



"How to Build A Winning Knowledge Centre: Earn Buyers' Trust & Win More Customers"

By Mark Reynolds, KnowledgeCentreGuy.uk

Mark Reynolds is an Entrepreneurs Circle (EC) Coach and also the EC Ambassador running the Local Meetings in Leamington Spa. He's one of only a



few fully accredited 'They Ask You Answer' consultants in the UK, having been trained by Marcus Sheridan himself. If you'd like help implementing 'They Ask You Answer' in your business you can contact Mark at mark@knowledgecentreguy.uk

If you've been a part of Entrepreneurs Circle for a while, you've come across a book called *They Ask, You Answer* by Marcus Sheridan.

And if you haven't read it, you're in for a treat. (*BUT to give yourself the best chance of success, please buy the book today, and read/listen to it over the coming two weeks*).

I've written this guide to help you understand what a winning They Ask, You Answer Knowledge Centre is, whether it's a good fit for your business, and how to build one. I'll uncover the common concerns of business owners, and the common mistakes.

I'll also give you inspiration, showing you good examples, and advice on what not to do.

Your Road to *Knowledge Centre* Success

A well implemented *Knowledge Centre* can be transformational to all businesses, of all sizes, B2B/B2C, products and service companies, but we need to make sure that your *Knowledge Centre* is doing everything possible to give you success.

In sales and marketing nothing is guaranteed to work, but here we truly have a framework that is based on educating your buyers, with radical transparency, to earn their trust and win more customers in this age of AI.

This type of framework doesn't come along every day – where it works across the board and just makes good business sense.

Building trust with your buyers to increase sales, like most of your competitors **aren't** doing. Who wouldn't want that?

Whether you're totally new to the *Knowledge Centre* idea, have tried it before without the results you wanted, or even if you're seeing success but suspect you could be doing more – this guide is for you.

Get ready to build a *Knowledge Centre* that transforms how people see your business, and that will help you earn buyers' trust and win more customers.

Let's get started.

What is *They Ask, You Answer*?

They Ask, You Answer is a sales and marketing framework where you influence your buyers' purchasing decision by becoming obsessed with answering the questions, worries, needs, fears and issues that prospects have about what you're selling – in a radically open and honest way.

We know that your ideal customers have lots of questions about your product or service.

Imagine, they're researching online late at night, maybe feeling a little worried or confused. They simply don't want to make a purchasing mistake, we've all

been there, we don't want to buy and then regret it.

To avoid buyer's remorse, we ask questions. We ask questions of Google, AI, people we know, sales people, anything to help us make the best purchasing decision.

They Ask, You Answer means **your brand being the place your buyers find the honest, helpful answers they need to make the best possible purchasing decision.** You do this by creating a good selection of articles and videos that directly address their biggest concerns and questions.

That's why the book that tells us about this framework is called "They Ask, You Answer". It's not rocket science, but most businesses are not answering their buyers' questions.

And it's not just about buyers' questions "They Ask" is about listening to everything they're asking for, and "You Answer" is about providing them with what they need to make the buying decision. This might be an article or video, or it could be a tool on your website that helps them select the right product or service.

The best part?

You organise all this helpful content and these tools in a special place on your website called a *Knowledge Centre* (or some call it a Learning Centre).

This section of your website is your ultimate resource for building trust and winning more customers.

Why Listen to Me?

I combine a deep understanding of "They Ask, You Answer" with hands-on experience bringing it to life. As a Certified They Ask, You Answer coach trained by Marcus Sheridan himself, I help businesses implement Knowledge Centres and create content that builds trust.

My 20+ years of website optimisation and digital marketing knowledge significantly increases your chances that your content gets found, and once your buyers get to your content, their chances of buying from you increases

significantly.

And I've lived and breathed Entrepreneurs Circle for 11+ years, I'm an EC Coach and also the EC Ambassador running the Local Meetings in Leamington Spa.

Plus, my background in web design and video production (I even won a Royal Television Society Award!) means I understand how to make your *Knowledge Centre* visually engaging and attractive to a wider range of buyers (if you didn't know, video is huge in the world of TAYA!)

With me as your guide, you've got a strategic advantage in this content-driven world.

Right, let's make your content work harder for you – let's get started!

The Role and Impact of a Knowledge Centre

Think of a *Knowledge Centre* as the ultimate resource hub for your business.

It's where you break down complex topics, answer the questions that keep your customers up at night, and showcase your expertise in the field.

Unlike a simple FAQ page, which just tackles basic queries, a *Knowledge Centre* is a powerhouse of in-depth information. Where every bit of content thoroughly answers your buyers' questions.

It's also different from a traditional blog that may cover a wider range of topics from the very early stages of the buyer's journey.

