

Internal Knowledge Base Starter Structure

Categories, article types, status tags, a one-page article template and a review checklist

1. Top-Level Categories

HelpCenter.io recommends 8 to 12 top-level categories, organized by function. Start with these eight and add or merge to fit your company.

CATEGORY	EXAMPLE ARTICLE TITLES
Engineering	On-call runbook: payment-service alerts Deploy checklist: Tuesday window Local dev setup for new joiners
Support	Macro: how to handle a refund request Escalation matrix: when to ping the on-call engineer
HR	PTO policy and how to request leave Onboarding week 1: what to expect
Sales	Pricing rules: when can you discount, and by how much Reference customers by vertical
Marketing	Brand voice and tone guide Logo lockups and approved usage
Operations	<i>Add titles for your team</i>
Security	<i>Add titles for your team</i>
Company	<i>Add titles for your team</i>

2. Article Types

Give every article one type, so readers know what shape of content to expect.

3. Status Tags

Tag every article with one status.

LIVING

STABLE

ARCHIVED

4. One-Page Article Template

Fill in every field. The example column shows one completed Engineering runbook.

FIELD	WHAT GOES HERE	EXAMPLE
Title	A plain-language title that matches how people search	How to roll back a production deploy
Category	One top-level category from part 1	Engineering
Article type	One type from part 2	Runbook
Status	One tag from part 3	Living
Owner	One named person or role, not a whole team	Platform team lead
Last reviewed	Date of the last review	September 15, 2026
Next review	Last reviewed date plus 90 or 180 days	December 14, 2026 (90-day cadence)
Summary	A short summary at the top: the purpose of the article	Use this when a release breaks checkout or login and a hotfix will take longer than 15 minutes.
When to use it	The situation that should send a reader here	A deploy in the last 24 hours caused an error spike or a failed health check.
Steps	The process as numbered steps	1. Announce the rollback in the incident channel. 2. Open the deploy pipeline and find the last green

FIELD	WHAT GOES HERE	EXAMPLE
		release. 3. Redeploy that release to production. 4. Confirm the health check and error rate are back to normal. 5. Log the rollback and its cause in the incident record.
Related links	Articles a reader needs next	On-call runbook, Deploy checklist, Incident record template

5. Review Checklist

EVERY ARTICLE

- ☐ The article names one owner
- ☐ A review cadence of 90 or 180 days is set, and the next review date is filled in
- ☐ The "last reviewed" date is current
- ☐ Stale articles are rewritten or archived

EVERY TWO WEEKS (30-MINUTE TEAM REVIEW)

- ☐ Check the % of articles past their review date
- ☐ Check the % of searches that return zero results, and write articles to fill those gaps
- ☐ Check the % of articles viewed in the last 30 days
- ☐ Archive articles no one reads
- ☐ Rewrite articles that get searched but do not answer the question

MAKE IT SEARCHABLE

Tag synonyms, misspellings and acronyms, then test search using a new hire's phrasing.