



Article settings

Last Modified on 07/08/2025 11:10 am EDT

Learn about article settings, statuses, and permissions, including: tags, internal notes, titles, group and team restrictions, and hiding and showing articles.

Full and short titles

Every article has its Full Article Title, which is what displays at the top of your article. There is also an optional short title, which is used in the table of contents.

Internal note

Sometimes, you need a place to leave notes for other authors (or yourself) that isn't the [Version Notes](#) field. This might include notes on who the subject matter expert is, or that if you update this article, you should also update another article, or some type of quality control note (such as Article Confidence levels if you use KCS).

This type of note is exactly what we designed the **Internal Note** field for.

Internal notes:

- Are notes you want front-and-center when you or other content creators are editing a given article or category.
- Are displayed only in [app.knowledgeowl.com](#), not to your readers.
- Accept very simple HTML markup, so you can include hyperlinks and lists.
- Will be displayed at the top of ALL versions of the article.
- Are available in the [Manage Articles CSV export](#).
- If used in a template article, will be copied to new articles created from that template.
- If in an existing article, will be copied when a new article is created from that existing article.

Add an internal note

Authors with the default Editor or Writer role can add internal notes. If you're using a [custom role](#), you'll need to have the [Internal Notes Permission](#) to Create new internal notes.

Authors who don't have permissions to create, edit, or delete internal notes will still be able to see internal notes created by other authors who do.

To add an internal note:

1. Select the **Add Internal Note** link to the right of the title:

Full Article Title [Add Short Title](#) [Add Internal Note](#) [Add Internal Title](#)

Internal notes

Switch Editor: [Legacy](#)

Click Add Internal Note

2. Add the HTML you want to use for your note. If you're just putting in regular sentences, you don't need to add HTML, but you can use it for formatting lists, hyperlinks, and so on.
3. Select the style you want to use for your note from the dropdown; we default to Alert Info. Here, we've added a one-line note and selected the Alert Warning style.

Create Internal Note

Note HTML:

Here's a test note

Style

Alert Warning

[Cancel](#) [Create Note](#)

Sample Create Internal Note pop-up. Click Create Note to add it.

4. Select Create Note.
5. This creates the note and displays it using the style you selected between the title and the editor. You do not need to resave the article itself for the note to be saved.

Full Article Title [Add Short Title](#) [Add Internal Title](#)

Internal notes

[Edit Note](#) [Remove Note](#)

Here's a test note

Sample Internal Note from the configuration used above

Edit an internal note

Authors with the default Editor or Writer role can edit internal notes. If you're using a [custom role](#), you'll need to have the Internal Notes [Permission](#) to Edit internal notes.

Authors who don't have permissions to create, edit, or delete internal notes will still be able to see internal notes created by other authors who do.

Once an internal note exists, you can edit it to make updates. To do so:

1. Select the [Edit Note](#) link that appears just above the note:

Full Article Title [Add Short Title](#) [Add Internal Title](#)

Internal notes

[Edit Note](#) [Remove Note](#)

Here's a test note

Click the Edit Note link

2. Edit the HTML or change the style as you'd like. Once you're done making changes, select [Edit Note](#) to save your changes. Here, we've added a more complex note with a list:

Edit Internal Note
✕

Note HTML:

```

<p>When updating this article:</p>
<ul><li>Confirm the public website features list
doesn't need updating</li>
  <li>Have Linus review all content before
publishing</li>
  <li>Use the <a
href="https://manual.sillymoosellc.com/help/style-
guide">KB style guide</a></li>
</ul>

```

Style

Alert Success ▼

[Cancel](#)
Edit Note

Sample edited internal note HTML. Click Edit Note to save the edit.

- The note updates immediately based on the changes you made. You do not need to resave the article or category itself for the note to be saved.

Full Article Title
[Add Short Title](#)
[Add Internal Title](#)

Internal notes

[Edit Note](#)
[Remove Note](#)

When updating this article:

- Confirm the public website features list doesn't need updating
- Have Linus review all content before publishing
- Use the [KB style guide](#)

Switch Editor: [Legacy](#)

Sample Internal Note displayed based on the HTML in the previous step

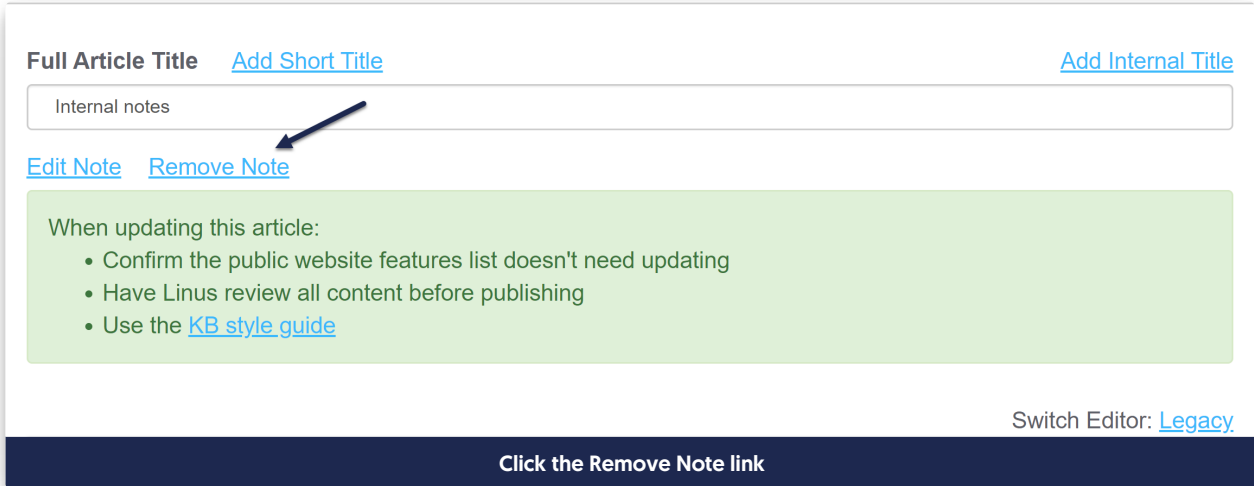
Remove an internal note

Authors with the default Editor or Writer role can remove internal notes. If you're using a **custom role**, you'll need to have the Internal Notes **Permission** to Remove internal notes.

Authors who don't have permissions to create, edit, or delete internal notes will still be able to see internal notes created by other authors who do.

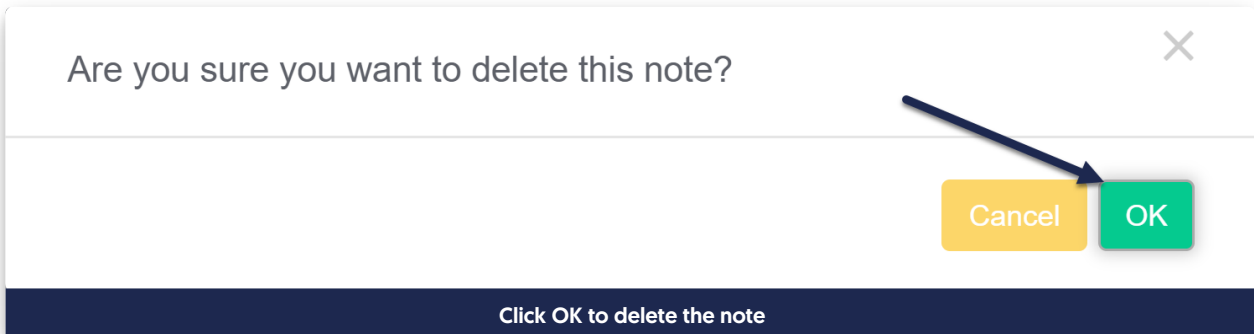
To delete an internal note completely:

1. Select the **Remove Note** link that appears just above the note:



The screenshot shows a user interface for editing an article. At the top, there are links for 'Full Article Title', 'Add Short Title', and 'Add Internal Title'. Below these is a text input field containing 'Internal notes'. An arrow points to the 'Remove Note' link located below the input field. Below the links is a green box containing instructions for updating the article: 'When updating this article: • Confirm the public website features list doesn't need updating • Have Linus review all content before publishing • Use the [KB style guide](#)'. At the bottom right, there is a 'Switch Editor: Legacy' link. A dark blue bar at the bottom contains the text 'Click the Remove Note link'.