- "10 Easy and Affordable Office Décor Ideas to Boost Employee Morale"

Whereas a *Knowledge Centre* is laser-focused on your buyers' pain points.

- "How to Choose the Right Office Décor Supplier (Key Factors and Questions to Ask)"

Unlike regular business blogs where the articles you worked hard on get lost over time, a Knowledge Centre makes it simple for buyers to search and find your content easily.

So, what does this mean for you?

For starters, a well-designed *Knowledge Centre* acts like a magnet for potential buyers, pulling them towards your website.

Instead of just finding product/service information, they'll get solutions to their problems.

This builds trust and positions you as an authority.

Secondly, since you're addressing their biggest concerns upfront, the leads you generate will be better informed and more likely to convert into paying customers. The best way to avoid problems is to deal with them before they arise.

It's a win-win.

Benefits for Everyone:

- **Visitors:** No more wading through mountains of content. Visitors can quickly find answers to their specific **buying** questions, saving them valuable time and frustration.
- **Sales Team:** Your salespeople (or you if it's you doing the selling) get a powerful resource to address prospect questions confidently, leading to smoother sales conversations.

“Is a Knowledge Centre right for our business?”

Trust is at the heart of why people buy from you, and whatever your business, at some point there's a very good chance that a buyer will check out your website.

Your website is your most powerful sales tool, working for you 24/7. Your website's *Knowledge Centre* is at the core of the *They Ask, You Answer framework*, and it's at the core of earning the trust of your buyers like never before through radical open and honest education.

If earning trust of buyers is critical to your business, you need a Knowledge Centre.

Let's get into the WHY a little more.

We know from the world's leading buyer behaviour research companies like Forrester Research, that on average, 80% of the buyer's journey (the purchasing decision) has already taken place before the buyer reaches out, before you actually know they're a real person.

25 years ago in the early days of the web, it was probably around 20-40%.

In 5-10 years, where will it be? 90%? 95%? More?

This number is not going back, it's growing.

So is it your sales or marketing efforts that have the biggest impact on the customer if 80% of the buyer's purchasing decision has already taken place before they get in touch?

We've already seen it's marketing right? Sales efforts can't influence someone you don't even know exists.

That means as businesses we can't afford to continue to sell and market in the traditional ways.

That's where your *Knowledge Centre* comes in.

Your *Knowledge Centre* gives your buyers the chance to learn about your products, your services, your business, in their own time, without being unduly influenced.

It gives buyers what they want to avoid making buying mistakes. And when they're ready to buy or speak to a sales person, it's more likely you'll win the sale, or at least you'll be the first company they'll get in touch with.

“How do we use our Knowledge Centre content in sales interactions?”

They Ask, You Answer at its core is a sales-led strategy. It's about helping your sales efforts have more influence over the buyer earlier in the buyer's journey.

Think of your *Knowledge Centre* as your salesperson's best friend. Sure, it's

great for attracting new people through search engines like Google, but it also works overtime to nurture website visitors wherever they come from.

While we all love the idea of ranking high in Google, that takes time. Using your content directly in sales interactions delivers a much faster payoff.

Imagine this... a prospect has a question after your initial call. Instead of scrambling to write a long email, you simply send them one of your perfectly written articles from your *Knowledge Centre*. Boom - you've just demonstrated expertise, saved time, and most importantly, kept them focused on your solution instead of wandering off to a competitor's website.

That means smoother conversations, stronger trust, and a higher chance of closing the deal.

Have a think about which of your existing website articles would be perfect follow-ups for different stages of the buying process. If you don't have any, don't worry, you soon will.

“Is a Knowledge Centre truly worth it though?”

You might be excited about the potential of a Knowledge Centre, but it's natural to wonder if the time and effort are worth it for your specific business.

Let's break it down.

At its heart, a *Knowledge Centre* is about establishing yourself as the go-to authority in your field.

Whether you're a large B2B enterprise, a B2C/B2B small business, a seasoned solopreneur, a freelancer just starting out, this principle of building trust through education applies across the board.

Think about the buying process from your customer's perspective.

They have problems they need to solve or desires they want to fulfil.

Before they ever reach out to you, they're researching.

A well-crafted *Knowledge Centre* positions you as the guide who understands

their pain points and offers solutions.

You're not pushing your product; you're demonstrating your expertise and building a relationship long before the sale even happens.

This trust translates into better leads, faster sales cycles, and ultimately, loyal customers.

Building a *Knowledge Centre* can be a game-changer for your small business or solopreneur journey, but it's not a magic bullet.

On the plus side, it positions you as an authority, attracts qualified leads, and builds trust. But there's an investment of time and effort, upfront and ongoing, to create quality content, and keeping it fresh takes ongoing dedication.

