

The BOMGAR logo is displayed in white, uppercase, sans-serif font. The letters are bold and evenly spaced. A small trademark symbol (TM) is positioned at the top right of the letter 'R'. The logo is set against a solid orange background that features a subtle diagonal line running from the top left towards the bottom right, creating a sense of movement or a split design.

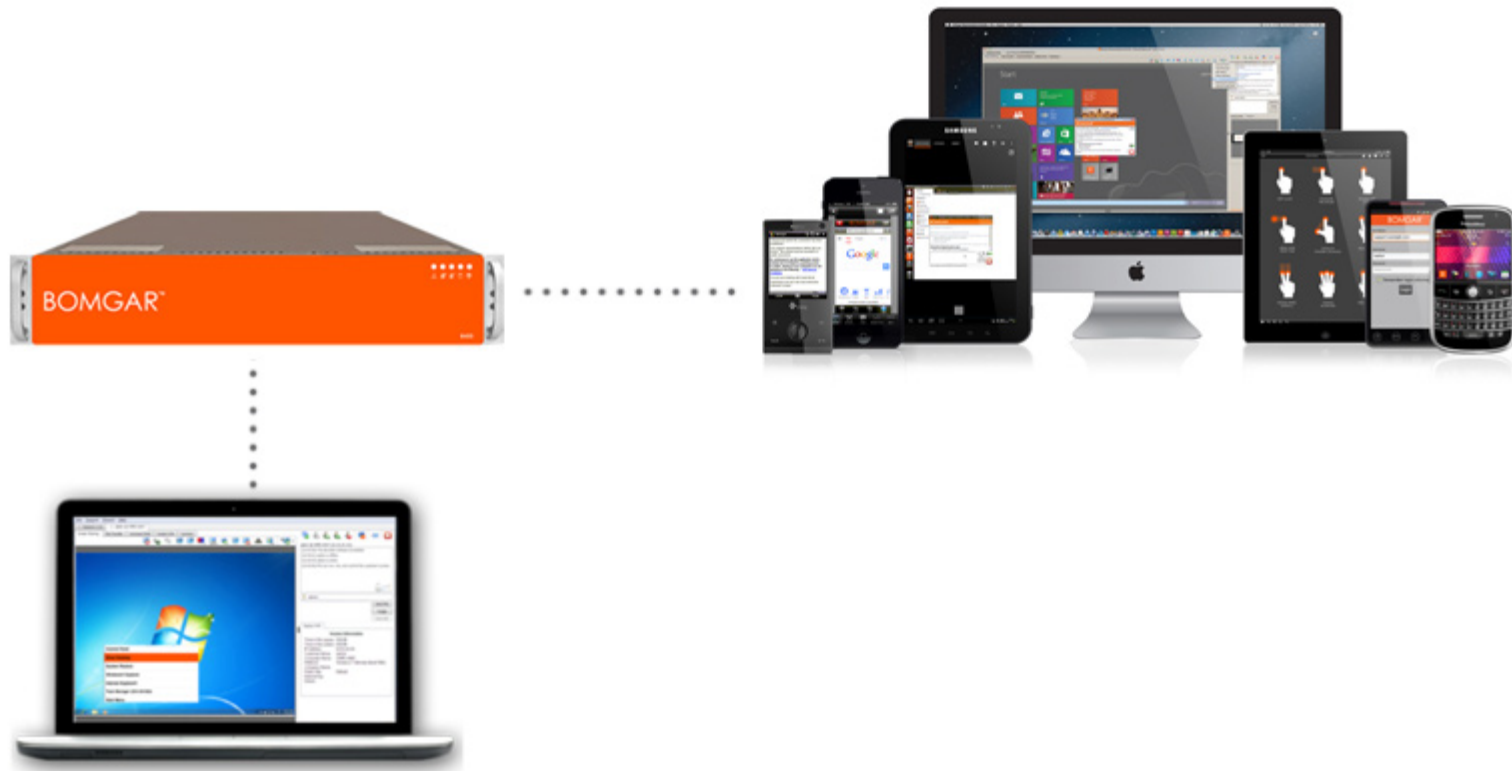
BOMGAR™

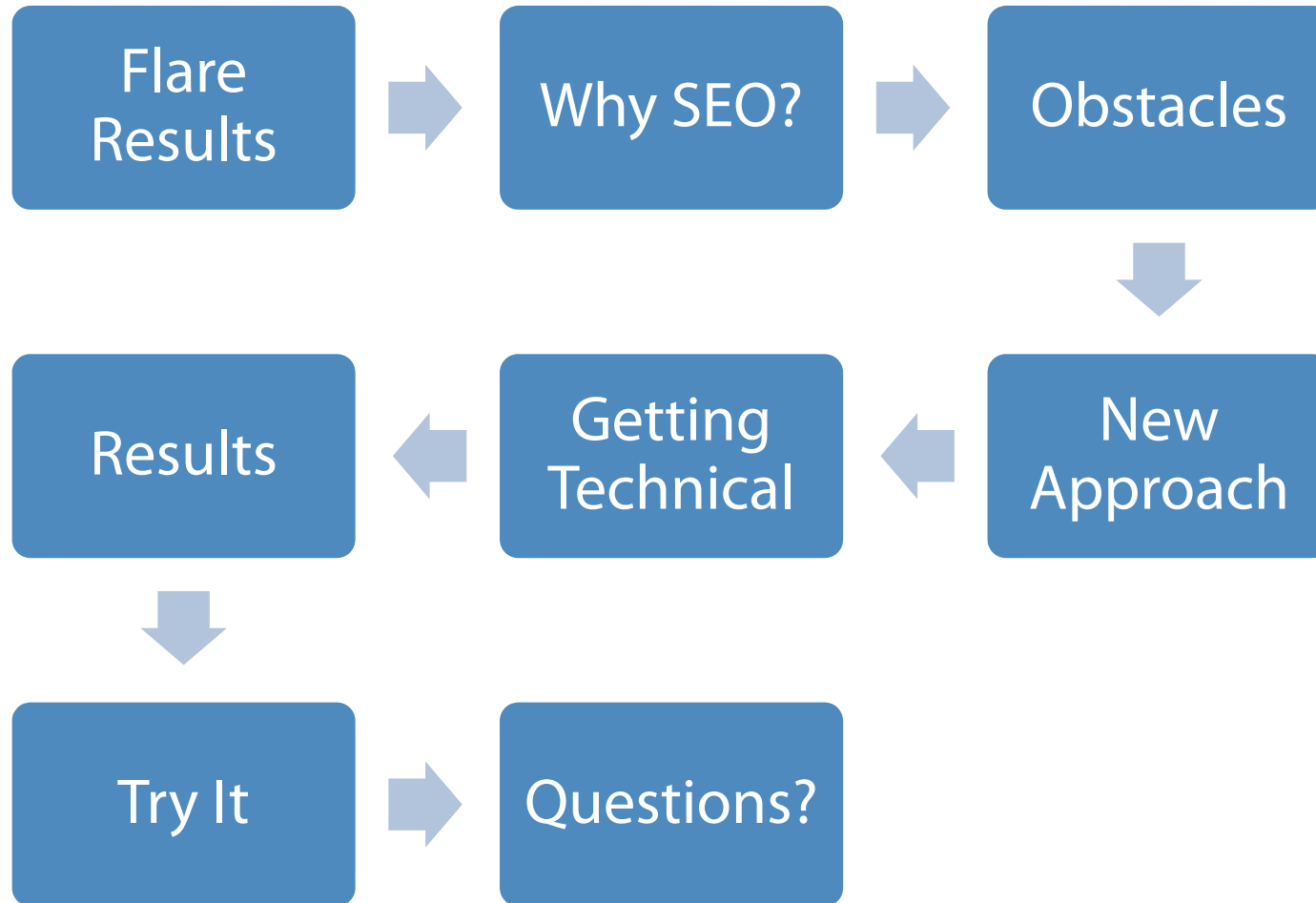
Improving Madcap Flare SEO

Using a New Approach to HTML5 Webhelp Targets

#1 Remote Support Solution for the Enterprise

Trusted by **7,500+** customers around the world:





Flare's impact on productivity

Single Sourcing is the bee's knees

- Source Control
 - Multiple people working on the same document
- Single Sourcing
 - PDF and Web outputs
- Reusing Content
 - Less writing for guides covering the same topics
 - Fewer screenshots
- Conditioning
 - For multiple outputs
 - For various stages of writing

Useful Page Titles

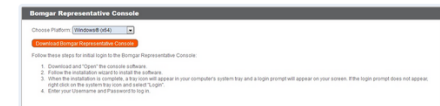
- Meaningful in context and standalone
- Based on frequently searched-for phrases

[My Account: Change Password and Username, Download the ...](#)
Sep 4, 2013 ... Download the representative console or **change** your settings, including username, **password**, display name, security question, email ...
www.bomgar.com/docs/content/admin/my-account.htm
Labeled Default

My Account: Change Password and Username, Download the Representative Console and Other Software



From the **My Account** page, you can download the Bomgar representative console. The file type will default to the appropriate installer for your operating system.



