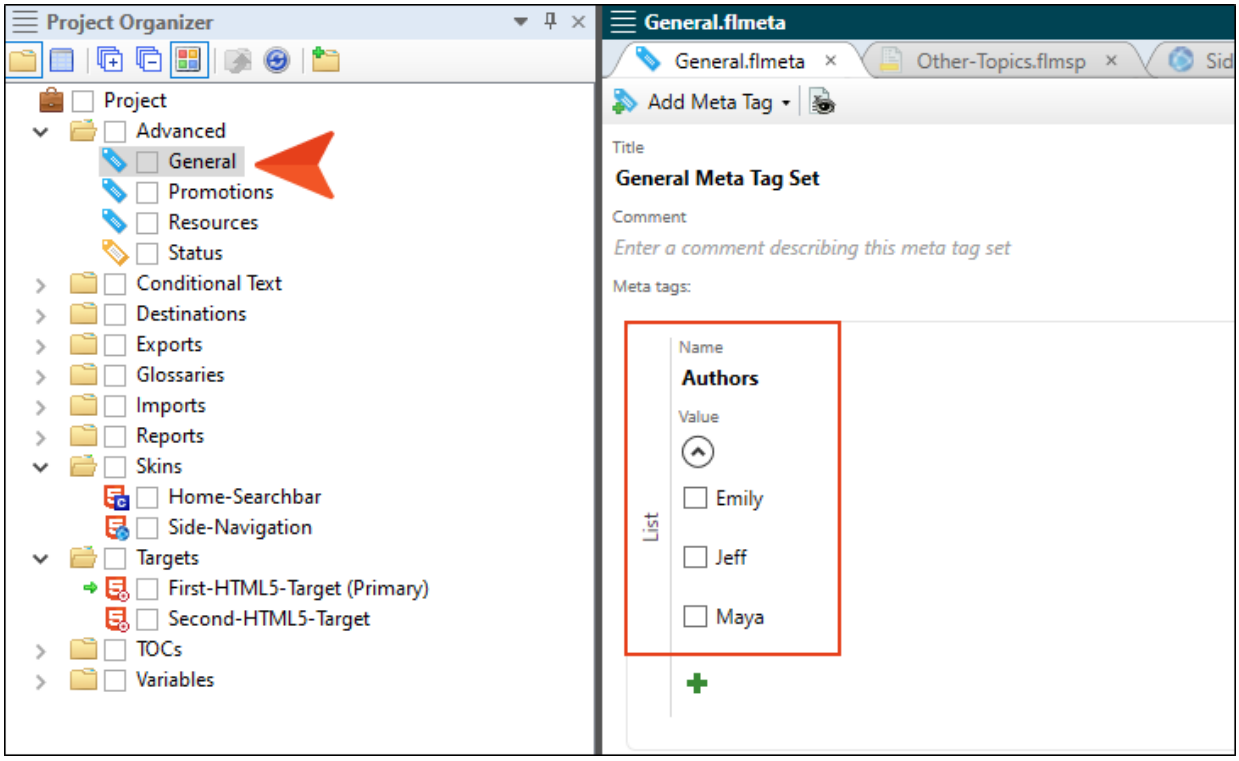
13. In the **How micro content is included** field, select **Meta tag value**.



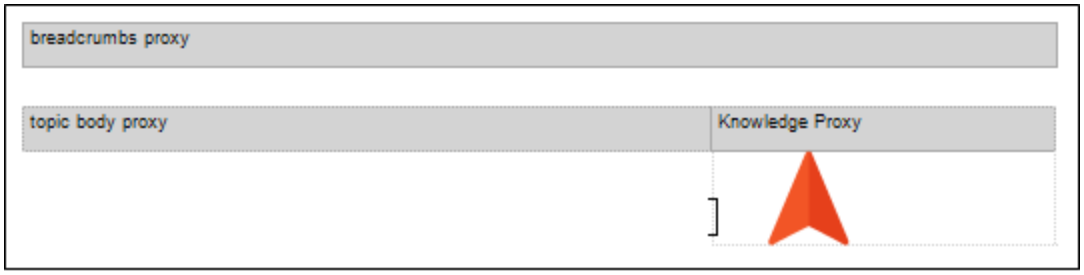
14. In the field just under that, select **Authors**.



If you worked through the Meta Tags Tutorial, you might remember that we created a meta tag set called "General," and within that file we added a meta tag called "Authors," with three names: Emily, Jeff, and Maya. That is the meta tag and its values that we are going to use in this lesson.

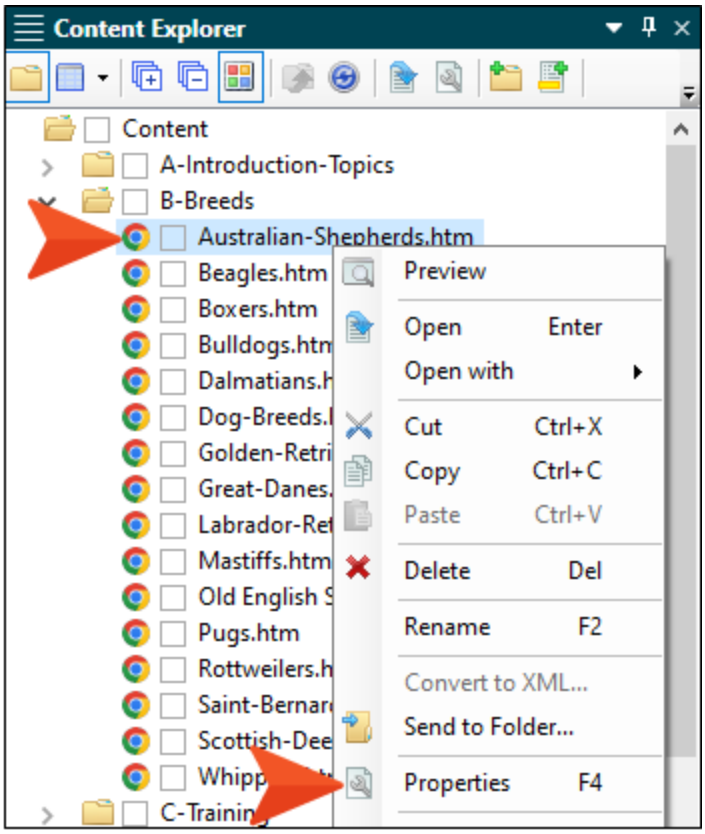


15. Click **OK**. The Knowledge proxy is inserted next to the Body proxy.

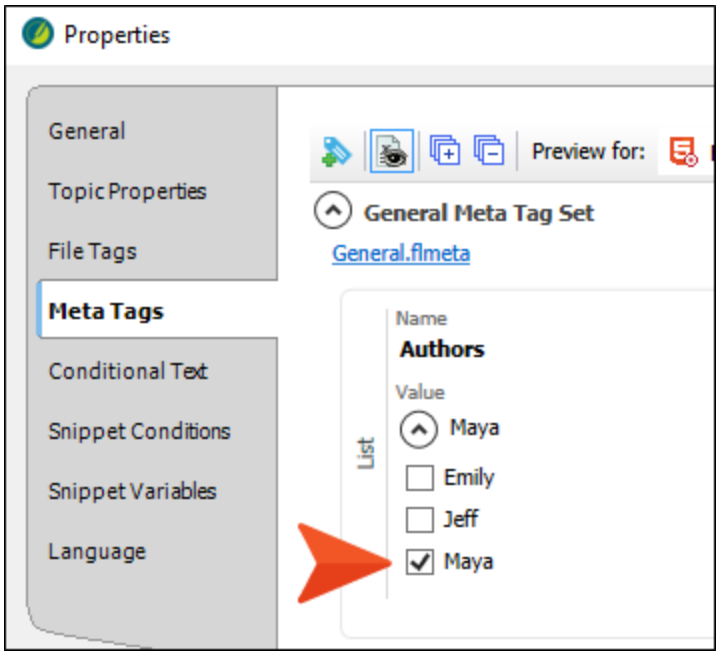


16. Click to save your work.

17. We need to make sure that the meta tag values with each author's name are associated with the appropriate topics. Once again, if you completed the Meta Tags Tutorial, you might recall that we associated the first few dog breed topics with these authors. To review, expand the **B-Breeds** folder in the Content Explorer, right-click **Australian Shepherds**, and select **Properties**.



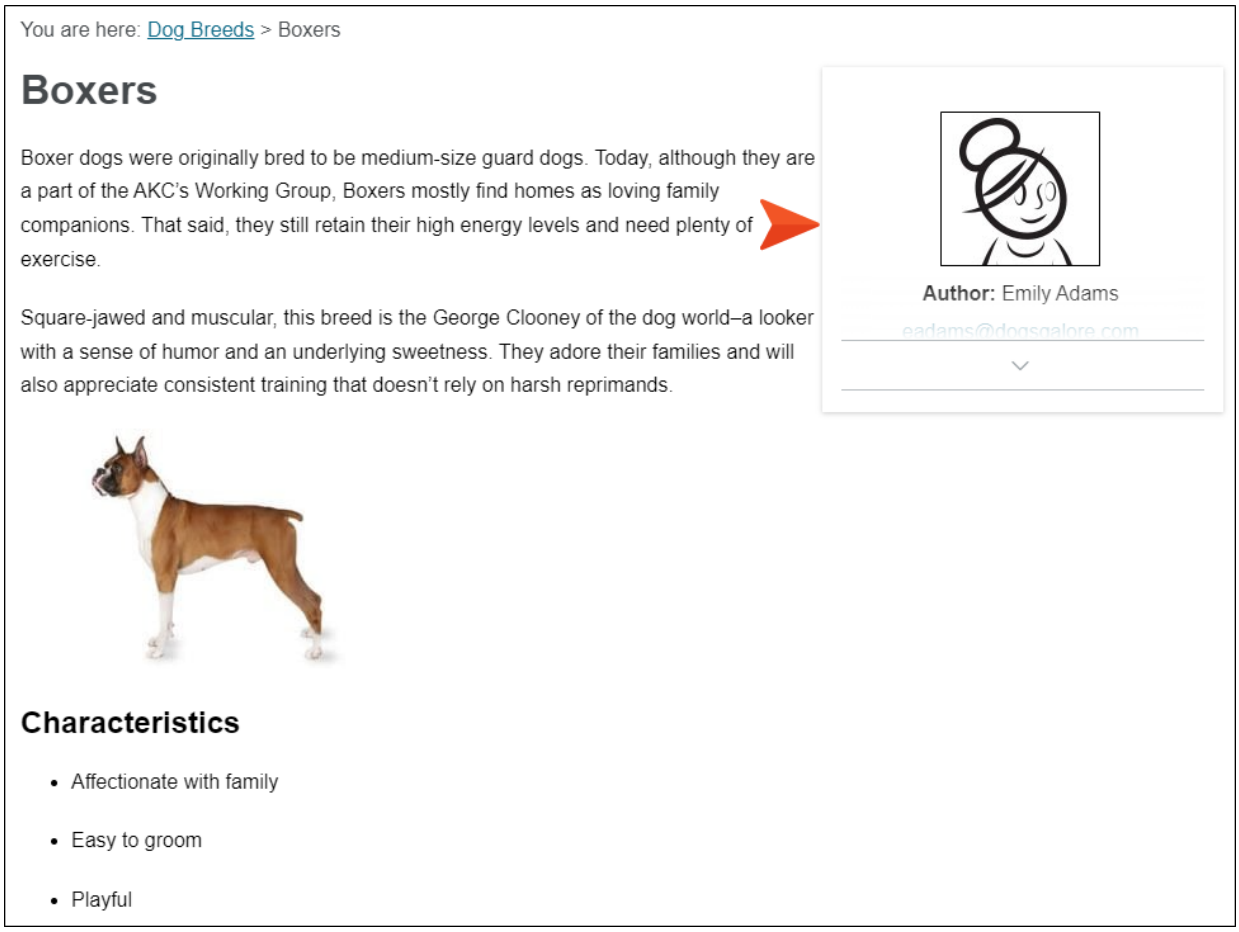
18. On the **Meta Tags** tab, expand **General Meta Tag Set**, and notice that under **Authors**, **Maya** is selected.



In the same way, the Beagles topic is associated with Jeff, and the Boxers topic is associated with Emily.

19. Close the dialog.
20. Build the **First-HTML5-Target** file, and when it is finished, open the output.

21. On the left side of the output, expand **Dog Breeds**, and select **Australian Shepherds**, **Beagles**, and **Boxers**. Notice the information about each author is shown on the right side of the topic. If you were to open any of the other dog breed topics, you wouldn't see any author associated with them, because we haven't assigned the meta tags to those topics yet.

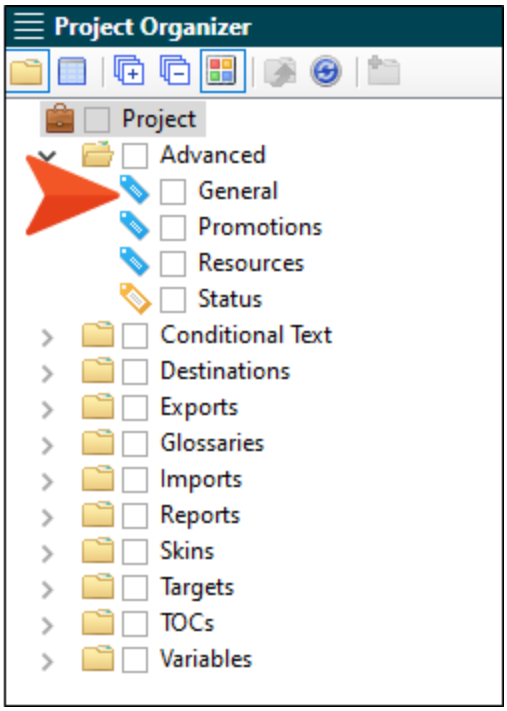


So for Knowledge and Promotion proxies, Flare looks at the meta tag value associated with a topic, and if it finds a phrase in the micro content file that matches that value, it displays the response.

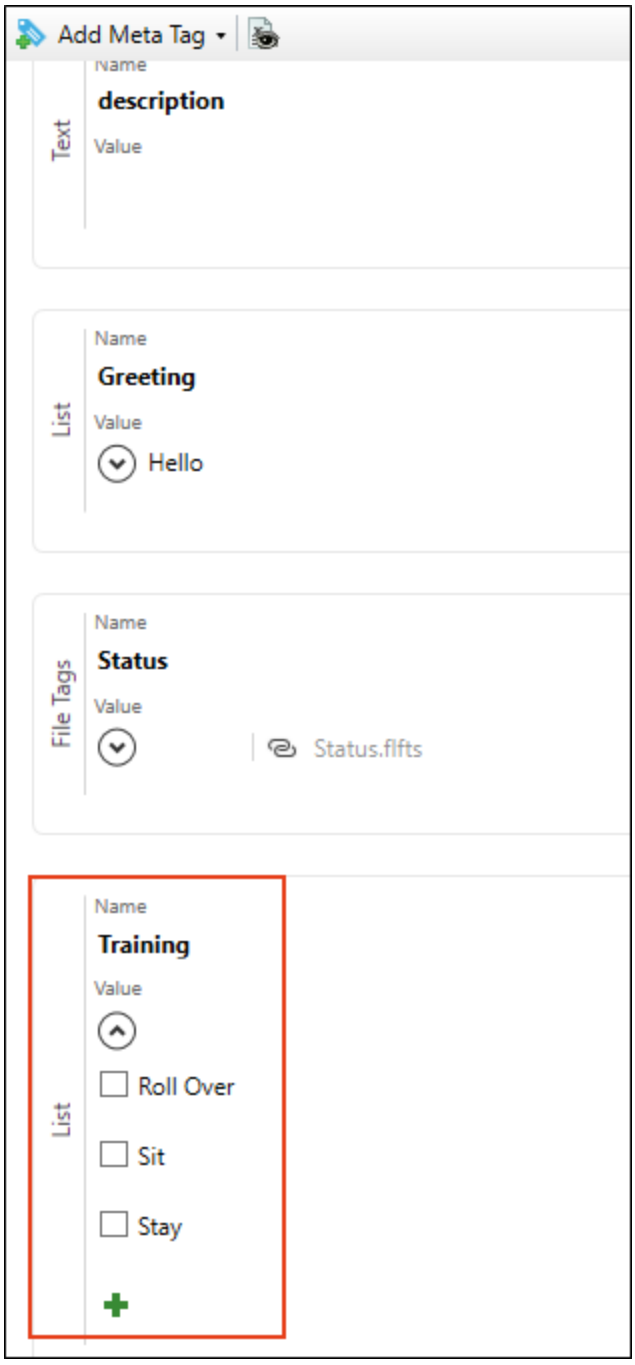
How to Filter via Micro Content With Meta Tags

Let's add a second proxy to our template page. This time we'll use it to display some dog training steps next to selected topics. It's similar to what we just accomplished above, just using slightly different settings. As is the case with many features in Flare, there are often many ways to accomplish the same thing.

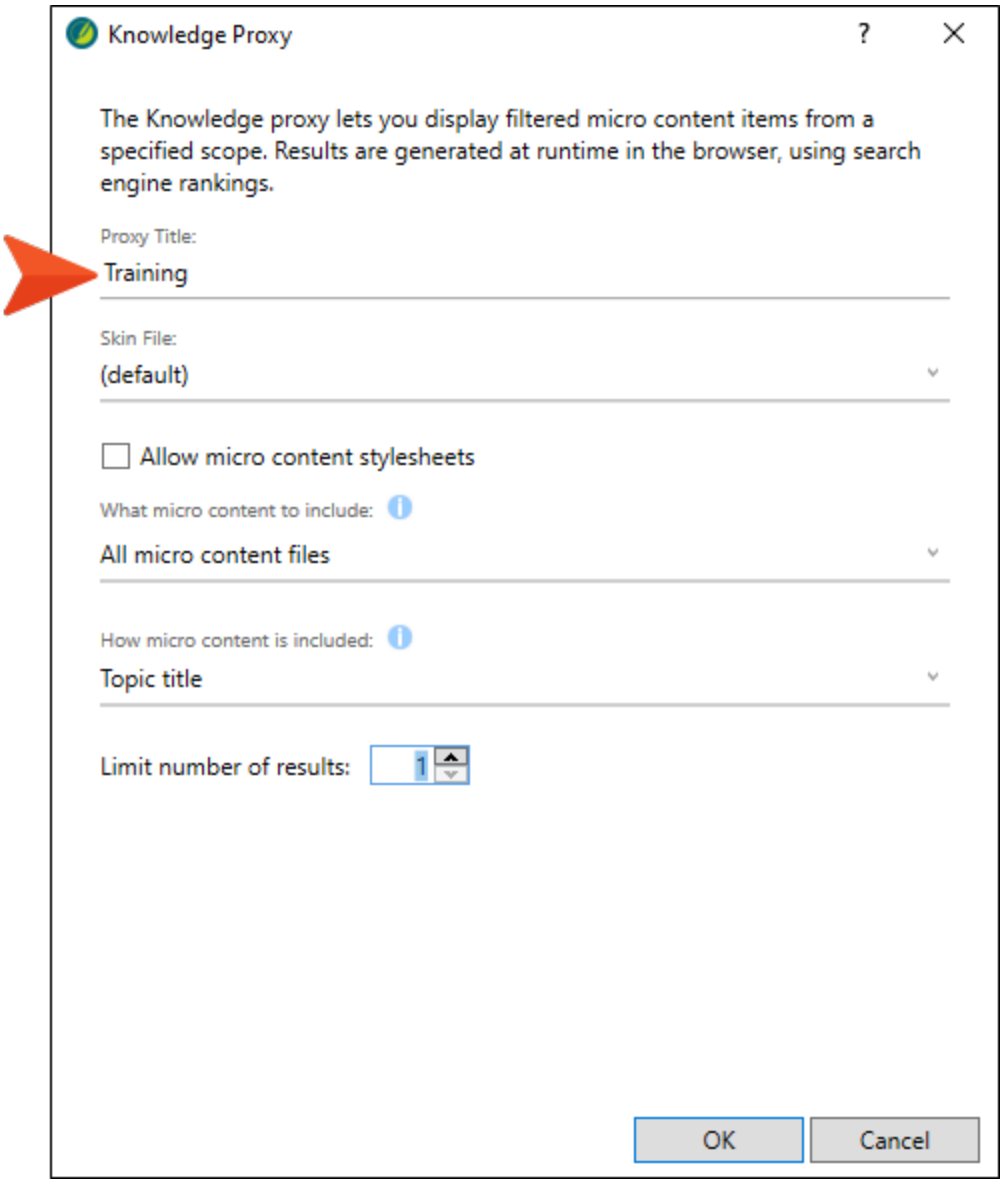
1. Before we add our proxy, let's look at our meta tag set to see the meta tags we'll be using. In the Project Organizer, expand Advanced and double-click General.



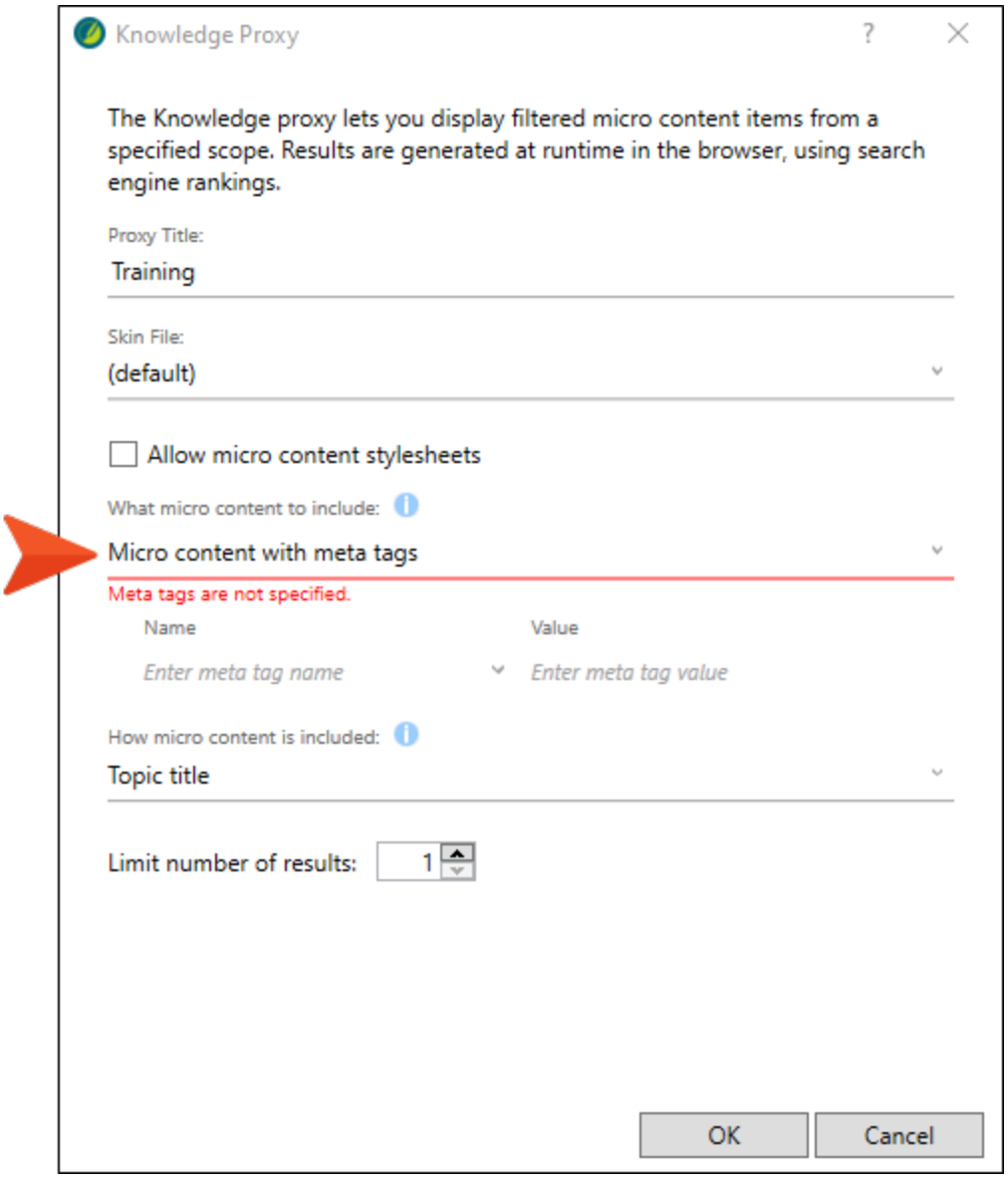
2. At the bottom of the editor, expand **Training**, and notice the three values: Roll Over, Sit, Stay.



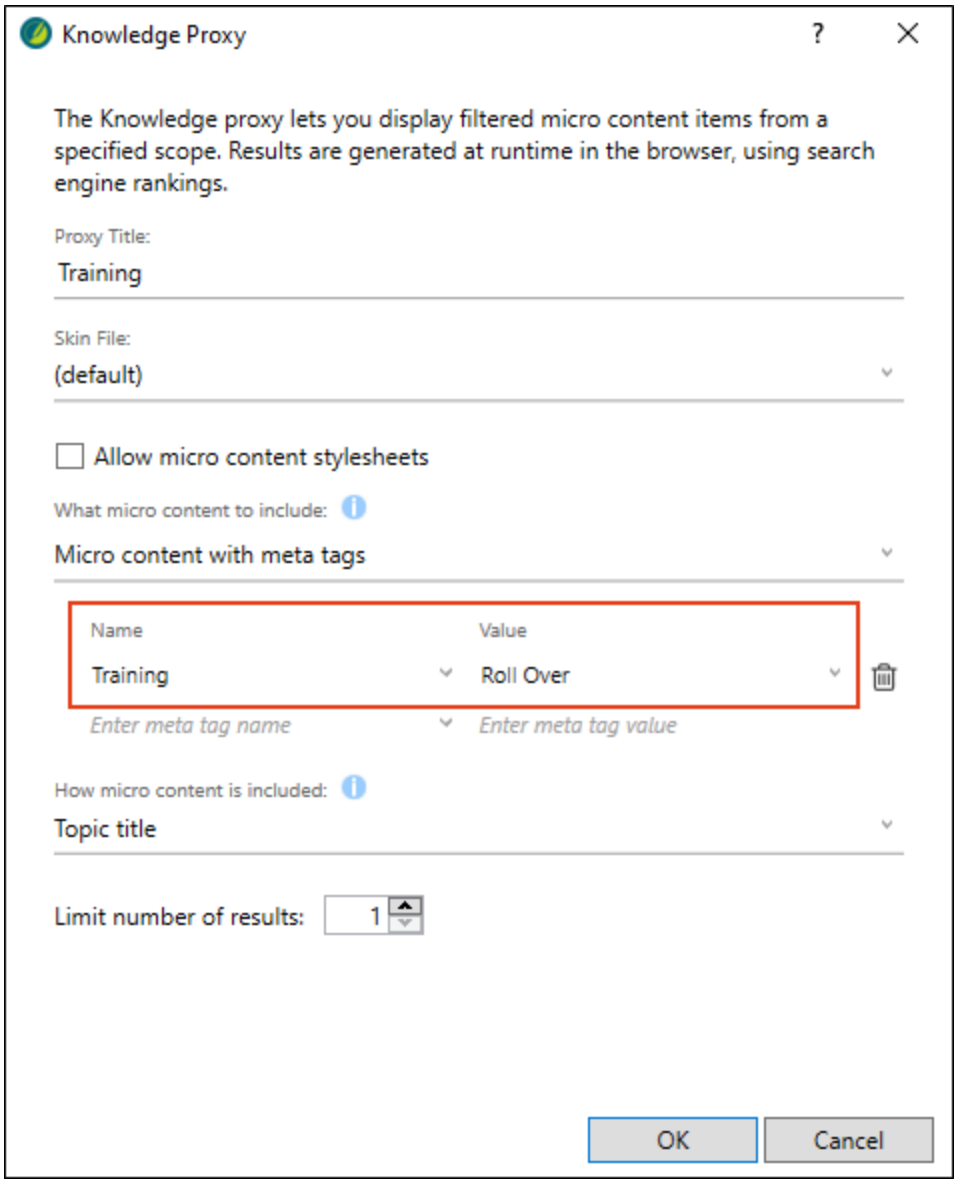
3. Go back to the **Other-Topics** template page where we inserted the responsive layout.
4. Click in the empty paragraph after the first Knowledge proxy. Then, in the **Insert** ribbon, select **Proxy > Knowledge Proxy**.
5. This time, let's give the container a title. In the **Proxy Title** field, enter `Training`.



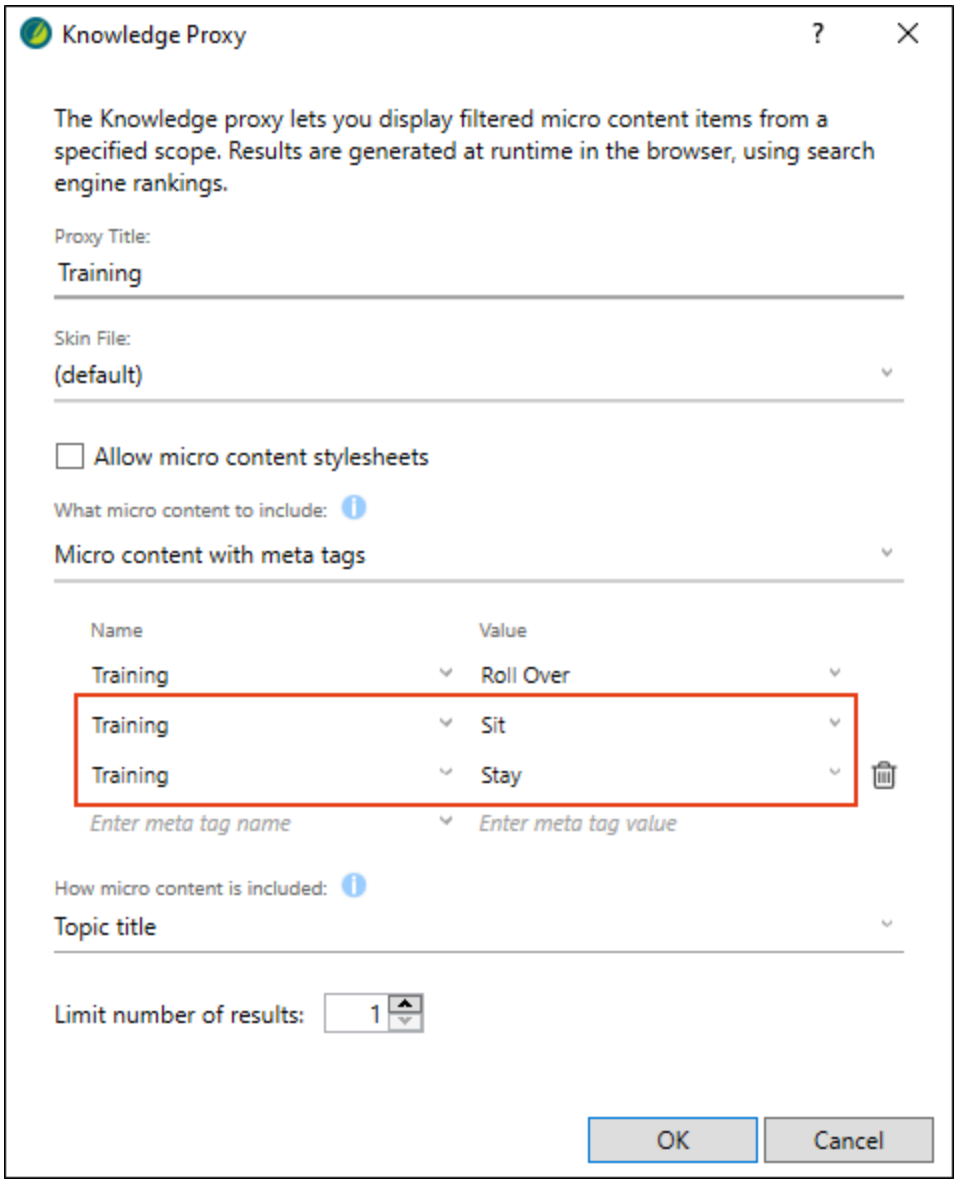
6. In the **What micro content to include** field, select **Micro content with meta tags**.



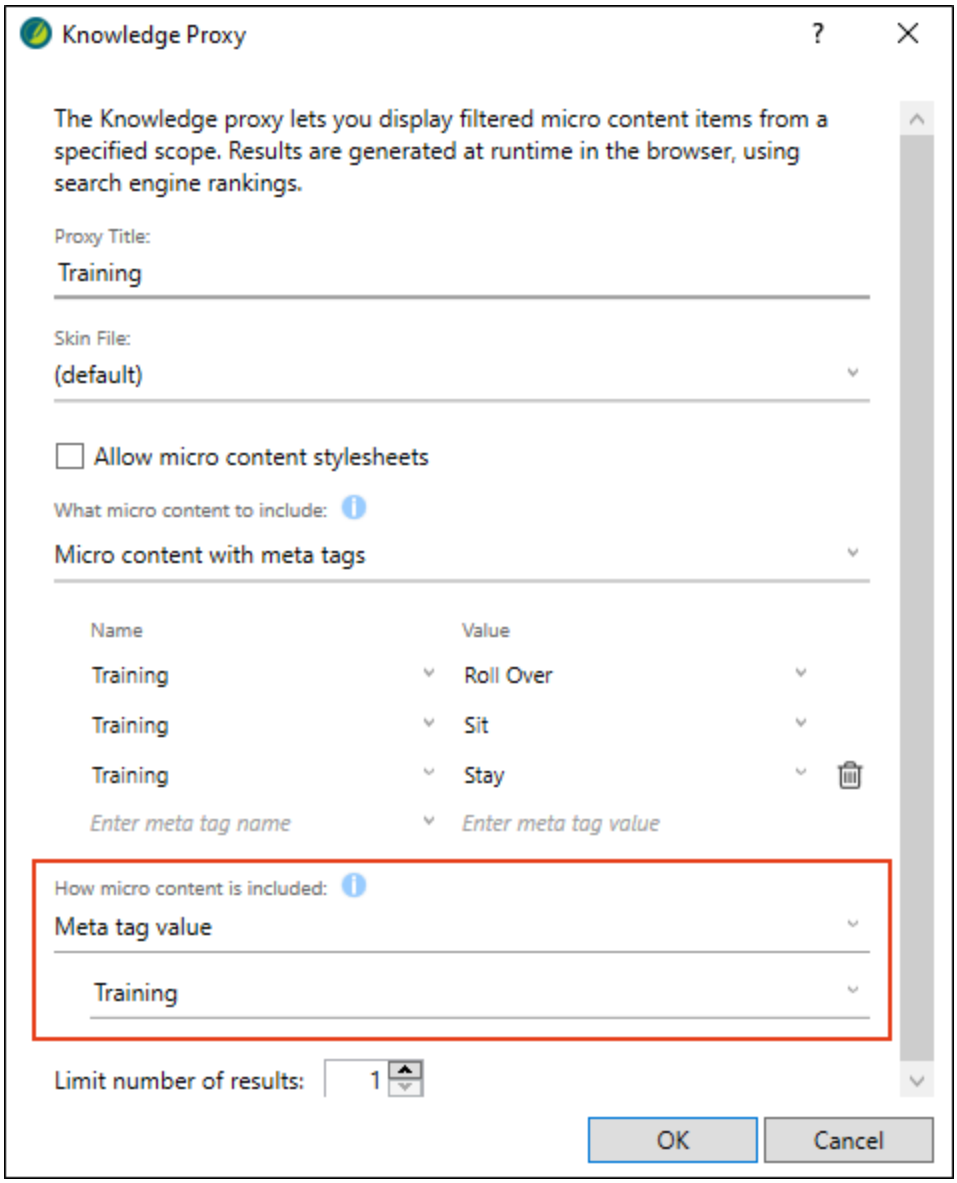
7. In the **Name** drop-down field under that, select **Training**, which is the meta tag that we just reviewed above. Then, in the **Value** drop-down field, select **Roll Over**.



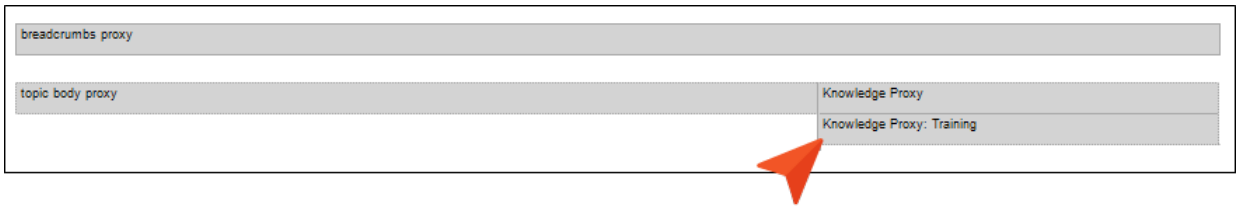
8. In the next two rows, select **Training** again in the **Name** field, and select **Sit** and **Stay** in the **Value** field, respectively.



9. In the **How micro content is included** field, select **Meta tag value**. Then, in the drop-down under that, select **Training**.



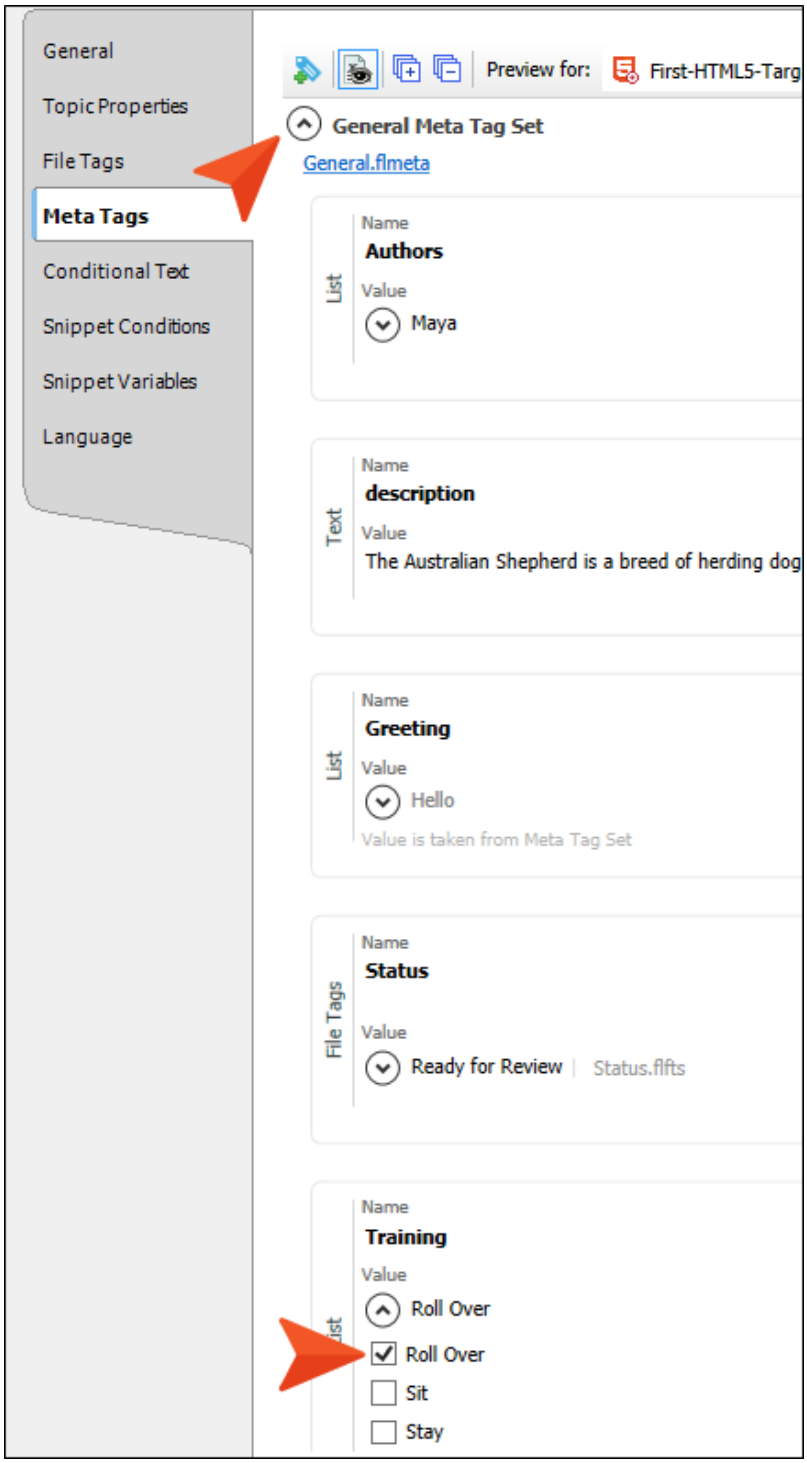
10. Click **OK**. The new Knowledge proxy is added under the first one. And because we added a title to it, we can easily identify its purpose.



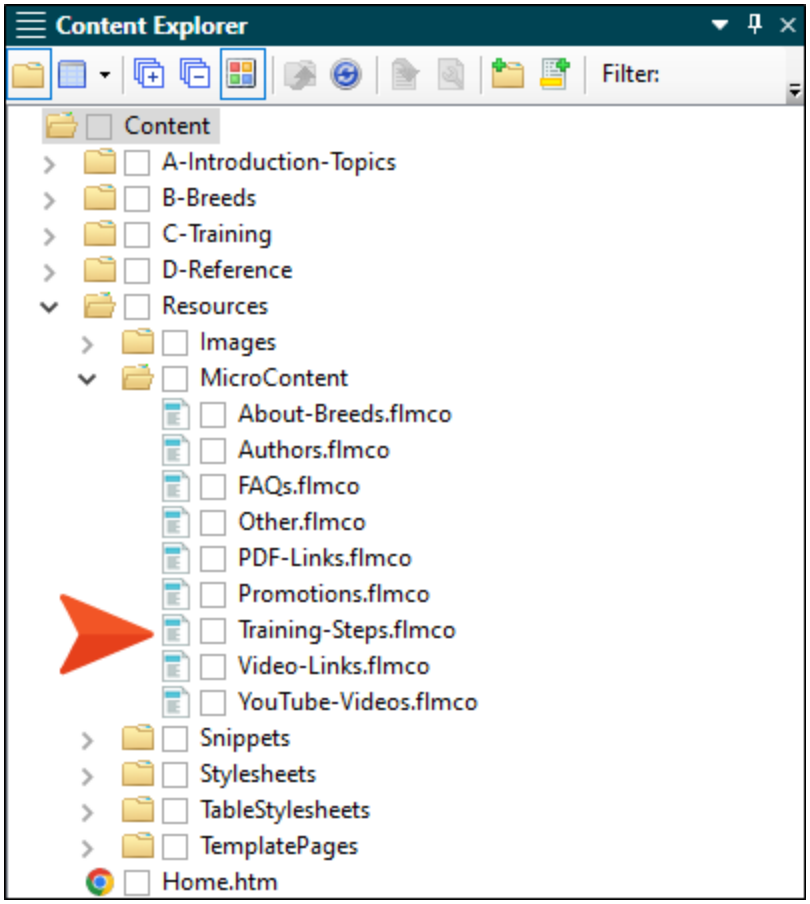
> NOTE It's possible that you might want to add a proxy title so that you can identify it where it's inserted, but you don't want the proxy title to display in the output. In that case, you can edit the skin file so that the title is hidden in the output.

11. Click to save your work.
12. Since we're using meta tag names and values, we need to make sure they are associated with the relevant topics. In the Content Explorer, expand the **B-Breeds** folder (if it isn't already expanded).
13. Right-click **Australian-Shepherds.htm** and select **Properties**.

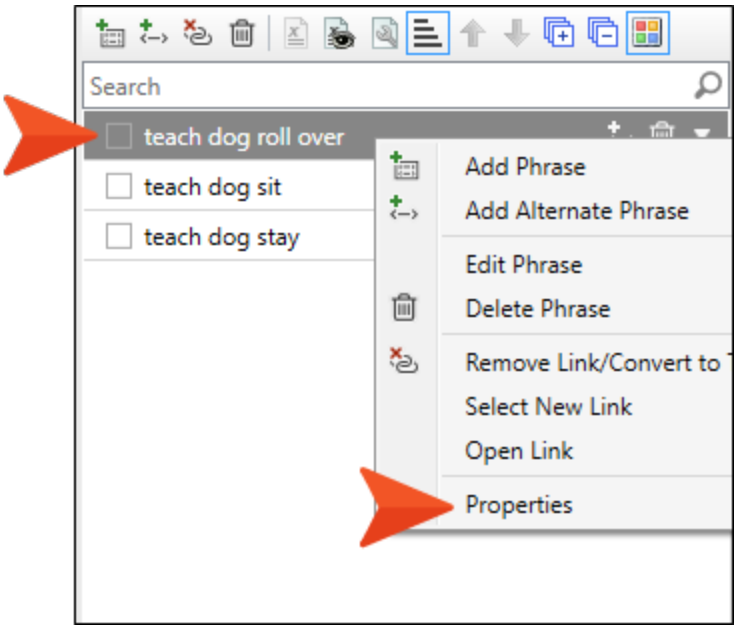
14. On the **Meta Tags** tab, expand **General Meta Tag Set > Training**, and select **Roll Over**.



15. Click **OK**.
16. Repeat these last few steps for the topics **Bulldogs.htm** (selecting the **Sit** meta tag value) and **Dalmatians** (selecting the **Stay** meta tag value).
17. Next, we need to associate the meta tag values with the appropriate micro content phrases. In the Content Explorer, expand **Resources > MicroContent**, and double-click **Training-Steps.flmco**.

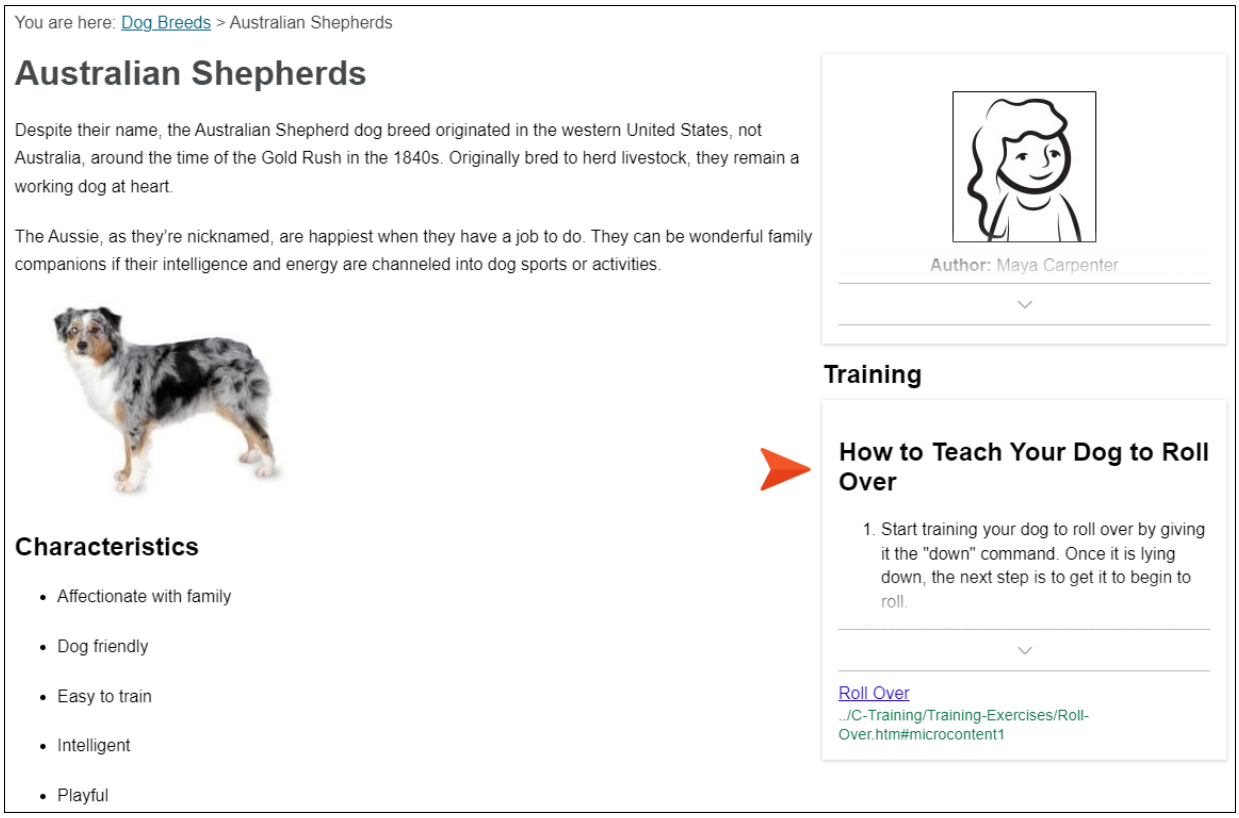


18. Right-click **teach dog to roll over** and select **Properties**.



19. On the **Meta Tags** tab, expand **General Meta Tag Set > Training**, and select **Roll Over**.
20. Click **OK**.
21. Repeat these last few steps for the other two phrases, selecting the **Sit** and **Stay** meta tag values accordingly.
22. Click to save your work.
23. Build the **First-HTML5-Target** file, and when it is finished, open the output.

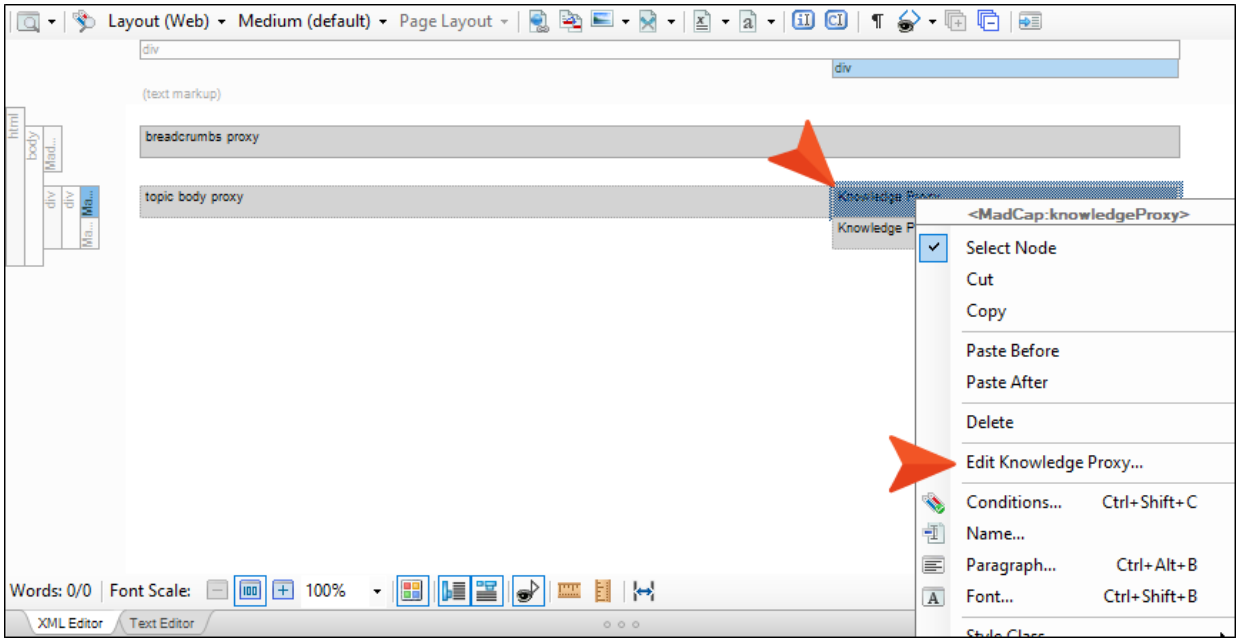
24. On the left side of the output, expand **Dog Breeds**, and select **Australian Shepherds**, **Bulldogs**, and **Dalmatians**. Notice the training steps to the right. In the case of the Australian Shepherds topic, it appears under the author profile added previously.