The truth is, it won't work overnight, but if you're passionate about sharing your knowledge and building genuine connections, a *Knowledge Centre* can be the cornerstone of a thriving, transformed business.

We know there are many EC members who have had transformational success.

But let's be honest, I'm sure there are many who have failed too. That's why I'm here, to help you avoid the same mistakes.

So, if you're up for the challenge, the rewards are substantial.

“What types of questions resonate most with buyers?”

The *They Ask, You Answer* framework presents the Big 5. These are the content topics that are proven to have the biggest impact on your web traffic, your leads and your sales.

All you've got to do is start by addressing 'The Big Five' (+2):

The Big Five

1. **Explain cost and pricing:** Be transparent about how pricing works in your industry. Educate buyers on the factors that influence costs.
2. **Problems:** Address potential issues, fears, and concerns that you know

buyers have and help them avoid making a purchase they'll regret.

3. **Comparisons / Vs.:** Help buyers understand how your offering compares to alternatives, even direct competitors, to aid informed decision-making.
4. **Best:** Create "Best of" lists to highlight top solutions, practices, and features, in your market. I know it feels counter-intuitive but giving buyers a clear understanding of quality options massively builds trust with them.
5. **Reviews:** This is about you writing articles that review products or services - clearly outlining who your product is (and isn't) a good fit for. The trust comes from when you're honest.

The Big Five + TWO

What we also find resonates well with buyers are "What is..." and "How to..." style questions.

So, officially it is 'The Big Five + TWO'.

When your website is full of this type of content, I promise, your buyers will love it, and Google will be very interested in it too.

I'm not saying that every article will suddenly attract tons of traffic, but over time Google will see you as an authority, and start sending buyers your way.

Examples of 'Big 5' Questions

Sometimes it's hard to fully understand what questions you should be answering until you see an example.

Some points to remember, the questions you answer must be in the voice of the buyer, concise to make it easy to read, and be able to have a thorough article written to answer it.

Also, have an open mind and an open heart - remember this is all about radical transparency. Answer the questions that your competitors aren't and this will bring you success BECAUSE they're the questions your buyers want answering BEFORE they get in touch.

Let's see a list of questions that a typical buyer might ask, for a typical B2B and B2C business. These are only examples, and are only meant as guidance, rather than perfect examples.

When you start brainstorming, I'd recommend you take each product or service that you have and start with the first of the Big 5 (pricing/cost), and brainstorm all the cost questions for that particular product or service. Then move onto the "Problems/Issues/Concerns".

Pricing & Cost Question Examples

For B2B Companies

- How much will your accounting services actually cost my business?
- What's the ballpark cost for [desired service, e.g., social media management]?
- What are your pricing plans for cloud data storage solutions?

For a Kitchen Supplier/Installer

- What is the average cost of a full kitchen redesign in [Town/City]?
- How do the materials I choose affect the overall cost of the kitchen installation?
- What are the hidden charges I should be aware of when planning a kitchen renovation?

Problems/Issues/Concerns Question Examples

For Commercial Architect

- What are the typical challenges with integrating sustainable features into commercial designs?
- Can you explain the impact of building codes on commercial architecture design?
- How do you manage delays and budget overruns in commercial construction projects?

For Residential B2C Architect

- What are the most common delays in home construction projects, and how can they be mitigated?
- How do you handle building regulations and planning permission issues in residential projects?
- How do you manage changes to the project scope or unexpected costs?

Comparisons/Versus Question Examples

For B2B Furniture Supplier to Hotels

- How does the durability of wood furniture compare to metal furniture for hotel use?
- What are the cost benefits of buying bespoke furniture versus off-the-shelf solutions for hotel rooms?
- Can you compare the maintenance requirements for upholstered versus non-upholstered seating in hotel lobbies?

For B2C Windows and Doors Company

- What are the differences between uPVC and aluminium windows?
- How do composite doors compare to wooden doors in terms of durability and maintenance?
- Can you explain the energy efficiency benefits of triple glazing compared to double glazing?

"Best of" Lists Question Examples

For B2B Marketing Agency

- Which are the top lead generation tools for B2B companies today?
- Can you list the best B2B social media platforms for increasing brand visibility?
- What are the best analytics tools for measuring B2B marketing ROI?

For Standing Desk Supplier

- What are the best standing desks for small home offices?

- Which standing desk models are the best for ergonomic support?
- What are the top-rated standing desks for durability and stability?
- Which standing desks offer the best value for money?

