



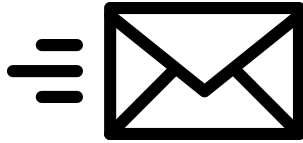
# Micro Content Authoring: Exciting New Opportunities with MadCap Flare 2020

**PRESENTED BY:**

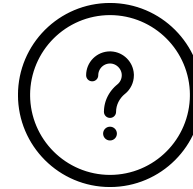
Matthew Ellison  
Director, UA Europe



## BEFORE WE GET STARTED...



The webinar will be recorded  
and emailed to all registrants



Use the Question Panel in  
GoToWebinar to ask questions  
throughout the webinar



# MATTHEW ELLISON

- In tech comms since 1986  
(digital, digitext, WinWriters, UA Europe)
- Independent trainer and consultant on user assistance design and technologies
- User of MadCap products since 2006
- Certified Flare Instructor



# WHAT WE'LL COVER IN THIS PRESENTATION

- **Very** brief Introduction to Micro Content and what you can use it for
- Examples from the Web of customized "Featured Snippets" in search results
- What's new with Micro Content in Flare 2020?
- Demo of assigning CSH IDs to Micro Content
- Demos of creating customized Micro Content by re-using existing long-form content
- Summary of tips and techniques



# MY PREFERRED DEFINITION OF MICRO CONTENT

"A way of providing quick answers to questions"



# 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" in search results



Our main focus for today

Some examples of Google's  
Featured Snippets...

About 1,300,000,000 results (0.63 seconds)

## Recipes



## Soft boiled eggs

BBC Good Food

3.6 ★★★★★ (8)

5 mins

Toast

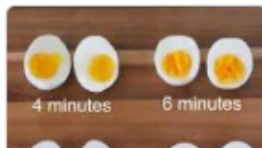


## Hard-boiled Eggs

Delia Online

No reviews

Eggs



## How to Boil Eggs

The Stay at Home Chef

4.7 ★★★★★ (23)

15 mins

Eggs



Show more

## People also ask

How long do you boil an egg for?



Do I put eggs in boiling water?



How do you know when boiled eggs are done?



How does Gordon Ramsay boil eggs?



Feedback



## Boiled egg



Boiled eggs are eggs, typically from a chicken, cooked with their shells unbroken, usually by immersion in boiling water. Hard-boiled eggs are cooked so that the egg white and egg yolk both solidify, while soft-boiled eggs may leave the yolk, and sometimes the white, at least partially liquid and raw. [Wikipedia](#)

## Nutrition Facts

Egg, boiled

Sources include: USDA

Amount Per 100 grams

Calories 155

% Daily Value\*

Total Fat 11 g

16%

Saturated fat 3.3 g

16%

Polyunsaturated fat 1.4 g

Monounsaturated fat 4.1 g

Cholesterol 373 mg

124%

Sodium 124 mg

5%



About 1,300,000,000 results (0.63 seconds)

## Recipes



## Soft boiled eggs

BBC Good Food

3.6 ★★★★★ (8)

5 mins

Toast

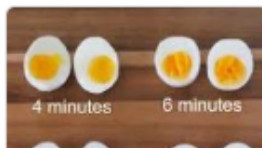


## Hard-boiled Eggs

Delia Online

No reviews

Eggs



## How to Boil Eggs

The Stay at Home Chef

4.7 ★★★★★ (23)

15 mins

Eggs



## How to boil an egg

Egg Recipes UK

2.1 ★★★★★ (491)

5 mins

Lion eggs



## How To Make a Soft-Boiled Egg

The Kitchen

3.3 ★★★★★ (348)

Eggs



## Hard Boiled Eggs Recipe (and Soft Boiled Eggs)

Downshiftology

5.0 ★★★★★ (67)

21 mins

Eggs



## Boiled egg



Boiled eggs are eggs, typically from a chicken, cooked with their shells unbroken, usually by immersion in boiling water. Hard-boiled eggs are cooked so that the egg white and egg yolk both solidify, while soft-boiled eggs may leave the yolk, and sometimes the white, at least partially liquid and raw. [Wikipedia](#)

## Nutrition Facts

Egg, boiled

Sources include:USDA

Amount Per 100 grams ▾

Calories 155

% Daily Value\*

Total Fat 11 g

Saturated fat

Polyunsaturated fat 1.4 g

Monounsaturated fat 4.1 g

Cholesterol 373 mg

124%

Sodium 124 mg

5%

Compare with...

