

MADCAP FLARE 2024 r2

Micro Content—Basic

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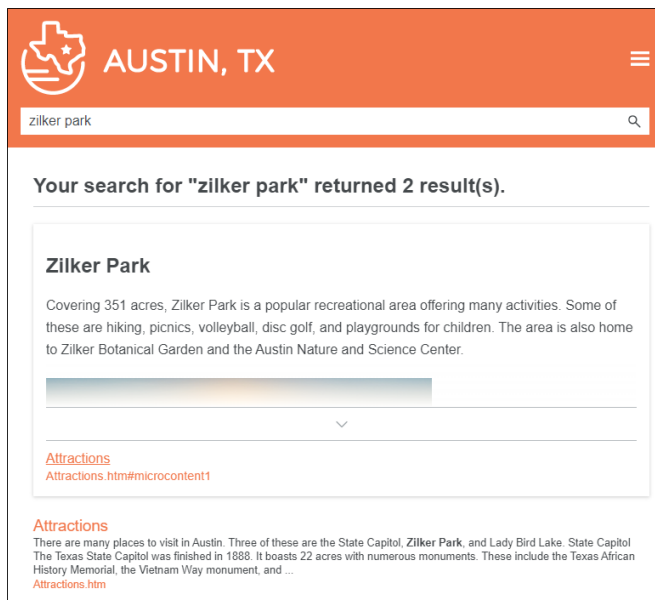
CHAPTER 1

Welcome

Approximate Time: 25 minutes

Welcome to the Flare Micro Content Tutorial—Basic.

- **Tutorial Goal** Learning how to create micro content for HTML5 search results.
- **Key Concepts** Creating a micro content file with phrases and responses, and single-sourcing micro content.



The screenshot shows a search interface for Austin, TX. The header is orange with the Austin, TX logo and a search bar containing "zilker park". Below the search bar, it says "Your search for 'zilker park' returned 2 result(s)". The first result is titled "Zilker Park" and includes a description: "Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center." Below the description is a horizontal bar with a gradient and a downward arrow. The second result is titled "Attractions" and includes a description: "There are many places to visit in Austin. Three of these are the State Capitol, Zilker Park, and Lady Bird Lake. State Capitol The Texas State Capitol was finished in 1888. It boasts 22 acres with numerous monuments. These include the Texas African History Memorial, the Vietnam Way monument, and ...".

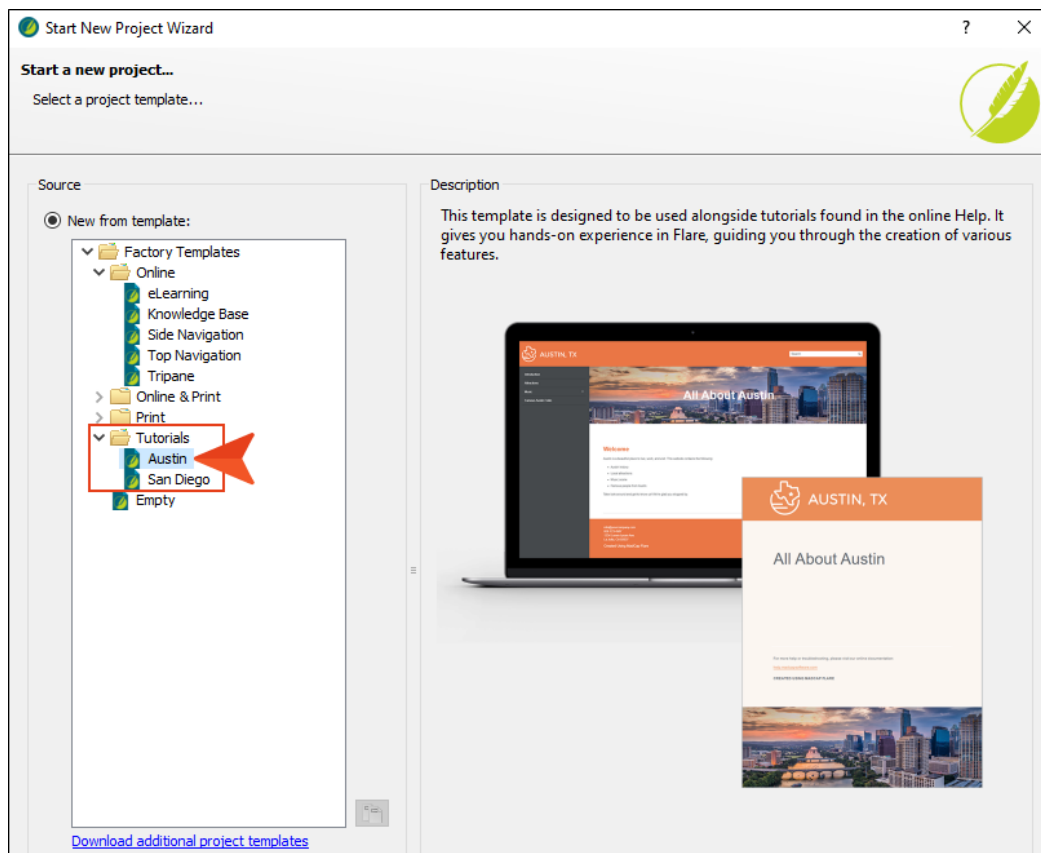
CHAPTER 2

Creating a Project From a Template

To start, let's create a new project based on Flare's Austin template.

I How to Create a New Project From a Template

1. Select **File > New Project**. The Start New Project Wizard opens.
2. In the **Project name** field, give your project any name you want.
3. (Optional) In the **Project folder** field, you can enter a location where you want to save your project. By default, projects are saved in your Documents > My Projects folder.
4. Click **Next**.
5. Under **Factory Templates**, expand the **Tutorials** folder. Select the **Austin** template.




6. Click **Next**.
7. For branding, keep the default settings. (This is where you could customize your project's look with branding, such as colors and logo.) Click **Next**.
8. Click **Finish**. The project is created and loaded into Flare.

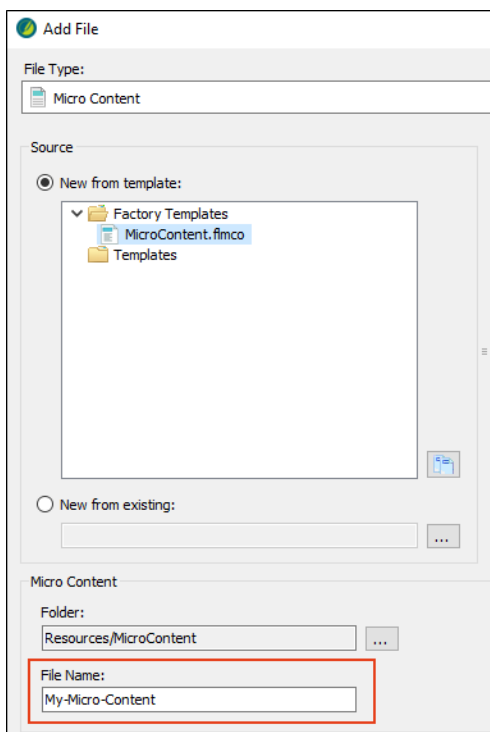
CHAPTER 3

Creating a Micro Content File

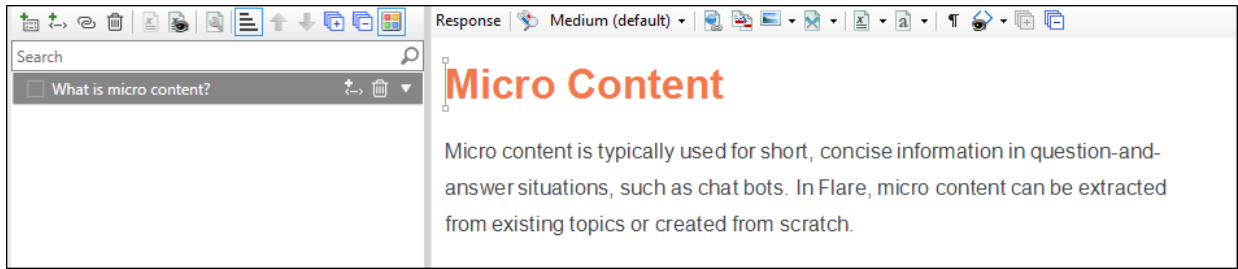
We are going to add a new micro content file, which will hold all of the phrases and corresponding responses that we create throughout this tutorial. You can create as many micro content files as you need, which you might want to do for organizational purposes. But in this tutorial we will just create one micro content file.

I How to Create a Micro Content File

1. First, let's create a new subfolder to store the micro content file.
 - a. On the left side of the interface, open the Content Explorer.
 - b. Select the **Resources** folder.
 - c. In the local toolbar, click . A folder with the temporary name "NewFolder" is added.
 - d. Type `MicroContent` as the new name for the folder, and press **ENTER**.
2. Right-click the new **MicroContent** folder, and from the context menu select **New > Micro Content**. The Add File dialog opens.
3. In the **File Name** field, type `My-Micro-Content`.



4. Click **Add**. The micro content file is added to the Content Explorer. The Micro Content Editor opens to the right, displaying micro content phrases on the left and an area to the right for the response. There is one phrase/response already added.



CHAPTER 4

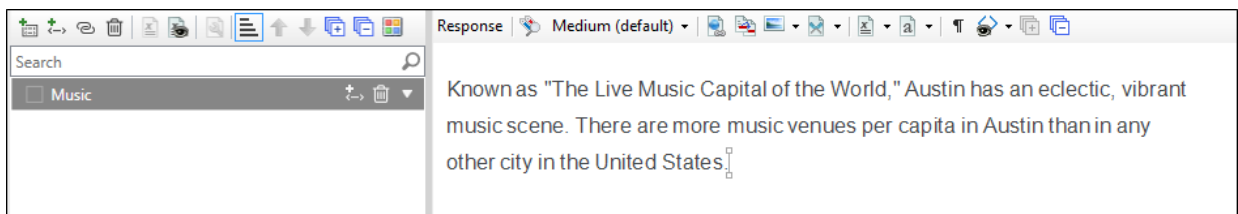
Creating a Response in the Micro Content Editor


There are multiple methods for creating a micro content response. Let's start with a simple method, where we enter the response directly in the Micro Content Editor.


I How to Create a Response in the Micro Content Editor

1. On the left side of the Micro Content Editor, click the phrase **What is micro content?** so that the text is selected.
2. Type `Music` and press **ENTER**.
3. Copy the following text and paste it on the right side of the Micro Content Editor, replacing the existing content.

Known as "The Live Music Capital of the World," Austin has an eclectic, vibrant music scene. There are more music venues per capita in Austin than in any other city in the United States.