“Review” Question Examples

For B2B Software Companies

- What are the Pros, Cons & Hidden Costs of [Your Software Name]
- Is Custom Software Dead? Can [Your Software Name] Handle the Complexity of My Business?"
- Can [Your Software Name] Truly Scale with My Business? A User's Guide to Growth

For B2C Companies

- Is [Your Product Name] Worth the Hype? A User's Guide with No BS
- Can [Your Service] Really Help Me Achieve [Desired Outcome]? Here's What You Need to Know
- All-Natural or All Hype? Deciphering the Ingredients in [Your Product Name]"

Key Elements of a Successful Knowledge Centre

1. Answer the Right Questions

A successful Knowledge Centre isn't about guessing what information people might want. It's about directly answering the honest, sometimes uncomfortable questions they ask about your products, services, and industry.

How to Get Started: Talk to your sales team about questions that fit into the 'Big 5' topics. What are the questions they get asked by buyers every day?

Your salespeople have a goldmine of insights into common customer fears and objections. If you don't have a sales team, what questions do buyers ask you the most?

TIP: If you need more ideas, ask the most advanced versions of ChatGPT or

Google Gemini.

2. Prioritise User Experience

Make it incredibly easy for people to find what they need. Think of your Knowledge Centre like a well-organised library:

- **Robust Search Function:** Let people search by keywords.
- **Clear Categories:** Helps users browse by topic.
- **Intuitive Navigation:** Make it simple to jump between related pieces of content.

4. Embrace Transparency

The "They Ask, You Answer" philosophy is about radical honesty.

Don't Shy Away from the Difficult: Address pricing, competitors, and even your product's shortcomings head-on. This builds unmatched trust.

Customer Voices: Incorporate testimonials, case studies, or even user-generated content to show you genuinely help people.

4. It's a Living Project

Your Knowledge Centre should never be considered "done. " It needs to grow and evolve alongside your business.

- **Regular Updates:** Address new questions, refresh old content, adapt to industry trends.
- **Data-Driven:** Monitor your analytics to see what content performs well and what gaps need filling.

5. Focus on SEO

Ideally your Knowledge Centre should appear prominently when someone Googles the questions you're answering. Of course it's easier said than done, but that's the plan. To start with, make sure your target keyword appears in the question you're answering.

I'll give you some *Search Engine Optimisation* guidance later.

6. Integration Across Platforms

Don't let your Knowledge Center be an island. Promote it everywhere your customers are:

- **Social Media:** Share snippets, links to articles, and answer questions with videos, for example Youtube shorts.
- **Email Newsletters:** Tease articles and encourage visits.
- **Website:** Ensure clear links to the Knowledge Centre from product pages and the main navigation.

7. Content Variety is Key

Don't limit yourself to just text-based articles. Your Knowledge Centre should be a multimedia resource to cater to different learning styles:

- **In-depth articles:** Perfect for complex topics
- **Videos:** Explainers, demos, tutorials
- **Infographics:** Visualise complex processes or data

“Does everyone get success with a Knowledge Centre?”

The lives of many EC members have been transformed by adding a They Ask, You Answer *Knowledge Centre* to their website.

This single element is proven to increase qualified leads, to shorten the sales cycle, win more customers and increase revenue, in businesses of all types, across the world.

But no, a *Knowledge Centre* won't work for everyone, and it's important to know some of the reasons why.

There are some EC members who have created a *Knowledge Centre*, where

they've created content, but nothing has changed. Google isn't sending them more traffic, leads aren't of a higher quality, and they haven't got more customers.

Let's dive in.

The Top 10 Reasons Your Knowledge Centre is Failing

Let's break down the top reasons why your Knowledge Centre might not be hitting the mark, even if it's built on the "They Ask, You Answer" approach.

TIP: Read these reasons with an open mind and an open heart. Can you truly say you're not failing because of these?

1. It's Not Really a Knowledge Centre:

Okay, let's be honest. If your Knowledge Centre is just a few articles or a basic FAQ page, that's not what *They Ask, You Answer* is all about. A true knowledge centre is like a big organised library of helpful content for your customers. We'll touch on what it should look like later.

2. Missing the Mark on Buyer Concerns

Think about the questions that keep your customers up at night – the worries, the doubts, the stuff they desperately need answers to. Are you really writing content that directly addresses those? If not, you're missing a huge opportunity to build trust.

3. Not Addressing the 'Big 5'

In the *They Ask, You Answer* framework, the 'Big 5' are the core issues your buyers want solved (pricing/costs, problems, comparisons, reviews, and 'best of' lists). If your content dances around these, it won't be as effective. Start with Pricing.

4. Not Enough Content (AI Can Help!)

There's simply no excuse for a *Knowledge Centre* that lacks content these days. AI writing tools can help you outline ideas, give you background information, and even generate drafts that you polish with your expertise.

5. Content is Not Good Enough

Your Knowledge Centre isn't just about quantity, it's about quality. Articles need to be in-depth, informative, and genuinely valuable. If the content is poorly written, full of fluff or jargon, it won't do your brand or chances any favours.

