Knowledge Management

**FUNDAMENTAL CONTENT TYPES**

- Concise FAQs based on most common search queries/case types
- How-to articles for setup, installation, and configuration
- Best practices and reference material
- User manuals and quick start guides
- Troubleshooting instructions
- Glossary of terms
- Video tutorials

**ARTICLE STRUCTURE**

- Short, concise content (microcontent)
- Descriptive titles optimized for user search queries
- Simple language that is easy to understand
- Bulleted and numbered lists
- Up-to-date images and illustrations, animated GIFs, or video
- Feedback and ratings
- Related/recommended articles
- Semantically rich tags and metadata
- Optimized for mobile devices
- Human readable URLs
INFORMATION ARCHITECTURE

☐ Underlying systems (CMS, KMS) that keeps content findable, navigable, searchable
☐ Articles grouped with related content (categories)
☐ Dynamically updated cross-linking and interlinking
☐ Strategy for adding new content within existing content structure
☐ In-product editor and article templates

KEY PERFORMANCE INDICATORS (KPIs)

☐ Search volume
  ☐ % of searches with relevant results
  ☐ % of searches without relevant results
☐ Traffic sources (mobile vs. desktop)
☐ Pageviews
☐ Pages per session
☐ Article ratings
☐ Heat mapping
☐ Return users
☐ Bounce rate
☐ Articles linked to case
☐ Case deflection