About 365,000,000 results (0.66 seconds)

Place the large **egg** in a small pan. Cover with at least 2.5cm (1") of cold water, add a pinch of salt and place the pan on a high heat. When the water is almost **boiling**, gently stir the **egg** and set a kitchen timer for one of the timings below: 3 minutes for really soft **boiled** yolk and set white.





[www.deliaonline.com](http://www.deliaonline.com)[How to Boil an Egg | How Long to Boil an Egg | Egg Recipes](#)<https://www.eggrecipes.co.uk> > [recipes](#) > [how-boil-egg](#)

About Featured Snippets

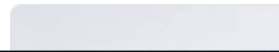


Feedback

### People also ask

How long should you boil an egg for? How long do you soft boil an egg for? How do you boil Easter eggs? How do you boil an EHG? [Feedback](#)

### Recipes





fastest reptile



All

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About 8,860,000 results (0.42 seconds)

### The fastest reptiles – Top 10

No	Animal	Top speed [mph]
1	Perentie ( <i>Varanus giganteus</i> )	25
2	Bearded dragon ( <i>Pogona</i> )	25
3	Leatherback sea turtle ( <i>Dermochelys coriacea</i> )	22
4	Green iguana ( <i>Iguana iguana</i> )	22

6 more rows

dinoanimals.com › animals › the-fastest-reptiles-top-10 ▾

[The fastest reptiles – Top 10 | DinoAnimals.com](#)

About Featured Snippets

Feedback

### People also ask

How fast is the fastest lizard?



Compare with...



fastest reptile



All



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About 10,800,000 results (0.65 seconds)

Reptile / Fastest

bearded dragon



What is the World's Fastest Reptile? The **bearded dragon** is said to be the fastest reptile in the world, with the ability to move at 40 km per hour. 1 Aug 2017

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

[https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-...](https://www.worldatlas.com/articles/which-are-the-fastest-reptiles-in-the-world/)

[Feedback](#)

People also ask

What is the fastest reptile?



How fast can reptiles run?



What is the fastest creature in the world?



How fast are bearded dragons?




November  
2019

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> ▼

April 2019

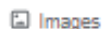
Specific examples of *Customized*  
Featured Snippets...



rules of chess



All



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About 91,100,000 results (0.75 seconds)



#### Chess moves

- King can move exactly one square horizontally, vertically, or diagonally. ...
- Queen can move any number of vacant squares diagonally, horizontally, or vertically.
- Rook can move any number of vacant squares vertically or horizontally. ...
- Bishop can move any number of vacant squares in any diagonal direction.

[More items...](#)

[www.chesscoachonline.com](http://www.chesscoachonline.com) › [chess-articles](#) › [chess-rules](#) ▾

[Chess Rules and Setup for Kids & Beginners | IChessU](#)



About Featured Snippets



Feedback

[en.wikipedia.org](https://en.wikipedia.org/wiki/Rules_of_chess) › [wiki](#) › [Rules\\_of\\_chess](#) ▾

#### Rules of chess - Wikipedia

The rules of chess are rules governing the play of the game of chess. While the exact origins of

## Micro Content



### Chess moves

- King can move exactly one square horizontally, vertically, or diagonally. ...
- Queen can move any number of vacant squares diagonally, horizontally, or vertically.
- Rook can move any number of vacant squares vertically or horizontally. ...
- Bishop can move any number of vacant squares in any diagonal direction.

