

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**



"Micro Content"

- 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.

...

[<https://www.brafton.com/blog/creation/microcontent-what-is-it-and-why-do-you-need-it/>]

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

Slackbot ☆ | ♥ active | Slackbot

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 @ 😊

Question or Phrase

Response

FAQs - Phrase



WHATSAPP WEB

FEATURES

DOWNLOAD

SECURITY

FAQ



> 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

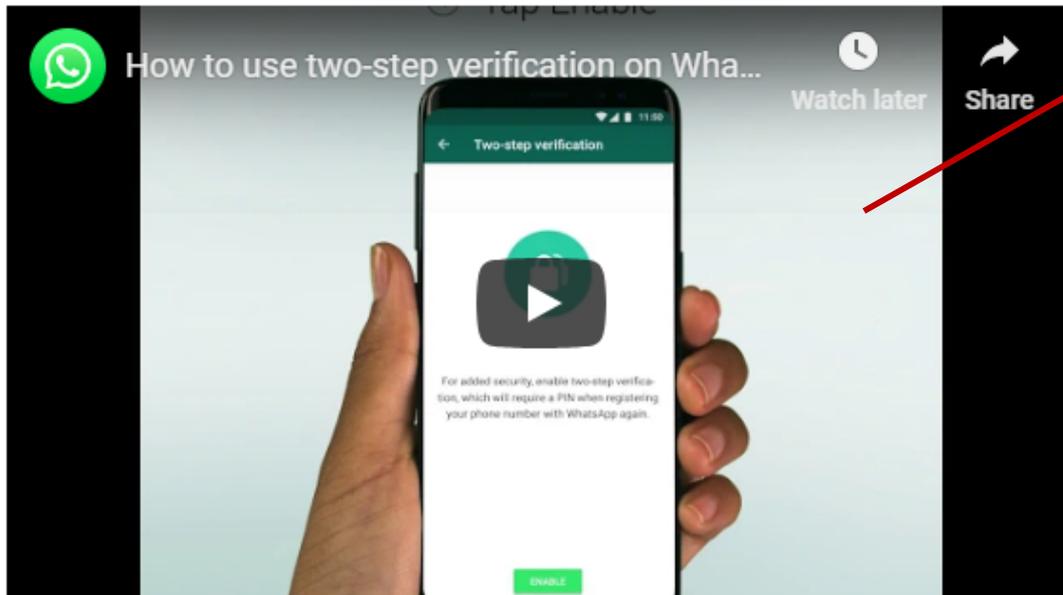
> Chats

> 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

The screenshot shows the easyJet website interface. At the top, the "easyJet" logo is displayed in white on an orange background. Below the logo, a grey button with the text "Add your return flight" is visible. Underneath the button, there is a checkbox labeled "Show FLEXI fares" with a red circle around it. Below the checkbox, the text "What are FLEXI fares?" is displayed in red. At the bottom of the screenshot, two flight cards are partially visible. The left card shows "London Gatwick to Amsterdam" and "Last booked 3 minutes ago". The right card shows "Amster" and "Last book". Both cards feature an airplane icon and a "3 week view >" link.

easyJet

Add your return flight

Show FLEXI fares
What are FLEXI fares?

London Gatwick to Amsterdam
Last booked 3 minutes ago
✈️
3 week view >

Amster
Last book
✈️
3 week v

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)

