Labeling Guide

All of the articles in our knowledge base must have labels. Labels, or metadata, are word-based tags attached to a page that characterize the page contents. Labels in Confluence are used to pull related articles in the content by label macro and are also used to pull articles during a user's search. Therefore, it is important that we pay careful attention to the labeling of our articles in our KB and that we follow the guidelines below.

Picking Good Labels

When choosing labels, we will follow two specific guidelines. For this example, we will use the article “Changing Your NetID Password.”

1. Choose labels that characterize the article's content or topic; this will help with the pulling of articles for the “related articles” section.
   a. Typically, choosing the descriptive key words from the title of the article is the best practice.
      i. EXAMPLE For the article "Changing Your NetID Password," we include the labels "Password" and "NetID" because these labels describe the content and topic of the article. We did not include "your" because the word "your" is non specific.

2. Choose labels that are in accordance with how users ask for or will perceive the information.
   a. User's may ask for information in similar, yet slightly different, ways than we have described it.
      i. EXAMPLE For the "Changing Your NetID Password" article, we would include the labels "changing" and "change." The user could search "How do I change my NetID password" or they could search "changing my NetID password." The inclusion of both labels maximizes the likelihood that the most relevant article will be pulled during a user's search.
   b. Often times users search for content in ways they understand it, which are often not the way we have technically described or labeled it.
      i. EXAMPLE For the "Changing Your NetID Password" article, we would include the labels "student" and "account." Some users may search "How do I change my student account password," so include the labels "account" and "student" to maximize the likelihood that the most relevant article will be pulled during a user's search.

In total for this example, we will choose the following labels for the "Changing Your NetID Password" article.

- password
- netid
- changing
- change
- student
- account

Inputting Labels

When to input labels

For How to and Troubleshooting articles, we input labels when prompted at the beginning of the article creation process. You are prompted to put labels in immediately after clicking the ellipses next to “create” and selecting either “How-to article” or "Troubleshooting article." The labels you input here at the beginning of the article creation process will be automatically included in the “content by label” macro at the bottom of our articles. Any labels you add to the article after this initial step will also have to be manually added to the content by label macro at the bottom of the edit window for that article.

For informational articles, you are not prompted to input labels at any point during the article creation process. Therefore, you will have to manually input labels while in the edit window by clicking on the icon. Also make sure to input the same labels into the content by label macro at the bottom of the edit window for that article.

Two-word labels

Two word labels can be used in Confluence by putting a dash between the two words (i.e. “outlook-email”). However, be sure to also include the two words as separate labels. (i.e. for “outlook-email,” also include the labels “outlook” and “email”).

Changing the Scope of the "Content by Label" Macro

Because our KB is so large, we have to narrow the scope of the "content by label" macro. We restrict the scope of this macro by only allowing it to pull articles that are under the same parent article as the article we are currently working on.

Note

Changing the scope of the "content by label" macro is an essential step in the process of creating articles. Without narrowing the scope of this macro, the articles pulled for the related articles section will be unrelated to the current article and therefore irrelevant for the user.

For a detailed explanation of how to change the scope of the "content by label" macro, see Adding the "With Parent" Filter in the Content By Label Macro.