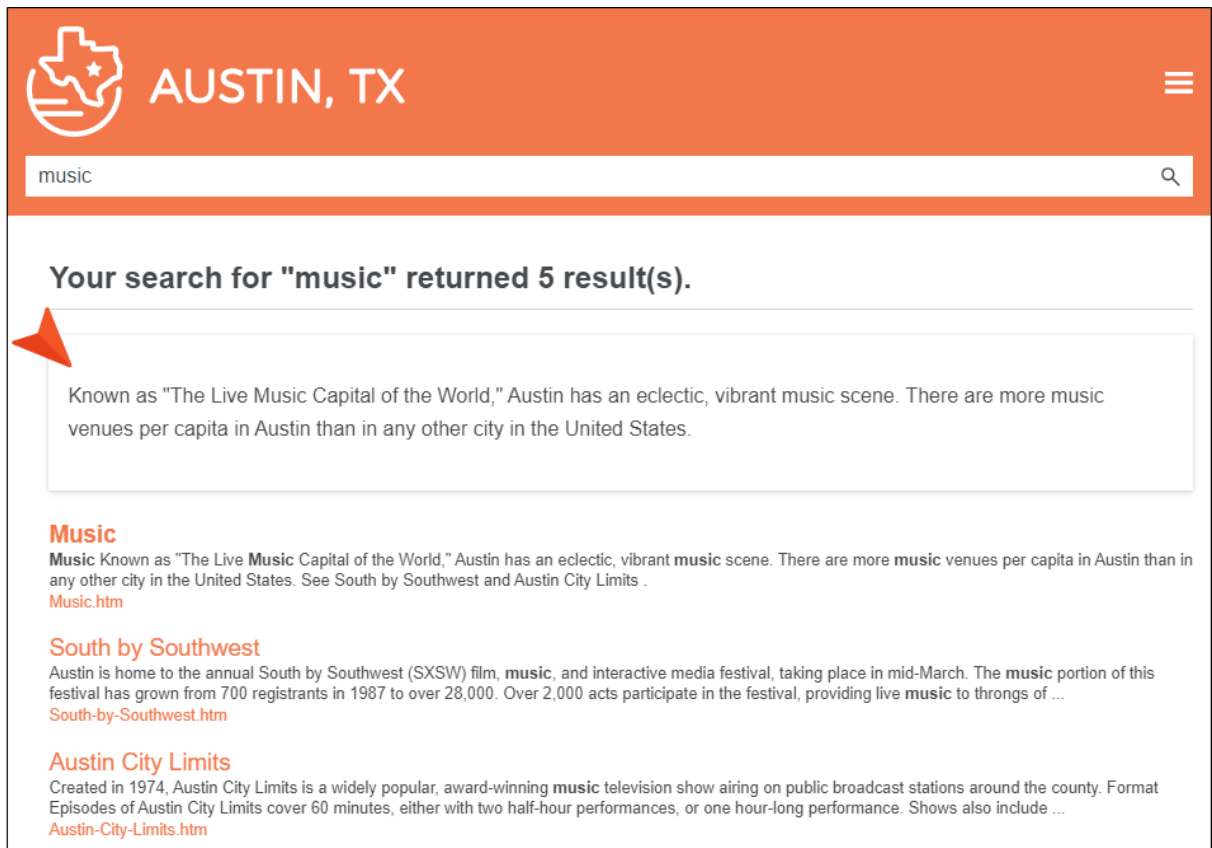


4. Click  to save your work.
5. Select the **Project** ribbon, and from the **Build Primary** drop-down choose **Build "All-About-Austin-HTML5."**

 **NOTE** There are a few things you need to keep in mind when generating output designed with micro content for search results. First, it must be an HTML5 target. Second, the search engine must either be MadCap Search or Elasticsearch (as opposed to Google Search). And third, there are options in the Target Editor to select which micro content files and phrases/responses to include in search results. Fortunately, the default settings in this Austin project template are already set up to show some micro content, so we don't need to worry about it in this tutorial.

6. When the target finishes building, double-click the row in the Builds grid at the bottom of the interface.

7. In the output, search for `music` (no need to worry about the case). Your micro content displays at the top of the search results.



AUSTIN, TX

music

Your search for "music" returned 5 result(s).

Known as "The Live Music Capital of the World," Austin has an eclectic, vibrant music scene. There are more music venues per capita in Austin than in any other city in the United States.

Music
Known as "The Live **Music** Capital of the World," Austin has an eclectic, vibrant **music** scene. There are more **music** venues per capita in Austin than in any other city in the United States. See South by Southwest and Austin City Limits .
[Music.htm](#)

South by Southwest
Austin is home to the annual South by Southwest (SXSW) film, **music**, and interactive media festival, taking place in mid-March. The **music** portion of this festival has grown from 700 registrants in 1987 to over 28,000. Over 2,000 acts participate in the festival, providing live **music** to throngs of ...
[South-by-Southwest.htm](#)

Austin City Limits
Created in 1974, Austin City Limits is a widely popular, award-winning **music** television show airing on public broadcast stations around the county. Format Episodes of Austin City Limits cover 60 minutes, either with two half-hour performances, or one hour-long performance. Shows also include ...
[Austin-City-Limits.htm](#)

It works great, but the reason we do not usually recommend this method is because the same text already appears in one of the topics in the project. By entering this text manually in the Micro Content Editor, you are not single-sourcing. You can improve the situation by either creating a snippet to be used in both the topic and Micro Content Editor, or you can use one of the other methods that we'll go over next, which involving linking rather than manual entry of the response.

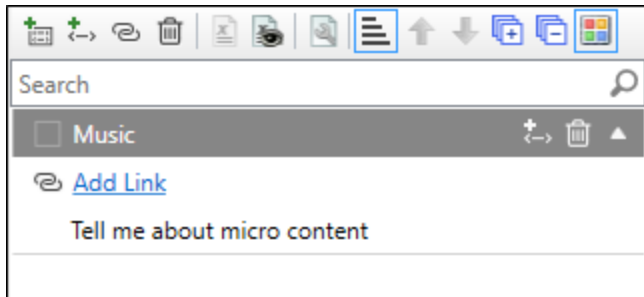
CHAPTER 5

Creating a Response by Linking to a Topic

Let's alter our first micro content phrase/response by linking the phrase to a topic.

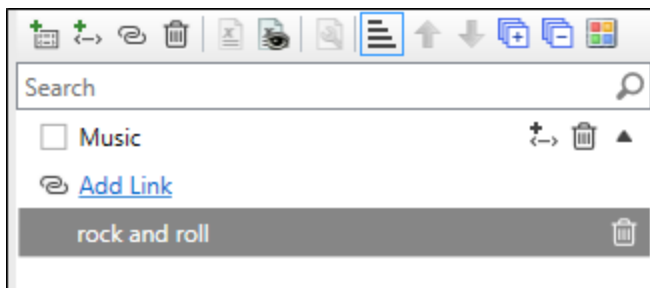
I How to Create a Response by Linking to a Topic

1. On the left side of the Micro Content Editor, double-click the **Music** phrase. The row expands, showing information below it. You will see "Add Link," followed by the text "Tell me about micro content."



The phrase at the bottom is called an "alternate phrase," which was already part of the original "Micro Content" phrase that we replaced earlier. We can delete this second phrase, but let's just replace it with something else that has to do with music.

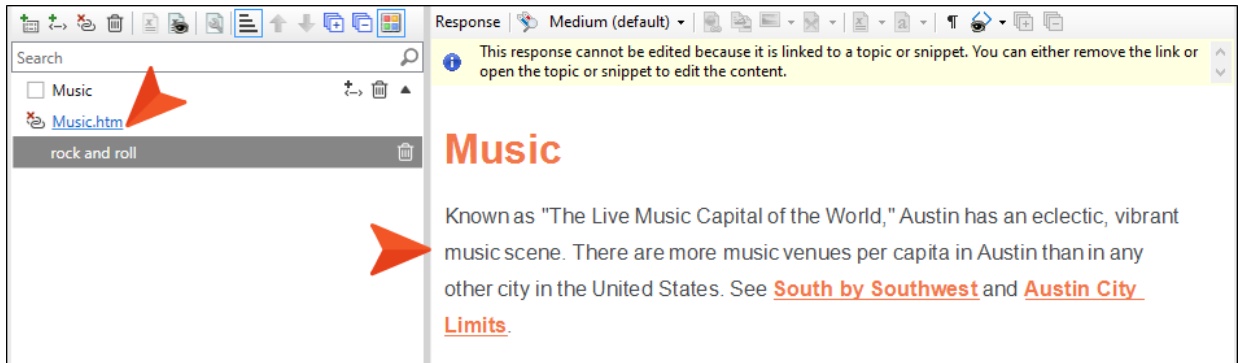
2. Click the alternate phrase and press **F2** on your keyboard to select the text. Then type `rock and roll` and press **ENTER**.




The idea is that a user could search for either "music" or "rock and roll" (or something close to it) and see the same micro content response in the search results.

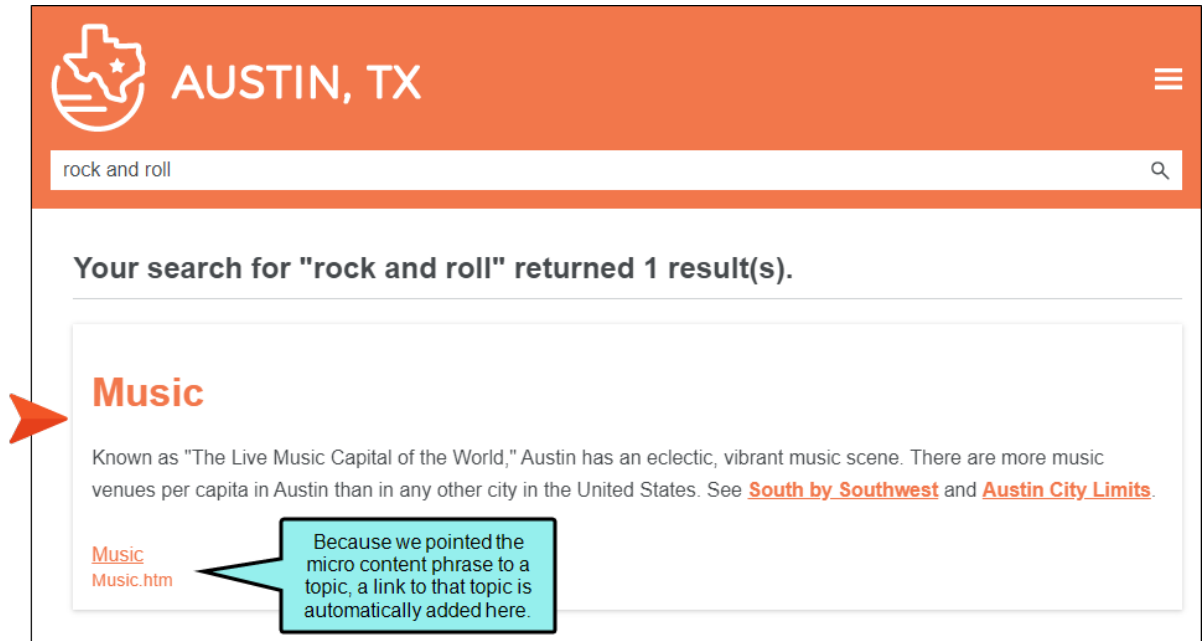
3. Click **Add Link**.
4. In the dialog, select **Music.htm**.