2. A confirmation window will pop-up to be sure you want to delete the note. Select **OK** to delete the note.



The screenshot shows a confirmation dialog box with a close button (X) in the top right corner. The main text of the dialog is 'Are you sure you want to delete this note?'. At the bottom right, there are two buttons: a yellow 'Cancel' button and a green 'OK' button. An arrow points to the 'OK' button. A dark blue bar at the bottom contains the text 'Click OK to delete the note'.

3. The note is deleted immediately; you do not need to resave the article or category for the deletion to complete.

What HTML is supported in internal notes?

We've kept these notes pretty lean. They will support HTML:

- Paragraph `<p>`
- Numbered list ``
- Bulleted list ``
- List items ``
- Hyperlinks `Link text`
- Bold text `` or ``
- Italics `<i>`
- Paragraph breaks `
`
- Headers, e.g. `<h1>`

Internal title

For each article, besides adding a short title to be used in the table of contents, you can also add an internal title. Internal titles are used only within app.knowledgeowl.com - they aren't things your readers see when viewing the knowledge base.

Internal titles can be useful when you have a lot of articles with very similar names, just in different categories, and you want to be sure you're selecting the correct article when you use:

- The [Insert Link to Article](#) option in Modern Editor
- The [Related Articles](#) section

They can also be useful when you want to call an article one thing to your readers, and something else to your content contributors.

The screenshot shows a user interface for configuring an article's internal title. It features two main sections: 'Full Article Title' with a link to 'Add Short Title' and a text input field containing 'It's owl good'; and 'Internal Article Title' with a link to 'Remove Internal Title' and a text input field containing 'Search announcement'. Below these fields is a note: 'Only for use inside the application.' At the bottom, a dark blue box contains a sample explanation: 'Sample internal article title. Readers will see "It's owl good" as the title, but within app.knowledgeowl.com, the article appears as "Search announcement".'

KnowledgeOwl displays the internal title instead of the full article title in these places within app.knowledgeowl.com:

- The **Articles** hierarchy
- The **Find Articles** search in the lower left corner
- The [Manage Articles](#) interface (search and article list)
- The [Manage Articles CSV export](#) > Customizations > Internal Title column
- The [Insert Link to Article](#) pop-up/search
- The [Related Articles](#) search
- The [Add Article](#) > [Copy from existing search](#)
- The [Add Article](#) > [Share content from an existing article](#) search
- If the article is a [shared content article](#), the internal title will be used in the shared content messages in the editor

To add an internal title:

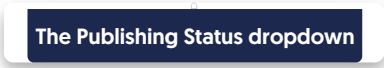
1. With the article open in the editor, click the **Add Internal Title** link to the right of **Full Article Title**.
2. Enter the title you want to use in the **Internal Article Title** box that appears.
3. Select **Save**.

You can remove an internal title using the **Remove Internal Title** link in the editor.

Publishing status

All articles have a status, which determines whether the article is viewable in your live knowledge base.

Change the publishing status using the **Publishing Status** dropdown and then saving the article:



The six statuses available are:

- Draft (default status for newly created articles)
- Ready to Publish
- Rejected Draft
- Published
- Needs Review
- Deleted

Refer to the more detailed sections below on what each status means.

Draft

An article in Draft status is not visible to readers. This is the default status when you create a new article.

Ready to Publish | Rejected Draft

The Ready to Publish and Rejected Draft statuses are optional draft statuses, supporting your documentation editing and review workflow. Both of these statuses keep the article hidden from readers, like a Draft.

As an example, some articles need to be approved before being published. You can switch the status to Ready to Publish once it is ready for approval. The approver then reviews the article, and either changes the status to Published if approved, or switches it to Rejected Draft if it still needs work.

Published

A Published article is visible in your live knowledge base. If the article is restricted to specific [Reader Groups](#), it will only be visible to readers who belong to those groups; otherwise, it is visible to anyone who has access to your knowledge base.

Needs Review

A Needs Review article is an optional Published status. Needs Review articles are still visible in your knowledge base, but you can use the status as a way to identify articles that need to be reviewed to be sure they're up to date, accurate, etc.

You can view all articles with the Needs Review status in **Manage**. This status is a great way of keeping your knowledge base up to date and relevant. You can regularly check for articles that require review, update them if

necessary, and switch them back to **Published** status.

To set an article to **Needs Review**:

- Manually set an article's status to **Needs Review** as a reminder to review it.
- Configure your knowledge base to automatically switch published articles to **Needs Review** if the article hasn't been updated within a specified period of time. To do so:
 1. Go to **KB settings > Article editor**.
 2. Under **Article review**, check the box to **Automatically set articles to "Needs Review" if older than the below date**.
 3. Use the dropdowns to select the time period. For example, select **"6"** in the first dropdown, and **"Months"** in the second, to set the time period to six months.
 4. Be sure to **Save your changes**.

Refer to [Article editor settings](#) for more information on these settings.

Archived

Archived articles are not visible in your knowledge base. You can access them by navigating to **Manage > Archived**.

Most authors use **Archived** differently from **Deleted**, generally to show that something was at one time published/active in the knowledge base and isn't anymore.

When you archive an article from within the **Article Editor**, you have the option to automatically redirect anyone hitting the archived article's URL to a different URL instead:

Showing 1 item. [Show all](#)

Publishing Status

Archived

Redirect to another article

Start typing article name..

[Add Published Date](#) [Schedule](#)

Sample Archived status redirect to another article

Check the box and then search for the article you'd like your readers to be redirected to. (If you don't do this, they'll likely just get a 404 page instead.)

Deleted

Deleted articles are not visible in your knowledge base. You can only access them by navigating to **Manage > Deleted**. Refer to [Recover a deleted article](#) if you need to recover an article that was incorrectly deleted!

Manage Articles

The screenshot shows the 'Manage Articles' interface. On the left, a dropdown menu is open, displaying a list of article statuses: 'All Non Deleted', 'Standard', 'All Non Deleted', 'Published', 'Draft', 'Rejected Draft', 'Ready to Publish', 'Needs Review', 'Archived', 'Deleted' (highlighted in blue), and 'Out of Date'. To the right of the dropdown is a green button labeled 'Create New Filter'. Below the dropdown, there are links for 'Delete' and 'Export Articles to C'. A 'Status' column header is visible, and a 'PUBLISHED' button is shown below it.

As with archiving, when you delete an article from within the Article Editor, you have the option to automatically redirect anyone hitting the deleted article's URL to a different URL instead:

The screenshot shows the 'Publishing Status' dialog box. The 'Deleted' status is selected in the dropdown menu. Below the dropdown, there is a checkbox labeled 'Redirect to another article' which is checked. Below the checkbox is a text input field with the placeholder text 'Start typing article name..'. At the bottom of the dialog, there are two buttons: 'Add Published Date' and 'Schedule'. A dark blue banner at the very bottom of the dialog contains the text 'Sample Archived status redirect to another article'.

Check the box and then search for the article you'd like your readers to be redirected to. (If you don't do this, they'll likely just get a 404 page instead.)

Published date

The **Published Date** is an optional field in your articles, though we strongly recommend using it for articles within

[Blog style categories](#) so that the reverse chronological order works properly!