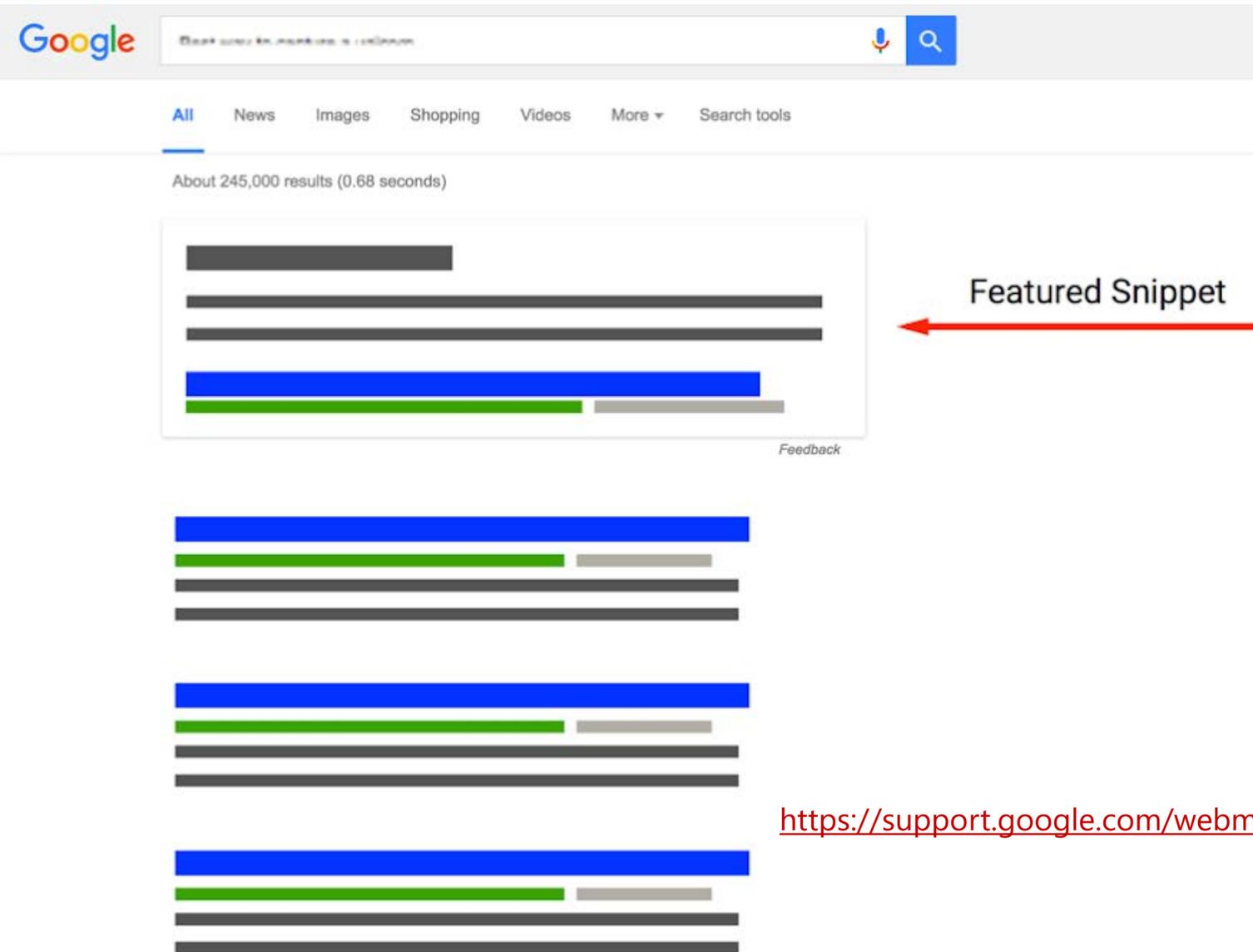
Some Background on Google's Micro Content

- 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...

About 661,000,000 results (0.52 seconds)

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.



www.deliaonline.com

How to Boil an Egg - Bord Bia

<https://www.bordbia.ie/consumer/recipes/eggs/pages/howtoboilaneegg.aspx>

About this result Feedback

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 Ehh? ▾

Feedback

How to boil an egg perfectly | BBC Good Food

<https://www.bbcgoodfood.com/howto/guide/how-boil-egg-perfectly> ▾

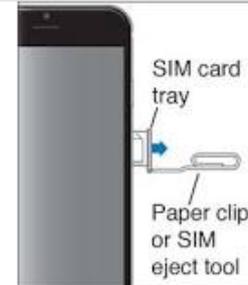


Learn how long to boil an egg for to achieve the perfect consistency, whether you're after runny yolks or ...

About 168,000,000 results (0.50 seconds)

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/>

About this result Feedback

People also ask

- Which way up does a SIM card go? ▾
- Can I put SIM card in old phone? ▾
- How do you open an Apple SIM card slot? ▾
- How do I setup my new SIM card? ▾

Feedback

Videos





About 77,400,000 results (0.56 seconds)

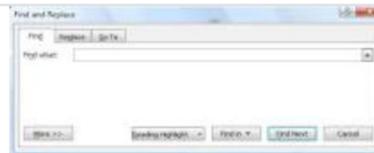
You can do it by following these steps in Word 2007:

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.

[More items...](#) • 31 Oct 2015

[Searching for a Specific Field \(Microsoft Word\) - Word ribbon tips](https://wordribbon.tips.net/T001430_Searching_for_a_Specific_Field.html)

https://wordribbon.tips.net/T001430_Searching_for_a_Specific_Field.html



[?](#) About this result

[!](#) Feedback

People also ask

How do I find field codes in Word? [v](#)

Where is the Find and Replace in Word? [v](#)

Can you do find and replace in Word? [v](#)

How do you replace all in Word? [v](#)

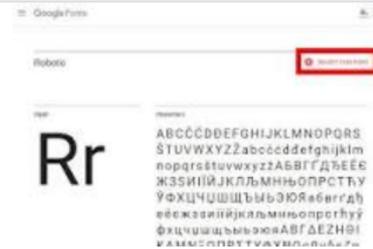
[Feedback](#)



About 320,000 results (0.35 seconds)

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/)

<https://www.maketecheasier.com/use-google-roboto-font-everywhere/>

About this result Feedback

People also ask

Is Roboto a web safe font?

What is the closest font to Roboto?

How do I add Google fonts to CSS?

Is roboto a system font?