5. Click **OK**. The response to the right is replaced with the exact content from the Music.htm topic. You cannot click in the editor to the right and change any content, because it is just a link to the topic. To make changes, you need to edit the actual topic. You can quickly open the topic by clicking the link on the left side, or right-clicking the response on the right and selecting **Open Link**.



6. Click  to save your work.
7. Build and view the output again.

8. Search for `rock` and `roll`. The micro content displays in the search results, and it is the same as the topic; there is even an automatic link to the topic at the bottom of the micro content. Notice that there are no other search results, because this time we used the alternate phrase (rock and roll), and that phrase doesn't appear anywhere in the project, just in the Micro Content Editor.




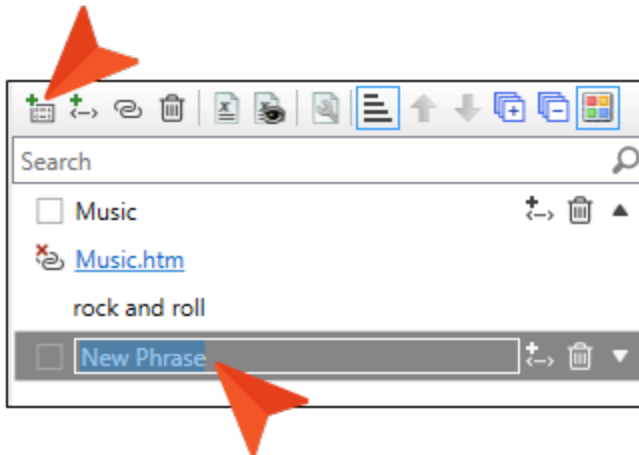
This method works well too, but topics are often larger than you would like for micro content. Even if it's relatively small, as in our example, you might want to use only part of it for the micro content. Therefore, you might want to use one of the other methods that we will talk about next.

Creating a Response by Linking to a Bookmark

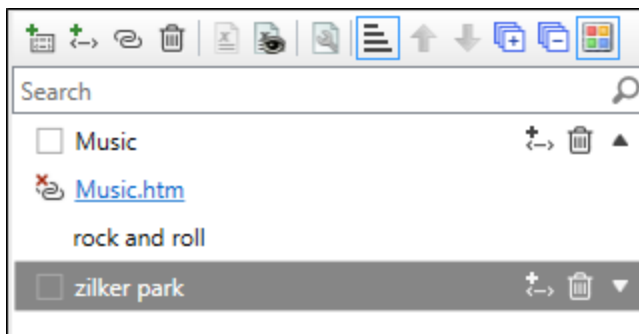
One way to get more specific with a micro content response is to link to a bookmark within a topic, rather than just the topic in general. Let's do that now.

I How to Create a Response by Linking to a Bookmark

1. In the local toolbar of the Micro Content Editor (on the left side), click . This adds a new row so that you can create a new phrase.

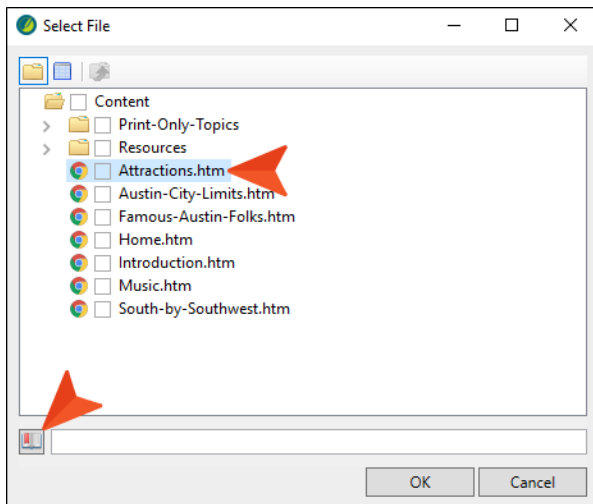


2. Type `zilker park` and press **ENTER**.

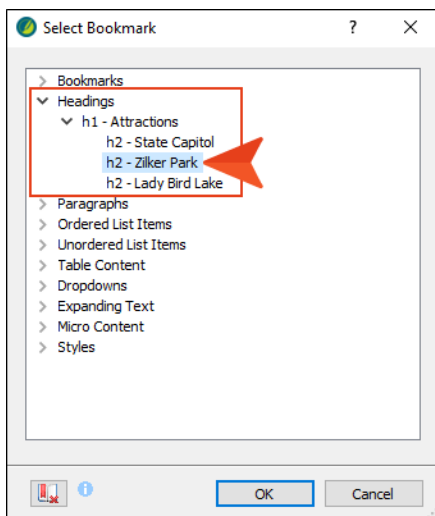


3. Double-click the `zilker park` row to expand it.
4. Click **Add Link**.

5. In the dialog, select **Attractions.htm**, and at the bottom click .

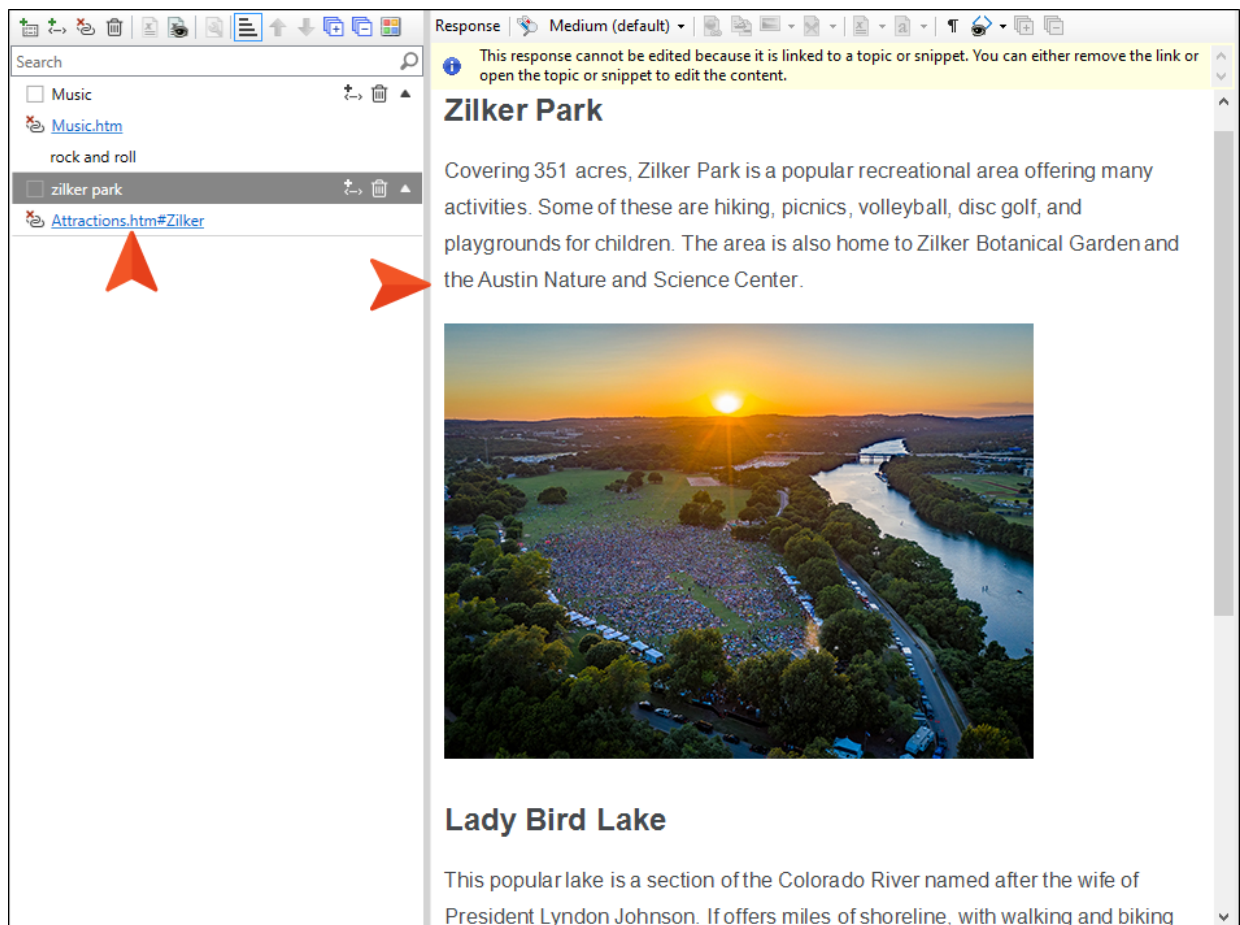



6. We don't have a bookmark in that topic yet, but we can create one automatically in the Select Bookmark dialog. Expand **Headings**, and select **h2 - Zilker Park**.



7. Click **OK**. Then in the Select File dialog, click **OK** again.



The response to the right shows all of the content in the topic from the "Zilker Park" heading to the bottom of the topic.




8. Click  to save your work.
9. Build and view the output again.

10. Search for `zilker`. The micro content displays in the search results. Notice that it was not necessary to enter the full phrase (`zilker park`); just part of it was close enough to bring up the results.

Also notice that, like the previous example, a link to the topic (and to the specific heading) is automatically provided in the micro content.

 **AUSTIN, TX** 

Zilker 

Your search for "Zilker" returned 2 result(s).

