

SUPERCARGING SEARCH

Delivering More Robust Search in Your HTML Outputs

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MADWORLD

**Why do we tend to spend more time
designing navigation hierarchy than
the search experience?**

We Need to Design the Search Experience

- Designing the search experience should be a major part of our planning, development, and maintenance processes
- Research how your users are going to use search
- Develop search test cases that need to be satisfied before release

What search methods does your audience find most useful? How do they prefer to search

What keywords are users likely to search for?

What are the areas of greatest interest or potential confusion? What are the “big hitters”? Talk to support

Well designed and usable search increases the value of what you offer to your customers

Optimizing the Search Experience in Flare 11

- Understanding the Flare 11 search engine
- Optimizing your [content](#) for search
- Optimizing your [site](#) for search
- Questions and Answers

Flare 11 HTML5 Search Engine

Relevance

Results ranked based on where and how frequently keywords appear in the topic

Importance

The number of links to a topic

Keyword Relevance Ranking in Flare 11

Optimizing content based on where keywords appear in a topic

1. Title tags
2. Heading 1
3. Heading 2 OR meta description
4. Heading 3
5. Heading 4 OR index keywords
6. Heading 5 OR glossary terms
7. Heading 6 OR keywords in body text¹

A few considerations:

- Topics with frequent keywords are ranked higher than topics with fewer keywords.
- However, topics with more frequent keywords will never outrank a topic with a higher weighting (unless Importance is enabled)
- If Importance is enabled, Relevance ranking may be influenced

Topic Titles and Meta Descriptions

Flare Topic Properties

Properties

General

Topic Properties

File Tags

Conditional Text

Snippet Conditions

Language

Topic Title: iOS Compliance Programming Guide | AwesomeSDK

Topic Style Class: |

Stylesheet: (default)

Description: Find instructions and code samples for configuring compliance on iOS.

Searchable

☒ Include topic when full-text search database is generated

This feature is available only for DotNet Help and all of the WebHelp targets.

OK Cancel

From Content Explorer, right-click topic, and select **Properties**

If topic title and description are blank in the Flare topic properties, the search index will use the first heading as the title and the body text as the description

Output Search Results

Your search for "ios compliance" returned 2 result(s).

[iOS Compliance Programming Guide | AwesomeSDK](#)

Find instructions and code samples for configuring compliance on iOS. SDK/ios-compliance.htm

[Android Compliance Programming Guide | AwesomeSDK](#)

Find instructions and code samples for configuring compliance on Android. SDK/android-compliance.htm

TIPS:

- Flare uses the Topic Title when adding the topic to TOC
- If no Topic Title is specified, the first heading in the topic is used.
- Limit the title length to 70 characters
- Description should contain 68-155 characters
- Place important keywords at the front of the title

What if I leave Topic Title and Description blank?

Topic Title: Flare uses the first heading in the topic as the title ***BEST PRACTICE***

Description: Flare uses the first 300 characters of the topic body

The image shows a screenshot of the Flare Properties dialog box on the left and a web page on the right. The dialog box has a 'Topic Properties' tab with fields for 'Topic Title', 'Topic Style Class', 'Stylesheet', and 'Description'. The 'Searchable' section has a checkbox 'Include topic when full-text search database is generated' which is checked. The web page on the right shows a search result for 'Vlissingen' with the title 'Vlissingen, Netherlands' and a description that matches the first 300 characters of the page content. Red arrows point from the 'Topic Title' and 'Description' fields in the dialog box to the corresponding elements on the web page.

Properties

General

Topic Properties

File Tags

Conditional Text

Snippet Conditions

Language

Topic Title:

Topic Style Class:

Stylesheet: (default)

Description:

Searchable

☒ Include topic when full-text search database is generated

This feature is available only for DotNet Help and all of the WebHelp targets.

OK Cancel

Vlissingen, Netherlands

Vlissingen is a municipality and a city in the southwestern Netherlands on the former island of Walcheren. With its strategic location between the Scheldt river and the North Sea, Vlissingen has been an important harbour for centuries. It was granted city rights in 1315. In the 17th century Vlissingen was a main harbour for ships of the Dutch East India Company (VOC). It is also known as the birthplace of Admiral Michiel de Ruyter.

