Reporting 101

06/13/2025 8:34 am EDT

Join this workshop to better understand KnowledgeOwl's reporting and feedback functionality. Participants will also get an early look at our new Owl Analytics tool!

> ✅ **Ready to fly?**
> Sign up here: https://knowledgeowl.onfastspring.com/owlcademy

> ℹ️ **Interested, but unable to make these dates?**
> If you'd like to be notified when we're offering this workshop again, please join our waitlist using this form.

Exclusive bonus for Reporting 101 participants

Get early access to **Owl Analytics!** 🦉

This powerful new tool will give you even more detailed insights into your knowledge base (think visitor logs, unique page views, and search data).

Please note: Owl Analytics is still in the works. Class participants get this exclusive sneak peek, but things may change—and it might come with an additional cost when it officially launches.

Goal

Participants will gain an understanding of KnowledgeOwl's reporting and feedback features, as well as clarity on which metrics matter for their organization and what to do with them.

Who is this for?

- Anyone interested in or responsible for reporting on their knowledge base
- Anyone interested in using reporting and data to improve their knowledge base

Topics

This workshop will explore KnowledgeOwl's reporting and feedback capabilities, including:

- Reporting overview
- Ratings
- Comments
- Contact form
- Broken link checker
- Third party reporting/feedback integrations

Meet your owl instructors

Marybeth Alexander is KnowledgeOwl's **Founder & Chief Executive Owl**. She's helped people create and manage their knowledge base websites for over a decade.

Kate Mueller is KnowledgeOwl's **Documentation Goddess & Resident Cheesemonger** and host of The Not-Boring Tech Writer podcast. She's a seasoned technical writer who's written and maintained documentation for companies in broadcasting, financial services, IT, and software for 15+ years.

Together, they bring decades of experience solving knowledge management challenges with KnowledgeOwl's signature helpfulness.