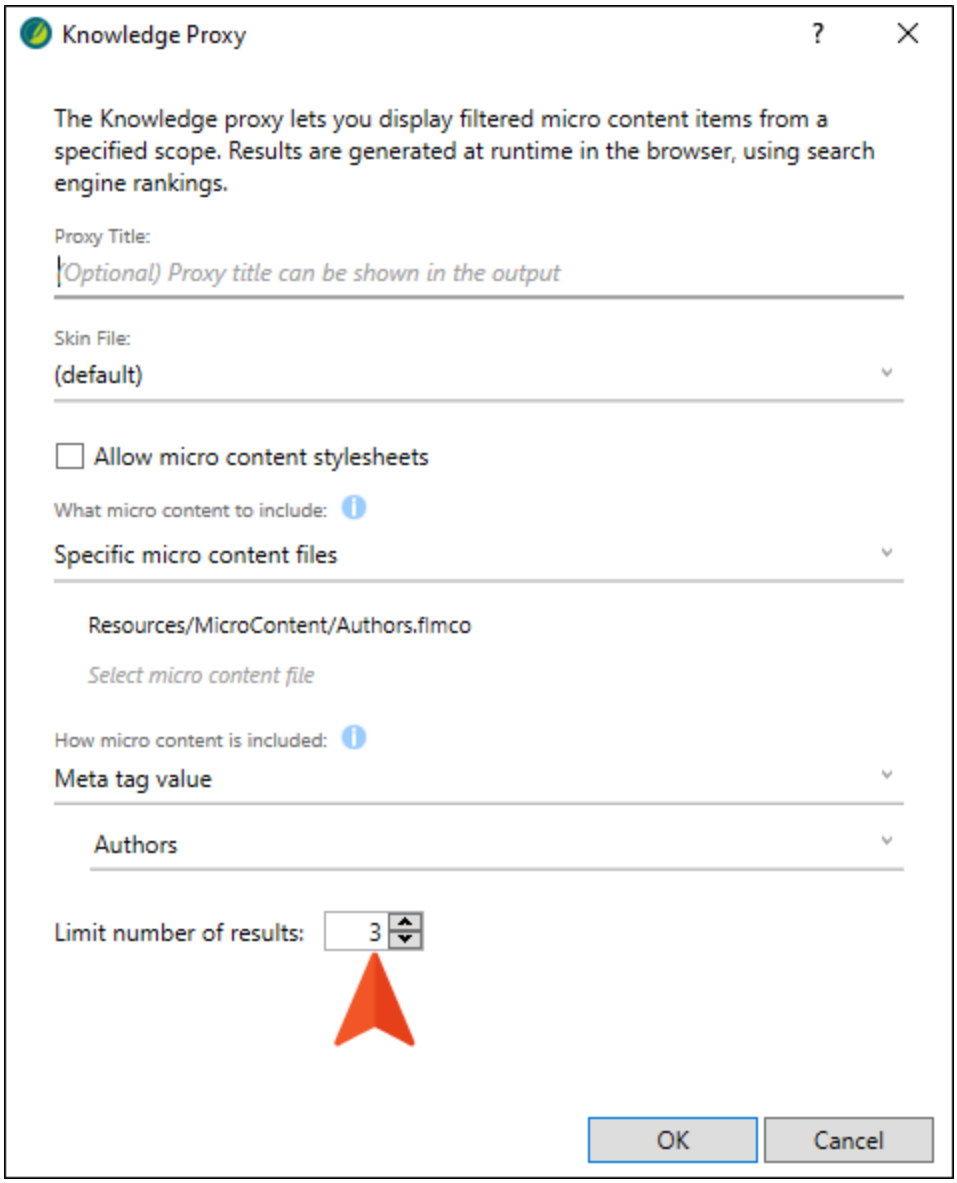
How to Filter via Topic Title

Another way to filter Knowledge proxy (and Promotion proxy) results is by using the topic title. By topic title, we mean the metadata that is added to the <head> tag in a topic's markup. This will usually be the main heading text found in a topic (usually an <h1> tag), so you might not need to do anything. But you can enter a custom topic title in the properties for that file if you want.

1. In the previous output, expand **Training Dogs** on the left side and select **Training Exercises**. Then open each of the topics under it: **Roll Over**, **Sit**, and **Stay**. Notice that Jeff is the author associated with each topic, and that is the only micro content shown on the page. However, Emily is also assigned to these topics, but her profile isn't showing because we limited the results to just 1. So let's increase the number of results, and then let's add different micro content under the author profiles by using the topic title.
2. In Flare, open the **Other-Topics** template page.
3. Right-click the first **Knowledge Proxy** bar that we initially added for author profiles, and select **Edit Knowledge Proxy**.

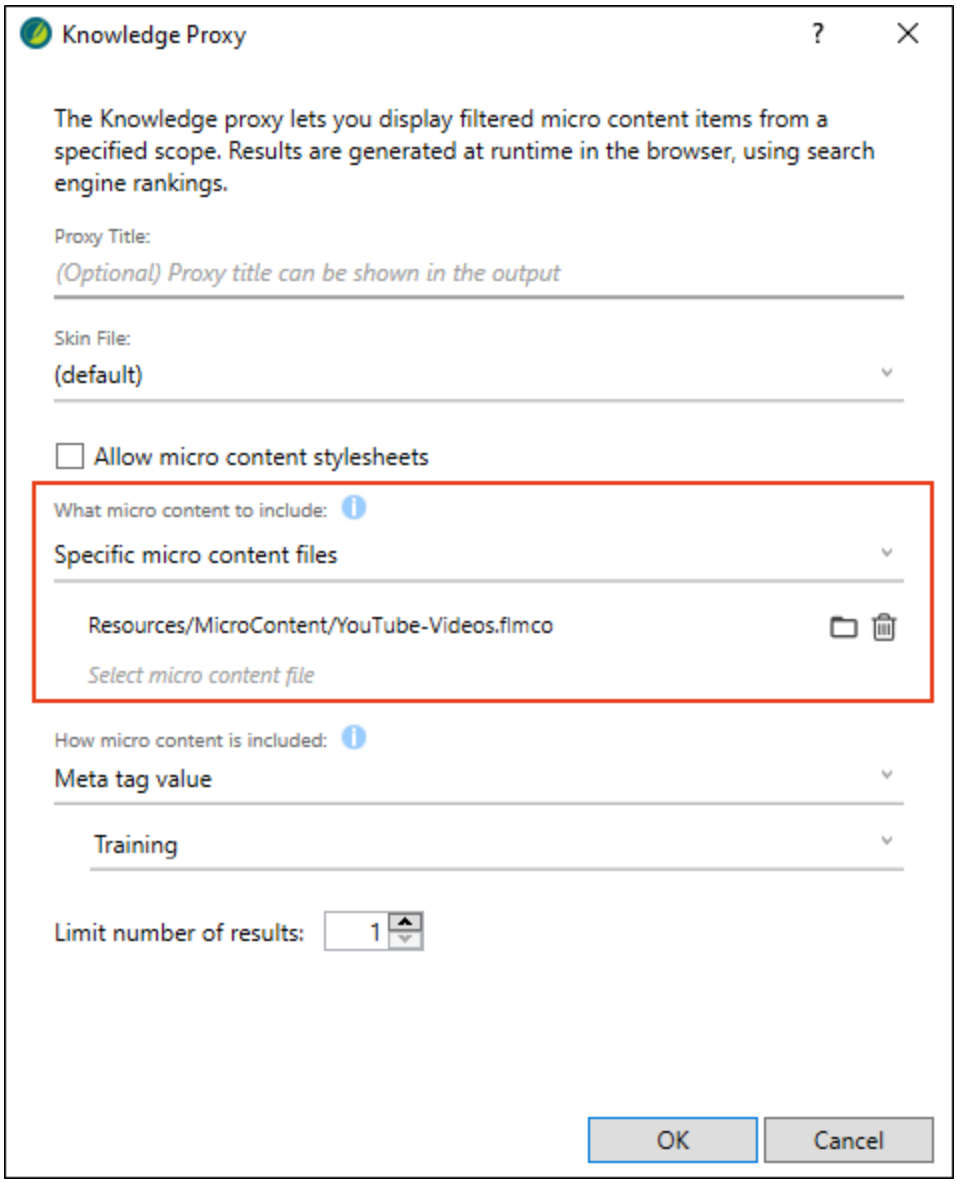


4. At the bottom, change the **Limit number of results** field to **3** (since we have three possible authors), and click **OK**.

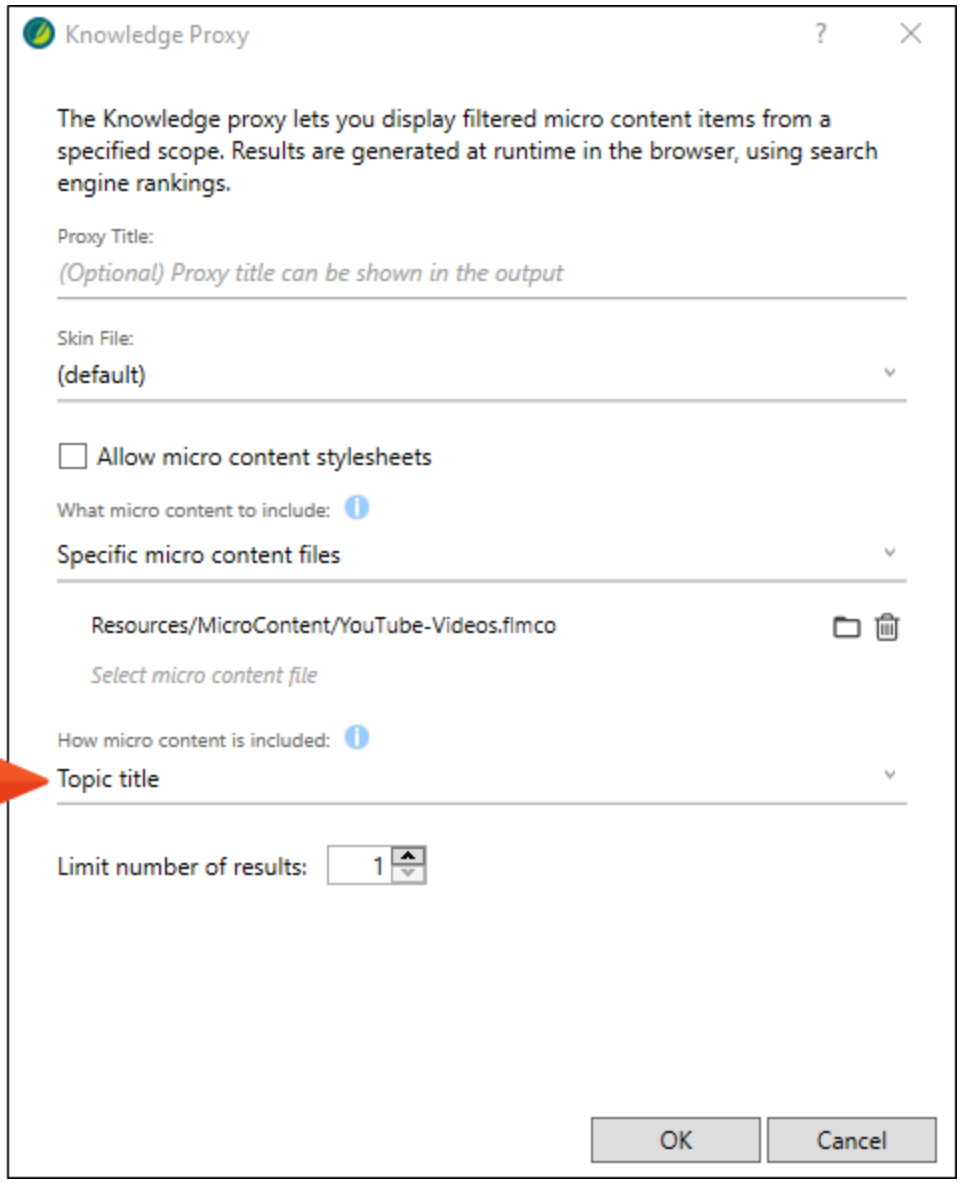


5. Right-click the second **Knowledge Proxy** bar and select **Edit Knowledge Proxy**.
6. Remove the text from the **Proxy Title** field.

7. In the **What micro content to include** field, select **Specific micro content files**, and in the first drop-down under it select **Resources/MicroContent/YouTube-Videos.flmco**.

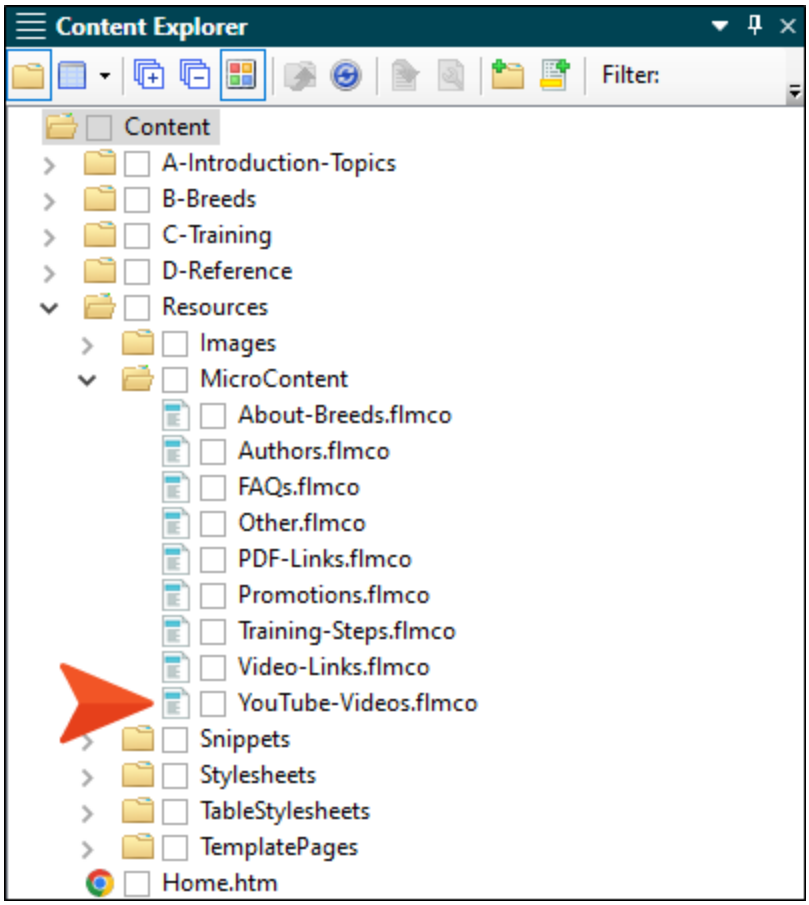


8. In the **How micro content is included** field, select **Topic title**.

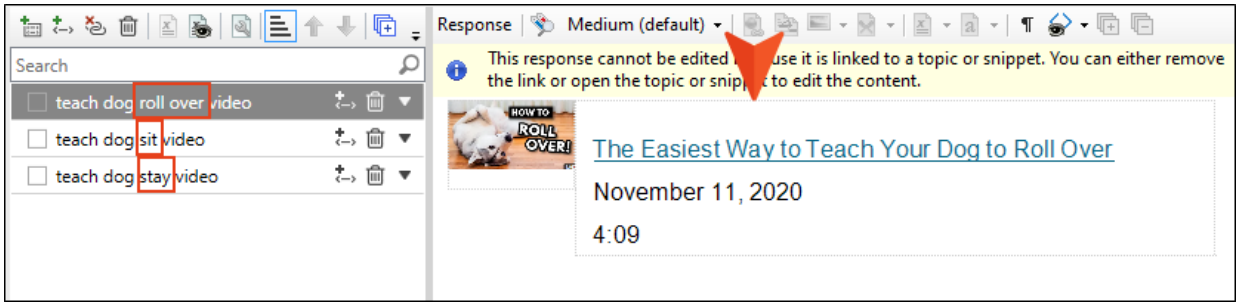


9. Click **OK**.
10. Click to save your work.

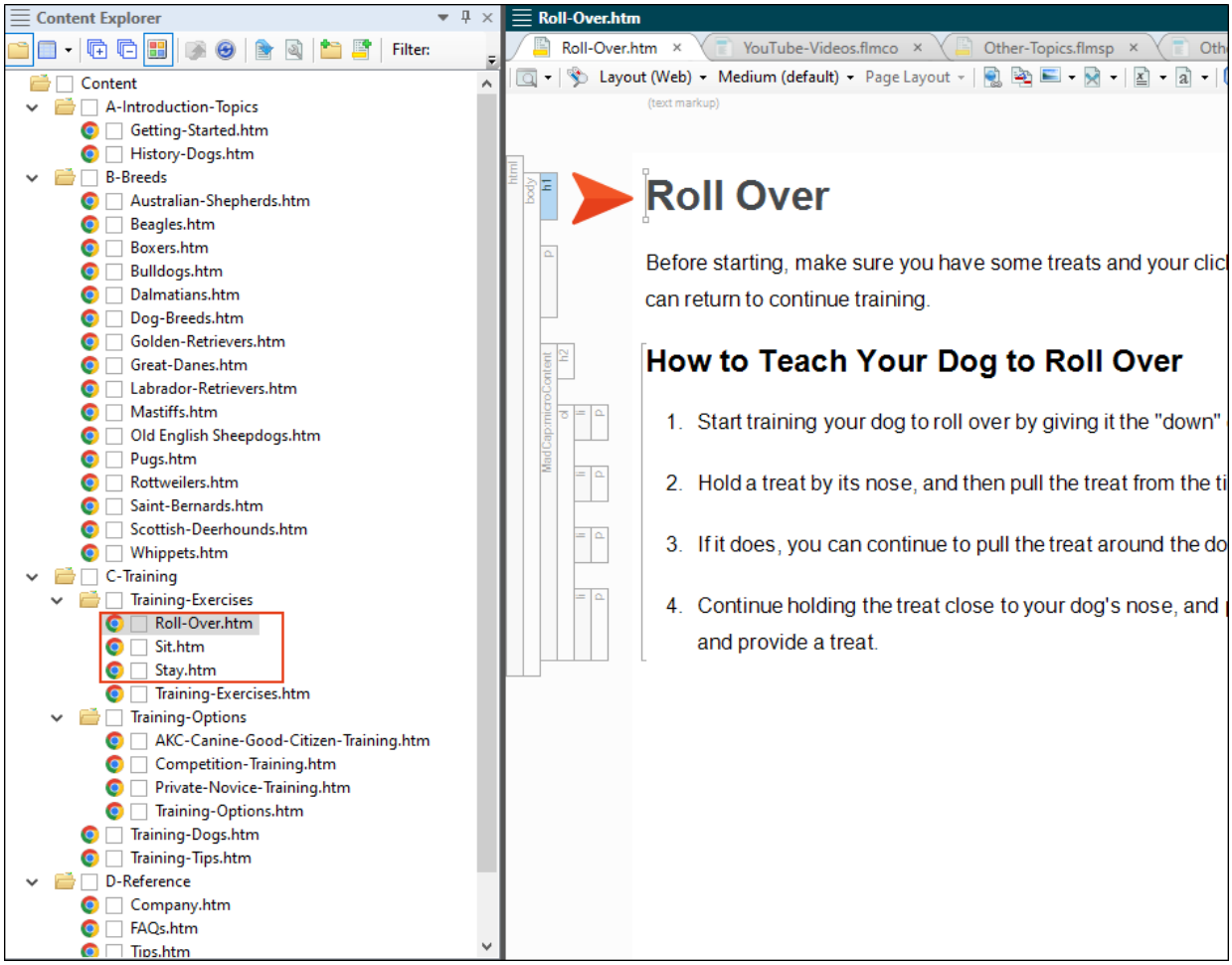
11. In the Content Explorer, expand **Resources > MicroContent**, and double-click **YouTube-Videos.flmco**. This is the micro content file that we told Flare to pull from if topic title matches exist.



12. Notice that there are only three micro content phrases in this file (with no alternate phrases associated with any of them). Each phrase has a response that includes an image, some text, and a link to a YouTube video. The first phrase contains the text "roll over," the second contains the text "sit," and the third contains the text "stay."

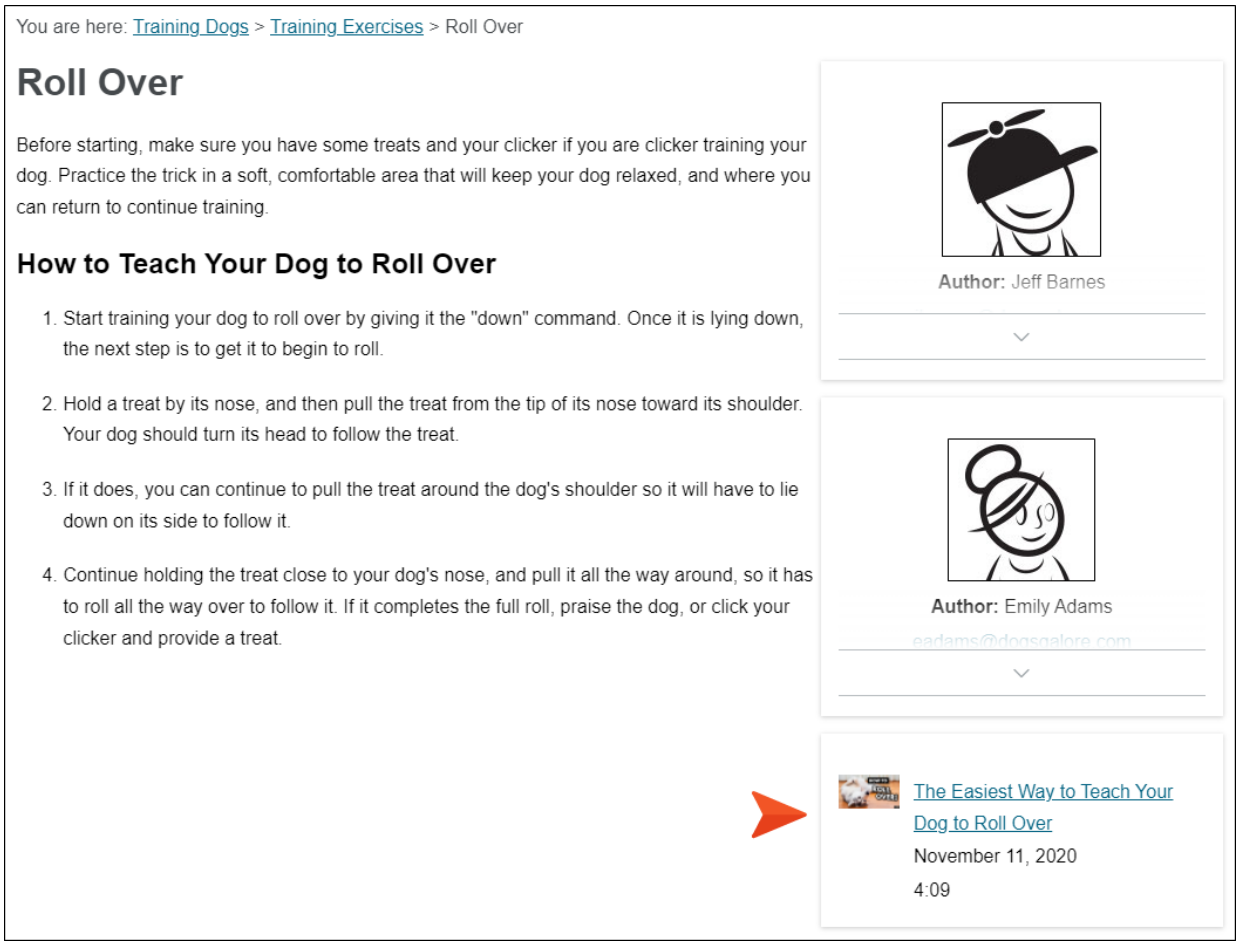


13. The next question is, "Are there any topics with titles that might share keywords with those micro content phrases?" And sure enough, there are three—one for each of the three micro content phrases we just saw. If you open any of these topics, you'll see the text that is used in the first heading. That text is therefore also automatically used as the topic title.



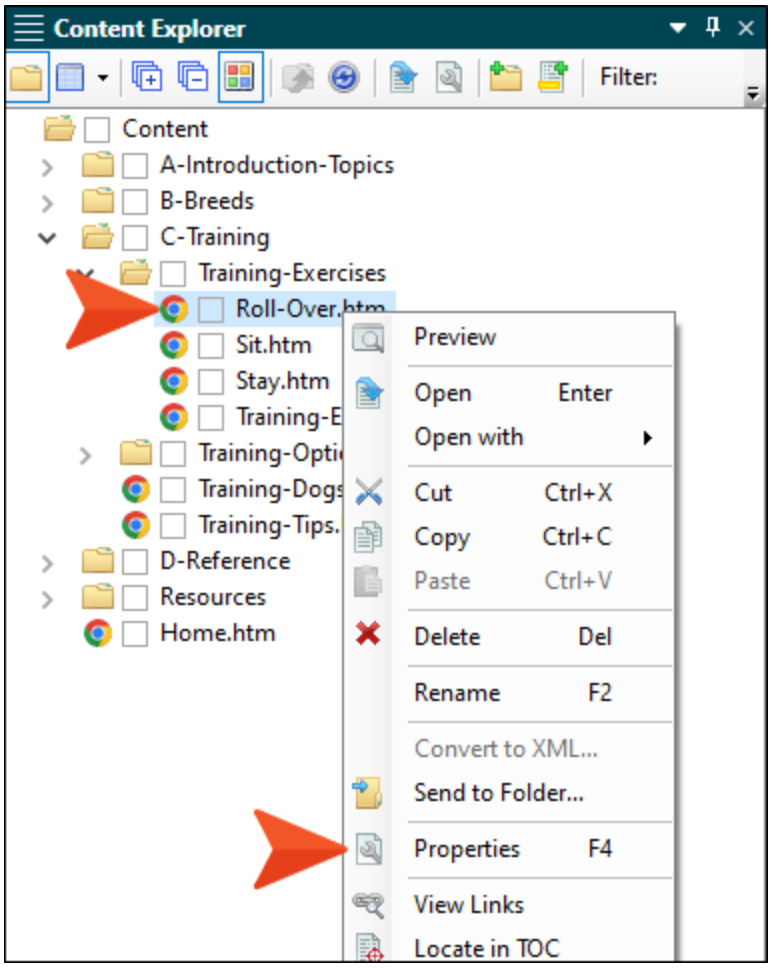
14. Build the First-HTML5-Target file, and when it is finished, open the output.

15. Navigate to Training Dogs > Training Exercises > Roll Over. Notice that not only are both authors now shown, but so is the YouTube micro content matching the topic title.

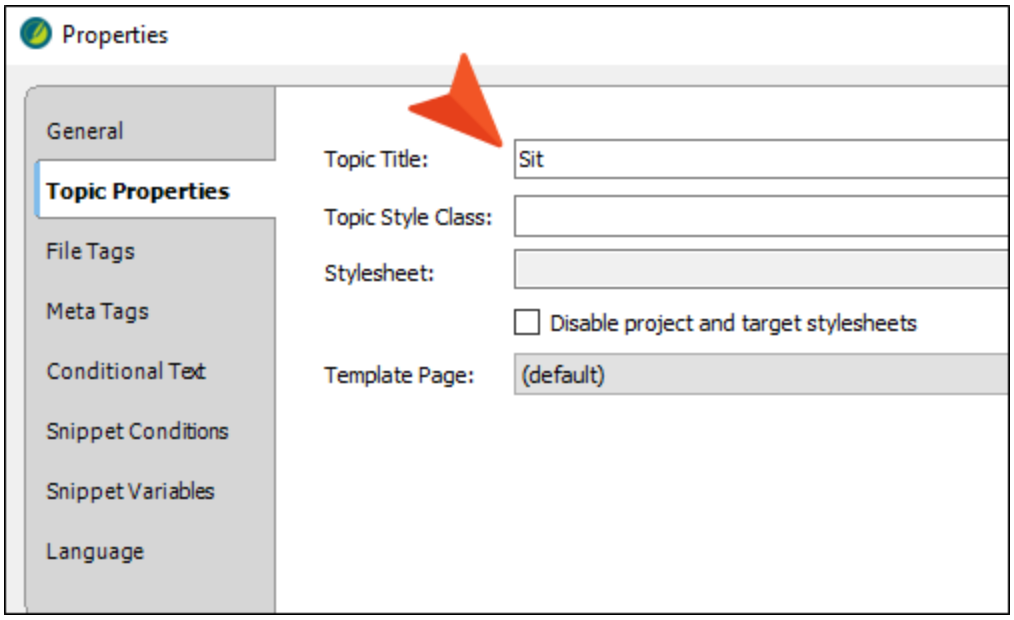


16. In the output, open the Sit and Stay topics, and notice the YouTube micro content for each of those.

17. In Flare, open the Content Explorer and go to **C-Training > Training-Exercises**. Then, right-click **Roll-Over.htm** and select **Properties**.

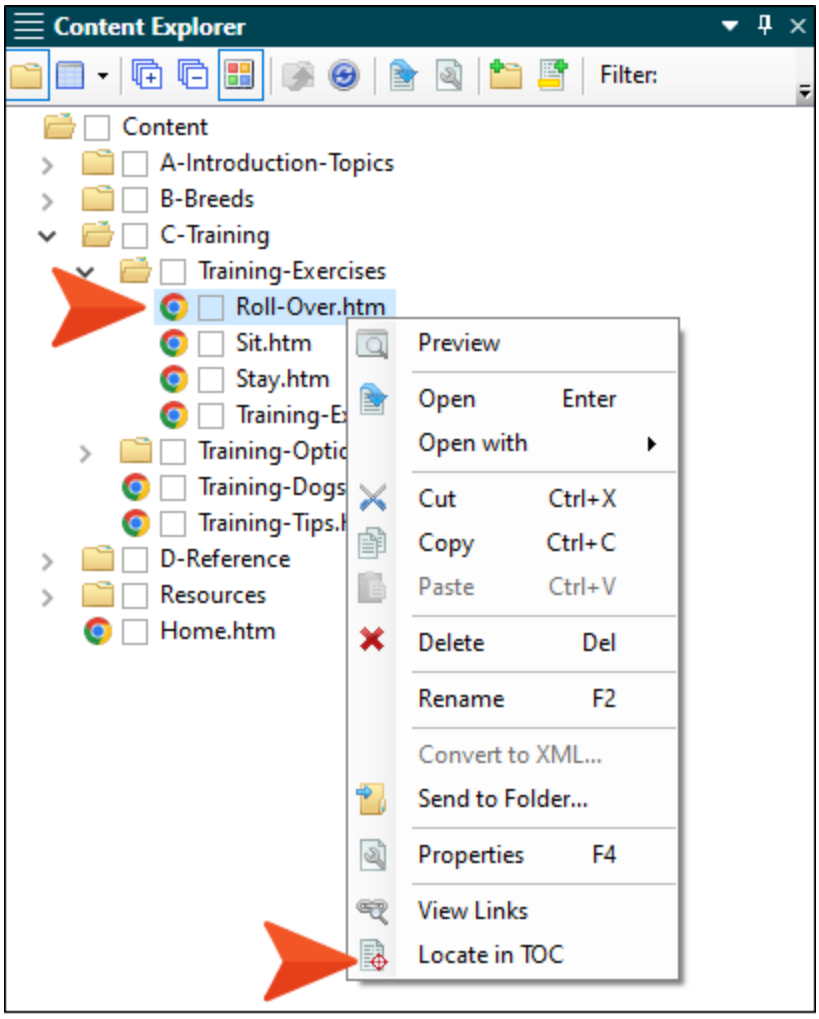


18. Select the **Topic Properties** tab, and in the **Topic Title** field enter `Sit`. Even though this topic doesn't have anything to do with sitting, we want to see what happens when we change the text in this field, overriding the heading text in the topic as the title.

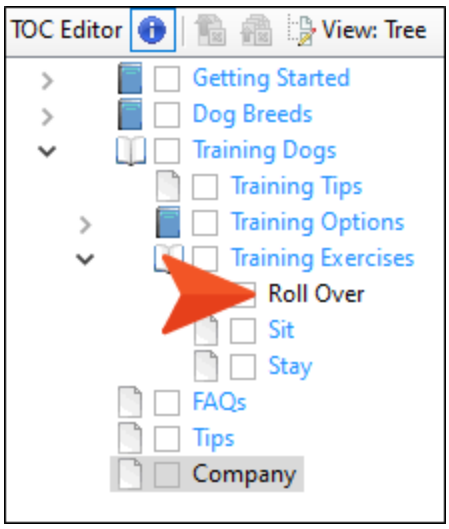


19. Click **OK**.

20. Right-click **Roll-Over.htm** again, and select **Locate in TOC**.

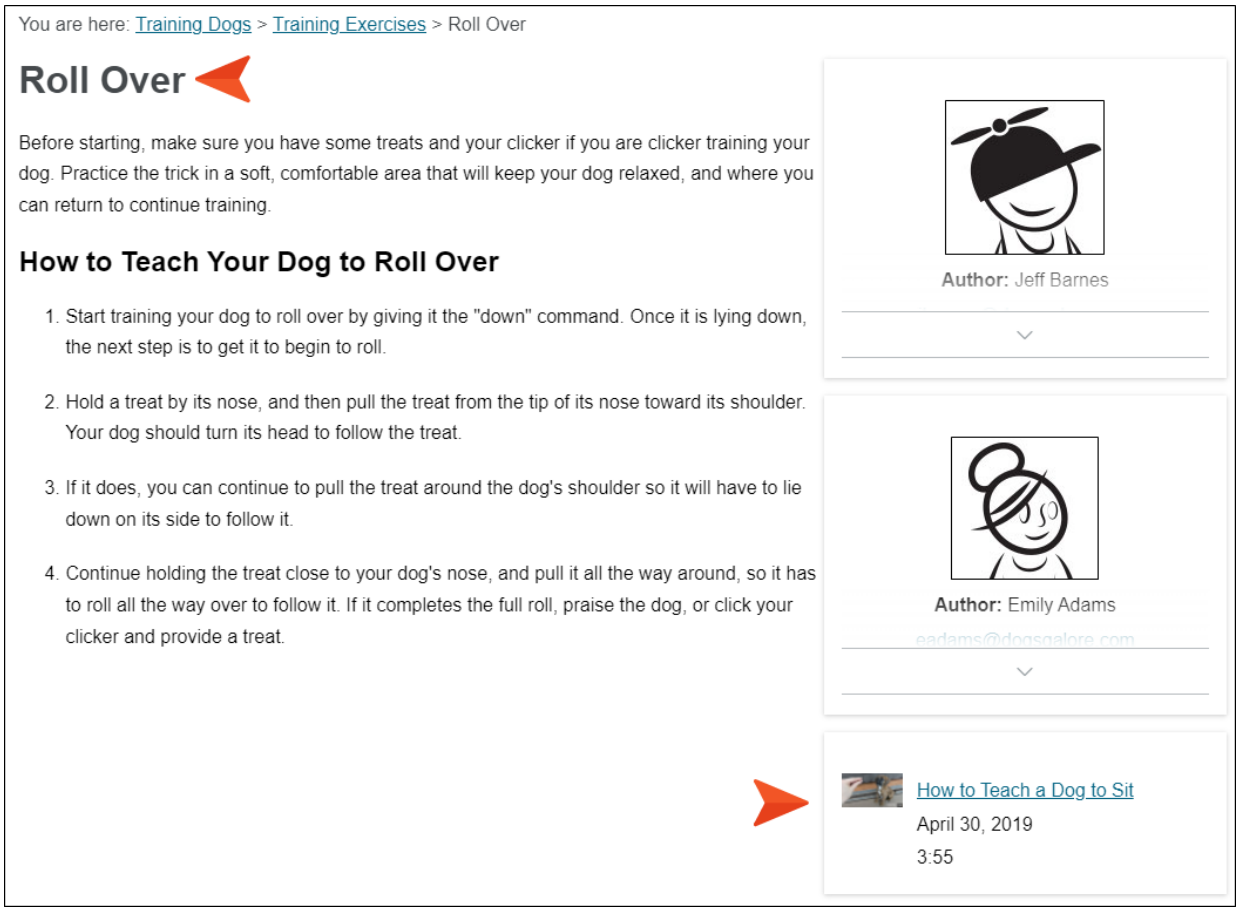


21. The text in the TOC now says "Sit," because it is pulling from the Topic Title field. Click on this TOC node, select all of the syntax, type `Roll Over`, and press ENTER. If you click off that node, you'll notice that the text is black instead of blue, because we manually set it instead of relying on the auto feature.



22. Click to save your work.

23. Rebuild the target, view the output, and open the **Roll Over** topic. Even though the topic has nothing to do with teaching a dog to sit, notice that the YouTube micro content describes training a dog to sit.

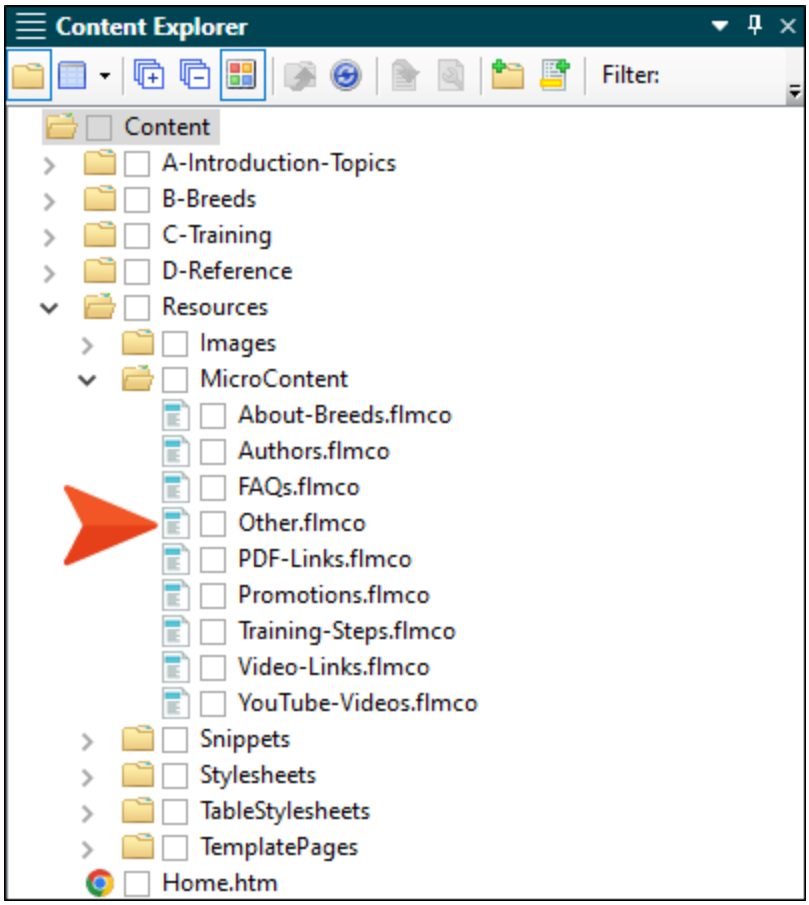


24. In Flare, undo your changes to the TOC and save. Also, remove the text "Sit" from the properties for the Roll-Over topic.

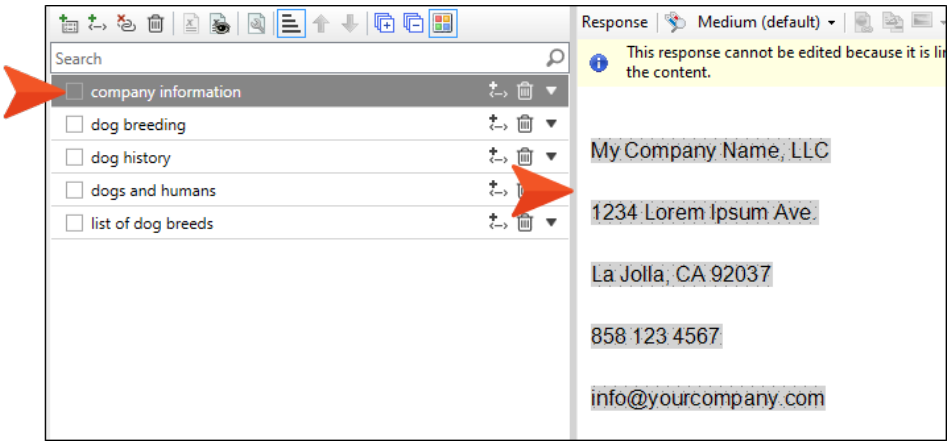
How to Filter via Custom Text

We're going to skip the search query filter that you see in the Knowledge Proxy dialog, because it's primarily useful for search results, not topics. But there is one more filter that we want to explore for topics, and that is custom text.

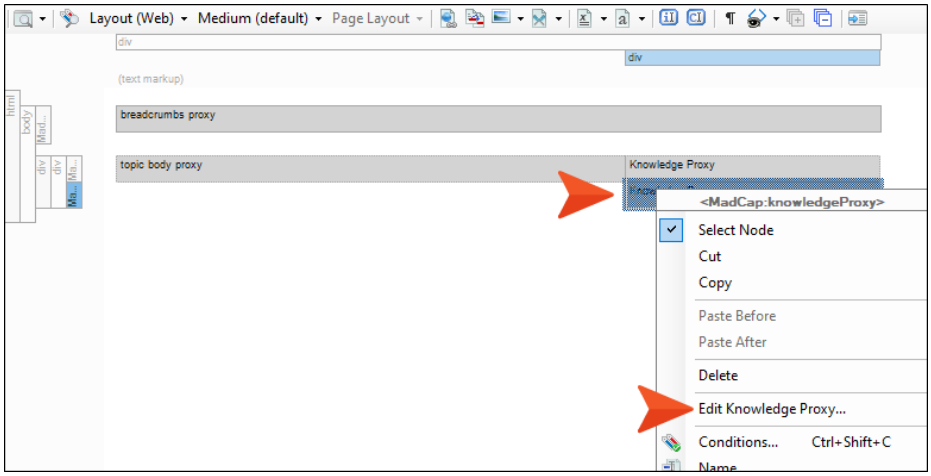
1. In the Content Explorer, expand **Resources > MicroContent**, and double-click **Other.flmco**.



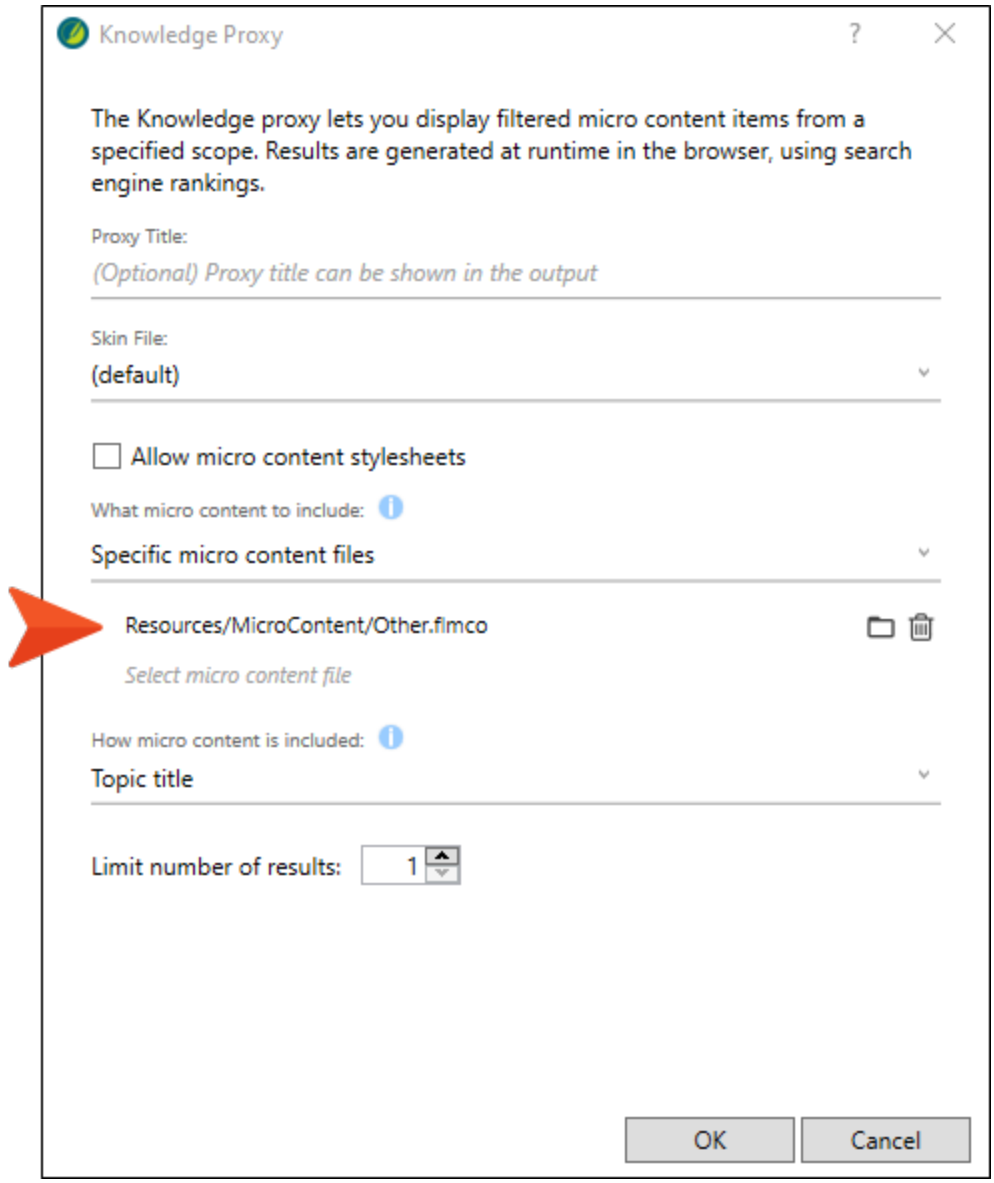
Notice the first micro content phrase "company information," which contains a response with contact details for the company. We're going to make this micro content display to the right of every topic in the output, except the Home page.



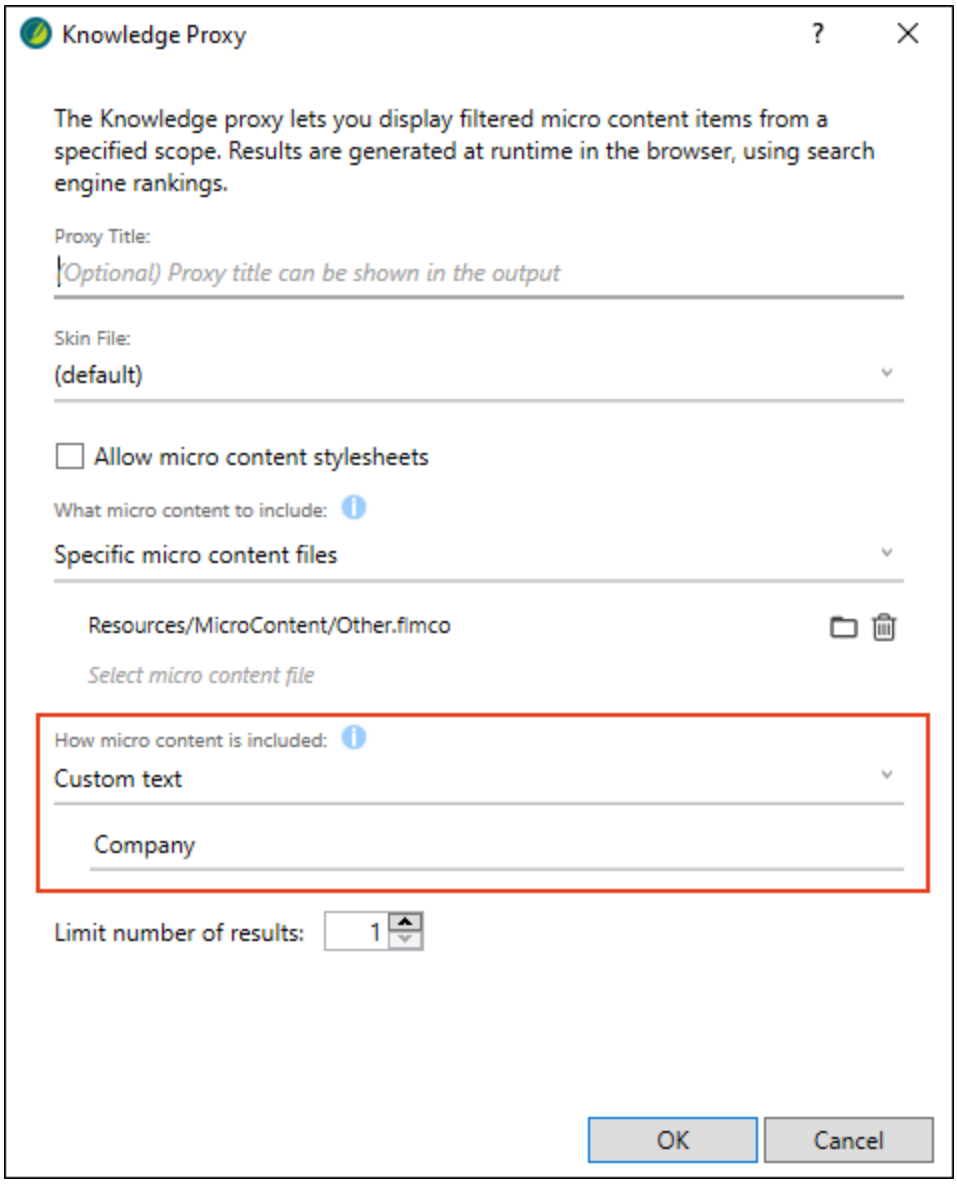
2. Open the **Other-Topics** template page, right click the second **Knowledge Proxy** bar, and select **Edit Knowledge Proxy**.



