

Make your help center ready for AI

Help center best practices

AI can answer questions about your product in two places: inside your own help center, working from your articles, and in the AI assistants your customers already use. Either way, an answer can only be as good as what you've written. Here's how to write and publish so AI gets it right.

How AI uses your articles

Most AI answer tools work the same way. They search your content for the few passages that best match the question, read them, and write an answer from them, often with links to the sources.

So two things have to be true: the right article must be easy to find, and the answer must be written out in its text.

Give each article one topic

A focused article is easy to match to a question and easy to quote. An article that covers five loosely related tasks is harder to match to any one of them. Split long articles into one task or question each, and give each a specific title.

Use headings that say what's in each section

Headings help AI find the right part of a long article. "Change your billing email" is more useful than "Other settings". Keep them in order: H2 for sections, H3 for sections inside them.

Write complete, self-contained steps

AI often uses a single passage without the text around it, so each section should make sense on its own.

- Name the place: "On the Invoices page, click **Export**", not "Click the button above".
- Avoid "as mentioned earlier" and "see the screenshot below".
- List prerequisites before the steps: the plan, the role, anything that must be set up first.

Say who it applies to

If a feature depends on a plan, a role, a device or a region, say so in the text. Otherwise, AI may tell every customer they can use it.

- **Vague:** "This is available on higher plans."
- **Clear:** "Available on the Business plan. Only Admins can turn it on."

Write limits the same way: numbers, file sizes and time frames spelled out, not implied.

Put facts in text, not only in images

AI tools, search engines and screen readers can't reliably read text inside a screenshot. If an image shows a setting's name or a table of limits, write that information in the article too. Use real tables instead of pictures of tables.

Use the same name for the same thing

If one article says "workspace", another says "account" and a third says "team" for the same thing, AI may treat them as three different things. Pick one name, use it everywhere, and define your product's terms in a glossary.

Keep it current and consistent

AI can't tell which of two conflicting articles is right, so it may quote the outdated one. When something changes, update every article that mentions it, merge duplicates, and remove or redirect articles about things that no longer exist.

Answer the questions people ask AI

People ask AI things they'd rarely type into a search box: "Can I use this for two companies?", "Does it work offline?", "What happens to my data if I cancel?" Short FAQ articles that answer these questions directly give AI something clear to quote.

Let AI assistants read your help center

Assistants can only use what they can reach. If you want them to answer from your help center:

- **Keep the content public.** Private and password-protected pages are out of their reach.
- **Let search engines and AI crawlers in,** rather than blocking them.
- **Publish an llms.txt file,** which gives AI tools a map of your content.
- **Offer an MCP server.** MCP (Model Context Protocol) is a standard way for AI assistants to connect to other services, so your readers can search your help center from inside their assistant.

Watch what people ask AI

The questions people ask AI show you, in their own words, what they want to know. Review them regularly. Questions that get weak answers point to missing or unclear content. Fix the article, then ask the question again to check the answer.

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