What are macros?
Macros are shortcuts for commonly used roll20 commands that are tied to your player account and the campaign.

What are abilities?
Abilities are shortcuts for commonly used roll20 commands that are tied to your character sheet.

First, macros:
To invoke a macro, type #name_of_macro in the chat, where name_of_macro is the name of your macro

To create a macro, go to the 4th tab in the game sidebar. It looks like a little menu and will show you this-
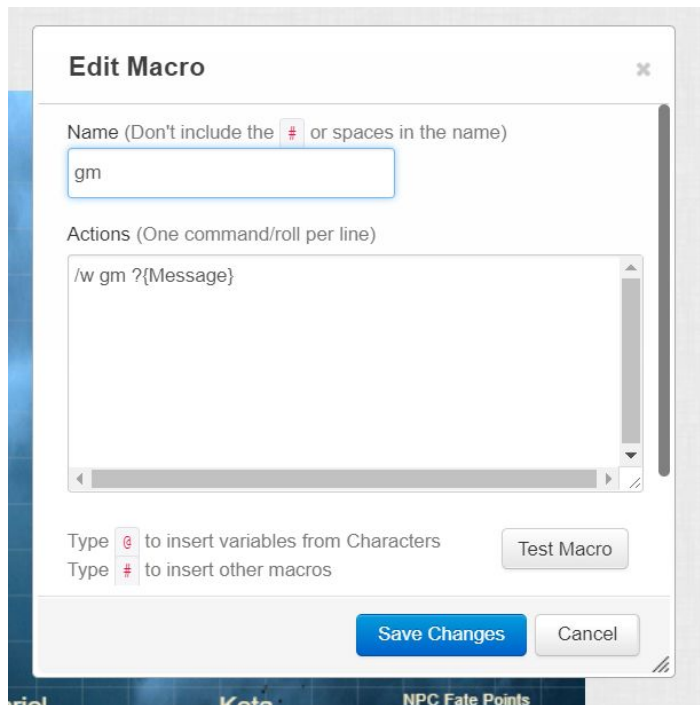
Then, click on the top "add" button. You'll see this pop-up-

Edit Macro   ✕

Name (Don't include the `#` or spaces in the name)

gm

Actions (One command/roll per line)

/w gm ?{Message}
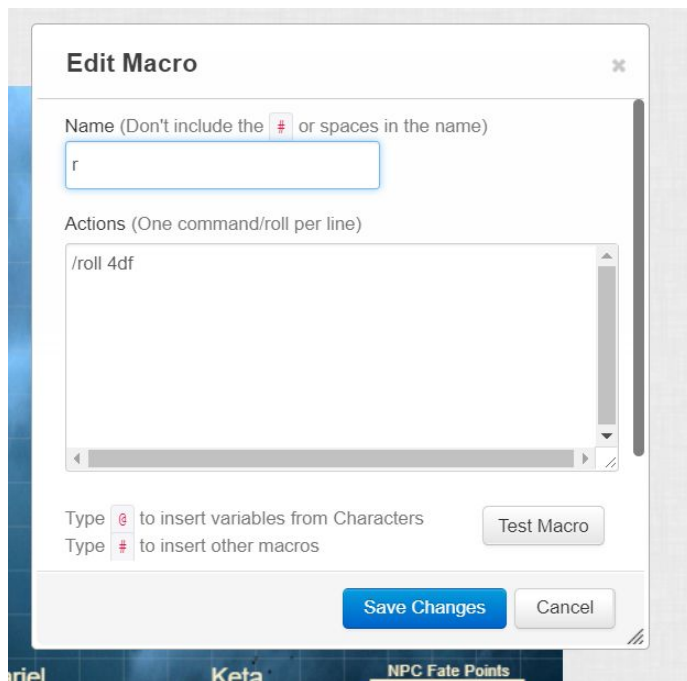
Type `@` to insert variables from Characters   Test Macro
Type `#` to insert other macros

Save Changes   Cancel

But without any text. This macro is a shortcut to message the GM directly. Type #gm in the chat, and it will open a dialog where you can type your message to the GM.

Here's my other macro. Typing #r in the chat will execute the command /roll 4df-

Edit Macro   ✕

Name (Don't include the `#` or spaces in the name)

r

Actions (One command/roll per line)

/roll 4df

Type `@` to insert variables from Characters   Test Macro
Type `#` to insert other macros

Save Changes   Cancel

You could do more complicated functions, add plain text, etc, but these are all I personally need for now.

On to Abilities!
Abilities are basically macros, but for your character only. So you should put anything to do with character specific skill modifiers and traits in abilities.

To invoke an ability, type % into the chat, followed by the first few letters of the ability name. Technically, the full syntax is %{Name of character|Name_of_ability} (with no spaces around the |), but the chat has autocomplete, so you don't need to type the whole thing or even the character name. For example, %ath would usually be enough to autocomplete to your athletics ability, unless you had another skill name beginning with "ath".

Unfortunately, the fate character sheet doesn't keep track of skill modifiers, so before we add abilities we have to add a whole bunch of attributes. Open your character sheet and go to the third tab, attributes and abilities-

Your abilities column on the right should initially be empty, but your attributes column should have a few things in it.

We need to add a bunch more, so click the leftmost add button a few times (15 if you want a shortcut for every skill roll). Then scroll down to where the new attributes are. For each, change the name to a skill, and type your modifier in the "Current" box-

Now we can start creating abilities. Scroll all the way back up, and use the rightmost add button to create a bunch of new abilities. 15 if you want one per skill. Name each one with the ability name and then in the box type your macro to roll 4df, or just /roll 4df if you didn't make that macro, a plus sign, and then @{Attribute_name}, where Attribute_name is the the name of the skill that's related to this ability roll-

And that does it for shortcuts for rolls with skill modifiers! Just copy this format for each skill you want to add an ability for.

Now, I've created a few extra abilities for rolls with other modifiers (stunts, in this case) that I might use relatively often. My character has a stunt that grants +2 to warding magic checks, so I created a new ability called ward. This would be an arcane check, so I'd also get that modifier. The cool thing about abilities and macros is that you can nest them, or call them inside each other. So to create my ward ability, I called my arcane ability, and added 2 to it-

And that will add my +5 modifier to the roll. You could add another attribute to your character to record the stunt value and then access it with @{Stunt_attribute_name}, but I didn't think it was necessary.

That's it for roll20 macros & abilities 101. You can do more complicated things, but fate mechanics are really simple, so it wouldn't really make sense to get into them. One last thing to add is that if you update your skills on the main character sheet, the one with the skill pyramid in the second tab, the attributes you created for them won't change. You'll have to go into attributes and update the value for each manually. That will fix the values, and you don't need to modify any macros or abilities.