6. Too Salesy, Not Enough Help

Your *Knowledge Centre* should educate honestly, not push sales at every turn. Think like a teacher helping a student, not someone giving a sales pitch. People know when they're being sold to, and it erodes trust.

7. Lack of Radical Transparency

If your content is still too biased, protective, or avoids addressing the hard questions with complete honesty, people will sense it. To truly build trust with a Knowledge Centre, you need to be willing to be vulnerable and truly open - you need radical transparency to set you apart.

8. Boring and Uninviting Presentation

Huge walls of text, zero visuals, and no formatting put people to sleep. Break up your content and make it visually easier to digest with subheadings, lists, bold important points, relevant images.

9. Stuck in Review Limbo

Amazing content does no good if it sits on someone's computer. Speed matters. Streamline your review process so great content goes live and starts helping customers quickly. If it's just you in the business, work out what you can do to speed it up.

10. Content Titles Don't Match Buyer Language

If your article and video titles aren't worded exactly how your customers would ask the question, you're missing out on a chance to resonate.

Let's Not Forget These Other Important Points...

- **Findability is Key:** Is your *Knowledge Centre* easy to navigate? Are titles clear? Can people easily search for what they need?

- **Expand Your Content Types:** Don't just rely on articles. Videos, infographics, and Audio formats can also be super helpful for different learning styles.
- **Competitive Market? No Problem:** This just means you need to work even harder to create the absolute best, most in-depth content on your topic.
- **Promotion Matters:** You can't just write it and hope people magically find it. Share your content on social media, in email newsletters... anywhere your customers hang out.

"Hold on... I get it, but I still have some worries."

It's totally normal to have some hesitation about building a *Knowledge Centre*.

Let's tackle some of the most common concerns from small business owners and entrepreneurs head-on:

"Won't I give away all our secrets for free?"

I get why you might worry about that. But here's the thing, you're not handing them the keys to your entire business. You're building a relationship by being the helpful expert.

Think of it like you're a teacher.

Sure, you provide lessons and resources, but your students still need you for personalised guidance, advanced topics, and the unique way you apply that knowledge.

People who truly value what you offer will become paying customers, not competitors.

My passion is seeing businesses thrive using "They Ask, You Answer". I want to share my knowledge because I believe in the power of trust and education. It transforms businesses and helps customers make better choices.

Sure, maybe some readers will reach out for help and we can work together.

But honestly, I just want to empower as many companies as possible. Bring honesty and generosity to your content, and I guarantee good things will happen – the business growth will follow.

The important part is this: be generous with your knowledge, show you care, and you will see impressive results. That's the power of an abundant mindset.

“Where do I start?”

It's tempting to get hung up on the technical side – building the perfect *Knowledge Centre* right away. But having worked with and spoken with many small business owners, focusing on the *Knowledge Centre* before you've got a writing habit, can actually slow you down.

Start with the most important thing, creating those answers your customers crave.

The easiest way to begin? Focus on the "Big 5": Costs, Problems, Comparisons, Reviews, and Best-Of questions.

Talk to your sales team (or if it's just you, think about what you're constantly asked).

Write detailed articles that tackle those questions head-on.

For now, if you don't have a *Knowledge Centre*, just publish these articles on your regular blog.

It's about getting into the writing habit.

BUT great content for your buyers sitting undiscovered in your blog is about as disappointing as a *Knowledge Centre* with little content.

If you're serious about success, you **absolutely must** build your *Knowledge Centre* as a home on your website to keep this content organised, easy to find and to consume. And you need to do this as quickly as possible.

While you get into the writing habit, let's figure out the best approach to building your *Knowledge Centre*. I can guide you with any system, eg Wordpress, Hubspot, GenieAI, Wix, Squarespace etc. It's a bit too much to cover in this article, but I'm happy to chat about it, so ping me across an email

and I'll be happy to answer your questions.

1. The important thing is to start creating those answers your customers desperately need.
2. The second most important thing is to get all that content into your Knowledge Centre.

Already got a Knowledge Centre? Now is the time to improve it for the sake of your business and your buyers.

Let's make a plan: Nail down those buyer questions and maybe even outline some content. Meanwhile, let's discuss what the ideal Knowledge Centre looks like for your specific business so it's ready to go live when the articles are.

“What does a winning ‘Knowledge Centre’ look like?”

The goal is a frictionless experience that gets people exactly the answers they need.

We all want our Knowledge Centre to rank high on Google, but once people reach it, the experience shouldn't stop there. A well-designed centre makes finding those answers a breeze, transforming visitors into trusting customers.