Vlissingen is mainly noted for the yards on the Scheldt where most of the ships of the Royal Netherlands Navy (Koninklijke Marine) are built.

YOUR LOGO
place your company logo here

Vlissingen

Your search for "Vlissingen" returned 1 result(s).

[Vlissingen, Netherlands](#)

Vlissingen is a municipality and a city in the southwestern Netherlands on the former island of Walcheren. With its strategic location between the Scheldt river and the North Sea, **Vlissingen** has been an important harbour for centuries. It was granted city rights in 1315. In the 17th century ...
Vlissingen-Netherlands.htm

Code View: Topic Title and Meta Description

```
1 <?xml version="1.0" encoding="utf-8"?>
2 <html xmlns:MadCap="http://www.madcapsoftware.com/Schemas/MadCap.xsd" MadCap:conditionTagExpression="include[Default.
  iOSOnly]exclude[Default.AndroidOnly]" MadCap:lastBlockDepth="4" MadCap:lastHeight="848" MadCap:lastWidth="733">
3   <head><title>iOS Compliance Programming Guide | AwesomeSDK</title>
4     <meta name="description" content="Find instructions and code samples for configuring compliance on iOS." />
5   </head>
6   <body>
7     <h1>Compliance Programming Guide for iOS</h1>
8     <MadCap:snippetBlock src="../../Resources/Snippets/compliance.flslnp" />
9   </body>
10 </html>
```

Other Considerations

TOPIC STRUCTURE: Multiple short topics vs. Fewer lengthy topics (Note that CTRL+F remains a primary search feature for many users)

HEADINGS: Include important keywords in h1 tags. Keep h1 tags unique from other h1s in project, and limit h1s to one per topic.

BODY TEXT: Flare's search engine gives preference to topics that use a keyword often, although keywords in headings receive higher relevance ranking

FILE NAMES: Use hyphens to separate words of a filename. Not recommended to run keywords together or use underscores to separate words. Shorter filenames are better.²

GLOSSARY AND INDEX TERMS: Remember that glossary and index entries influence search results even more than body text does. Can choose to exclude index terms from search database (see slide 13)

Including / Excluding Content from Search

All topics in your Content Explorer are built and added to the search index by default, even the topics that aren't linked in the TOC.

From topic properties...

The screenshot shows the 'Properties' dialog box with the 'Topic Properties' tab selected. In the 'Searchable' section, the checkbox 'Include topic when full-text search database is generated' is unchecked. A red arrow points from a text box below to this checkbox.

Uncheck the "Include topic..." option. This removes the topic from the search database.

From the target...

The screenshot shows the 'Advanced' tab in the 'Output Options' section. The checkbox 'Exclude content not linked directly or indirectly from the target' is checked. A red arrow points from a text box below to this checkbox.

Check the "Exclude content not linked directly or indirectly from the target" option in Advanced tab. This removes all unlinked topics.

Using the File List to Review Search Settings

The screenshot shows the 'File List' interface. The top menu has tabs: File, Home, Insert, View, Project, Review, Tools, Table, Window, Help. The 'View' tab is selected. Below the menu, there are icons for Content Explorer, Project Organizer, File List, Source Control Explorer, Builds, Start Page, Messages, Backups, Glossary Terms, Index Window, Concept Window, Link Viewer, Footnotes, Page Frame Contents Pane, External Resources, SharePoint Explorer, Contributions, Project Analysis, Info Bar, and Status Bar. The 'File List' pane is active, showing a table of files. The table has columns: Name, Path, Size, Date Modified, Status, User, Title, Description, and Searchable. A red box highlights the 'Title', 'Description', and 'Searchable' columns.