[Feedback](#)

[How to Install Google Roboto Font on Windows ... - Make Tech Easier](https://www.maketecheasier.com/use-google-roboto-font-everywhere/)

<https://www.maketecheasier.com/use-google-roboto-font-everywhere/>

10 Aug 2018 - 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.

[Roboto - Google Fonts](#)

About 11,600,000 results (0.50 seconds)

Which Are The Fastest Reptiles In The World?

| Rank | Animal | Maximum recorded speed (km/h) |
|------|------------------------|-------------------------------|
| 1 | Bearded dragon | 40 |
| 2 | Green Iguana | 35 |
| 3 | Leatherback sea turtle | 35.28 |
| 4 | Black mamba | 23 |

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)

<https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-world.html>

 About this result  Feedback

People also ask

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

Feedback

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

<https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-world.html> ▼



About 653,000 results (0.44 seconds)

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>

About this result Feedback

[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/> ▼



About 198,000 results (0.56 seconds)

MadWorld 2019 Dublin: October 8-11, 2019 - MadCap Software

<https://www.madcapsoftware.com/conference/madworld-2019-dublin/>

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

<https://www.madcapsoftware.com/conference/madworld-2019-dublin/register/>

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: San Diego, California. April 14-17, 2019 | Hard Rock Hotel. Register Today for **MadWorld 2019.** View Details. **MadWorld 2019: Dublin, Ireland.**

MadWorld 2019 Dublin: Conference Schedule - MadCap Software

<https://www.madcapsoftware.com/conference/madworld-2019-dublin/schedule/>

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...



About 1,100,000,000 results (0.49 seconds)

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/

About this result Feedback

People also ask

- What is the size of a black hole? ▾
- How big is a black hole in miles? ▾
- How big is the smallest black hole? ▾
- What is the size of a black hole singularity? ▾

Feedback

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.



About 645,000,000 results (0.55 seconds)

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](https://www.bbc.com/news/science-environment-47873592)

<https://www.bbc.com/news/science-environment-47873592>

[About this result](#) [Feedback](#)

People also ask

How big is a black hole? ▼

How big is the smallest black hole? ▼

What is the diameter of black hole? ▼

What is the size of a black hole singularity? ▼

[Feedback](#)

size of black hole on Twitter

<https://twitter.com/search/size+of+black+hole>

Justine Bateman
(@JustineBateman)

Patrick Keane
(@phkeane)

Tech2
(@tech2eets)



About 235,000,000 results (0.60 seconds)

Physical properties

| Class | Approx. mass | Approx. size |
|------------------------------|---------------------------------|--|
| Supermassive black hole | $10^5 - 10^{10} M_{\text{Sun}}$ | 0.001–400 AU |
| Intermediate-mass black hole | $10^3 M_{\text{Sun}}$ | $10^3 \text{ km} \approx R_{\text{Earth}}$ |
| Stellar black hole | $10 M_{\text{Sun}}$ | 30 km |
| Micro black hole | up to M_{Moon} | up to 0.1 mm |

[Black hole - Wikipedia](https://en.wikipedia.org/wiki/Black_hole)

https://en.wikipedia.org/wiki/Black_hole

About this result Feedback

People also ask

- What is the size of a black hole?
- What is the diameter of a black hole?
- What is the size of a black hole singularity?
- How big is the smallest black hole?

[Feedback](#)

[Black hole - Wikipedia](https://en.wikipedia.org/wiki/Black_hole)

https://en.wikipedia.org/wiki/Black_hole

A black hole is a region of spacetime exhibiting such strong gravitational effects that nothing—not even particles and electromagnetic radiation such as

Evolution of Micro Content...



About 682,000 results (0.29 seconds)

Dictionary



perspicacious

/ˌpɜːspɪˈkeɪʃəs/

adjective

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, percipient, sharp-witted, sharp, quick, quick-witted, keen-witted, alert, clear-sighted, sharp-sighted, clear-eyed, far-sighted, far-seeing, acute, clever, canny, intelligent, insightful, judicious, wise, sagacious, sage, sensitive, intuitive, understanding, open-eyed, aware, thinking, discriminating; [More](#)



Translations, word origin and more definitions

[Feedback](#)

[Perspicacious | Definition of Perspicacious by Merriam-Webster](https://www.merriam-webster.com/dictionary/perspicacious)

<https://www.merriam-webster.com/dictionary/perspicacious> ▼

Perspicacious definition is - of acute mental vision or discernment : keen. How to use **perspicacious** in a sentence. Did You Know? Synonym Discussion of ...

[PERSPICACIOUS | meaning in the Cambridge English Dictionary](https://dictionary.cambridge.org/dictionary/english/perspicacious)

<https://dictionary.cambridge.org/dictionary/english/perspicacious> ▼

Although they are far from free of doubt, brain based theories of dreaming are certainly perspicacious in that they can account for global mental processes in



perspi



perspicacious • /ˌpɜːspɪˈkeɪʃəs/

having a ready insight into and understanding of things.

perspicacity

perspiration

perspirex

perspicuous

perspire

perspicuity

perspi guard

perspiring

perspiration meaning

Nano Content?