Why should I care about SEO for Flare?

Has Google become
the new F1? What
about mobile?

Image credit: <http://goo.gl/oUL4Qf>

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Developer Job Interview Question #137:

Let's say you run into something you don't know how to do. What is your first step to solving it?

- a) Ask another developer for help
- b) Refer to your college text books
- c) Leave it for someone else to figure out
- d) Search Google**

Incidentally, if you're interested: <http://www.bomgar.com/jobs>

Why should I care about SEO?

How many help-related searches are happening for your product?

- Site search on your site
- <http://google.com/trends>
- <http://adwords.google.com/keywordplanner>

Your brand + “how”
“using”
“guide”
“tutorial”

What would you like to do?

▼ Search for keyword and ad group ideas

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

United States

All languages

Google

Negative keywords

Customize your search ?

Keyword filters

Avg. monthly searches ≥ 0

Avg. CPC $\geq \$0.00$

Ad impr. share $\geq 0\%$

Keyword options

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

Get ideas



Why should I care about SEO?

Interview members of your support team to find commonly asked questions.

You may have documented the answers, but are users able to find the answers?

Image credit: <http://goo.gl/B3s6cc>

Obstacles to SEO in Madcap Flare

Google *indexes* and *ranks* primarily by following links.

Flare Sitemap

```
<url>  
<loc>http://www.bomgar.com/docs  
/content/index.htm</loc>  
</url>
```

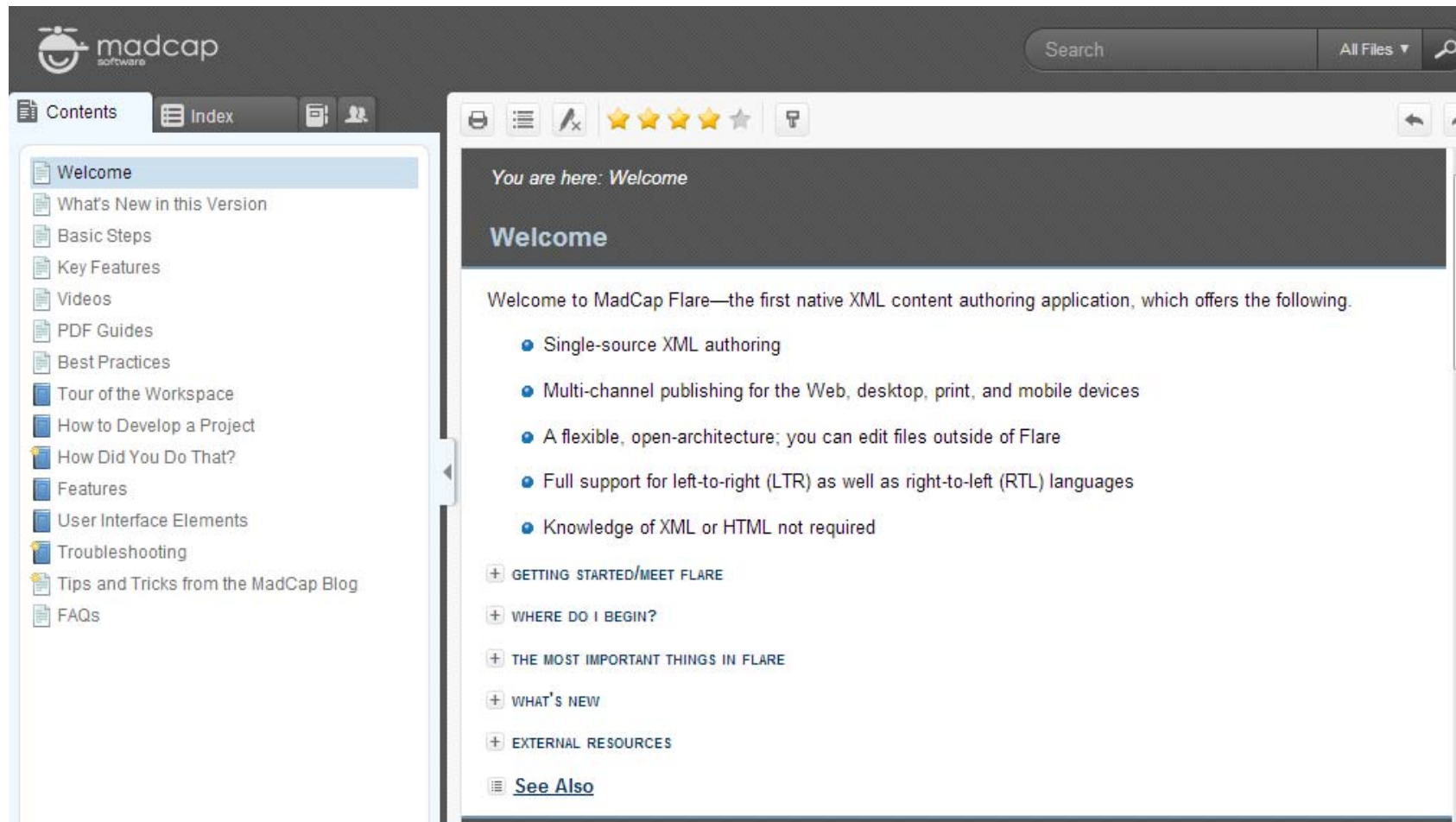
Does help with indexing.
Does not help with ranking.

Full-featured Sitemap

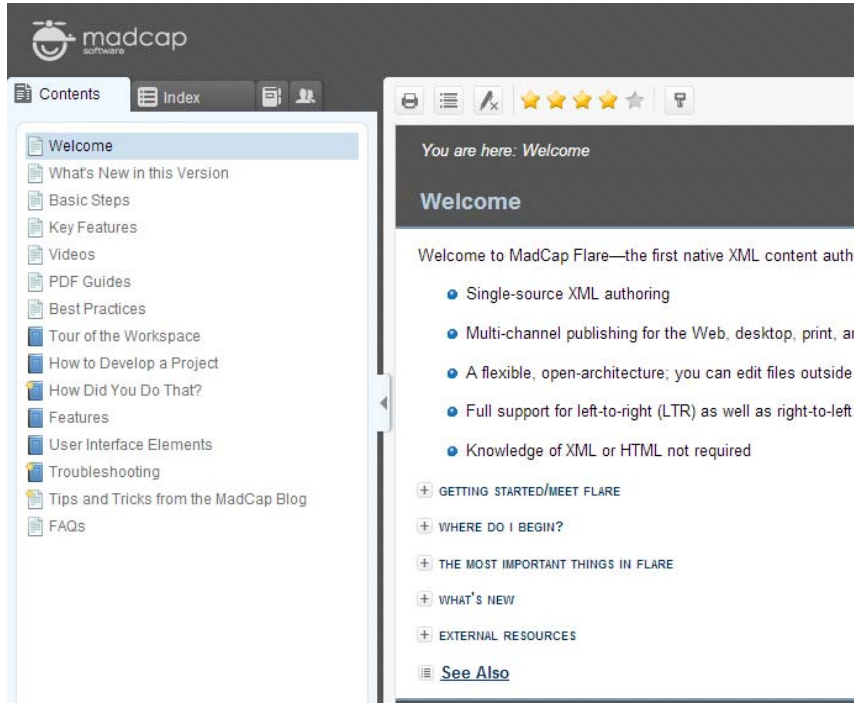
```
<url>  
<loc>http://www.bomgar.com/docs  
/content/index.htm</loc>  
<lastmod>2013-07-  
10T18:24:27+00:00</lastmod>  
<priority>0.7</priority>  
</url>
```

Does help with indexing.
Does not help very much with ranking.
(We used an external sitemap generator from xml-sitemaps.com.)