3. Under the **What micro content to include** field, replace the YouTube-Videos selection with **Resources/MicroContent/Other**.

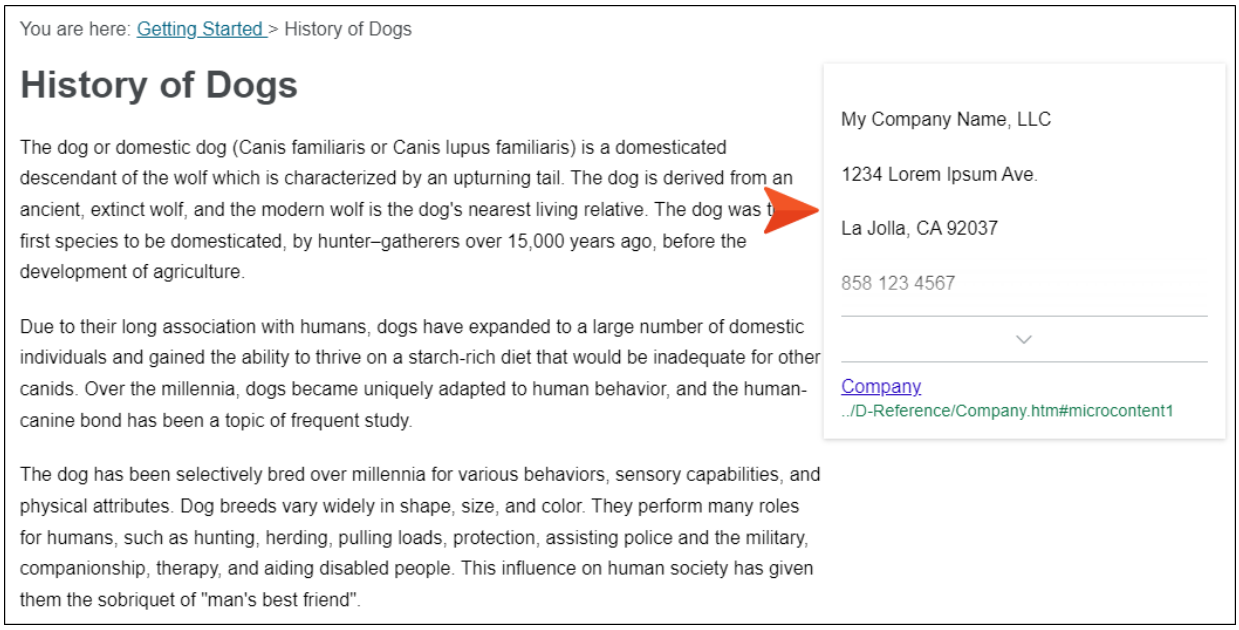


4. In the **How micro content is included** field, select **Custom text**, and in the field below it enter `Company`. We didn't type text that is identical to the micro content phrase (i.e., company information), but that's okay because this proxy uses the search engine and will pull up micro content if it is a close enough match.



5. Click **OK**.
6. Click to save your work.

7. Rebuild the target and view the output. Open any topic (other than the Home page) and notice the company information on the right side.



CHAPTER 5

Using Promotion Proxies in Topics

Now let's add a different kind of proxy to our template page, and therefore to topics in the output.

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.

So the Promotion proxy is much like the Knowledge proxy, except for the fact that the micro content results are randomized. That's why this proxy might be ideal for promotional types of content. However, that's just a suggestion. In reality, you can use any of the micro content proxies (Knowledge, Promotion, FAQ) for whatever purpose meets your needs.

In this lesson we'll use this proxy to display information about dog rescue programs when you open topics.

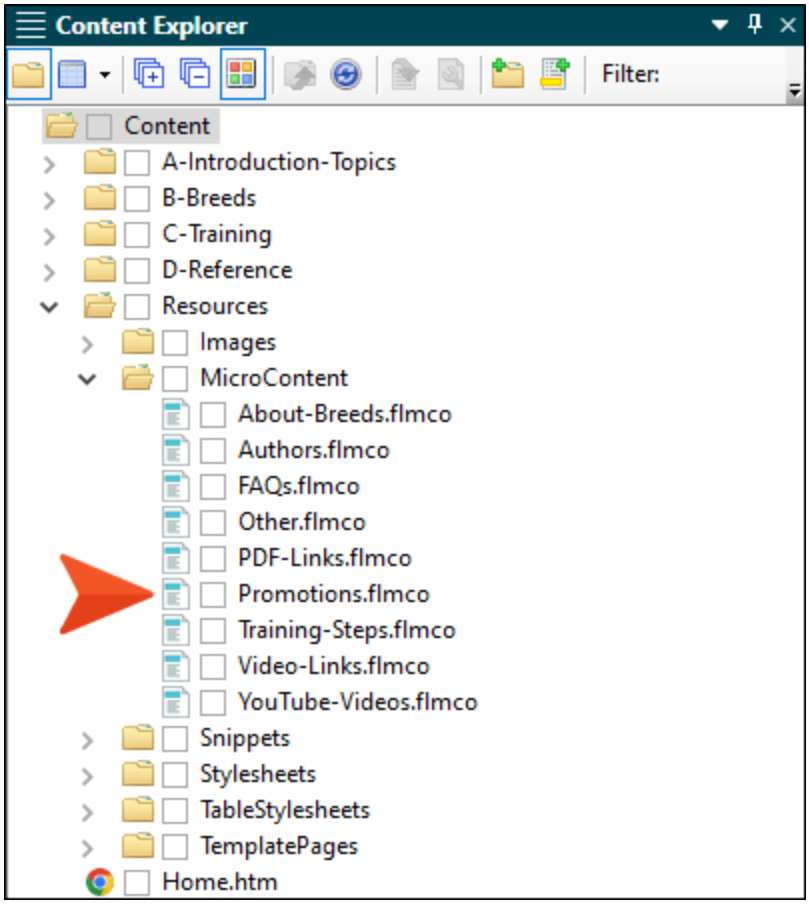
This chapter discusses the following:

How to Display Random Promotional Content in All Topics 74

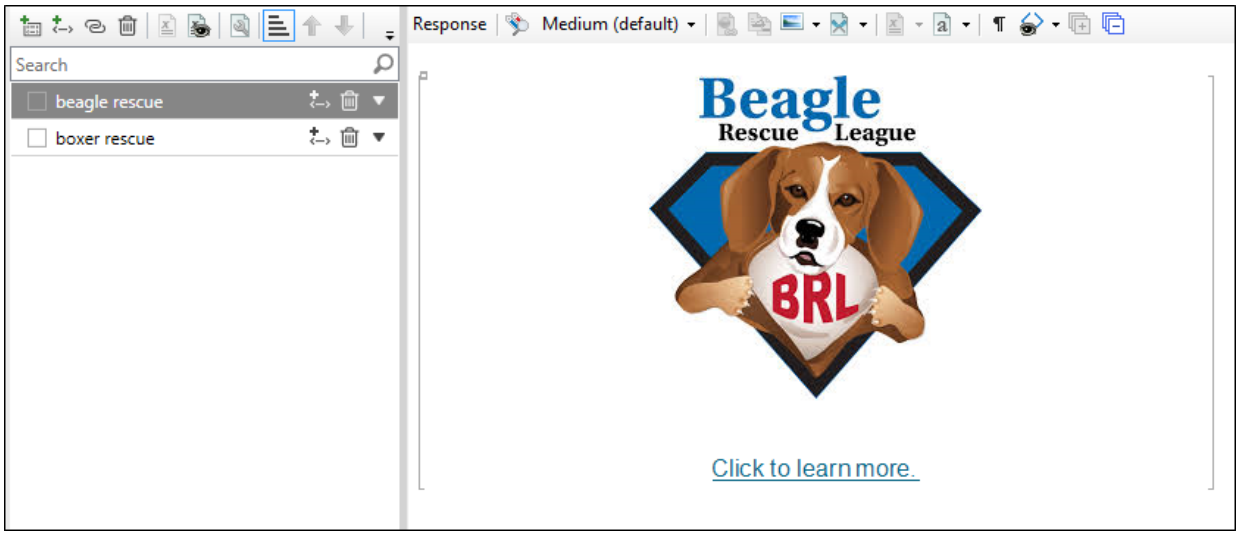
How to Display Random Promotional Content in Targeted Topics ... 80

How to Display Random Promotional Content in All Topics

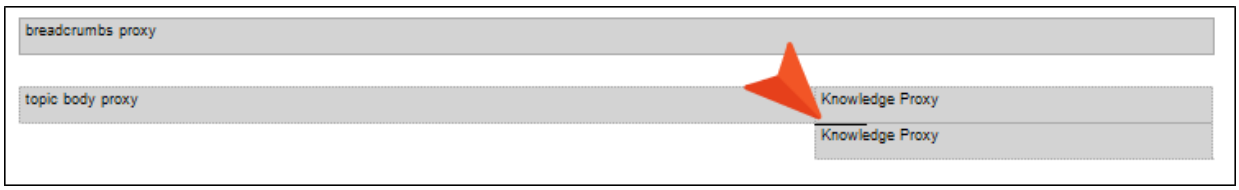
1. In the Content Explorer, expand **Resources** > **MicroContent** and double-click **Promotions.flmco**.



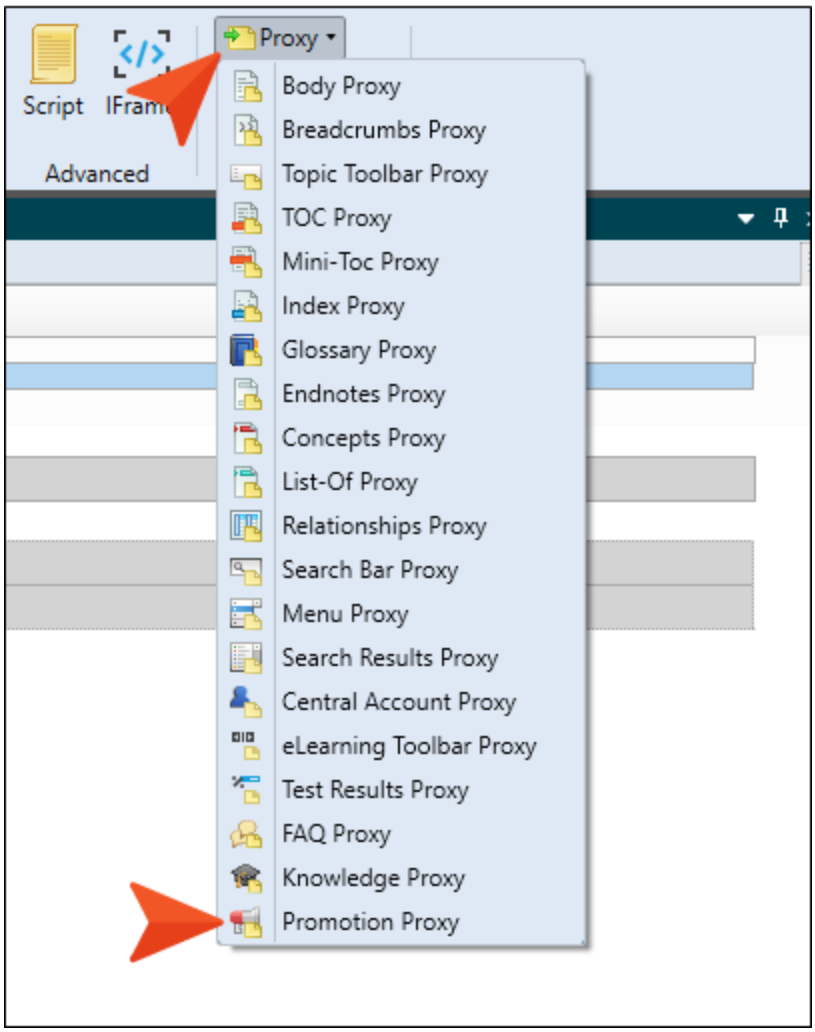
Notice that we only have two micro content phrases—one for Beagle rescue and another for Boxer rescue. We could fill this micro content file with many more phrases and responses, but in this tutorial we'll just work with these two.



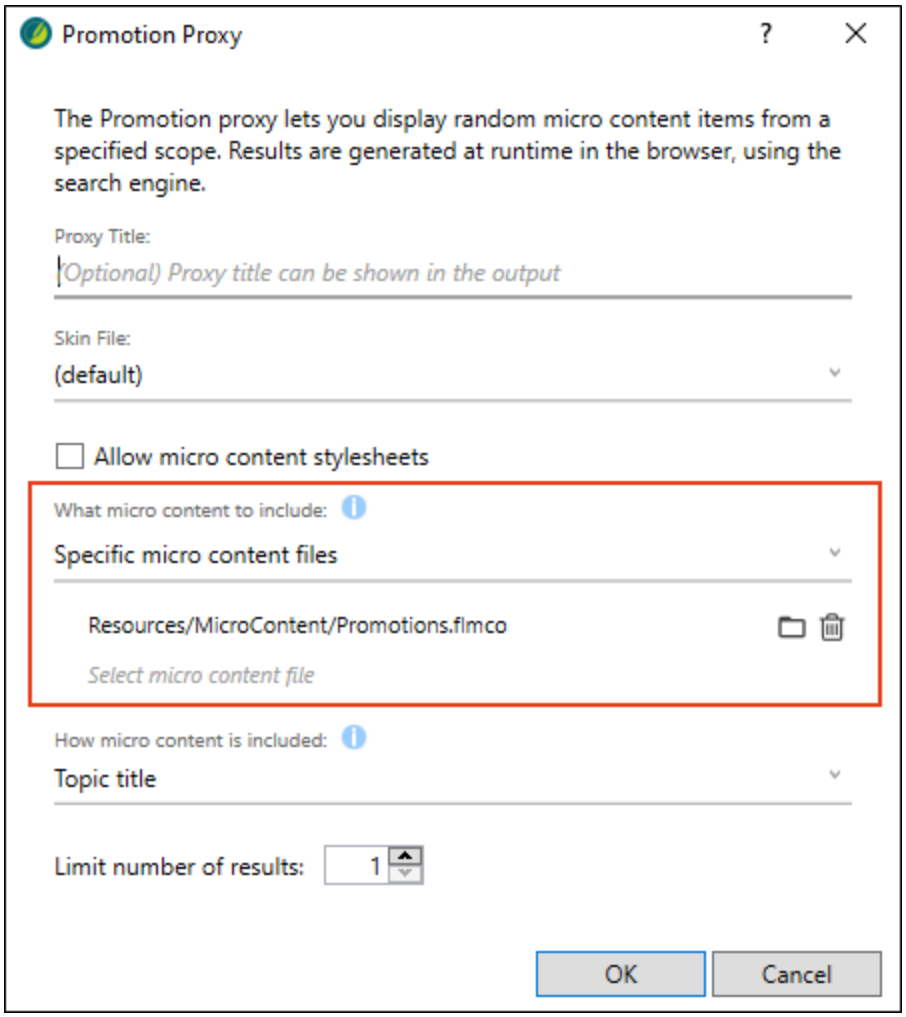
2. Open the Other-Topics template page. When we say we're going to make these promotion pieces of micro content display in all topics, we really mean all topics except the main Home page. And this template page is going to help us do that.
3. Click the second Knowledge Proxy bar in the template page so that a horizontal bar flashes between the two Knowledge proxies.



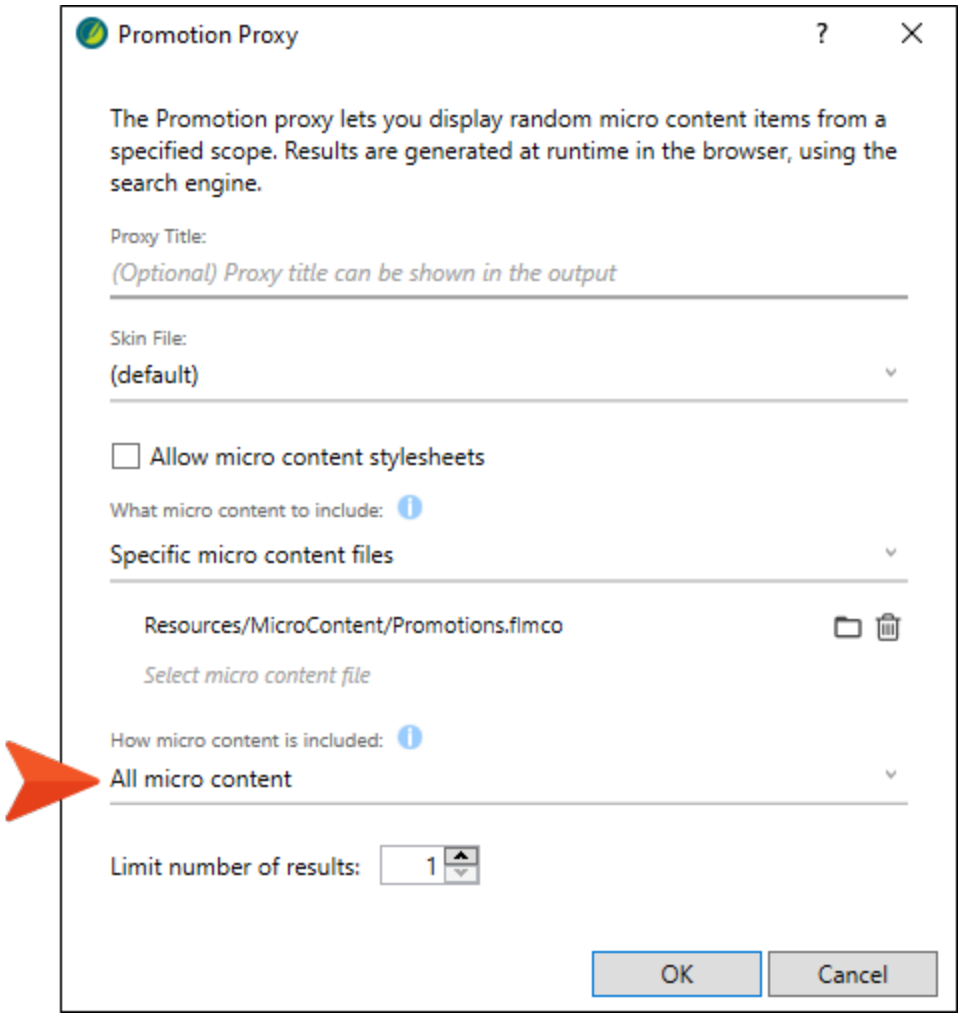
4. In the **Insert** ribbon, select **Proxy > Promotion Proxy**.



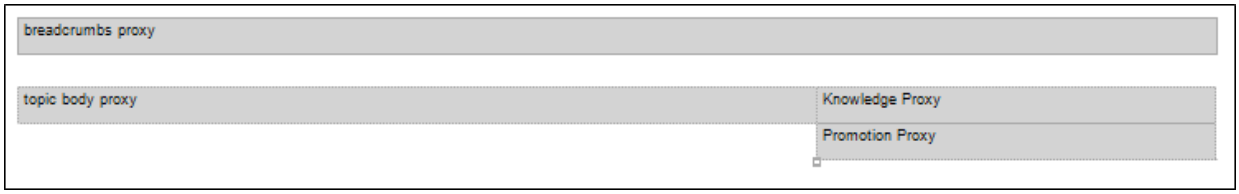
5. In the **What micro content to include** field, select **Specific micro content files**. Then, in the drop-down below that, select **Resources/MicroContent/Promotions.flmco**.



6. In the **How micro content is included** field, select **All micro content**.

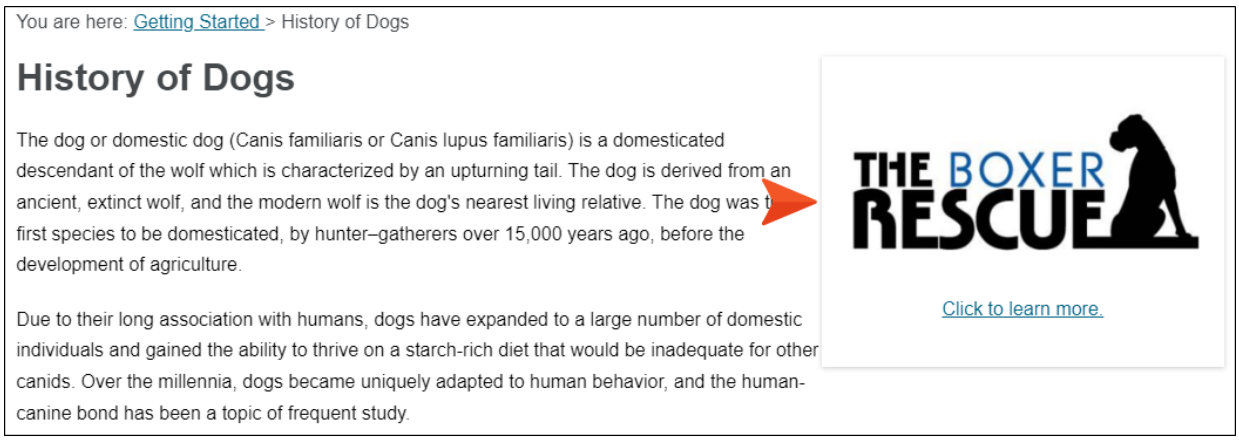


7. Click **OK**.
8. In the template page, right-click the second **Knowledge Proxy** bar (which should be below the new Promotion Proxy bar), and select **Delete**. The template page should now look like this.



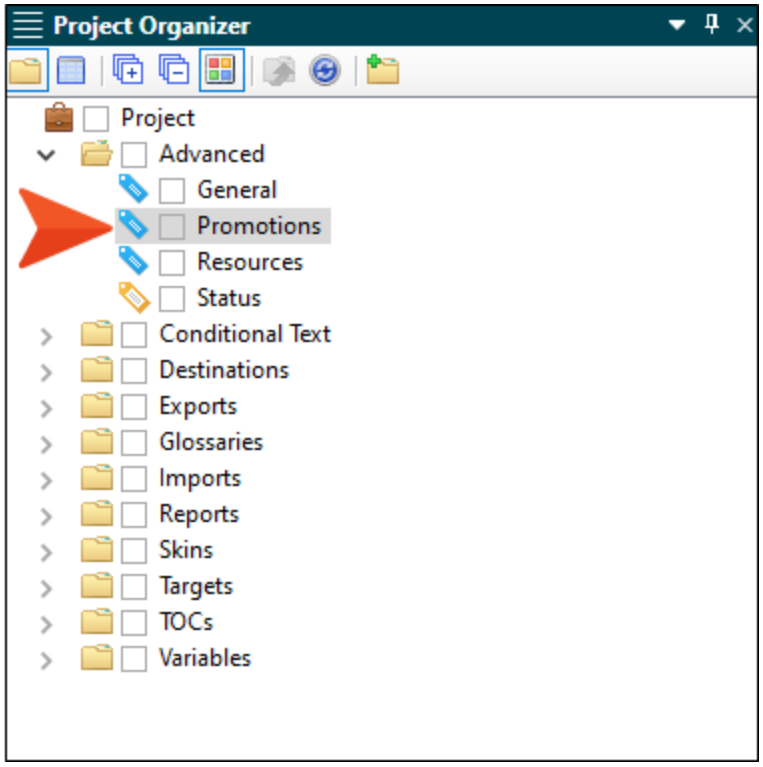
9. Click to save your work.

10. Build the First-HTML5-Target file, and when it is finished, open the output.
11. Open several topics. Notice that sometimes the Beagle rescue micro content displays, and other times the Boxer rescue micro content is shown. Even if you were to remain on the same topic and repeatedly refresh the page, you would see that the micro content changes, because it's randomized.

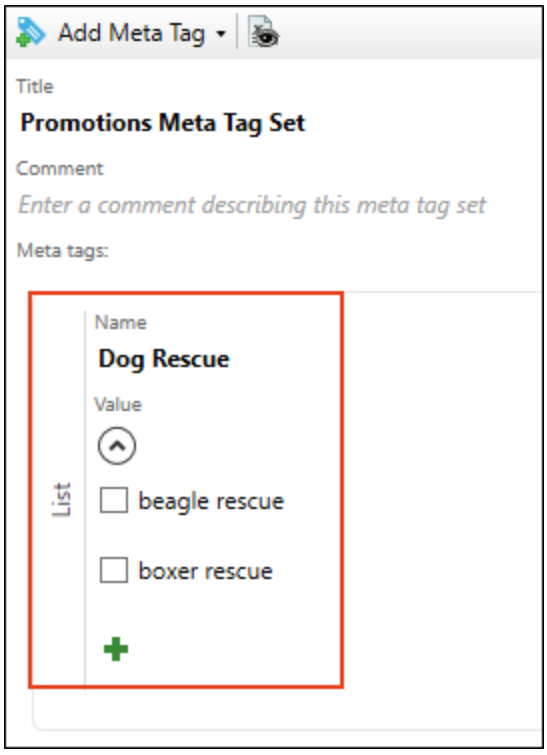


How to Display Random Promotional Content in Targeted Topics

1. In the Project Organizer, expand the **Advanced** folder and double-click **Promotions**.

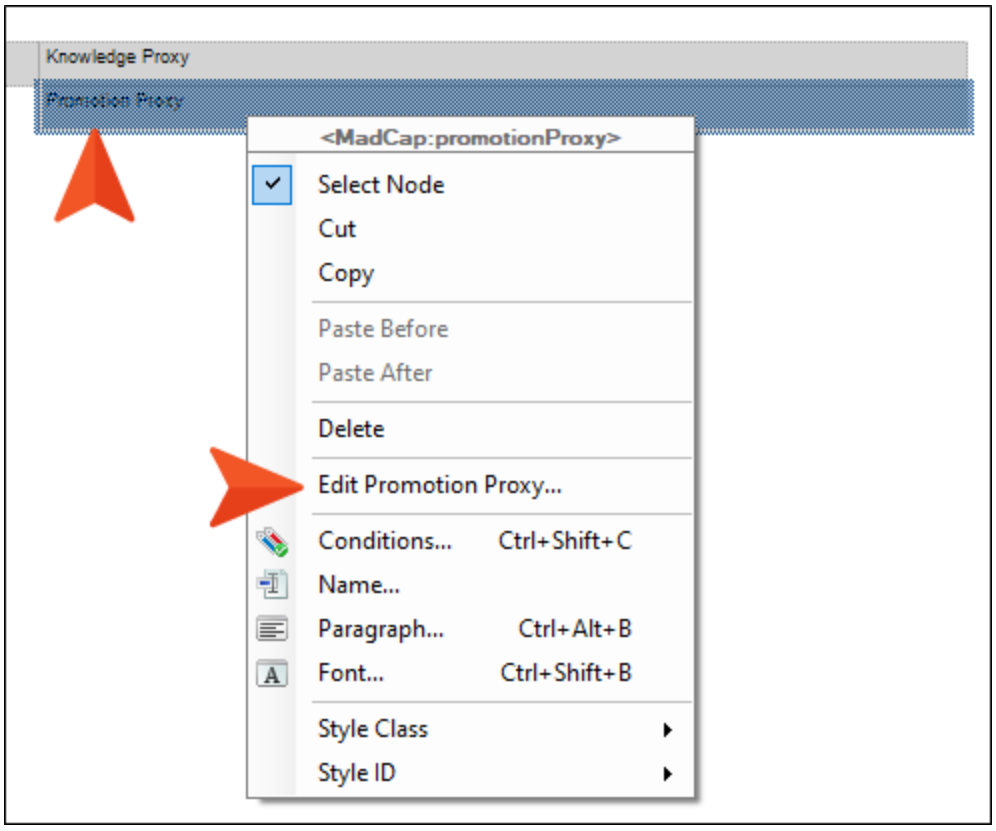


2. Expand **Dog Rescue** and notice the two values—beagle rescue and boxer rescue. We're going to use these meta tag values to display promotional micro content on only certain topics.

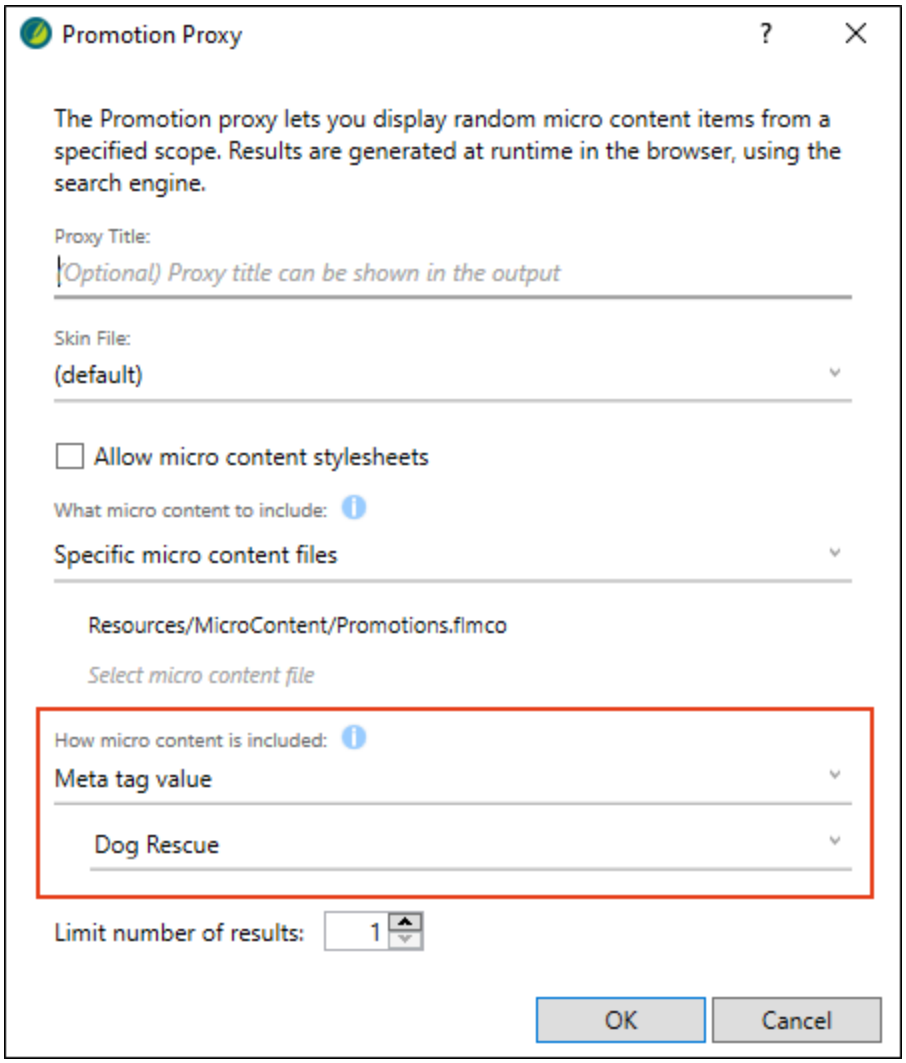


3. Go back to the **Other-Topics** template page.

4. Right-click the **Promotion Proxy** bar and select **Edit Promotion Proxy**.

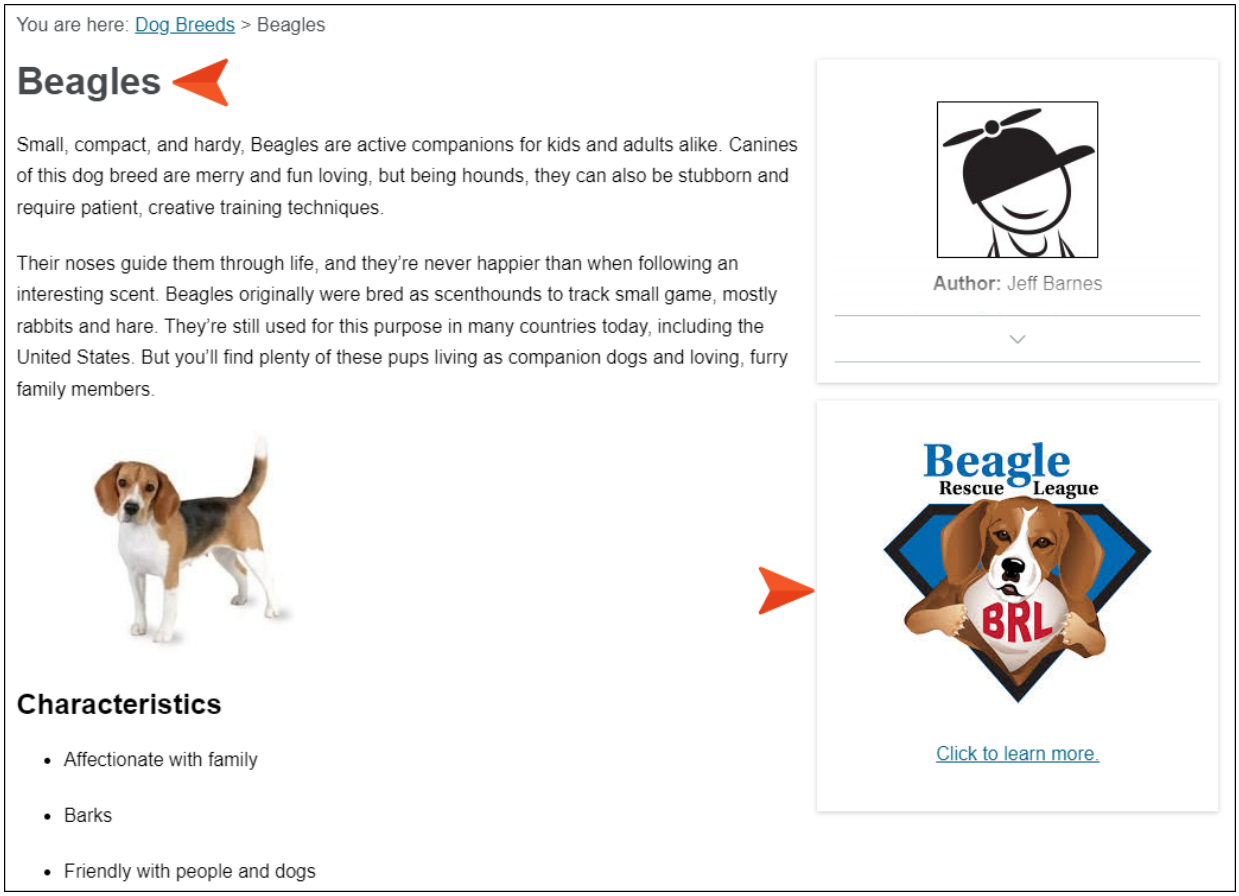


5. In the **How micro content is included** field, select **Meta tag value**. Then, in the field under that, select **Dog Rescue** (the name of the meta tag in our Promotions meta tag set).



6. Click **OK**.
7. Click to save your work.
8. Next, we need to tell Flare which topics should display these promotional pieces of micro content. We'll just set the values on two topics. In the Content Explorer, expand the **B-Breeds** folder.
9. Right-click **Beagles.htm** and select **Properties**.
10. On the **Meta Tags** tab, expand **Promotions Meta Tag Set**.

11. Expand **Dog Rescue** and select **beagle rescue**.
12. Click **OK**.
13. Repeat these last couple of steps for the **Boxers.htm** topic and select the select the **boxer rescue** meta tag value.
14. Build the **First-HTML5-Target** file, and when it is finished, open the output.
15. Open the **Beagles** and **Boxers** topics, and notice the promotional micro content associated with each.



Since the meta tag values set in the topic properties matched the text used in the micro content phrases, the appropriate content was displayed in the output.

If you were to open any other topics, you wouldn't see the promotional micro content, because we adjusted our proxy to make it more targeted.

"But how is that randomized if it's targeted?" you might ask. Well, in this set of steps we've limited the possibilities of the micro content that can be shown, so it doesn't appear to be randomized, but it still is. For example, we could add five more phrases for Beagle rescue to our micro content file, one for a different regional organization, and each one with a micro content phrase containing the words "beagle rescue." In the output, we know that our Beagles topic would always show micro content for a Beagle rescue organization, but it would randomize between all of those organizations in our micro content file.

CHAPTER 6

Using FAQ Proxies in Topics

Now let's use a third kind of micro content proxy, called the "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.

In this lesson, we'll take a look at how versatile this type of proxy can be.

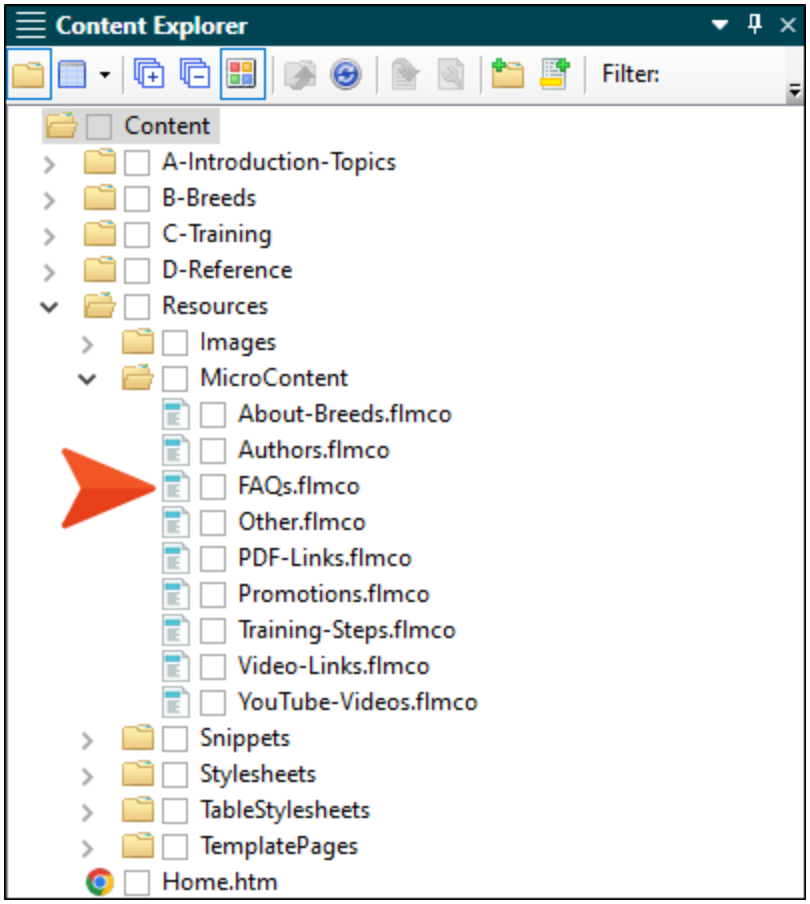
This chapter discusses the following:

How to Include a Traditional FAQ Section in a Topic 87

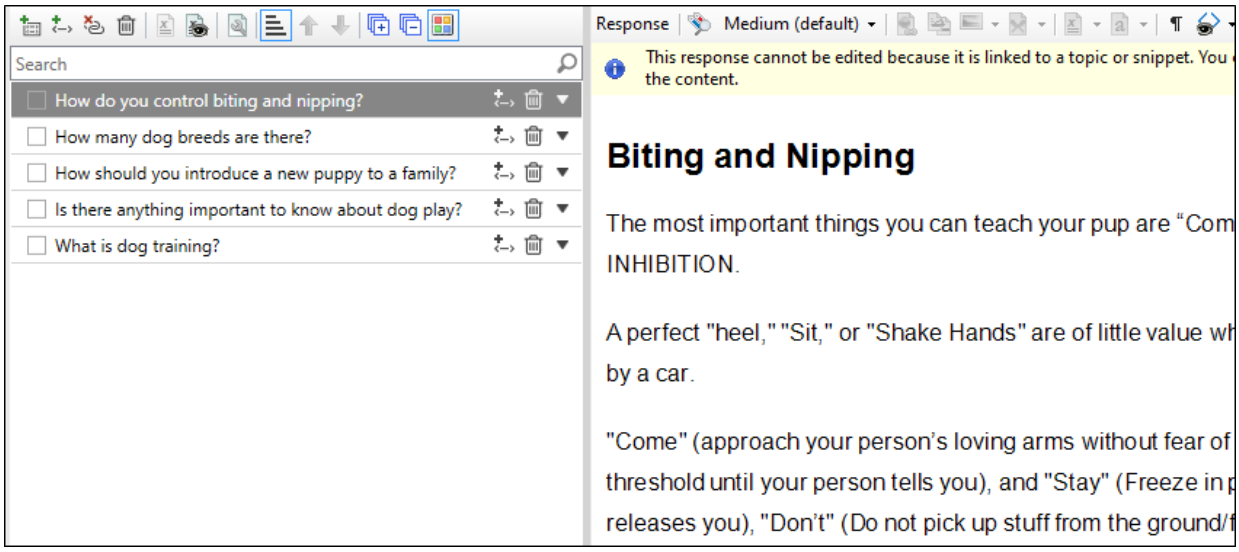
How to Display Targeted Micro Content From Different Files 93

How to Include a Traditional FAQ Section in a Topic

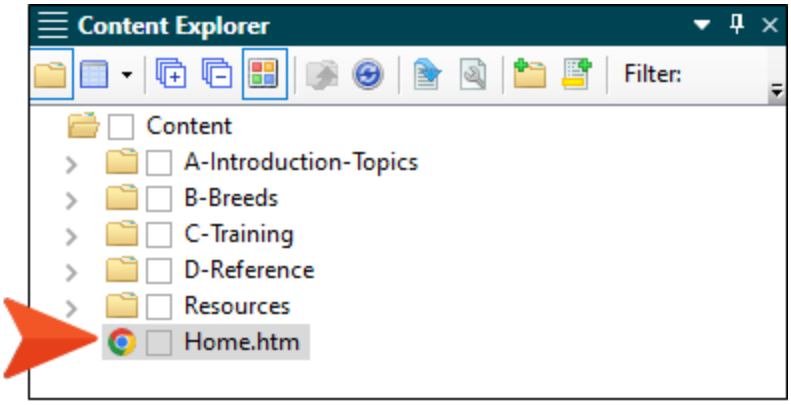
1. In the Content Explorer, expand **Resources** > **MicroContent** and double-click **FAQs.flmco**.



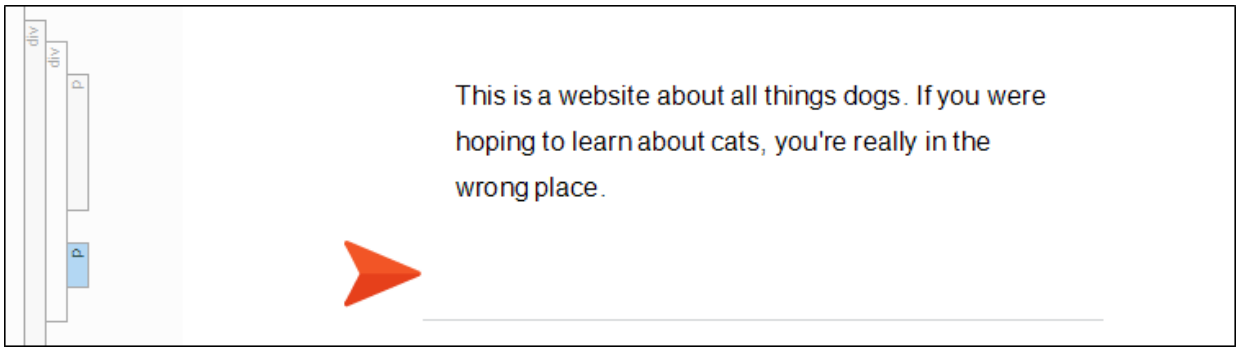
Notice that this micro content file contains phrases that are full questions with the answers in the associated responses. We want to use the phrases from this micro content file, adding them all to an FAQ section.



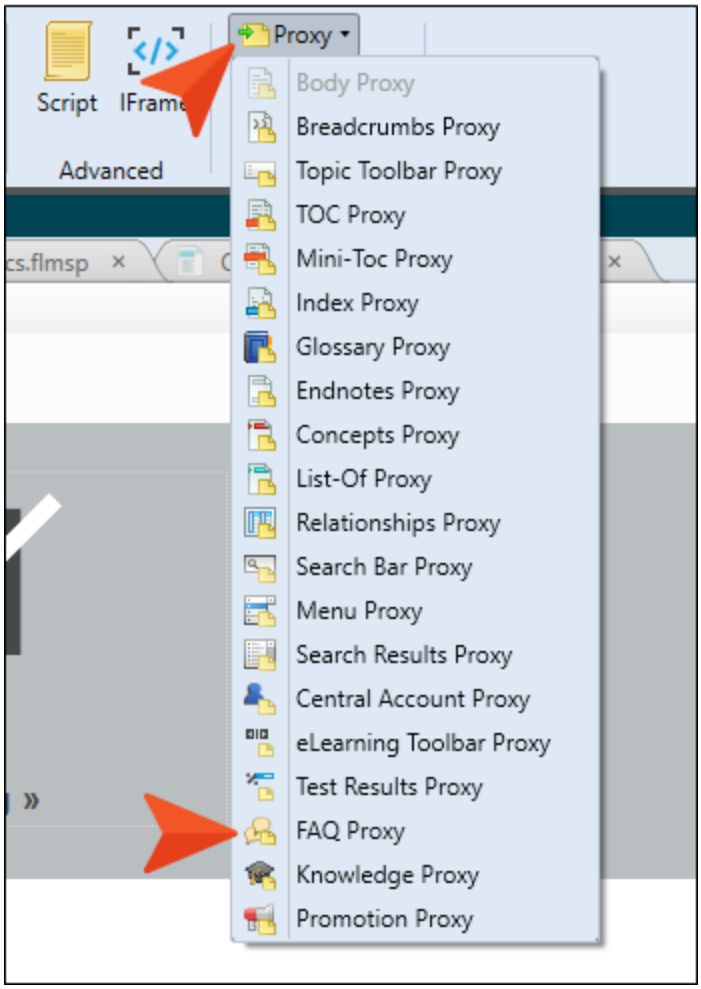
2. In the Content Explorer, double-click Home.htm. Since we only want the micro content to be shown in this one topic, we can insert it directly here, instead of in a template page.



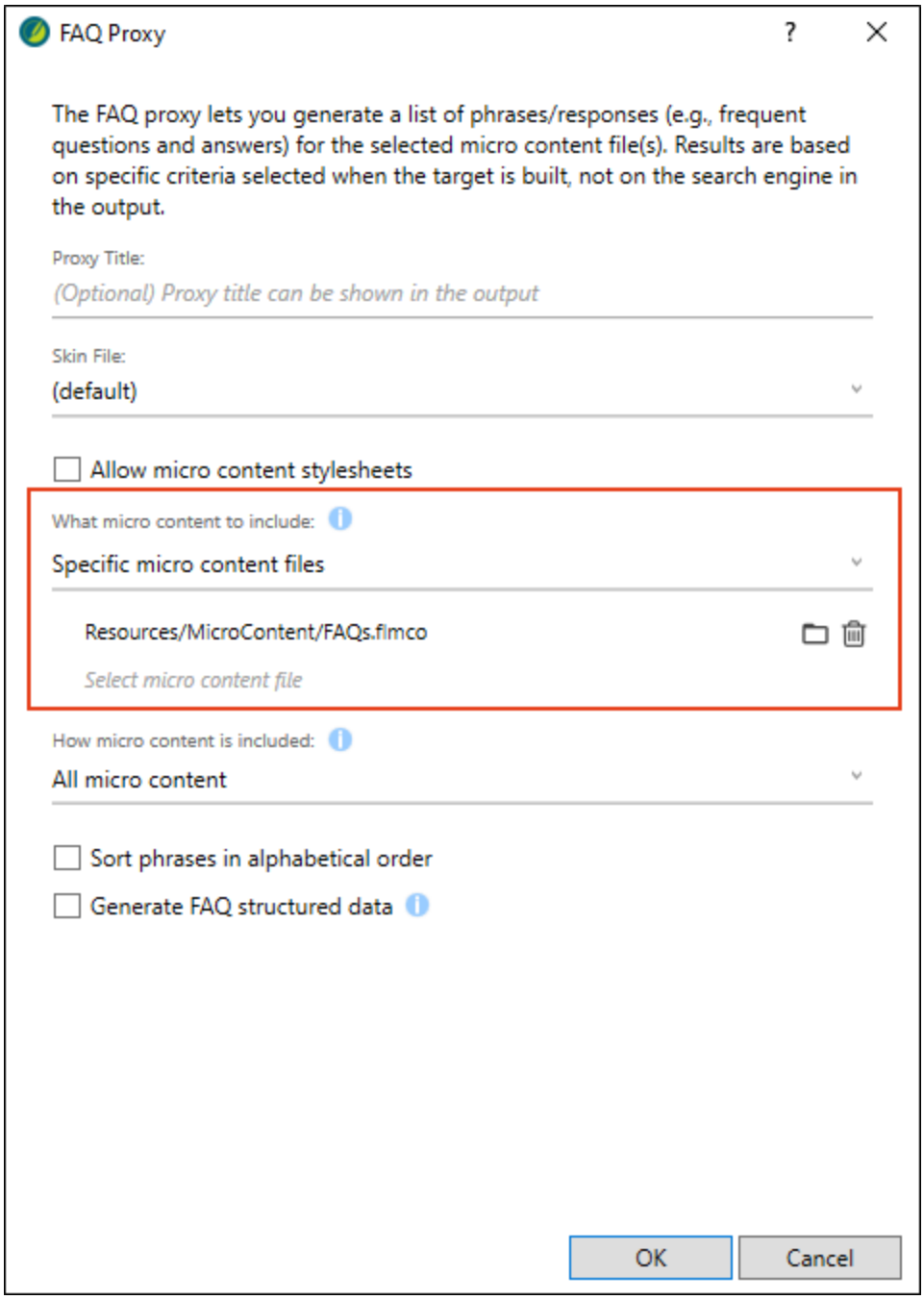
3. Scroll down and create an empty paragraph after the first paragraph.



