

Content Reuse & Automation Using Microcontent

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In this workshop, Scott will discuss how he reused microcontent to create help topics, embedded context-sensitive help, training guides, and marketing brochures.

What is microcontent?

"Microcontent should be an ultra-short abstract of its associated macrocontent."

- Jakob Nielsen, 1998

Microcontent vs snippets

	Snippets	Microcontent
Content types	any	any
Embedded variables/snippets?	yes	yes
Conditions	yes	yes
Reusing	Drag-drop	
Storage-source	HTML files	XML-based Microcontent file(s)
Storage-output	none	HTML files (HTML5 targets)
Primary use	Reuse content inside project	Reuse content externally

How to create microcontent

- Open a microcontent file.
- Type a **Phrase**
- Add the matching content (the "**Response**")

Reusing existing content as microcontent

- Highlight the "response" content in a topic or snippet
- Select **Home > Create Micro Content**
- Type a **Phrase**

How microcontent is stored

```
<?xml version="1.0" encoding="utf-8"?>
<MicroContentSet>
  <MicroContent>
    <MicroContentPhrase>How do you use the foot pedals in a Model T?</MicroContentPhrase>
    <MicroContentResponse>
      <xhtml:html xmlns:xhtml="http://www.w3.org/1999/xhtml">
        <xhtml:body>
```

```
<html:p>The first one toward the left operates the clutch. When pressed forward the clutch pedal engages the low speed. When half-way forward the clutch is in neutral (i.e., disconnected from the driving mechanism of the rear wheels), and the releasing of this pedal engages the high-speed clutch. The center pedal operates the reverse. The right-hand pedal operates the transmission brake.</html:p>
</html:body>
</html:html>
</MicroContentResponse>
</MicroContent>
</MicroContentSet>
```

Transforming microcontent

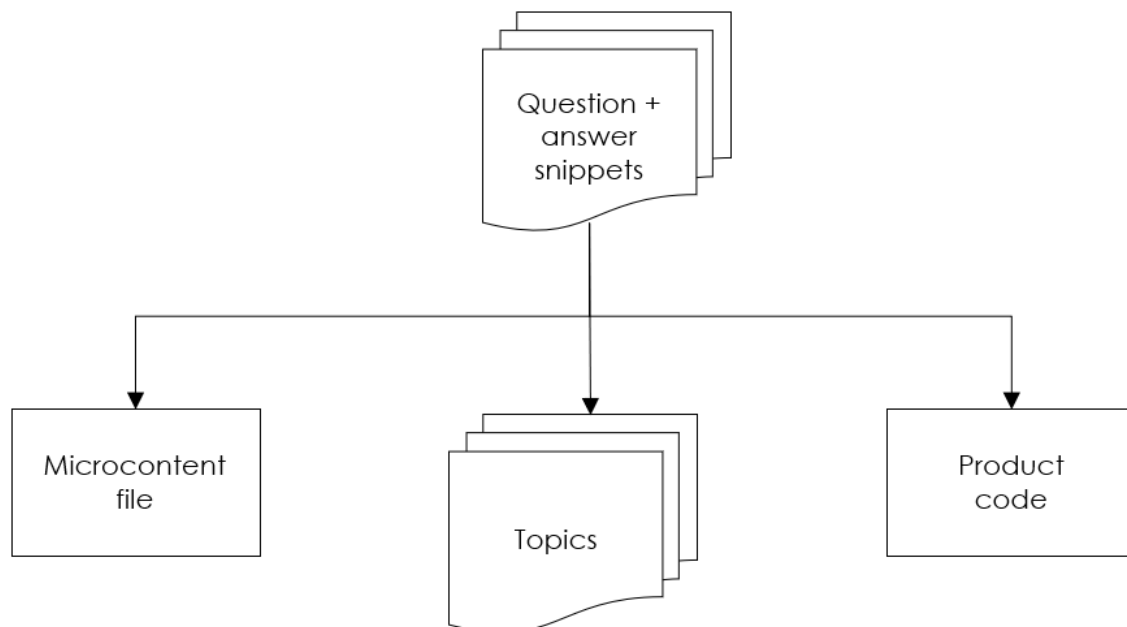
- XHTML
- JSON-LD
- Microdata
- RDFa

Example A — FAQs, topics, & embedded UA

Reuse goals

- Question+answer blocks
- Flare topics — FAQs
- Flare topics — overviews
- Product — embedded UA