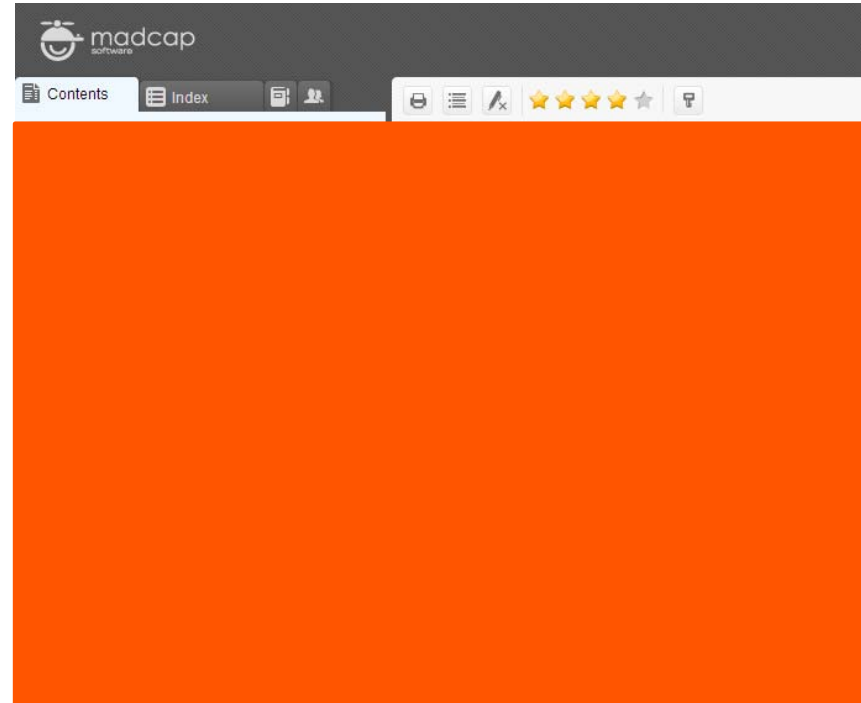
iFrame – No it's not a new Apple product



What you see

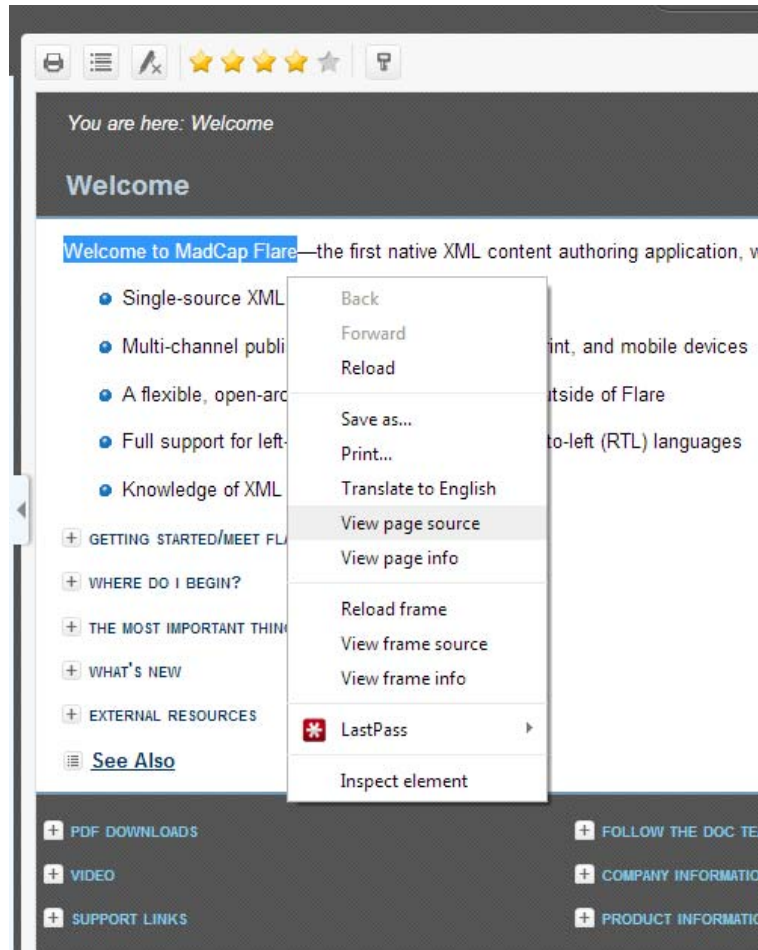


What Google Sees



Obstacles to SEO in Madcap Flare

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Obstacles to SEO in Madcap Flare

Use an external sitemap generator, like xml-sitemaps.com, to see what I mean

Or read this post on Madcap Forums:
<http://goo.gl/SnXlkz>

*Eagles may soar, but weasels aren't sucked into jet engines.
Warning! Loose nut behind the keyboard.*

Re: WebHelp and Search Engine Optimization
by jbrock on Tue Aug 17, 2010 8:31 am

Search engine optimization for webhelp may be one of the most important topics in this forum, I think. Most customers are going to start looking for help on Google, not in the search panel in Flare. You can have the best help on the planet, but you'll only frustrate customers if they can't find it on Google.

I think Flare is best-of-breed for creating help documentation. It is certainly making my team much more efficient. But the framed output creates a usability problem for customers.

Google finds pages by finding links to those pages. If it never sees a link, it won't see the page. Therefore, you can get an idea of how well Google and other search engines index the framed webhelp by generating an xml sitemap for the webhelp site. [Obviously, Google's algorithm is more complex than an xml sitemap generator's, but the latter does give you a good high-level view of internal linking.]

For example, we generated an xml sitemap starting from <http://kb.madcapsoftware.com/>, the knowledgebase on madcapsoftware.com. Only 10 pages were crawled!

The xml sitemap finds so few pages for the knowledgebase because all of the links are to the frame.

- <http://kb.madcapsoftware.com/>
- <http://kb.madcapsoftware.com/Skin/Toolbar.htm>
- <http://kb.madcapsoftware.com/Skin/Navigation.htm>
- <http://kb.madcapsoftware.com/Skin/Blank.htm>
- <http://kb.madcapsoftware.com/Skin/Toc.htm>
- <http://kb.madcapsoftware.com/Skin/Index.htm>
- <http://kb.madcapsoftware.com/Skin/Search.htm>
- <http://kb.madcapsoftware.com/Content/Glossary.htm>
- <http://kb.madcapsoftware.com/Skin/Favorites.htm>
- <http://kb.madcapsoftware.com/Skin/BrowseSequences.htm>

It would be better for Google to hit the first page pulled into the frame - <http://kb.madcapsoftware.com/Content/Welcome.htm> - and follow the links from there. Unfortunately, the welcome does not link any deeper into the webhelp.

This is a bit of a usability issue. Madcap Software's own documentation is probably the most authoritative. Their writers spend the effort creating and updating - and they do a great job. But other sites are reluctant to link to it because the other sites use WordPress, etc.