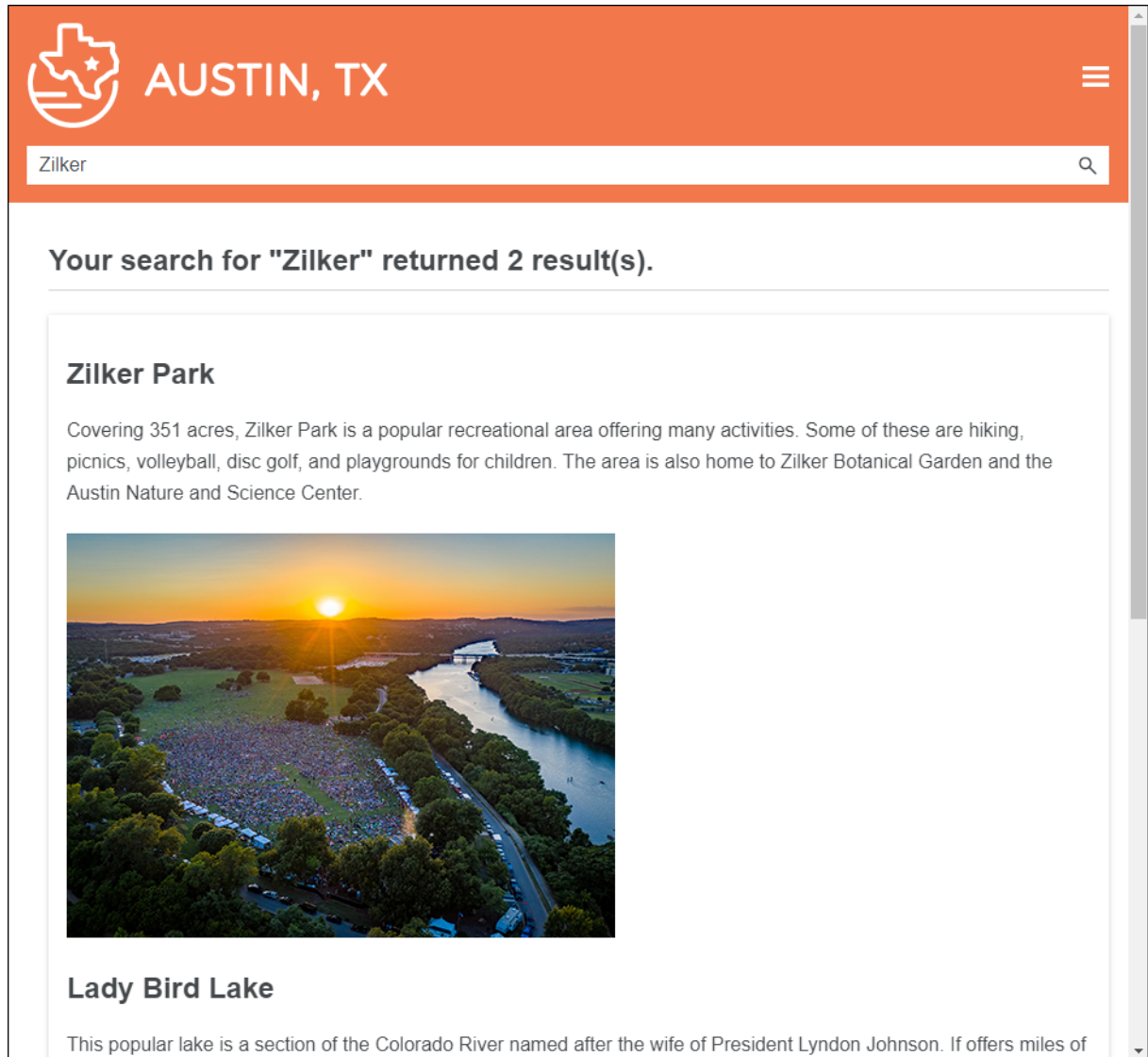
Zilker Park

Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center.

[Attractions](#)
[Attractions.htm#Zilker](#)

Attractions
There are many places to visit in Austin. Three of these are the State Capitol, Zilker Park, and Lady Bird Lake. State Capitol The Texas State Capitol was finished in 1888. It boasts 22 acres with numerous monuments. These include the Texas African History Memorial, the Vietnam Way monument, and ...
[Attractions.htm](#)

You will also see that the response was truncated, with an arrow at the bottom. That's because the response height reached a certain threshold (which you can control in your skin). Users can click the down arrow to expand the micro content response, showing all of it.




AUSTIN, TX

Zilker

Your search for "Zilker" returned 2 result(s).

Zilker Park

Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center.



Lady Bird Lake

This popular lake is a section of the Colorado River named after the wife of President Lyndon Johnson. It offers miles of

This is a good method if you know that you want to include everything in the bottom portion of the topic. However, as you have probably already noticed in this example, there is a section on "Lady Bird Lake" below "Zilker Park." Therefore, you might want to use the method that we will talk about next, which is probably what we would recommend in most (but not necessarily all) situations.

Creating a Response by Linking From a Topic


The most flexible method is to select a certain block of content in a topic and tag it as micro content, thereby creating a link from that specific content to a new phrase.

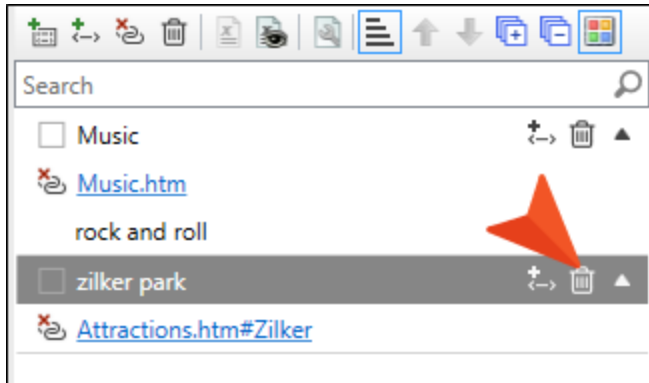
Before we do that, let's remove a micro content phrase, and redo it using this method.

This chapter discusses the following:

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| How to Create a Response by Linking From a Topic | 26 |

I How to Remove a Micro Content Phrase

1. On the left side of the Micro Content Editor, click  in the **zilker park** row.



2. Click  to save your work.

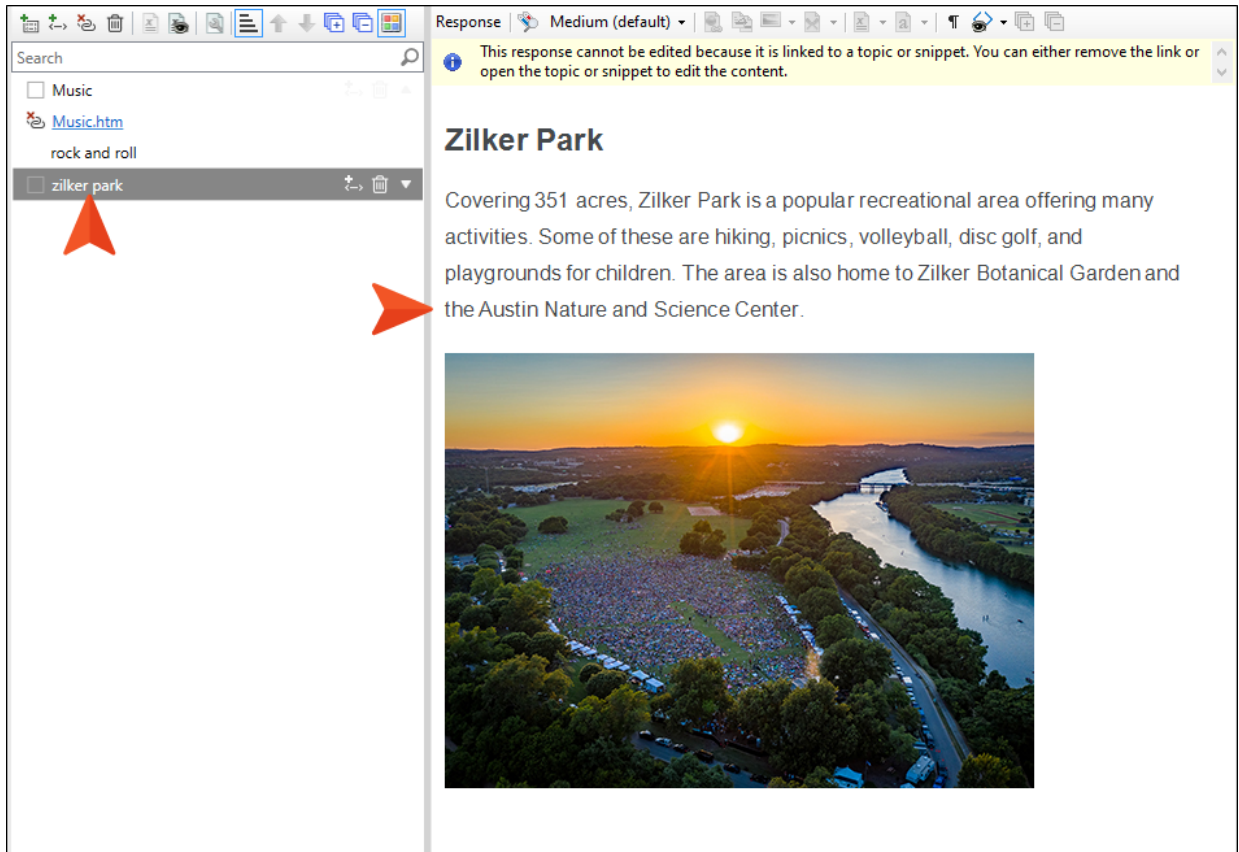
I How to Create a Response by Linking From a Topic

1. Open the `Attractions.htm` topic.
2. Scroll down to the **Zilker Park** heading.
3. We don't need the bookmark that was automatically created next to the heading, so delete it.
4. Select the **Zilker Park** heading, as well as the paragraph and image below it.



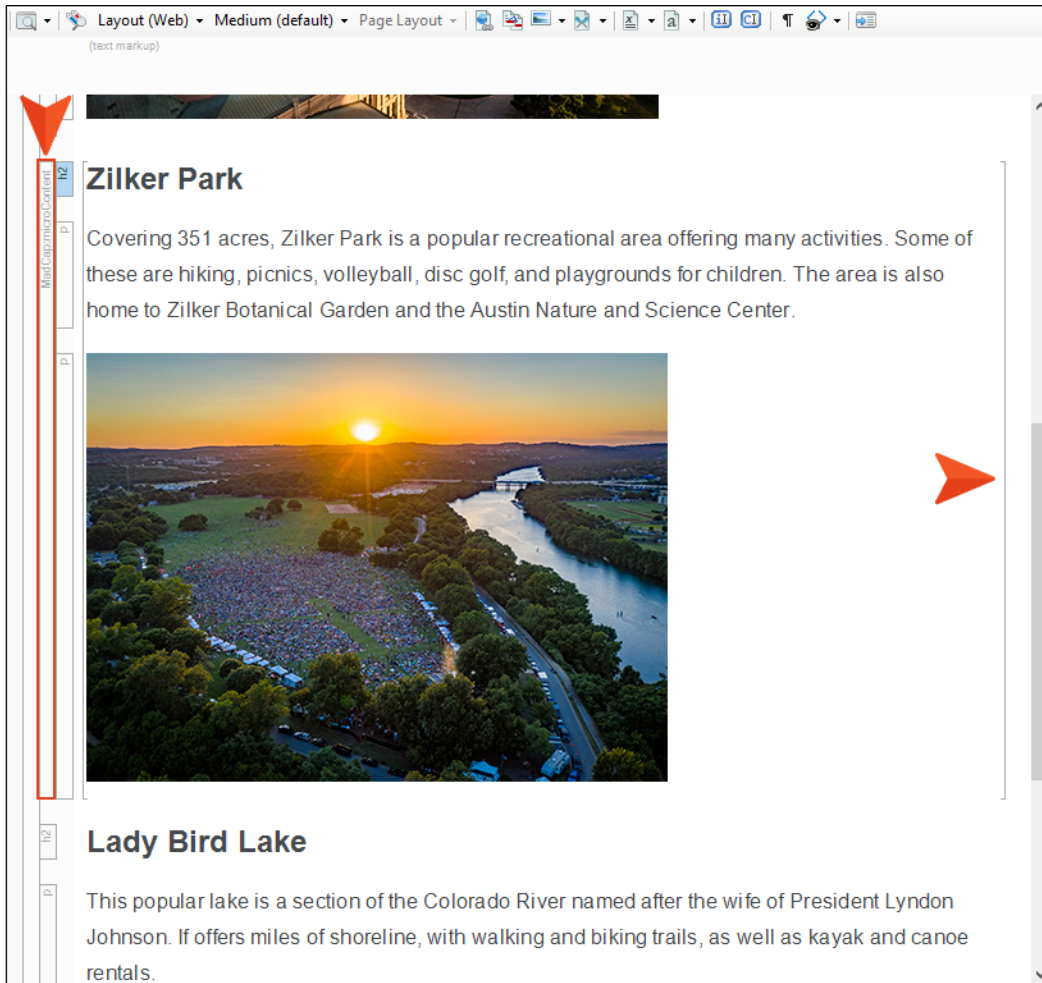
5. Select the **Home** ribbon, and click **Create Micro Content**. The Create Micro Content dialog opens.


