Getting Started with Micro Content Authoring in MadCap Flare 2019

Matthew Ellison
UA Europe
Agenda

- What is Micro Content?
- What can I use it for?
- How can I create Micro Content in Flare 2019?
- How can I use Micro Content to improve Search?
- How can I use Micro Content outside of Flare?
"Micro Content"

- Term originally coined by Web usability guru
  **Jakob Nielsen**
Nielsen's current definition:

"a type of UX copywriting in the form of short text fragments or phrases, often presented with no additional contextual support. Microcontent usually communicates key messages in a concise form:"

Microcontent: A Few Small Words Have a Mega Impact on Business
Hoa Loranger and Jakob Nielsen, January 29, 2017
Nielsen's examples of micro content:

- Page titles
- Page headings (headlines)
- Taglines
- Email subject lines
- Summaries, decks
- Hints, tips, explainers
My preferred definition of Micro Content

"a way of providing quick answers to questions"
Another great definition...

What is micro content? Here’s a demonstration:

Micro content is written copy, imagery and/or video content that can be consumed in 10-30 seconds or less.

The end.
Key potential uses for Micro Content in UA

- **Outside of Flare**
  Source content for:
  - Chatbots
  - FAQs
  - Virtual Reality (VR) Applications
  - Embedded Field-level Help

- **Within Flare**
  - "Featured Snippets"
Chatbot

Chatbot

Today

🎉 For more about channels, check out our Help Center article, Create a channel.

Matthew Ellison 1:10 PM
join channel

Slackbot 1:10 PM
It’s a good idea to join channels, so you can be where important conversations are happening. On desktop, click the word "Channels" in the sidebar on the left to browse a list of channels you can join.

For all the details on joining channels (including how to do so on mobile), check out our Help Center article.

Matthew Ellison 1:10 PM
channel

Slackbot 1:10 PM
You can create a new channel by clicking the plus sign next to the Channels header on the left. Open a channel by clicking its name in your list of channels.

Channels are helpful for organizing your conversations in Slack. Try creating channels for specific projects, for groups of people in your workspace who work closely together, or for any topic requiring a lot of communication.

🎉 For more about channels, check out our Help Center article, Create a channel.

Message Slackbot
FAQs - Phrase

- Temporarily Banned
- Download and Installation
- Verification
  - Using two-step verification: Using one WhatsApp account on multiple phones, or with multiple phone numbers
- Account and Profile
- Chats
- Contacts
FAQ - Response

Using two-step verification

Two-step verification is an optional feature that adds more security to your account. When you have two-step verification enabled, any attempt to verify your phone number on WhatsApp must be accompanied by the six-digit PIN that you created using this feature.

Rich content including video

To enable two-step verification, open WhatsApp > Settings > Account > Two-step verification > Enable.
Virtual and Augmented Reality
Field-level Help

Add your return flight

Show FLEXI fares: What are FLEXI fares?

London Gatwick to Amsterdam
Last booked 3 minutes ago

3 week view >

Amsterdam
Last booked

3 week view >
Why use Flare to create this Micro Content?

- **Single-sourcing:**
  Re-use Micro Content within Flare's regular "long-form" topics

- **Rich Content Authoring:**
  Styles, lists, tables, images, multimedia, variables, responsive layout, etc.
Using Micro Content within Flare

- A very interesting and exciting new opportunity to improve Search Results
- Based on the concept of "Featured Snippets" (a term invented and used by Google)
Some Background on Google's Micro Content

- May 16, 2012
  Google announces **Knowledge Graph**

- A move from full-text search to more relevant and meaningful results based on an understanding of concepts and relationships

- October 2016
  Knowledge Graph holds > 70 billion facts
Featured Snippet

- A summary of an answer to a user’s query, displayed at "position zero"
Featured Snippet

https://support.google.com/webmasters/answer/6229325
Three types of Featured Snippet

- Paragraph (82%)
- List (10.8%)
- Table (7.3%)

[Source: STAT Search Analytics]
Some examples of Google's Featured Snippets...
Place the **egg** in a saucepan and cover with cold water. Bring to the **boil** then reduce the heat to a gentle simmer for 3-5 minutes, depending on how you like your **egg** cooked. After 3 minutes it will be really soft and after 5 minutes both the white and the yolk will be set.

**How to Boil an Egg - Bord Bia**

**People also ask**

- How long should you boil an egg for?
- Can you under boil an egg?
- How does Delia Smith boil an egg?
- How do you boil an egg?
Apple iPhone 5 - Insert SIM Card

1. Ensure the device is powered off.
2. From the right edge of the device, remove the SIM card tray. Utilize the SIM eject tool (or paperclip) to unlock the tray by inserting it into the provided slot.
3. Insert the SIM card into the SIM card tray ...
4. Insert the SIM card tray.