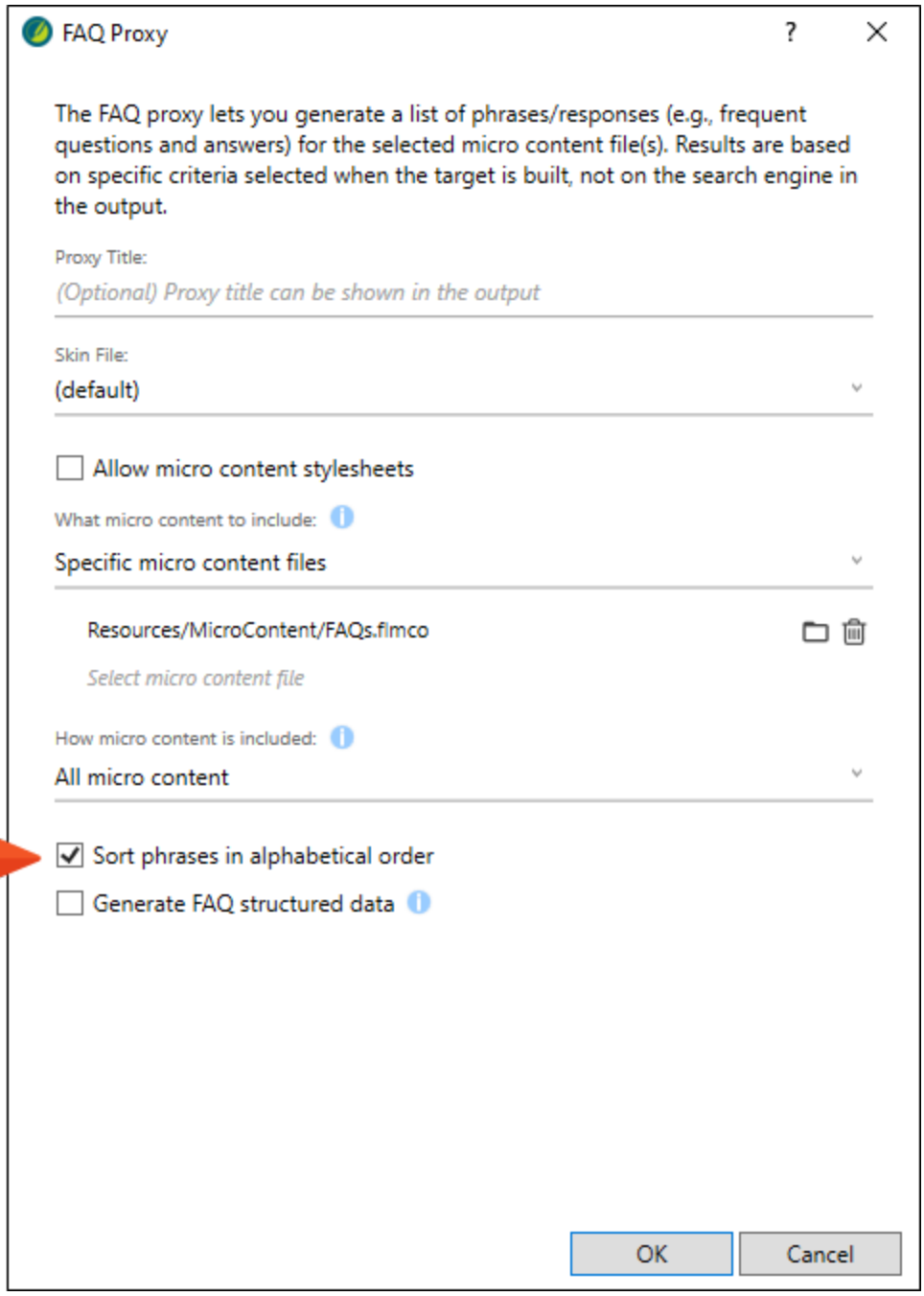
4. In the **Insert** ribbon, select **Proxy > FAQ Proxy**.



5. In the **What micro content to include** field, select **Specific micro content files**. Then, in the field under that, select **Resources/MicroContent/FAQs.flmco**.

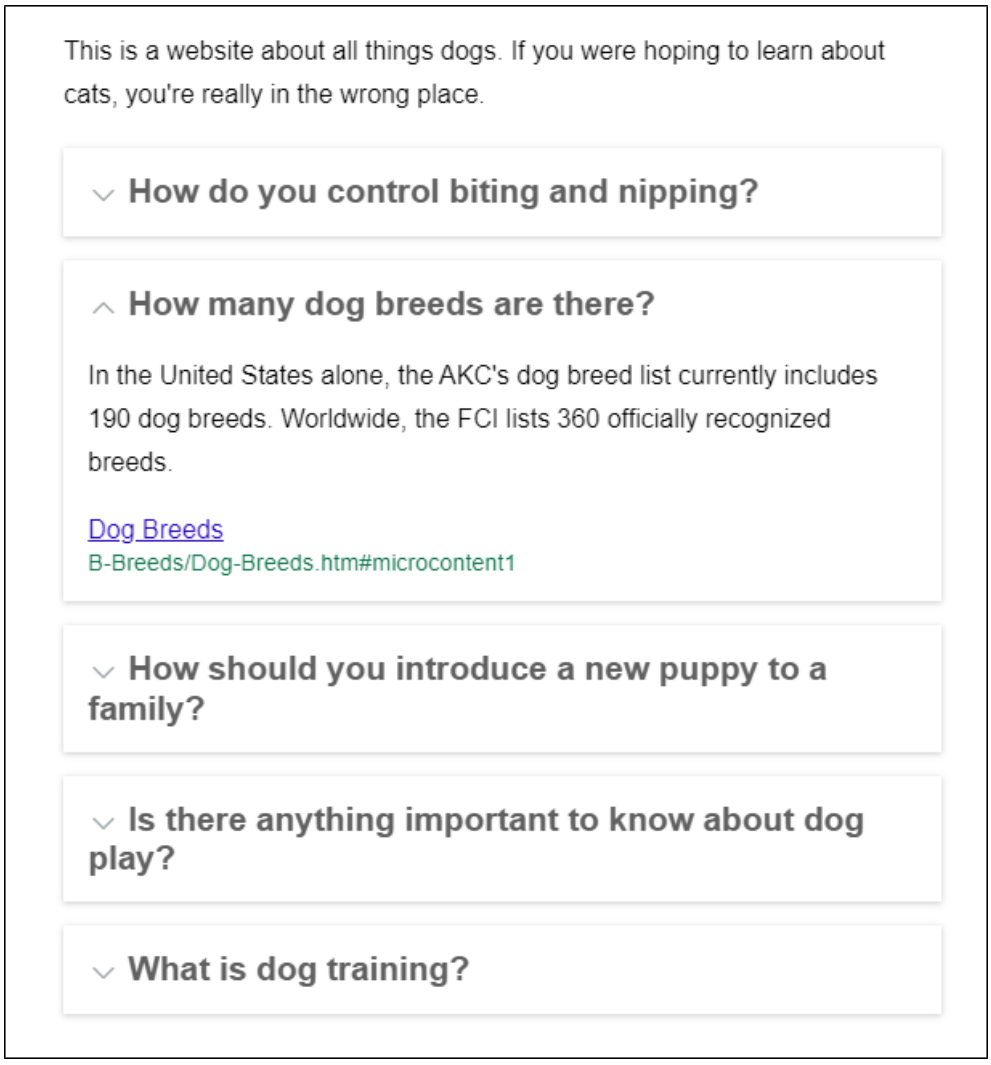


6. An added benefit of the FAQ proxy—because it is compiled at build time, as opposed to run time in the output like the other proxies—is that you can tell Flare to alphabetize the micro content phrases. Let's do that. Select Sort phrases in alphabetical order.



> **NOTE** We aren't covering the final field ("Generate FAQ structured data") in this tutorial, which has to do with adding markup to the topic that makes it possible for the micro content to be included as an FAQ rich result on a Google search page.

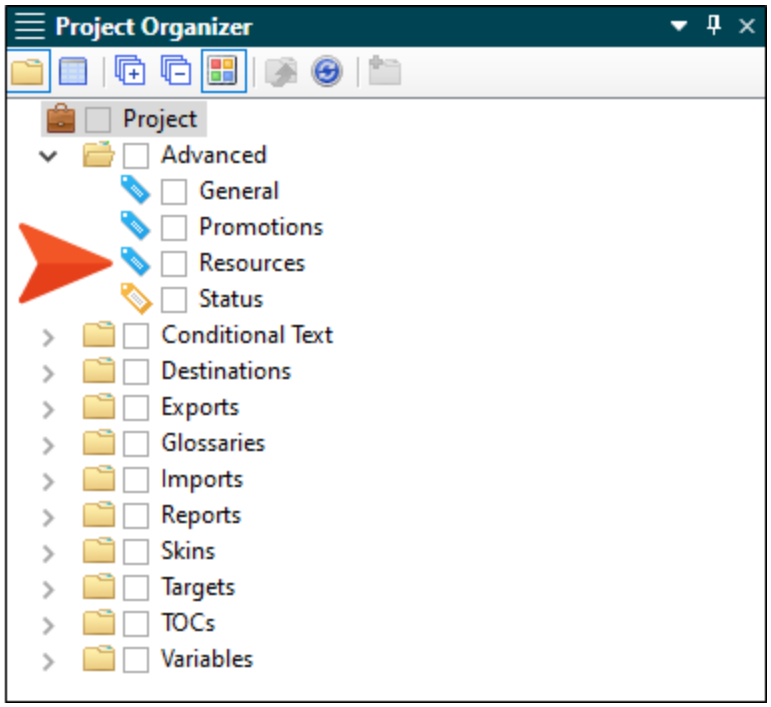
7. Click **OK**.
8. Click to save your work.
9. Build the **First-HTML5-Target** file, and when it is finished, open the output.
10. On the **Home** page, scroll down and notice the FAQ drop-downs (which is the default format for the FAQ proxy). You can click any of the drop-downs to see the answer.



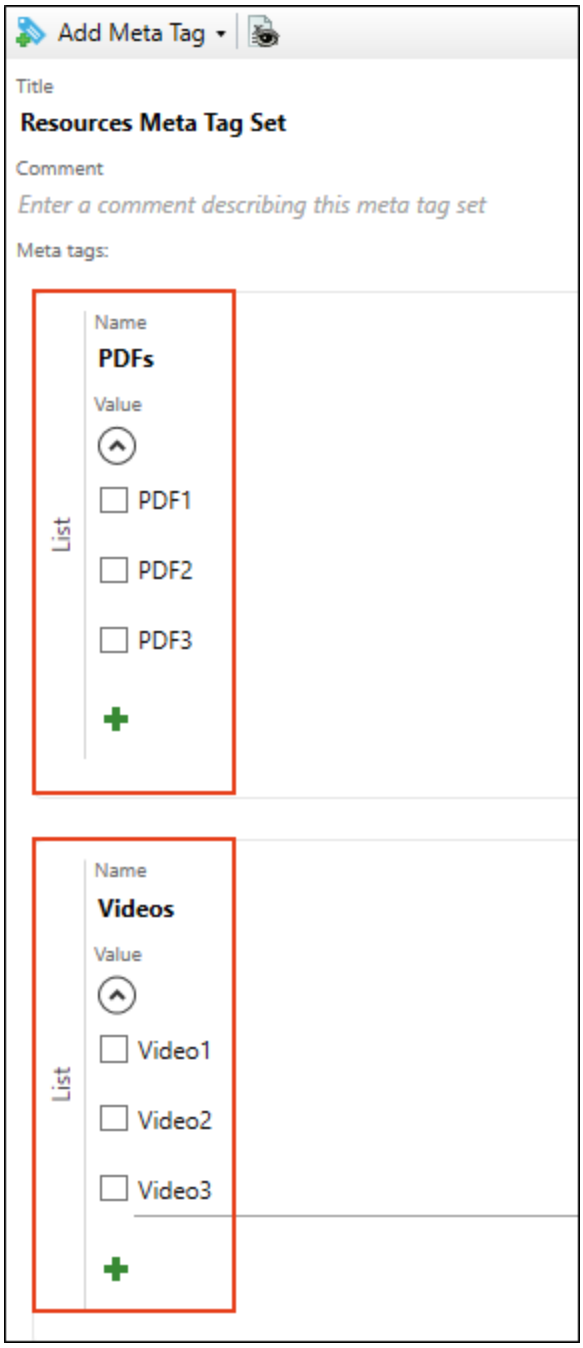
How to Display Targeted Micro Content From Different Files

One of the really nice characteristics of the micro content proxies is that they let you select multiple micro content files, pulling only selected content from each one. This is done by using meta tag values. We'll do this now, even though our content in this case isn't really a group of questions and answers, but simple links to PDF and video resources.

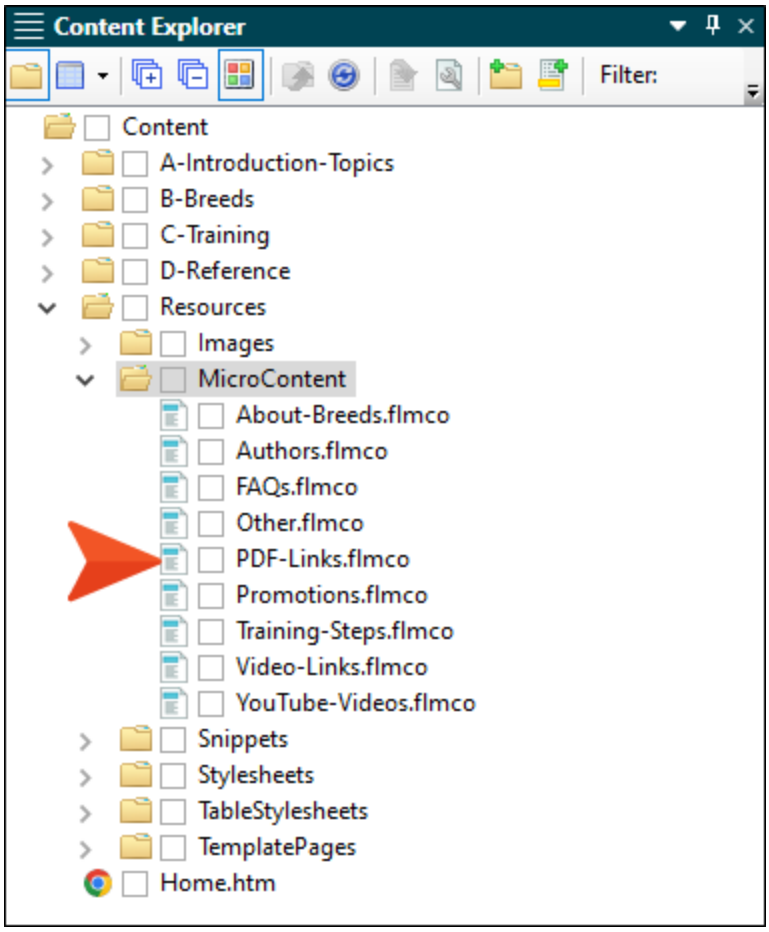
1. In the Project Organizer, expand the **Advanced** folder and double-click **Resources**.



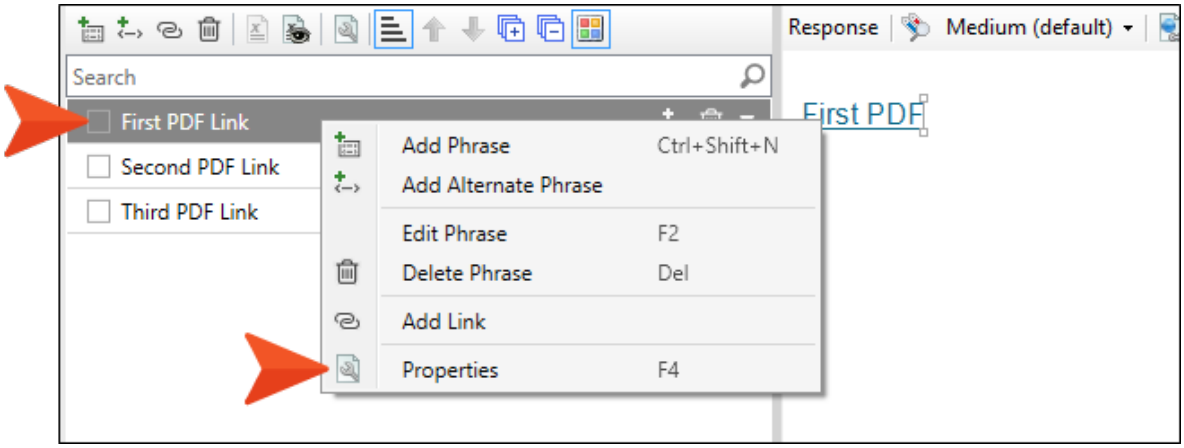
2. Expand both the PDFs and Videos sections. Notice that we've added a few simple meta tag values to each. The idea is that we will be associating these values to micro content containing basic links to PDFs and videos.



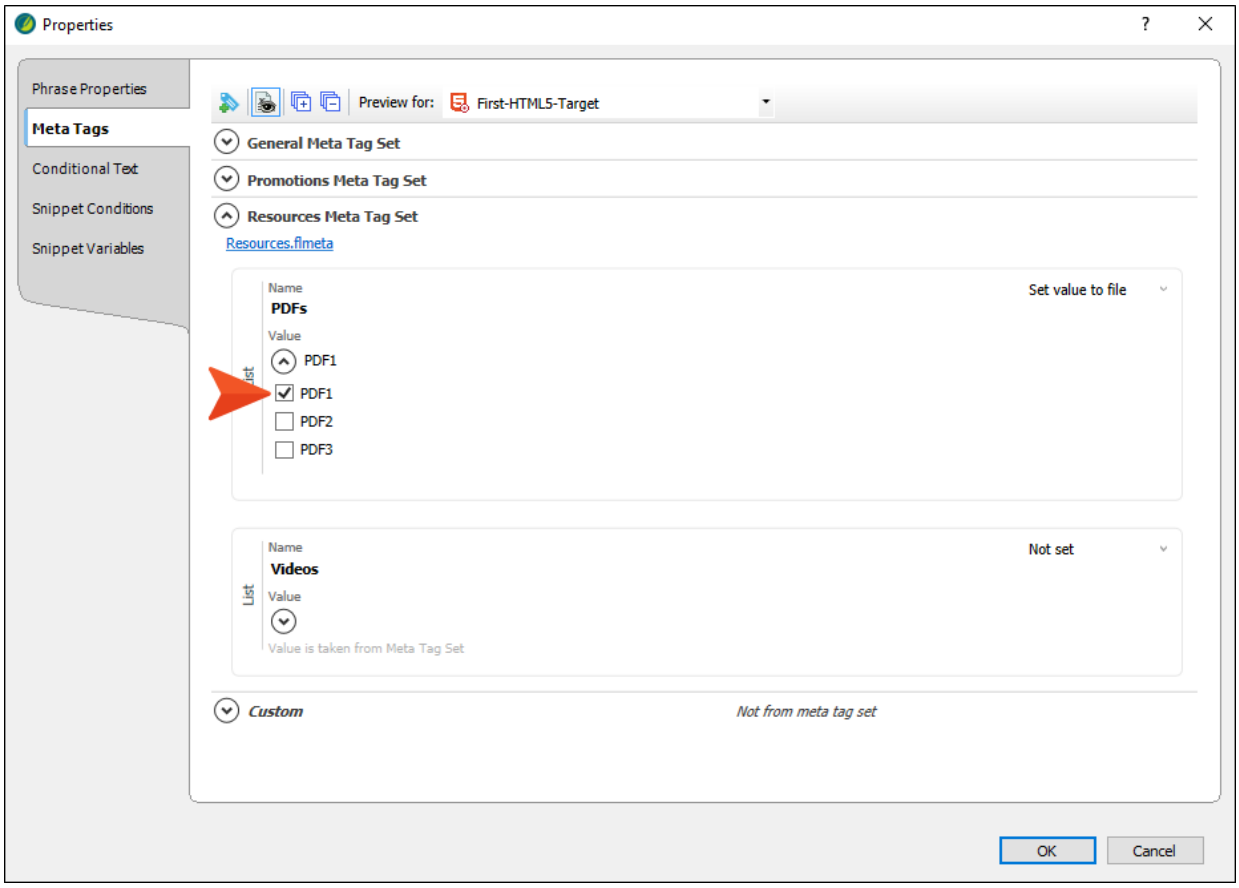
3. In the Content Explorer, expand **Resources > MicroContent** and double-click **PDF-Links.flmco**.



4. Right-click **First PDF Link** and select **Properties**.

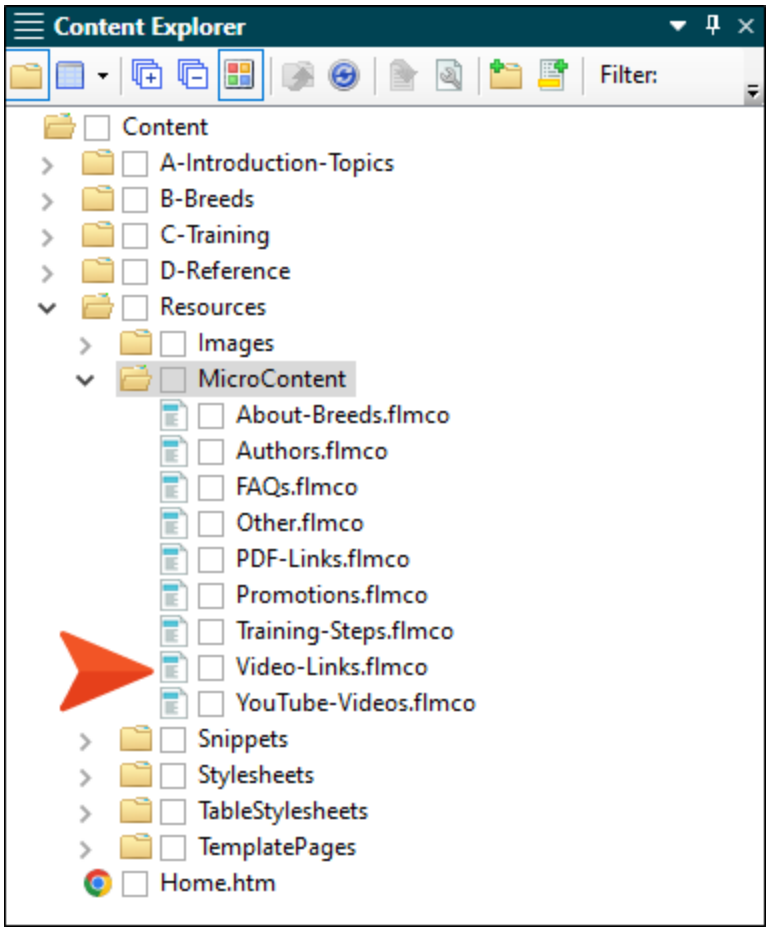


5. On the **Meta Tags** tab, expand **Resources Meta Tag Set**. Then, expand **PDFs** and select **PDF1**.



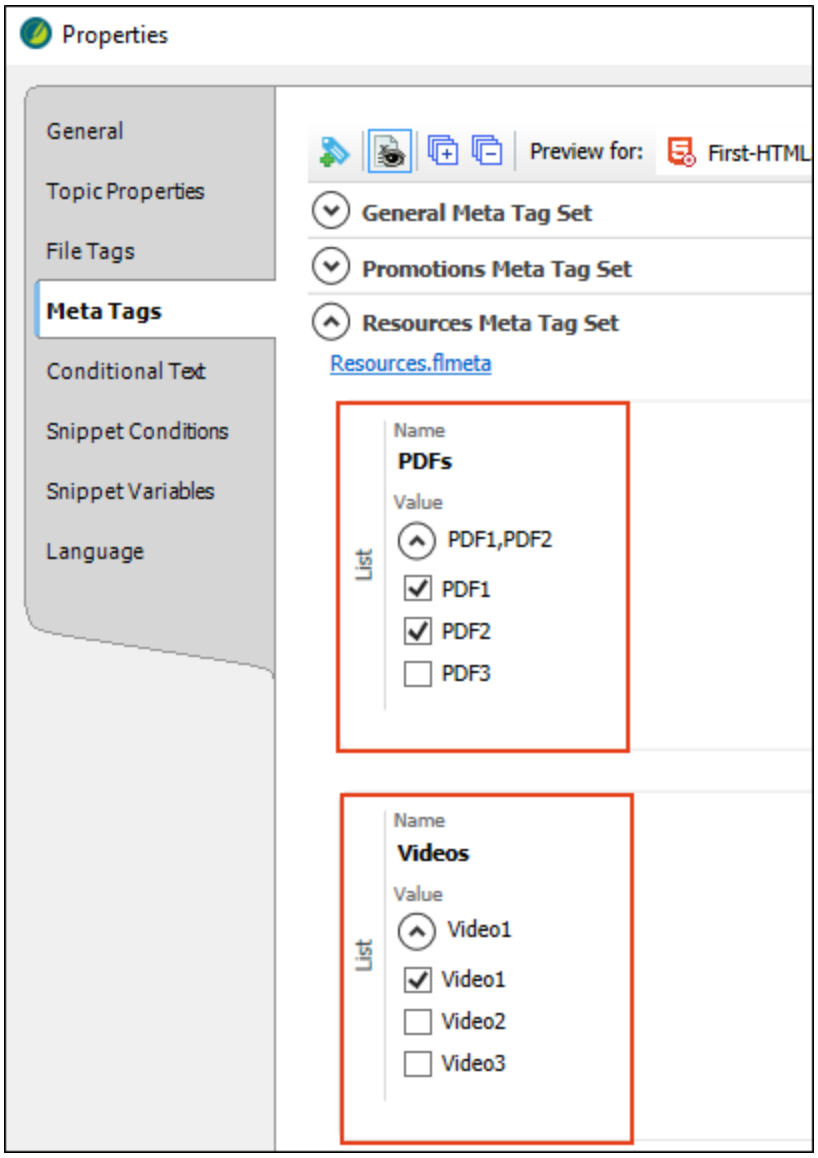
6. Click **OK**.
7. Repeat these last few steps for the other two phrases, associating them with the **PDF2** and **PDF3** meta tag values accordingly.
8. Click to save your work.

9. In the Content Explorer, double-click **Video-Links.flmco**.



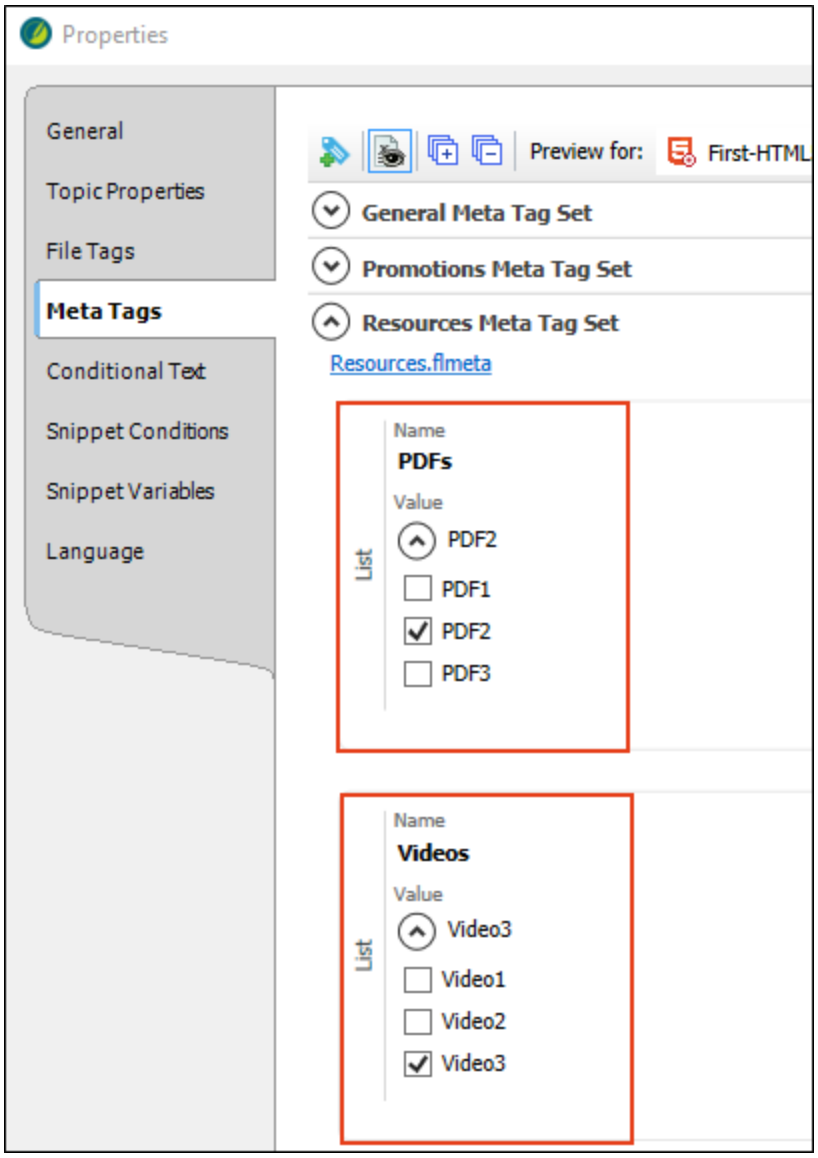
10. Just as you did for the PDF links, open the properties for the three phrases in this micro content file, and in the **Resources Meta Tag Set** section, associate them with the **Video1**, **Video2**, and **Video3** meta tag values accordingly.
11. Click to save your work.
12. Now let's associate some of these meta tag values with some topics. In the Content Explorer, expand the **B-Breeds** folder.
13. Right-click **Mastiffs.htm** and select **Properties**.
14. On the **Meta Tags** tab, expand **Resources Meta Tag Set**.

15. Expand the PDFs section and select PDF 1 and PDF2. Then, expand the Videos section and select Video1.

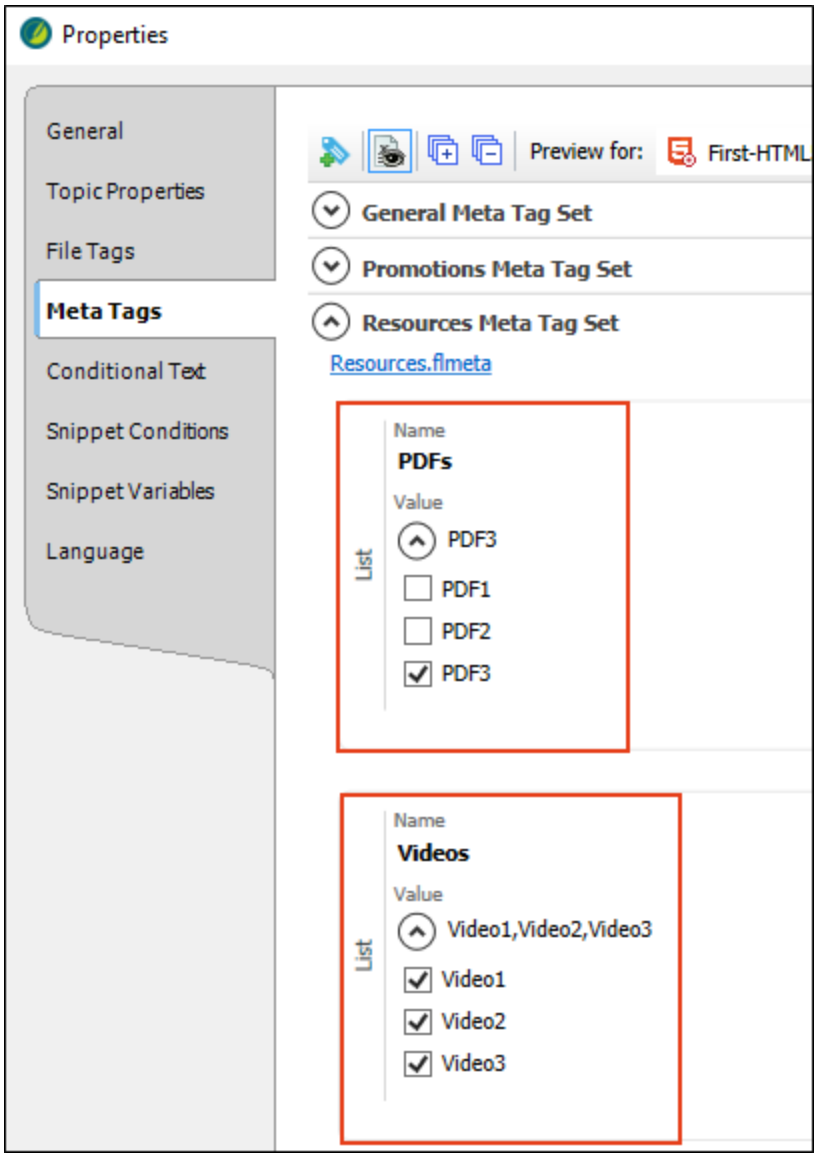


16. Click OK.
17. In the Content Explorer, right-click Old English Sheepdogs and select Properties.

18. Follow the same few steps above to associate this topic with meta tag values. But this time select only PDF2 and Video3.

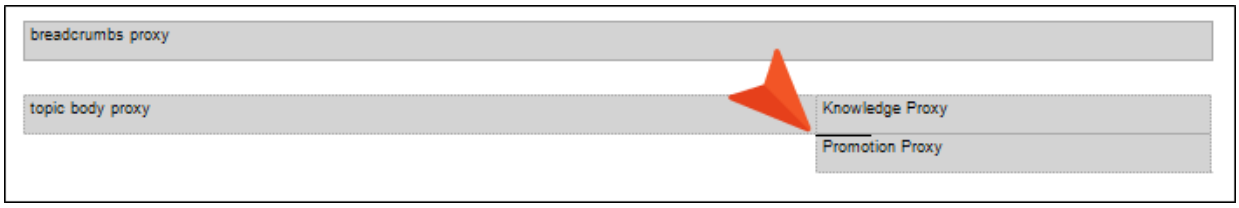


19. Do the same for the topic Pugs.htm, but this time select PDF3, Video1, Video2, and Video3.

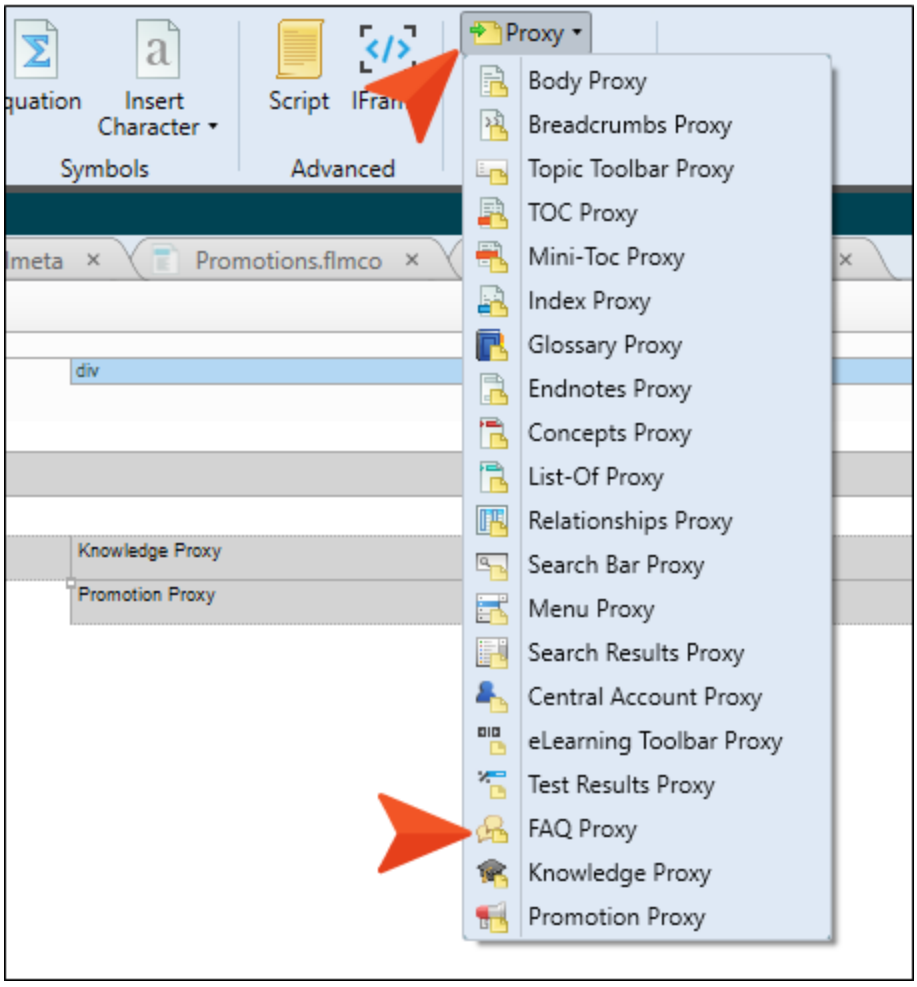


20. Go back to the Other-Topics template page.

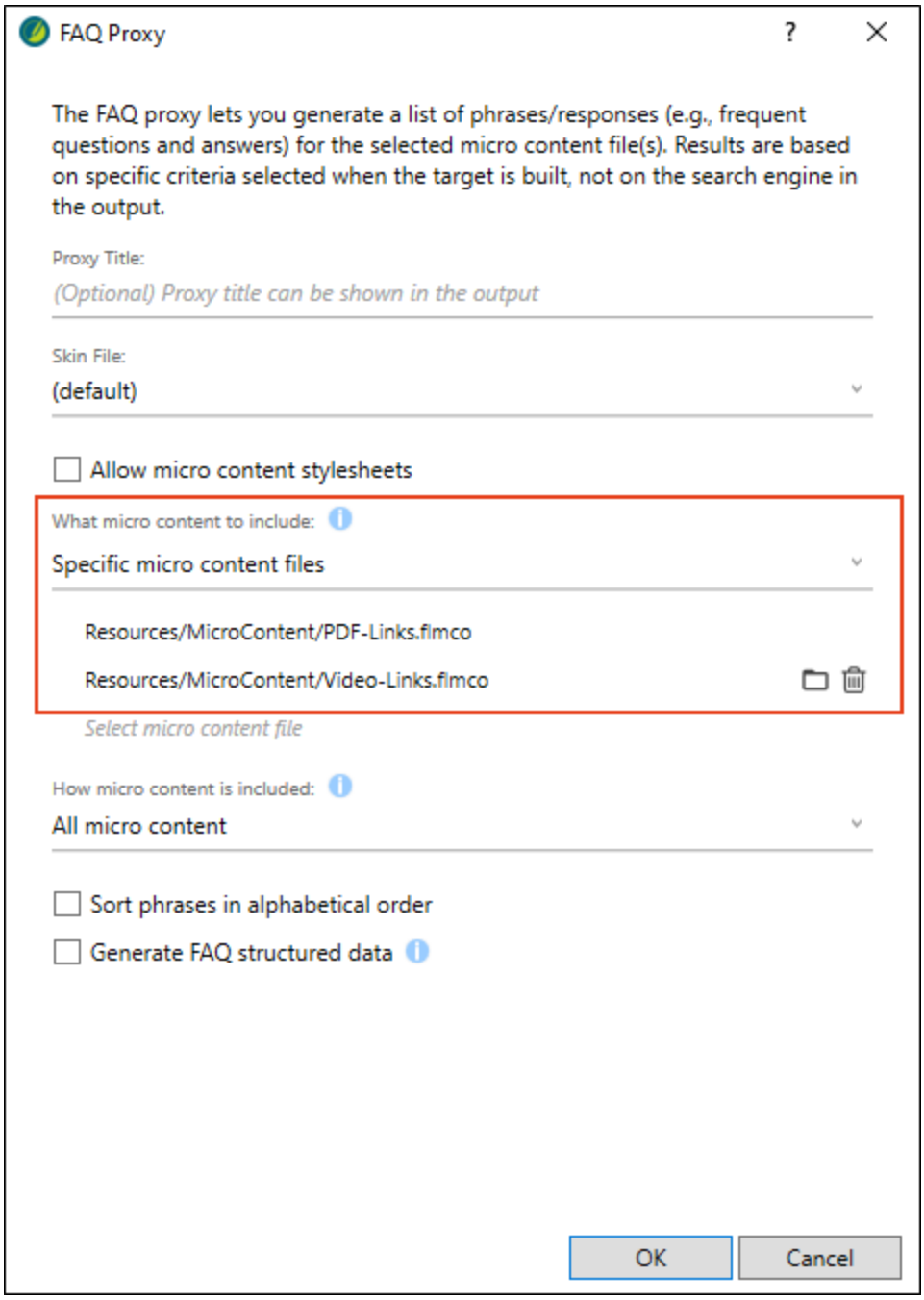
21. Click the **Promotion Proxy** bar so that a horizontal cursor flashes between the two proxies.



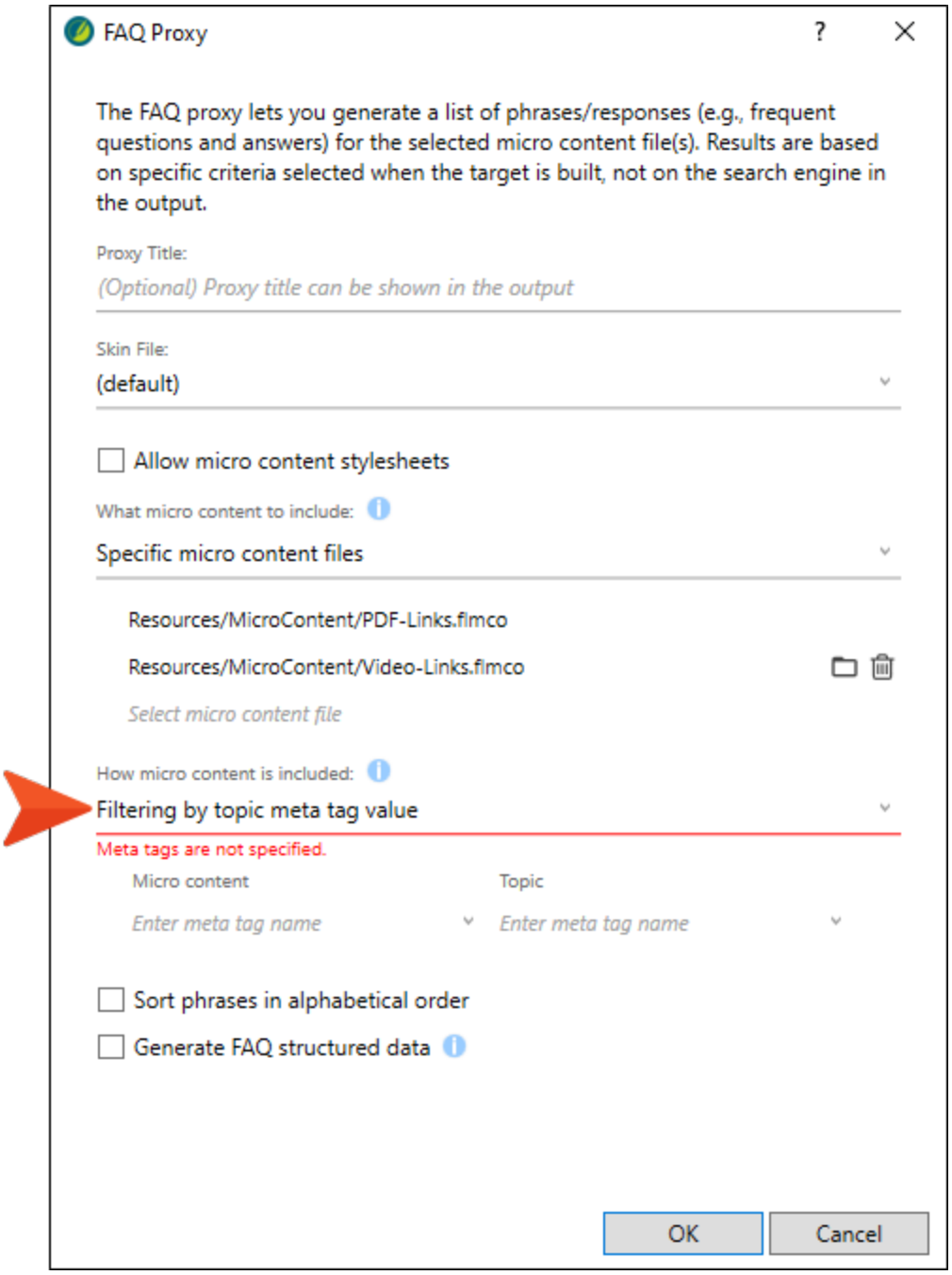
22. In the **Insert** ribbon, select **Proxy > FAQ Proxy**.



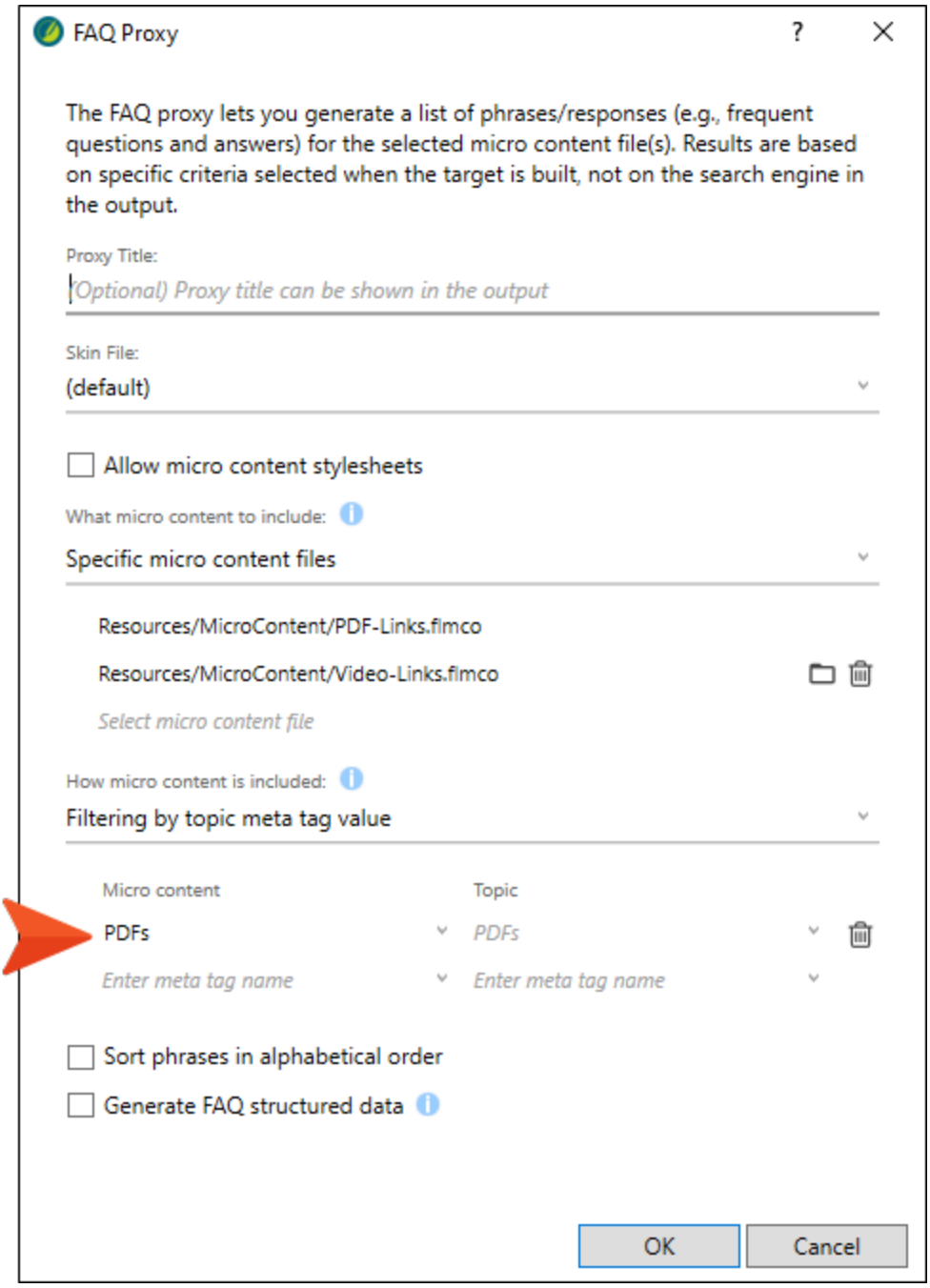
23. In the **What micro content to include** field, select **Specific micro content files**. Then in the fields under that, select **Resources/MicroContent/PDF-Links.flmco** and **Resources/MicroContent/Video-Links.flmco**.



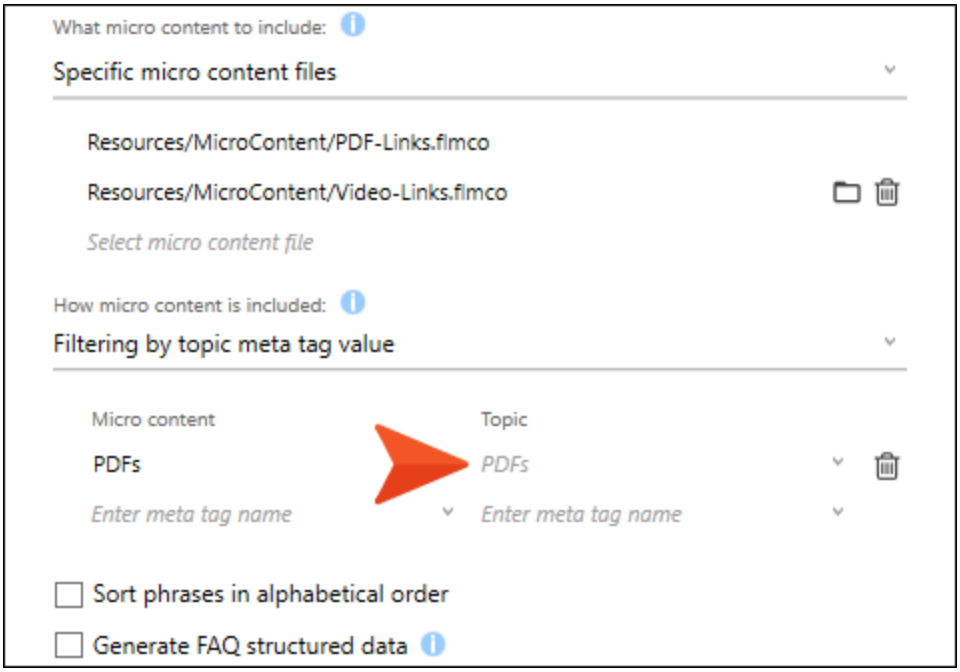
24. In the **How micro content is included** field, select **Filtering by topic meta tag value**.



