



Micro Content

It's Kind of a Big Deal

PRESENTED BY

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WHAT IS MICRO CONTENT?

- Short, concise information
- Easily consumable
- Standalone
- Popular with marketing, social media, and... **technical communication**



WHY IS MICRO CONTENT A BIG DEAL?

It's able to reach into a sea of documentation...

And quickly fish out...

That “one thing” the user really needs.



PARADIGM SHIFT → CHANGE OF MINDSET

Write topics with micro content in mind

MICRO CONTENT

PHRASES / RESPONSES



CREATED IN FLARE

MICRO CONTENT

PHRASES / RESPONSES



POSSIBLE USES



FEATURED
SNIPPETS
IN SEARCH
RESULTS



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PHRASES / RESPONSES



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Produced by Flare

FAQ
DATABASES*


CHATBOTS
AND MACHINE
LEARNING*

VIRTUAL AND
AUGMENTED
REALITY
INSTRUCTIONS*

FIELD-LEVEL
HELP*

*May Require Third Party Applications

SEARCH ENGINE RESULTS PAGE (SERP) FEATURES



Rating ▾ Cuisine ▾ Price ▾ Hours ▾






McCormick & Schmick's Seafood & Steaks -
4.2 ★★★★★ (237) · \$\$\$ · Seafood Restaurant
675 L St
Open · Closes 10PM



Trust
4.7 ★★★★★ (392) · \$\$ · New American
New American fare in modern digs
3752 Park Blvd
Closed · Opens 5PM

Water Grill San Diego
4.4 ★★★★★ (497) · \$\$\$ · Seafood
Hip seafood & steak specialist
615 J St
Closed · Opens 11:30AM

CUCINA urbana
4.6 ★★★★★ (673) · \$\$ · Italian
Trendy Italian eatery with wine for sale
505 Laurel St
Closed · Opens 11:30AM

[More places](#)

 <p>Little Giant Single Nesting Box \$16.27 StalloneTack... ★★★★★ (58)</p>	 <p>Brower 405B 6 Hole Poultry Nest \$162.99 Amazon.com</p>	 <p>Triple Nesting Box \$24.99 TrueValue.com</p>	 <p>Stack and Nest Container - 19 x... \$78.00 ULINE</p>	 <p>Akro-Mils Black Stack and Nest... \$5.71 Jet.com ★★★★★ (2k+)</p>
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Martin Luther King Jr. [More Images](#)

American minister

Martin Luther King Jr. was an American Baptist minister and activist who became the most visible spokesperson and leader in the civil rights movement from 1954 until his death in 1968. [Wikipedia](#)

Born: January 15, 1929, Atlanta, GA
Assassinated: April 4, 1968, St. Josephs Hospital, Memphis
Cause of death: Assassination
Famous speech: I Have a Dream






Quotes [View 7+ more](#)

Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.






Injustice anywhere is a threat to justice everywhere.

Our lives begin to end the day we become silent about things that matter.

Books [View 35+ more](#)

 <p>I Have a Dream 1963</p>	 <p>The Autobiogr... Of Martin... 1999</p>	 <p>Strength to Love 1963</p>	 <p>Why We Can't Wait 1964</p>	 <p>Where Do We Go from Here... 1967</p>
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People also search for [View 15+ more](#)

 <p>Nelson Mandela</p>	 <p>Malcolm X</p>	 <p>Mahatma Gandhi</p>	 <p>Rosa Parks</p>	 <p>Coretta Scott King Spouse</p>
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FEATURED SNIPPETS ON GOOGLE

How to Change Tires

1. Find a Safe Location. As soon as you realize you have a flat **tire**, do not abruptly brake or turn. ...
2. Turn on Your Hazard Lights. ...
3. Apply the Parking Brake. ...
4. Apply Wheel Wedges. ...
5. Remove the Hubcap or Wheel Cover. ...
6. Loosen the lug nuts. ...
7. Place the Jack Under the Vehicle. ...
8. Raise the Vehicle With the Jack.

More items...