Apple iPhone 5 - Insert SIM Card | Verizon Wireless
https://www.verizonwireless.com/support/knowledge-base-111764/
You can do it by following these steps in Word 2007:

1. Make sure **field** codes are showing in your document. ...
2. Press Ctrl+F. **Word** displays the **Find** tab of the **Find and Replace** dialog box. ...
3. In the **Find What** box, type either ^d or ^19. ...
4. Type a space followed by the **field** name.
5. If available, click the More button.

Searching for a Specific Field (Microsoft Word) - Word ribbon tips
https://wordribbon.tips.net/T001430_Searching_for_a_Specific_Field.html
Open the **Roboto** font folder. Select all the fonts. Right-click your mouse, and select "**Install**." This will **install** the fonts to your **Windows** machine.

10 Aug 2018

How to Install Google Roboto Font on Windows ... - Make Tech Easier
https://www.maketecheasier.com/use-google-roboto-font-everywhere/
Which Are The Fastest Reptiles In The World?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Animal</th>
<th>Maximum recorded speed (km/h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bearded dragon</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Green Iguana</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Leatherback sea turtle</td>
<td>35.28</td>
</tr>
<tr>
<td>4</td>
<td>Black mamba</td>
<td>23</td>
</tr>
</tbody>
</table>

1 more row • 1 Aug 2017

The Fastest Reptiles In The World - WorldAtlas.com
https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-world.html

People also ask

- Which reptile is the most dangerous?
- What is the fastest amphibian?
- What reptile lives the longest?
- What is the largest reptile?

The Fastest Reptiles In The World - WorldAtlas.com
https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-world.html
Usability adviser Jakob Nielsen originally referred to microcontent as small groups of words that can be skimmed by a person to get a clear idea of the content of a Web page. He included article headlines, page titles, subject lines and e-mail headings.

Microcontent - Wikipedia
https://en.wikipedia.org/wiki/Microcontent

Microcontent: How to Write Headlines, Page ... - Nielsen Norman Group
https://www.nngroup.com/.../microcontent-how-to-write-headlines-page-titles-and-sub...
29 Jan 2017 - Definition: Microcontent is a type of UX copywriting in the form of short text fragments or phrases, often presented with no additional contextual ...

Company Name First in Microcontent? Sometimes! - Nielsen Norman ...
https://www.nngroup.com/articles/company-name-first-in-microcontent/
register for madworld dublin

MadWorld 2019 Dublin: October 8-11, 2019 - MadCap Software
The MadWorld technical communication and content strategy conference is your chance ... MadWorld 2019 Dublin, Ireland ... Register by June 30 to Save $700.

The MadWorld 2019 Dublin, Ireland Call For ... - MadCap Software
https://www.madcapsoftware.com/conference/call-for-presentations/
11 Jan 2019 - What session topics or ideas should I submit for consideration? Your session ideas should offer actionable takeaways and apply across ...

MadWorld 2019 Dublin: Register Now - MadCap Software
MadWorld 2019 Cancellation Policy. You may cancel your conference and workshop registration for a full refund up to 30 days from the date of purchase.

MadWorld Conferences from MadCap Software
https://www.madcapsoftware.com/conference/

MadWorld 2019 Dublin: Conference Schedule - MadCap Software
Tuesday Welcome Reception. Rooftop Bar and Terrace. 4:30 PM. Technical Support Lounge Closes.
MadWorld 2019 icon Register by June 30 to Save $700.

The MadWorld 2019 Dublin, Ireland Call For ... - MadCap Software
https://www.madcapsoftware.com/conference/call-for.../submit-presentations/
Wording is critical...
The image reveals the **black hole** at the center of Messier 87, a massive galaxy in the nearby Virgo galaxy cluster. This **black hole** resides 55 million light-years from Earth and has a mass 6.5-billion times that of the Sun. 20 hours ago

First Black Hole Photo Revealed: Why It's a Big Deal | Time
time.com/5566225/first-black-hole-picture.photo/

How big is a black hole? | Cool Cosmos
coolcosmos.ipac.caltech.edu/ask/232-How-big-is-a-black-hole-

Black holes come in many sizes and their size depends on how much material is in them (their mass). Some are the remains of a giant star which collapsed.
It measures 40 billion km across - three million times the size of the Earth - and has been described by scientists as "a monster". The black hole is 500 million trillion km away and was photographed by a network of eight telescopes across the world.  

