

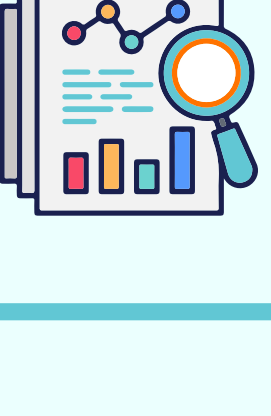


## Why Does Article Quality Matter?

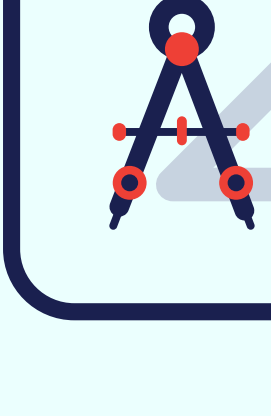
A well-structured knowledge base is only as good as the quality of its content. Inconsistent, unclear, or outdated articles can lead to **frustrated agents**, **unresolved queries**, and **dissatisfied customers**.

## Introducing the Content Standard Checklist


The **Content Standard Checklist** serves as a benchmark to evaluate **clarity, accuracy, completeness, and consistency** across all knowledge articles. By maintaining uniform standards, organizations can ensure:



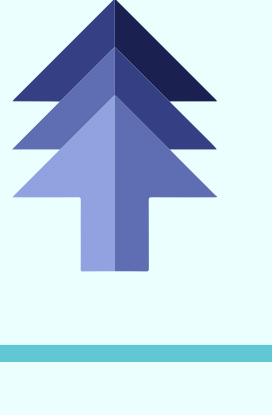
**Findability** – Articles are well-tagged, structured, and easy to locate.



**Accuracy** – Content is fact checked and free of outdated information.



**Clarity** – Information is presented in a concise, jargon-free manner.



**Consistency** – Standardized formats make it easy to follow and reuse.

## How Does It Work?

The checklist helps knowledge workers, authors, and managers assess the effectiveness of knowledge articles, identify gaps, and make necessary improvements—ultimately creating a high-performing, self-sustaining knowledge base.

## The Result?

Better content quality = More efficient agents, reduced resolution times, and improved customer satisfaction.

## Essential Elements of the Content Standard Checklist

The Content Standard Checklist ensures knowledge articles are accurate, clear, and useful. While it includes multiple checks, six key elements play a crucial role:

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### Uniqueness

Ensures the content isn't a duplicate and adds value to the knowledge base.
- ### Completeness

Covers the problem, cause, and resolution in detail.



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### Clarity

Ensures statements are well-structured and easy to understand.
- ### Accurate Title

Clearly defines the issue for better searchability.



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### Valid Links

Checks if hyperlinks are relevant, improving findability and internal linking.
- ### Metadata

Ensures audience, article type, and state are correctly tagged for better search performance.