[How to Change a Flat Tire | Bridgestone Tires](https://www.bridgestonetire.com/tread-and-trend/drivers-ed/how-to-change-a-flat-tire)

<https://www.bridgestonetire.com/tread-and-trend/drivers-ed/how-to-change-a-flat-tire>



without a jack

on a truck

trailer

on a bike

golf cart

dirt bike

wheelbar

FEATURED SNIPPETS IN FLARE OUTPUT

Your search for "apply condition" returned 194 result(s).

How to apply a condition tag

1. For most elements, you can right-click and select **Conditions** (or **Properties > Conditional Text** for files).
2. Select the condition tag set and choose the condition(s) you want to apply.
3. Click **OK**.
4. Click to save your work.

[More Details...](#)

More Information

Here is the first paragraph. **This text for online only.**

Here is the second paragraph. **This text for print only.**

Here is the third paragraph.

Here is the fourth paragraph.

Here is the fifth paragraph.

This is the sixth paragraph.

Text

- Cut Ctrl
- Copy Ctrl
- Paste Ctrl
- Insert
- Create Auto Suggestion
- Thesaurus... Shift+
- Conditions... Ctrl+Shift
- Span Class

Applying Conditions to Content

Learn how to **apply condition** tags to different content elements. This lets you single-source the content that you create in multiple target outputs.
[../Conditions/Applying-Condition-Tags-to-Content.htm](#)

Applying Conditions for Print-based Output

Apply condition tags to mark what shows up in print-based manuals and what doesn't. Learn about other ways to use **condition** tags in MadCap Flare.
[../Output/Printed-Output/Applying-Condition-Tags-Printed-Output.htm](#)

Applying Conditions to Browse Sequences

Learn how to **apply condition** tags to different content elements. This lets you single-source the content that you create in multiple target outputs.
[../Browse-Sequences/More/Applying-Condition-Tags-to-Browse-Sequence.htm](#)

HOW?

1. Make sure you have an HTML5 target.
2. Add a micro content file.
3. In the Micro Content Editor:
 - Create phrases
 - Add alternate phrases
 - Type response or link to topic/snippet
4. In the target, enable MadCap Search or Elasticsearch.
5. Include micro content results.

Let's take a look...

PHRASES

How do you know what users are looking for?

- Analytics
 - Google Analytics
 - Pulse Reports
 - And Soon...



