



What is a knowledge base?

Last Modified on 02/27/2024 5:48 pm EST

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!



We always use the two-word form of knowledge base, rather than knowledgebase. You can read Chief Executive Owl Marybeth Alexander's explanation of this choice on our blog: [Is it "knowledge base" or "knowledgebase"?](#)