MatrixFlows

FREE RESOURCE · KNOWLEDGE MANAGEMENT

Knowledge Base Audit Kit

Inventory worksheet, scoring rubric, priority formula and a worked example for a 50–100 article audit.

Companion to the full guide at matrixflows.com/blog/knowledge-base-audit-checklist

How to use this kit. Print it, or copy the tables into your own spreadsheet. Every example row is illustrative; replace it with your own content. The full explanation for each section is in the guide at matrixflows.com/blog/knowledge-base-audit-checklist.

01 Build the inventory worksheet

Inventory worksheet: columns and what to record

Column	What To Record	Allowed Values
Article ID	A stable ID you assign (KB-001, KB-002). Never reuse one.	Text
URL	Canonical address of the article.	URL
Owner	The named person accountable for accuracy, not a team alias.	Name, or "none"
Last verified	Date someone last checked the steps against the product or policy. Not the last edit date.	Date, or "never"
Version applicability	Which product version(s) the article is true for.	Version labels, or "all"
Audience	Who the article is written for and who can see it.	Customer, admin, developer, internal
Broken links	Count of broken internal and external links found by a link check.	Number
Search-term match	Does the article come up on page one for the words readers type? Test with 2 or 3 phrasings.	Yes, partial, no
Duplicate / conflict flag	Another article covers the same task (duplicate) or says something different (conflict).	No, dup, conflict, plus the other ID
Views	Views over a fixed window, the same window for every article (for example 90 days).	Number
Failed searches	Searches over the same window whose wording matches this article but ended with no click or a reformulated query.	Number
Action	Your decision after scoring.	Keep, update, merge, retire

02 Score each article with the rubric

Scoring rubric with 0, 1 and 2 anchors

Criterion	0 (Fails)	1 (Partial)	2 (Meets The Bar)
Accuracy	Steps, values or policy are wrong for the current product, or you cannot verify them.	Mostly right; one step, screenshot or value is stale or unverified.	Checked against the product or policy source in the last review cycle; no known errors.
Findability	Does not appear for the words readers use, or a conflicting article ranks above it.	Appears for the exact title but not for common alternatives, or is buried in the wrong category.	Appears on page one for two or more natural phrasings; title and category match reader wording.
Structure	Several tasks or topics in one article, or the answer is hard to locate.	One topic but the answer is not first, or steps are buried in paragraphs.	One task or question, answer first, numbered steps, prerequisites and expected result stated.
Governance	No owner, no verification date.	Owner or date exists but one is missing, or the owner has left.	Named active owner, recorded verification date, version applicability stated, review trigger defined.
AI readiness	Relies on screenshots, pronouns or context from other pages; mixes versions or audiences; unclear when it applies.	Mostly self-contained but conditions (who, which version, which setup) are implicit.	Self-contained passages, explicit product and version names, conditions stated in the text, no unexplained "see above".

03 Prioritise with severity and effort

Priority formula

Input	Scale	How To Set It
Severity	1 to 3	1 = minor friction (reader still succeeds). 2 = readers regularly fail or escalate. 3 = widespread failure on a high-traffic task, or a conflict that produces wrong answers.
Effort	1 to 3	1 = under an hour (edit, relink, retitle). 2 = a few hours (merge, rewrite a section, verify with an expert). 3 = days or needs another team (rebuild, new screenshots, product research).
Priority	severity x (1 / effort)	Higher is sooner. A severity 3, effort 1 fix scores 3.0. A severity 1, effort 3 fix scores 0.33.
Critical-risk override	P0	Incorrect, restricted or harmful content skips the formula. Anything that gives wrong instructions that could cause damage or data loss, or exposes content meant for a narrower audience, is P0 and is fixed or taken down first.

04 A completed example: ten illustrative rows

Example inventory, 10 rows

ID	URL	Owner	Last Verified	Version	Audience	Broken Links	Search Match	Dup / Conflict	Views (90d)	Failed Searches	Action
KB-001	/help/reset-password	Support Ops	2026-09-02	all	customer	0	yes	no	4,200	35	keep
KB-002	/help/export-report	Docs	2025-11-20	v3 only	customer	2	partial	dup of KB-007	1,850	22	merge
KB-003	/api/rate-limits	none	never	v2	developer	0	no ("throttling")	no	960	41	update
KB-004	/help/refund-policy-2024	Billing	2024-03-11	all	customer	0	yes	conflicts with KB-005	2,300	9	retire
KB-005	/help/refund-policy	Billing	2026-08-19	all	customer	0	partial	conflicts with KB-004	1,400	14	keep
KB-006	/help/sso-setup-okta	Support Eng	2026-07-14	v5	admin	1	yes	no	780	3	update
KB-007	/help/export-reports-guide	none	never	v4	customer	1	no	dup of KB-002	310	6	merge
KB-008	/help/escalation-matrix	Support Ops	2026-06-01	all	internal, but public	0	yes	no	150	0	update (restrict)
KB-009	/help/mobile-app-v1	none	never	v1	customer	4	partial	no	12	2	retire
KB-010	/api/webhook-setup	Docs	2026-05-06	v5	developer	0	partial	no	540	12	update

Your worksheet: Example inventory, 10 rows

ID	URL	Owner	Last Verified	Version	Audience	Broken Links	Search Match	Dup / Conflict	Views (90d)	Failed Searches	Action

Example scores and priorities

ID	Acc.	Find.	Struct.	Gov.	AI	Total (Of 10)	Severity	Effort	Priority
KB-004	0	1	1	0	0	2	P0 override	1	P0
KB-008	2	1	1	0	0	4	P0 override	1	P0
KB-003	2	0	1	0	1	4	2	1	2.0
KB-009	0	0	0	0	0	0	2	1	2.0

ID	Acc.	Find.	Struct.	Gov.	AI	Total (Of 10)	Severity	Effort	Priority
KB-002	1	1	1	0	1	4	2	2	1.0
KB-007	1	0	1	0	1	3	2	2	1.0
KB-001	2	2	2	2	1	9	1	1	1.0
KB-005	2	1	2	2	1	8	1	1	1.0
KB-006	2	2	1	2	1	8	1	1	1.0
KB-010	2	1	0	2	1	6	2	3	0.67

Your worksheet: Example scores and priorities

ID	Acc.	Find.	Struct.	Gov.	AI	Total (Of 10)	Severity	Effort	Priority