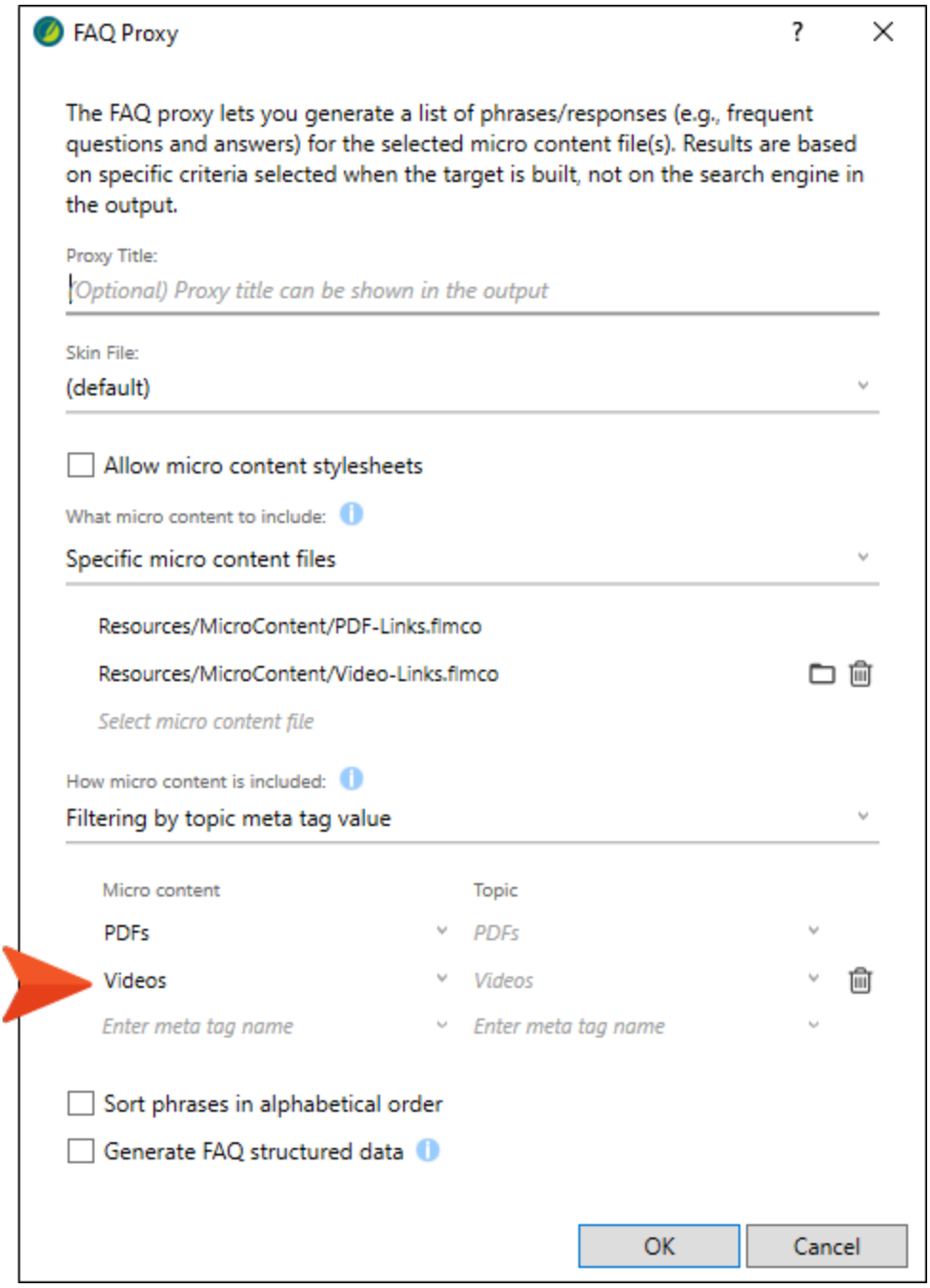
25. In the first **Micro content** drop-down field under that, select **PDFs**, which is the name of one of the meta tags that we're using.



NOTE Often, you don't need to make a selection in the Topic drop-down field, because most of the time it's the same meta tag. That's why you see the gray text that is identical to your selection in the first drop-down. However, it's possible that you could be using a different meta tag for the micro content phrase than you are using for the topic, and in that case you would make a selection from the Topic drop-down.

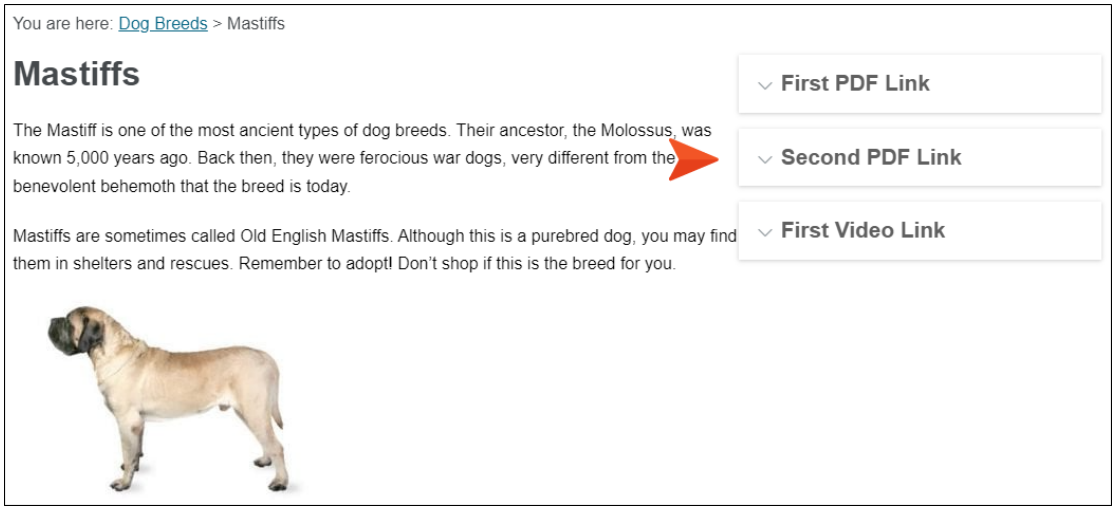


26. In the second **Micro content** drop-down field, select **Videos**, the other meta tag that we're using. Again, we'll leave the Topic field as it is.

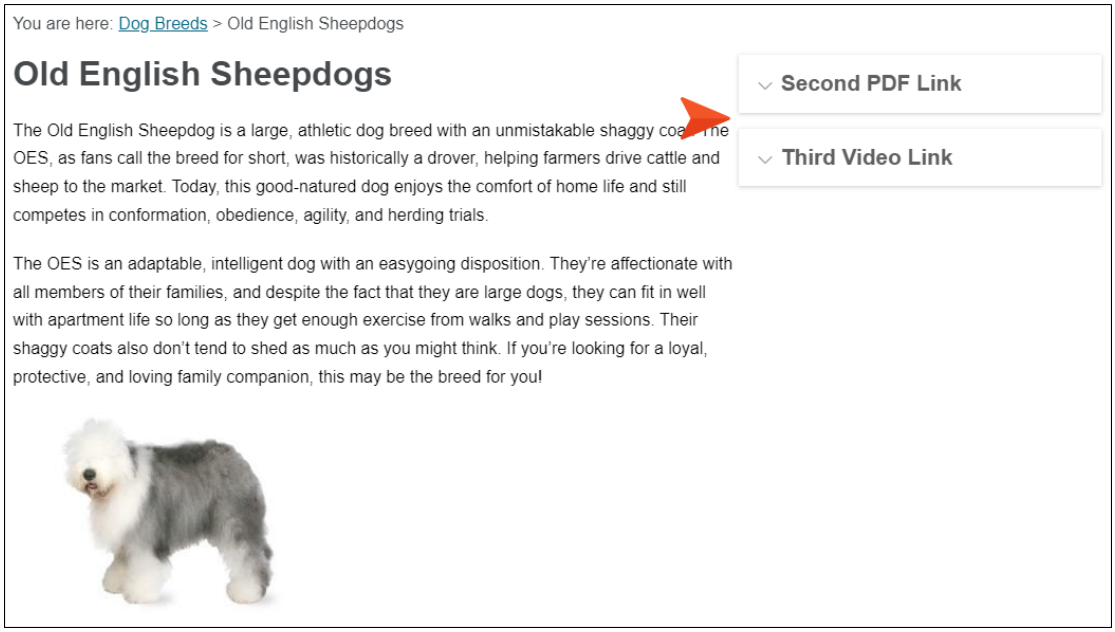


27. Click **OK**.

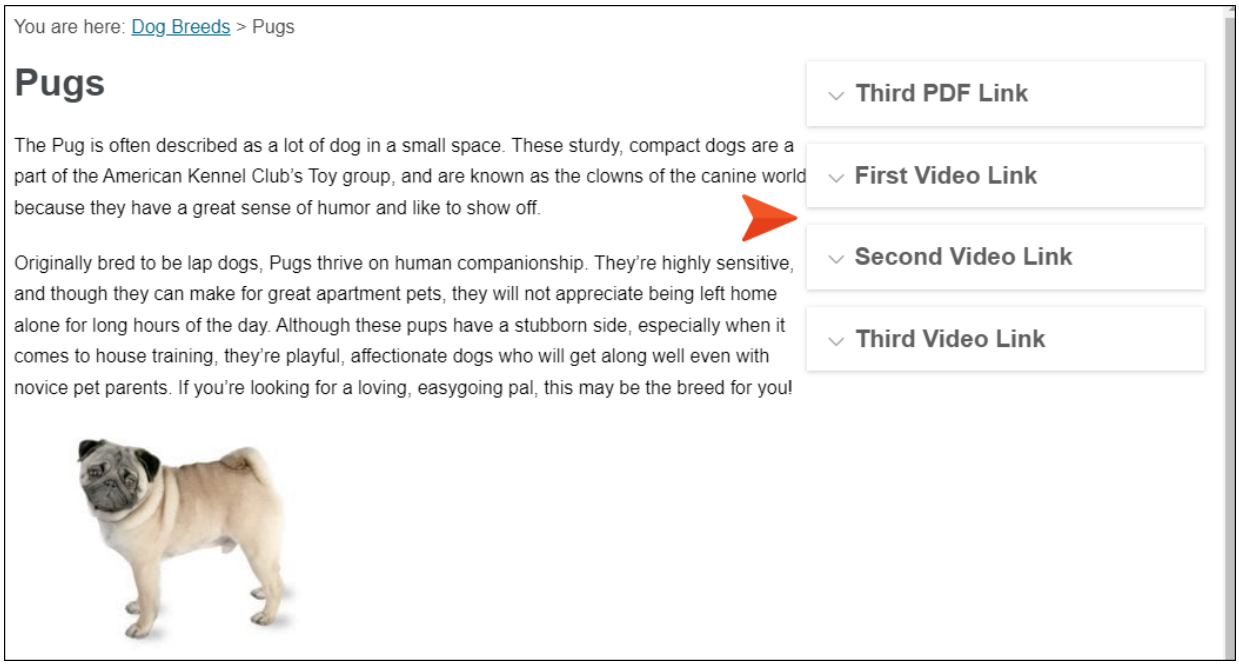
28. Click to save your work.
29. Build the First-HTML5-Target file, and when it is finished, open the output.
30. Open the Mastiffs topic in the output. Notice the three links. Since we used an FAQ proxy, it displays them in drop-downs, which is the default setting for that proxy.



31. Open the Old English Sheepdogs topic and notice the links associated with it.

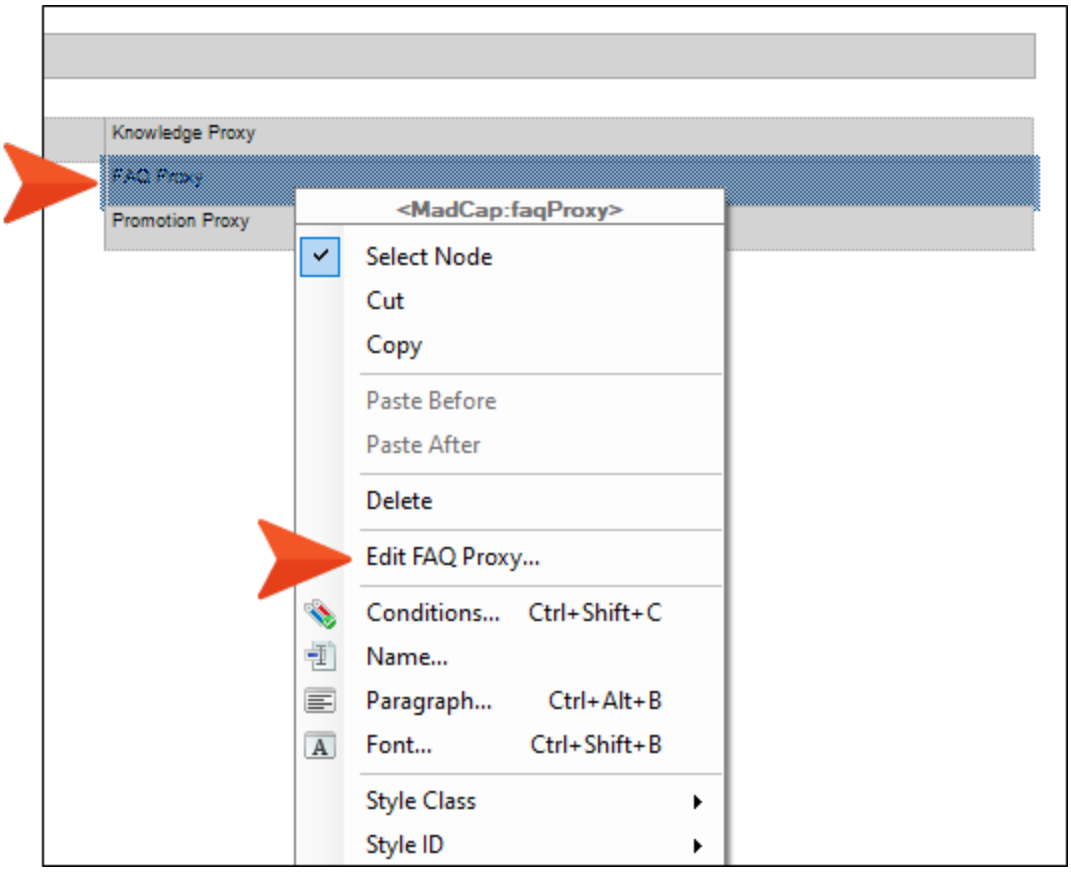


32. And finally, open the **Pugs** topic to see its micro content links.



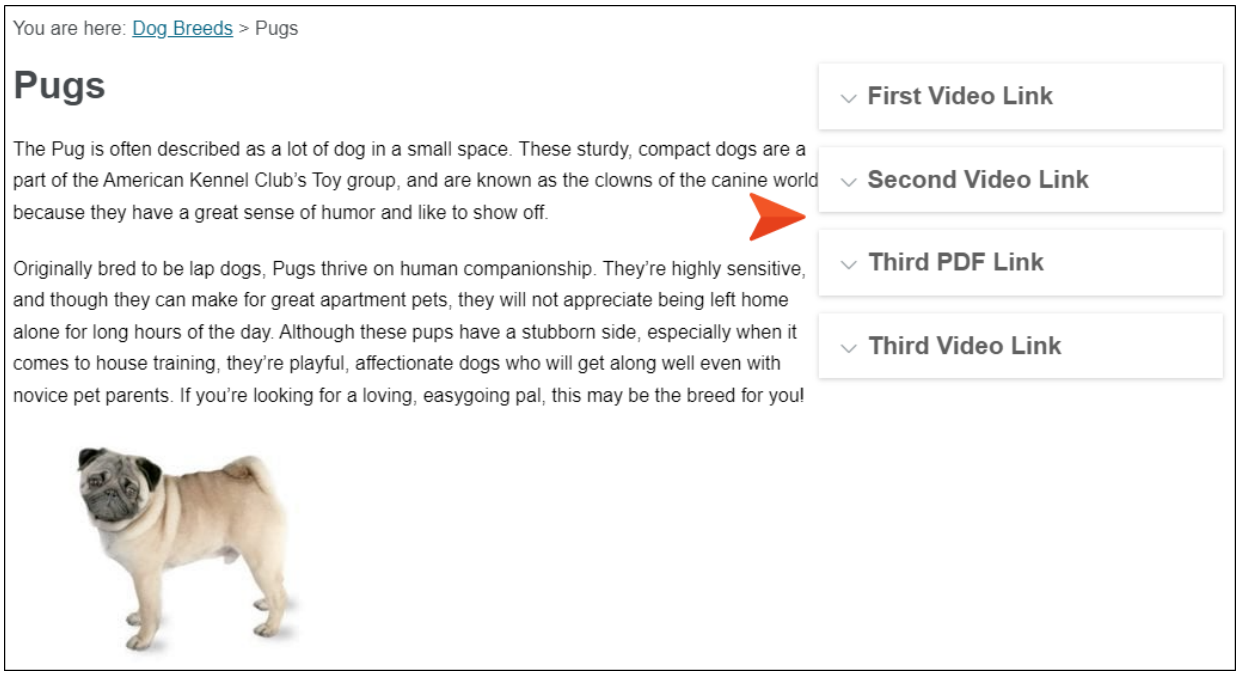
33. Maybe you noticed that Flare is displaying the content from the PDF-Links micro content file first, and the content from the Video-Links file after that. But we can change it so that it's all alphabetical, regardless of which micro content file it came from. Go back to the **Other-Topics** template page.

34. Right-click the **FAQ Proxy** bar and select **Edit FAQ Proxy**.



35. Select **Sort phrases in alphabetical order** and click **OK**.
36. Click to save your work.
37. Build the **First-HTML5-Target** file, and when it is finished, open the output.

38. Look at those three topics in the output again, and notice how the micro content has been rearranged.



CHAPTER 7

Using Knowledge and Promotion Proxies in Search Results

We started this tutorial by adding micro content to search results with featured snippets and the Knowledge Panel. In this lesson, we'll see how to use the Knowledge and Promotion proxies in search results too.

This chapter discusses the following:

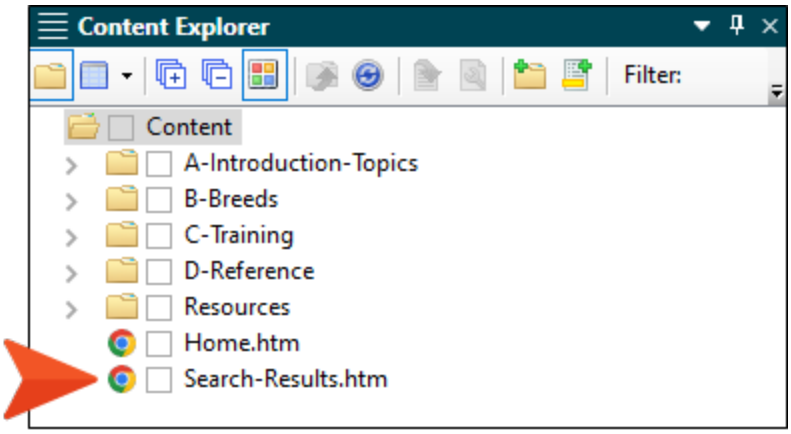
How to Display Randomized Micro Content in Search Results 112

How to Display FAQs Using a Knowledge Proxy in Search Results . 125

How to Display Randomized Micro Content in Search Results

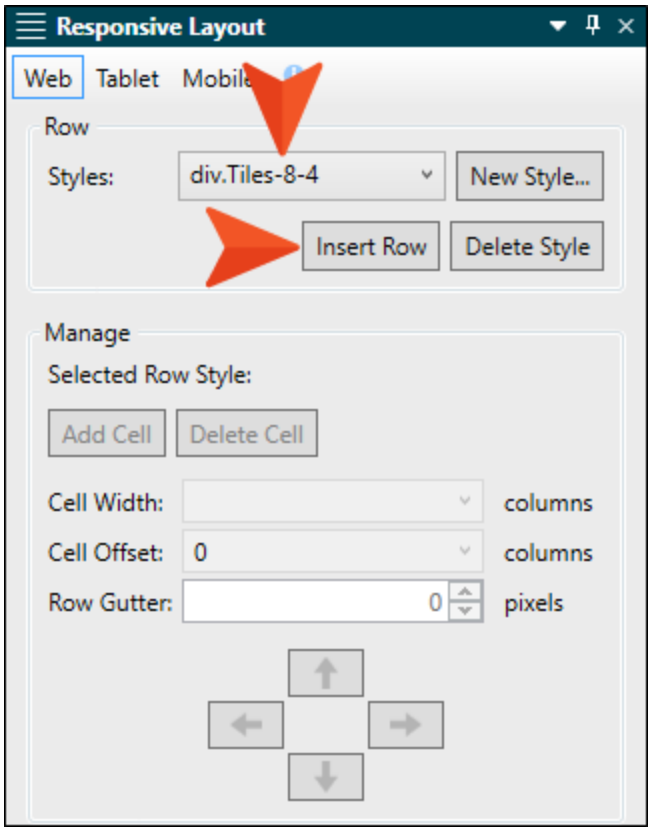
If you want to include a Knowledge or Promotion proxy in search results (or any other extra content), you need to first create a special topic that will be used to display it. This topic must include a Search Results proxy. Beyond that, you can add whatever you like. In our case, we'll add a Promotion proxy and put it in a responsive layout, similar to what we did in our template page.

1. In the Content Explorer, add a new topic named Search-Results at the root level.

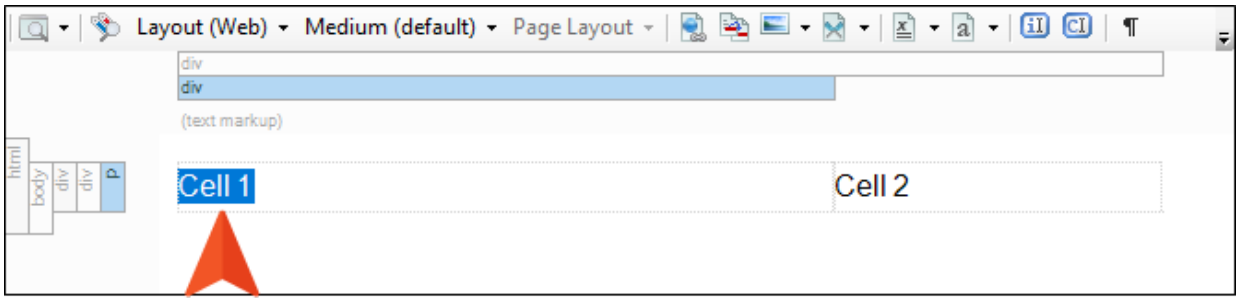


2. Delete all the text in that topic so that you only have an empty paragraph.
3. On the Home ribbon, click Responsive Layout to open that window pane on the right.

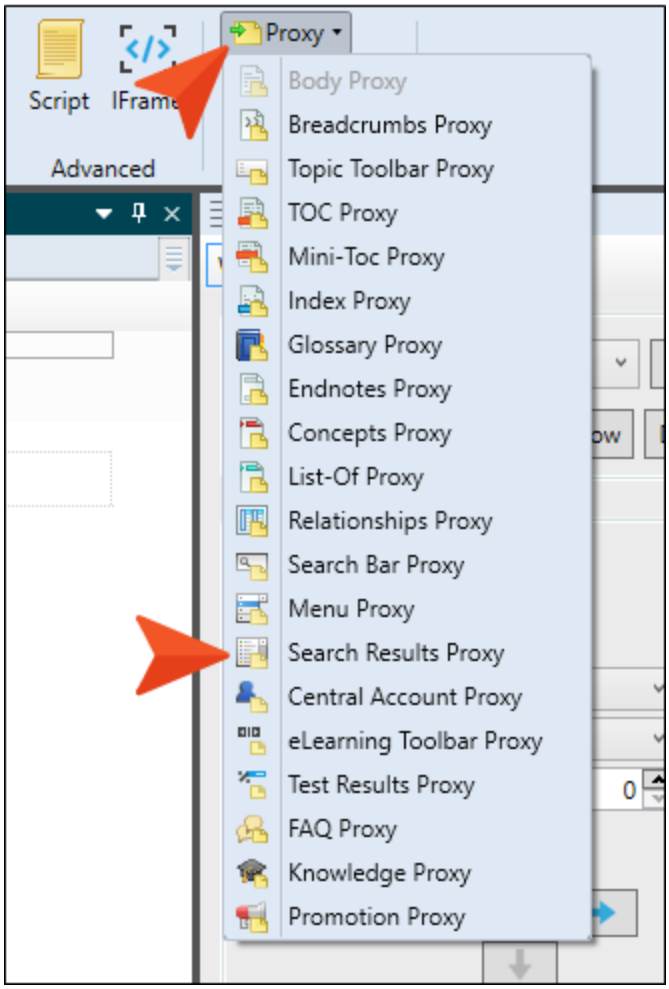
4. From the Styles drop-down in that window pane, select div.Tiles-8-4 (the same one we used earlier in our template page). Then, select Insert Row.



5. Delete the empty paragraph, and select the Cell 1 text, which will be removed once you insert your first proxy.

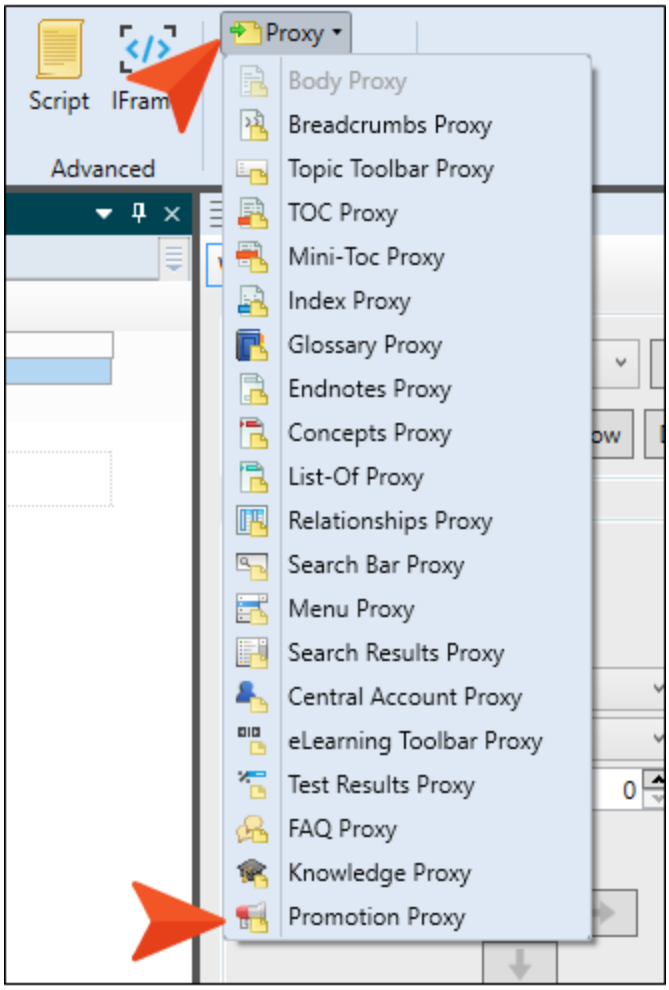


6. In the **Insert** ribbon, select **Proxy > Search Results Proxy**.

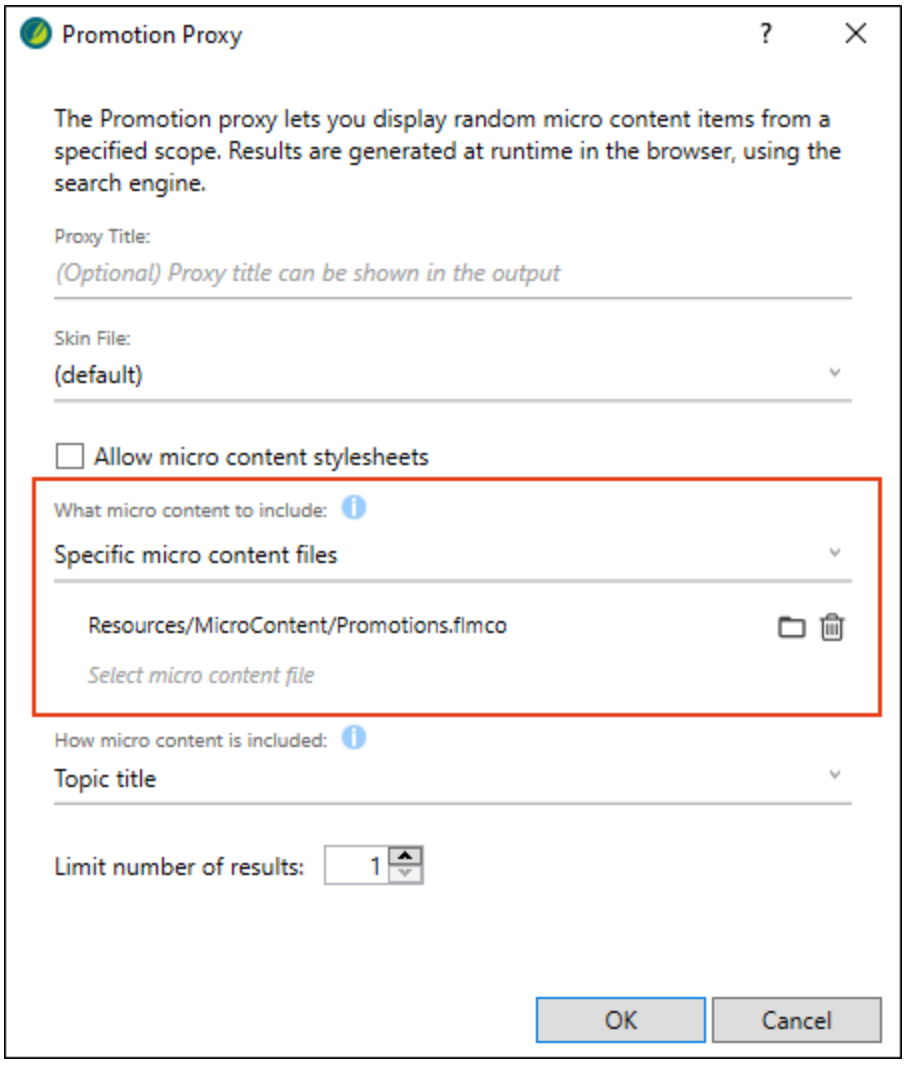


7. Click **OK**. The proxy is added to the first cell of the responsive layout.
8. Select the **Cell 2** text.

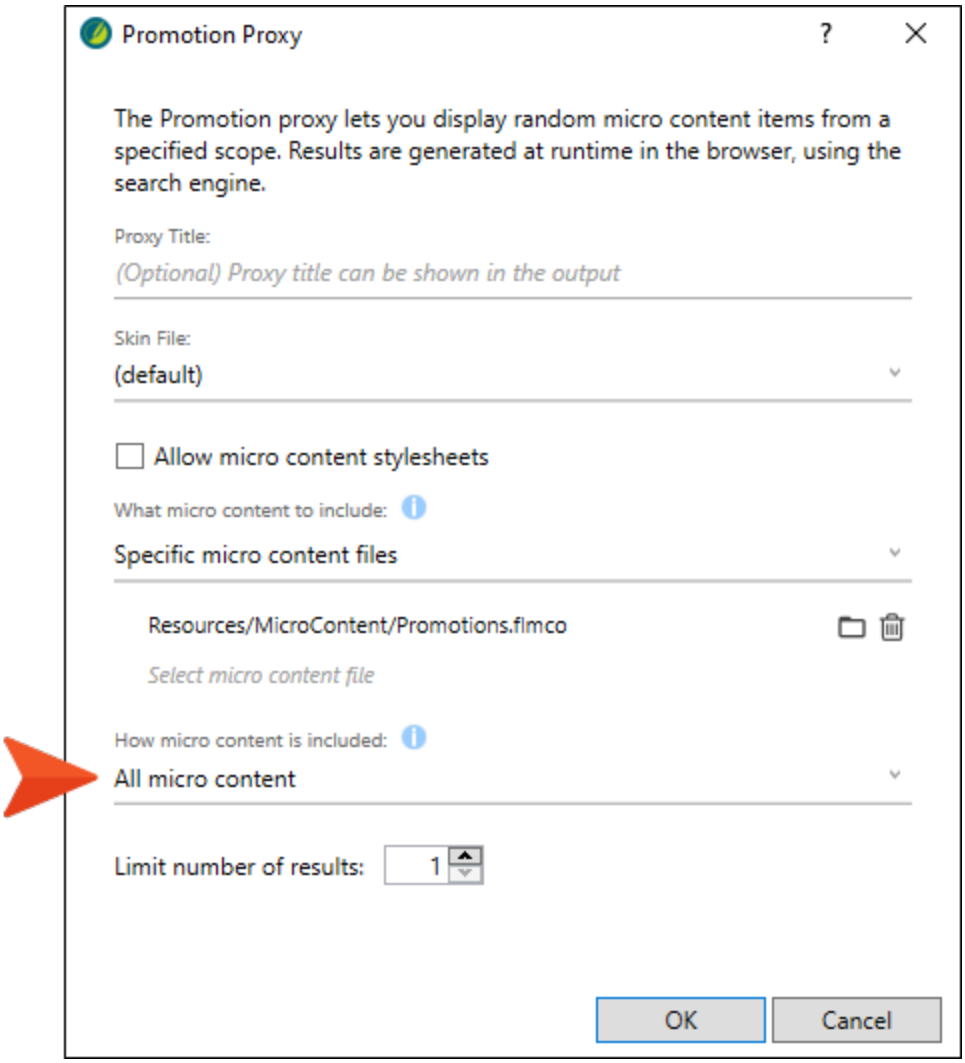
9. In the **Insert** ribbon, select **Proxy > Promotion Proxy**.



10. In the **What micro content to include** field, select **Specific micro content files**. Then, in the field under that, select **Resources/MicroContent/Promotions.flmco**.

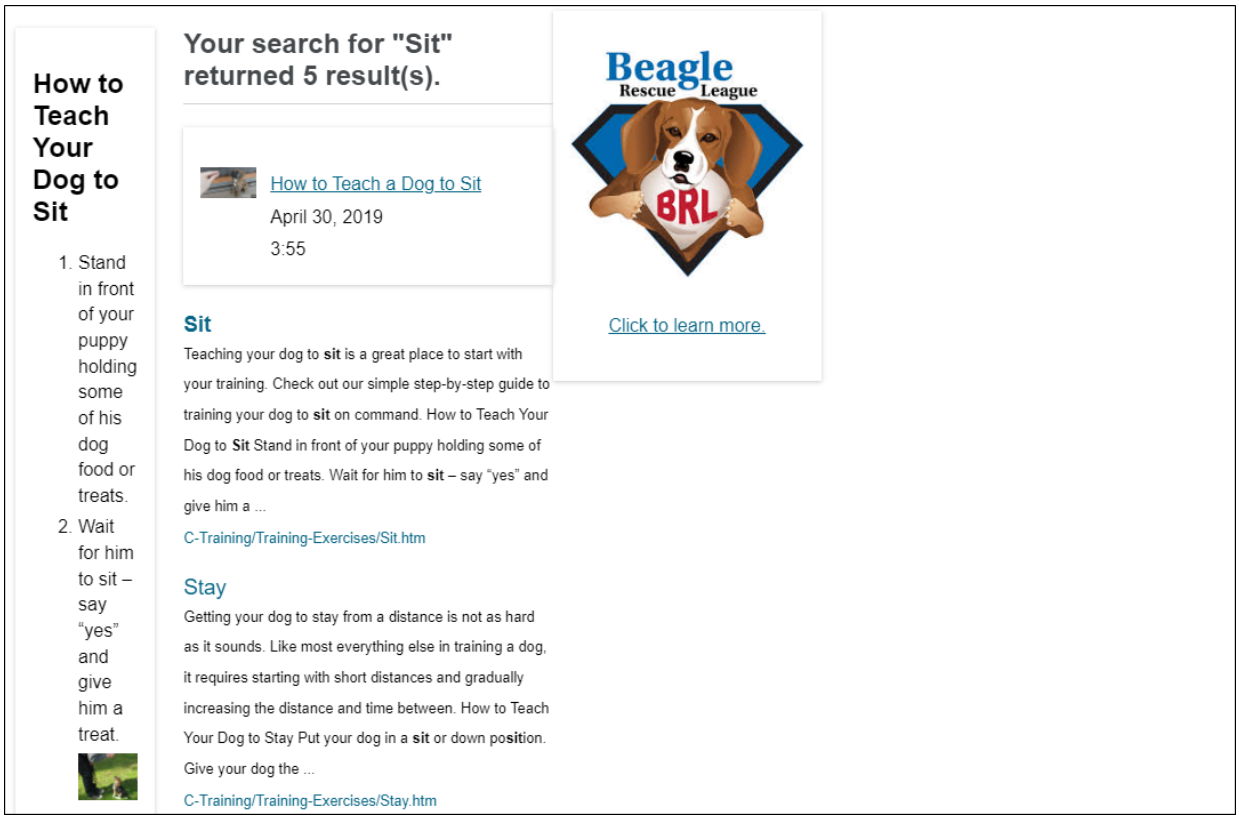


11. In the **How micro content is included** field, select **All micro content**.



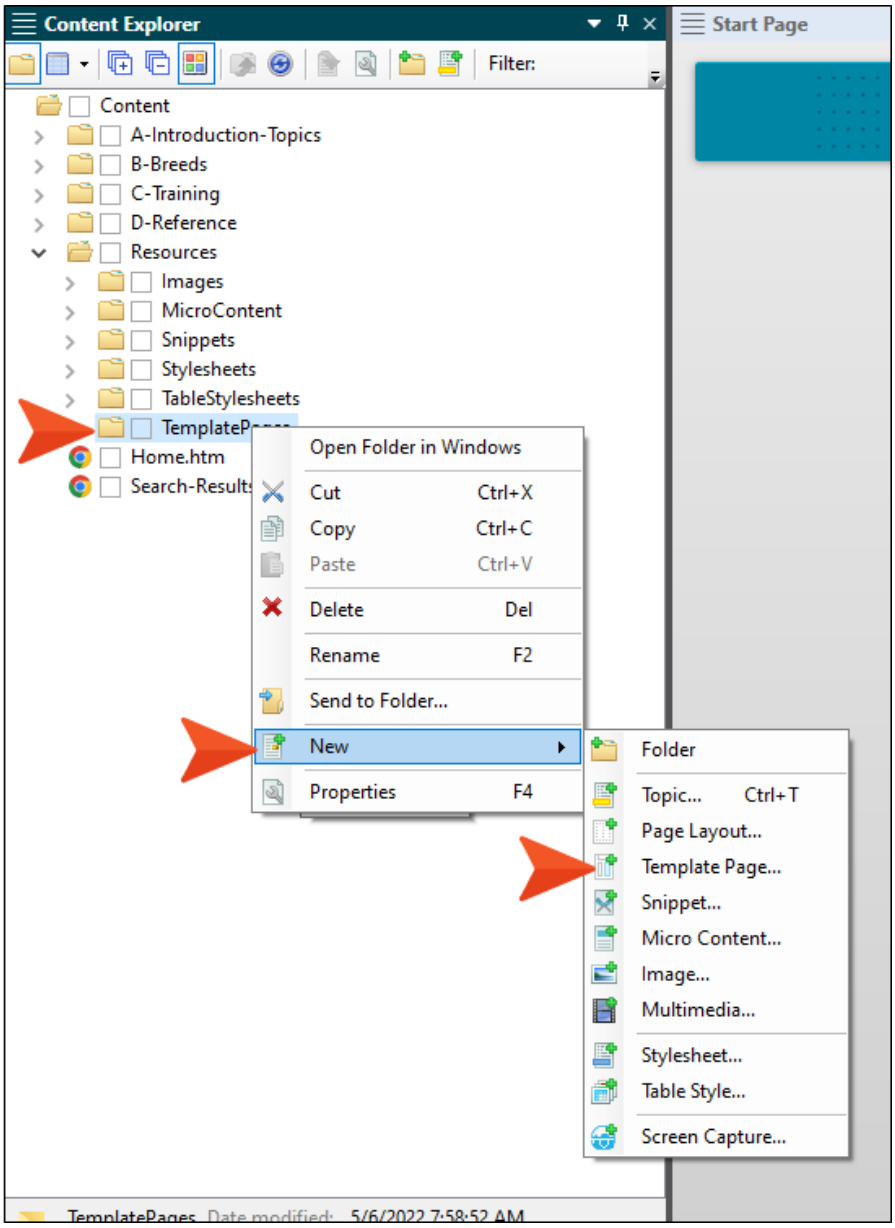
12. Click **OK**.
13. Click to save your work.
14. Build the **First-HTML5-Target** file, and when it is finished, open the output.

15. Search for `Sit`. Notice that the results all seem to be compressed to the left side of the page, while a lot of white space remains on the right.

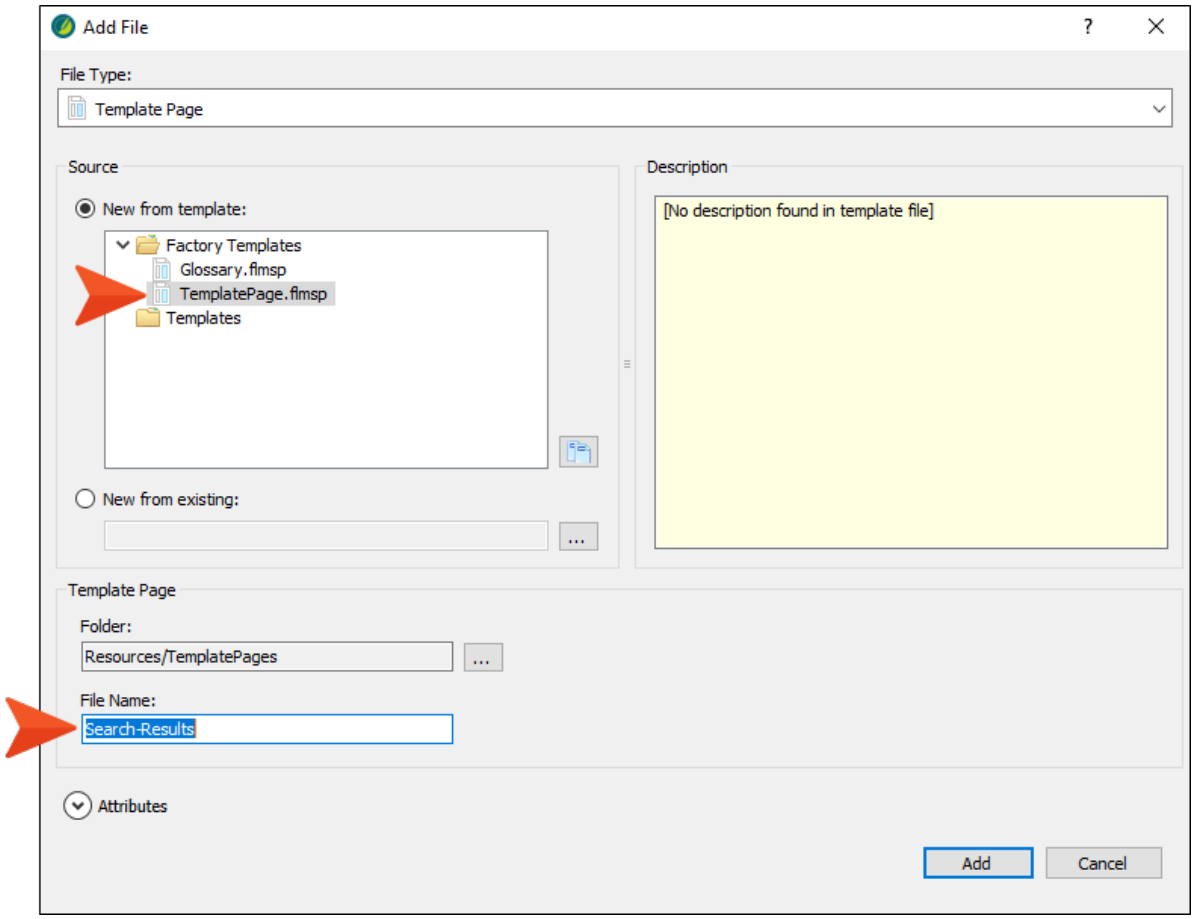


The reason for this is that the new Search-Results topic is using the default template page (Other-Topics), which we have adjusted to leave room on the right side for micro content. That's fine for most of our regular topics, but we don't want that for our search results. So the easiest way to solve this is to create a new template page just for the search results. Let's do that now.

16. In the Content Explorer, expand the **Resources** folder. Right-click the **TemplatePages** folder, hover over **New**, and select **Template Page**.

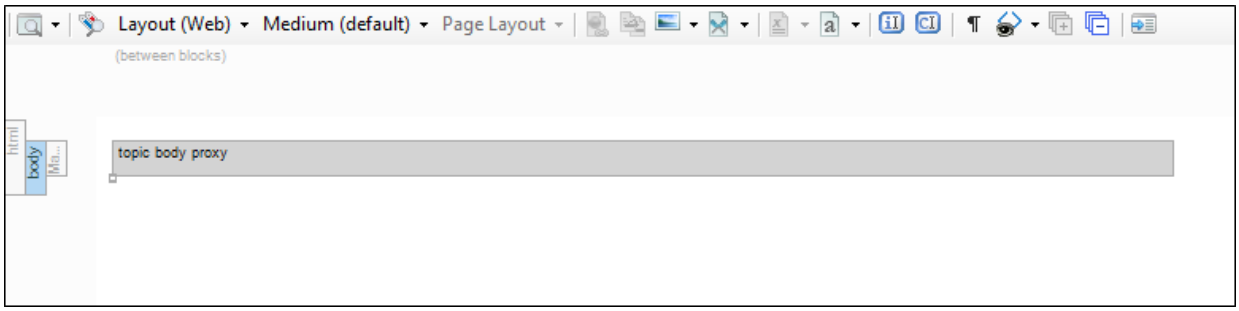


17. In the Add File dialog, select **TemplatePage.flmsp** as the template file, and in the **File Name** field enter `Search-Results`.



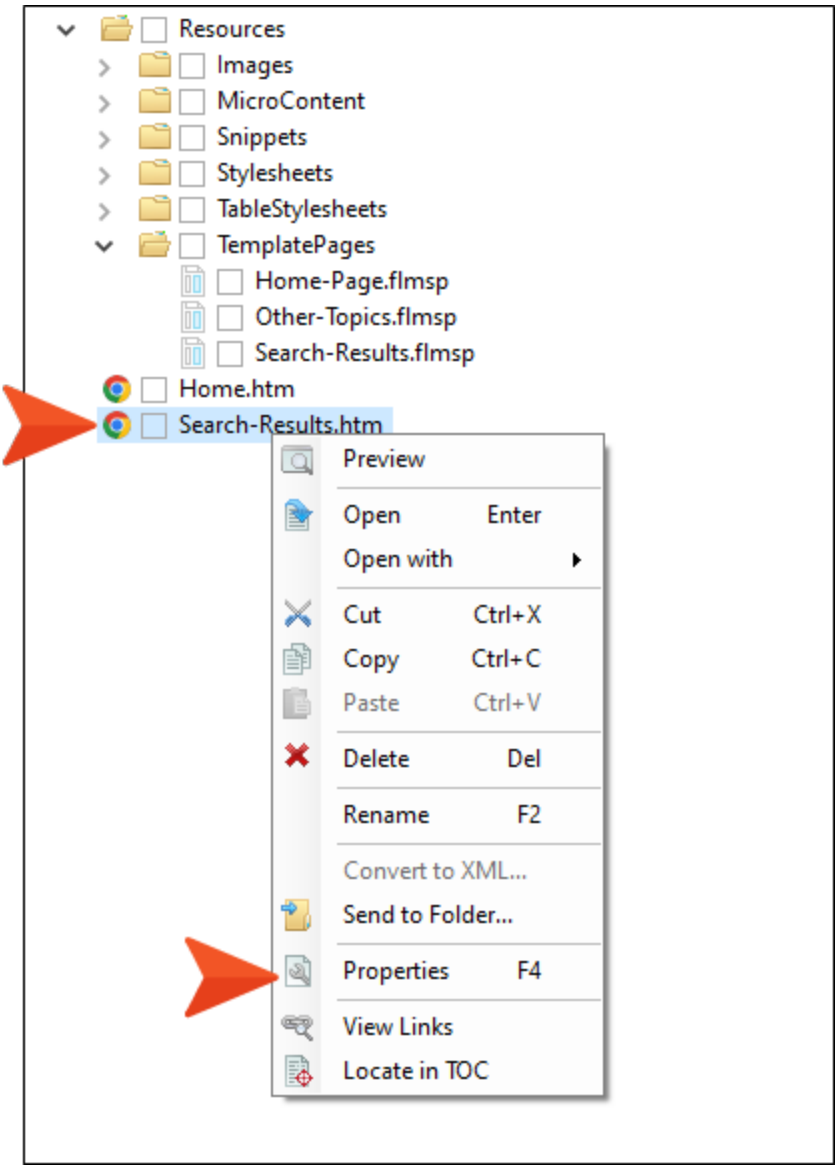
18. Click **Add**.

19. In the new template page that opens, delete all of the proxies except for "topic body proxy" (you can right-click each proxy bar and select **Delete**). When finished, the template page should look like this.