Name	Path	Size	Date Modified	Status	User	Title	Description	Searchable
android.htm	Content\SDK\	490 b...	6/2/2015 8:37:16 PM			Getting Started on Android AwesomeSDK		True
android-aem.htm	Content\SDK\	24.43 ...	6/2/2015 8:38:49 PM			AEM for Android AwesomeSDK	Steps to get up and runnig quickly ...	True
android-asm.htm	Content\SDK\	596 b...	6/2/2015 8:39:33 PM			ASM Programming Guide for Android Aweso...	Learn about the ASM Programmin...	True
android-asm-1SettingsSc...	Content\SDK\	575 b...	6/2/2015 8:39:56 PM			Creating the Settings Schema AwesomeSDK		True
android-asm-3Update.htm	Content\SDK\	566 b...	6/2/2015 8:48:13 PM			Updating the Settings Schema AwesomeSDK		True
android-asm-4Enable.htm	Content\SDK\	2.06 KB	6/2/2015 8:48:30 PM			Enabling ASM AwesomeSDK		True
android-asm-5Views.htm	Content\SDK\	573 b...	6/2/2015 8:48:47 PM			Using the Default ASM Views AwesomeSDK		True
android-asm-6Examples....	Content\SDK\	4.81 KB	6/2/2015 8:49:03 PM			Additional ASM Examples AwesomeSDK		False
android-compliance.htm	Content\SDK\	648 b...	6/2/2015 8:50:49 PM			Android Compliance Programming Guide A...		True
android-custom-actions....	Content\SDK\	500 b...	6/2/2015 8:51:15 PM			Custom Actions Programming Guide Aweso...		False
android-Follow-Me.htm	Content\SDK\	372 b...	6/2/2015 8:46:42 PM			Follow Me Support AwesomeSDK		True
android-java-docs.htm	Content\SDK\	355 b...	6/2/2015 8:51:37 PM			Java Docs AwesomeSDK		True
android-Network-Check....	Content\SDK\	474 b...	6/2/2015 8:51:51 PM			Network Check Programming Guides Aseo...		True
APNs Setup Guide.htm	Content\	4.42 KB	6/2/2015 8:52:42 PM					False
APNs.htm	Content\SDK\	540 b...	6/2/2015 8:52:07 PM			APNs Setup Guide AwesomeSDK	Provides step-by-step instructions ...	True

Customizing the Search Database

Target > Performance Tab

Search Database

☐ Exclude "Non-Words" from Search

☐ Exclude Index Entries from Search

☐ Pre-merge Search Database File
 (you have to compile all merged projects at the same time to use this option)

☒ Chunk Large Search Database Files

Maximum Chunk Size:

30000

bytes

☐ Enable Partial Word Searching

Minimum Word Size

3

N-Gram Size

1

N-Gram size is used for Chinese, Japanese, and Korean projects. The default size is optimal for most situations. Please refer to the Flare help for more information.

Exclude "Non-Words" from Search	Omits common non-words (such as angle brackets) from search database.
Exclude Index Entries from Search	Excludes index entries from search database.
Pre-merge Search Database File	If you are merging output from multiple Flare projects, this option merges the search databases from all the merged projects.
Chunk Large Search Database Files	Chunks the search database files and establishes the maximum size. The tradeoff: <ul style="list-style-type: none"> • Smaller chunk size = faster search but slower build • Larger chunk size = slower search but faster build
Enable Partial Word Searching	Enables users to search for just part of a word or string. Increases build time and size of search database. Example: Searching for "art" would also return results for "part" and "start"
N-Gram Size	Used to improve search results for Chinese, Japanese, and Korean. See Flare help. ³

Search Engine Optimization in Flare 11

Target > Advanced Tab

Search Engine Optimization

☒ Generate Sitemap

Web URL:

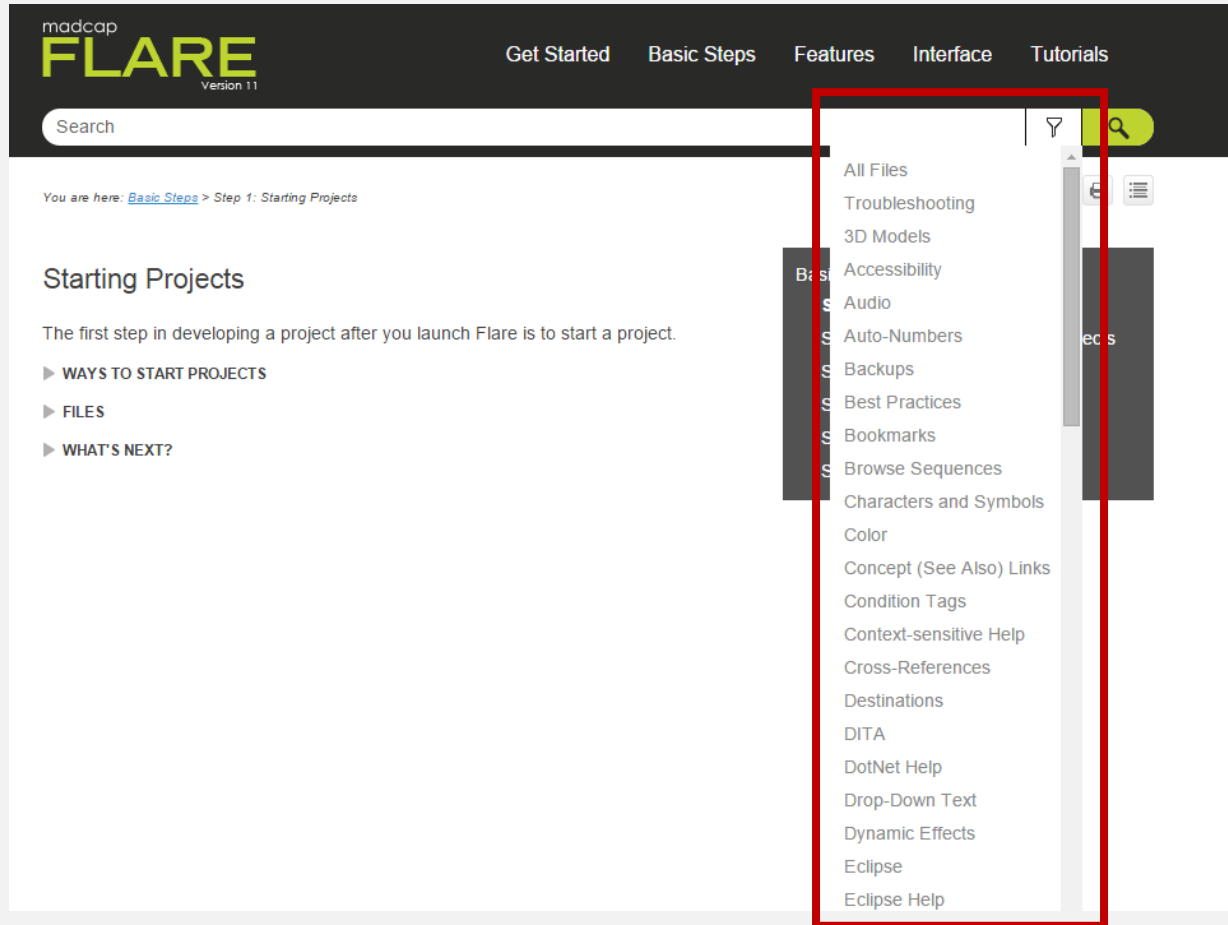
☒ Include Importance (recommended) ⓘ

Results Per Page:

Abstract Character Limit:

Generate Sitemap	Helps 3 rd party search engines find your output. Enter the path where the output is published in the Web URL field.
Include Importance	Instructs the search engine to consider the number of links to a topic in ranking search results.
Results Per Page	Specifies the number of search results to display per page
Abstract Character Limit	Sets the character limit that will display on the search results page. The abstract is determined by the topic description, or, if there is no description, by the body content. Maximum abstract recommendation is 155.

Creating Search Filters



Provides users the opportunity to limit the topics that are searched.

FLARE DEMO:

1. Create “Concepts”
2. Add Concepts to topics
3. Create search filters based on concepts
4. Activate search filter in skin

See <http://goo.gl/TGo3l9> in Flare help for instructions

Creating Synonyms

What is a synonym?

One or more similar keywords that can be included in a search when just one of the terms is searched on. Can be uni-directional, bi-directional, or omni-directional (in the case of a group or more than two keywords).

Stored in a Synonyms file in Flare and automatically included in build.

Examples:

House=Home

Color=Colour

Recieve=Receive

Bird=Duck=Goose=Penguin

See <http://bit.ly/1FHYvIA> in Flare help for instructions

Flare Demo:

Create synonyms file

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Questions and Answers



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References

- 1 <http://goo.gl/dBbP9N>. Click **Additional New Features** > **Search Enhancements** > **Search Result Rankings**
- 2 <http://goo.gl/Xu6puX>. See also <https://goo.gl/s7HqXh>.
- 3 <http://goo.gl/GH3aW9>