Add a prominent search bar on your Knowledge Centre homepage

Think of your search bar as a concierge for your content. It should be prominent, with autocomplete features suggesting popular questions/topics. Make sure it searches all your content types (articles, videos, etc.).

Add intuitive categories that resonate with ideal buyers

No one wants to wander aimlessly. Clear categories guide people towards the types of questions they have. Examples might be "Getting Started," "Pricing & Features" etc.

Emphasise the Must-Read content

Highlight those "Big 5" articles upfront on your Knowledge Centre homepage. This way, even first-time visitors get access to your most trust-building content. Consider a "Trending" or "Popular Articles" section, too.

Make the visuals ping!

Don't underestimate the power of icons, well-chosen images, or even short intro videos attached to your articles. They make browsing more engaging, especially for different learning styles.

Related Content

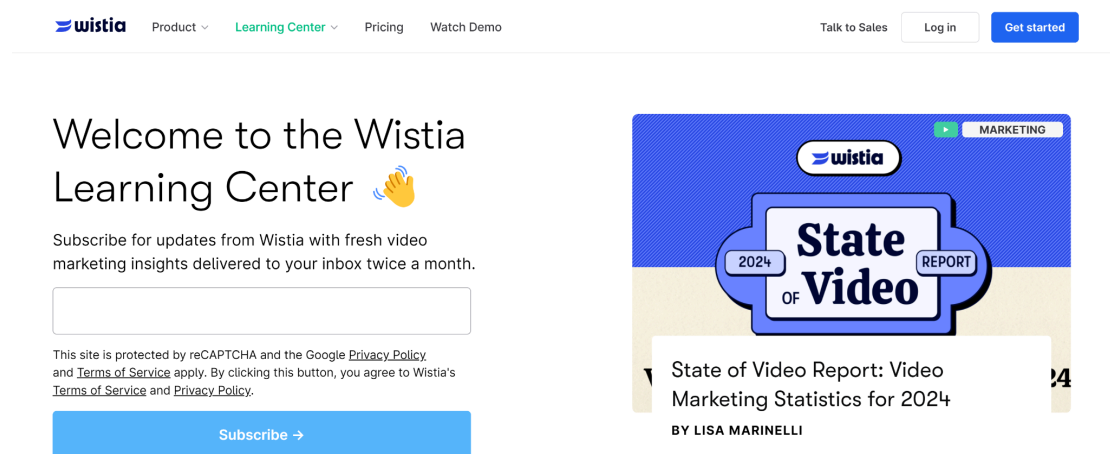
End each article with a section like "You Might Also Like..." suggesting other relevant pieces. This keeps people hooked and deepens their knowledge.

EXAMPLES: "Do you have any examples of what a winning 'Knowledge Centre' looks like?"

You'd be surprised, but there aren't many absolutely awesome examples of Knowledge Centres, which is great news for you if you can nail yours.

That means a long list here could distract you when only one or two should get you started.

[Wistia](#) - this is an almost perfect example of a winning Knowledge Centre. Well done Wistia! It also looks like they follow the 'They Ask, You Answer' approach, maybe a little adjustment on the title of some of the posts, but the design, features and layout are spot on!



The email subscribe feature is so good. Giving buyers the best chance to stay in touch and learn is good for everyone.

Wistia vs. YouTube: What's the difference?

How to Generate Leads on Videos with Email Capture...

How to Convert Viewers on Videos with a Call to Action

Wistia vs. Vimeo: Which is better for my business?

I was delighted to see this. It pays to help buyers find the content that you value the most, because you know most buyers are interested in it.

Browse by category

Select a category to see more related content

Marketing >	Production >	Show News >
Product Updates >	Wistia Culture >	Sales >

Top 5 Insights from Wistia's State of Video Report

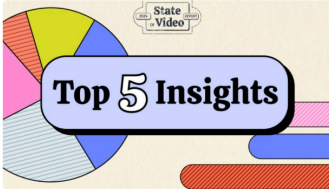
The learning centre has a clear and concise structure with easy to use category links. Keep it simple. Let's see what happens when we click on the "Marketing" category.

Marketing

Start doing better marketing with the help of your 5-letter-friend, video.

Show me posts tagged any

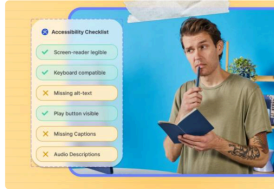
- All tags
- Analytics
- Content Strategy
- Email Marketing
- Getting Started with Video
- ROI
- SEO
- Social Media
- Video Optimization



Top 5 Insights from Wistia's State of Video Report

We analyzed millions of videos across thousands of companies to understand what types of videos resonate with consumers and the ...