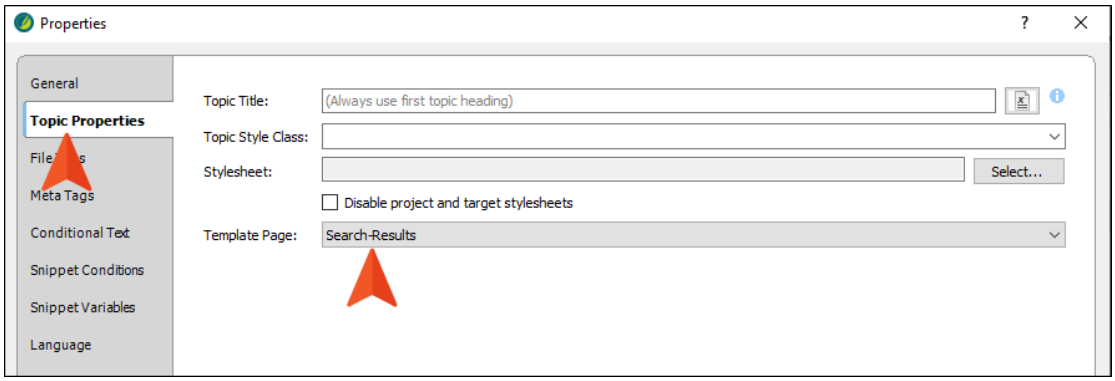


20. Click to save your work.

21. In the Content Explorer, right-click the **Search-Results.htm** topic and select **Properties**.



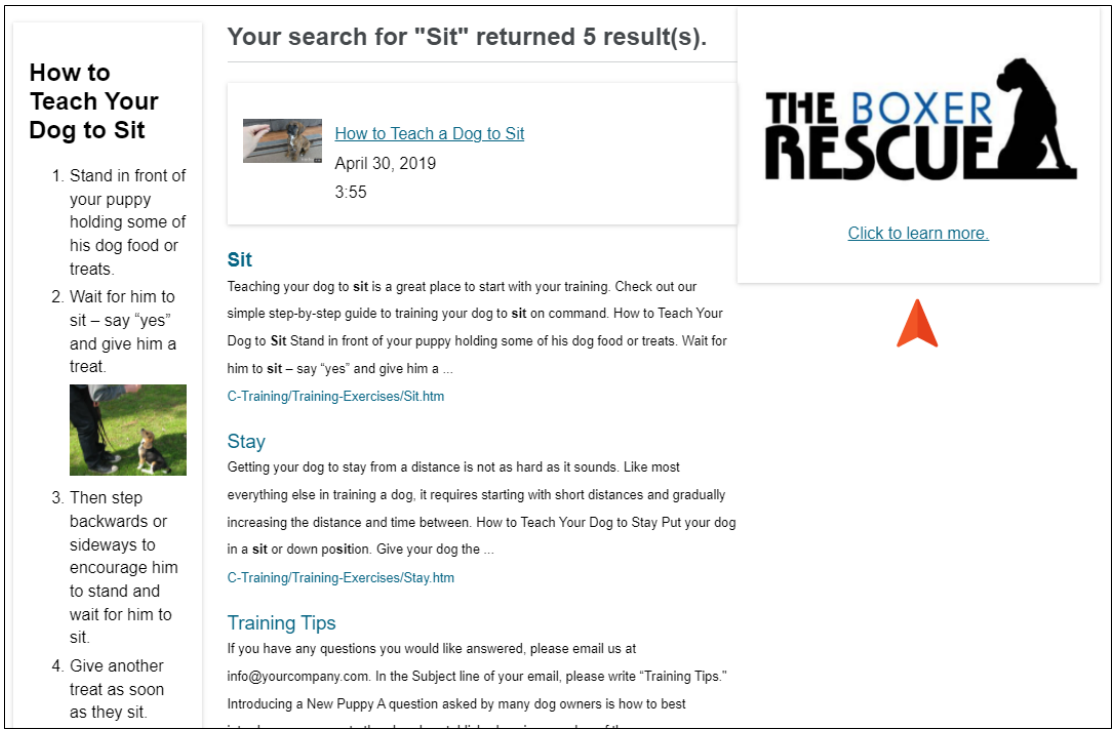
22. In the dialog, select the **Topic Properties** tab, and in the **Template Page** drop-down select **Search-Results** (the name of the new template page).



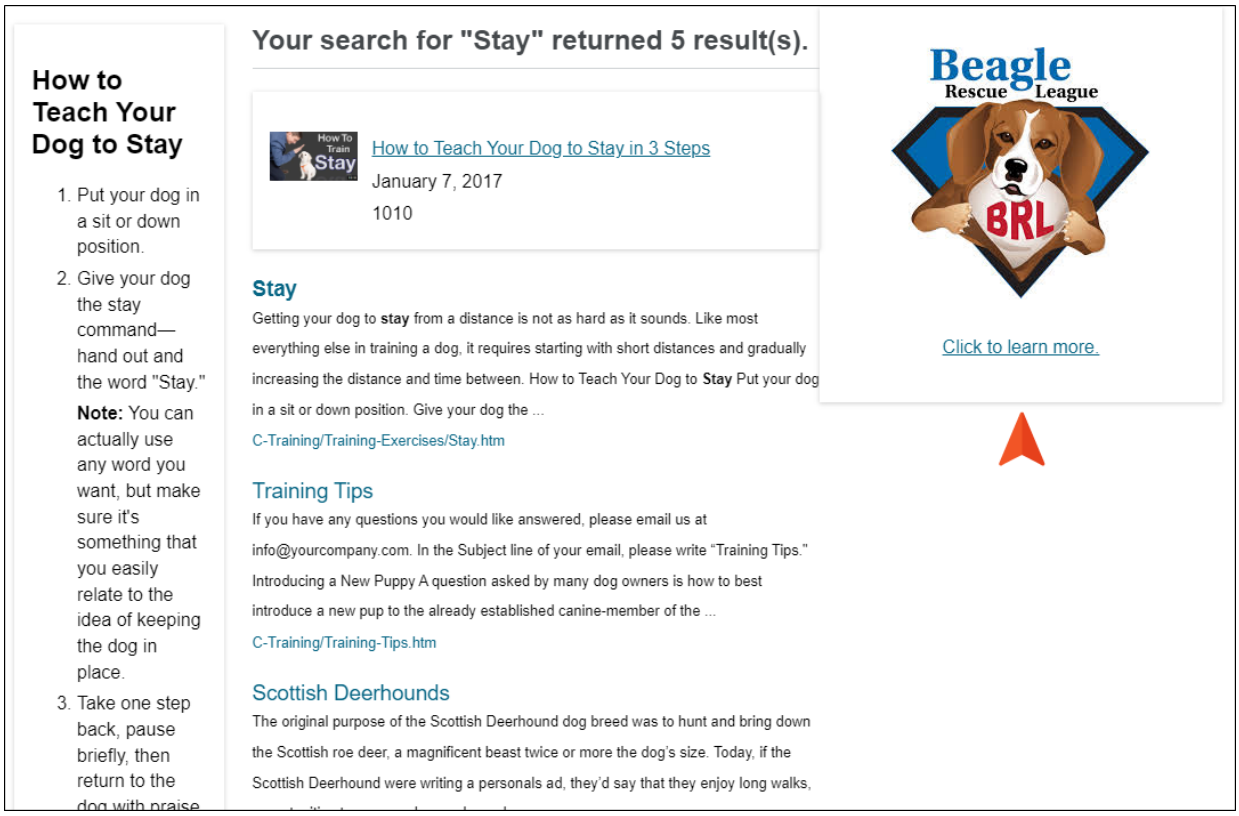
23. Click **OK**.

24. Rebuild and view the output.

25. Search for `Sit`. Now the results take up the entire width of the page. In this example, the Boxer rescue micro content is shown on the right. The Knowledge Panel holding the micro content steps on the left still might be a little narrow, but we can fix that in the skin later.



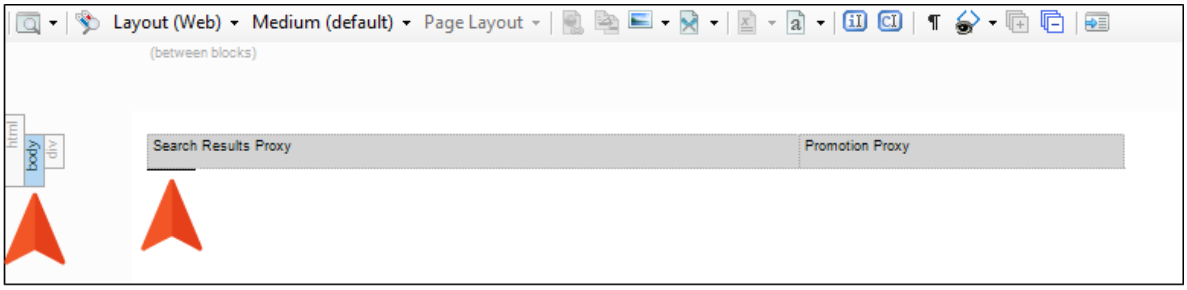
26. If you were to perform another search or even refresh the page, the micro content on the right will eventually display the Beagle rescue content. This illustrates that the micro content in the search results is randomized.



How to Display FAQs Using a Knowledge Proxy in Search Results

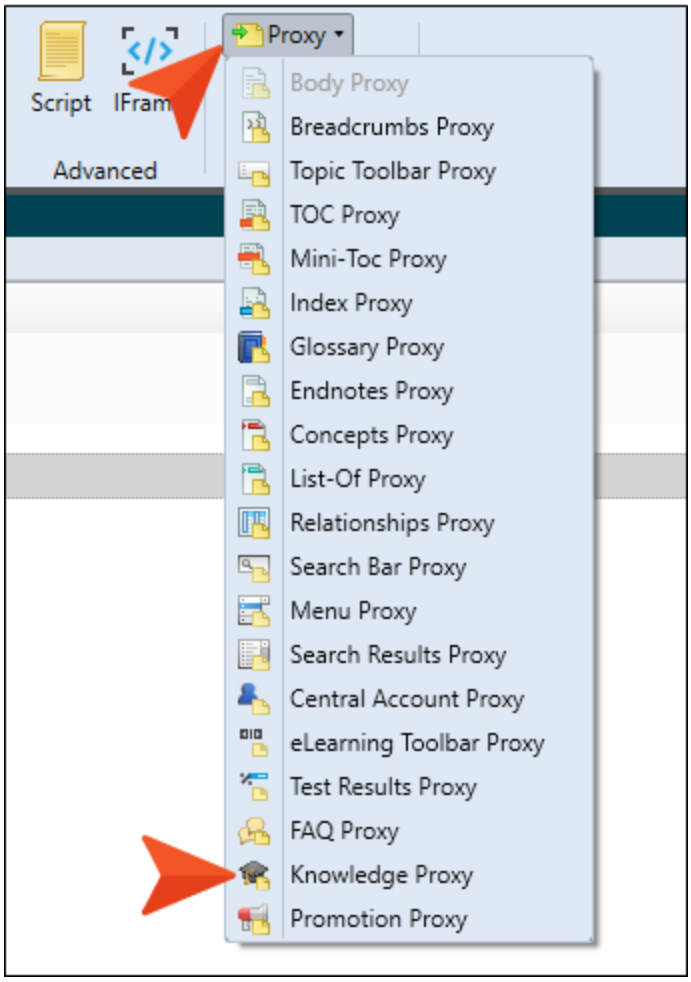
It might seem strange to use a Knowledge proxy to display FAQs in the search results when an FAQ proxy is available. But that's what we're going to do now. The reason is that the FAQ proxy content is compiled when the target is generated (i.e., it's static), whereas the Knowledge proxy content is compiled when a search is performed in the output (i.e., it's dynamic). So for regular topics, it's fine to use an FAQ proxy, but for search results in the output we want to use the Knowledge proxy because we want the results to be targeted based on the search keywords, rather than displaying the same FAQs every time.

1. Open the Search-Results.htm topic.
2. Adding a new proxy above or below our Promotion proxy can be a bit tricky when the proxy is inserted into a responsive layout, like ours is. That's why it's sometimes a good idea to create extra empty paragraphs when you first begin working in a cell of a new responsive layout, as we did earlier in this tutorial. We want to add a new Knowledge proxy below the Promotion proxy in the responsive layout, but we don't have any empty paragraphs in our cell, so we need another solution. One way to handle this is to first insert the proxy in the topic (outside of the responsive layout) and then switch to the Text Editor to move it where we want. To begin, click the Promotion Proxy bar in the topic, and press the down arrow on your keyboard so that a horizontal cursor flashes below the responsive layout (under the Search Results Proxy bar). You should also see that the "body" structure bar is highlighted, indicating that our next action will take place outside of the responsive layout (represented by the "div" structure bar).

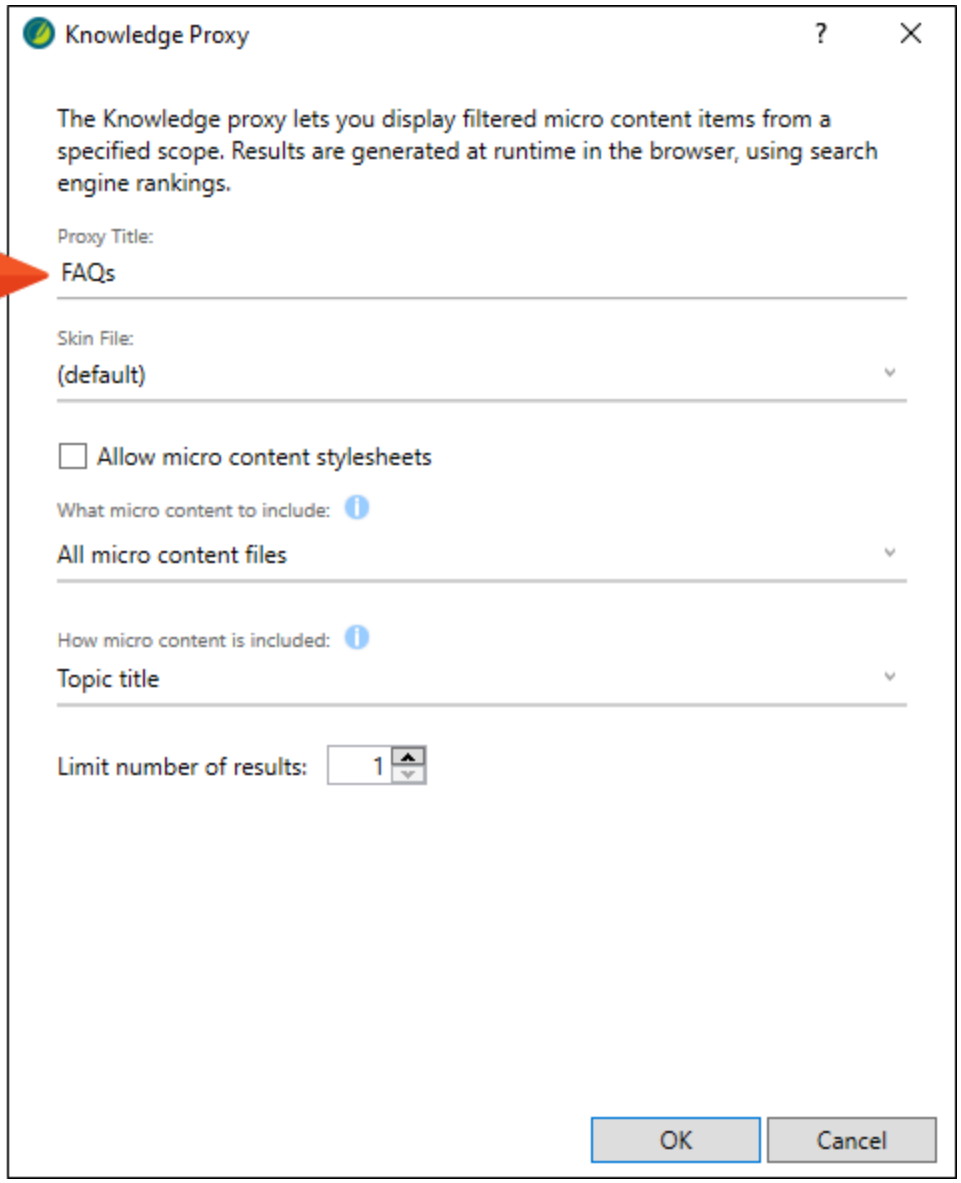


3. Press ENTER.

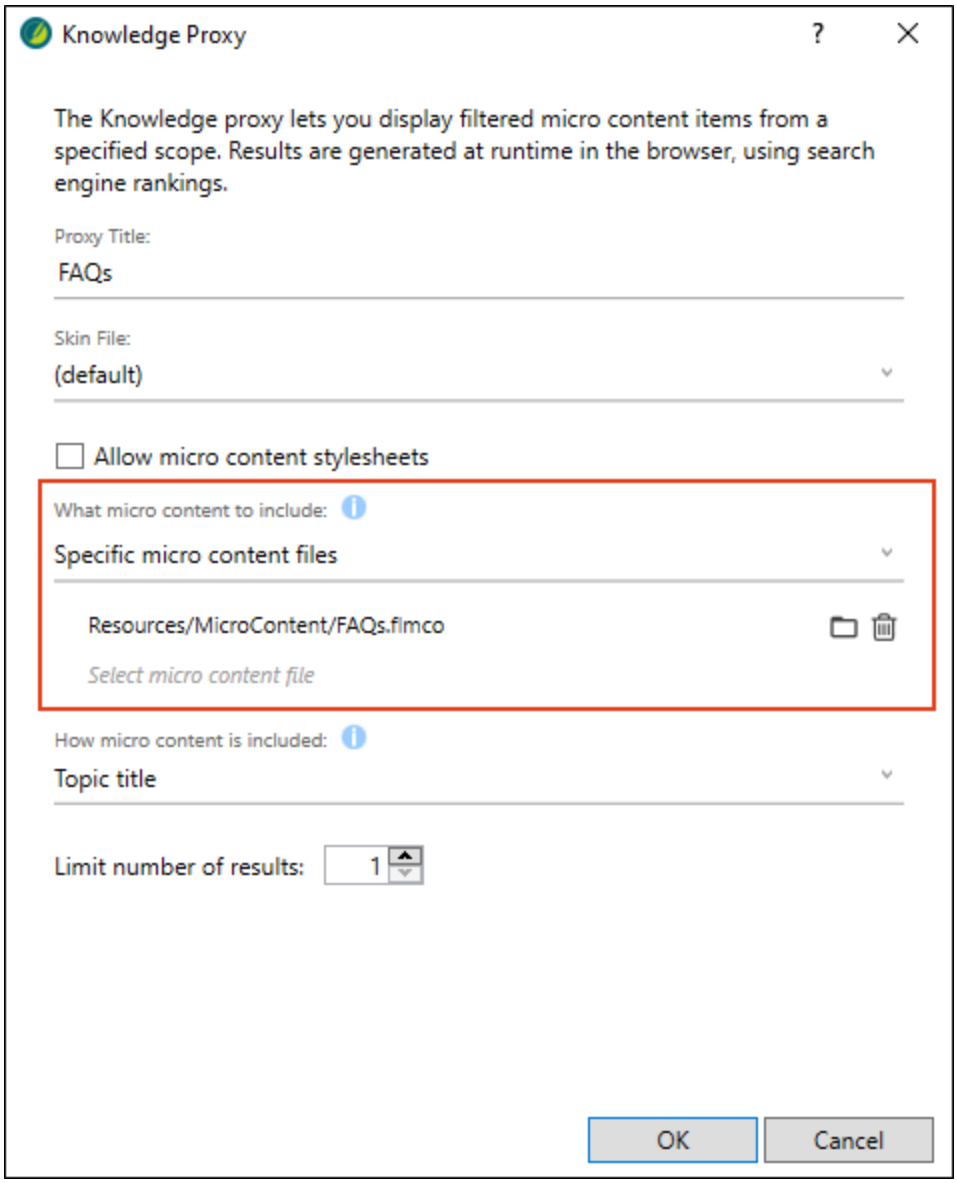
4. In the **Insert** ribbon, select **Proxy > Knowledge Proxy**.



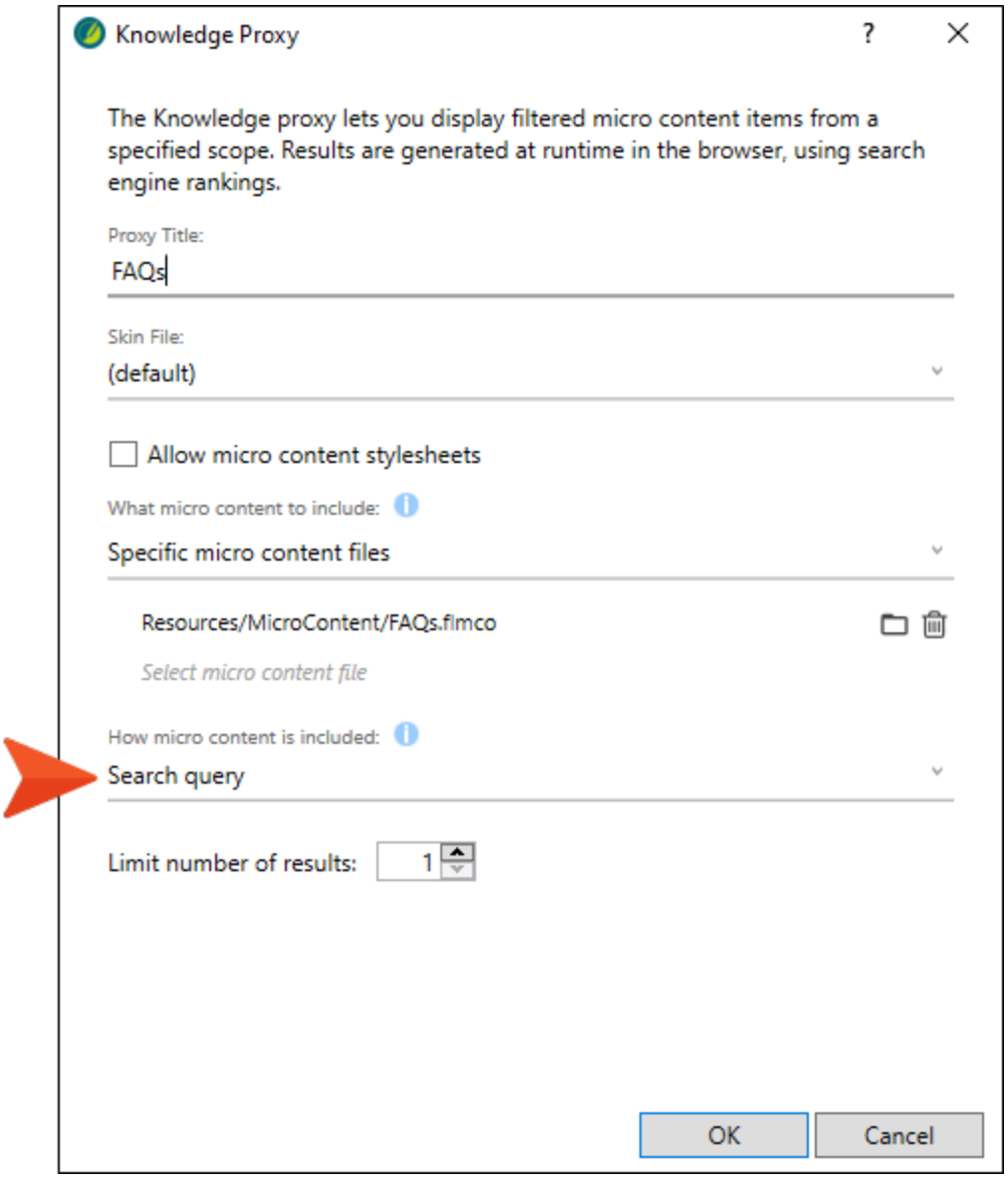
5. Let's give this content a title. In the **Proxy Title** field, enter `FAQs`.



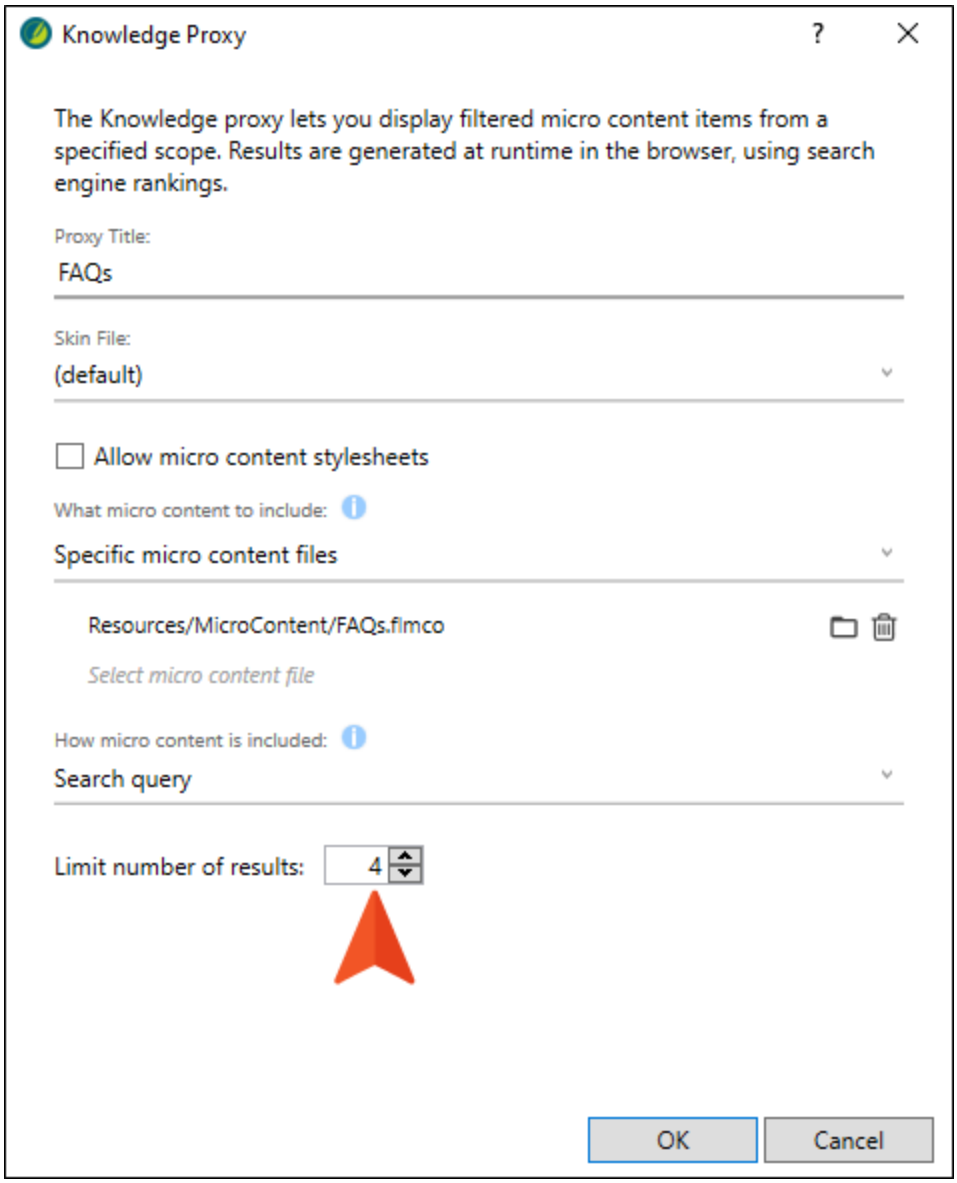
6. In the **What micro content to include** field, select **Specific micro content files**. In the field under that, select **Resources/MicroContent/FAQs.flmco**.



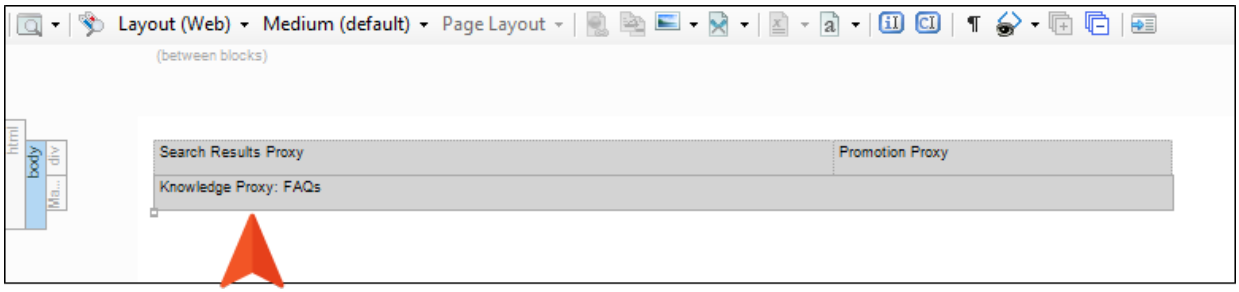
7. In the **How micro content is included** field, select **Search query**.



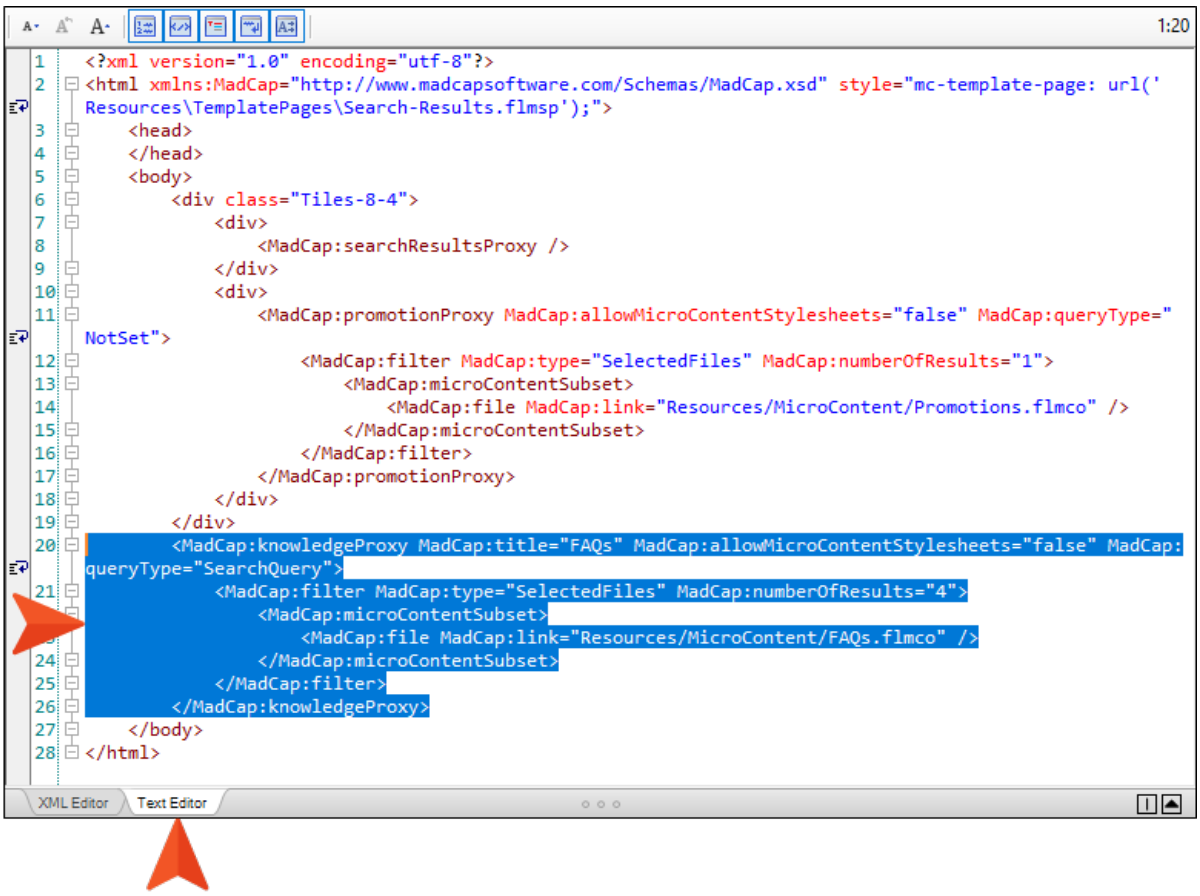
8. Let's say we want to be able to display more than one FAQ if matches exist, but we never want to show more than four of them. So in the **Limit number of results** field, enter `4`.



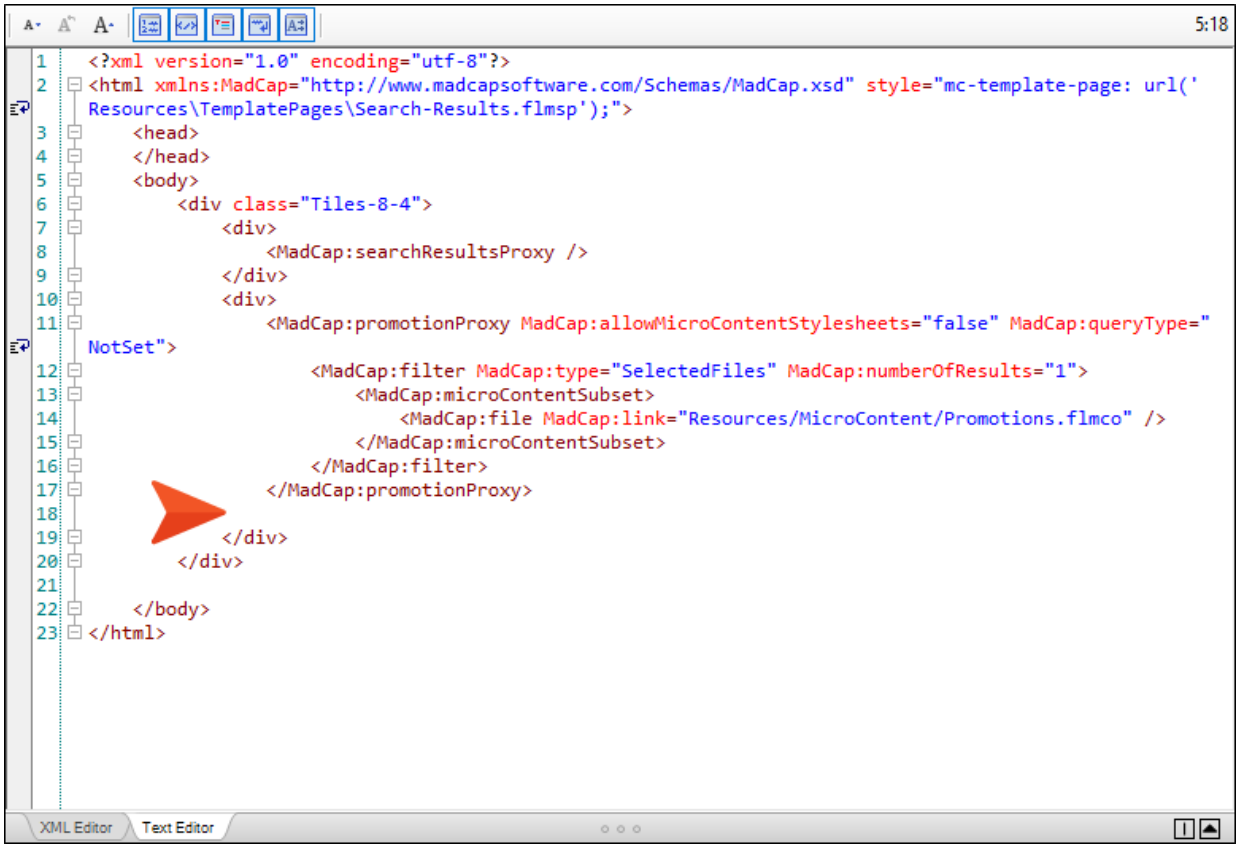
9. Click **OK**. The proxy is added to the topic, but it's not in the responsive layout, where we want it.



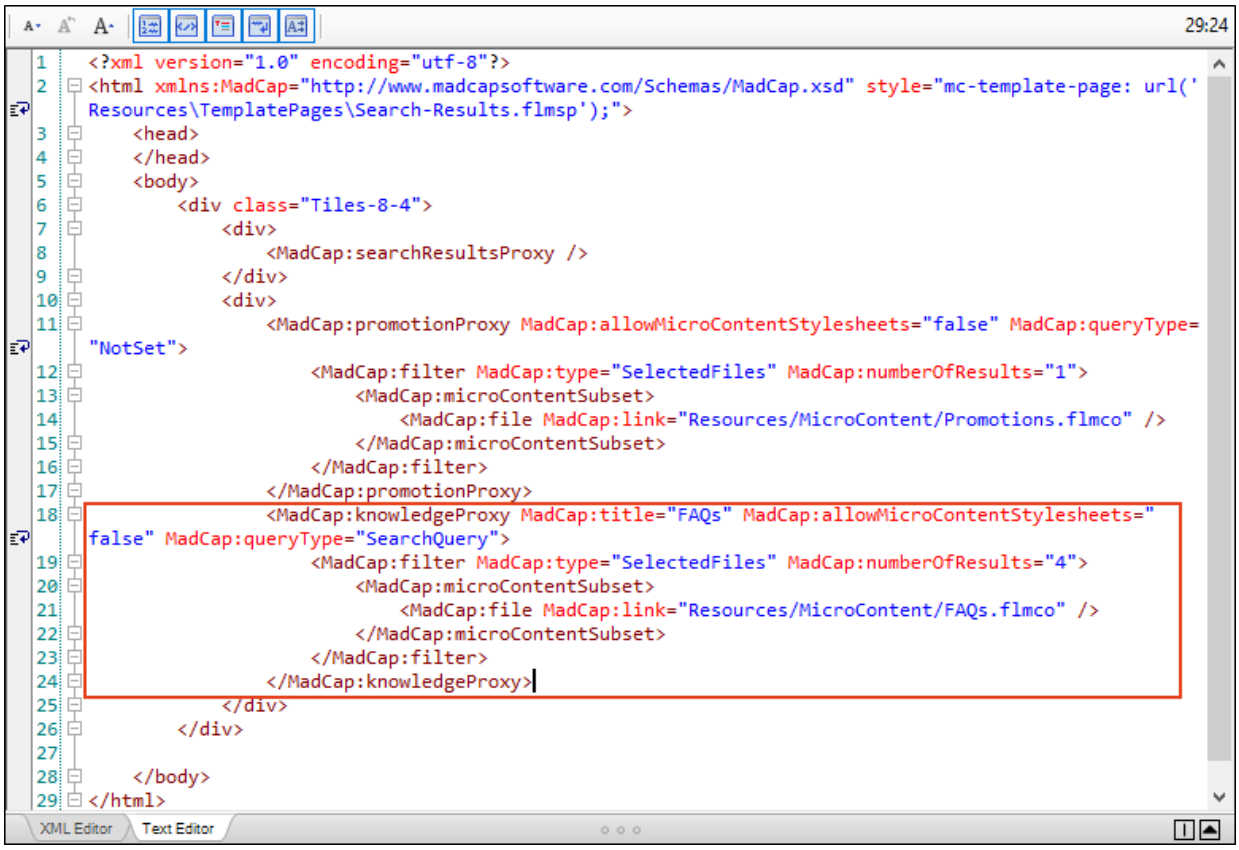
10. Click the **Text Editor** tab at the bottom of the XML Editor, then highlight the markup shown in the following image.



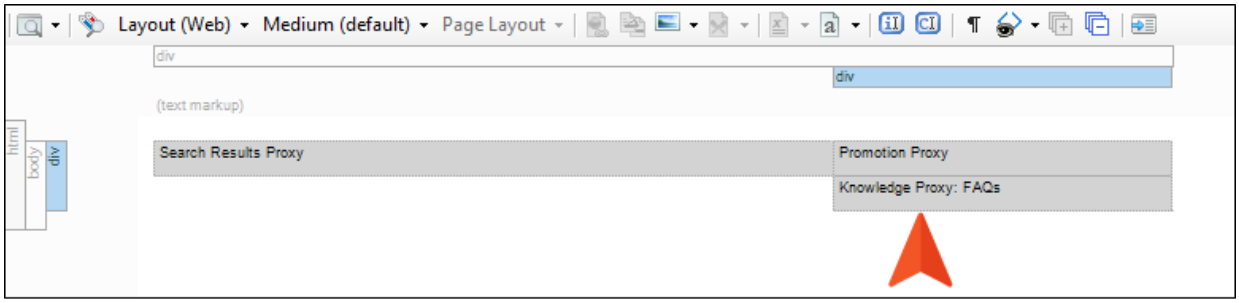
11. Press CTRL+X on your keyboard to cut it.
12. Place your cursor after the tag </MadCap:promotionProxy>, and press ENTER to create a new empty line.



13. Press CTRL+V on your keyboard to paste the markup at that location.



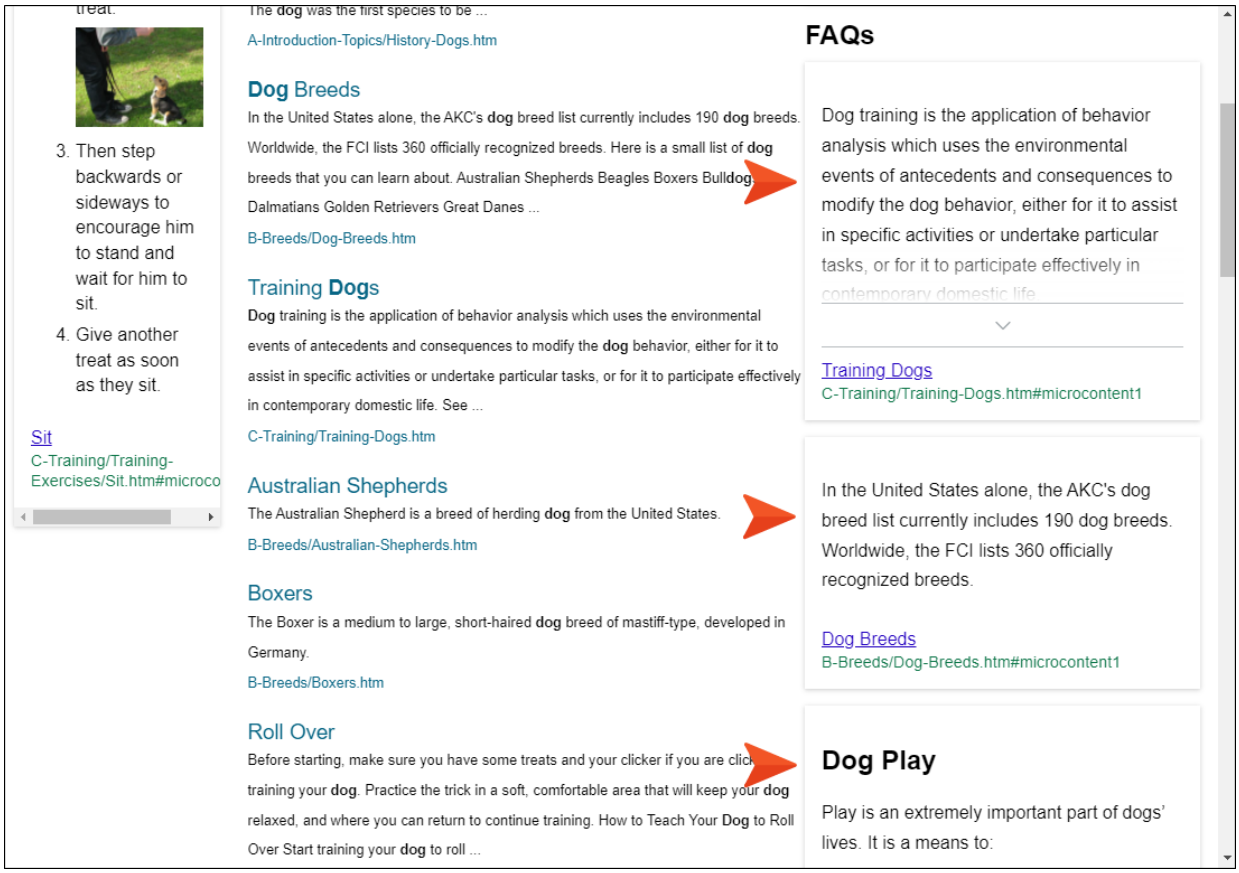
14. Click the XML Editor tab at the bottom. Notice the Knowledge proxy is now located within the responsive layout under the Promotion proxy.



15. Click to save your work.

16. Rebuild and view the output.

17. Search for `Dog`. Notice the new micro content on the right side of the page, under the dog rescue promotion content. You'll need to scroll down the page, but you will see that there are three FAQ pieces of micro content that matched the search and are displayed.



You might be thinking, "Those don't look like FAQs though." That's something that we can fix in the next lesson when we look at skins.

CHAPTER 8

Adjusting the Look of Micro Content With Skins

We've added micro content to both search results and topics. It's all working, but we want to make some adjustments to the look of that micro content. In this lesson, we'll review how our micro content looks in both topics and search results, and then make edits in our main skin and smaller skin components to improve the appearance.

This chapter discusses the following:

How to Review Micro Content in the Search Results 136
How to Adjust the Width of the Knowledge Panel 138
How to Adjust the Space for the Promotion Micro Content 141
How to Adjust the Appearance of the FAQs in Search Results 143
How to Review Micro Content in Search Results and Topic Output 149
How to Adjust the Author Profile Micro Content 153
How to Adjust the PDF and Video Link Micro Content 156
How to Review the Topic Micro Content in the Output 167

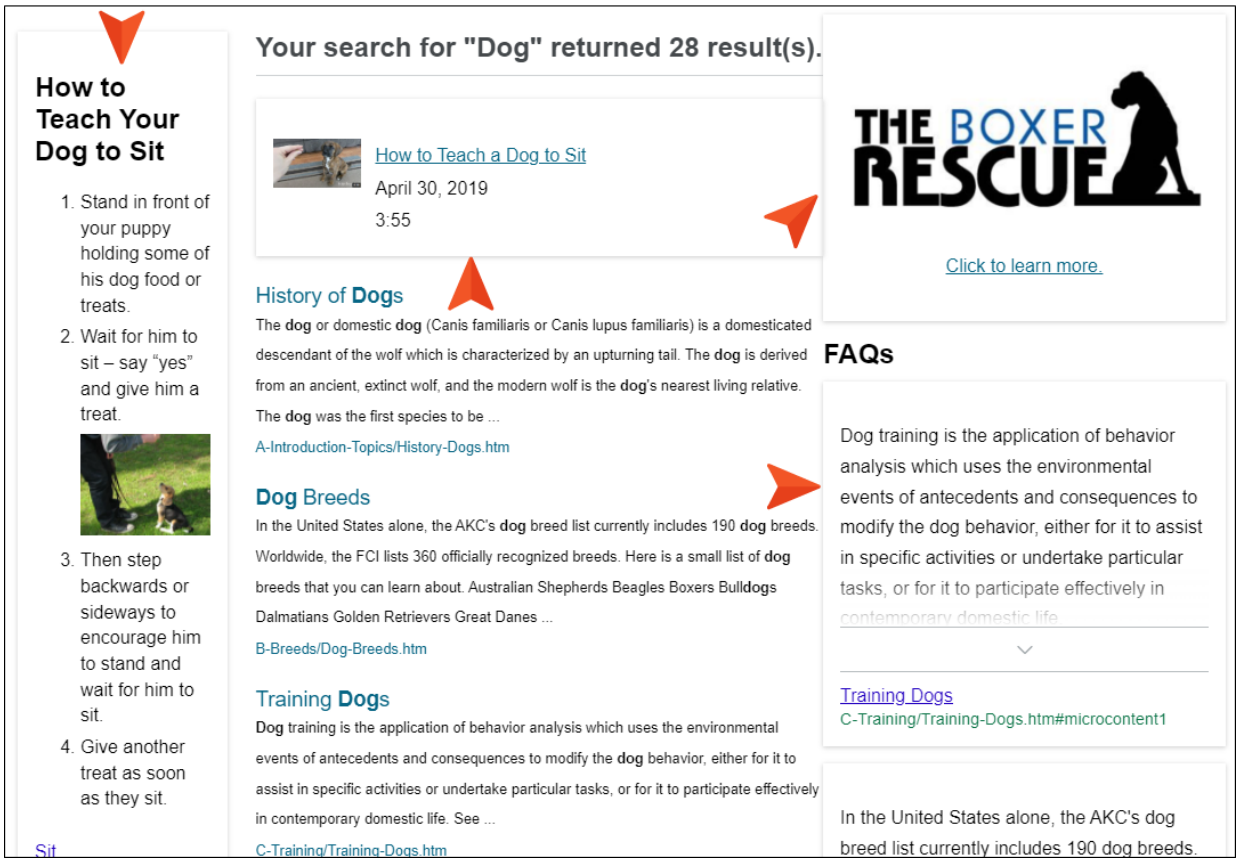
How to Review Micro Content in the Search Results

1. If necessary, build the First-HTML5-Target file, and when it is finished, open the output. Otherwise, just open the most recent output that you've generated.
2. Our project is set up to display four kinds of micro content in the search results:
    - Featured snippets content above the search results
    - Knowledge Panel content to the left of the search results
    - Promotion content to the right of the search results
    - FAQs (via a Knowledge proxy) to the right of the search results

    We want to see a search page showing all of these elements at once so we can make some decisions.

    So to begin, search for `Dog`.

Here is what you should see.



Starting on the left, we want to make our set of steps a little wider. This is our Knowledge Panel, whose look is controlled in our main skin (Side-Navigation).

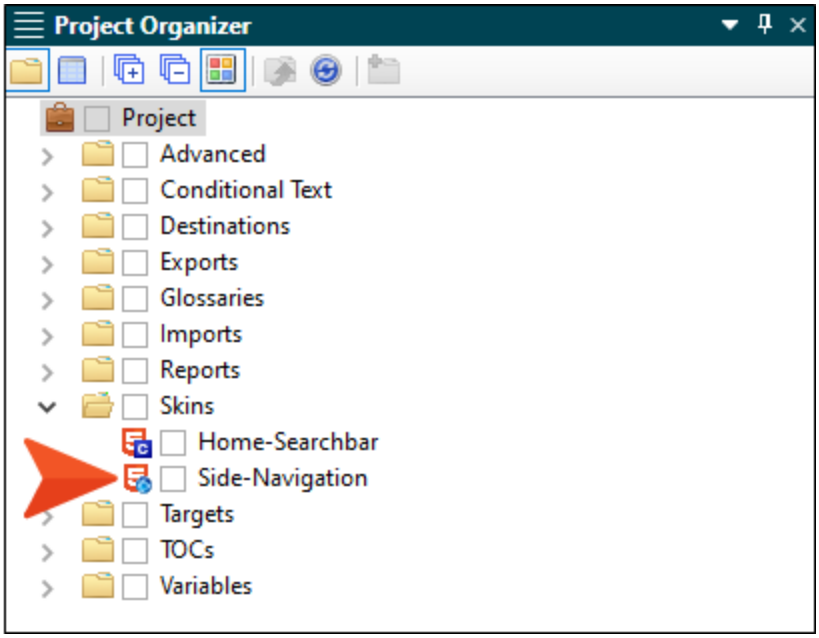
Our featured snippet content looks fine, but we might want there to be more space between it and the micro content on the right side. The same could be said for the space between the regular search results below and the micro content on the right. So we have a couple of choices. We could add some space on the right side of the featured snippets and regular search results, or on the left side of the promotion and FAQ micro content, or both. In this lesson, we'll adjust the space on the left side of the micro content shown on the right side of the page.

The promotion micro content looks okay, except for the space that we just talked about.