New Approach to Madcap Flare SEO

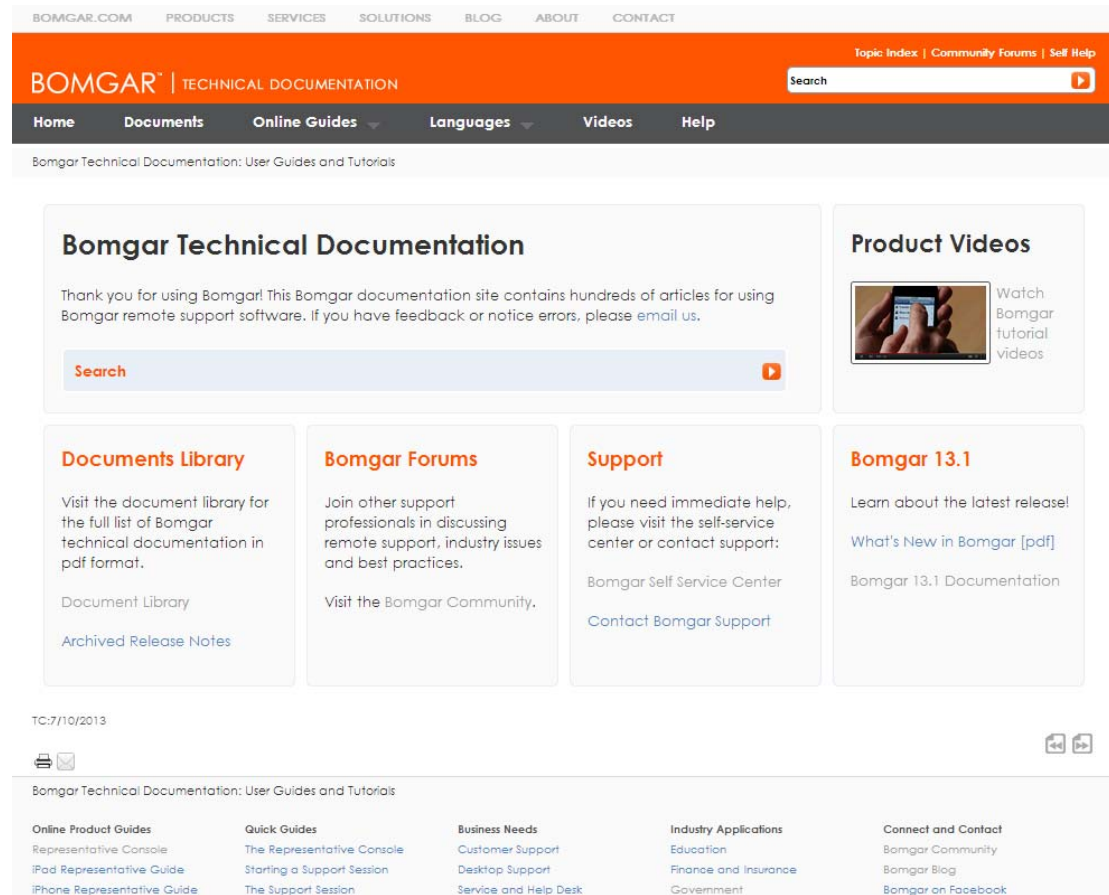
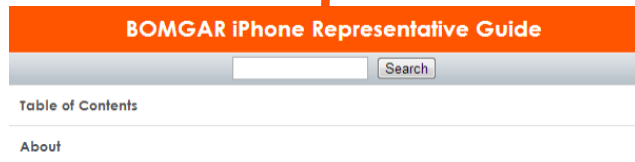
Let's escape the iframe and make sure there's a link to every topic we want crawled.

If it's html content on the internet,
it's a WEBSITE.

New Approach to Madcap Flare SEO

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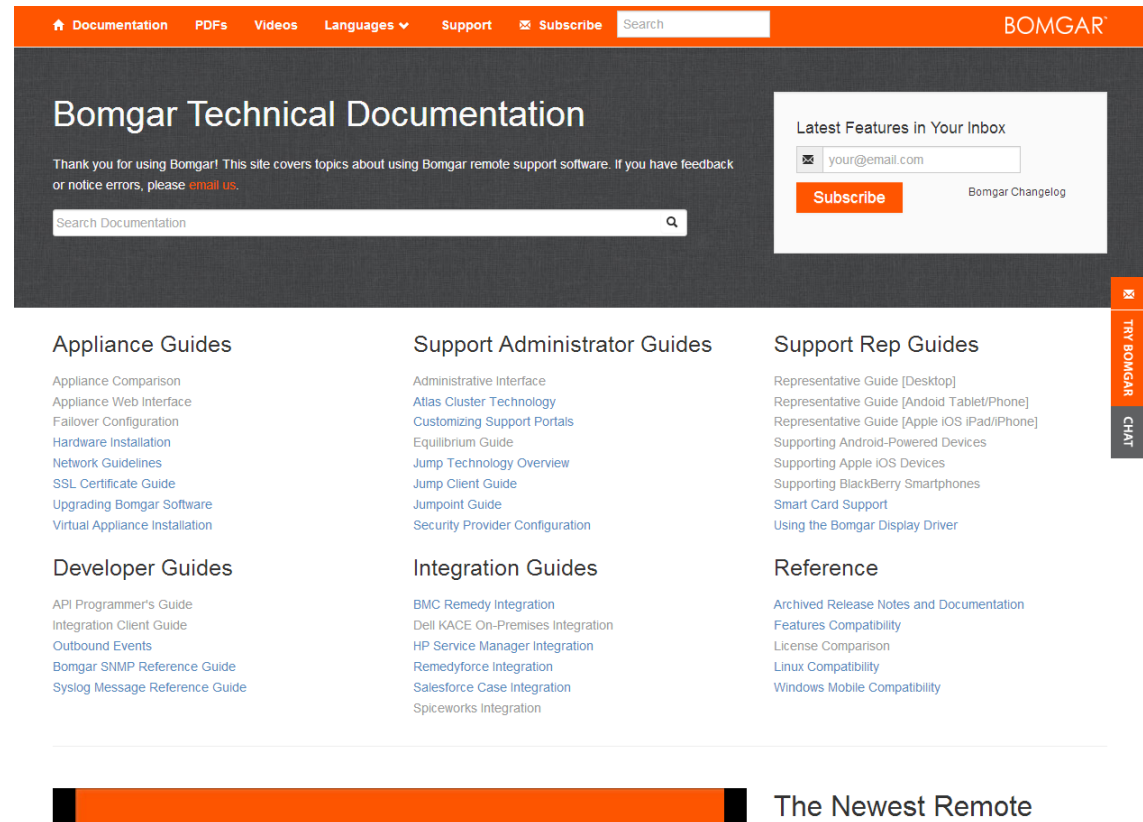
Mobile output Inline CSS Tables



New Approach to Madcap Flare SEO

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HTML5 Output
Bootstrap
Responsive



Getting Technical











We adopted some findability principles and performed a few coding tricks.

Findability Principles:





- No iframe
- Offer multiple navigation options
- Link to every topic
- Avoid duplicate content
- Use Google site search

To escape the iframe, don't use the whole output

iFrame - /Default.htm

Name	Date modified
 content	9/5/2013 4:32 PM
 Data	9/4/2013 11:34 PM
 Resources	9/4/2013 8:27 AM
 Skins	9/4/2013 8:27 AM
 csh.js	9/4/2013 11:34 PM
 Default.htm	9/5/2013 2:59 PM
 Default.js	9/4/2013 11:34 PM
 Default.mcwebhelp	9/4/2013 11:34 PM
 Default_CSH.htm	9/4/2013 11:34 PM
 Sitemap.xml	9/4/2013 11:34 PM

No iFrame - /content/index.htm

 resources	9/4/2013 11:10 PM
 support	9/4/2013 11:15 PM
 videos	9/4/2013 7:19 PM
 video-scripts	9/4/2013 11:21 PM
 webhelp	9/4/2013 11:26 PM
 index.htm	9/5/2013 4:32 PM
 search.htm	9/5/2013 9:39 AM