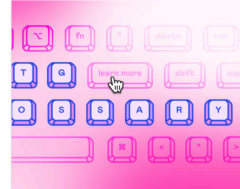
Sam Batter



Video Accessibility: How to Make Your Video Content Accessible

Find out more about video accessibility, why your videos need to be accessible, and ways you can easily make them ...

Lisa Marinelli



The Definitive Video Marketing Glossary of Terms

Check out our glossary of common video marketing terms, organized by category and in alphabetical order.

Chiara Hoogervorst

We know that Marketing is going to contain a lot of articles on such a site, so well done to Wistia for providing additional tags to drill down into this content. This is important for your category pages too. I would like to see this navigation feature made a bit more obvious though.

- Product Updates >
- Wistia Culture >
- Sales >

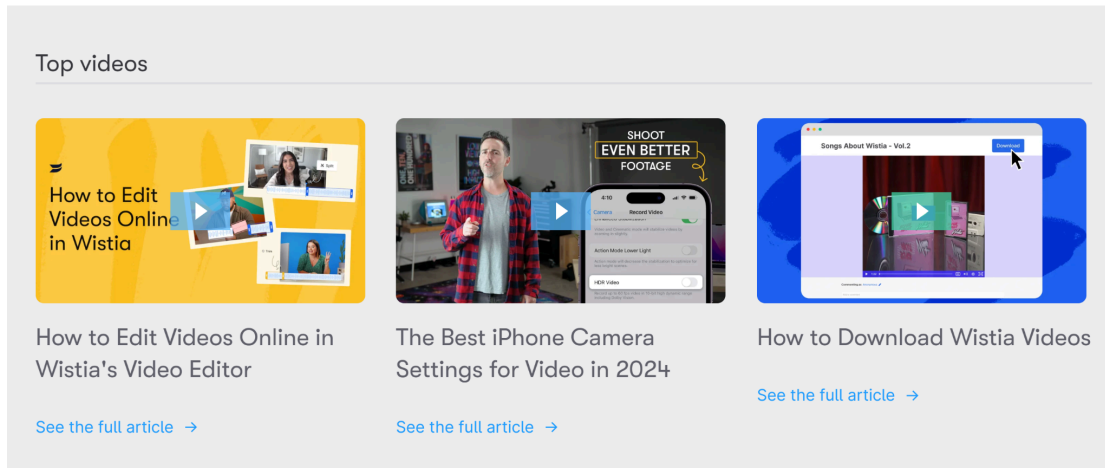
Recent articles



Top 5 Insights from Wistia's State of Video Report

We analyzed millions of videos across thousands of companies to understand what types of videos resonate with consumers and the ...

It's fab to see Wistia's Knowledge Centre also with the search feature and 'recent articles', I would like to see the search feature more prominent, however, their data may show this approach makes sense.

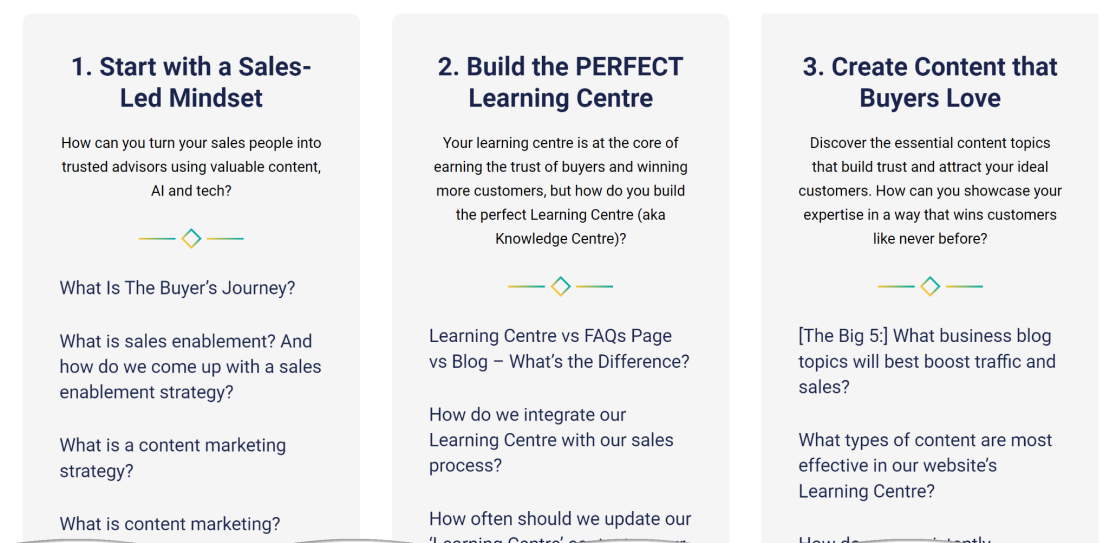


And of course, a top videos section, nice.