6. In the **Phrase** field enter `zilker park`, then click **OK**. The Micro Content Editor opens, showing the new phrase and the linked response.





The screenshot displays the Micro Content Editor interface. On the left, a search bar contains the text "zilker park", which is highlighted in a dark grey bar. Above it, other search results like "Music" and "rock and roll" are visible. On the right, the editor shows a response titled "Zilker Park". A yellow warning banner at the top of the response area states: "This response cannot be edited because it is linked to a topic or snippet. You can either remove the link or open the topic or snippet to edit the content." Below the title, the text reads: "Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center." Below the text is a large image of a concert at sunset, with a large crowd gathered on a grassy area next to a river. Two red arrows point to the search results and the response title.


- Go back to the **Attractions.htm** topic. Notice that the selected content has been wrapped inside a new micro content tag, as indicated by the structure bars on the left. This is how Flare knows exactly what to display as micro content in the search results. Also, light gray marker brackets are shown around the micro content, similar to a snippet (however, if you want to edit the content, you simply click in it and make your changes, unlike a snippet, which is a separate file).



- Click  to save all files.
- Build and view the output again.

10. Search for `Zilker`. The micro content displays in the search results. Like the previous method, you will see an automatic link to that specific content in the topic, and the response is truncated because of its height.


 **AUSTIN, TX** 

Zilker 

Your search for "Zilker" returned 2 result(s).

Zilker Park


Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center.



[Attractions](#)
[Attractions.htm#microcontent1](#)

Attractions
There are many places to visit in Austin. Three of these are the State Capitol, Zilker Park, and Lady Bird Lake. State Capitol The Texas State Capitol was finished in 1888. It boasts 22 acres with numerous monuments. These include the Texas African History Memorial, the Vietnam Way monument, and ...
[Attractions.htm](#)


When you expand the response, you will see that only the Zilker Park content is included.

AUSTIN, TX☰

Your search for "Zilker" returned 2 result(s).

Zilker Park

Covering 351 acres, Zilker Park is a popular recreational area offering many activities. Some of these are hiking, picnics, volleyball, disc golf, and playgrounds for children. The area is also home to Zilker Botanical Garden and the Austin Nature and Science Center.



^


✔ **TIP** In a situation such as this, you might prefer to structure the content a bit differently, perhaps with the image on one side or the other of the text. Flare lets you do this in various ways. One solution is to create a responsive layout, which will adjust the structure when the micro content is seen on devices of different sizes.

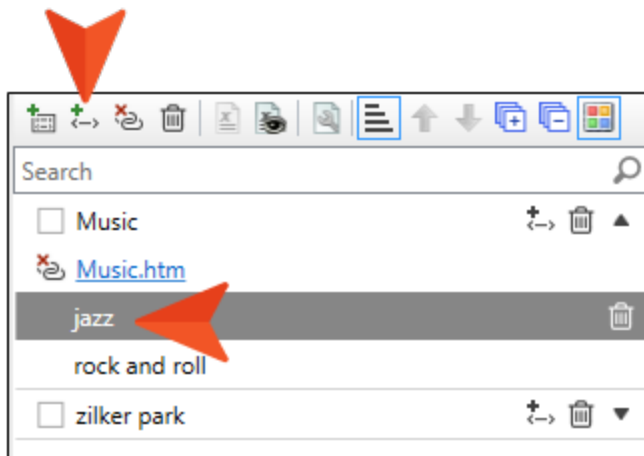
CHAPTER 8


Creating Alternate Phrases

At the beginning of this tutorial we replaced an existing alternate phrase, and we've seen how it works in the output. But we haven't created a new alternate phrase yet, so lets do that now.

I How to Create an Alternate Phrase

1. On the left side of the Micro Content Editor, double-click the **Music** row to expand it (if it isn't already expanded).
2. In the local toolbar, click .
3. Type `jazz` and press **ENTER**.



4. Click  to save your work.
5. Build and view the output again.
6. Search for `jazz`. The micro content displays in the search results, just as it would if you had searched for "music" or the other alternate phrase, "rock and roll."


Single-Sourcing Micro Content

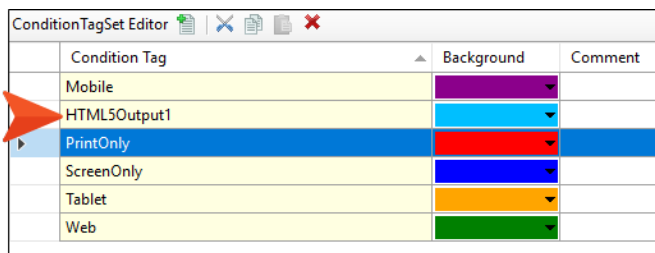
Using the methods already discussed in this tutorial, you can often accomplish much of what you want for micro content in search results. However, you might find that you want to make certain changes to control where micro content appears and how it looks. For example, you might want some micro content phrases to be included in some outputs but not others. Also, you might want the content to look one way in the topic but another way in the micro content, but you don't want to create two sets of content. So a good solution is to use conditions, styles, or both to single-source the content for these different purposes.

This chapter discusses the following:

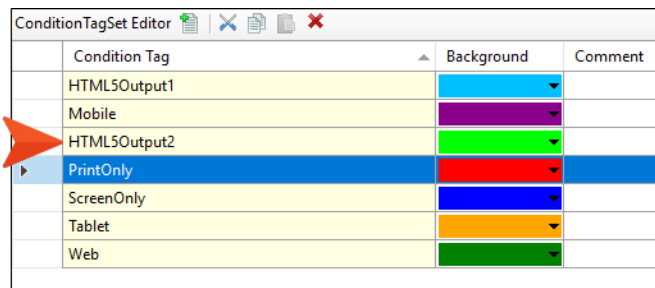
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| How to Exclude Content From the Micro Content | 37 |
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I How to Exclude Micro Content Phrases From Outputs

1. On the left side of the interface, open the Project Organizer.
2. Expand the **Conditional Text** folder, and double-click **Default**. The Condition Tag Set Editor opens.
3. Let's create two new conditions for our purposes. In the local toolbar, click . A new row is added and selected.
4. Press **F2** on your keyboard, select the text, type `HTML5Output1`, and press **ENTER**. We could change the default color associated with the new condition, but we'll leave it.

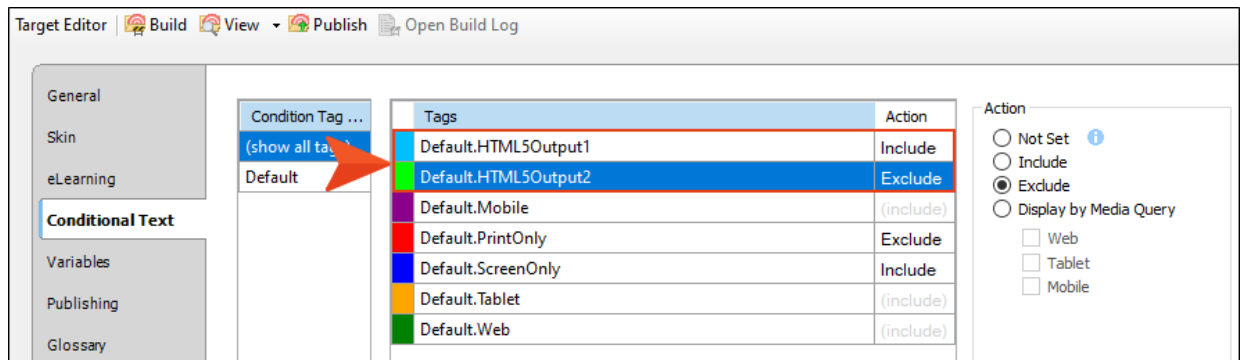



5. Repeat the previous couple of steps to create another condition called `HTML5Output2`.

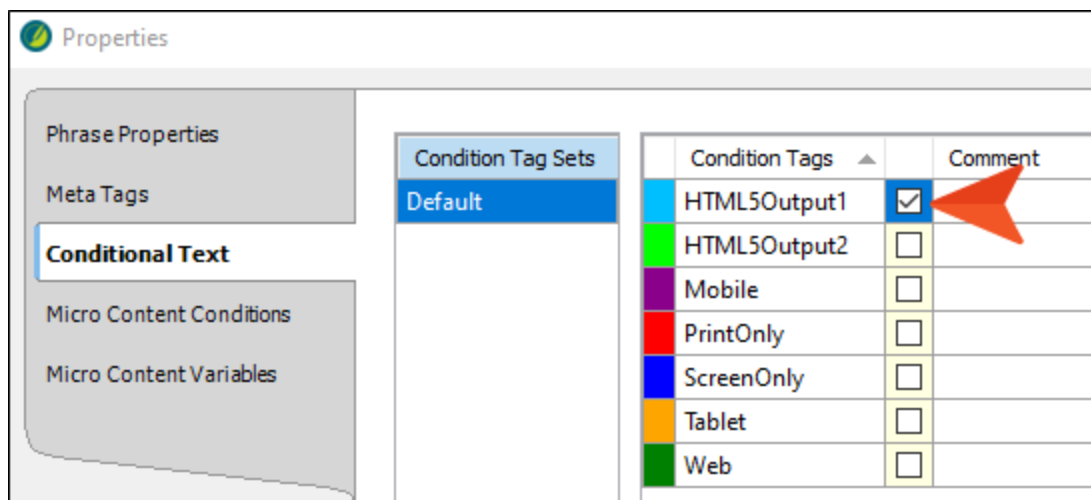


6. Click  to save your work.
7. From the Project Organizer, open the **All-About-Austin-HTML5** target.
8. In the Target Editor, select the **Conditional Text** tab.