You need more stuff in your Masterpage

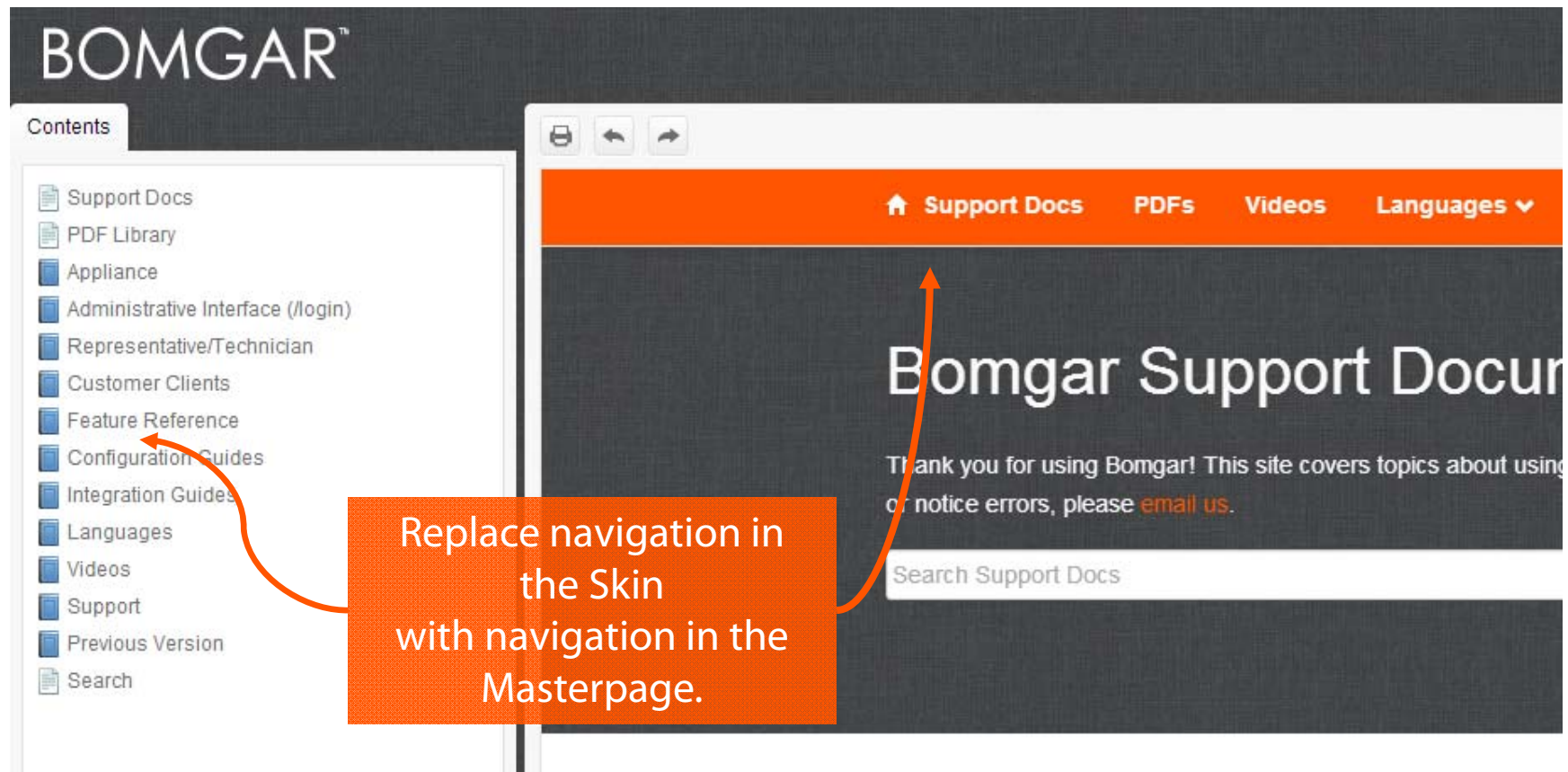
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We're going to need a more

Robust
Masterpage?

Replace the navigation in the skin

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Navigation Snippet

Breadcrumbs Proxy

Body Proxy

Footer Snippet

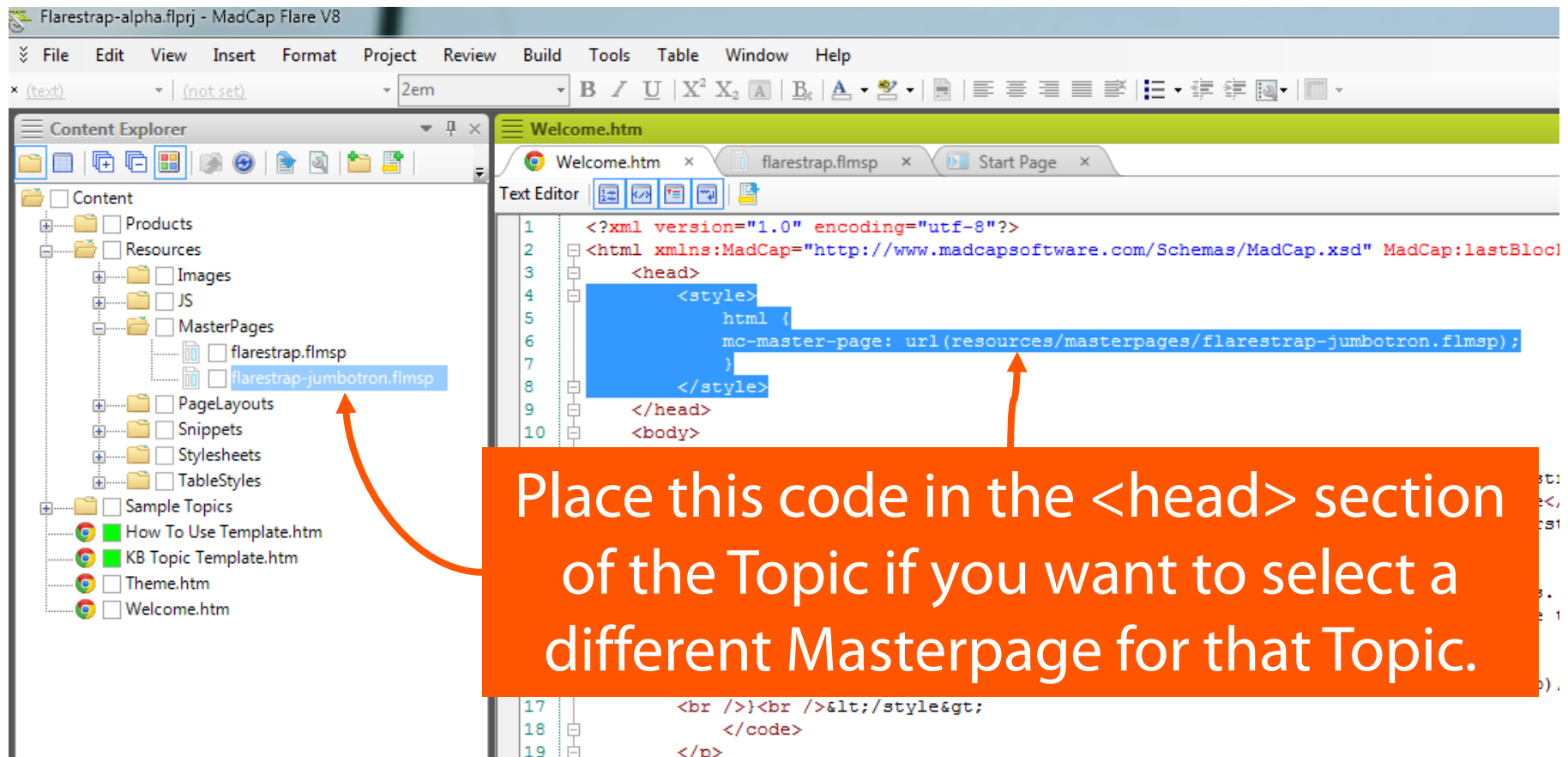
Our Masterpage (simplified)

```
<?xml version="1.0" encoding="utf-8"?>
<html>
  <head>
    <!-- Custom styles for this template -->
    <link href="../stylesheets/theme.css" rel="stylesheet" type="text/css" />
  </head>
  <body>
    <MadCap:snippetBlock src="../snippets/navigation.flsnap" />
    <MadCap:breadcrumbsProxy />
    <MadCap:bodyProxy />
    <MadCap:snippetBlock src="../snippets/footer.flsnap" />
  </body>
</html>
```

But what if you need

Multiple Masterpages?