Report inappropriate predictions

Knowledge Panel



All Maps Shopping Images News More Settings Tools

About 1,180,000 results (0.77 seconds)

MadCap Software

<https://www.madcapsoftware.com/>

The leading software for creating technical documentation including knowledge bases, online Help, and more.

You've visited this page 2 times. Last visit: 17/06/18

Search madcapsoftware.com



MadCap Flare

MadCap Flare. Cutting-edge technical authoring and ...

Products

The MadCap Authoring and Management System (AMS ...

About

MadCap Software is leading the documentation industry into the ...

MadCap Software - Wikipedia

https://en.wikipedia.org/wiki/MadCap_Software

MadCap Software is an American computer software firm headquartered in San Diego, California that creates help authoring tools and solutions for technical ...

Products: Help authoring tool technical docum...

MadCap Flare Videos

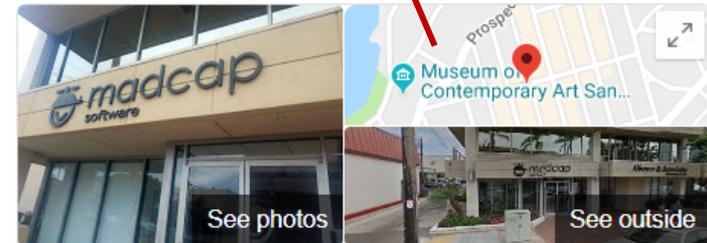
Watch Madcap Flare videos, including overviews and ...

MadCap Flare Pricing ...

Get pricing information on MadCap Flare, the most complete ...

Careers

MadCap Software is an exciting place to work. With companies ...



MadCap Software, Inc.

Website

Directions

Save

5.0 ★★★★★ 2 Google reviews

Software company in San Diego, California

Located in: [La Jolla Galleria](#)

Address: 7777 Fay Ave, La Jolla, CA 92037, USA

Hours: Closed · Opens 9AM ▾

Phone: +1 858-320-0387

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Send to your phone

Send



About 1,470,000,000 results (0.50 seconds)

Clock Tab

www.cloktab.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 let's you change the design, and shows your computers time.

Online Alarm Clock

<https://onlineclock.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

<https://www.ikea.com/gb/en/products/decoration/clocks/>

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

[View 10+ more](#)



Clock Dance: A Novel



The Bone Clocks



The history of clocks and watc...



The House with a Clock in It...



The Clocks

About 8,360,000 results (0.52 seconds)

Alsatian may refer to: The Alsace region of France. Alsatians (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 northeast France. German Shepherd Dog, a breed of dog known as an Alsatian in many countries.



www.viovet.co.uk

Alsatian - Wikipedia

https://en.wikipedia.org/wiki/Alsatian

About this result Feedback

People also ask

- Are German Shepherds and Alsatians the same?
Where did Alsatian name come from?
Is an Alsatian a good family dog?
Are Alsatian dogs dangerous?

Feedback

Alsatian - Wikipedia

https://en.wikipedia.org/wiki/Alsatian

Alsatian may refer to: The Alsace region of France. Alsatians (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 northeast France. German Shepherd Dog, a breed of dog known as an Alsatian

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 Alsatian 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

View 15+ more



Labrador



Siberian



Doberman



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:

