



# Tags feature overview

Last Modified on 04/29/2026 1:04 pm EDT

A tag is a word or short phrase that describes your article. The easiest way to think about tags is to consider them like filters you can use to create curated lists of articles.

Add as many tags to your articles as you like, whether for your internal authoring or auditing purposes or as secondary organization or navigation for your readers. Below, we'll walk through some of the common ways you can use tags for authors and for readers.

## Tags for authors

The most common use of tags is as filters and internal data for authors.

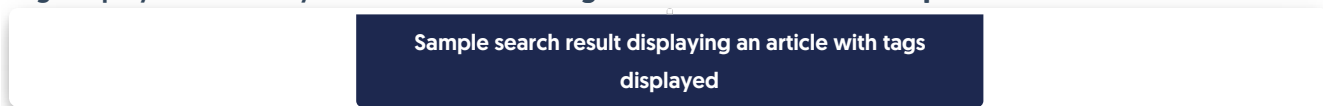
When you use tags this way, you typically:

- **Create tags for the concepts or ideas that matter most to you.**  
For example, you may create tags to identify different teams or coworkers who are referenced in your article; create tags for when articles need updated text, screenshots, or Subject Matter Expert (SME) review; or create tags referencing specific policies, procedures, features in your app, etc.
- **Create custom filters in Manage using tags as part of the filter.**  
These filters can be stored or created on the fly to generate lists of articles with or without specific tags. They make excellent punchdown lists or ways to begin audits which you can either work through directly from Manage or export to CSV and work with that way. Refer to [Create a custom Manage filter](#) for more information on creating filters this way.
- **Hide sensitive tags from readers.**  
If any tags contain information you don't want your readers to see, mark them as hidden so they don't show up to readers. Refer to [Hide tags from Search Results](#) for more information.

## Tags for readers

You can also create tags to be used as filters or secondary navigation for your readers. This can be a great way to pull together resources that might appear in different categories. For example, maybe your knowledge base documents your software, and you want a way to pull together all of your AI-related or enterprise features. Create a tag for each of these lists, add it to articles, and then readers can quickly open a curated list of all those resources, wherever they might exist in your knowledge base!

Tags display automatically in search results in a **Tags** section between the **Last Updated** and the article blurb:



Sample search result displaying an article with tags displayed

If a reader selects one of those tags, the results update to show all articles with the given tag (what we call a tag search). You can also create [URL redirect articles](#) using these tag search links to provide collections of resources that span across categories, which can be especially helpful for some of your support staff. Refer to [Tag search overview](#) for more information on using tag searches. If you'd like to see how tag search works, select this link to view a list of all articles with our "sso" tag: <https://support.knowledgeowl.com/help/search?phrase=:sso>

If you'd like to surface your tags in your articles, consider adding the `article-tags` template merge code to **Customize > Style (HTML & CSS) > Custom HTML > Article**. This will display a list of all tags on the article wherever you add the merge code, just like the tags list in the search results. [Contact us](#) if you'd like help making this change!

## Get started with tags

To start using tags:

1. Follow the instructions in [Set up tags](#) to learn how to create, edit, delete, and merge tags.
  2. Start adding or removing tags to your articles by following the instructions in [Use tags in content](#).
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