Optimize content for AI: Writing for both humans and robots

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All knowledge base authors are contending with a somewhat new audience: AI. We know it can be a minefield trying to figure out what you should do. Whether you're using our AI chatbot or you know your readers are using AI to access your knowledge base, this session will cover best practices to keep your content more accessible by AI tools.

In this session, we covered several tried and true best practices that will help your content remain accessible and useable by AI without compromising on the human reader experience.

Resources

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

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

What we covered

Several content best practices for writing for AI, including:

- Using a custom llms.txt to provide AI tools more guidance about your knowledge base
- Using a custom robots.txt file to allow or disallow certain AI tools or training models from accessing your knowledge base
- General content best practices for AI: what we follow and what we don't (and why)
- Content best practices for improving your AI chatbot's performance
- How Kate has changed some of our style guide standards in the age of AI

Who should watch

This session is for you if:

- You're a KnowledgeOwl author or admin.
- You want to make sure your content is written in ways that the robots like (or at least don't hate enough to aggressively hallucinate bad answers from).
- You're using our AI chatbot and you want to make sure it performs well over time.
- You're lacking confidence that you're doing the right things to keep your knowledge base relevant in the age of AI.