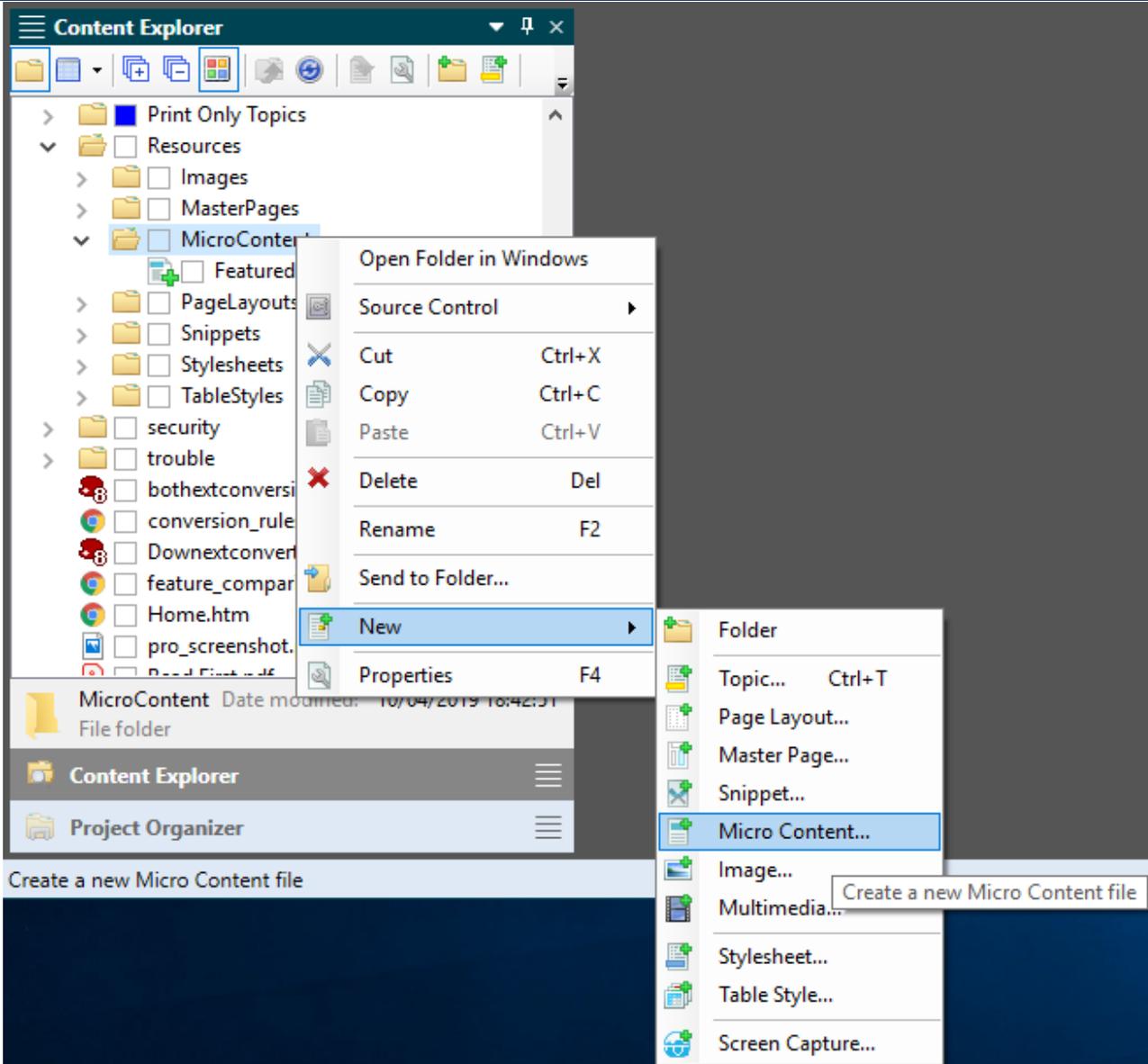
- "When we recognize that a query asks a question, we programmatically detect pages that answer the user's question, and display a top result as a featured snippet in the search results"
- The featured snippet includes the page's title and URL