9. Set **Default.HTML5Output1** to **Include**, and set **Default.HTML5Output2** to **Exclude**.

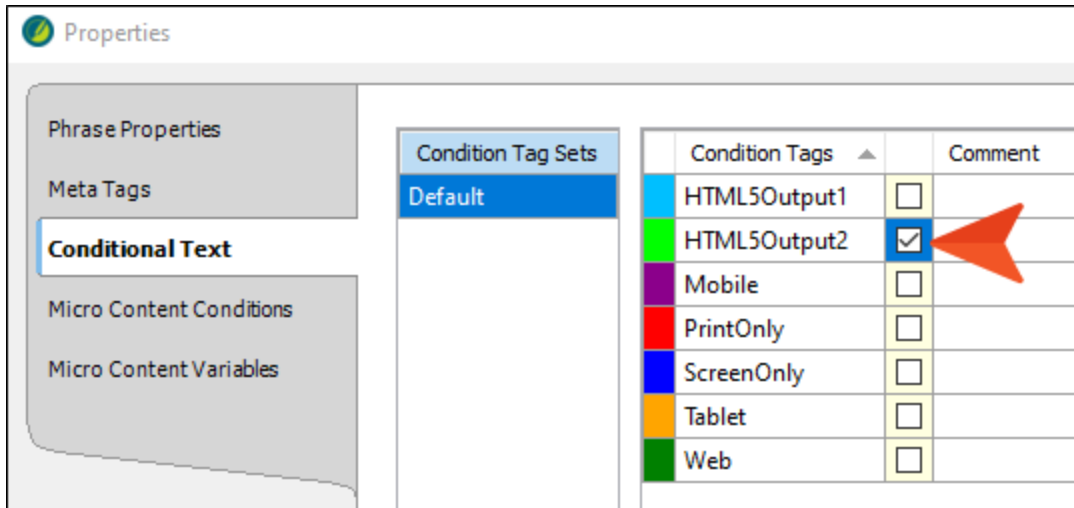


10. Click  to save your work.
11. Open the micro content file.
12. On the left side of the editor, right-click the **Music** row and select **Properties**.
13. In the dialog, select the **Conditional Text** tab, and click the check box next to **HTML5Output1**.

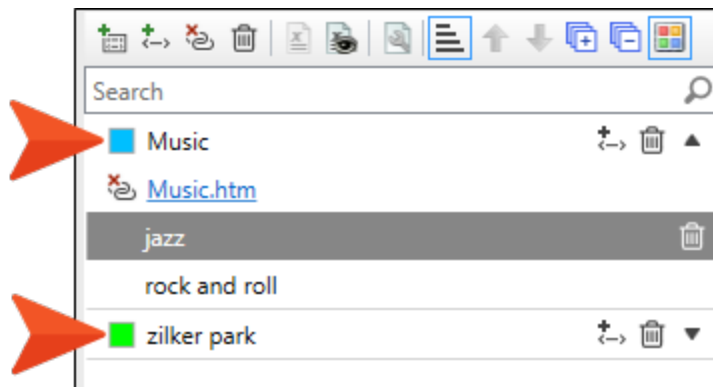



14. Click OK.

- Repeat the previous three steps for the **zilker park** row, but this time select the check box next to HTML5Output2.




In the Micro Content Editor, you should see the corresponding colors next to each of the phrases.

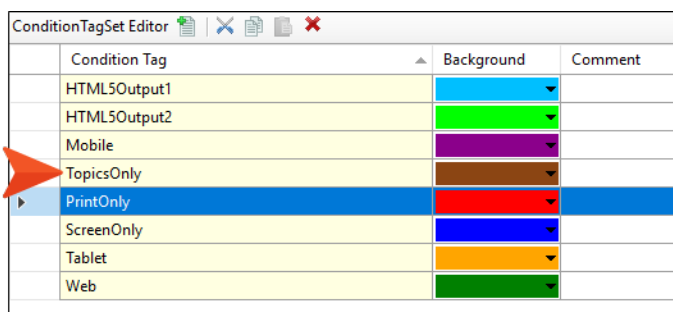


- Click  to save your work.
- Build the **All-About-Austin-HTML5** target, and view the output.
- Search for `Music`. Notice that the micro *displays* in the search results. That's because we included that condition in the target.
- Search for `Zilker Park`. Notice that the micro *does not display* in the search results. That's because we excluded that condition in the target


I How to Exclude Content From the Micro Content

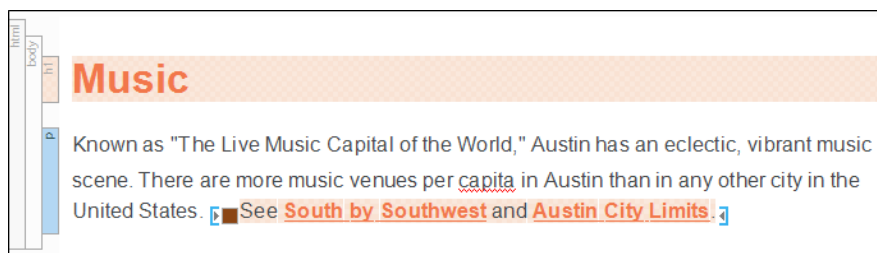
The following steps show how you can link to the same content, showing all of it when the full topic is viewed, but hiding some content when seen as micro content. We're going to do this using a condition, but you can also accomplish this using styles.

1. From the Project Organizer, open the **Default** condition tag set. The Condition Tag Set Editor opens.
2. Let's create a new condition for our purposes. In the local toolbar, click . A new row is added and selected.
3. Press **F2** on your keyboard, select the text, type `TopicsOnly`, and press **ENTER**. We could change the default color associated with the new condition, but we'll leave it.



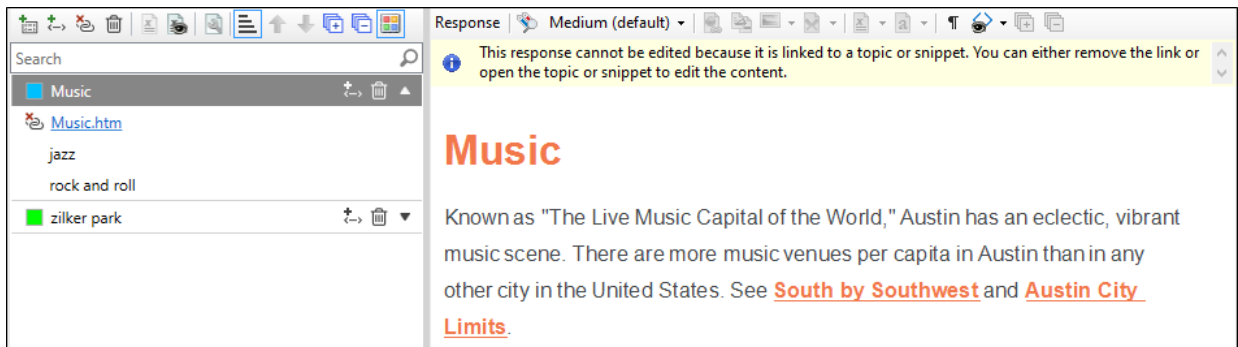
| Condition Tag | Background | Comment |
|---------------|------------|---------|
| HTML5Output1 | Blue | |
| HTML5Output2 | Green | |
| Mobile | Purple | |
| TopicsOnly | Brown | |
| PrintOnly | Red | |
| ScreenOnly | Blue | |
| Tablet | Orange | |
| Web | Green | |

4. Click  to save your work.
5. Open the **Music.htm** topic.
6. Apply the new **TopicsOnly** condition to the heading, as well as to the last sentence in the paragraph containing the cross-references. When finished, it should look like this.

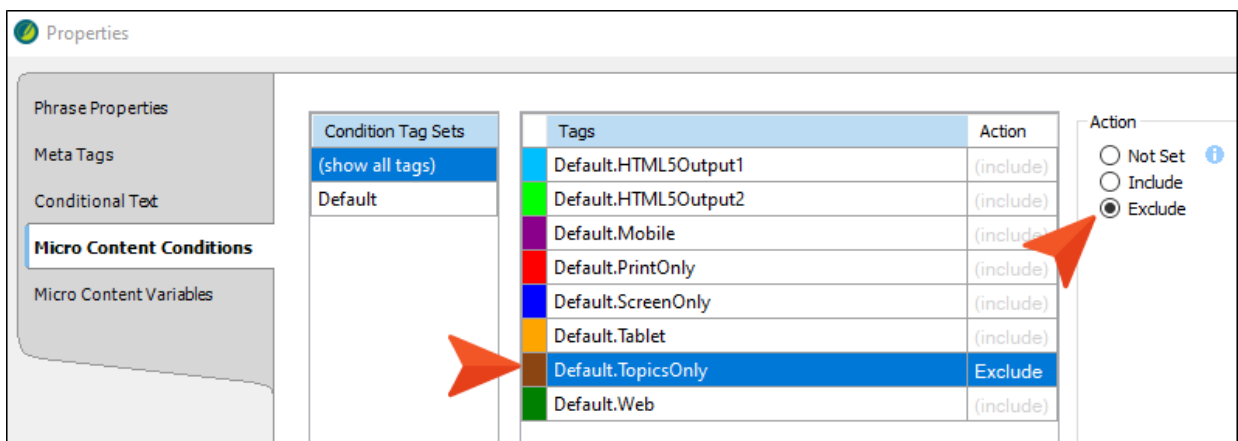


7. Click  to save your work.

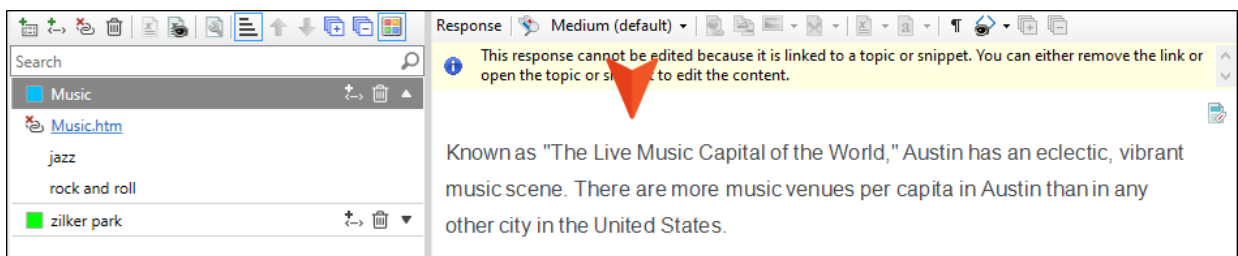
- Open the micro content file. Then in the editor select either the main **Music** phrase or one of the alternate phrases, so that the linked response is shown to the right.




