



## What is a knowledge article?

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**NOTE: This knowledge article can be used as a template to develop other articles.**

A 'knowledge article' is a written response to a request for information stored in a searchable physical documented or digital form - such as a database. Knowledge Articles (KAs) are intended to act as an information source to the reader, offering:

- answers to common questions
- detailed procedures on how to perform an activity
- tutorials to explain what something is, or how to use it
- specialized procedures to diagnose, troubleshoot, and resolve problems
- general information on a topic, artifact, or item

Articles should have a consistent format and use language designed to be easily understood by their intended audience. By default an article should be written for a general, non-technical audience. As a minimum an article should include:

- A title that incorporates important keywords in the first 70 characters, avoiding use of colons, extra spaces, and "-ing" words. The first word and proper nouns within the title should be capitalized
- A search summary of about 160 characters designed to make the mental connection between the search query or question, and the results displayed in order to encourage a click through to the article
- Search words designed to be matched with the text string of a question
- A well formed slug
- The answer or response stylized to suit the type of knowledge article
- Where appropriate, one or more related content links

Tags

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