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



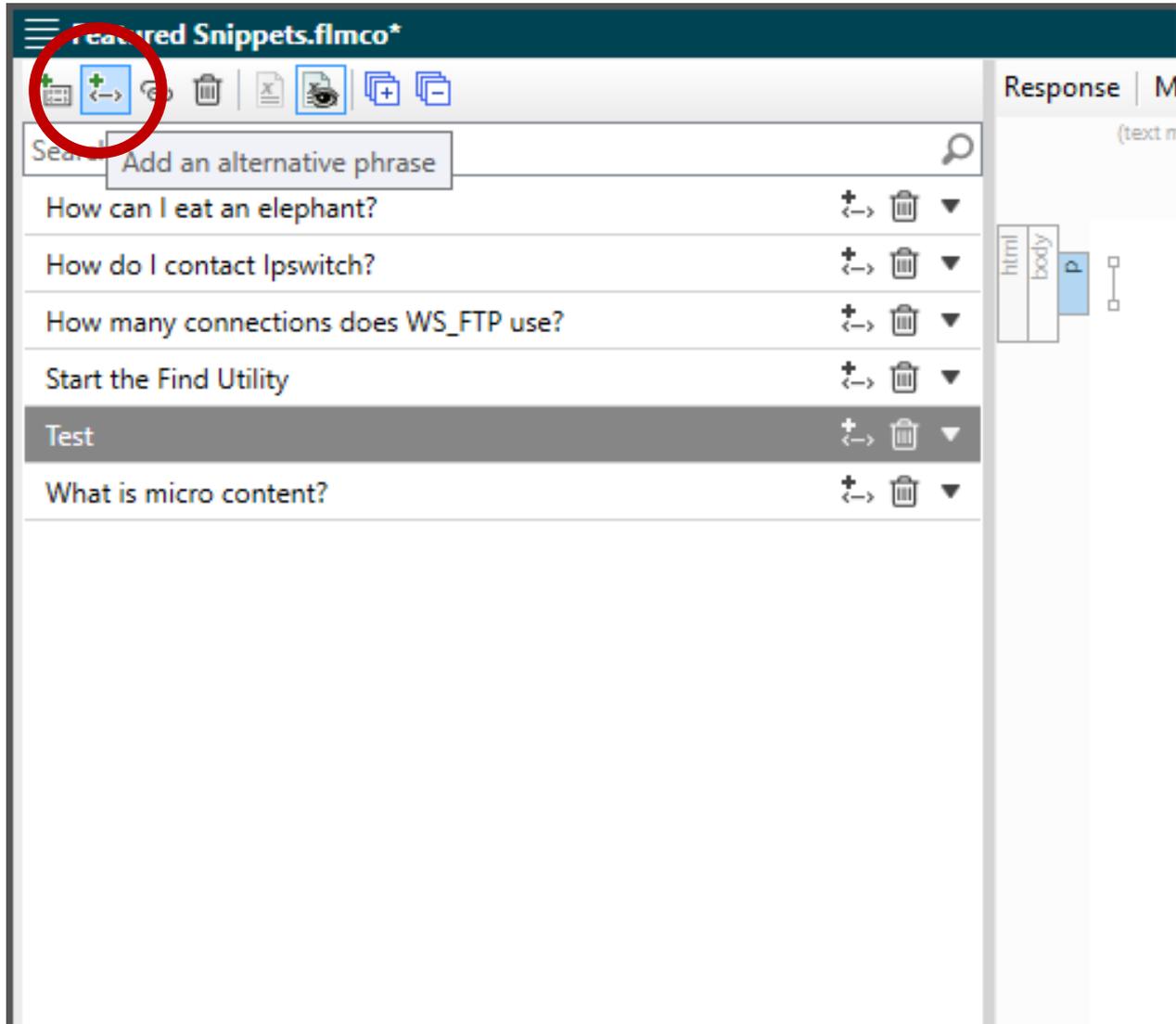
Add a Phrase

The screenshot shows a software interface titled "Featured Snippets.flmco". At the top left, a red circle highlights a button with a plus sign and a document icon. A tooltip above this button reads "Add a phrase (Ctrl+Shift+N)". Below the toolbar is a list of featured snippets, each with a search icon on the right and a set of control icons (add, delete, expand) on the left. The snippets are:

- 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?

On the right side of the interface, there is a "Response" panel showing a preview of the snippet content. The content includes an h2 heading "How" and two paragraphs of text: "A litt" and "More". The HTML structure is visible in the background, showing an h2 tag for the heading and p tags for the paragraphs.

Optional (but strongly encouraged): Add Alternative Phrase(s)



The screenshot shows a web management interface for a site named "Recovered Snippets.flmco*". The interface includes a toolbar with various icons, a search bar, and a list of snippets. A red circle highlights the "Add an alternative phrase" button in the toolbar. The list of snippets includes:

- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_FTP use?
- Start the Find Utility
- Test
- What is micro content?

The right side of the interface shows a "Response" panel with a "M" tab and a "(text n" label. Below this, a tree view shows the document structure with "html", "body", and "p" elements.

Optional (but strongly encouraged): Add Alternative Phrase(s)

The screenshot shows a web crawler interface titled "Featured Snippets.flmco*". The interface includes a search bar and a list of search queries. A red circle highlights the "New Phrase 2" entry in the list. The list contains the following items:

- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_FTP use?
- Start the Find Utility
- Test
- [Add Link](#)
- New Phrase 2** (highlighted with a red circle)
- What is micro content?

The right side of the interface shows a "Response" tab and a "M" tab. Below the "Response" tab, there is a tree view showing the document structure: "html" -> "body" -> "p".

Four ways to create Response

Not within the spirit of Google's Featured Snippets

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

My preferred method

Create Phrase from XML Editor

- Link to defined extract within existing Topic or Snippet

Create Response in Micro Content Editor

The screenshot shows the Micro Content Editor interface. On the left is a sidebar with a search bar and a list of snippets. The main editor area has a toolbar and a text area. The status bar at the bottom shows 'Words: 67 | Font Scale: 100%'. A red box highlights the status bar area with the text 'No Text Editor tab'.

Featured Snippets.filmco*

Response | Medium (default) | (text markup)

Search

- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_FTP use?
- Start the Find Utility
- Test
- [Add Link](#)
- Experiment**
- What is micro content?

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.

Words: 67 | Font Scale: 100%

**No Text Editor
tab**

Link Phrase to a topic or snippet

Featured Snippets.flmco*

Search

- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_F
- Start the Find Utility
- Test
- Add Link**
- Exper
- What is micro content?

Link the phrase to a file

Select File

- Content
 - 0context
 - 0defs
 - 1intro
 - 2getstarted
 - 3navigation
 - 4transfers
 - 5filesandfolders
 - A_Introduction Topics
 - B_Feature Topics
 - C_Procedure Topics
 - D_More Information
 - Firewalls
 - Print Only Topics

Bookmark icon

OK Cancel

Can optionally select a Bookmark

Link Phrase to a topic or snippet

The screenshot shows a software interface with a list of featured snippets on the left and a response editor on the right. The snippet list includes items like "How can I eat an elephant?", "How do I contact Ipswitch?", and "4t transfers/Testing the connection.htm". The response editor shows a message: "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." A red circle highlights the link in the snippet list, and another red circle highlights the error message in the response editor.

Search

How can I eat an elephant?

How do I contact Ipswitch?

How many connections does WS_FTP use?

Start the Find Utility

rest.