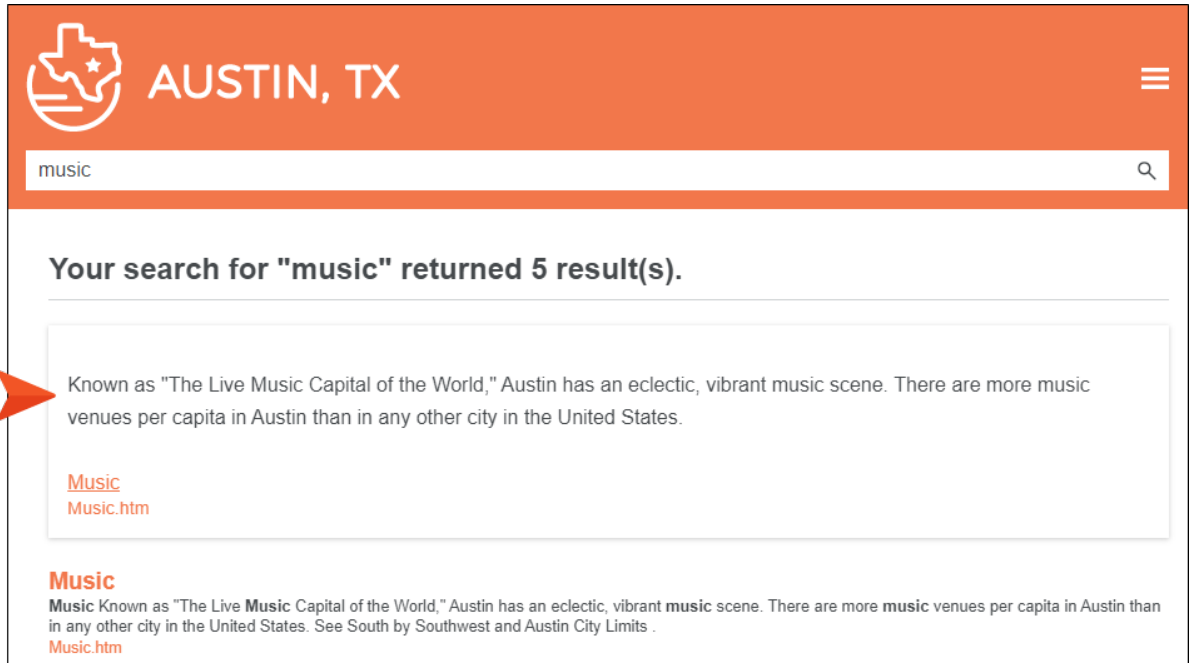
- On the left side of the editor, right-click the **Music** phrase, and from the context menu select **Properties**.
- In the Properties dialog, select the **Micro Content Conditions** tab.
- Select the **Default.TopicsOnly** condition row, and to the right click **Exclude**.



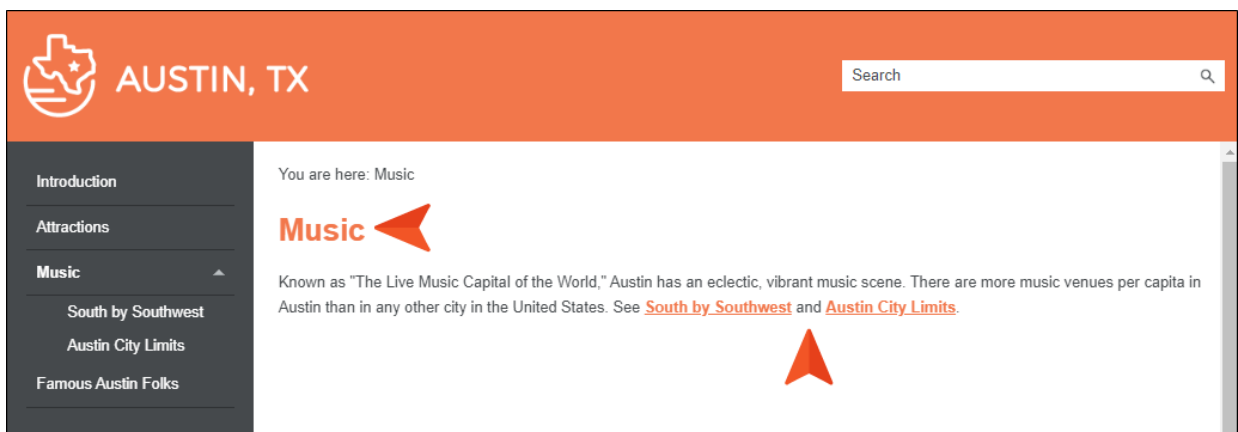
- Click **OK**. Notice that the conditioned content no longer displays on the right side of the editor.



13. Click  to save your work.
14. Build and view the output.
15. Search for `music`. Notice that the heading and sentence with the cross-references *are not* shown in the micro content response.





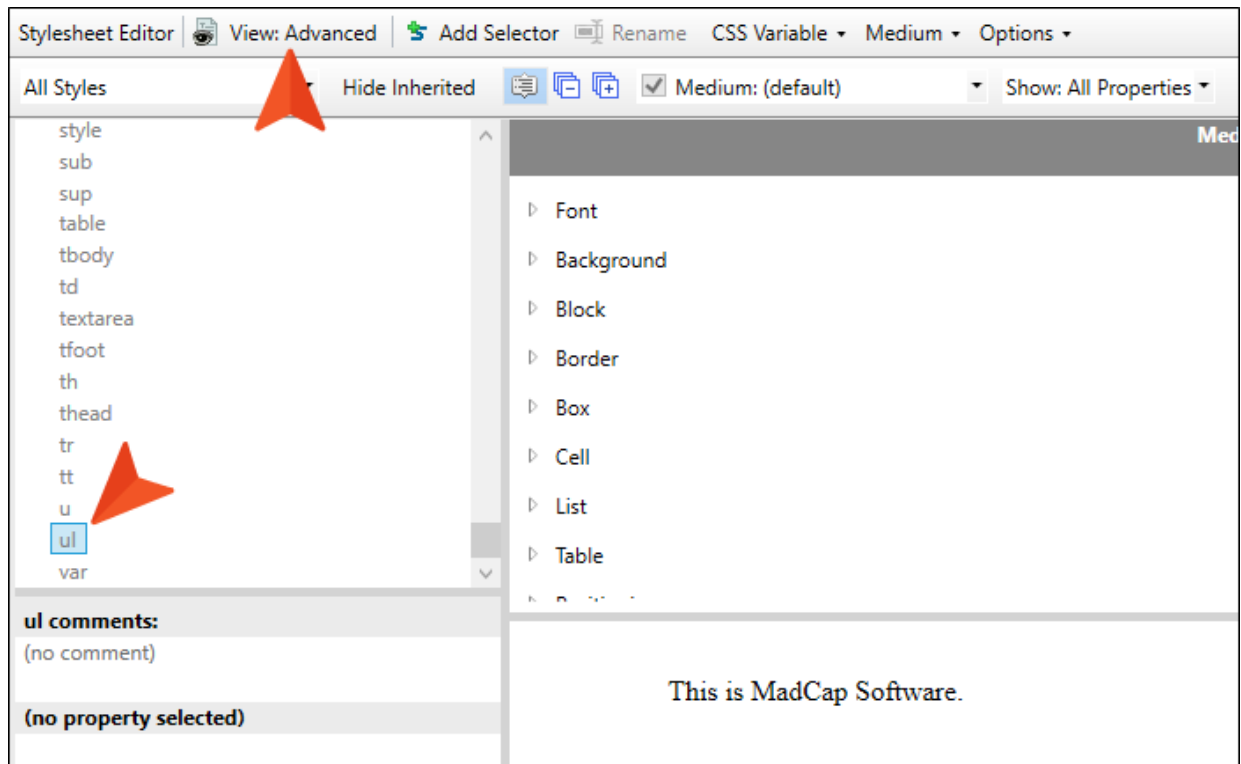
16. Click the **Music** link at the bottom of the micro content response to open the full topic. Notice that the heading and sentence with the cross-references *are* shown.



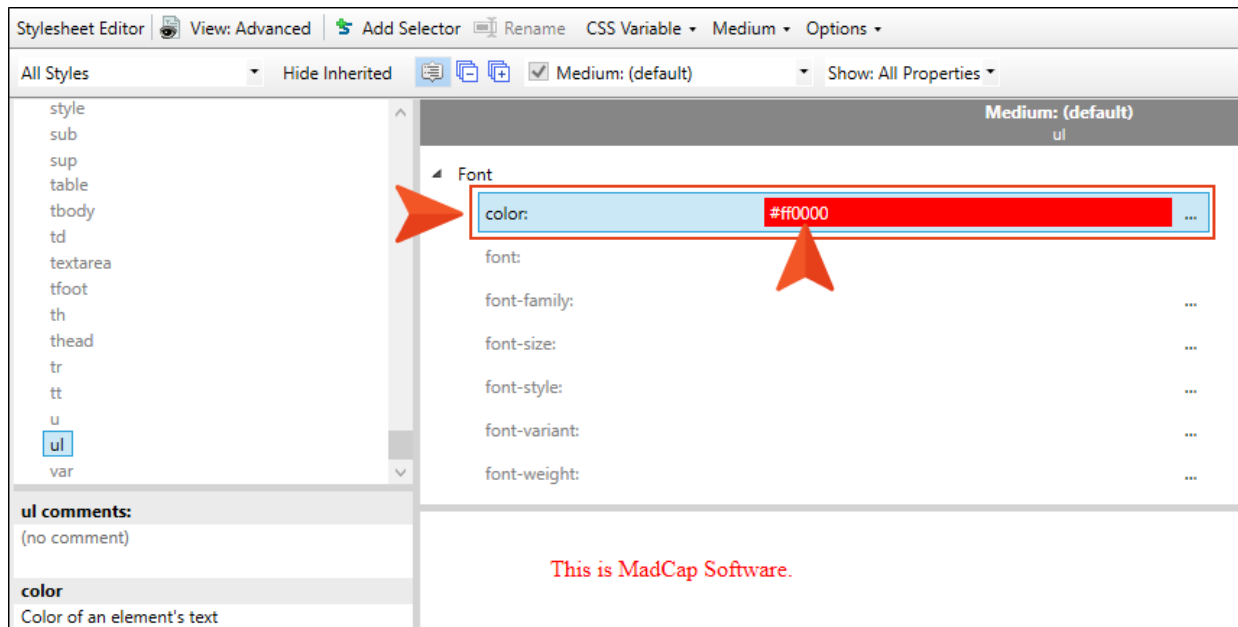
I How to Make the Content Look Different


Sometimes you might want the content to look one way in the micro content search results, but a different way in the full topic. We will do this using styles.

1. From the Content Explorer, expand **Resources**. Then right-click the **Stylesheets** folder and select **New > Stylesheet**. The Add File dialog opens.
2. In the **File Name** field, enter `Micro-Content`, and click **Add**. The new stylesheet is created and opens in the Stylesheet Editor.
3. In the local toolbar, make sure the first button displays  **View: Advanced**. If the button displays  **View: Simplified** instead, then click it.
4. On the left side of the Stylesheet Editor, select the **ul** style (which affects unordered, or bulleted, lists).