Published Date allows you to specify the date that an article was published. This can be helpful:

- For compliance or audit purposes
- For blog style category displays

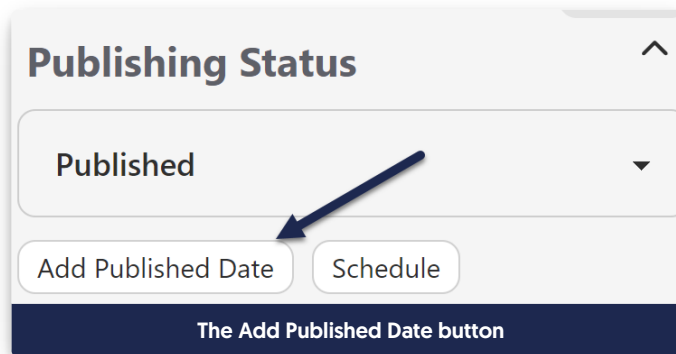
The published date is displayed:

- Within articles displayed in blog style categories
- In Knowledge Base > Manage [CSV exports](#) when the **Date Published** box is checked
- Anywhere the Article Date Published [merge code](#) is used `[article("date_published")]`

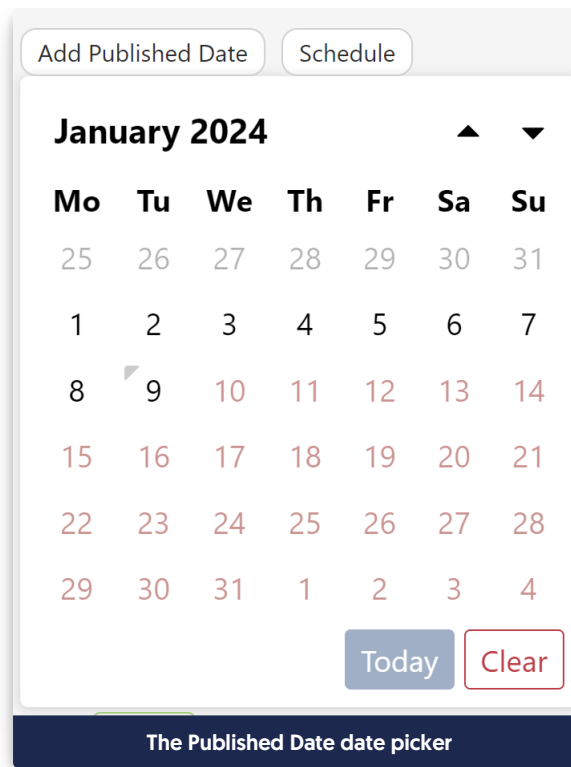
The Published Date is automatically set if you use the [Schedule an article to be published](#) feature.

To add a Published Date to an article:

1. Open the article in the editor.
2. Select the **Add Published Date** option underneath the Publishing Status.

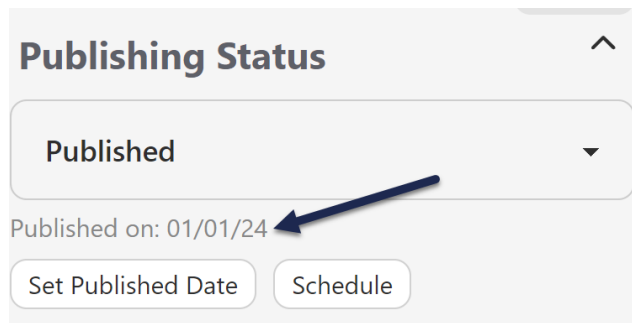


3. Use the datepicker to find the date you'd like to use. You can only select today's date or dates in the past.



a. To pick a date in a previous month or year, click on the month + year label at the top of the date picker.

4. Once you click on a date, the picker will disappear and the selected date will display.



5. Be sure to **Save** changes to your article so the date fully updates!

Change or remove a Published Date

If you already have a published date added to an article, you can change it or remove it completely by clicking on the **Set Published Date** option:

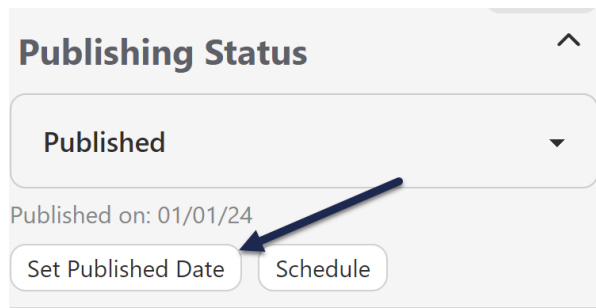
1. Open the article in the editor.
2. Click the **Set Published Date** option just below the Publishing Status.

Publishing Status ^

Published ▾

Published on: 01/01/24

Set Published Date Schedule



3. To update the Published Date, select the new date.

4. To remove the Published Date, click the **Clear** option in the lower right of the picker.

Published on: 01/01/24

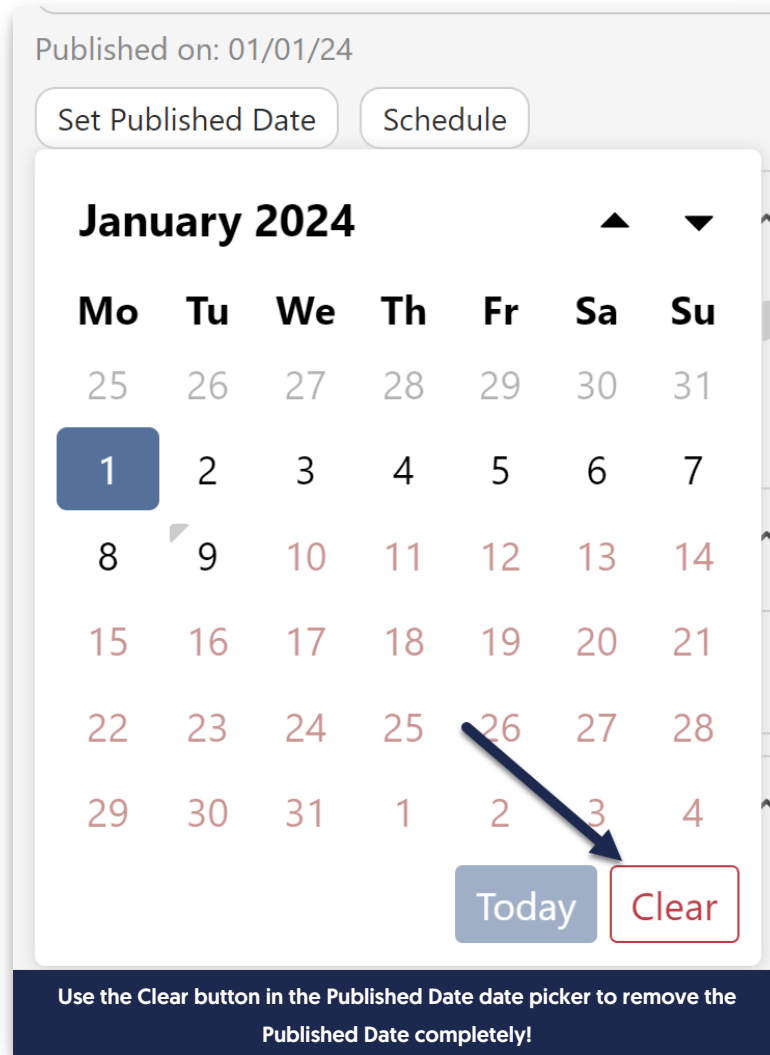
Set Published Date Schedule

January 2024 ▲ ▼

Mo	Tu	We	Th	Fr	Sa	Su
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Today Clear

Use the Clear button in the Published Date date picker to remove the Published Date completely!



5. Be sure to **Save** your changes!

Schedule an article to be published

If you'd like to publish a new article, there are several ways you can do so:

1. Edit the article directly to change the **Publishing status** to **Published**.
2. **Bulk edit** several articles at once in **Manage**, to publish them all at once.
3. Schedule the article to be published at a future day/time. This option is detailed more below.

All undeleted articles have the **Schedule** option just below the **Publishing Status** dropdown. Any article that is unpublished (doesn't have a publishing status of "Published" or "Needs Review") has the **To be published** option.

Using this option will prompt you to select a future day and time for the publication. Articles that are scheduled for publication will display:

- An alert across the top of the editor letting you know what/when they've been scheduled.
- The scheduled date/time and an option for you to remove them from the schedule in the righthand column of the editor.

Schedule an article for publication

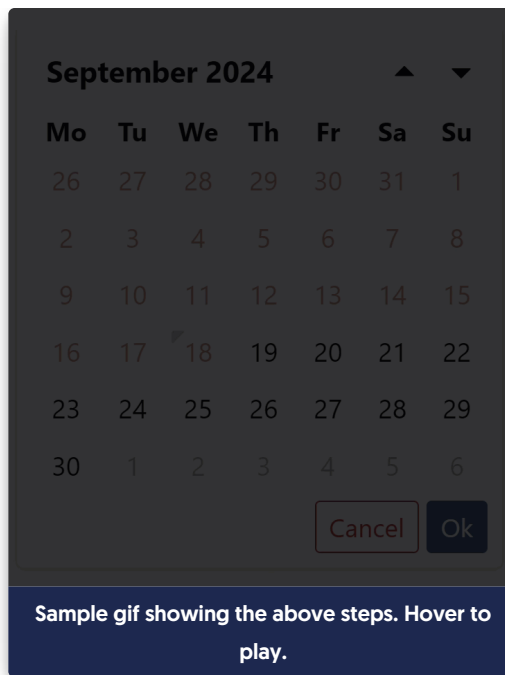
To schedule an article for publication:

1. Open the article you'd like to schedule in the editor.
2. In the upper right, just below the **Publishing Status** dropdown, select **Schedule**.
3. In the dropdown that appears, select **To be published**. (You won't see this option if the article is already **Published** or in a **Needs Review** status.)