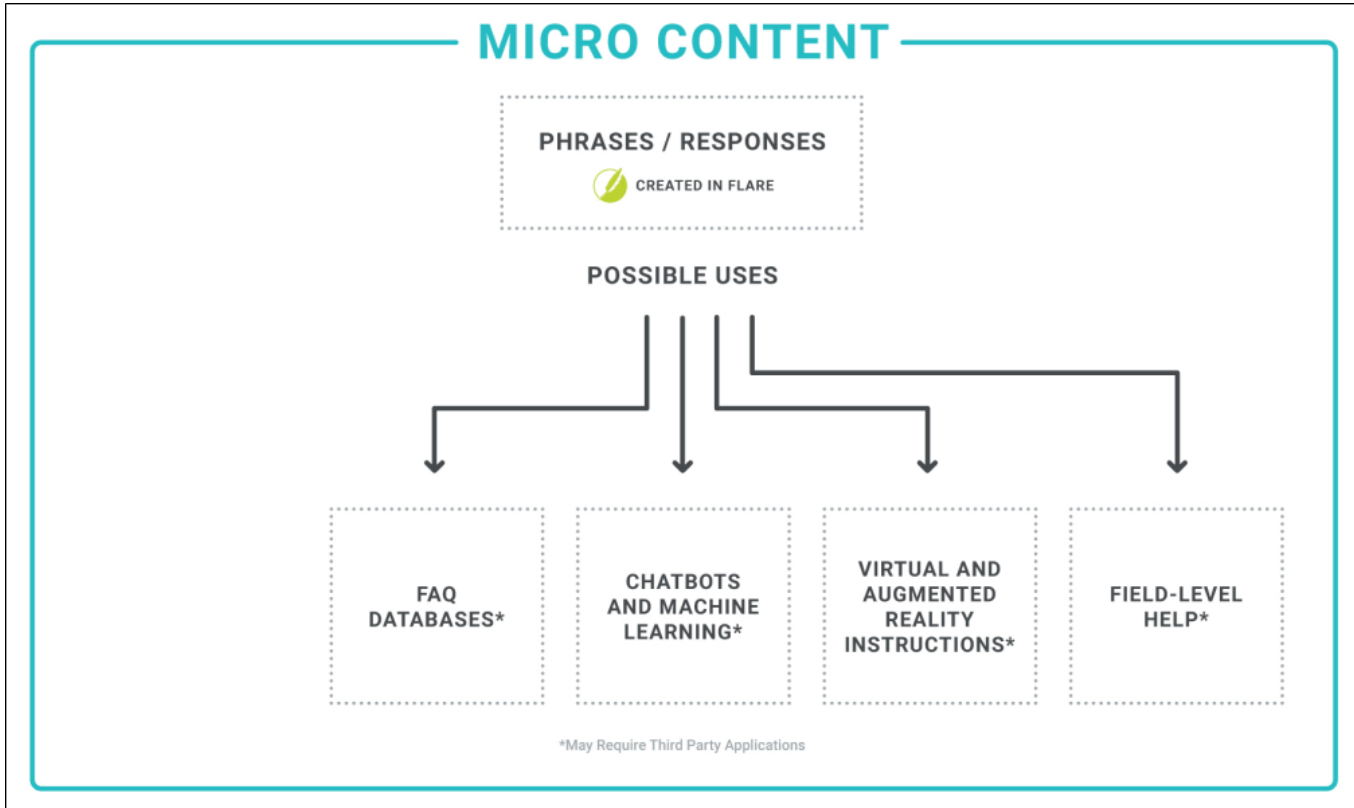
MADCAP CENTRAL

- Ask Tech Support and others

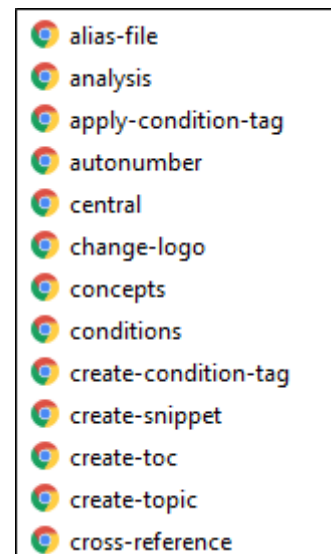
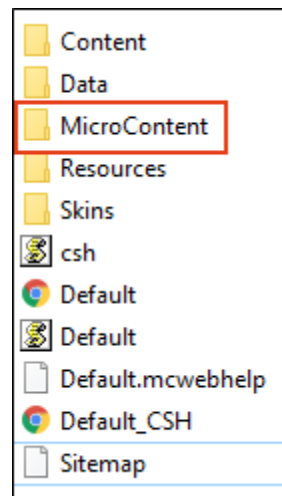
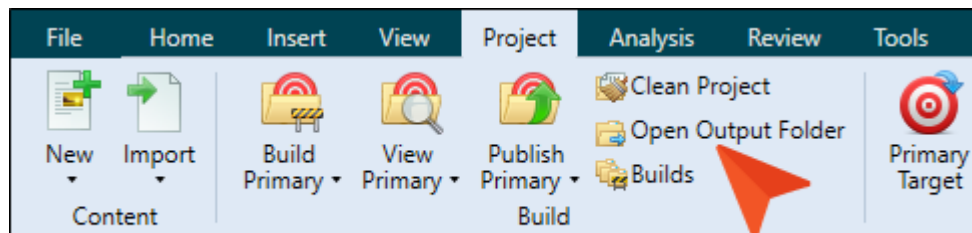
OTHER TIPS

- Organize with multiple micro content files
- Responsive content
- Movies and animated gifs
- Adjust skin styles (e.g., response height, bottom border)

ADVANCED USES



OTHER POSSIBLE USES



Thank You!

Questions?

