Add/improve documentation for pcre substring capture logging

Currently, if a user wants to log a matching string from a rule that uses `pcre`, there isn't much documentation to help them understand how they can do that.

Our documentation has:


And some `suricata-verify` tests could provide some examples:


And others in the eve-metadata-* dirs.

But we could have all that better documented.

(image offers context from *ad hoc* support offered in our IRC chat)