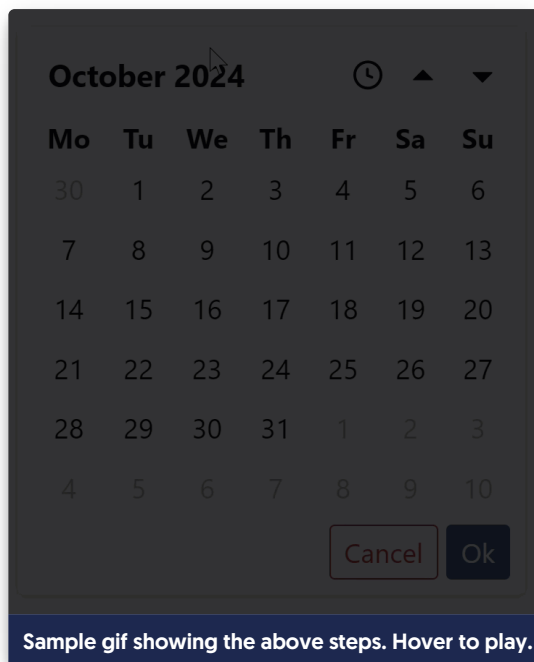


Select Schedule > To be published

4. This will open a calendar picker where you can complete your scheduling details.
5. First, use the date picker select the date you'd like your article to be published on. This must be at least one day in the future, but you can schedule as far out as you'd like.
 - a. By default, the picker shows the current month; you can jump to a different month by selecting the <month year> label at the top and then selecting the month you'd like.

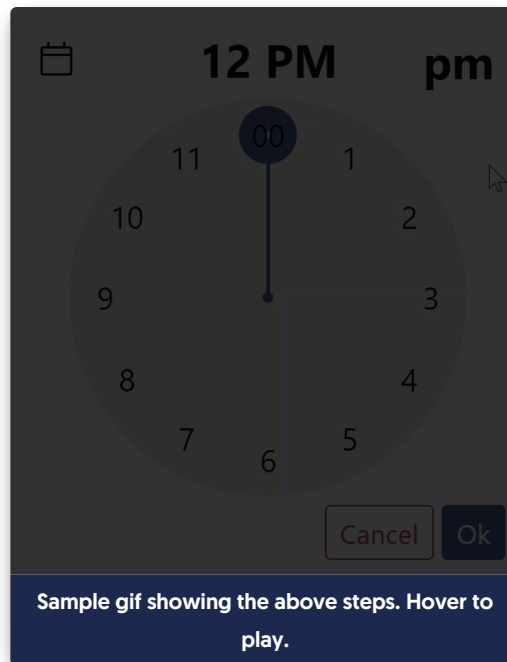


b. To jump to a different year, select the <month year> label at the top and select the year.

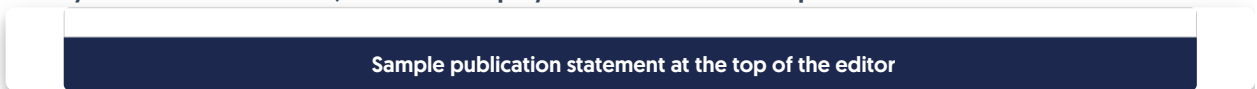


6. Once you find the date you'd like to use, select it. This will select the day and move you into the time picker. The time zone displayed and used depends on the time zone set for your knowledge base in **Settings > Basic**.
7. Select the hour you'd like to publish the article. Actual publication generally occurs 10-15 minutes after the selected hour in the displayed time zone.

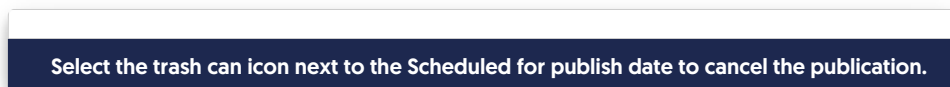
- a. To toggle between AM or PM, select the lowercase "am" or "pm" in the upper right corner of the picker.



8. Once you've finished making your selections, select **Ok** in the lower right to finalize the schedule.
9. Once your schedule is added, the editor displays an alert across the top with the details of the schedule:



10. The righthand column also shows the scheduled publication date. If you need to cancel or edit the schedule in any way, remove it by selecting the trashcan icon there. Refer to [Edit or remove an article's scheduled publication or archival](#) for more information.



How publication schedules work

When the day and hour arrives, we run a scheduled job in the background to process your scheduled articles. Typically you'll see the scheduled article publish around :10 or :15 after the hour you selected.

What you can expect to see:

- The status will change to **Published**.
- The **Published Date** will automatically update to use the date you scheduled the publication.
- The **Last Modified** date will update when the schedule has run.
- If you added a **New** or **Updated** callout, it will display when the article is published. (As long as the callout's expiration date isn't in the past!)
- If you use [webhooks](#), the `article.statuschange` and `article.publish` webhooks should update to reflect the

change.

- If you use [Subscriptions](#) and included a New or Updated callout, this article will be included in your next scheduled subscription notification email. (As long as the callout's expiration date hasn't passed!)

Schedule an article to be archived

You can archive an existing article in several ways:

1. Edit the article directly to change the [Publishing status](#) to Archived.
2. [Bulk edit](#) several articles at once in [Manage](#) to archive them all at once.
3. Schedule the article to be archived at a future day/time. This option is detailed more below.


All undeleted articles have the [Schedule](#) option just below the Publishing Status dropdown and have the option to [To be archived](#) within it.

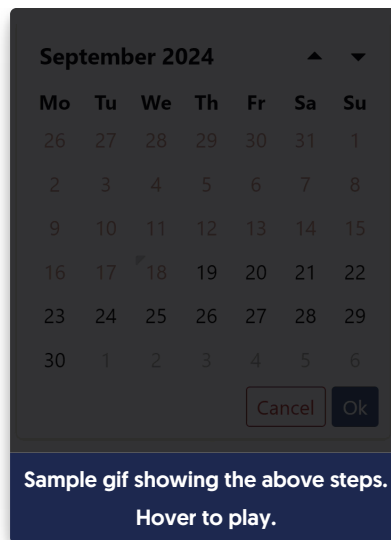
Using this option will prompt you to select a future day and time for the archival. Articles that are scheduled for archival will display:

- An alert across the top of the editor letting you know what/when they've been scheduled.
- The scheduled date/time and an option for you to remove them from the schedule in the righthand column of the editor.

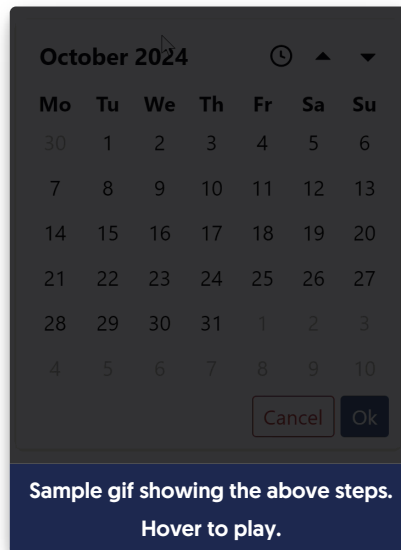
Schedule an article for archival

To schedule an article for archival:

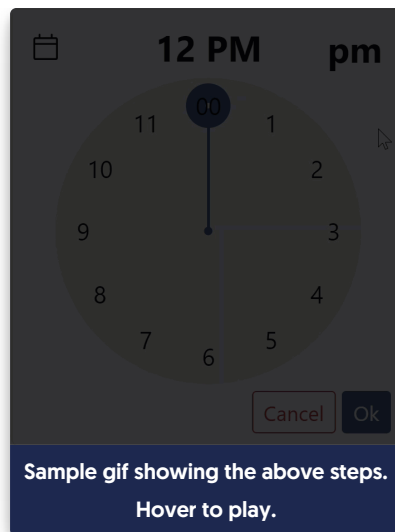
1. Open the article you'd like to schedule in the editor.
2. In the upper right, just below the Publishing Status dropdown, select [Schedule](#).
3. In the dropdown that appears, select [To be archived](#).