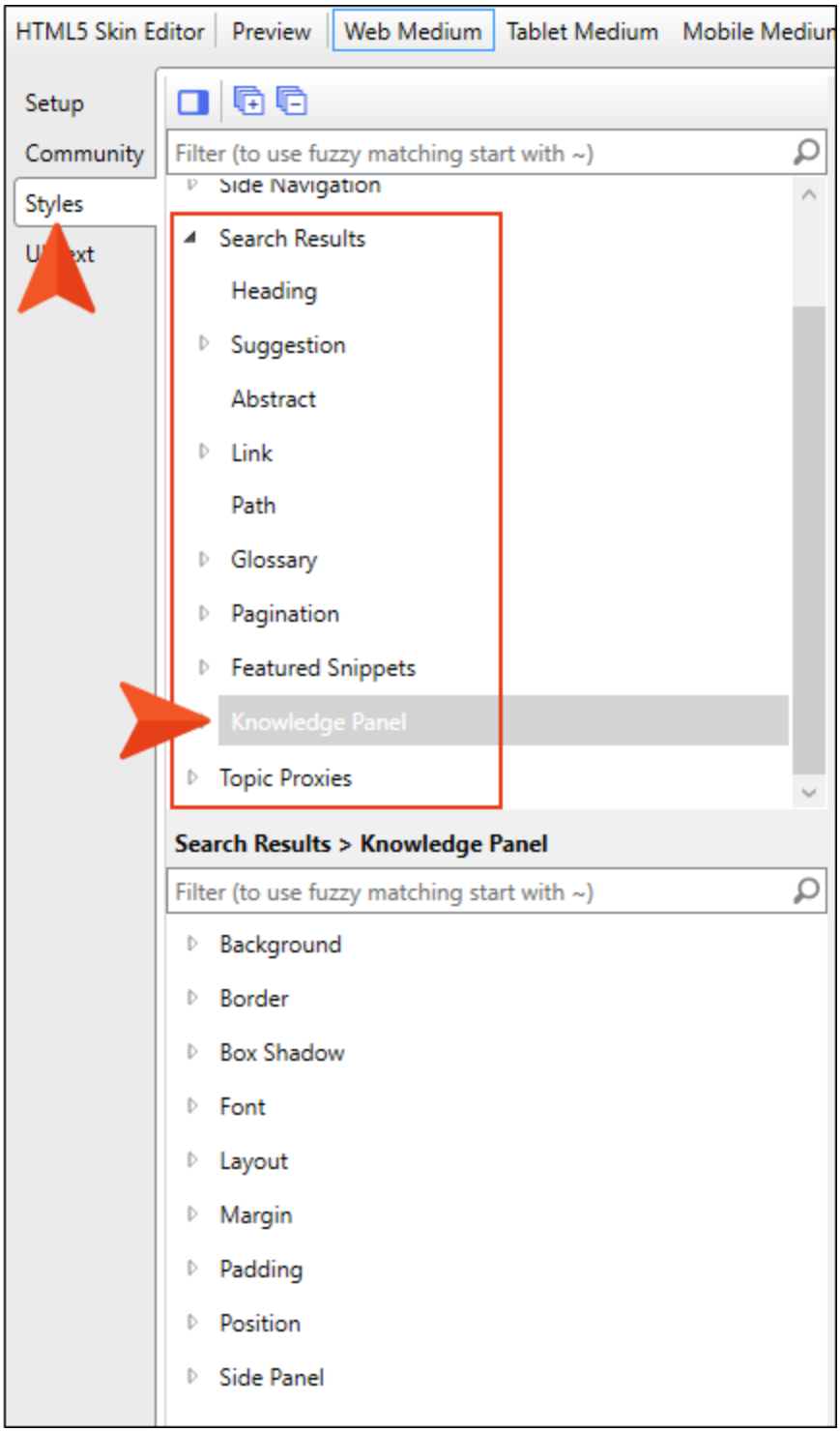
The FAQs would probably look better if the items appeared as drop-downs, with the question displayed as the hotspot. And of course we need to deal with the space on left side.

How to Adjust the Width of the Knowledge Panel

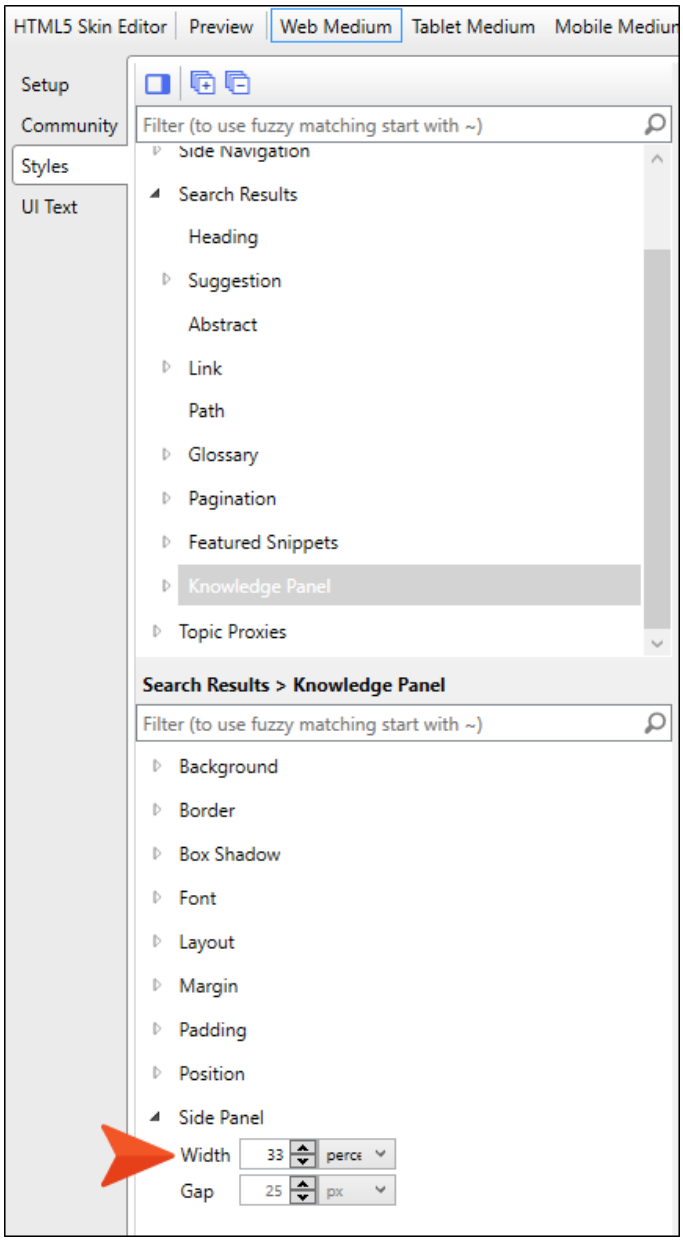
1. In the Project Organizer, expand the **Skins** folder and double-click **Side-Navigation**.



2. Select the **Styles** tab, expand **Search Results**, and select **Knowledge Panel**.



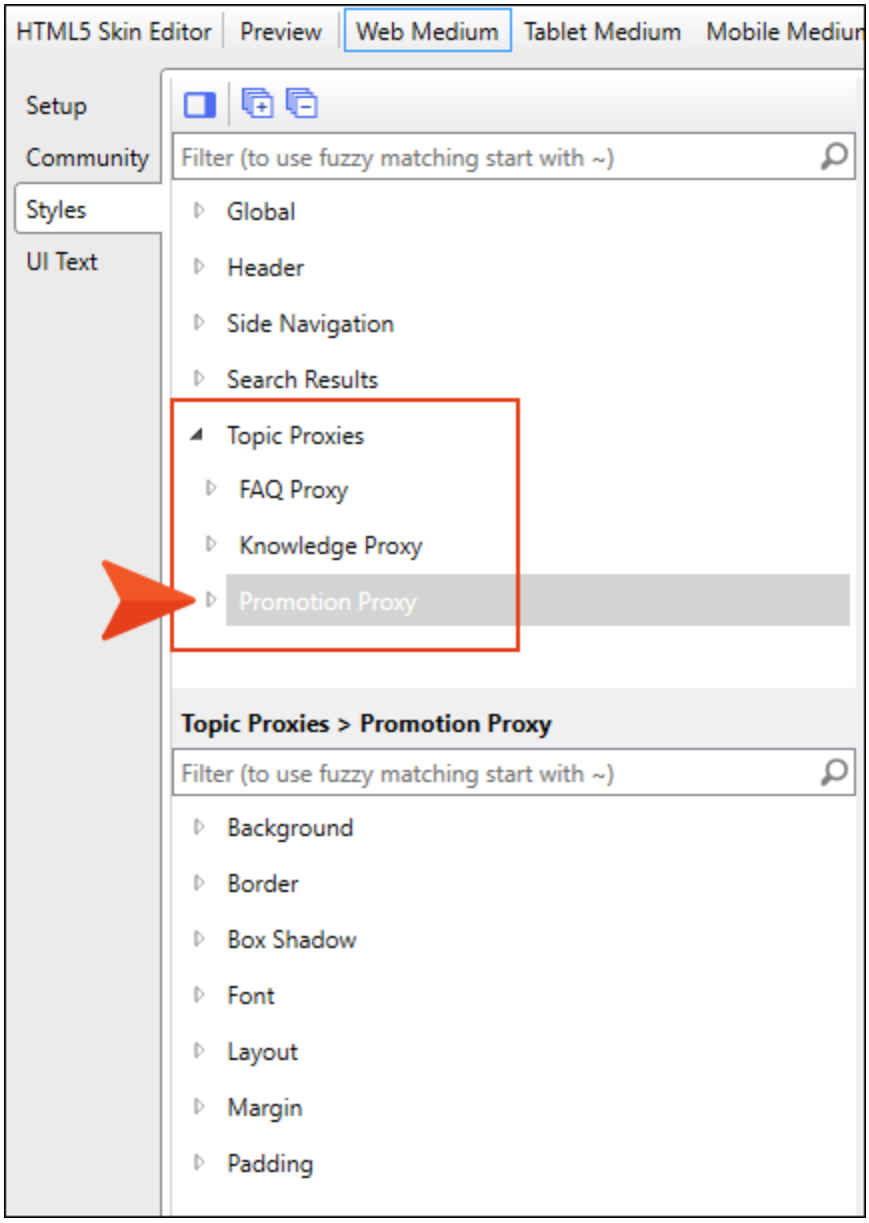
3. In the properties area at the bottom, expand **Side Panel**, and change the **Width** field to **33 percent**.



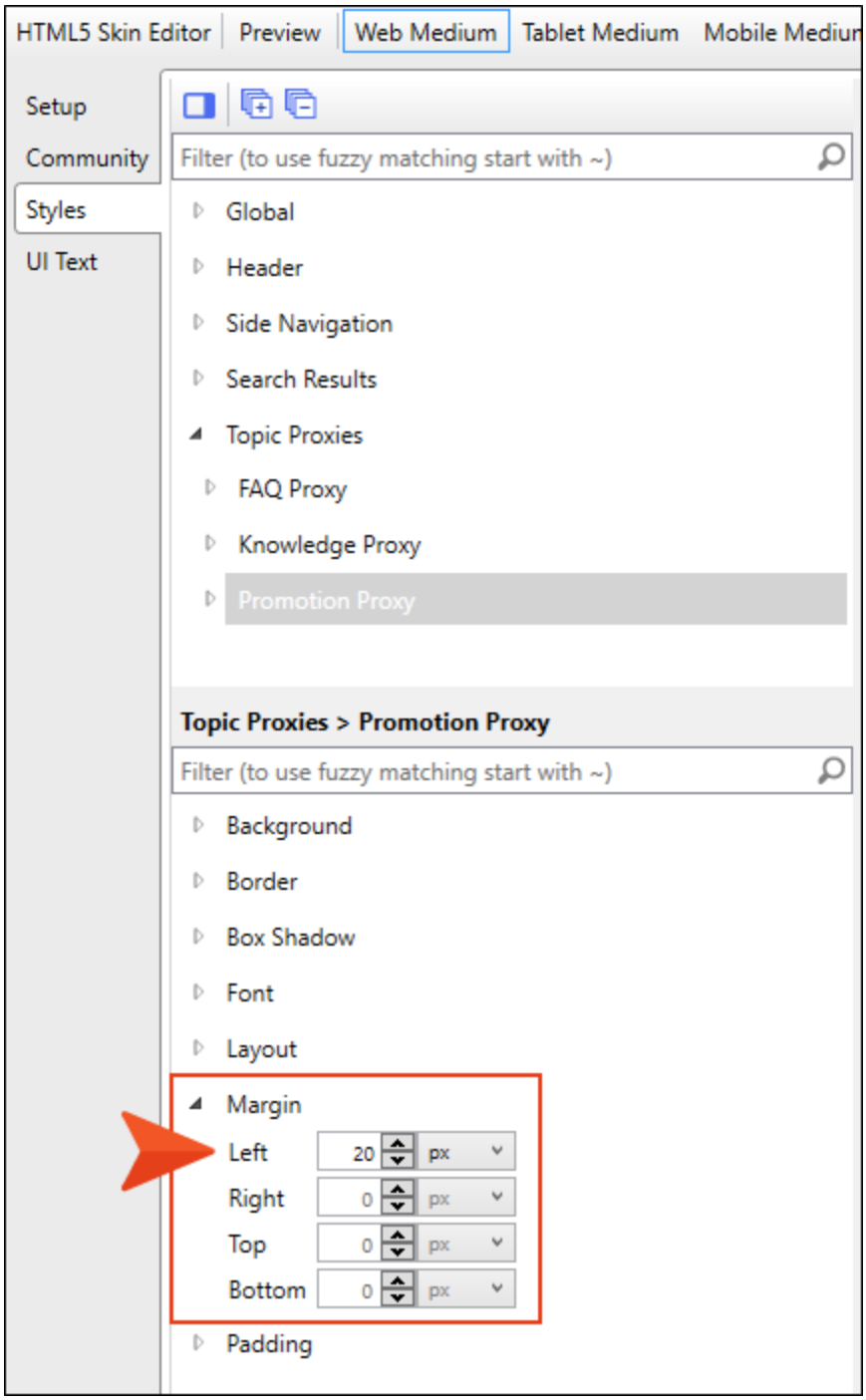
4. Click to save your work.

How to Adjust the Space for the Promotion Micro Content

1. Collapse the **Search Results** section, expand **Topic Proxies**, and select **Promotion Proxy**.



2. In the properties area at the bottom, expand **Margin**, and set the **Left** field to **20 px**.

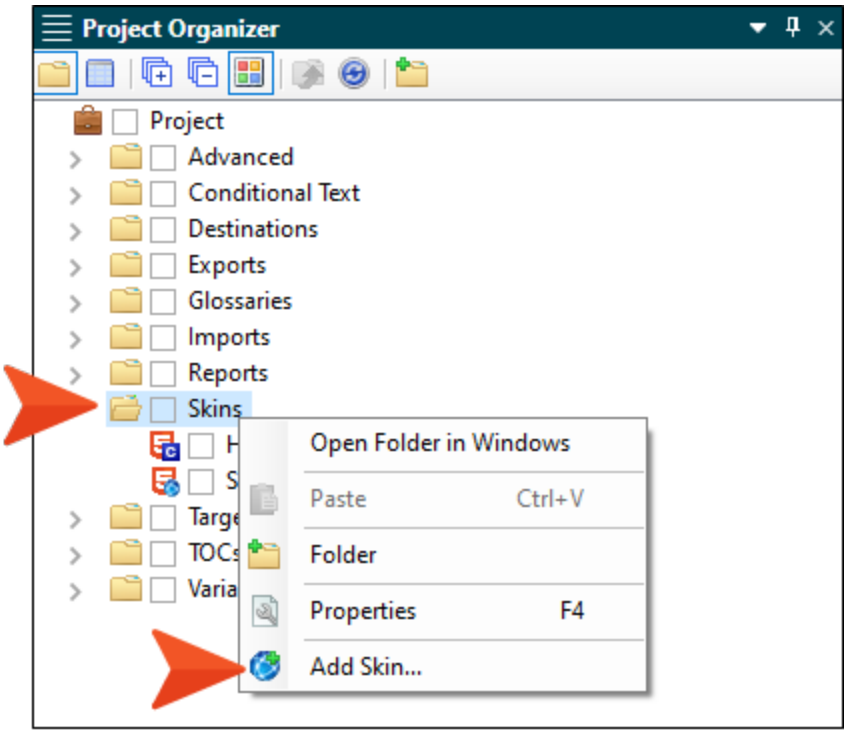


3. Click to save your work.

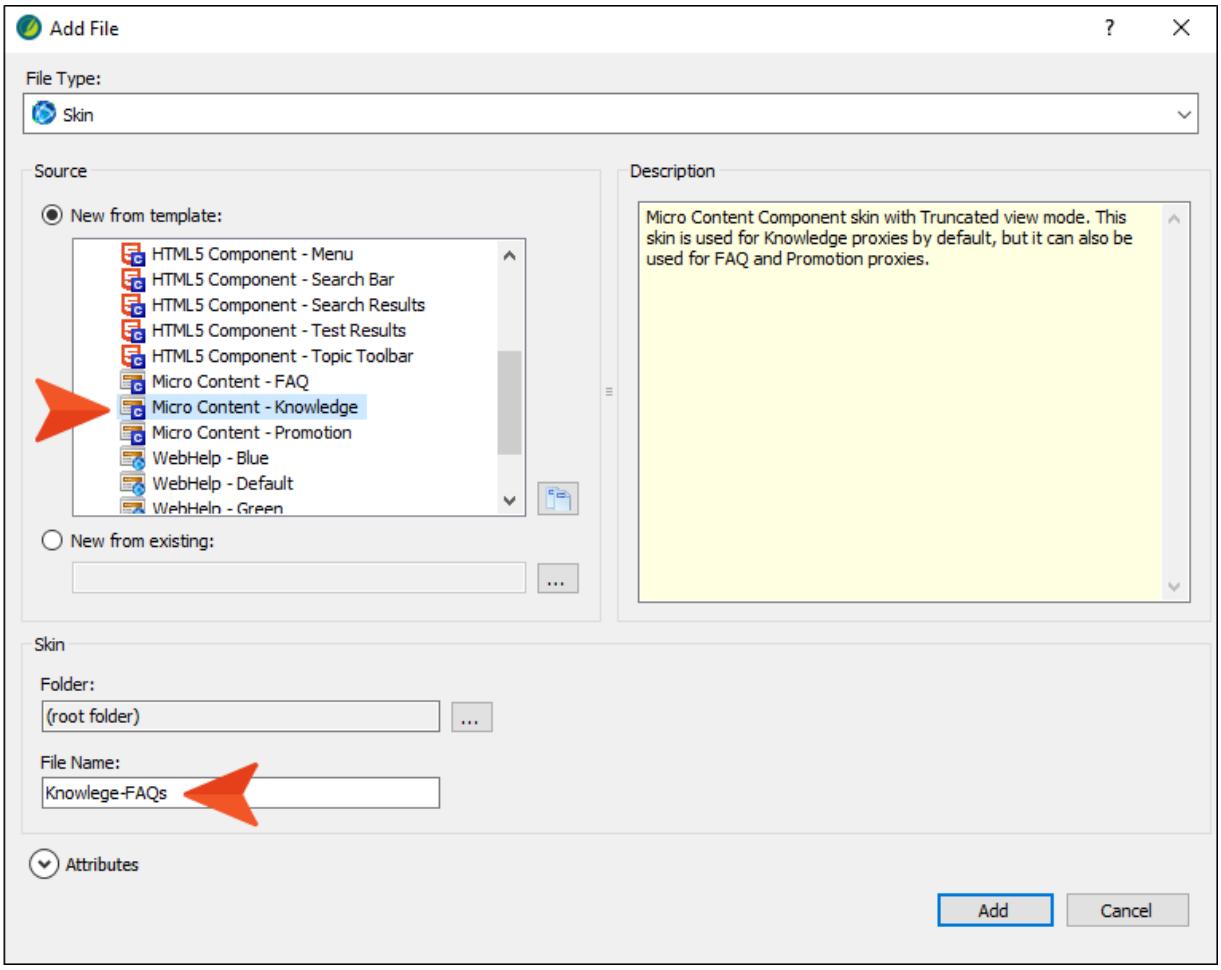
How to Adjust the Appearance of the FAQs in Search Results

So far, we've only made changes in our main Side-Navigation skin. But now we're going to add a small skin component for our Knowledge proxy that is being used for the FAQs in search results. We're doing this because we have another Knowledge proxy that we've added to our template page, which is being used to display author information on certain topics. We want the author content to look one way, but we want our FAQs in the search results to look another way. So we're going to keep using the main Side-Navigation skin to control the look of the Knowledge proxy being used for the author content, but we'll rely on a new skin component to design the look of the FAQs.

1. In the Project Organizer, right-click the Skins folder and select Add Skin.



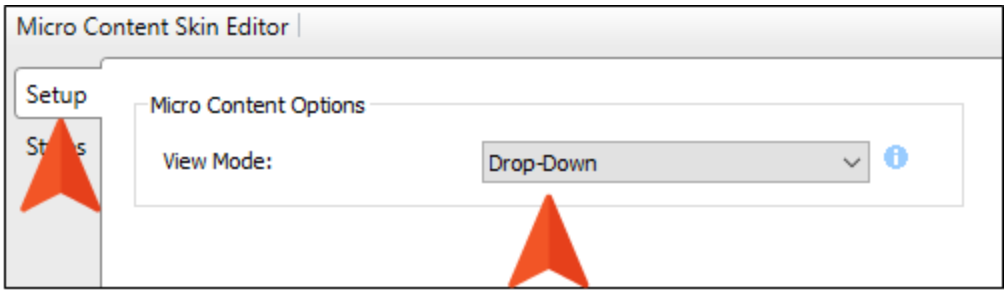
2. In the **New from template** section, select **Micro Content - Knowledge**, and in the **File Name** field enter `Knowlege-FAQs`.



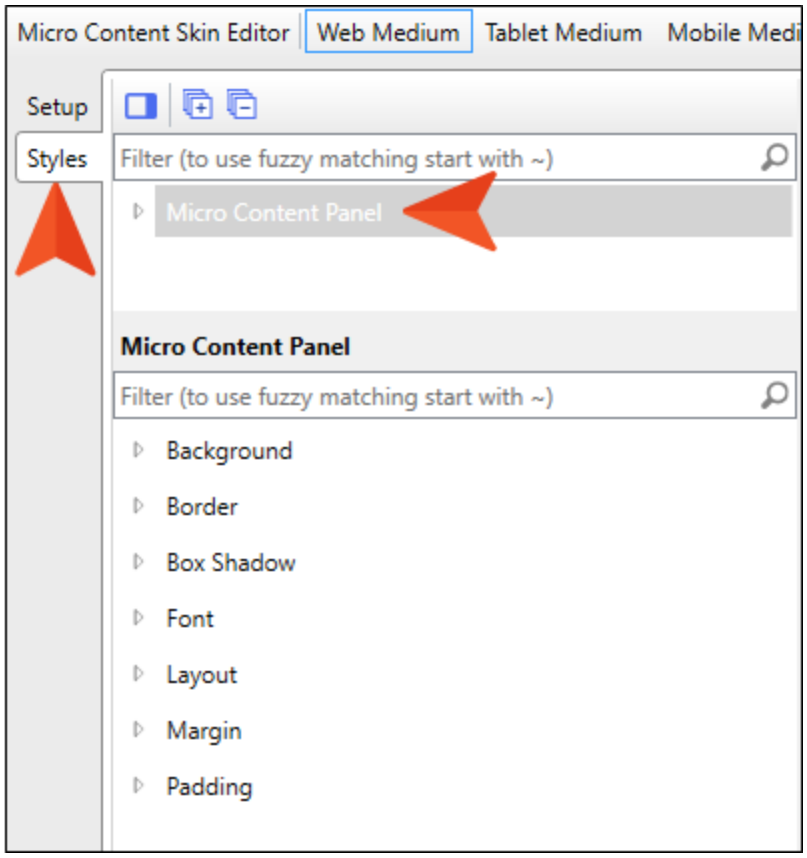
> **NOTE** Even though our content is intended to be FAQs, we're using a Knowledge proxy, so that's the kind of skin component we want to select. Actually though, all three micro content skin components (FAQ, Knowledge, Promotion) have the same options available. The only difference is that certain settings have been preset in each to make it easier to work with them.

3. Click **Add**.

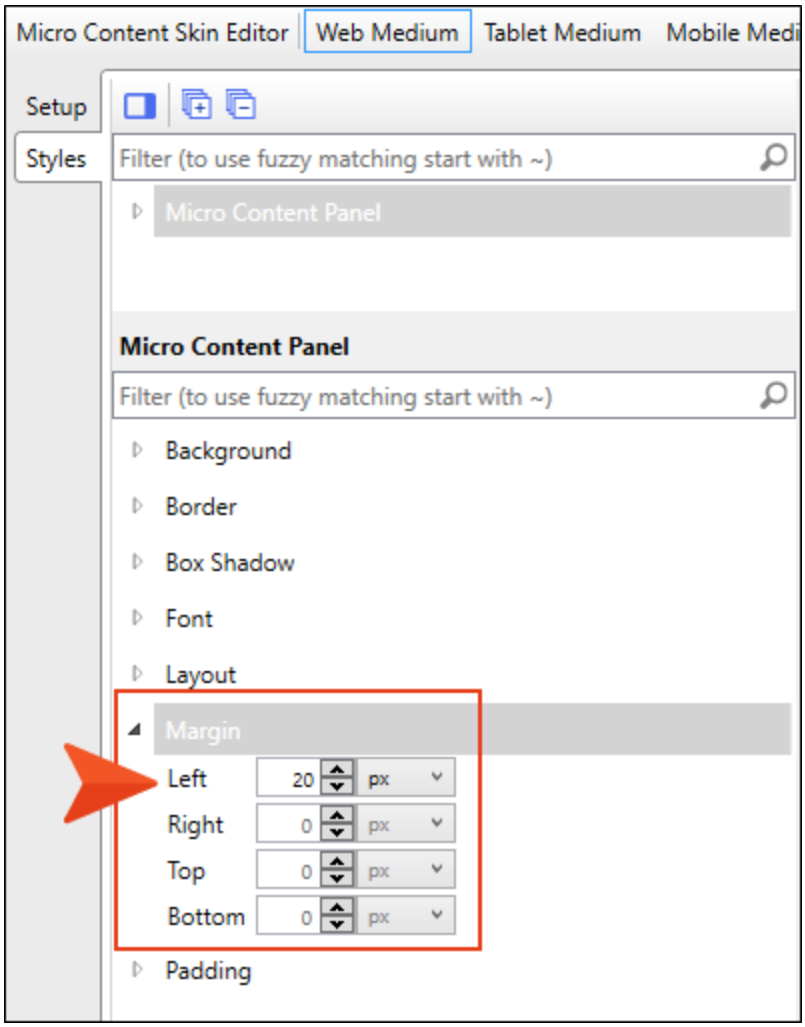
4. In the Micro Content Skin Editor, select the **Setup** tab, and in the **View Mode** field select **Drop-Down**.



5. Select the **Styles** tab and select **Micro Content Panel**.



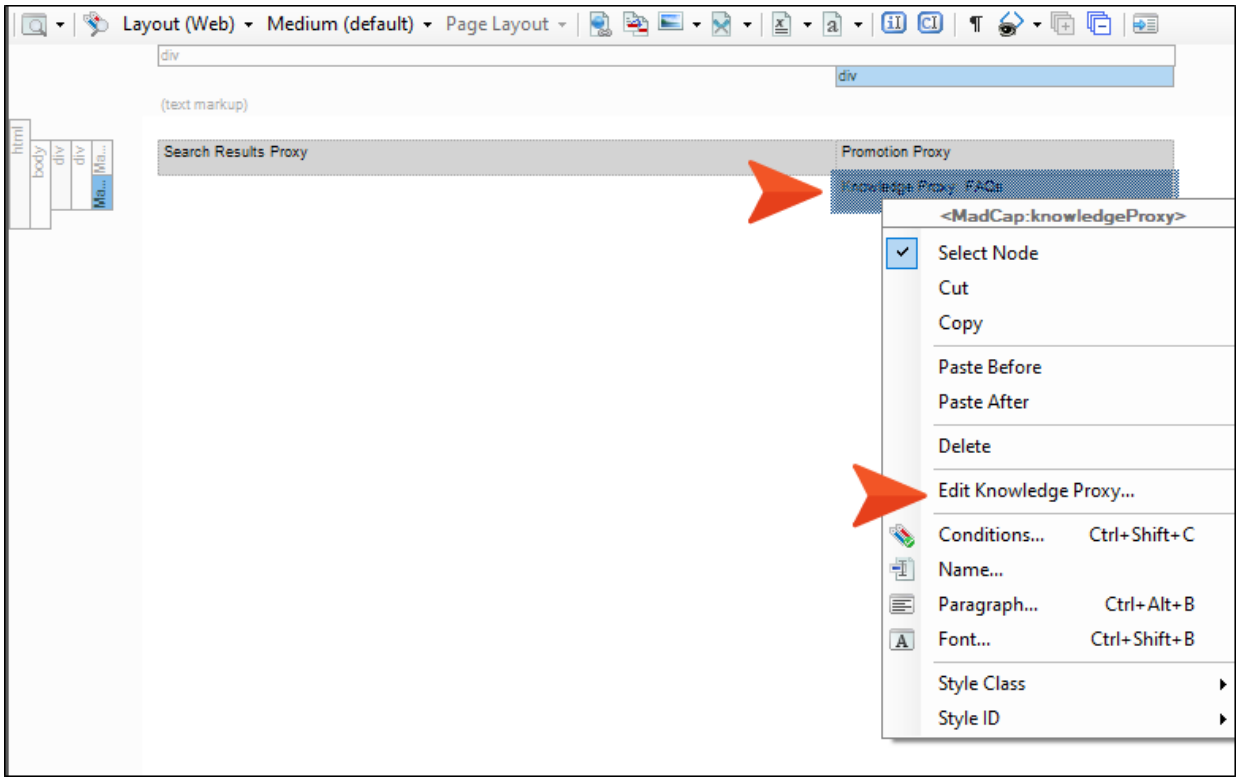
6. In the properties area at the bottom, expand **Margin**, and set the **Left** field to **20 px**.



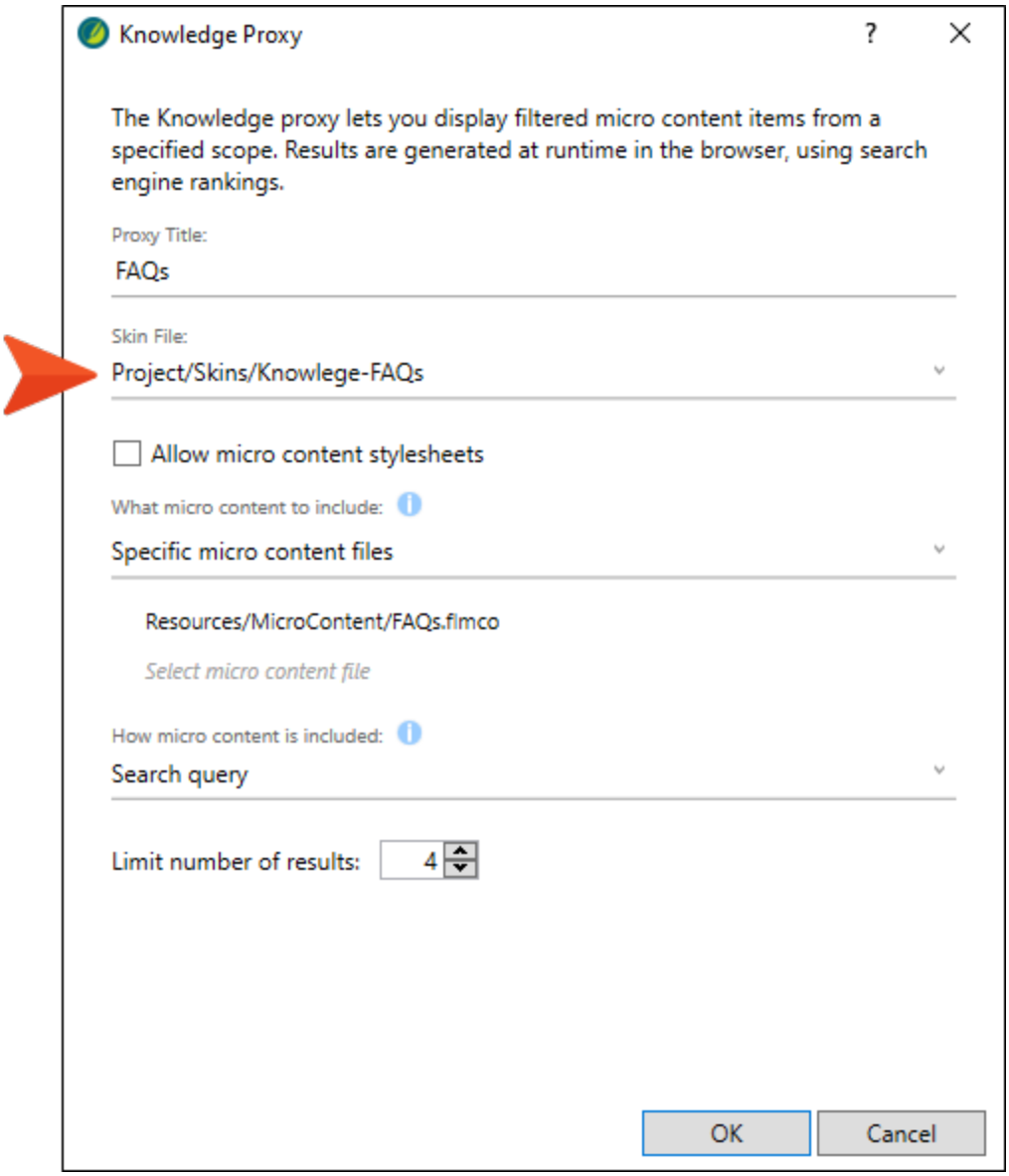
7. Click to save your work.

8. Now we need to make sure our proxy knows to use this skin component, instead of the main Side-Navigation skin. Open the **Search-Results** topic.

9. Right-click the **Knowledge Proxy: FAQs** bar, and select **Edit Knowledge Proxy**.



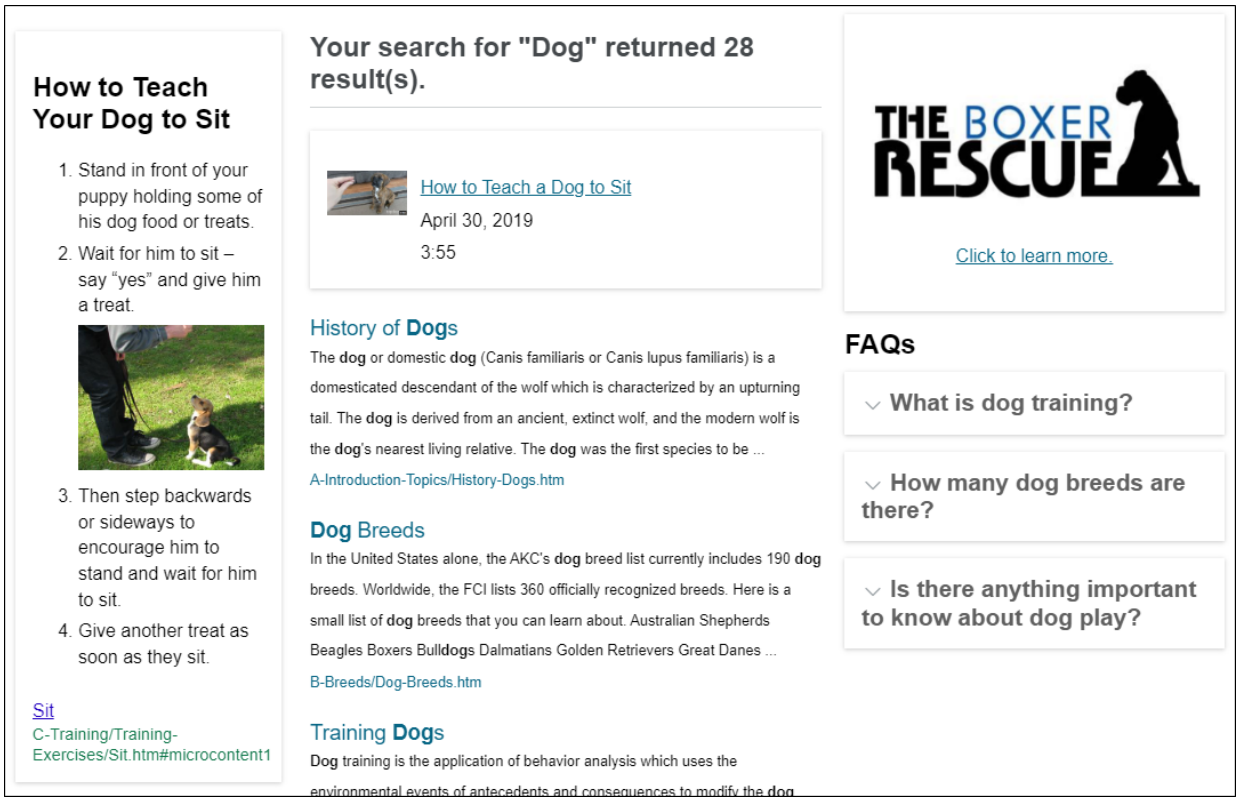
10. In the **Skin File** field, select **Project/Skins/Knowledge-FAQs**.



11. Click **OK**.
12. Click to save your work.

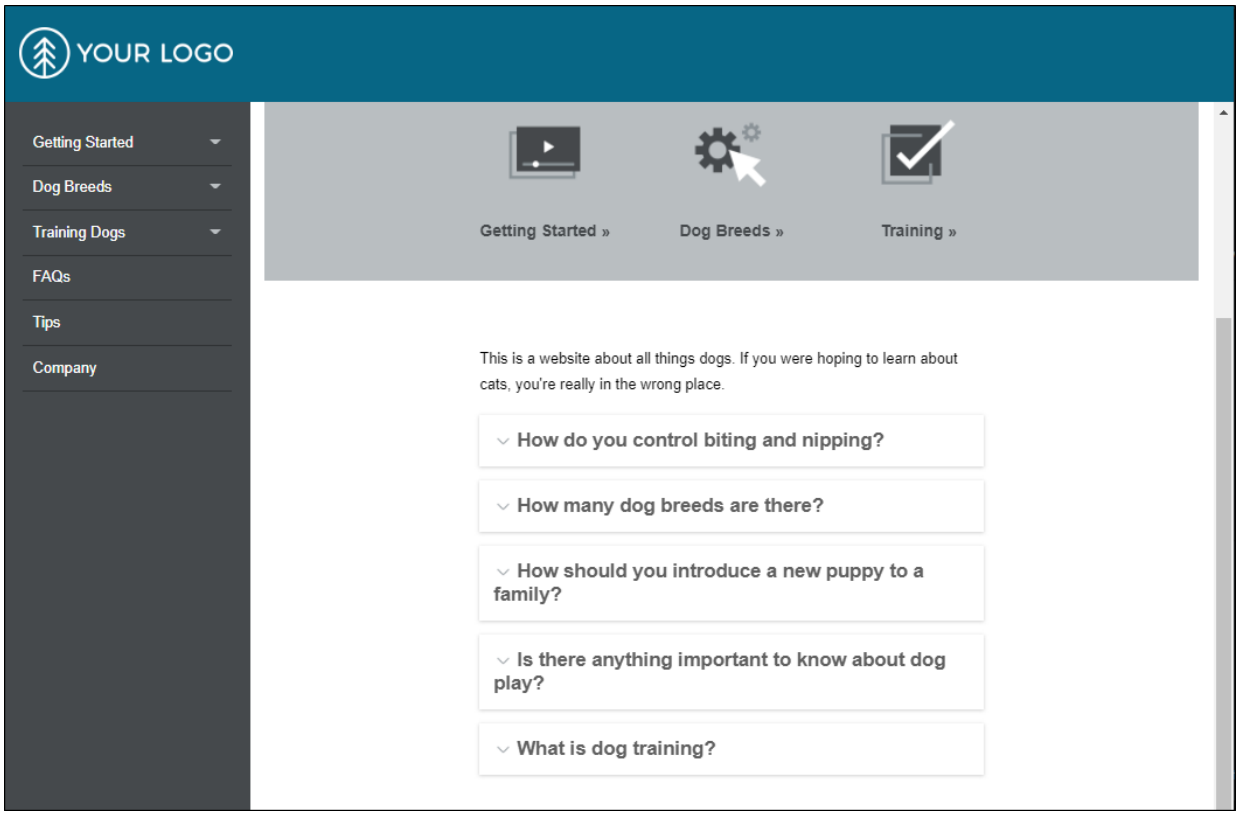
How to Review Micro Content in Search Results and Topic Output

1. Build the First-HTML5-Target file, and when it is finished, open the output.
2. Search for `Dog`. Notice the micro content looks better in the search results.



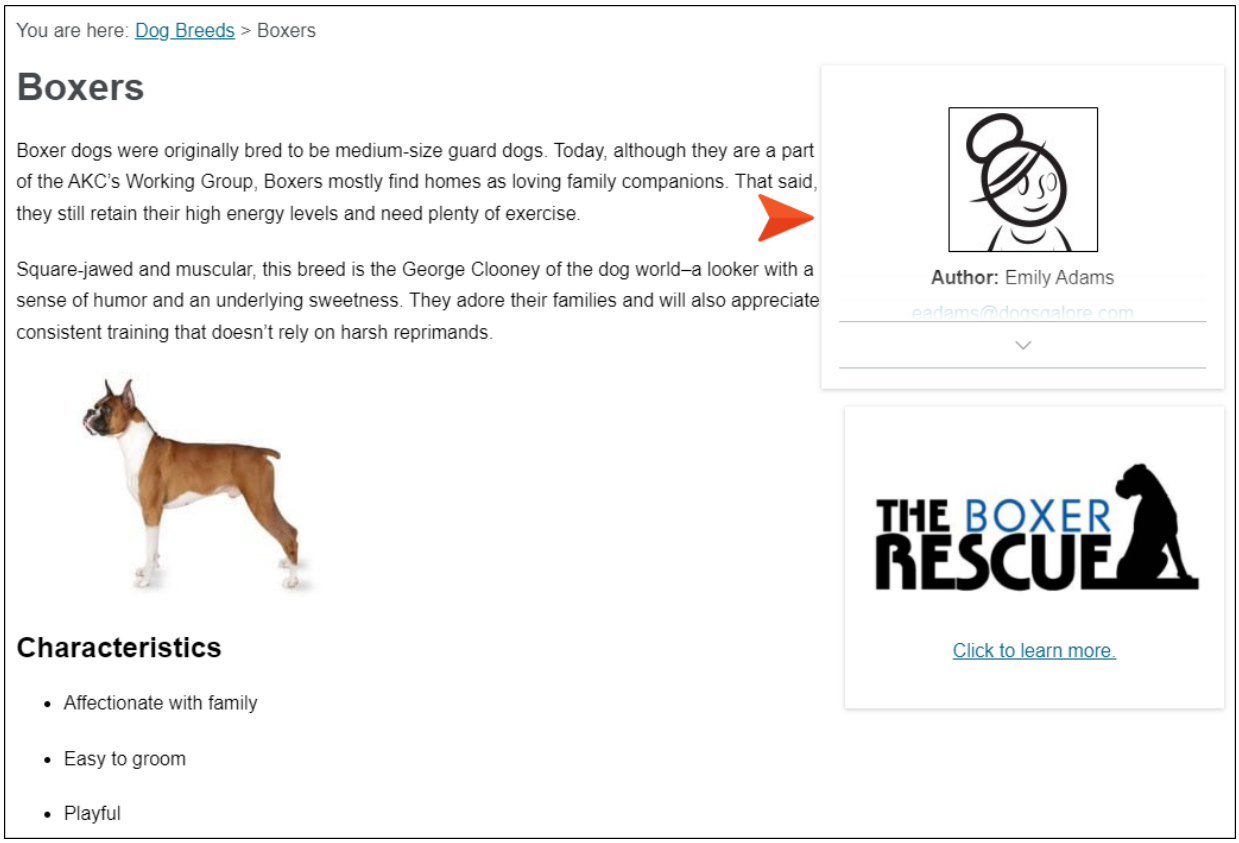
3. As far as the micro content in topics is concerned, our project is set up to display four kinds of micro content:
    - FAQs on the Home page
    - Author profiles on certain pages via a Knowledge proxy
    - PDF and video links on certain pages via an FAQ proxy
    - Dog rescue content on certain pages via a Promotion proxy

    So to begin, click the logo in the upper-left to go to the Home page. The FAQs look okay, so we won't make any changes to those.



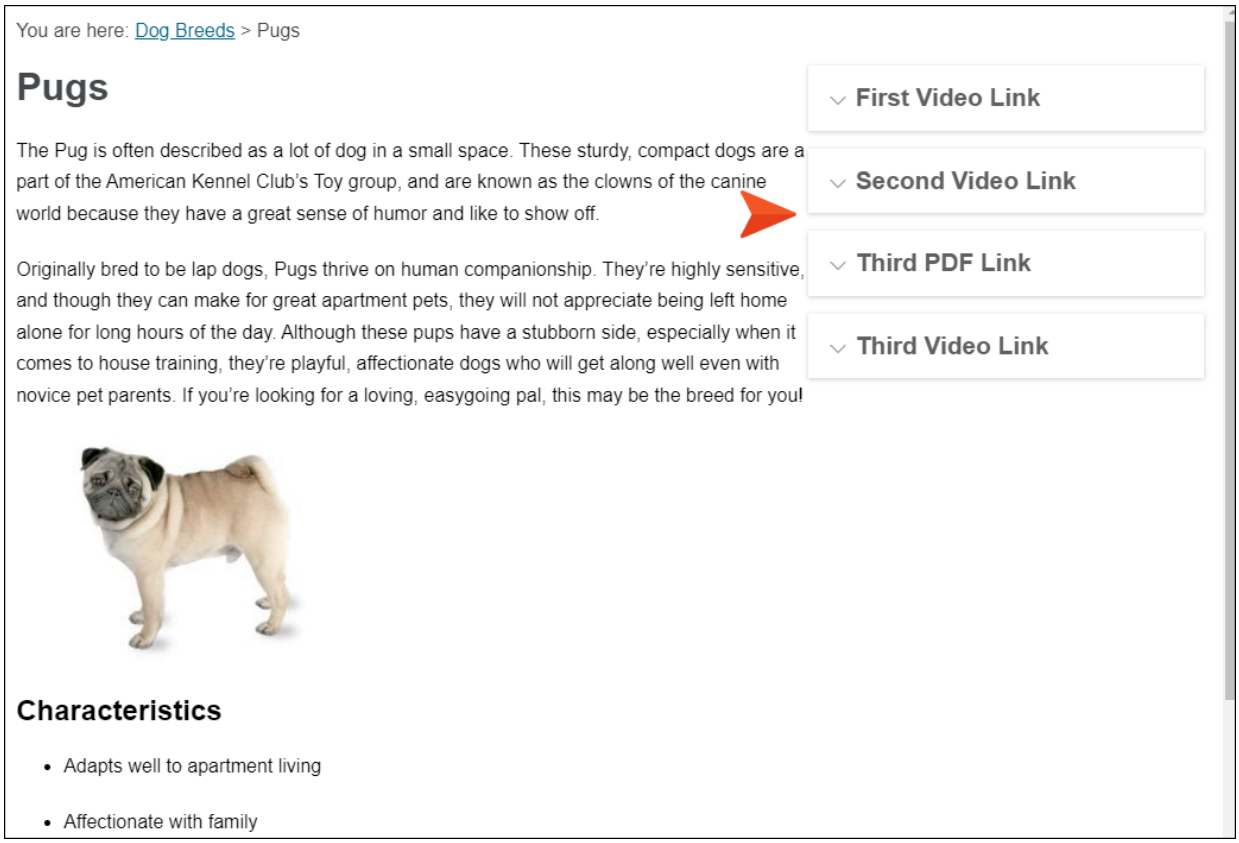
4. On the left side of the output, expand **Dog Breeds** and select **Boxers**.

   Looking at the output, the author information can be adjusted to have more space on the left like the dog rescue content below it, which is using the same promotion skin settings that we adjusted previously for the search results. We can do this in the main Side-Navigation skin since our other Knowledge proxy (which is used for FAQs in the search results) is associated with a separate skin component. That way, we won't cause issues with that other micro content. We can also change the view mode for the Knowledge proxy so that users don't need to click the down arrow to see all of the content. We'll leave the dog rescue micro content as it is.



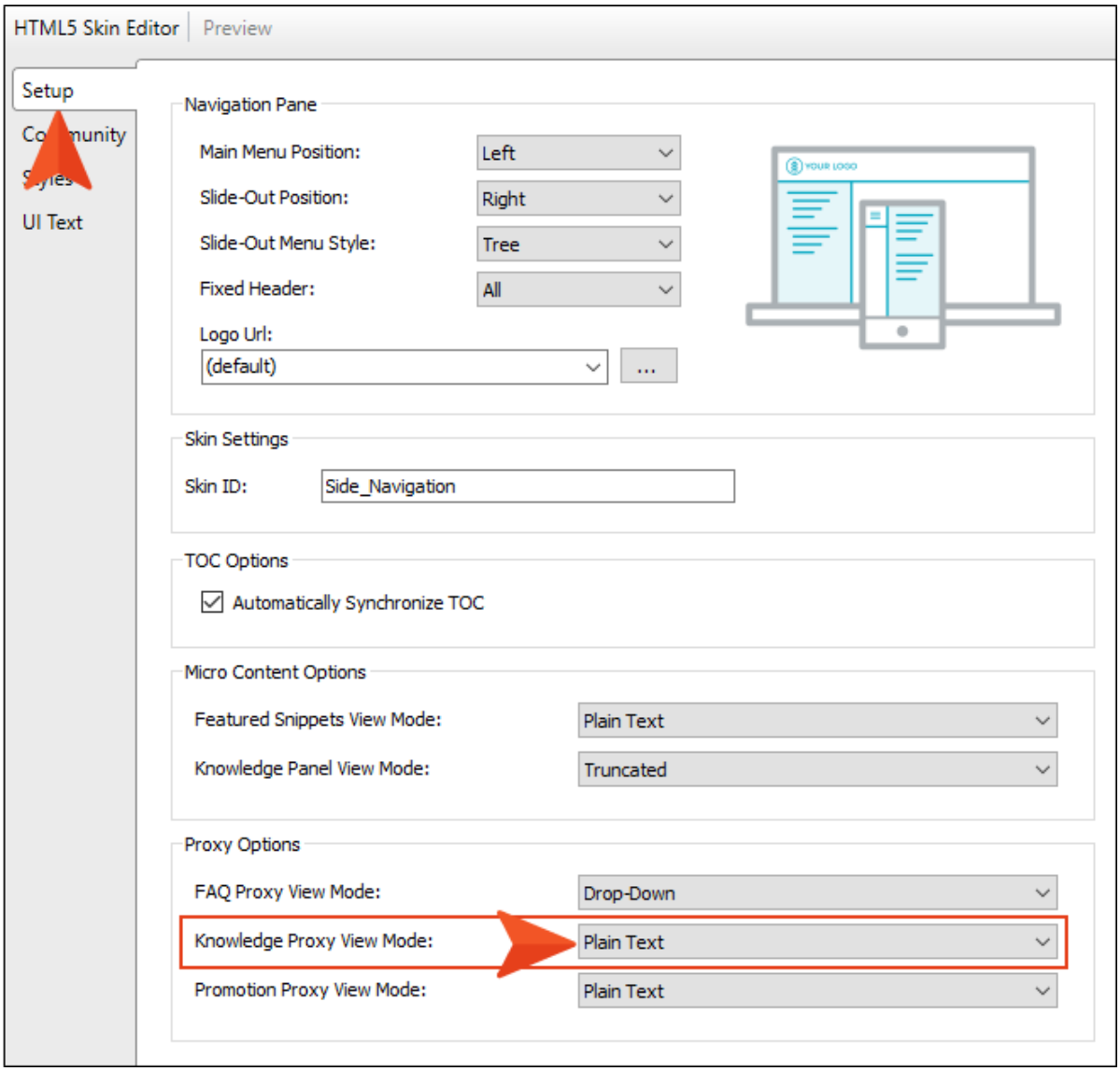
5. Open the Pugs page in the output.