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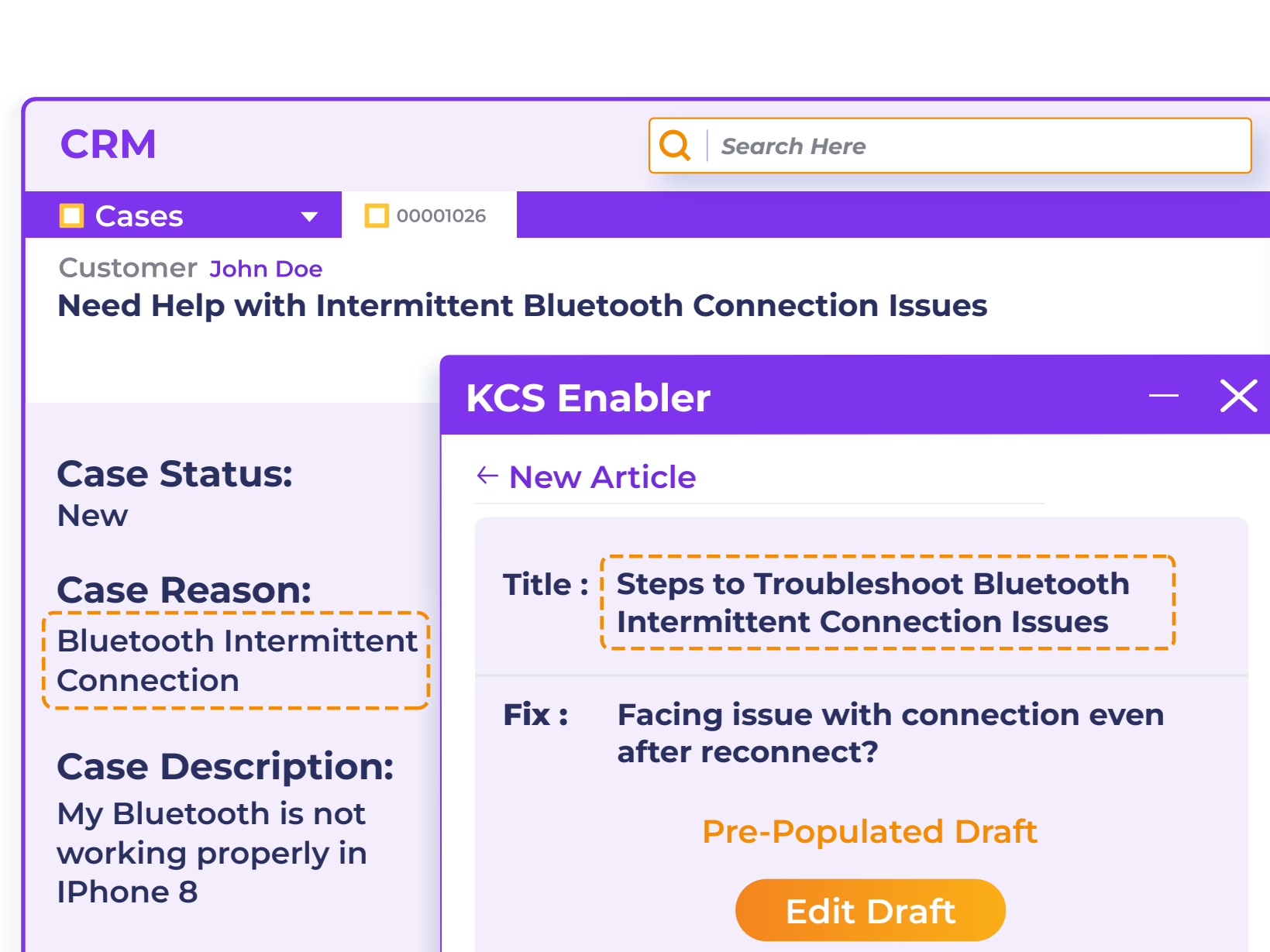
## The Challenge?

Manually evaluating hundreds of articles is tedious and prone to inconsistencies.

## The Solution?

**SearchUnify Knowbler** – an ML-powered tool that automates content evaluation, improves accuracy, and enhances knowledge discoverability.

## How Knowbler Automates & Enhances Content Quality?



## AI-Powered Knowledge Optimization

Knowbler automates knowledge creation, linkage, and content evaluation, ensuring top-tier article quality with advanced ML algorithms.

## Smart Content Health Checker

Uses Jaccard & Cosine Similarity with word embeddings (SBERT) to analyze and improve content quality.

## Key Parameters Evaluated

**Uniqueness:**

- ✓ Breaks content into tokens & embeddings to measure originality.
- ✓ Generates a hierarchical tree structure for accurate scoring.

**Formula:**  
Unique Score = 1 - Similarity Score

**Title Relevancy**

- ✓ Evaluates syntactic (structure) & semantic (meaning) accuracy using ML.

**Formula:**  
(Semantic Score + Syntactic Score) / 2

**Link Validity**

- ✓ Checks hyperlinks & scores based on validity.
- ✓ Scoring:  
All valid = 100  
1 invalid = 60  
2 invalid = 20  
More than 2 = 0

**Metadata Optimization**

- ✓ Ensures tags & keywords match article content.

**Formula:**  
(Present Values / Total Values) \* 100

## Why It Matters?

With Knowbler, support teams eliminate manual errors, boost findability, and ensure high-quality, reusable knowledge articles.