Architecture

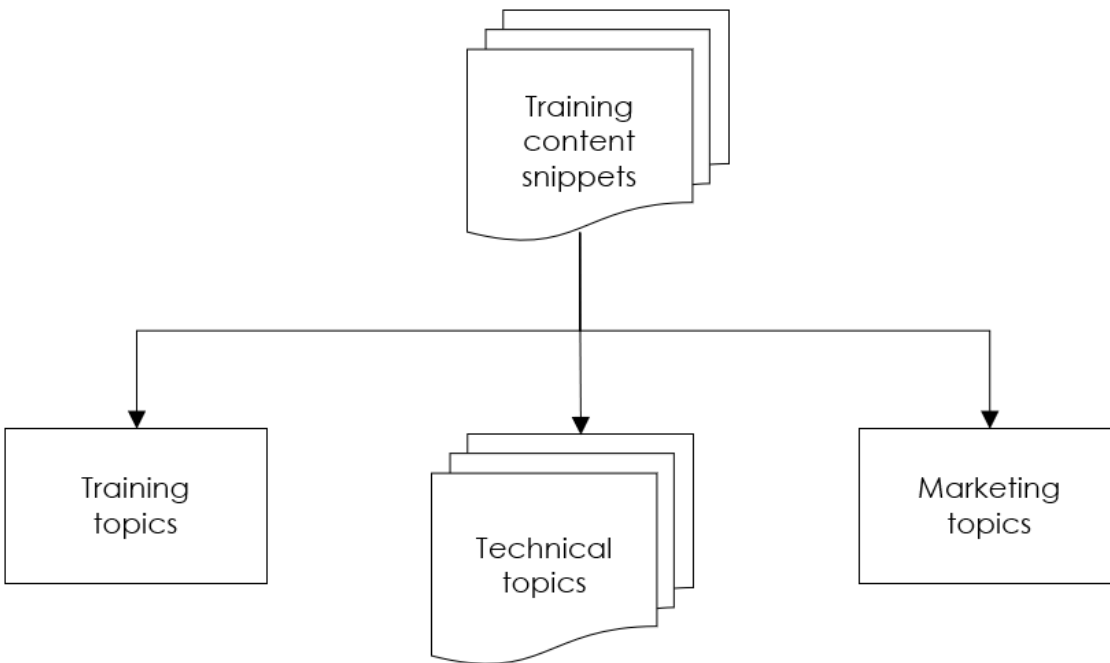


Example B — Training, technical, and marketing guides

Reuse goals

- Create training presentations in Flare
- Reuse training "slide" content in multiple training guide PDFs
- Reuse training "slide" content in syllabus PDFs
- Reuse training "slide" content in technical guide PDFs
- Reuse training "slide" content in marketing PDFs

Architecture

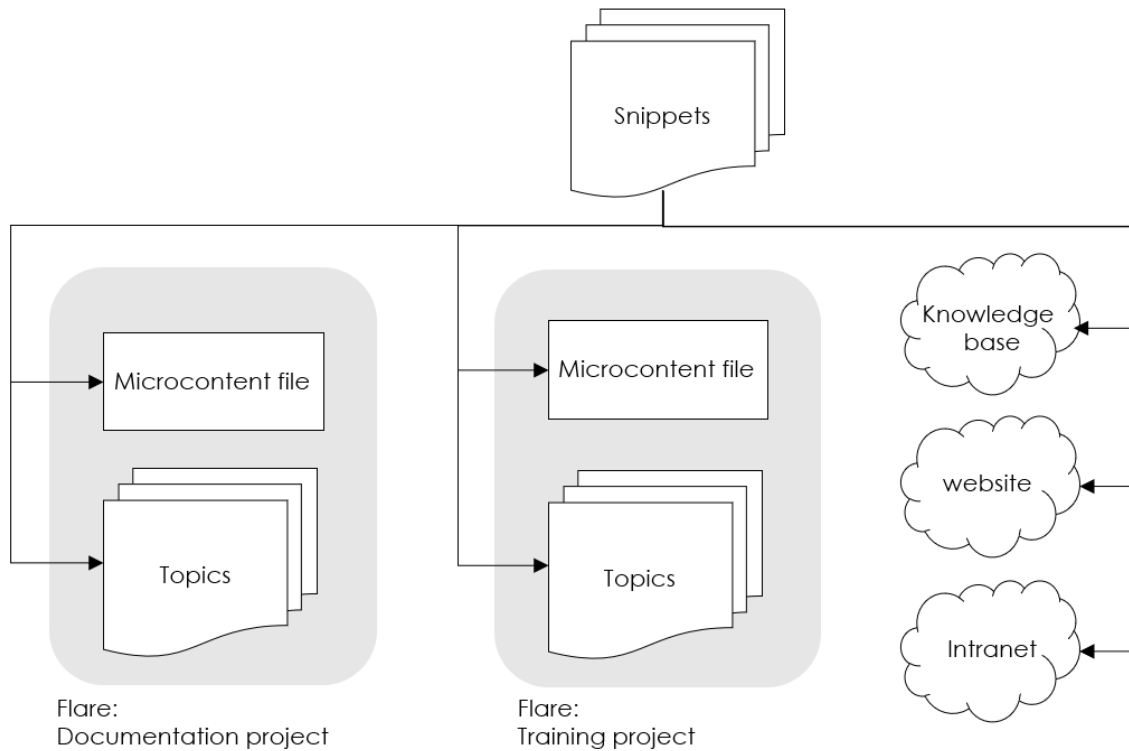


Example C — Flare & external systems

Reuse goals

- Flare topics in multiple projects
- External knowledge base
- Website and intranet

Architecture

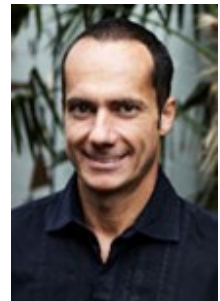


About the presenter

Scott DeLoach is the Founder of Click**Start**, where he provides training and consulting for MadCap Flare, embedded user assistance, JavaScript/jQuery, CSS, and HTML5. He has been developing browser-based help systems for 25+ years, and he has received four Best in Show awards for his work from STC.

Scott is a certified Flare and Doc-to-Help instructor, and he is the author of *MadCap Flare: The Definitive Guide*, *CSS to the Point*, and *HTML5 to the Point*. For more information about Scott's books see www.lulu.com/clickstart.

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Feedback QR code

Thanks for your comments!