4. This will open a calendar picker where you can complete your scheduling details.
5. First, use the date picker select the date you'd like your article to be archived on. This must be at least one day in the future, but you can schedule as far out as you'd like.
 - a. By default, the picker shows the current month; you can jump to a different month by selecting the <month year> label at the top and then selecting the month you'd like.



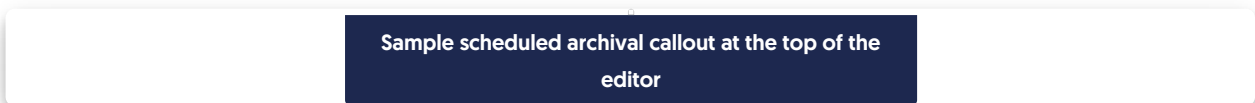
- b. To jump to a different year, select the <month year> label at the top, select the year, then select the year you'd like to switch to.



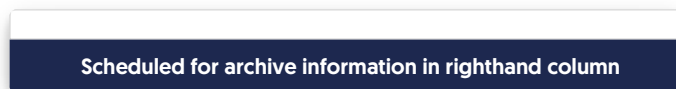
6. Once you have the correct month and year open, select the day you'd like to use. The picker updates to the time picker. The time zone displayed and used depends on the time zone set for your knowledge base in **Settings > Basic**.
7. Select the hour you'd like to archive the article. Archival generally occurs 10-15 minutes after the selected hour in the displayed time zone.
 - a. To switch between AM or PM, select the lowercase **am** or **pm** in the upper right corner of the picker.



8. Once you've finished making your selections, select **Ok** in the lower right to finalize the schedule.
9. Once your schedule is added, the editor displays an alert across the top with the details of the schedule:



10. The righthand column also shows the scheduled publication date. If you need to cancel or edit the schedule in any way, remove it by selecting the trashcan icon there. Refer to [Edit or remove an article's scheduled publication or archival](#) for more information.



How archival schedules work

When the day and hour arrives, we run a scheduled job in the background to process your scheduled articles. Typically you'll see the scheduled article archive around :10 or :15 after the hour you selected.

What you can expect to see:

- The status will change to **Archived**, and the article will no longer be available in your live knowledge base. Refer to [Publishing status](#) for more details on the Archived status.
- The Last Modified date will update when the schedule has run.
- If you use [webhooks](#), the `article.statuschange` and `article.archive` webhooks should update to reflect the change.

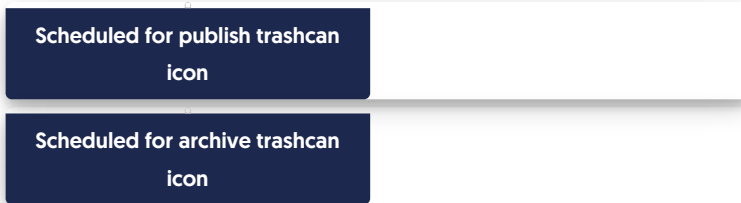
Edit or remove an article's scheduled publication or archival

If you've [scheduled an article to be published](#) or [scheduled an article to be archived](#), the only way to edit that schedule is to remove it entirely and create a new one.

You might also want to remove the article's schedule completely.

In both situations, you'll first need to remove the existing schedule. To do so:

1. Open the article in the article editor.
2. Look for the text in the righthand column that provides details on the scheduled archival/publication. The wording is slightly different for each, but the format and location are the same, directly underneath the **Publishing Status** dropdown.
3. Select the trashcan icon to the right of the "Scheduled for..." statement:



4. This will automatically remove the scheduled archival or publication from the article.
5. If you'd like to set a new schedule, you can follow the steps to add one. See [Schedule an article to be published](#) and [Schedule an article to be archived](#), respectively.

Article callouts (New, Updated, and Video)

Want to draw attention to video content, or content that is brand-new or recently updated?

KnowledgeOwl gives you several **Article Callout** options to do just this. Callouts are a great way to visually let your readers know about video content, newly-published content, and changes to existing content!

Callout display

Callouts are displayed:

- In the table of contents next to the article
 - For **New/Updated** callouts, these callouts will also roll-up to the category to indicate the category contains **New/Updated** content
- In [Article Lists](#)
- Next to the article when it is displayed in search results (video content will display to the left; **New/Updated** to the right)
- In [default category](#) landing pages

Callout types

There are three callout types. One is designed to identify the type of content; the others are designed to provide time-relevant notification of **New/Updated** content:

1. **Video Content:** This adds a video icon to the left of the article title. It will display until you manually remove it and will display everywhere the article title is used:

knowledgeowl

Search for articles...

Broken link checker & report

Customize Text tool 1

Advanced Search

- Overview
- Run an Advanced Search
- Exact match
- Advanced Search regex pattern
- Reading the Advanced Search CSV
- Advanced Search video walkthrough

Search results...

walkthrough

Total results: 15

2. **Advanced Search video walkthrough**
Last Updated: 09/25/2023 in [Features](#) >> [Advanced Search](#)

Sample video callout in table of contents and search results

2. **New:** This adds a green "New" badge next to the article title and will automatically be removed after the expiration date. This callout will trigger [Subscriptions](#) notifications if that feature is enabled:

knowledgeowl

Search for articles...

Snippets

- What is a snippet?
- Create a snippet
- Copy existing snippet
- Using snippets
- Undo changes to a snippet **New**
- Snippet Library
- Snippet use cases
- Snippet best practices
- Snippet references

Search results...

undo changes

Total results: 582

1. **Snippet feature drop: Undo changes** **New**
Last Updated: 01/02/2024 in [Release notes](#)
We've just added a new option to snippets to **Undo changes** to a snippet that **change**, or see who ma

2. **Undo changes to a snippet** **New**
Last Updated: 01/02/2024 in [Write the docs](#) >> [Snippets](#)
[It works similarly to our **Undo changes** to [Settings](#) > [Style f](#)
Open the snippet you'd like to recover **changes** on for edit

Sample New callout in the table of contents and search results

New Articles

- New Nat'l Close the Gap Day [AUS] bug fixes
- New Readers page: Now with filters and other delights 🎁
- New Readers overview
- New Create a custom reader filter
- New Edit a custom reader filter

[See more...](#)

Sample New callout in an article list

3. **Updated callout:** Adds a blue "Updated" badge next to the article title and is automatically removed after the expiration date. This callout will trigger **Subscriptions** notifications if that feature is enabled:

The screenshot shows the KnowledgeOwl interface. On the left is a sidebar with a table of contents for 'articles'. The 'Schedule an article to be archived' item has a blue 'Updated' badge. On the right, search results for 'schedule' are shown. The first result is 'How do I contact support?' with an 'Updated' badge. The second result is 'Schedule an article to be archived' with an 'Updated' badge. The third result is 'Schedule an article to be published' with an 'Updated' badge. Arrows point from the 'Updated' badge in the sidebar to the corresponding result in the search results.

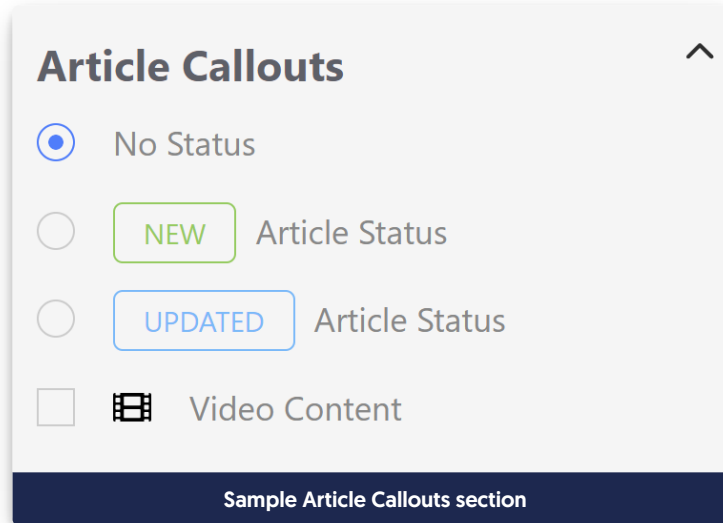
Sample Updated callout in the table of contents and search results

Using callouts

To add callouts:

1. Open your article for editing.

2. Select the callout(s) you want from the **Article Callouts** menu:



3. For New or Updated status, a **Status Expiration** date will be automatically added based on your knowledge base's settings. Once the status expires, the callout is automatically removed from the article.