22 hours ago

First ever black hole image released - BBC News - BBC.com
Physical properties

<table>
<thead>
<tr>
<th>Class</th>
<th>Approx. mass</th>
<th>Approx. size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermassive black hole</td>
<td>$10^5-10^{10} M_{\odot}$</td>
<td>0.001–400 AU</td>
</tr>
<tr>
<td>Intermediate-mass black hole</td>
<td>$10^3 M_{\odot}$</td>
<td>$10^3 \text{ km} = R_{\text{Earth}}$</td>
</tr>
<tr>
<td>Stellar black hole</td>
<td>$10 M_{\odot}$</td>
<td>30 km</td>
</tr>
<tr>
<td>Micro black hole</td>
<td>up to $M_{\text{Moon}}$</td>
<td>up to 0.1 mm</td>
</tr>
</tbody>
</table>

Black hole - Wikipedia
https://en.wikipedia.org/wiki/Black_hole
Evolution of Micro Content...
perspicacious

adj.
Having a ready insight into and understanding of things.
"it offers quite a few facts to the perspicacious reporter"

Synonyms: discerning, shrewd, perceptive, astute, penetrating, observant, perceptive, sharp-witted, sharp, quick, quick-witted, keen-witted, alert, clear-sighted, sharp-eyed, clear-eyed, far-sighted, far-seeing, acute, clever, canny, intelligent, insightful, judicious, wise, sagacious, sage, sensitive, intuitive, understanding, open-eyed, aware, thinking, discriminating.
perspicacious
having a ready insight into and understanding of things.

perspicacity
perspiration
perspirex
perspicuous
perspire
perspicuity
perspi guard
perspiring
perspiration meaning

Nano Content?
Clock Tab
www.clocklab.com/ ▼
Displays the current Time. Featuring "Time Icon" and customizable Themes. Made by the Creator of Timer Tab.

Online Clock - Online Stopwatch
https://www.online-stopwatch.com/online-clock/ ▼
A Free Online Clock! Free, Easy To Use LARGE Full Screen Online Clock! This classic clock lets you change the design, and shows your computers time.

Online Alarm Clock
https://www.alarmclock.net/ ▼
Online Alarm Clock - Set a FREE Internet alarm clock displaying your computer time! Set fun timers, stopwatches, countdowns. See our Meme of the Day!

Clocks | Digital Alarm Clock | Travel Alarm Clock | John Lewis & Partners
https://www.johnlewis.com › Home & Garden ▼
Get up and about with a new digital alarm clock. Many models display the weather and outdoor temperature so you're fully prepared by the time you head out.

Clocks - Digital & Analog Clocks, Kitchen Clocks & More | IKEA
Browse our range of clocks online at IKEA, including digital and analog clocks, kitchen clocks & more. Shop online and in-store.

Clocks | Digital, Alarm & Wall Clocks | Argos
https://www.argos.co.uk › Home and garden › Home furnishings › Clocks ▼

Clocks
Measuring Instrument
A clock is an instrument used to measure, keep, and indicate time. The clock is one of the oldest human inventions, meeting the need to measure intervals of time shorter than the natural units: the day, the lunar month, and the year. Devices operating on several physical processes have been used over the millennia. Wikipedia

Inventor: Christiaan Huygens

Clock books
Clock Dance: A Novel
The Bone Clocks
The history of clocks and watches...
The House with a Clock in It...
The Clocks
Alsation may refer to: The Alsace region of France. Alsations (people), a person from the Alsace region of France or a speaker of the Alsatian language. Alsatian language, the language or dialect of the Alsace region of northeastern France. German Shepherd Dog, a breed of dog known as an Alsation in many countries.

German Shepherd
Dog breed

The German Shepherd is a breed of medium to large-sized working dog that originated in Germany. In the English language, the breed's officially recognized name is German Shepherd Dog. The breed was officially known as the Alsation in Britain until 1977 when its name was changed back to German Shepherd. Wikipedia

Life expectancy: 9 – 13 years
Weight: Male: 30–40 kg. Female: 22–32 kg
Temperament: Loyal, Obedient, Curious, Intelligent, Alert, Confident, Watchful, Courageous
Height: Male: 60–65 cm, Female: 55–60 cm
Colors: Black, Red & Black, Black & Tan, Sable, Black & Silver, Grey

Did you know: German Shepherd is the second-most popular dog breed by registrations (129,186) worldwide. wikipedia.org

People also search for

Labrador, Sheepdog, Beagle, Dachshund, Golden
Key principal of Google's Micro Content...
All Micro Content is re-used from existing long-form content on the Web
Google says:

- "When we recognize that a query asks a question, we programmatically detect pages that answer the user's question, and display a top result as a featured snippet in the search results."

