What is a knowledge base?

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While we see customers use knowledge bases for a variety of purposes, a knowledge base at its core is basically an online, self-serve collection of information. You can think of this like a library or repository, and it usually contains information about your company, product, policies, procedures, services, departments, or so on.

Knowledge bases can be:
- **Internal**: referenced only by your employees or contractors
- **External**: referenced by your customers, clients, or students
- **Combination of internal + external**: referenced by both your employees and your customers

We like to think of knowledge bases as serving a few purposes:
- **Capturing/sharing knowledge from subject matter experts to everyone else**
- **Making that knowledge available in some kind of structure and searchable**
- **Collecting knowledge that might otherwise be stored in a bunch of different places**

Beyond that, they're quite flexible. You can use knowledge bases for a variety of things, including:
- **Internal policies or procedures**
- **Internal product or service support information**
- **Customer-facing software, product, or service documentation**
- **Educational materials like lesson plans, job briefs, exercises, activities**
- **Personal or company blogs**
- **Marketing materials**
- **Presentation templates**
- **And more!**

> **Knowledge base vs. knowledgebase**
> We always use the two-word form of knowledge base, rather than knowledgebase. Read Chief Executive Owl Marybeth Alexander's explanation of this choice on our blog: **Is it "knowledge base" or "knowledgebase"?**