[More items...](#)

## Source Long-form content



### Chess moves

- King can move exactly one square horizontally, vertically, or diagonally. At most once in every game, each king is allowed to make a special move, known as castling.
- Queen can move any number of vacant squares diagonally, horizontally, or vertically.
- Rook can move any number of vacant squares vertically or horizontally. It also is moved while castling.
- Bishop can move any number of vacant squares in any diagonal direction.
- Knight can move one square along any rank or file and then at an angle. The knight's movement can also be viewed as an "L" or "7" laid out at any horizontal or vertical angle.
- Pawns can move forward one square, if that square is unoccupied. If it has not yet moved, the pawn has the option of moving two squares forward provided both squares in front of the pawn are unoccupied. A pawn cannot move backward. Pawns are the only pieces that capture differently from how they move. They can capture an enemy piece on either of the two spaces adjacent to the space in front of them (i.e., the two squares diagonally in front of them) but cannot move to these spaces if they are vacant. The pawn is also involved in the two special moves en passant and promotion.

### Castling

Castling is the only time in the chess game when more than one piece moves during a turn. This chess move has been invented in the 1500's to help speeding up the game and improving balance of the offense and defense. During the castling, the king moves two squares towards the rook he intends to castle with, and the rook moves to the square through which the king passed. Castling is only permissible if all of the following conditions hold:

- Neither king nor rook involved in castling may have moved from the original position;
- There must be no pieces between the king and the rook;

The king may not currently be in check, nor may the king pass through or end up in a square that is under attack





change echo name



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About 237,000,000 results (0.49 seconds)

Here's how to change Alexa's name on your Echo.

1. Open the Alexa app on your phone.
2. Tap the home page button on the bottom-left. ...
3. Select the menu button on the top-left of the page.
4. Choose settings.
5. Pick "Device Settings."
6. Choose the Echo that you want to modify.
7. Tap "Wake Word."

8 Dec 2018



www.cnbc.com › 2018/12/07 › how-to-change-amazon...

How to change Amazon Alexa's name on Echo - CNBC.com

About Featured Snippets

Feedback

People also ask

Can I rename my Alexa?



How do I rename my echo?



## Micro Content

Here's how to change Alexa's name on your Echo.

1. Open the Alexa app on your phone.
2. Tap the home page button on the bottom-left. ...
3. Select the menu button on the top-left of the page.
4. Choose settings.
5. Pick "Device Settings."
6. Choose the Echo that you want to modify.
7. Tap "Wake Word."

8 Dec 2018



## Source Long-form content

## Here's how to change Alexa's name on your Amazon Echo so you can wake it up by saying something else

PUBLISHED SAT, DEC 8 2018 5:00 PM EST

Todd Haselton  
#40807000

SHARE f t in

- CNBC's Todd Haselton shows you how to change Alexa's name on your Echo.



Amazon unveils a new version of the Echo Dot at an event on Sept. 20, 2018.

Todd Haselton | CNBC

say something besides "Alexa." You can create a custom name, but there are other options to pick from. Here's how to change Alexa's name on your Echo.

- Open the Alexa app on your phone.
- Tap the home page button on the bottom-left. It looks like three rectangles stacked together.
- Select the menu button on the top-left of the page.
- Choose settings.
- Pick "Device Settings."
- Choose the Echo that you want to modify.
- Tap "Wake Word."

Now you'll be able to change the name Alexa to either "Amazon," "Echo," or



jquery add attribute



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About 21,700,000 results (0.51 seconds)

**Answer: Use the jQuery attr() method**

1. <title>jQuery Adding Attribute to HTML Element</title>
2. <script>
3. \$(".add-attr"). click(function(){
4. \$('input[type="checkbox"]'). attr("checked", "checked");
5. });
6. });
7. </script>
8. <button type="button" class="add-attr">Select Checkbox</button>

[More items...](#)

[www.tutorialrepublic.com > faq > how-to-add-attribute-...](#)

[How to Add Attribute to an HTML Element in jQuery](#)



About Featured Snippets



Feedback

[api.jquery.com > attr](#)

[.attr\(\) | jQuery API Documentation](#)

As of jQuery 1.8, the .attr() method returns undefined for attributes that have not been set. To

## Micro Content

Answer: Use the jQuery attr() method

1. <title>jQuery Adding Attribute to HTML Element</title>
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5. });
6. });
7. </script>
8. <button type="button" class="add-attr">Select Checkbox</button>

[More items...](#)

## Source Long-form content

## How to add attributes to an HTML element in jQuery

Topic: JavaScript / jQuery

[« Prev](#) | [Next »](#)

Answer: Use the jQuery attr() method

You can use the jQuery `attr()` method to add attributes to an HTML element.