- The featured snippet includes the page's title and URL.
Creating and using Micro Content in Flare
Main steps for working with Micro Content

1. Create one or more Micro Content files
2. Add Phrases and Responses in the Micro Content Editor
   • You can add Micro Content from the XML (Topic) Editor
3. Format the Micro Content Result in the Skin
4. Include Micro Content Results in the Target
Create a Micro Content file
Add a Phrase

- Add a phrase (Ctrl+Shift+N)
- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_FTP use?
- Start the Find Utility
- What is micro content?
Optional (but strongly encouraged): Add Alternative Phrase(s)
Optional (but strongly encouraged): Add Alternative Phrase(s)
Four ways to create Response

- Create/edit dedicated content in Micro Content Editor
- Link to existing Topic or Snippet
- Link to Bookmark within existing Topic or Snippet
- Link to defined extract within existing Topic or Snippet

Not within the spirit of Google's Featured Snippets

My preferred method

Create Phrase from XML Editor
An experiment is a procedure carried out to support, refute, or validate a hypothesis. Experiments provide insight into cause-and-effect by demonstrating what outcome occurs when a particular factor is manipulated.

There are three types of experiments you need to know:

- Laboratory / Controlled Experiments. This type of experiment is conducted in a well-controlled environment (not necessarily a laboratory), where accurate measurements are possible.

- Field Experiments.

- Natural Experiments.
Link Phrase to a topic or snippet

Can optionally select a Bookmark
Link Phrase to a topic or snippet

Not within the spirit of Google's Featured Snippets
My preferred method for creating Phrases and Responses...
Create Micro Content from topic or snippet

Create Micro Content

Phrase
How many connections does [%=General.ProductName%] use?

Micro Content File
Resources\MicroContent\Featured Snippets.flmco

The number of connections that WS_FTP uses is determined by:
The number of connections that WS_FTP uses is determined by:

- the number of additional connections specified in the Site: Transfer options
- the number of connections allowed by the server
After adding Alternative Phrases

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can I eat an elephant?</td>
<td></td>
</tr>
<tr>
<td>How do I contact Ipswitch?</td>
<td></td>
</tr>
<tr>
<td>How many connections does WS_FTP use?</td>
<td></td>
</tr>
</tbody>
</table>
 4transfers/multipart_transfers.htm#microcontent1                          |
  Connection count                                                       |
  Number of connections                                                  |
| Start the Find Utility                                                  |                                                                        |
| Test                                                                    |                                                                        |
| What is micro content?                                                 |                                                                        |
Format the Micro Content Result

New styles for Micro Content in Skin Editor
Include Micro Content Results

New Micro Content option in Target Editor
Each Phrase-Response combination is stored as an XHTML file within Output.
The number of connections that WS_FTP uses is determined by:

- the number of additional connections specified in the Site: Transfer options
How MadCap is currently using Micro Content...
MadCap's current use of Micro Content

- Only for Featured Snippets
- Three types:
  - Quick Steps
  - Mini Landing Pages
  - Related Questions
- Dedicated Snippets used exclusively for Micro Content
- Extensive use of Multimedia and images within Responsive Layouts
How to create a snippet

1. In the XML Editor, highlight the content that you want to turn into a snippet.
2. In the **Home** ribbon, select **Create Snippet**.
3. Give the snippet a name and choose a folder location to store it.
4. Click **Create**.
5. Click **+** to save your work.

Creating **New Snippets** from Existing Content

Creating **New Snippets** from Existing Content Outputs Supported There are two ways to **create** a snippet. **Create Snippets** From Content If you have already typed content in your topic and want to turn that content into a snippet, you can **create** a snippet out of that existing content using the **Home** ...
Mini Landing Page

Your search for "conditions" returned 237 result(s).

**Conditions** A condition is something that you can apply to different areas of your content so that some information displays in some of your outputs but not in others.

More Details...

**Basic Steps**

1. Adding Condition Tag Set Files
2. Creating Conditions
3. Applying Conditions to Content
4. Associating Conditions with Targets

**Condition** Conditioned Text—Character Level

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

**Condition** Conditioned Text—Block Level

Here is some general text for a topic. Replace this with your own content.
Your search for "styles" returned 598 result(s).

- Where can I learn more about CSS?
- What can CSS do?
- How does page structure relate to CSS?
- What is meant by "cascading"?
- What are some of the most important style terms and concepts?
- What is style inheritance about?
- When should I use regular stylesheets, table stylesheets, or local properties?

**HTML5 Skin Styles**

HTML5 Skin Styles Outputs Supported There are many ways to style your HTML5 skin, whether it be a Side Navigation, Top Navigation, or Tripane skin, or one of the skin components. In addition, if you enable the skin to produce responsive output—meaning that the look of the output can automatically ...
Micro Content is a key new feature
Its main application in Flare is "Featured Snippets" that improve Search Results
Follow Google's approach by re-using long-form content
Use Analytics to guide your choice of Phrases
Micro Content can also be used outside of Flare for FAQs and chatbots
Thanks for joining!
Final questions?

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matthew@uaeurope.com