4t transfers/Testing the connection.htm

Experiment

What is micro content?

Response | Media (default)

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.

Testing the connection

It is important to test your connection before using it for real.

To test a connection:

1. Switch on.
2. Reverse polarity.
3. Switch off.

Not within the spirit of Google's Featured Snippets

My preferred method for creating Phrases and Responses...

Create Micro Content from topic or snippet

The screenshot shows a software interface with a menu bar (Control, Table, Window, Help) and a toolbar. The 'Create Micro Content' button is circled in red. Below the toolbar, a browser window displays a document titled 'multipart_transfers.htm'. A dialog box titled 'Create Micro Content' is open, showing the following fields:

- Phrase: How many connections does [%=General.ProductName%] use?
- Micro Content File: Resources\MicroContent\Featured Snippets.flmco

The dialog box also displays a preview of the generated micro content: 'The number of connections that WS_FTP uses is determined by:'

Buttons for 'OK' and 'Cancel' are visible at the bottom of the dialog box.

Result

The screenshot shows a web browser window with two tabs: 'multipart_transfers.htm*' and 'Featured Snippets.flmco*' (which is active). The browser's address bar shows the URL 'Featured Snippets.flmco*'. The left sidebar contains a search bar and a list of search results. The search results are as follows:

- How can I eat an elephant?
- How do I contact Ipswitch?
- How many connections does WS_FTP use? (highlighted)
- Start the Find Utility
- [starting the find utility.htm](#)
 - How do I start the Find Utility?
 - Starting Find
- Test
- [4transfers/Testing the connection.htm](#)
 - Experiment
- What is micro content?

The main content area displays the response for the selected snippet. At the top, it says 'Response | Medium (default)'. Below this is a yellow information box with an 'i' icon: '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.' The main text of the response reads: '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

The screenshot shows a browser window with the title "Featured Snippets.flmco". The address bar shows "multipart_transfers.htm" and "Featured Snippets.flmco". The page content is a list of featured snippets. The snippet "How many connections does WS_FTP use?" is highlighted with a red oval. The snippet content includes "Connection count" and "Number of connections".

| Search | Actions |
|--|----------|
| How can I eat an elephant? | + ↔ 🗑️ ▼ |
| How do I contact Ipswitch? | + ↔ 🗑️ ▼ |
| How many connections does WS_FTP use? | + ↔ 🗑️ ▲ |
| 4transfers/multipart_transfers.htm#microcontent1 | |
| Connection count | |
| Number of connections | |
| Start the Find Utility | + ↔ 🗑️ ▼ |
| Test | + ↔ 🗑️ ▼ |
| What is micro content? | + ↔ 🗑️ ▼ |

Response | M
This resp
can eith
The numb
determine
• the r
Site:
• the r

Format the Micro Content Result

HTML5 - Top Navigation*

HTML5 Skin Editor | Preview | **Web Medium** | Tablet Medium | Mobile Medium

Setup
Community
Styles
UI Text

Search Micro Content Result

Search Micro Content Response

Font

Margin

Padding

Layout

Size

Maximum Height: 200 px

Search Micro Content Response Expand

Search Micro Content Response Collapse

Background

Search Micro Content Response Fade

Search Micro Content Response Link

Search Micro Content Response Link (active)

Search Micro Content Response Link (focus)

Search Micro Content Response Link (hover)

Search Micro Content Response Link (visited)

Search Micro Content Response Path

New styles for Micro Content in Skin Editor

YOUR LOGO
place your company logo here

Search

Your search for "topic" returned 0 results.
Did you mean [topic](#)?

How to create a topic

1. In the Content Explorer click .
2. Select a template.
3. Give the topic a name.
4. Click **Add**.

Include Micro Content Results

HTML5 - Top Navigation

Target Editor | Build | View | Publish | Open Build Log

General

Skin

Conditional Text

Variables

Publishing

Glossary

Relationship Table

Search

Advanced

Performance

Build Events

Community

Language

Search Engine

Type: MadCap Search

Search Results

Results per page: 10

Abstract character limit: 300

Partial word searching

Minimum word size: 3

Advanced Search Options

Include importance (recommended)

Include micro content results

Include glossary results

Exclude non-words from search

Exclude index entries from search

Exclude non-words from search

Exclude index entries from search

Exclude non-words from search

Exclude index entries from search

**New Micro Content
option in Target
Editor**

Using Micro Content outside of Flare

- Each Phrase-Response combination is stored as an XHTML file within Output

Output > matth > HTML5 - Top Navigation > MicroContent

Name

-  how-can-i-eat-an-elephant.htm
-  how-do-i-contact-ipswitch.htm
-  how-many-connections-does-ws-ftp-use.htm
-  start-the-find-utility.htm
-  test.htm
-  what-is-micro-content.htm

