Optimize your knowledge base search: Keywords, semantic, and tags oh my!

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Depending on the statistics you cherrypick, anywhere from 50-100% of your readers will use search to find content in your knowledge base rather than navigating through your content hierarchy.

Since search has become a dominant navigation path, you want to make sure that you're getting the most out of KnowledgeOwl's search. After all, if readers can't find your content, they think it doesn't exist.

Spoiler: you don't need to do a whole lot to keep your search results humming along well because we've designed search to work so well out of the box.

But we also recently added a new type of search called Semantic search, which we're turning on for all knowledge bases. We want you to understand what it is, why you want to use it, and how it complements the other search types.

You'll leave this session with a deeper understanding of how our search works and the various settings and levers you can pull to tweak your search behavior to wring every last ounce of functionality out of it.

Resources

Here are links to download resources we shared during the webinar:

- The slide deck (in PDF format)
- The 3-page summary handout we shared: This PDF outlines key points from the slide deck and includes links to all Support Knowledge Base resources in the slides. It's the easiest one-stop-shop for what we covered.

What we covered

The three main types of search in KnowledgeOwl (semantic, keyword, and tag) and how to tune and optimize search, including:

- How little configuration or content tweaks are actually needed for most search results
- Which fields are automatically indexed for search
- The strengths, weaknesses, and differences between each search type
- Search results page settings and how they impact what your readers see
- The settings you can use to dial in search ranking and other search results behavior
- Search reindexes and when you might need to run one

Who should watch

This session is for you if:

- You're a KnowledgeOwl author or admin.
- You want to understand how KnowledgeOwl search works and how you can get the most out of search functionality.

- You want to set content standards, guidelines, or review processes to guarantee good search performance.
- You've never given much thought to your search settings or haven’t looked at them since you first set your knowledge base up.
- You want to learn more about our new semantic search offering.