

Audiences & logins: Authentication options for public, private, and mixed access knowledge bases

10/27/2026 3:41 pm EDT

Every knowledge base has an audience and an authentication method, even if that audience is "everyone on the internet" and the authentication method is "none."

But many knowledge bases start out with a single use case and audience and then, as time goes by, need to adapt to handle new audiences and use cases.

For example, you may start with a completely public support knowledge base and then want to add some internal-only pages for your support team. Or you may start with an internal knowledge base covering policies and procedures but then you want to make a few pages available to the public for common support questions.

This usually leads you down the path of wondering what your knowledge base authentication options are and how to combine them to meet the needs of all the audiences you want to work with.

In this session, we covered several popular authentication strategies and the feature sets you'll need to achieve them.

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

Three common knowledge base authentication patterns (public, private, and mixed) and the considerations and settings to focus on in each setup, including:

- Using a public knowledge base open to the public and which settings to explore to maximize your SEO/GEO
- Having all employees on a shared VPN access a knowledge base without entering passwords
- Using a single shared password for an entire knowledge base (most common for testing setups or when you're providing one knowledge base to each client)
- Setting up a private knowledge base and creating and managing individual reader accounts within KnowledgeOwl
- Setting up a private knowledge base using Single Sign-On
- Setting up a knowledge base with some public content and some content requiring login (what we call a "mixed" authentication strategy)

Who should watch

This session is for you if:

- You're a KnowledgeOwl author or admin.

- You want to understand what the authentication options within KnowledgeOwl are and when to use them.
 - You already feel like you need to change your authentication strategy (or suspect you may need to in the future).
 - You're fielding questions from your leadership about whether KnowledgeOwl supports xx people accessing the knowledge base in yy way.
-