   We don't want our PDF and video links to be shown as drop-downs, and we could add some more space to the left, separating it from the regular topic content. Also, it might look better if all the links had just one border, instead of each having its own. This micro content is using an FAQ proxy, but we probably don't want to adjust the styles in the main Side-Navigation skin because that would affect our FAQs on the Home page. Instead, we'll add a new FAQ skin component and make our changes there.

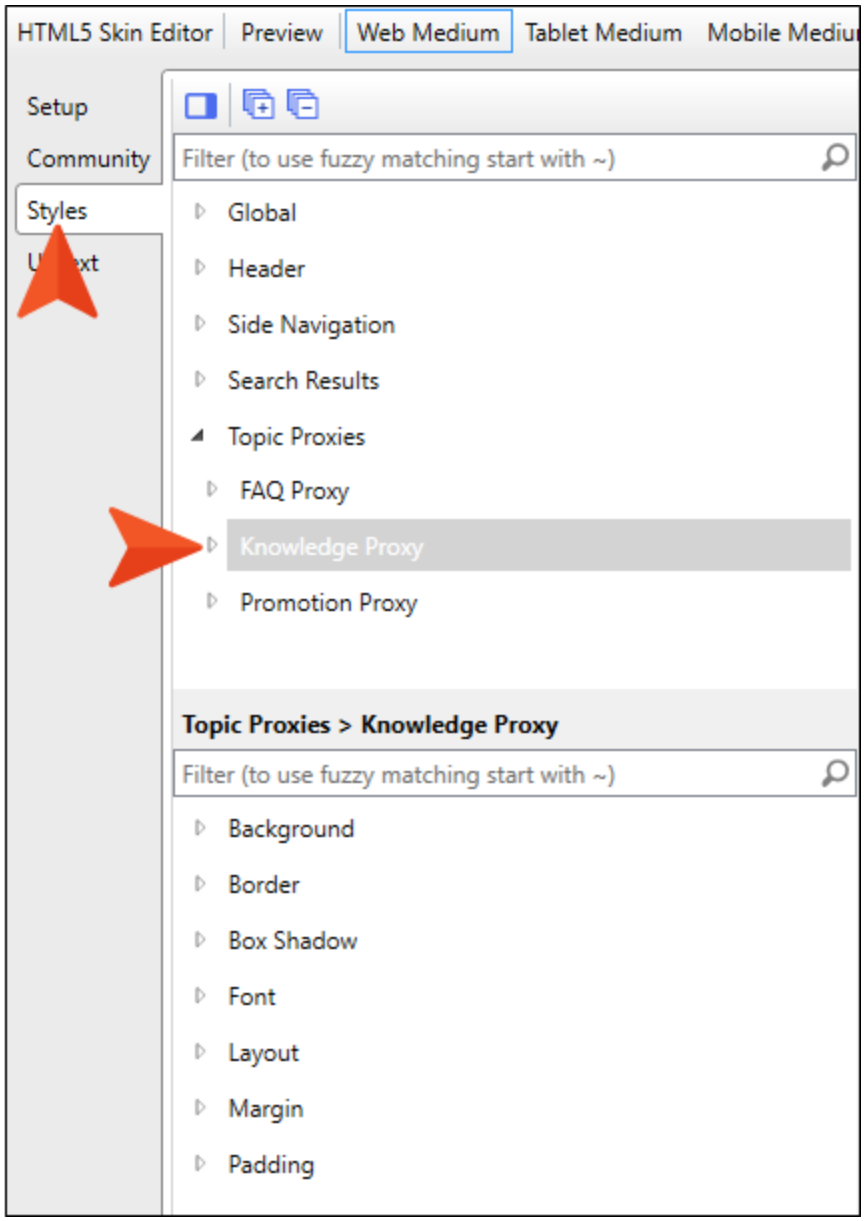


How to Adjust the Author Profile Micro Content

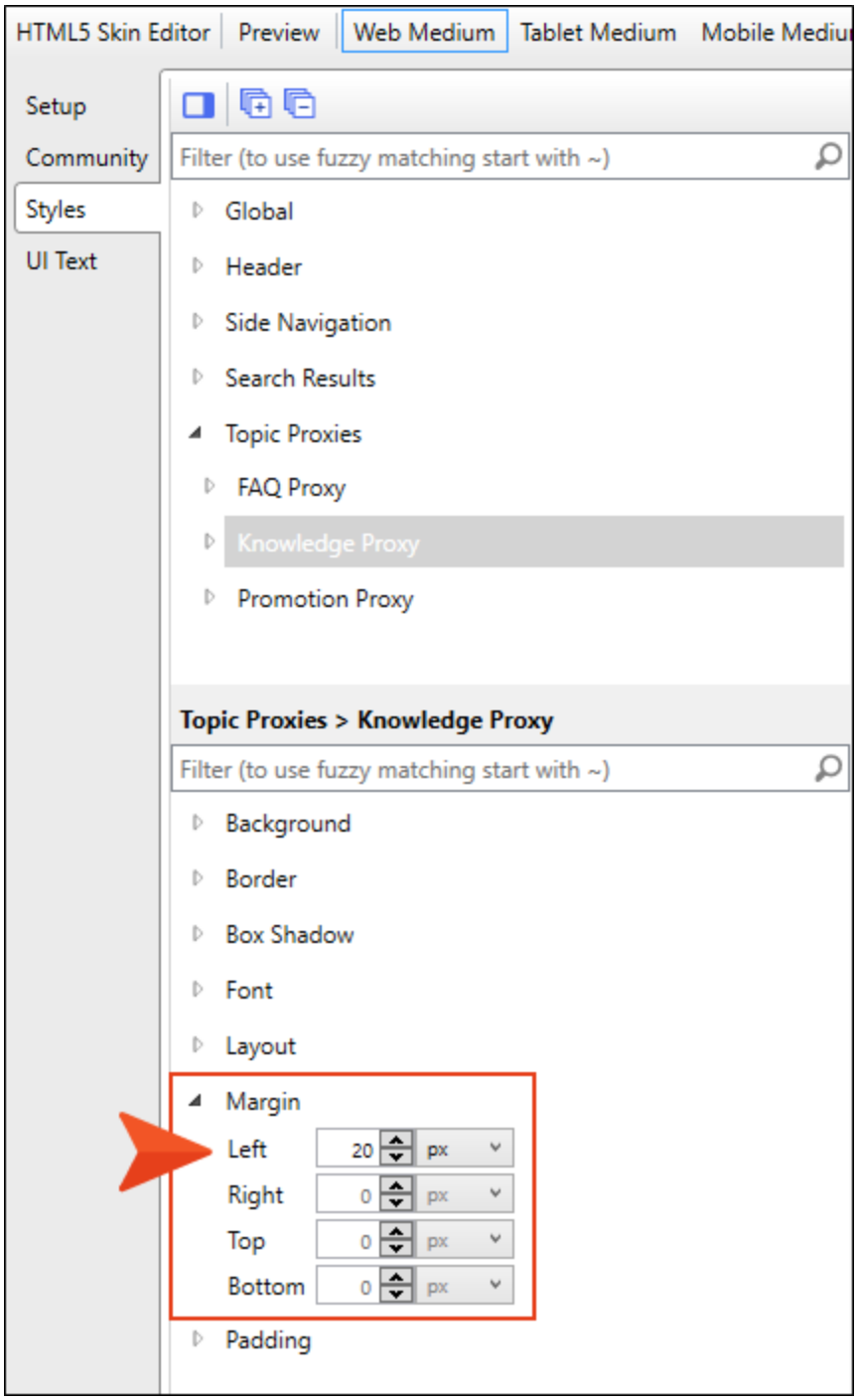
1. Open the main **Side-Navigation** skin.
2. Select the **Setup** tab, and in the **Proxy Options** section, set the **Knowledge Proxy View Mode** field to **Plain Text**.



3. Click the **Styles** tab, expand **Topic Properties**, and select **Knowledge Proxy**.



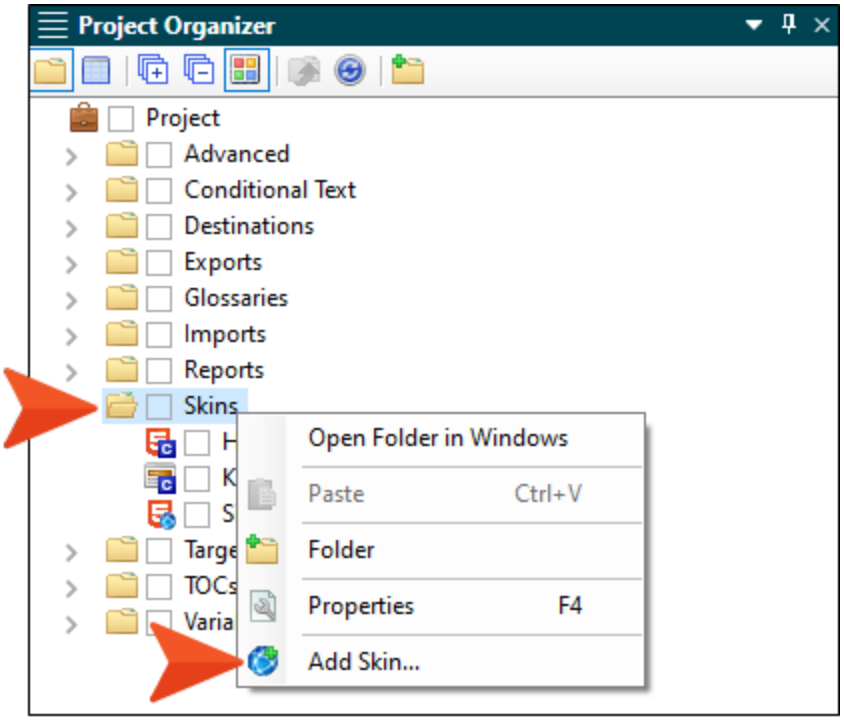
4. In the properties area at the bottom, expand **Margin**, and set the **Left** field to **20 px**.



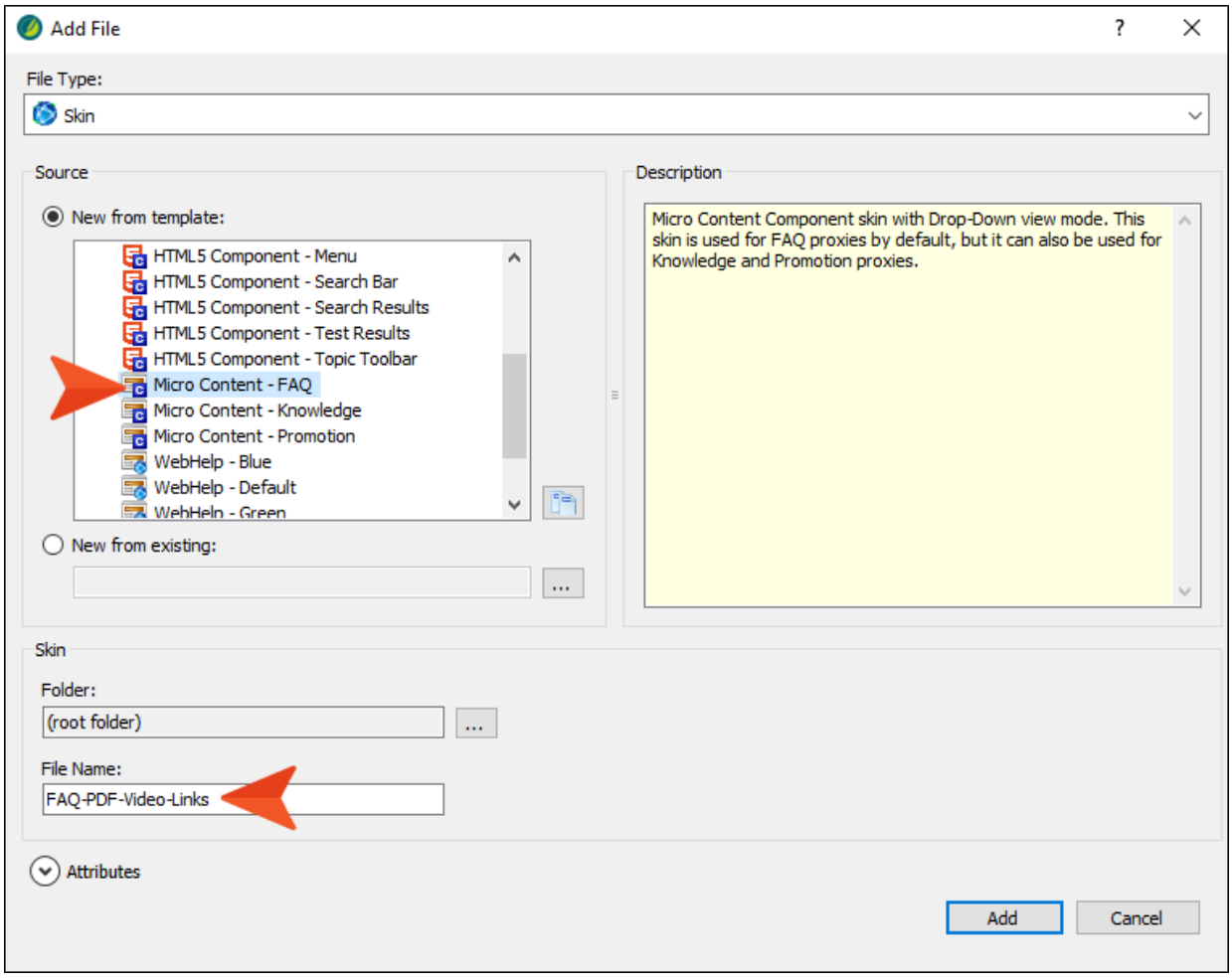
5. Click to save your work.

How to Adjust the PDF and Video Link Micro Content

1. In the Project Organizer, right-click the **Skins** folder and select **Add Skin**.

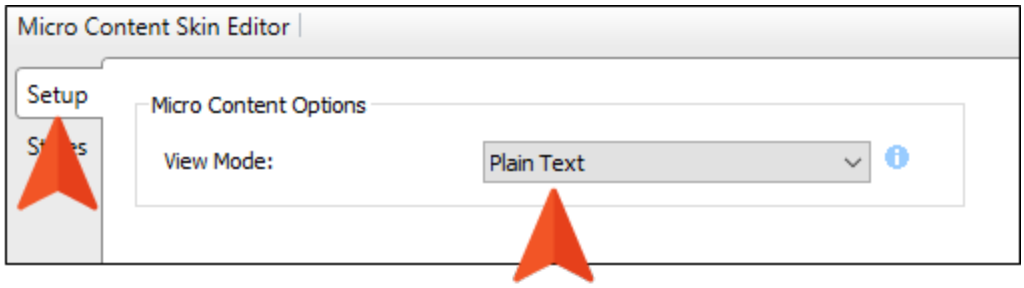


2. In the **New from template** section, select **Micro Content - FAQ**, and in the **File Name** field enter `FAQ-PDF-Video-Links`.

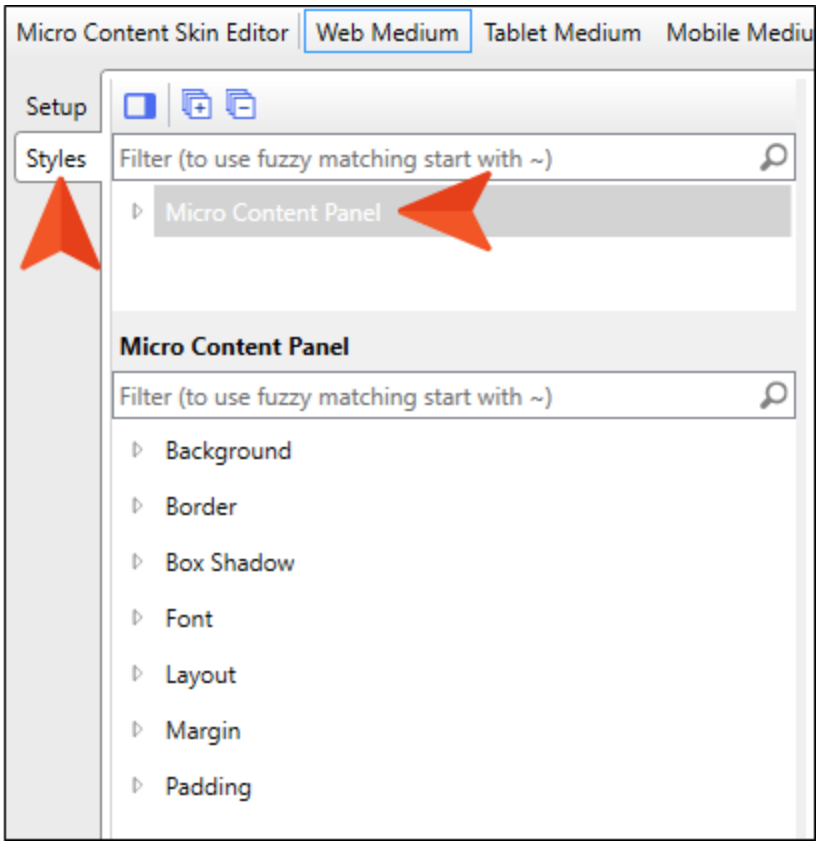


3. Click **Add**.

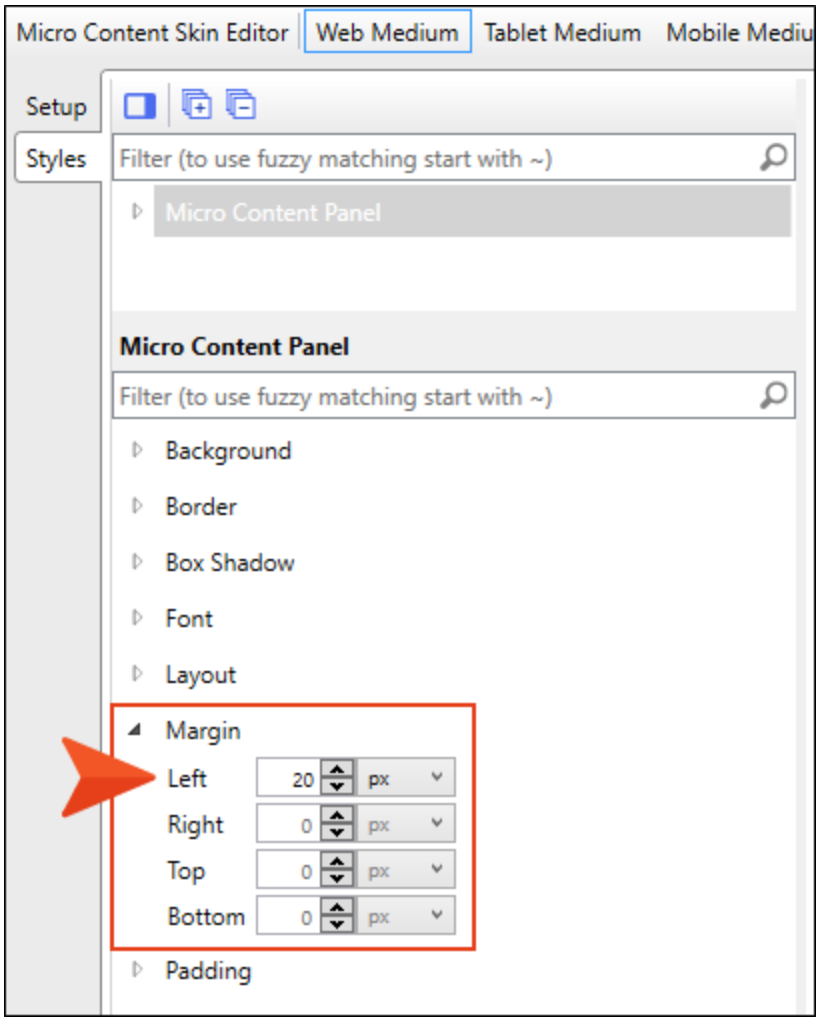
4. In the Micro Content Skin Editor, select the **Setup** tab, and in the **View Mode** field select **Plain Text**.



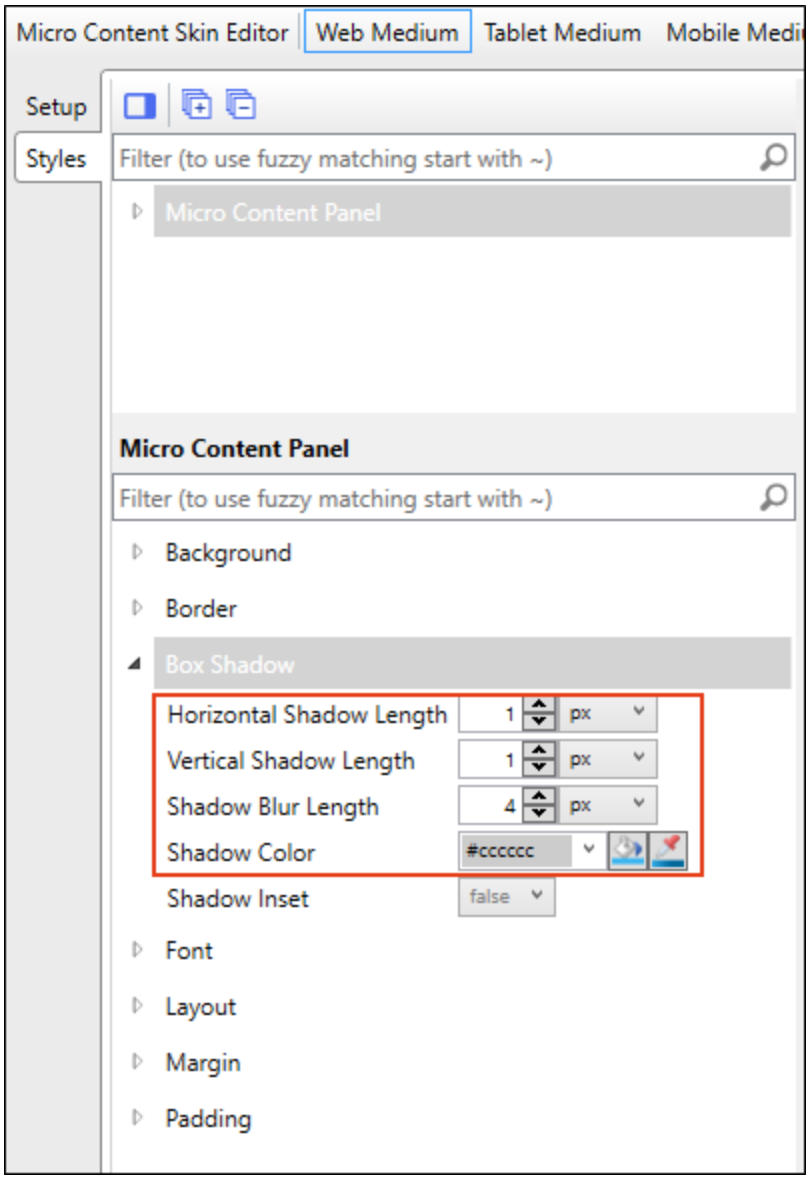
5. Select the **Styles** tab and select **Micro Content Panel**.



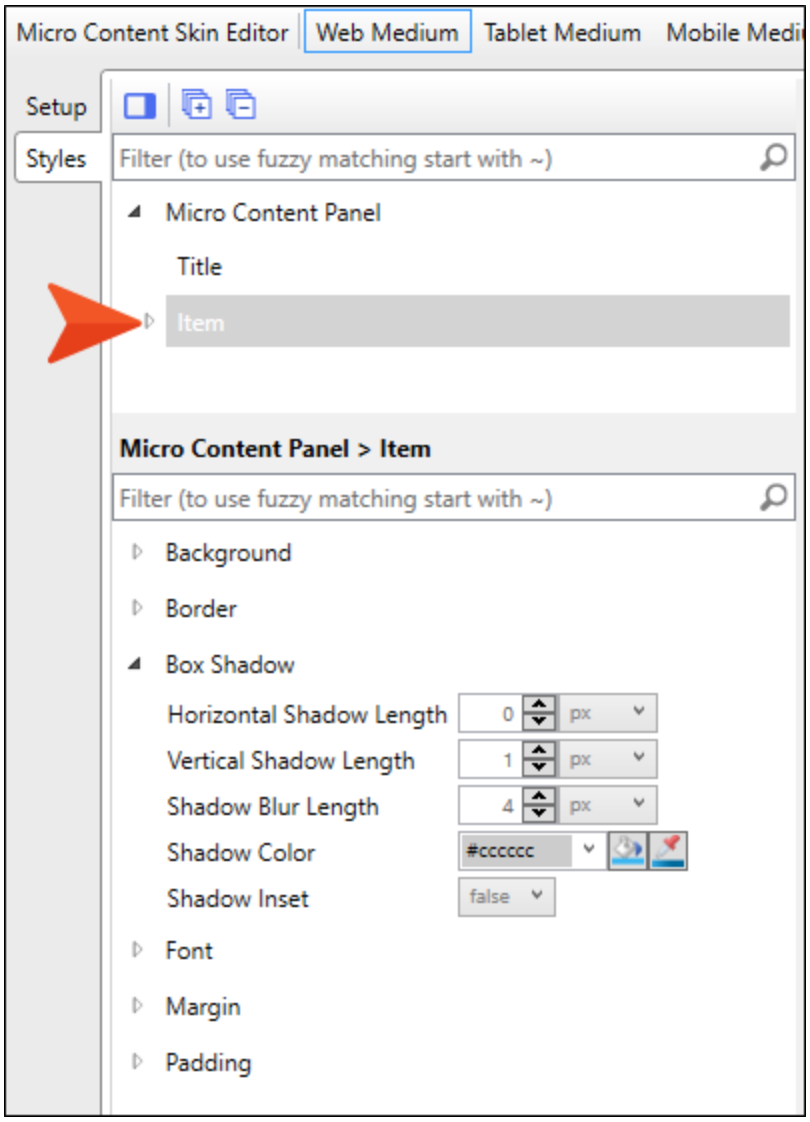
6. In the properties area at the bottom, expand **Margin**, and set the **Left** field to **20 px**.



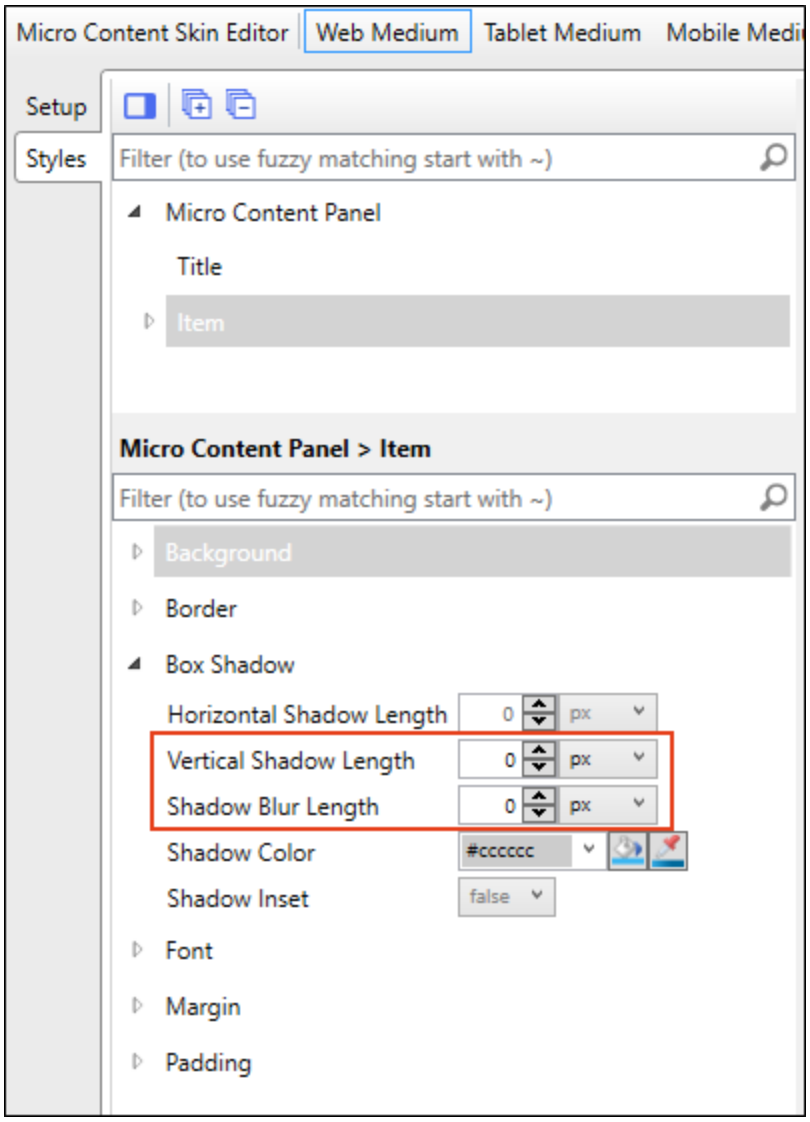
7. Expand **Box Shadow** and set the fields as follows.
    - **Horizontal Shadow Length:** 1 px
    - **Vertical Shadow Length:** 1 px
    - **Shadow Blur Length:** 4 px
    - **Shadow Color:** #cccccc



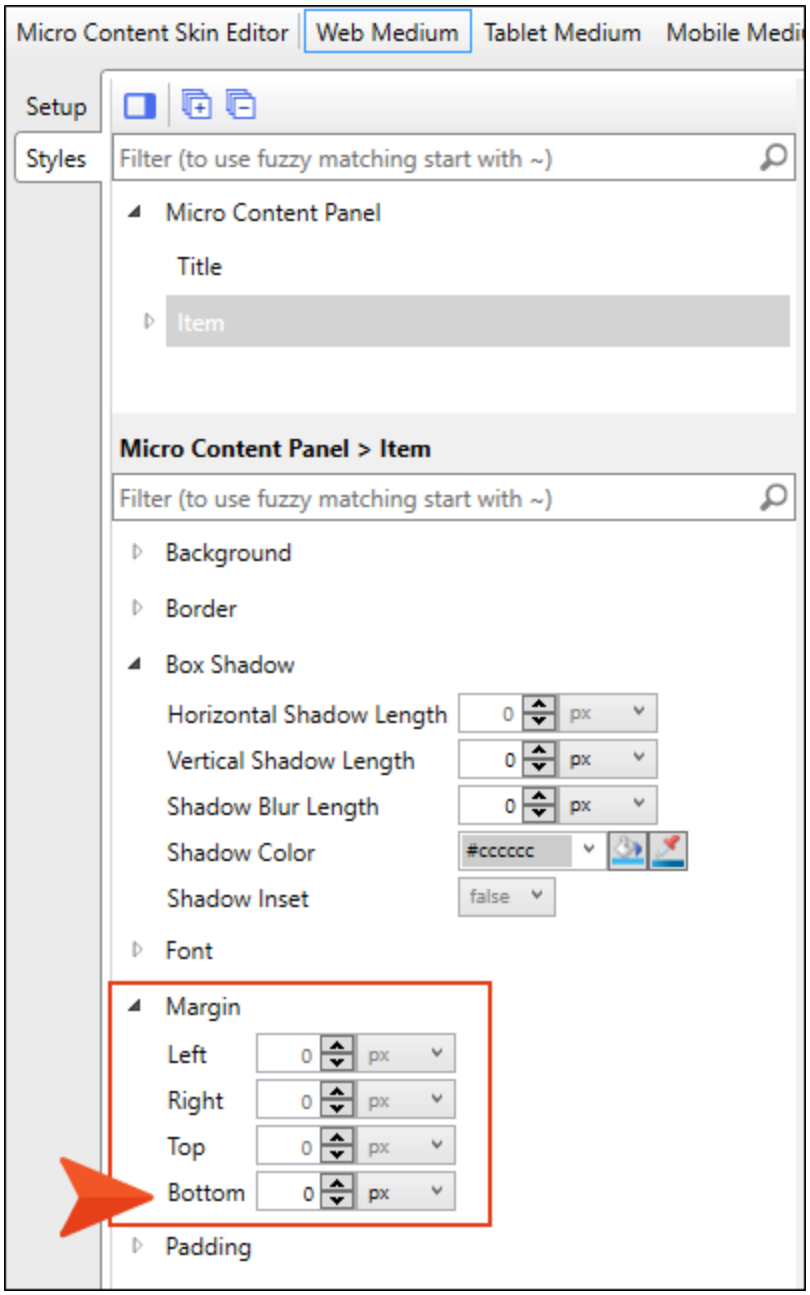
8. That adds a border (in this case, a box shadow actually) around all of the items displayed via the proxy. But now we want to remove the box shadow from the individual items. So in the top part of the tab, expand Micro Content Panel and select Item.



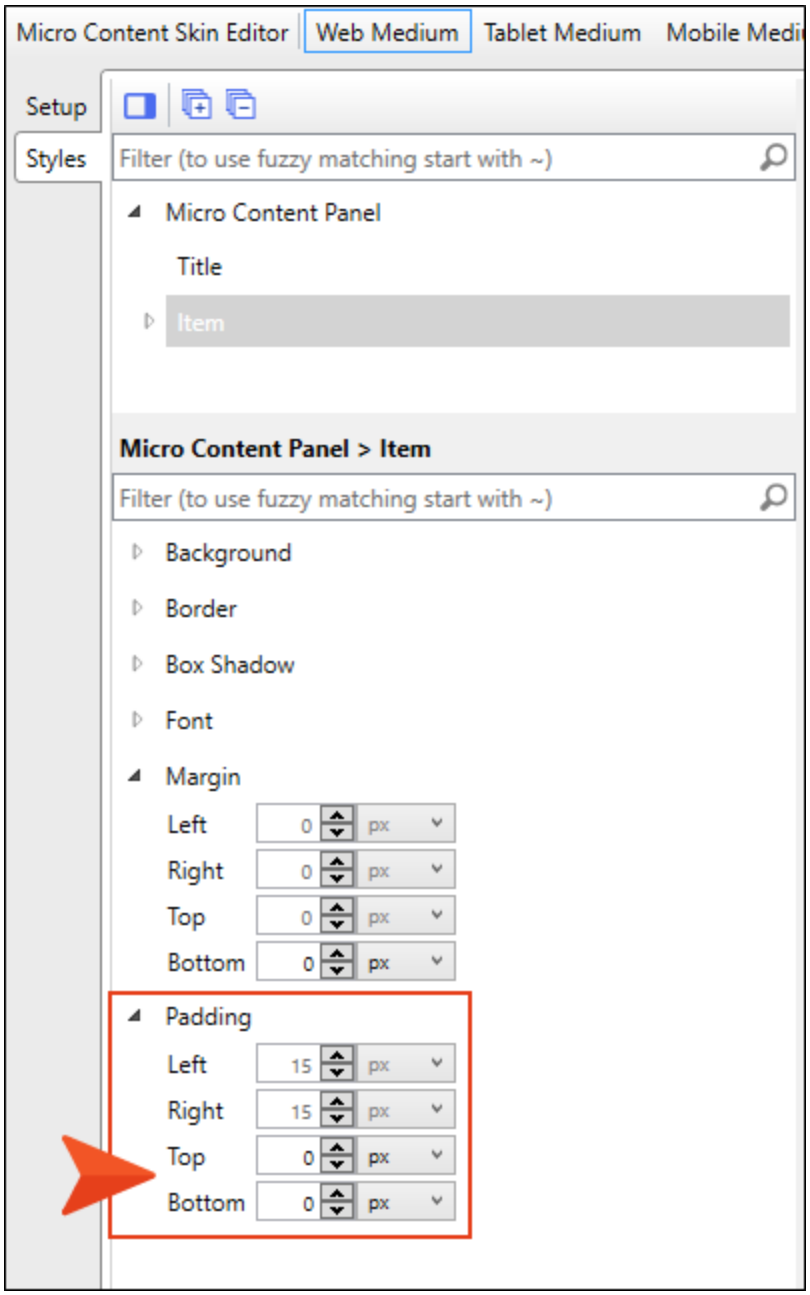
9. In the properties area below, set the **Box Shadow** fields as follows.
    - **Vertical Shadow Length:** 0 px
    - **Shadow Blur Length:** 0 px



10. We also might want less space between our PDF and video links, so let's adjust that. Expand **Margin**, and set the **Bottom** field to **0 px**.



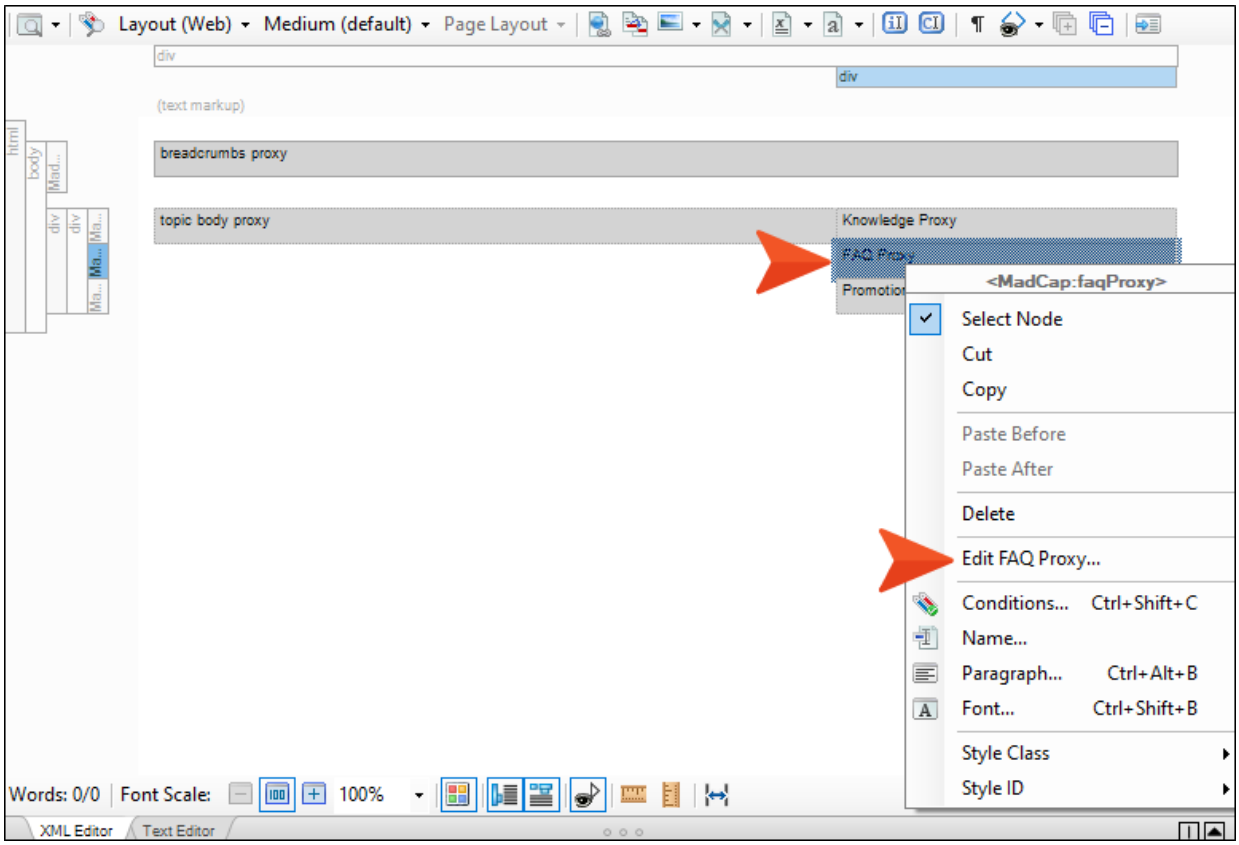
11. Expand **Padding**, and set the **Top** and **Bottom** fields to **0 px**.



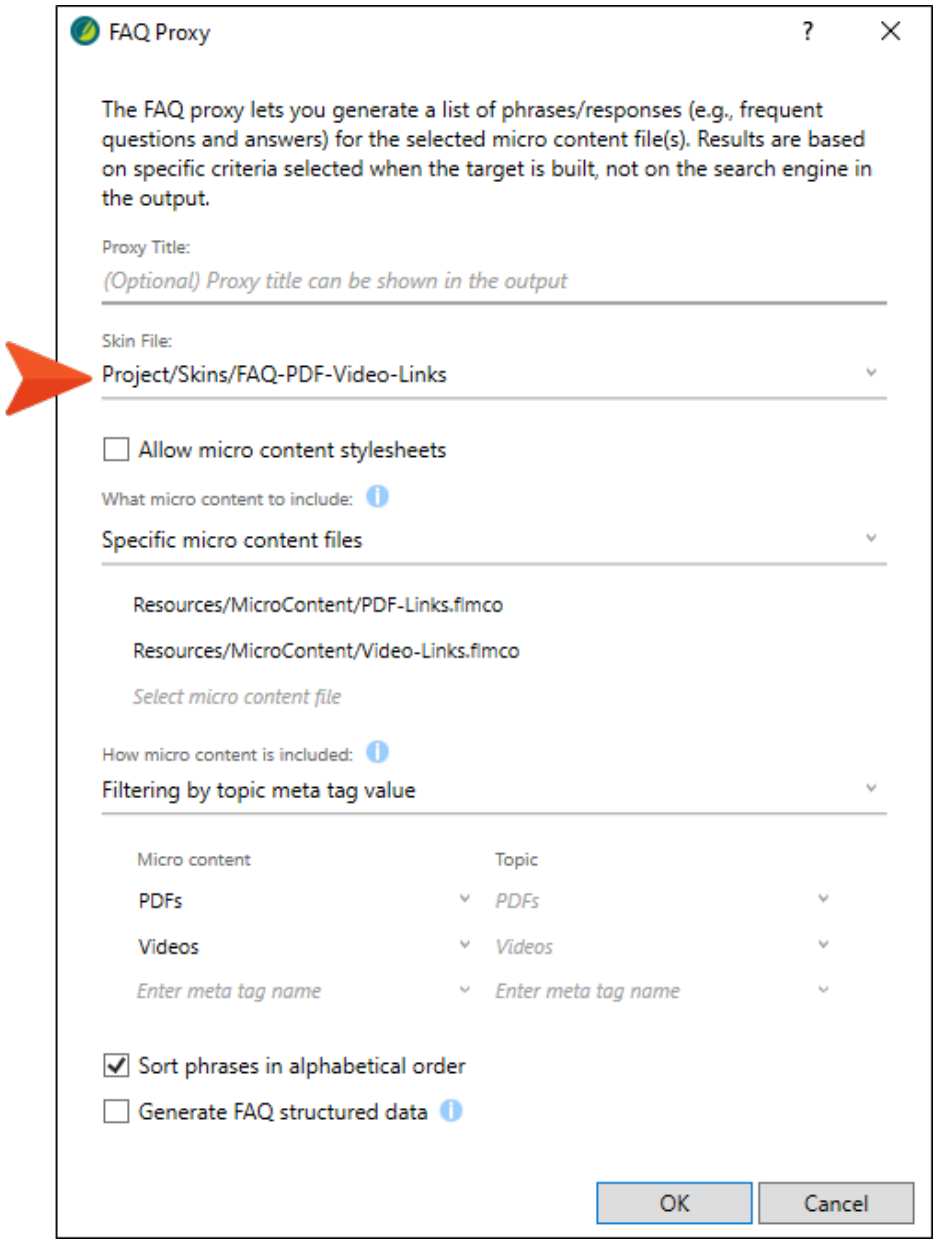
12. Click to save your work.

13. Now we need to make sure our proxy knows to use this skin component, instead of the main Side-Navigation skin. Open the **Other-Topics** template page.

14. Right-click the **FAQ Proxy** bar, and select **Edit FAQ Proxy**.



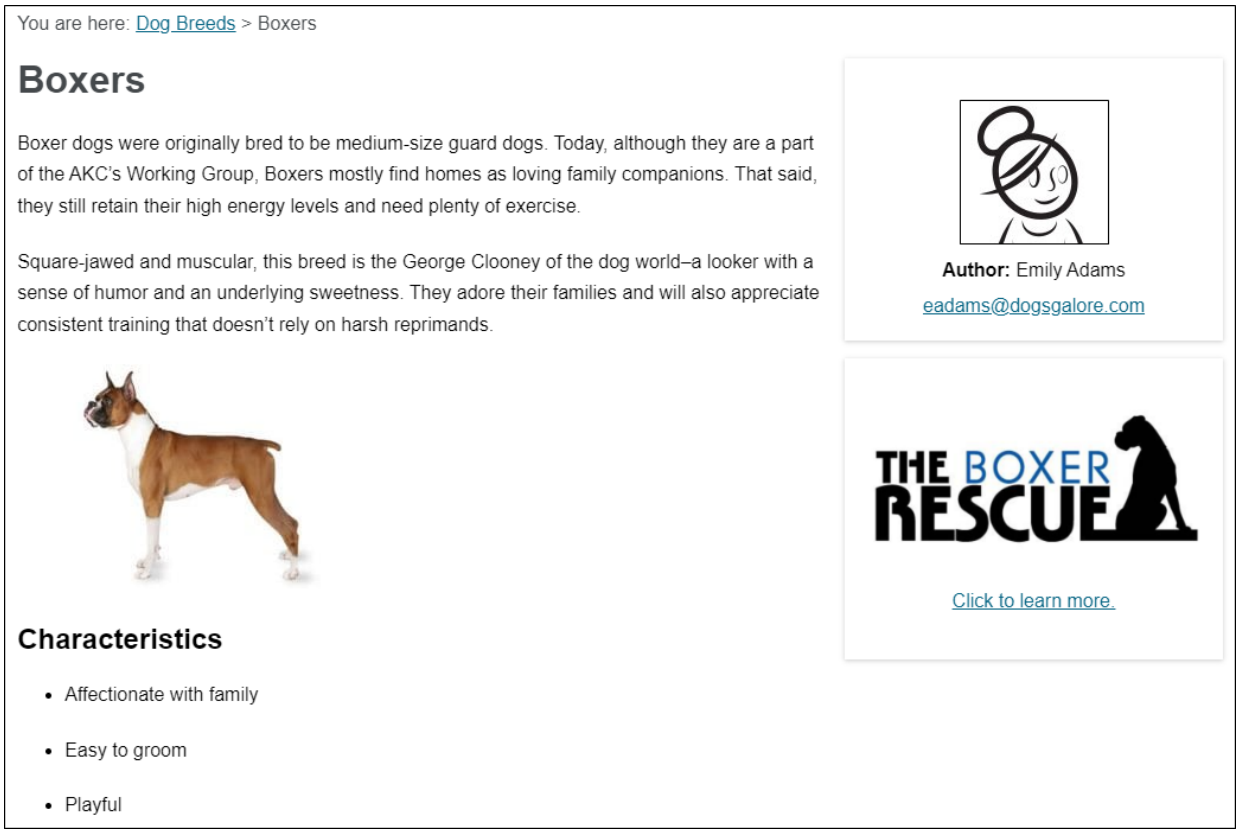
15. In the **Skin File** field, select **Project/Skins/FAQ-PDF-Video-Links**.



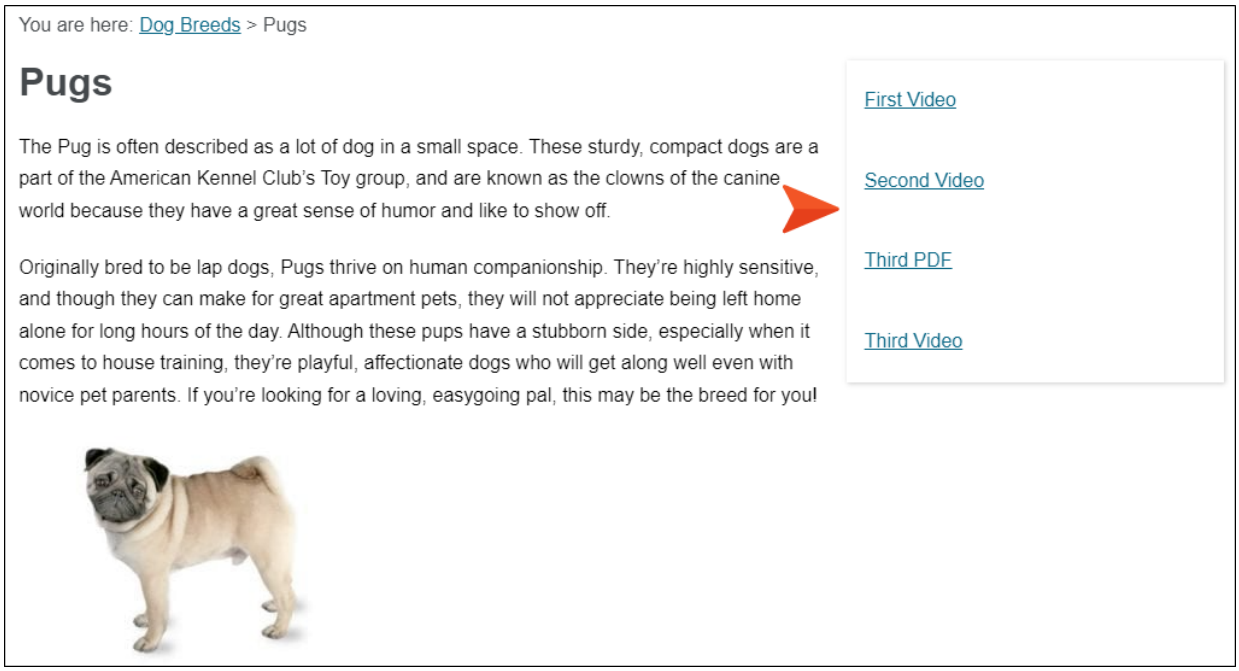
16. Click **OK**.
17. Click to save your work.

How to Review the Topic Micro Content in the Output

1. Build the First-HTML5-Target file, and when it is finished, open the output.
2. On the left side of the output, expand Dog Breeds and select Boxers. The micro content on the right looks better now.



3. Open the **Pugs** page in the output. The PDF and video links now look the way we want.



NOTE In this tutorial, we only made adjustments to the default Web medium to control how micro content looks on a large screen. However, you might want to also see how it all looks on a tablet and mobile screen and make necessary edits in those mediums as well.

PDFs

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

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

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

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Source Control Guide: Subversion

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Variables Guide

Videos Guide

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