Select a new Masterpage with CSS



Flarestrap-alpha.flprj - MadCap Flare V8

File Edit View Insert Format Project Review Build Tools Table Window Help

Content Explorer

- Content
 - Products
 - Resources
 - Images
 - JS
 - MasterPages
 - flarestrap.flmstp
 - flarestrap-jumbotron.flmstp
 - PageLayouts
 - Snippets
 - Stylesheets
 - TableStyles
 - Sample Topics
 - How To Use Template.htm
 - KB Topic Template.htm
 - Theme.htm
 - Welcome.htm

Text Editor

Welcome.htm

```
1 <?xml version="1.0" encoding="utf-8"?>
2 <html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd" MadCap:lastBlock
3   <head>
4     <style>
5       html {
6         mc-master-page: url(resources/masterpages/flarestrap-jumbotron.flmstp);
7       }
8     </style>
9   </head>
10  <body>
```

Place this code in the <head> section of the Topic if you want to select a different Masterpage for that Topic.

Select a new Masterpage with CSS

For files in /content/

```
<style>
  html {
    mc-master-page:
      url(resources/masterpages/new.flmsp);
  }
</style>
```

For files in /content/**folder**/

```
<style>
  html {
    mc-master-page:
      url(../folder/resources/masterpages/new.flmsp);
  }
</style>
```

But what if you need

More
Navigation?

<head> Masterpage Selector </head>

Navigation Snippet

Breadcrumbs Proxy

Sub-Navigation Snippet

Body Proxy

Footer Snippet

Example of two navigation snippets

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The image shows a screenshot of the Bomgar website and its console interface. The website's navigation bar includes links for Documentation, PDFs, Videos, Languages, Support, and Subscribe. A black arrow points from the 'PDFs' link to a black box containing the text 'Snippet used in all topics'. An orange arrow points from the 'Toolset' dropdown menu to an orange box containing the text 'Snippet used in this guide'. The dropdown menu lists various options, with 'File Transfer' highlighted. Below the website screenshot is a screenshot of the Bomgar console interface, showing a file transfer session between a local and remote system. The console interface includes a menu bar, a toolbar, and a main area displaying file lists and a chat window.

File Transfer to and from t x

www.bomgar.com/docs/content/rep-console/file-transfer.htm

Documentation PDFs Videos Languages Support Subscribe Search BOMGAR

Representative/Technician > Desktop Console > Support Session Toolset > File Transfer to and from the Remote System

Getting Started Supporting Users Supporting Systems Toolset Collaboration Management Customer Client

File Transfer to and from the Remote System

Depending upon the permissions your administrator has set for your account, you may be able to upload files to the remote system or to download files to your local computer. File system access may also be restricted to certain paths or directories. Downloads occur only in certain directories.

Support Session Overview
Chat
Screen Sharing
Annotations
Multi-Monitor Support
File Transfer
Command Shell
System Information
Summary
Presentation

Licensing:
Enterprise
Standard

Version:
13.1 | 12.3

TRY BOMGAR
CHAT

Bomgar Representative Console - support.example.com - T.S. Eliot

File Support Present Help

Home J. Alfred Prufrock @ J0NPLW502737

Screen Sharing File Transfer Command Shell System Info

Local

C:\Users\TSEliot\Documents\

Name	Size	Type
..		Folder
iMacros		Folder
Installing an Upgrade.pdf	1702 KB	Adobe Acrobat Document
Installing an Upgrade.pptx	612 KB	Microsoft PowerPoint Presentation
Sample Resume.docx	54 KB	Office Open XML Document
Volunteer Application Form.docx	37 KB	Office Open XML Document

Remote

C:\Users\jprufrock\Desktop\

Name	Size	Type
..		Folder
Installing an Upgrade.pdf	1702 KB	Adobe Acrobat Document
Sample Resume.docx	54 KB	Office Open XML Document
Volunteer Application Form.docx	37 KB	Office Open XML Document

Up Directory
Refresh
Create Directory
Rename
Delete

11:10:44 T.S. Eliot has stopped viewing the customer's screen.
11:14:54 T.S. Eliot can now view and control the customer's screen.
11:24:45 T.S. Eliot has stopped viewing the customer's screen.
11:24:58 T.S. Eliot has started viewing the customer's file system.

J. Alfred Prufrock

Messages Send File Push URL Nudge Send

Unlike the iframed output, this approach includes a followable link to every topic.

- The first topic, from which all other topics can be found by following simple links
 - **/content/index.htm**
 - **/content/directory/topic1.htm**
 - **/content/directory/topic2.htm**
 - **/content/directory/topic1/subtopic1.htm**

Search statistics

Promote content

Integrate with
Google Analytics

[Home](#) [Documentation](#) [PDFs](#) [Videos](#) [Languages](#) [Support](#) [Subscribe](#)

Search Results

[Web](#) [Image](#)


[All results](#) [Default](#) [PDFs Only](#) [Videos Only](#)


About 652 results (0.13 seconds) Sort by: **Relevance**

[Supporting Apple iOS Devices?](#)
View the guide for supporting **iPad**, iPhone and iPod touch with Bomgar
<http://www.bomgar.com/docs/content/platforms/apple-ios/supporting-apple-ios.htm>

[iPad Rep Console Guide](#)
How to support remote systems from your **iPad**
<http://www.bomgar.com/docs/content/rep-ios/index.htm>

[Apple iOS Support](#)
Apple iOS Support for Reps and Clients
<http://www.bomgar.com/products/platforms/apple-ios>

[iPad Representative Guide - Bomgar](#)
Jul 10, 2013 ... **iPad** Representative Guide, Remote support technicians may use Bomgar from an **iPad**® to provide support. Please refer to the **iPad** ...
www.bomgar.com/docs/content/platforms/apple-ios/ipad-rep-guide.htm
Labeled [Default](#)

[iPhone and iPad Remote Support](#)
Sep 4, 2013 ... Bomgar now enables IT support and service technicians to remotely support the iPhone, **iPad** and iPod touch, by providing users with custom ...
www.bomgar.com/docs/content/videos/iphone-ipad.htm
Labeled [Default](#) [Videos Only](#)

[Bomgar iPad Representative Console](#)
Sep 4, 2013 ... The new Bomgar **iPad** Representative (Rep) Console allows IT support technicians to access, view and fix a remote computer or mobile device ...
www.bomgar.com/docs/content/videos/ipadrepconsole.htm
Labeled [Default](#) [Videos Only](#)

Avoid duplicate content

Flare's forward/backward navigation creates session IDs

Robots.txt is your friend

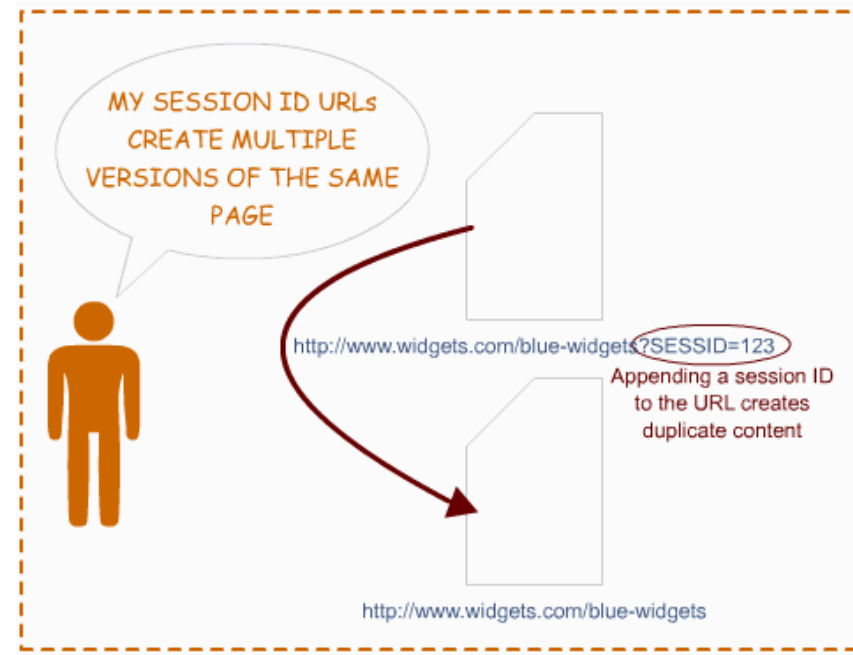


Image credit: <http://moz.com/learn/seo/duplicate-content>



BURN THE SHIPS BUT HEY, BELERIAND'S PRETTY, TOO

"Feanor watching the burning at Losgar" from *The Silmarillion*

Image credit: <http://goo.gl/nnVySx>

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THE BURNING OF THE SHIPS AT LOSGAR
Illustration by renatodomingos@hotmail.com 

Results













That seems like a lot of work. Was it worth it?