- You can manually override the date by clicking in the date field and using the date picker that appears.

4. Be sure to **Save** your article. The callout is immediately visible to your readers.



The **Video Content** callout can be checked in addition to any one of the **No Status**, **New** and **Updated** callouts.

Setting up default expiration dates for New/Updated callouts

By default, all New and Updated callouts will expire in one week.

You can change the default used across your knowledge base:

1. Go to **Settings > Basic**.
2. Scroll to the **Editor Settings** section.
3. Change the **Article Callout** dropdowns to set the number and measure of your choice. (Options include numbers 1-12 and durations of days, weeks, or months.)
4. **Save** your changes.

This will update the default date that gets generated whenever a callout is added; authors can manually edit/override that date. See [Basic Settings](#) for more information.

Display Settings

Using the **Display Settings** options in an article, you can limit where the article is displayed in the knowledge base and some functionality within the article itself. The **Display Settings** section is available in the right hand column of the article editor, near the bottom of the page:



The available restrictions are:

1. **Exclude from search results:** when this box is checked, the article is always hidden from your knowledge base search results. It's still available by URL, and may be available in other navigation and lists depending on the settings you check below.
2. **Hide from the table of contents:** this hides the article from the table of contents. If you're using the [Contextual Help Widget 2.0](#), it also hides the article from the Knowledge tab in that widget.
3. **Hide from homepage / category landing page:** this hides the article from the landing page for the category it's found in, or the homepage if the article isn't within a category landing page.
4. **Hide from article lists:** this hides the article from the homepage/right hand column [New Articles List](#), [Popular Articles List](#), and [Updated Articles List](#). It doesn't hide the article from the [Recent Articles List](#) or [Article Favorites](#).
5. **Remove "PDF" icon:** this option removes the [PDF download](#) icon from the article. (This might be a good idea for video content, for example.)
6. **Remove feedback ability:** this option removes the [Ratings](#) section in the article.
7. **Remove comment ability:** this option removes the [Comments](#) section from the article.

Automatically redirect when you update an article's URL

When you change the permalink of an article, what happens when someone navigates to that old URL?

If you use the [Old Links](#) feature, they'll be seamlessly 301-redirected to the new URL. You have two options for using old links:

- Adding old links manually
- Turning on a setting that checks if you've changed the permalink and asks you if you want to add the old link

Here, we talk about how to enable automatic permalink detection/old link updates.

With this setting turned on, if you edit an article or category to change its permalink, when you **Save** your changes, you'll be prompted to add the permalink you just removed as an [Old Link](#) automatically. This saves you work and keeps your content redirecting smoothly.

This setting is turned on in new knowledge bases by default. If you have an older knowledge base, we recommend you use it too!

To turn it on:

1. Go to KB settings > Article editor.
2. Under Content editor, check the box to Automatically prompt to create a redirect link when changing the content's current permalink.
3. Save your changes.

With this turned on, once you edit a permalink in an article or category and Save it, a modal opens to ask if you'd like to add the previous permalink as an old link:



If you select Yes, KnowledgeOwl automatically adds the old link for you.

If you select No, no old links are created.

Redirect old articles to a new permalink

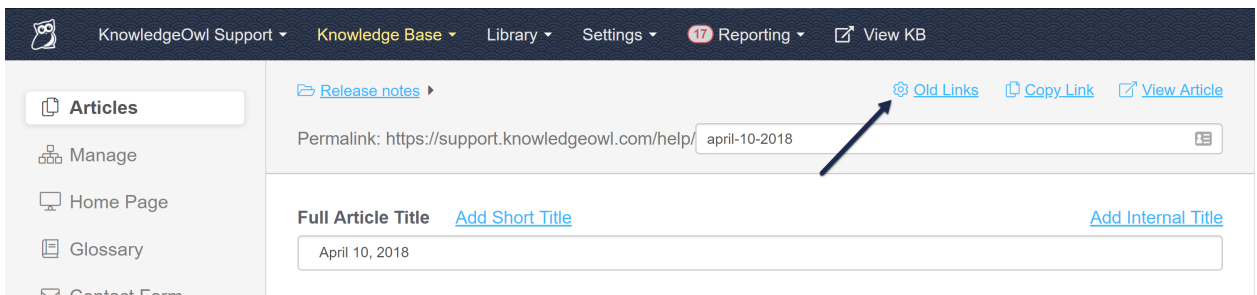
You can use the old links feature to 301 redirect retired permalinks and articles to a new location. You have two options for using old links:

- Enabling a setting so that when you change a permalink and save the article or category, we will prompt you to [automatically add the previous permalink as an old link](#)
- Adding old links manually

Here, we'll show you how to manually add an Old Link.

To manually add old links:

1. Open the article or category in the editor.
2. Click on the Old Links hyperlink at the top of the editor.



3. Specify the old permalinks that should redirect to this new article.

Redirect Links
✕

ⓘ Need to redirect old permalinks to the current one? Enter the old permalinks below to create 301 redirects.

Old Permalinks

✖

✖

+ Add Old Permalink

[Cancel](#)

Update Redirects

4. Click on the **Update Redirects** button to save those redirects.

5. Save your article or category in the editor.

Note: You only need to copy the editable portion of the permalinks (for example, april-10-2018, not <https://support.knowledgeowl.com/help/april-10-2018>). So in this example, old-permalink-1, old-permalink-2, and old-permalink-3 are the previous permalinks I want to redirect to april-10-2018. If you try to add a full permalink, you'll see a warning message:

Redirect Links
✕

ⓘ Need to redirect old permalinks to the current one? Enter the old permalinks below to create 301 redirects.

⚠ Only valid URL slugs are allowed. Any invalid characters will be stripped upon save.

Old Permalinks

✖

+ Add Old Permalink

[Cancel](#)

Update Redirects

For old link redirects referencing a separate article (the first use case below), the old link articles you want to redirect need to be in an unpublished status--either Draft or Deleted.

Use cases

Old links let you redirect permalinks for old/outdated links to a current article. There are two primary use cases for old links:

1. When you've written a new article that "replaces" an existing article.

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 Powered by KnowledgeOwl knowledge base software.

2. When you've updated an article's permalink due to title or content changes.

Let's look at each of these in turn.

Replacing an existing article

Linus, our trusty owl, has written an article called **Giving a hoot about knowledge**, and the permalink was something like:

```
https://support.knowledgeowl.com/help/giving-a-hoot-about-knowledge
```

After that article was published, his marketing team used that permalink in a public blog post on owls and wisdom.

Now, let's suppose that Linus has since written a new and better version of this content called **Docs or it didn't happen**:

```
https://support.knowledgeowl.com/help/docs-or-it-didnt-happen
```

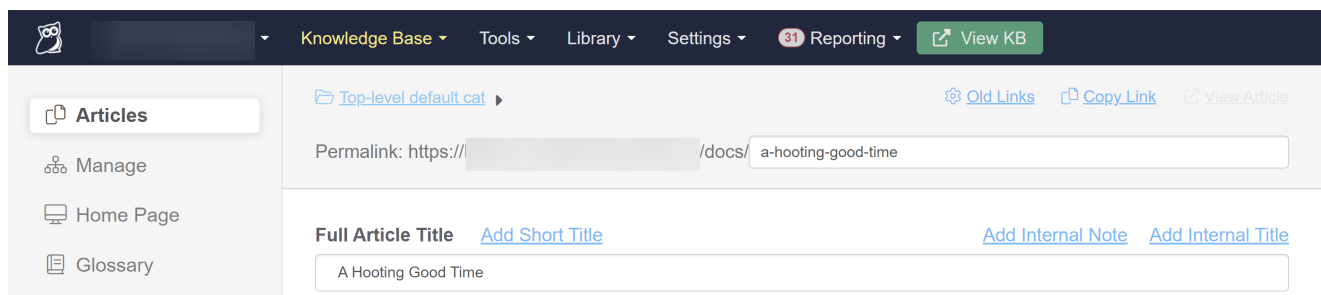
But Linus isn't sure all the places out in the wide world that referenced that giving a hoot article. And what if it was so brilliant that other people *also* referenced it, linked to it, or bookmarked it?

