

Enhancing the Search Experience

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In this webinar, Scott DeLoach will share options and tips for enhancing the search experience in HTML5 outputs created with MadCap Flare.

Overview

- Differences between the built-in search engines
- Customizing the search bar and search results
- Micro content and glossary results
- Faceted search
- Other search engine options
- Search analytics

Built-in search engines

- [MadCap Search](http://help.madcapsoftware.com/flare2018) - help.madcapsoftware.com/flare2018
- [Elasticsearch](http://help.madcapsoftware.com) - help.madcapsoftware.com
- [Google Search](http://www.w3schools.com) - www.w3schools.com

Comparison

[MadCap Flare help](http://help.madcapsoftware.com/flare2021r3/Content/Flare/Search/Search-Engines/Setting-Up-Search-Engine.htm) - help.madcapsoftware.com/flare2021r3/Content/Flare/Search/Search-Engines/Setting-Up-Search-Engine.htm

Customizing the search bar

- Placeholder
- "Exact search"
- Search filters

Placeholder

Skin: UI Text tab

"Exact search"

[Veeva Systems](http://crmhelp.veeva.com/doc) - crmhelp.veeva.com/doc

Search filters

[liquidware](http://docs.liquidware.com) - docs.liquidware.com

Customizing the search results

- Tips
- Highlighting matches
- Descriptions, URLs, pagination
- User feedback

Search tips

- [MadCap](http://help.madcapsoftware.com) - help.madcapsoftware.com
- [solace](http://docs.solace.com) - docs.solace.com
- [Sage](http://desktophelp.sage.co.uk) - desktophelp.sage.co.uk

Highlighting matches

[inxmail](http://help.inxmail.com) - help.inxmail.com

Descriptions, URLs, and pagination

- Topic properties
- Formatting (skin)
- Target settings

User feedback

[Blackbaud](http://webfiles.blackbaud.com) - webfiles.blackbaud.com

Micro content results

- [Fitbit](http://help.fitbit.com) - help.fitbit.com
- [Broadsign](http://docs.broadsign.com) - docs.broadsign.com
- [ClickStart](http://www.clickstart.net) - www.clickstart.net

Glossary results

[illumio](http://docs.illumio.com) - docs.illumio.com

Faceted search options and customizations

[IBC](http://www.ibcboiler.com) - www.ibcboiler.com

Integrating other search engines with HTML5 targets

Algolia

[Spryker](http://docs.spryker.com) - docs.spryker.com

Cludo

[Micro Focus](http://admhelp.microfocus.com) - admhelp.microfocus.com

Coveo

- [okta](http://support.okta.com/help) - support.okta.com/help
- [Relativity](http://help.relative.com) - help.relative.com
- [tableau](http://www.tableau.com) - www.tableau.com
- [tenable](http://docs.tenable.com) - docs.tenable.com

SearchUnify

[Broadcom](http://techdocs.broadcom.com) - techdocs.broadcom.com

Site Search 360

[BeyondTrust](http://www.beyondtrust.com) - www.beyondtrust.com

Swifttype

- [xmatters](http://help.xmatters.com) - help.xmatters.com
- [Eggplant](http://docs.eggplantsoftware.com) - docs.eggplantsoftware.com