Madcap Flare SEO Results

March 2011 (launched /docs Webhelp)

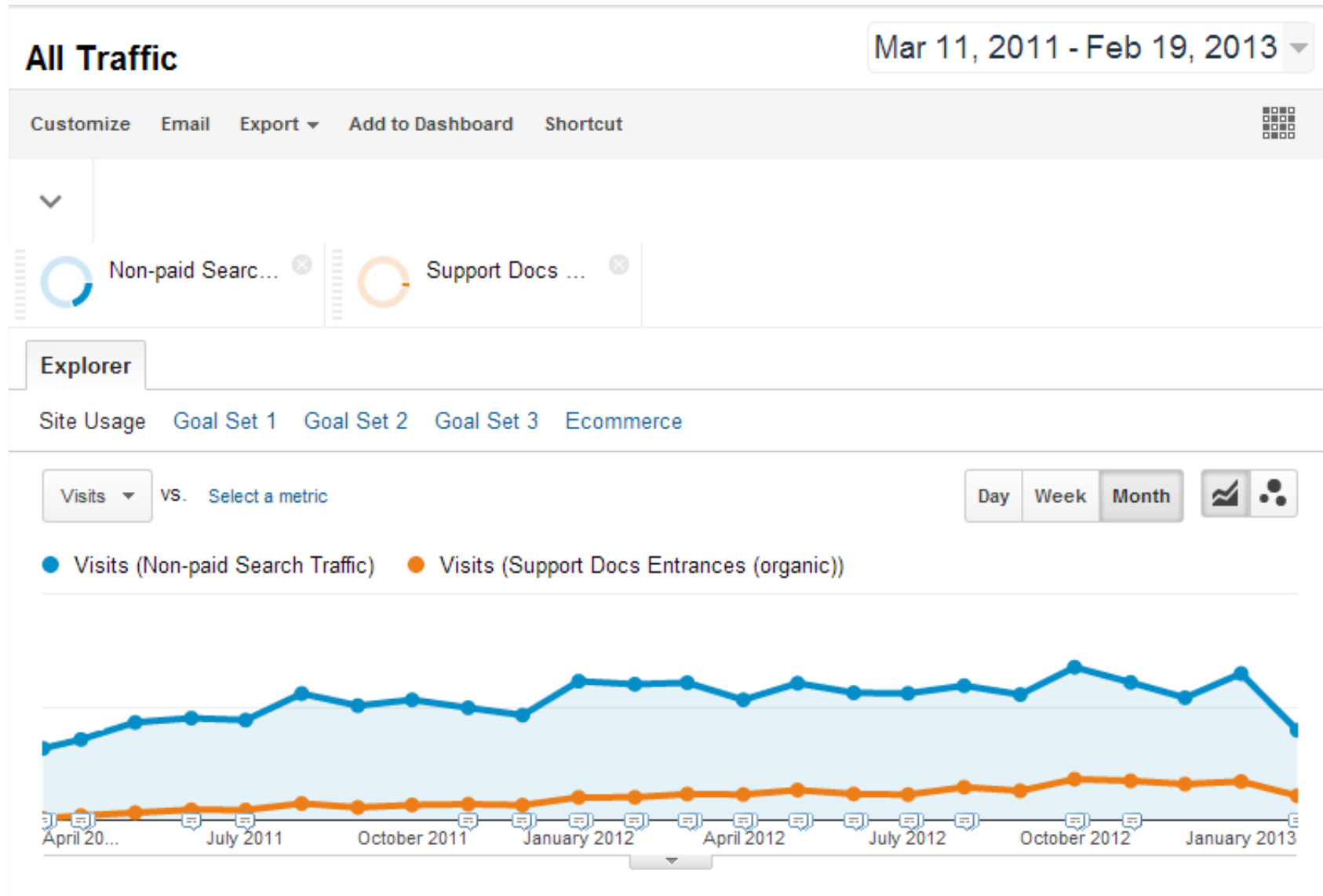
February 2013 (redesigned website)

#3 entrance for organic search visitors

Non-paid Search Traffic	
1.  /remotedesktopaccess/	1. Products
2.  /	2. Home page
3.  /docs/	3. Webhelp
4.  /virtualsupportsolutions/	
5.  /support.aspx	
6.  /support/	
7.  /customers/	
8.  / 	
9.  / 	
10.  /about.htm	

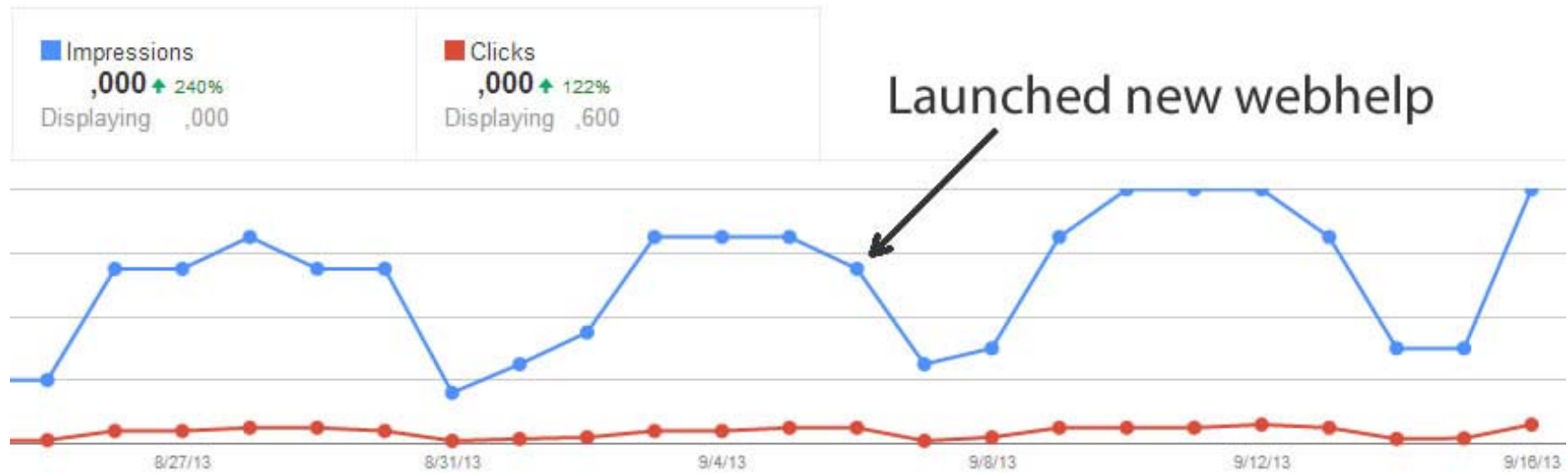
Compared to all organic search entrances

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Preliminary results of new design

