# Tags

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A tag is a word or short phrase that can be used to filter to find the article. An article may have as many tags as you like.

> You do not need to add tags to optimize your content for search! Tags are not factored into search result relevancy scores.

The easiest way to think about tags is to consider them like filters for your content. These filters can be used:

- By your **readers** using a **tag search** (which begins with ":" followed by the tag name)
- As **custom filters** in **Manage**: if you're using tags for these kinds of internal filters only, you can mark tags as "**hidden**" so they won't show up to readers

For more information on working tags, refer to **Tags**.