Import from Notion

Last modified on 09/25/2026 9:42 am EDT

If you or one of your teams has already been using Notion, you can import that content directly into your KnowledgeOwl knowledge base. KnowledgeOwl offers two ways to import from Notion: a **Database import** for structured Notion databases, or a **Page import** to search your Notion workspace and select specific pages.

Before you begin

Both import types require a Notion integration key. To create one and retrieve your key, refer to Notion's Add & manage connections (Notion) article to connect via installation access token.

If you're using the **Database import**, you'll also need your **Database ID**. To find it, open your database in Notion and look at the URL. The Database ID is the 32-character string between the `/` and the `?` in the URL. For example, let's say our URL looks like this:

```
https://www.notion.so/myworkspace/My-Database-1234567890abcdef1234567890abcdef?v=...
```

Our Database ID would be: `1234567890abcdef1234567890abcdef`.

Have your integration key (and Database ID, if applicable) ready before you begin.

Import your content

1. In KnowledgeOwl, go to **Tools > Imports**. The **Import content** page opens.
2. Under **Third-party imports**, select **Notion**. The **Import Notion content** page opens.
3. Select the import type you want to use:
    - **Database import**: Import all pages from a Notion database. You'll map database columns to article fields. Follow the Database import instructions below.
    - **Page import**: Search your Notion workspace and select specific pages to import. Follow the Page import instructions below.

Follow the steps below for your chosen import type.

Database import

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.

To import your Notion content through a database import and import all pages:

1. Select **Database import** and then follow the on-screen steps.
2. In **Step 1 of 2: Connect your Notion database**:
    a. Enter your **Notion integration key**.
    b. Enter your **Database ID**.
    c. Select **Load database columns**. The page updates to Step 2.
3. In **Step 2 of 2: Map columns and configure import**, map your Notion database columns to KnowledgeOwl article fields:
    a. **Article title** is required. Select the Notion column that contains your article titles.
    b. **Article permalink**, **Category**, and **Reader group** are optional. Map these to Notion columns if applicable, or leave them as **Not mapped**.
4. Configure your import settings. If you don't make any changes, your Notion content will be imported using these defaults:
    a. Content hierarchy begins at the top level.
        i. To import content into a specific category instead, select **Existing category** under **Import destination** and start entering the category name. The field will autosuggest. Select the category you want to import all content into.
    b. All articles set to **Published** status.
        i. To import with a different status, select it from the **Article status** dropdown.
5. To assign reader groups to all imported articles, select them from **Reader groups** (optional).
6. If you'd like to add a tag to identify all articles created from this import, enter a tag name in **Tag all imported articles** (optional).
    a. We strongly recommend this if you're importing content alongside manually-created content, so you can easily filter to these articles in **Manage**!
7. Select **Import database** to begin the import.

Once the import completes, your content will be available in your knowledge base.

If you're testing the import in a new knowledge base and want to make changes and try to re-import, delete this knowledge base and create a new knowledge base to re-test the import. Refer to Testing imports for more details.

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.

Page import

To import select pages from your Notion content:

1. Select **Page import** and then follow the on-screen steps.
2. In **Step 1 of 2: Search and select pages**:
    a. Enter your **Notion integration key**.
    b. Enter a search term in the **Search term** field and select **Search**. Pages matching your search appear below.
    c. Check the box next to any page you want to import.
        i. Once you select a page, KnowledgeOwl searches for subpages automatically.
        ii. If subpages are found, they appear below the parent page with individual checkboxes. Select **Select all** to include all subpages or check only the ones you want.
    d. Once you've selected all your pages, select **Configure import** to advance to Step 2.
3. In **Step 2 of 2: Configure import settings**, configure your settings. If you don't make any changes, your Notion content will be imported using these defaults:
    a. Content hierarchy begins at the top level.
        i. To import content into a specific category instead, select **Existing category** under **Import destination** and start entering the category name. The field will autosuggest. Select the category you want to import all content into.
    b. All articles set to **Published** status.
        i. To import with a different status, select it from the **Article status** dropdown.
4. To assign reader groups to all imported articles, select them from **Reader groups** (optional).
5. To add a prefix to all article permalinks, enter it in **Permalink prefix** (optional). By default, page titles are used as permalinks. A prefix adds a consistent string to the beginning of each one. A preview of the permalink format displays as you type.
6. If you'd like to add a tag to identify all articles created from this import, enter a tag name in **Tag all imported articles** (optional).
    a. We strongly recommend this if you're importing content alongside manually-created content, so you can easily filter to these articles in **Manage**!
7. Select **Import pages** to begin the import.

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.

Once the import completes, your content will be available in your knowledge base.

If you're testing the import in a new knowledge base and want to make changes and try to re-import, delete this knowledge base and create a new knowledge base to re-test the import. Refer to Testing imports for more details.

How the Notion import works

Notion and KnowledgeOwl have different content structures, so the importer can't handle all of Notion's configurations exactly.

Imported content

Here's the content we import and how we import it:

- **Categories:** When using the database import, import categories using a database column.
- **Pages:** Page content is imported, including images. We try to convert Notion formatting to KnowledgeOwl equivalents.
- **Reader groups:** When using the database import, import a single reader group restriction using a database column.
- **Permalinks:** When using the database import, import a permalink from a database column. When using the page import, permalinks are imported from article titles, though you can add a prefix to all automatically generated permalinks during the import if you want.

Import limitations

We're adding more coverage to this importer based on customer requests, so if you've tried the importer and you're missing something, contact us so we can explore if we can add the options you need!

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.