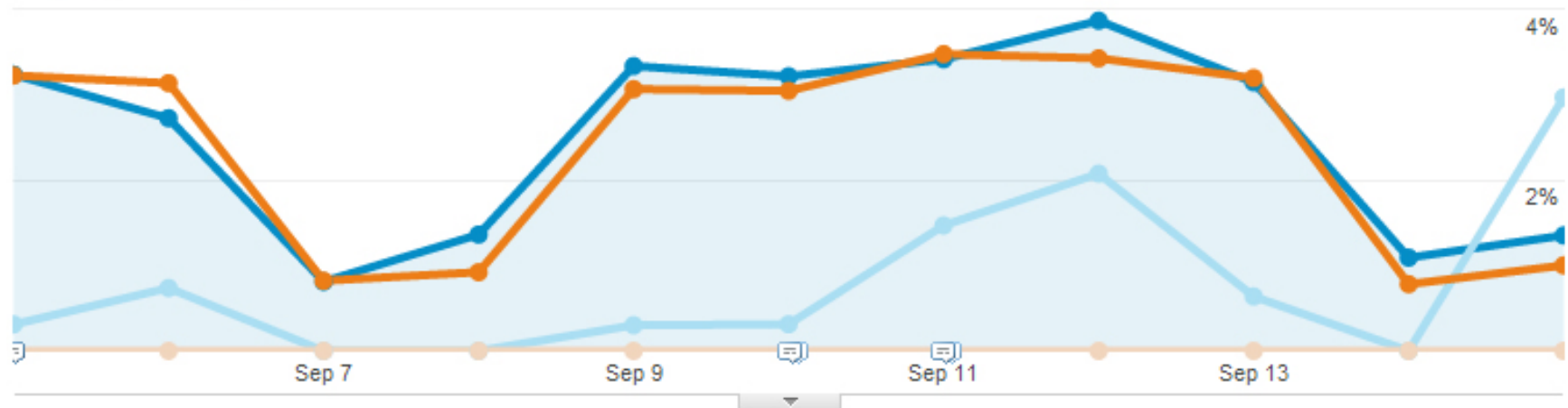
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Preliminary results of new design

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Sep 5, 2013 - Sep 15, 2013: ● Visits ● Goal Conversion Rate
 Aug 22, 2013 - Sep 1, 2013: ● Visits ● Goal Conversion Rate



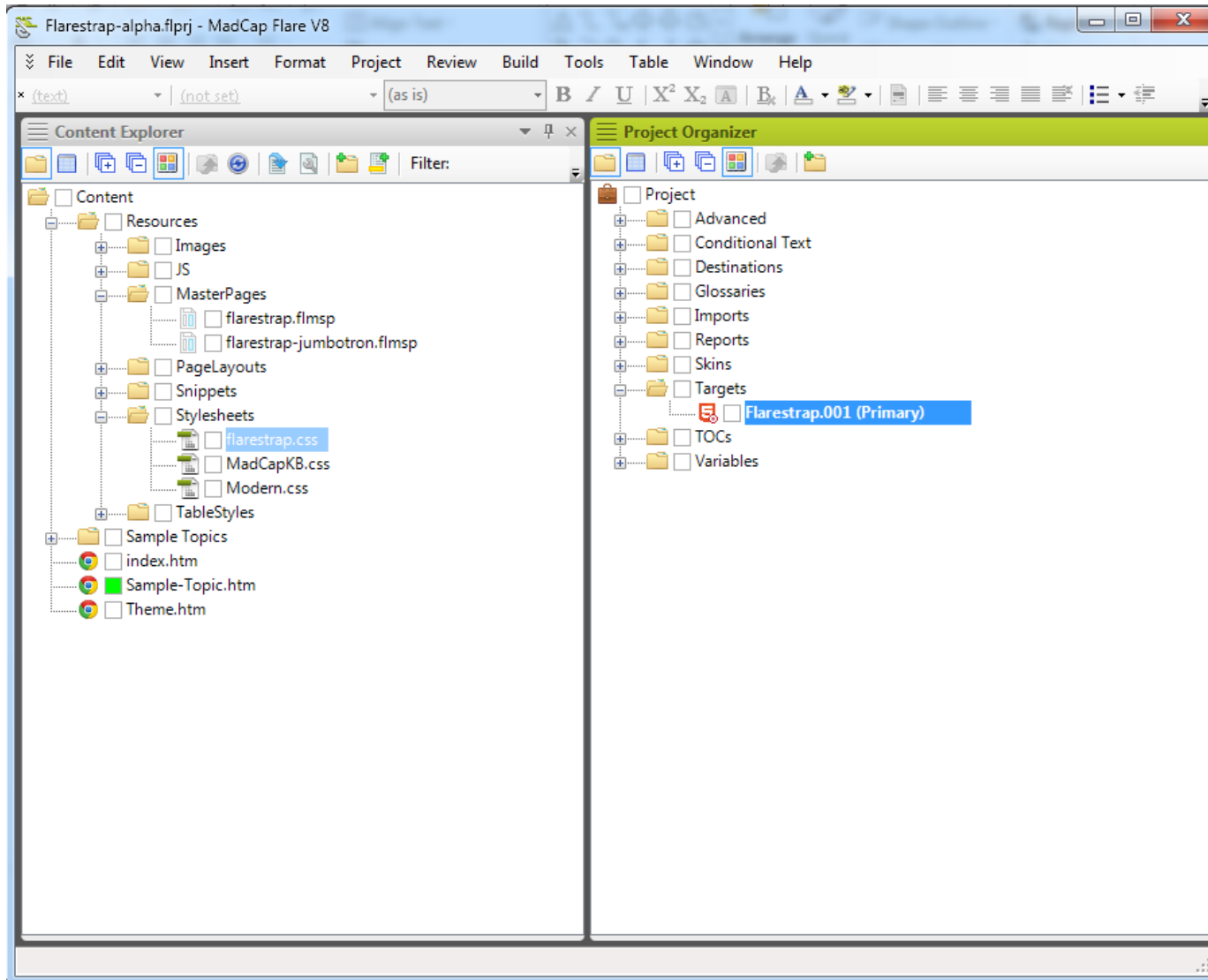
<input type="checkbox"/>	Landing Page	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
	Non-paid Search Traffic	5.60% ↑	10.60% ↑	29.82% ↑	9.91% ↓	261.35% ↓

Try it ...

Here's a sample project for the Madcap community.
Repeat after me, "This is not supported. It is for
internal testing only. I won't use this on a live site."

Flarestrap – the sample project

BOMGAR™



Try Flarestrap

Flarestrap is an SEO framework for Madcap Flare HTML5 targets. At this point, it exists as an unsupported, experimental sample Flare project. However, since community involvement will probably make it better, you're welcome to download the sample project and try it out.

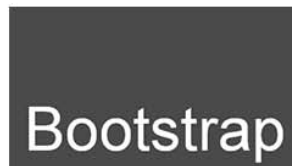
[Download.flprjzip](#)

Madcap Flare SEO



Madcap Flare is my favorite help authoring tool (HAT). But the default targets, even HTML5 targets, are not search engine friendly. Flarestrap brings SEO to Flare.

Built with Bootstrap



Why reinvent the wheel? Or the Lamborghini? Flarestrap is based on Bootstrap - the best, mobile first front-end framework for fast and easy web development.

Responsive Webhelp



Because Flarestrap is responsive, it works great as a mobile webhelp target, too! In Madcap Flare terms, that's two targets in one. One build serves all your audiences.

Free but No Support



At this point, my main goal with Flarestrap is to trigger a paradigm shift around Madcap Flare webhelp SEO. There are lots of bugs. There is no support.

Visit <http://flarestrap.com>

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+1 858.320.0387 opt. 1

*Valid for any current or future training course reserved by September 30, 2013. Certain restrictions apply.

A photograph of George W. Bush, the 43rd President of the United States, wearing a grey suit, white shirt, and blue patterned tie. He is smiling and gesturing with his right hand, palm facing forward. The background is a blurred green, suggesting an outdoor setting.

Questions?

Justin Brock

jbrock@bomgar.com

[@justinbrock](#)