Old links to the rescue! Instead of trying to track down every instance of the original permalink for **Giving a hoot about knowledge**, Linus can set **Giving a hoot about knowledge** to a deleted status and enter the giving-a-hoot url as an old link for **Docs or it didn't happen**. When people try to go to the giving-a-hoot URL, we'll auto-redirect them to docs-or-it-didnt-happen instead.

Updated permalink

In other cases, maybe Linus didn't write an entirely new article but, instead, he changed the title on an existing article and wants to change the permalink, too. Let's say Linus has an article whose permalink has always been this:

```
https://support.knowledgeowl.com/help/a-hooting-good-time
```



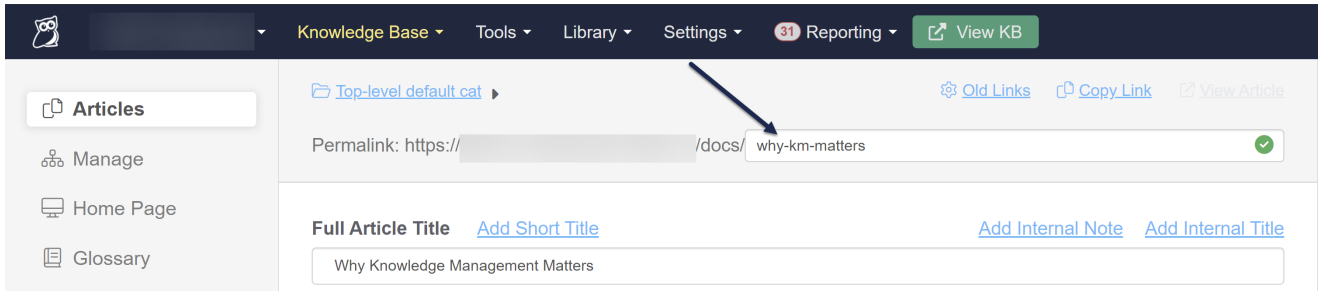
The screenshot shows the KnowledgeOwl interface. At the top, there is a navigation bar with a logo, a dropdown menu for 'Knowledge Base', and other options like 'Tools', 'Library', 'Settings', 'Reporting' (with a '31' badge), and 'View KB'. Below the navigation bar, there is a sidebar on the left with 'Articles' selected, and options for 'Manage', 'Home Page', and 'Glossary'. The main content area shows a breadcrumb trail 'Top-level default cat' and a 'Permalink' field containing 'https://[redacted]/docs/a-hooting-good-time'. Below the permalink field, there are fields for 'Full Article Title' (containing 'A Hooting Good Time') and 'Add Short Title'. There are also links for 'Add Internal Note' and 'Add Internal Title'. At the top right of the main content area, there are links for 'Old Links', 'Copy Link', and 'View Article'.

But that permalink was generated from the article's old title [A Hooting Good Time]. When Linus updated this article to a new version, he renamed it to "Why Knowledge Management Matters." He wants to update the permalink to:

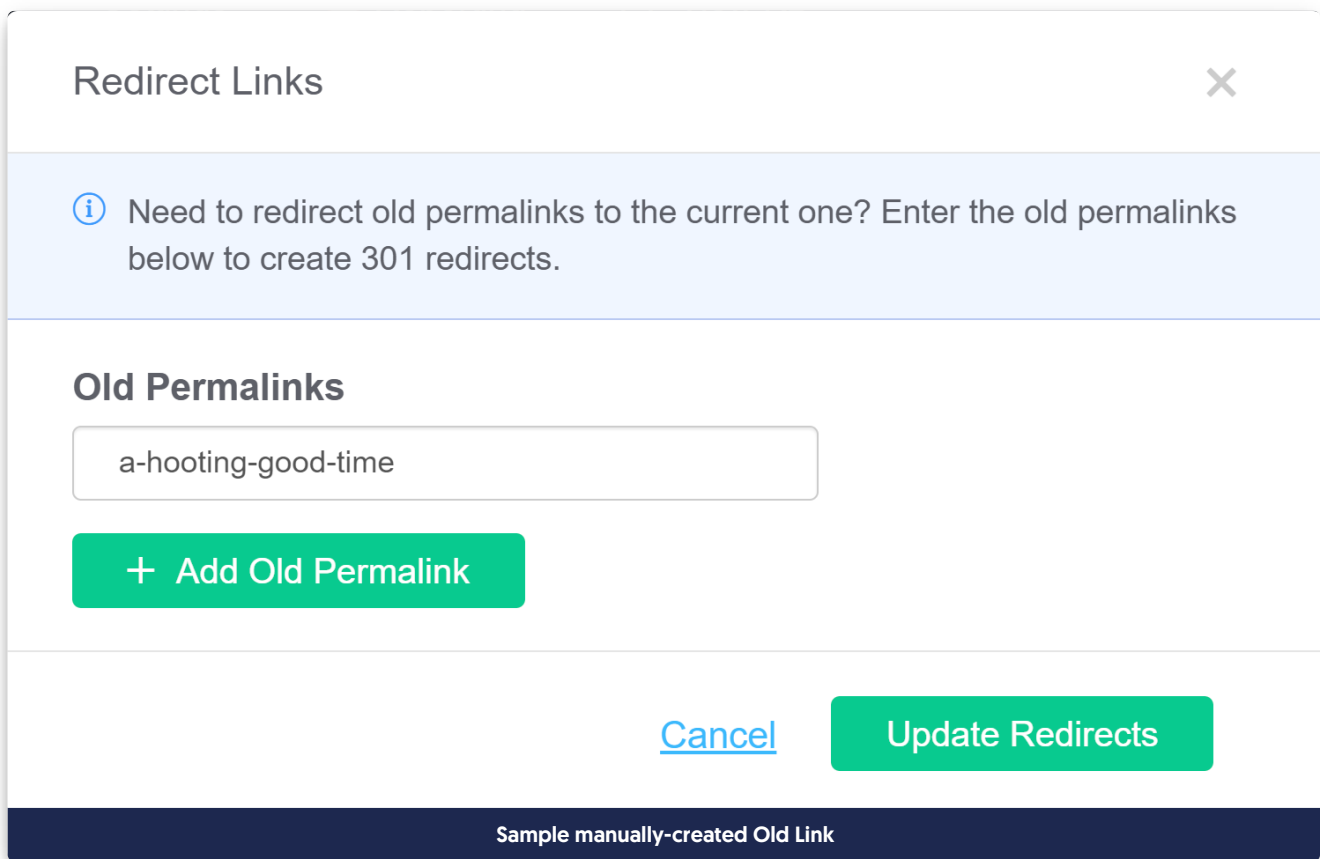
```
https://support.knowledgeowl.com/help/why-km-matters
```

But he also want any links or bookmarks to a-hooting-good-time to still work.

First, Linus can edit the current permalink to why-km-matters.



Then, he adds an old link to a-hooting-good-time so that the old URL will automatically redirect to why-km-matters:



Once Linus clicks **Save Redirects** and re-saves the article, anyone visiting

`https://support.knowledgeowl.com/help/a-hooting-good-time`

will be redirected to

`https://support.knowledgeowl.com/help/why-km-matters`

In a nutshell, old links are here to make it easier for you to keep older/public article permalinks but have them point

to the most recent relevant content.



Note: this is exactly the workflow that the automatic permalink option in **Settings > Basic** handles for you!

Search phrases

Search phrases can help your readers discover your content.

When to use search phrases

Search phrases are useful in the following situations:

- You've configured your knowledge base search to weight search phrases to rank higher than other fields. This allows you to artificially boost an article up the search results list. Refer to [Search weights](#) for more information on configuring search weights. For example:
You have three articles about taming owls: "Introduction to owl taming", "Best owl breeds for taming", and "Dangers of owl taming". The default search places "Dangers of owl taming" at the top of the results when readers search for "owl taming". You want your readers to start with the introduction (and not be scared off!) You can configure your search settings to favor search phrases, then add the phrase "owl taming" in the **Search Phrases** field in the "Introduction to owl taming" article.
- You want readers to find the article when they search for a phrase or term that doesn't occur in the content itself. However, you should consider using the [Synonyms](#) feature for this use case.



You don't need to use search phrases if you are happy with the order of search results, and the phrase is present in the title, permalink, body, or meta description fields.

