Writing for AI best practices

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The robots are here.

You have knowledge base pages written for humans.

You want or need to make sure that AI can also use those pages, whether it's AI browser agents searching your publicly available knowledge base or KnowledgeOwl's own AI chatbot trying to serve up answers to reader questions.

The world of AI writing best practices is constantly evolving. Here are some of the tips and resources we've found most helpful, starting with the most general and moving to the most specific:

- Use files that tell AI what to do
- Understand common AI access methods
- Confirm your default language
- Set a strong homepage title
- Write clear, specific article titles
- Write good article and category summaries
- Use descriptive, hierarchical headings
- Add introductions or topic sentences
- Add alt text to images
- Add captions to images
- Use tables only when appropriate
- Use numbered and bulleted lists
- Write descriptive link text
- Link to same-page anchors
- Avoid ambiguity in language

For a more detailed walkthrough of this content, check out our Optimize content for AI: Writing for both humans and robots Owlcademy recording and materials.

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