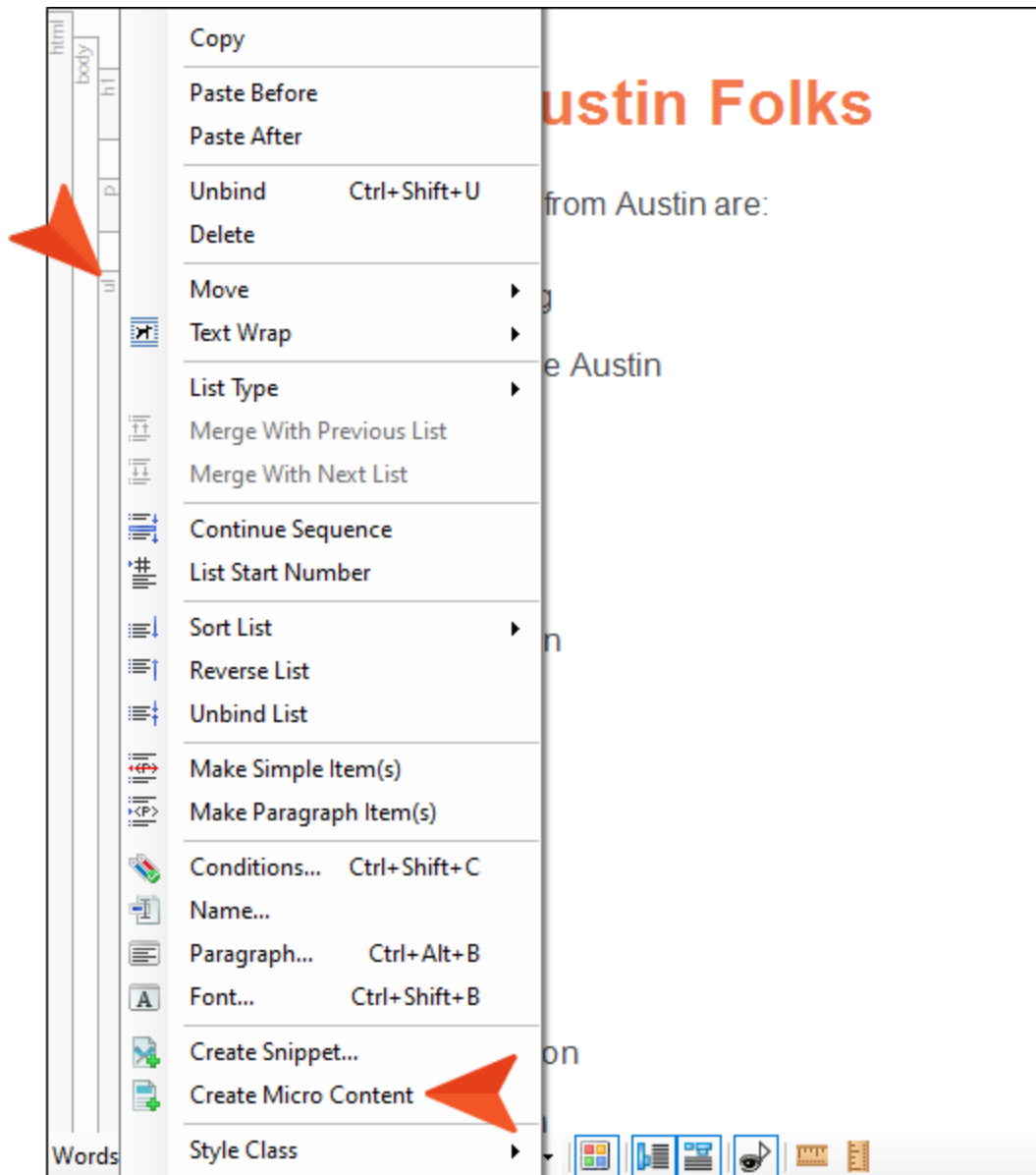


5. On the right side of the editor, set the **color** property to **#ff0000** (or red).



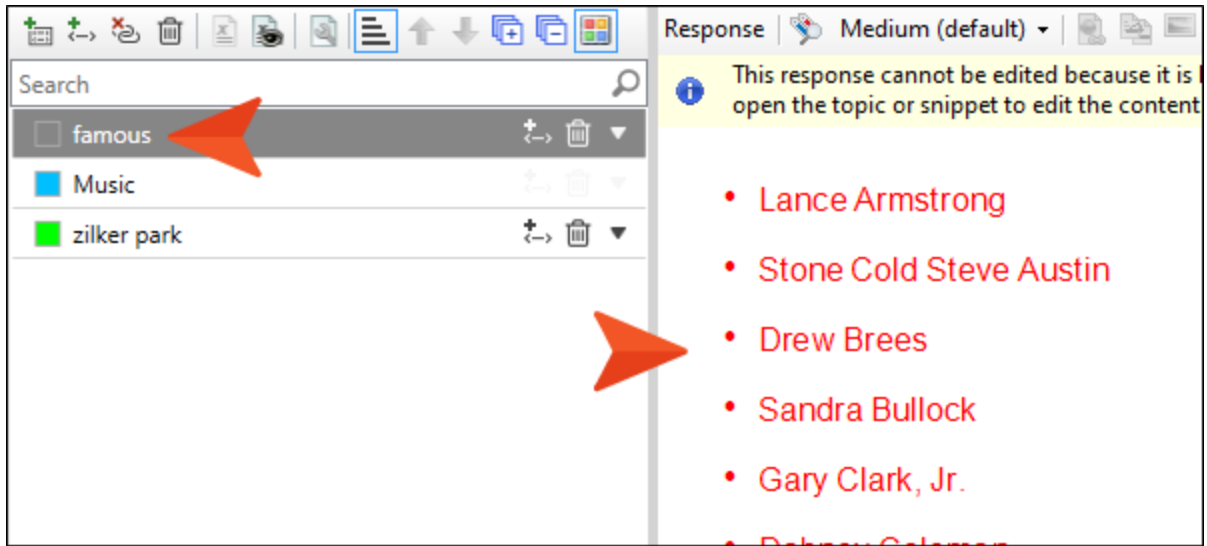
6. Click  to save your work.
7. In the Content Explorer, expand **Resources > MicroContent**.
8. Right-click **My-Micro-Content.flmco**, and select **Properties**.
9. In the dialog, select the **Stylesheet Links** tab.
10. On the left side of the dialog, double-click **Micro-Content.css** to move it to the right side, then click **OK**. This associates the micro content file with that stylesheet. The micro content file will still use the main stylesheet that is set at the project level, but when there are conflicts, the new stylesheet associated with the micro content file will have precedence.
11. From the Content Explorer, double-click **Famous-Austin-Folks.htm**.


12. Let's make some micro content out of the bulleted list. Right-click the **ul** structure bar to the left of the list, and from the context menu select **Create Micro Content**.



13. In the **Phrase** field of the dialog, enter `famous`.

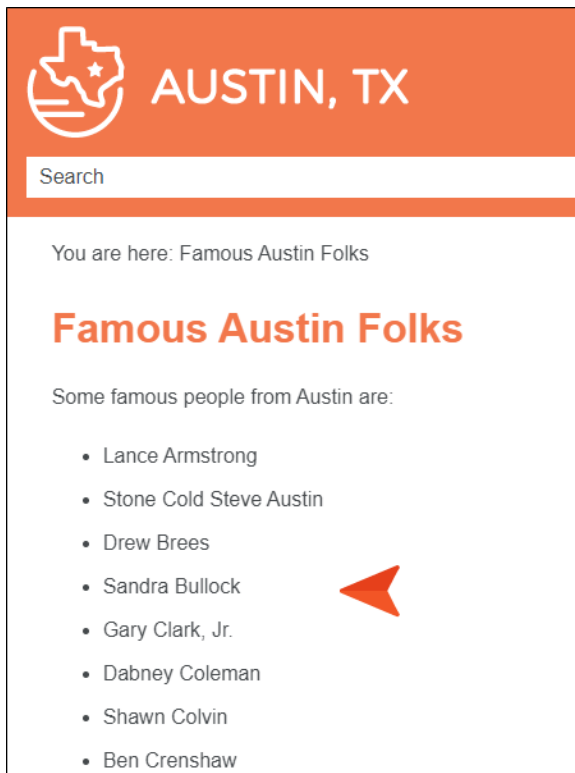
14. Click **OK**. The Micro Content Editor opens, with the new phrase selected and the linked response (the bulleted list) to the right.



15. Click  to save all files.
16. Build the **All-About-Austin-HTML5** target, and view the output.
17. Search for `famous`. Notice that the list is red.



18. Click the link at the bottom of the micro content to open the full topic. Notice that the list is black (the default color, which we did not change in the main stylesheet).



The screenshot shows a web page with an orange header. On the left is a white outline of Texas with a star and a bridge. To the right, the text "AUSTIN, TX" is written in white. Below the header is a white search bar with the word "Search" in grey. The main content area has a white background. It starts with the text "You are here: Famous Austin Folks". Below that is the section title "Famous Austin Folks" in orange. Underneath is the text "Some famous people from Austin are:". This is followed by a bulleted list of names: Lance Armstrong, Stone Cold Steve Austin, Drew Brees, Sandra Bullock, Gary Clark, Jr., Dabney Coleman, Shawn Colvin, and Ben Crenshaw. A red arrow points to the name "Sandra Bullock".

AUSTIN, TX

Search

You are here: Famous Austin Folks

Famous Austin Folks

Some famous people from Austin are:

- Lance Armstrong
- Stone Cold Steve Austin
- Drew Brees
- Sandra Bullock
- Gary Clark, Jr.
- Dabney Coleman
- Shawn Colvin
- Ben Crenshaw

APPENDIX

PDFs

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

I Tutorials

Autonumbers Tutorial

Back-to-Top Button Tutorial

Context-Sensitive Help Tutorial

Custom Toolbar Tutorial

eLearning Tutorial—Basic

eLearning Tutorial—Advanced

Getting Started Tutorial

Image Tooltips Tutorial

Lists Tutorial

Meta Tags Tutorial

Micro Content Tutorial—Basic

Micro Content Tutorial—Advanced

Responsive Output Tutorial

Single-Sourcing Tutorial

Snippet Conditions Tutorial

Styles Tutorials

Tables Tutorial

Word Import Tutorial

| Cheat Sheets

Context-Sensitive Help Cheat Sheet

Folders and Files Cheat Sheet

Learning & Development Cheat Sheet

Lists Cheat Sheet

Micro Content Cheat Sheet

Print-Based Output Cheat Sheet

Search Cheat Sheet

Shortcuts Cheat Sheet

Structure Bars Cheat Sheet

Styles Cheat Sheet

I User Guides

Accessibility Guide

Analysis and Reports Guide

Architecture Guide

Autonumbers Guide

Branding Guide

Condition Tags Guide

Context-Sensitive Help Guide

Eclipse Help Guide

eLearning Guide

Getting Started Guide

Global Project Linking Guide

HTML5 Guide

Images Guide

Import Guide

Indexing Guide

Key Features Guide

Lists Guide

*MadCap Central Integration
Guide*

Meta Tags Guide

Micro Content Guide

Navigation Links Guide

Plug-In API Guide

Print-Based Output Guide

Project Creation Guide

QR Codes Guide

*Reviews & Contributions With
Contributor Guide*

Scripting Guide

Search Guide

SharePoint Guide

Skins Guide

Snippets Guide

Source Control Guide: Git

*Source Control Guide:
Perforce Helix Core*

*Source Control Guide:
Subversion*

*Source Control Guide: Team
Foundation Server*

Styles Guide

Tables Guide

Tables of Contents Guide

Targets Guide

Template Pages Guide

Templates Guide

Topics Guide

Touring the Workspace Guide

*Transition From FrameMaker
Guide*

*Translation and Localization
Guide*

Variables Guide

Videos Guide

What's New Guide