Adding individual search phrases

1. Open the article for editing.
2. Type the term or phrase you want to use in the **Search Phrases** field.
3. Press **Enter** or **Tab** to add the phrase. You can now type another phrase, or save the article.

Tags

Search Phrases

Title Tag

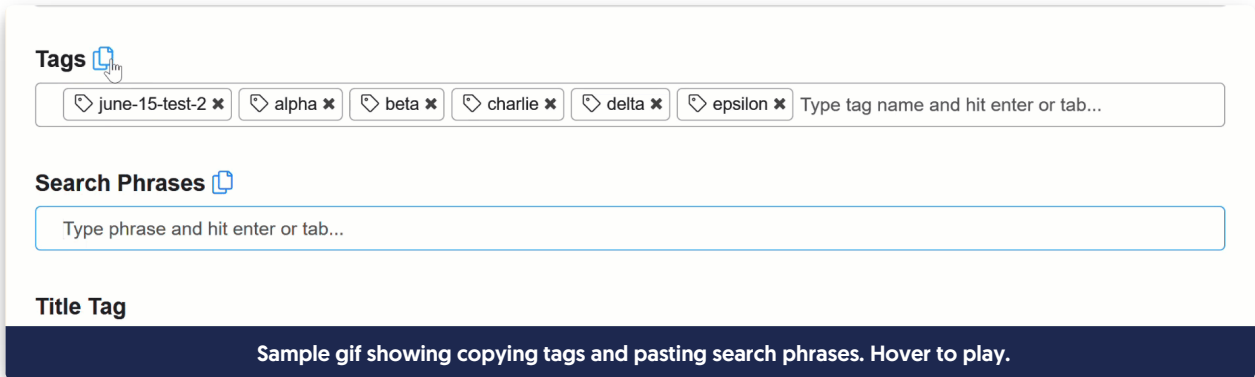
Defaults to "Article Title | KB Name", the title tag is an accurate and concise description of the article that is important for SEO and social sharing.

Recommended length is between 50-70 characters as longer titles may be truncated.

Adding multiple search phrases at once

You will need to have your search phrases in a comma-separated list, formatted like: phrase1,phrase 2,phrase3,phrase four.

1. Open the article for editing.
2. Paste your comma-separated list of searches in the **Search Phrases** field.
3. Press `Enter` or `Tab` to add the phrases. You can now type additional phrases, or save the article. Here, we're copying the tags field and pasting it into the search phrases field (this is not a best practice, but it does allow you to see the functionality!):



Title tags

A **title tag** is an HTML element that specifies the title of a webpage. They're one of the most powerful tools for Search Engine Optimization (SEO) for publicly available knowledge bases.

This is not the title of the article or category displayed at the top of the page--for that, we use the article or category's **Full Article Title**. The title tag isn't actually displayed on the page—instead, this HTML element is tucked into the "head" of the page, like this:

Title tags are found in the `<head>` of a webpage, in the `<title>` element.

If you don't enter an explicit Title Tag for an article or category, KnowledgeOwl automatically generates one, formatted as: **Article Title | Knowledge Base Name**

The title tag should be an accurate and concise description of a page's content, but it gets used in a few additional ways:

- Browsers display the title tag as the browser tab title/label when someone views the page.
- Search engines either use the full title tag or a truncated version of it to display in the Search Engine Results Page (SERP).
- Most social media platforms display either the full title tag or a truncated version of it when the page is shared.

This is a very small field that has a LOT of reach, and we strongly encourage you to use it for Search Engine Optimization (SEO) in publicly available knowledge bases!

Add or edit a title tag

To add or edit a custom title tag to your article or category:

1. Open the article or category for editing.
2. Enter or update the **Title Tag**, located below the article body editor pane:
3. Be sure to **Save** your changes.

Tips for writing a good title tag

Here are a few tips to get the most out of your title tags:

1. Get into the habit of manually adding a title tag to your articles, so you become aware of it as a field you need to use.
2. Consistently use either **Sentence case** or **Title Case** for your title tag. This should match your style guide settings.
3. Write the title for a human, not for the search engine bots or crawlers. Your title tag should be descriptive and accurate and help readers know if they actually want to view the page.
4. Write a unique title tag for each article and category in your knowledge base.
5. Don't repeat the same keyword multiple times in a title tag.
6. When all else fails, match your article title. (Google and other search engines will sometimes rewrite your title tag; for some reason, having the title match the first Heading 1 on the page seems to decrease their tendency to do so.)
7. As you edit or update articles, especially when you update the actual title or substantively update the content, review your title tag.
8. Focus on keeping your title tags at 60 characters or less. Our editor allows you to add up to 100 characters, but pretty much every tool will truncate it down to around 55-60, so it's good to get into the habit of shortening it.



Let us help you be succinct

If you'd like to encourage yourself to write concise article titles, head to **KB settings > Domain**. Under **SEO settings**, check the box to **Ensure that page titles do not exceed 55 characters and Save**. 😊

9. To preview how your title tag will appear when it's used by a search engine, [moz.com](#) has a [Title Tag Preview tool](#) that's fairly useful.

Learn more

Here are two additional resources to help you dig into title tags more:

- [moz.com's Title Tag](#)
- [ahrefs.com's How to Craft the Perfect Title Tag \(Our 4-Step Process\)](#)

And if you're working on SEO optimization, check out Kate's blog post [Knowledge base SEO tips for those of us who hate SEO](#).

Meta descriptions

A [meta description](#) is an HTML element that briefly summarizes the content of a web page. Like the [title tag](#), it's not actually displayed while you view the page—instead, this HTML element is tucked into the "head" of the page, like this:

```
Meta descriptions are found in the <head> of a webpage, in the <meta name="description"> element.
```

Social media platforms use the meta description as the text preview for your article or category, so like the title tag, it's a field that has a lot of reach. If you don't have a meta description, social media platforms generally just grab the first 150-ish characters they find.

Search engines will *often* use the meta description, but not always—sometimes they'll display a relevant fragment from the page based on the end-user's search query, instead.

KnowledgeOwl may use or display the meta description in a few places, too:

- **Search results order:** The meta description is one of the [Search fields](#) we automatically index, and you can adjust the [Search field weights](#) to increase or decrease how important it is. If you've
- **Search results:** Depending on how you've configured [KB settings > Search and synonyms > Search page display > Meta description article blurbs](#), meta descriptions may be used as the [article blurb in your knowledge base's search results](#).
- **Category landing pages:** Some category types and layouts will display an article's meta description on the page. This is especially true for [blog style categories](#) and a couple of the [default categories](#) display types. Blog style categories always display an article blurb for their articles, as in our [Release notes](#) category. If no meta description exists, these category landing pages will generally display the first sentence or two from the article itself, which may not be the most accurate summary.

The good news is that all of these use cases will benefit from you writing intentional, well-crafted meta descriptions. Following SEO best practices can also improve your readers' experience of your knowledge base in general.

KnowledgeOwl doesn't do anything to auto-populate the meta description field, so unless you've been aware of it and using it, you're missing a key SEO/social sharing opportunity.

Add or edit a meta description

To add or edit a custom meta description to your article or category:

1. Open the article or category for editing.
2. Enter or update the **Meta Description**, located below the article body editor pane:
 -
3. Be sure to **Save** your changes.

Tips for writing good meta descriptions

Here are some general tips on getting the most out of your meta descriptions:

1. Meta descriptions should build on the **title tag**, expanding on it in more detail.
2. Treat meta descriptions as both informative and as advertising copy: describe what's in the article or category **AND** encourage people to open it. Think about why someone might be looking for this article and try to address that **why**.
3. Aim for something between 50 and 150 characters.
 - Most search engines truncate meta descriptions around the 150-160 character mark. You want them to be long enough to provide a good description but not so long that the important details get truncated out.
4. Write a unique meta description for each article and category in your knowledge base.
5. Avoid standard/double quotation marks ["..."] in meta descriptions. Google and other search engines will often truncate the description where these exist.
6. Use an active voice.
7. Not sure where to begin? If you're using Google Search Console or any other SEO/search tracking tool, find the articles and categories that are generating the most clicks or organic traffic for you and focus on improving those meta descriptions first.

Learn more

Here are two resources to help you dig further into meta descriptions:

- [moz.com's Meta Description](#)
- [ahrefs.com's How to Write the Perfect Meta Description](#)

And if you're working on SEO optimization, check out Kate's blog post [Knowledge base SEO tips for those of us who hate SEO](#).