



Micro Content Strategy

Best Practices for Planning and Implementing
Micro Content in Your Project

PRESENTED BY

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WHAT IS MICRO CONTENT?

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



WHY IS MICRO CONTENT A BIG DEAL?

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

And quickly fish out...

That “one thing” the user really needs.

MICRO CONTENT

PHRASES / RESPONSES



CREATED IN FLARE

MICRO CONTENT

PHRASES / RESPONSES



CREATED IN FLARE

POSSIBLE USES



**FEATURED
SNIPPETS
IN SEARCH
RESULTS**



Produced by Flare

*May Require Third-Party Applications or Developer Assistance

MICRO CONTENT

PHRASES / RESPONSES



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POSSIBLE USES



**FEATURED
SNIPPETS
IN SEARCH
RESULTS**



Produced by Flare

**FIELD-LEVEL
HELP***



Produced by Flare

*May Require Third-Party Applications or Developer Assistance

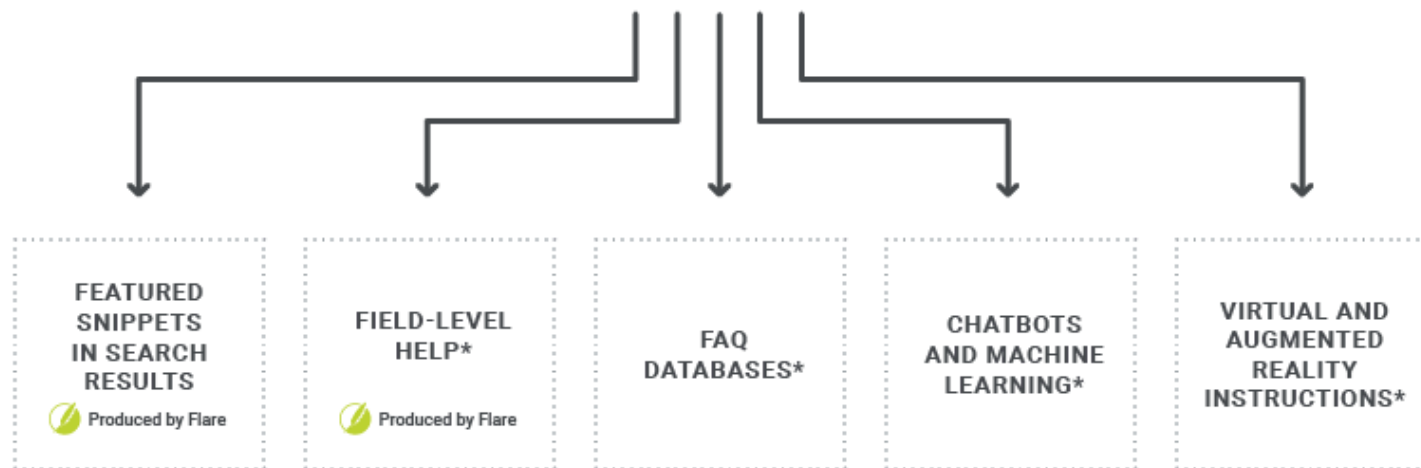
MICRO CONTENT

PHRASES / RESPONSES




CREATED IN FLARE

POSSIBLE USES



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SEARCH ENGINE RESULTS PAGE (SERP) FEATURES



Map data ©2018 Google

Rating ▾ Cuisine ▾ Price ▾ Hours ▾






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

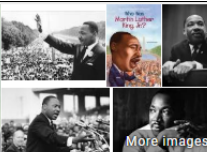

Trust
4.7 ★★★★★ (392) · \$\$ · New American
New American fare in modern digs
3752 Park Blvd
Closed · Opens 5PM

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

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

[More places](#)

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

American minister

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

Born: January 15, 1929, Atlanta, GA
Assassinated: April 4, 1968, St. Joseph's Hospital, Memphis
Cause of death: Assassination
Famous speech: [I Have a Dream](#)






Quotes [View 7+ more](#)

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






Injustice anywhere is a threat to justice everywhere.

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

Books [View 35+ more](#)

 <p>I Have a Dream 1963</p>	 <p>The Autobiography of Martin... 1998</p>	 <p>Strength to Love 1963</p>	 <p>Why We Can't Wait 1964</p>	 <p>Where Do We Go from Here... 1967</p>
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People also search for [View 15+ more](#)

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



How to Change Tires

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

[More items...](#)


www.bridgestonetire.com › tread-and-trend › drivers-ed › how-to-cha... ▼

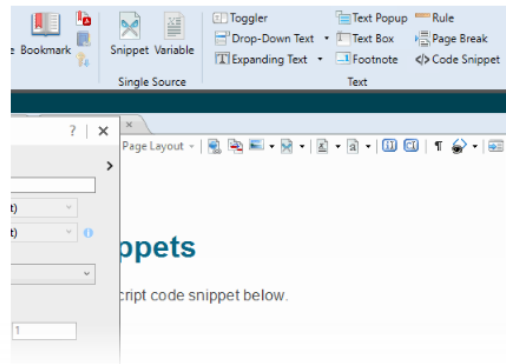
[How to Change a Flat Tire | Bridgestone Tires](#)

FEATURED SNIPPETS IN FLARE OUTPUT

Your search for "create code snippet" returned 34 result(s).

How to Create and Insert Code Snippets

1. Place your cursor in an empty paragraph.
2. Select Insert > Code Snippet.
3. On the left side of the Code Editor, enter or paste code.
4. (Optional) On the right side of the editor, complete any of the options.
5. Click OK.
6. Click  to save your work.



[Creating and Inserting Code Snippets](#)

[Flare/Code-Snippets/Creating-Inserting-Code-Snippets.htm#microcontent1](#)

Editing Styles in a Regular Stylesheet

inherited. For more information, see [Inheritance](#). Common Style Editing Tasks There are hundreds of tasks that you can perform in Flare by using styles. Following are some of the more common tasks. Autonumbers Autonumbering can be used when you want to **create** content where certain portions are...

[Flare/Styles/Main-Activities/Editing-Styles.htm](#)

Creating and Inserting Code Snippets

Outputs Supported You can **create** and insert **code snippets** using the Code Editor. How to **Create** and Insert **Code Snippets** Place your cursor in an empty paragraph. Select Insert > **Code Snippet**. On the left side of the **Code Editor**, enter or paste **code**. (Optional) On the right side of the editor...

[Flare/Code-Snippets/Creating-Inserting-Code-Snippets.htm](#)



HOW?

1. Make sure you have an HTML5 target.
2. Add a micro content file.
3. Add phrases and responses (multiple methods).
4. In the target, enable MadCap Search or Elasticsearch.
5. Include micro content results.

Let's take a look...



TIPS

1. Multiple micro content files
 - Quick Steps
 - Mini Landing Pages
 - Definitions
2. Analytics (what are users looking for?)
3. Responsive content (with templates)
4. Skin styles (e.g., response height, bottom border)
5. Single-sourcing micro content (conditions/styles)

Thank You!

Questions?