Gathering search analytics - MadCap Central

How

Central

- Click Analytics
- Click +
- Type a name for the key

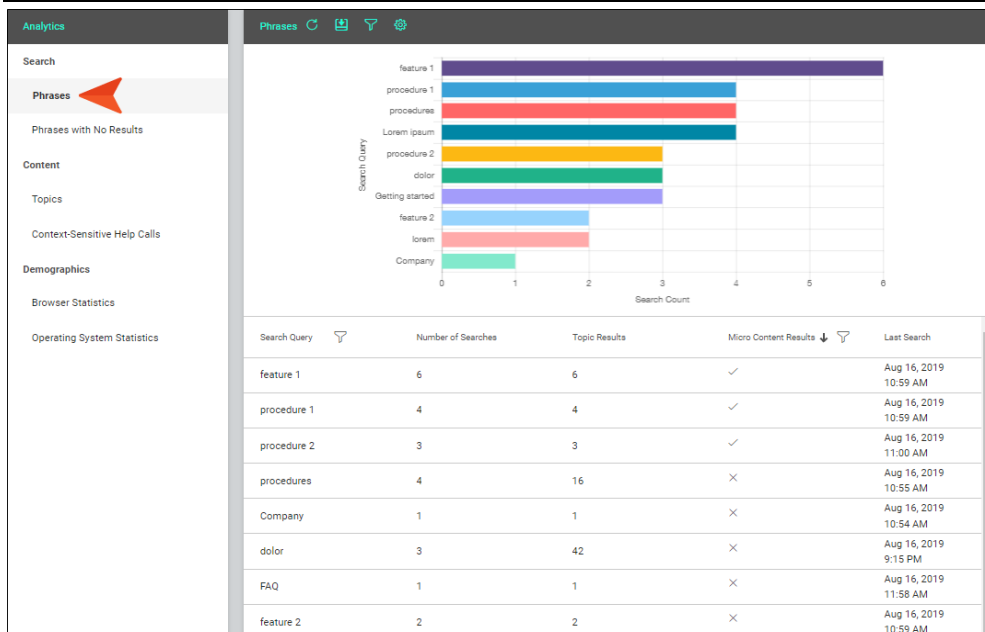
Flare

- Open an HTML5 target
- Select the Analytics tab
- For Provider, select Central
- For Central License, select your license
- Select the key

Data

- Search phrases
- Search phrases with no results

Example



Gathering search analytics – Google analytics

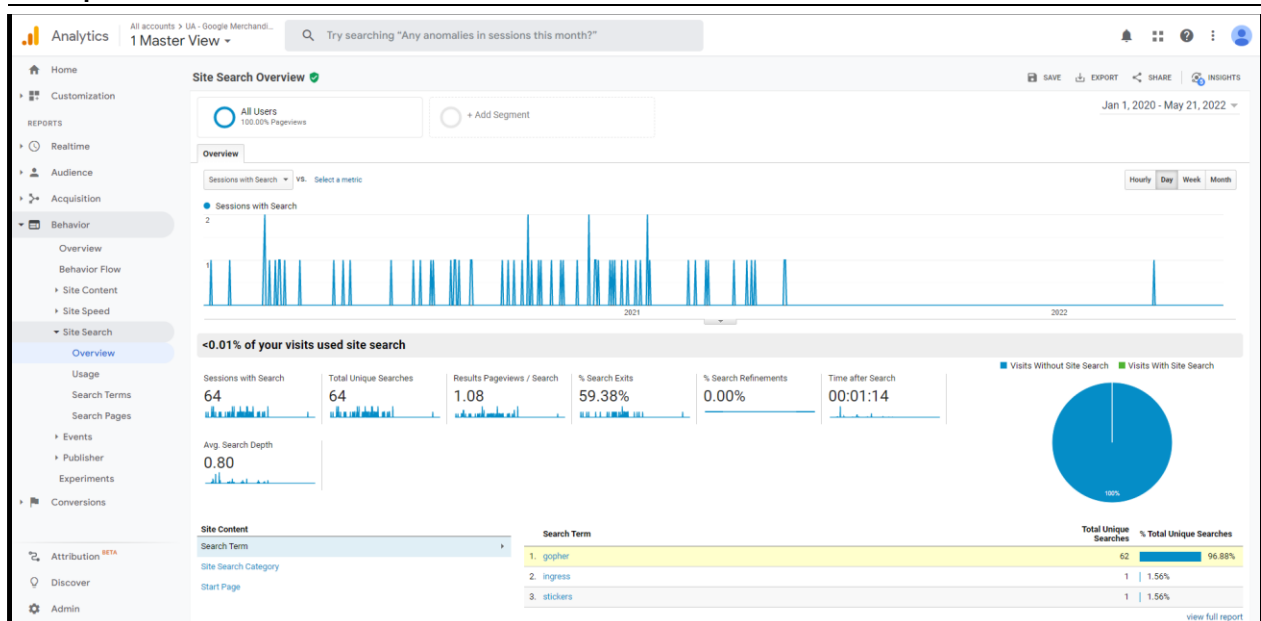
How

- Create a Google Analytics account
- Create a Google Analytics property
- Add a data stream
- Add the Analytics tag to your topics/template page(s)

Data

- Search phrases
- Search refinements
- Sessions with search
- Time after search

Example



About the presenter

Scott DeLoach is the Founder of ClickStart, 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 20+ years, and he has received four Best in Show awards for his work from STC.

Scott is a certified Flare 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 bit.ly/ClickStart-books.

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