Micro Content output file

```
<!DOCTYPE html>
<html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd" lang="en-gb" xml:lang="en-gb" data-mc-search-type="Stem" data-mc-help-system-file-name="Default.xml" data-mc-path-to-help-system=".." data-mc-target-type="WebHelp2" data-mc-runtime-file-type="Topic" data-mc-preload-images="false" data-mc-in-preview-mode="false" data-mc-toc-path="">
  <head>
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <meta charset="utf-8" />
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><title>Speeding Up Large Transfers (Multipart Transfers)</title><title>How many connections does WS_FTP use?</title>
    <meta name="phrase" value="How many connections does WS_FTP use?" />
    <meta name="phrase" value="Number of connections" />
    <meta name="phrase" value="Connection count" />
    <meta name="feedback" value="true" />
    <meta name="source-type" value="micro-content" />
    <meta name="truncated" value="false" />
    <meta name="linkto" value="
    ../Content/4transfers/multipart_transfers.htm#microcontent1" />
    <link href="../Content/Resources/Stylesheets/styles.css" rel="stylesheet" type="text/css" />
  </head>
  <body>
    <p>The number of connections that WS_FTP uses is determined by:</p>
    <ul style="list-style: disc;" type="disc">
      <li class="p-Topic-Text-Bulleted" value="1">
        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

Quick Steps

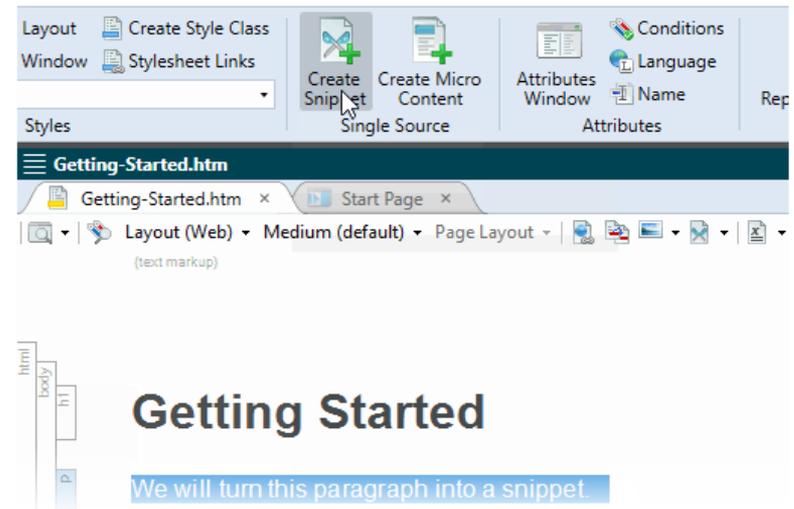
Your search for "create snippets" returned 330 result(s).



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.

[More Details...](#)



[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 ...

../Snippets/Creating-New-Snippets-from-Content.htm

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](#)

Conditioned Text—Block Level

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

Conditioned Text—Character Level

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

THIS INLINE TEXT CONDITIONED FOR **ONLINE OUTPUT**

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

THIS INLINE TEXT CONDITIONED FOR PRINT OUTPUT

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

Conditioned Text—Block Level

[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](#)

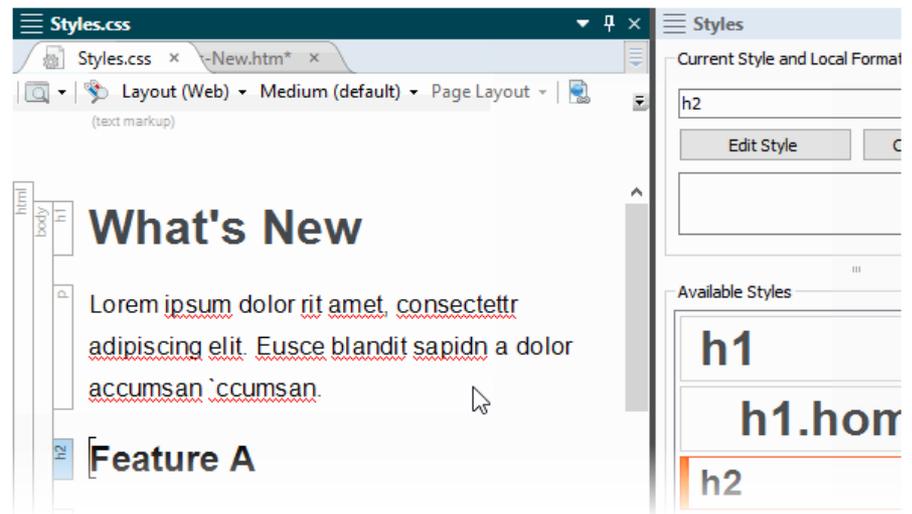
Related Questions

Your search for "styles" returned 598 result(s).



Styles and CSS Styles are used in Flare projects to control the look and feel of your documentation, and keep the content separate its presentation. Most of the styling is based on Cascading stylesheets (CSS), which is an international standard for formatting web content, developed by the World Wide Web Consortium (or W3C). [More Details...](#)

- ✓ **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 ...

Summary

- 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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