In the following example when you click on the "Select Checkbox" button it will add the `checked` attribute to the checkbox dynamically using jQuery.

### Example

[Try this code »](#)

```
01. <!DOCTYPE html>
02. <html lang="en">
03. <head>
04. <meta charset="utf-8">
05. <title>jQuery Adding Attribute to HTML Element</title>
06. <script src="https://code.jquery.com/jquery-1.12.4.min.js"></script>
07. <script>
08.     $(document).ready(function(){
09.         $(".add-attr").click(function(){
10.             $('input[type="checkbox"]').attr("checked", "checked");
11.         });
12.     });
13. </script>
14. </head>
15. <body>
16.     <button type="button" class="add-attr">Select Checkbox</button>
17.     <input type="checkbox">
18. </body>
19. </html>
```

# Micro Content in Flare

# MICRO CONTENT IN FLARE

## Phrase / Trigger

## Response / Content

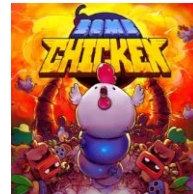
**Animal Crossing New Horizons**  
**role play game**  
**customizable character**  
**deserted island community setting**

The player assumes the role of a customizable character who moves to a deserted island. The player can explore the island, gathering and crafting items, catching insects and fish, and developing the island [More...](#)



**Bomb Chicken**  
**short puzzle game**  
**jungle setting**

Set in a Latin American jungle, the player controls a chicken who can lay multiple bombs, which are used to solve puzzles. Critics praised its gameplay and presentation but criticized its short length. [More...](#)



# MICRO CONTENT IN FLARE 2020

Phrase

Response

## Properties / Meta Data

**Title:** Animal Crossing  
New Horizons  
**Conditions:** Nintendo  
**Exclude:** Tips

Phrase

Response

**Title:** Bomb Chicken  
**Conditions:** Nintendo, puzzle  
**Exclude:** Tips

Properties

### Phrase Properties

Conditional Text

Micro Content Conditions

Micro Content Variables

# Creating and using Micro Content in Flare

Live Demo!





## SUMMARY #1

- You can assign CSH IDs to Micro Content Phrases using Flare's Alias Editor



## SUMMARY #2

- Selection and wording of Micro Content Phrases is critical
  - Using more words within a Phrase increases the likelihood of matching users' search queries
  - Using one or two key words increases the likelihood of the associated Response being displayed if a user searches on those words



## SUMMARY #3

- You can remove Micro Content from specific Targets using Conditions
- **You can exclude unwanted detail from linked Micro Content Responses using Micro Content Conditions**
  - Don't apply conditions using styles
  - Apply conditions to complete segments of content (images, paragraphs, sentences, phrases within brackets or parentheses)



## SUMMARY #4

- You can change the terminology within linked Micro Content Responses using Micro Content Variables

An aerial photograph of the Austin skyline at sunset. The sky is filled with orange and pink clouds. The city's skyline is visible, with several tall skyscrapers. The Colorado River flows through the city, and a bridge crosses it. The foreground shows a body of water and some greenery.

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**LIVE WEBINAR**



**QUESTIONS?**



# Plaza Theatre Podcast

By Plaza Theatre Romsey

Audio drama, comedy, and discussion from the Plaza Theatre, Romsey.

Though the theatre is currently closed, we still have substantial running costs. If you feel able to contribute to covering those costs, a donation would be very welcome:  
[www.plazatheatre.com](http://www.plazatheatre.com)

Support your favourite theatre and community centre (or both) and support the arts.

Listen on  Spotify

<https://anchor.fm/plaza-theatre-romsey>



## WHERE TO LISTEN



## Coming Soon

Plaza Theatre Podcast • Jun 6



00:00

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01:07