There are different approaches to *Knowledge Centre* layout and design, and there are others that are noteworthy, but if you're inspired by Wistia's approach, you won't go too far wrong.

There are two other thoughts.

In my own [Learning Centre](#), I like to give visitors more guidance about the questions being answered in each category. Not only do visitors have more of an idea about what more lies within each category, but there's also more important content within a shorter number of clicks. This helps Google determine the importance of content too.



Of course, the lack of photos/images for every post may put people off, and a

long list may be overwhelming.

But, it is easier for the eye to read top to bottom down a list of articles like this, as opposed to the common grid format where the eye is constantly shifting across between posts and back to the beginning of the next row. Grids are not the easiest way to scan lots of articles in a short space of time.

As people work in different ways, you could give people the option to change the layout. Maybe not on the Knowledge Base homepage, but that could work on category pages.

Hubspot (see below) does a combination of a grid layout and lists, where the image for each post is less dominant, or also not shown.

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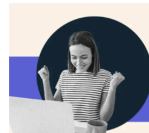


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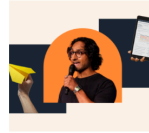


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Building Your Knowledge Centre: A Step-by-Step Guide

Ready to create your own Knowledge Centre? Here's a breakdown of the key steps:

1. Take Inventory of Your Content:

What gems do you already have? Start by listing all your existing content, from blog posts to white papers.

Consider:

- Topics covered
- Content types (articles, videos, podcasts)
- Resource titles & URLs
- Target audience
- Content category
- Call to action (read more, download, etc.)

Tools to Help:

Many content management systems allow data export with titles and links into a spreadsheet.

For larger sites, consider SEO spider tools like Screaming Frog to crawl and report on all your content.

2. Identify Content Gaps:

Are there missing pieces in your content puzzle? Analyse your inventory and identify areas where you lack content to address visitor questions.

Here are some areas to consider:

- Do you answer all the "Big 5" questions/issues/problems your customers ask?
- Do you have content covering pricing or product/service comparisons?
- Is there a mix of content formats (articles, videos) to cater to different learning styles?

3. Categorise Your Content:

Make navigation a breeze. Categorise your content in a way that makes sense for your audience. Popular methods include:

- **Service Category:** Filter content by the service a visitor seeks (e.g., website design, marketing).
- **Content Format:** Allow filtering by format (e.g., articles, videos).

Remember: There's no one-size-fits-all approach. Choose the categorisation that best serves your audience and content.

By following these steps, you can transform your existing content into a powerful Knowledge Centre – a resource that empowers visitors, strengthens sales conversations, and positions you as a trusted authority in your field.

“Is setting up a whole Knowledge Centre technically complicated? It seems like it.”

It doesn't have to be difficult to create your *Knowledge Centre*, but I understand, this kind of thing can be overwhelming.

Firstly, this guide will get you started. Not only that, it's a good resource to reference as you move forward, and if you already work with a Web Designer/Developer, you can email this guide to them so they understand the foundation.

Many website platforms make it easy to create dedicated help sections or blog categories. If you're not tech-savvy, your website developer can help with the setup.

If you've been listening to Nigel for any length of time, you'll know he would think you're mad if you try to do this yourself.

Outsourcing this will make the whole thing happen much quicker, and give you the best chance of helping your target market sooner rather than later. If you

try to do this yourself, you're unlikely to get a *Knowledge Centre* that works, that will transform your business.

But how will you know what to tell your web designer/developer to give them the best chance of delivering a winning *Knowledge Centre*?

Don't worry, that's where this guide comes in.

This guide is here to help you get what you need, and make life easier for both you and your web designer/developer.

The focus should be on getting the content out there, even if the design starts simple.

"How do I make sure my content doesn't get outdated?"

This is where a process comes in handy. Assign someone (it could even be you) to do quarterly or yearly reviews of your *Knowledge Centre*. If you have a sales people, find out the latest questions buyers are asking them. Ask AI Chat tools like ChatGPT and Google Gemini Advanced for ideas for the questions buyers are asking.

Also, look for popular search terms in your industry to see if there are new questions you should answer.

Update articles as needed, and add new content consistently.

Other things that might be on your mind...

"This seems like a lot of work!" It can be, but the payoff is worth it. Think of your *Knowledge Centre* as a salesperson that never sleeps. It attracts leads, and pre-qualifies them even when you're out of the office.

"What if no one finds my content?" Promotion is key! Share your articles on social media, link to them in emails, and optimise them so search engines like Google can find them.

Important point: A *Knowledge Centre* is an investment, but it's a long-term play. Don't get discouraged if you don't see overnight results. Consistency is key!

“How do we optimise our Knowledge Centre to perform well on Google?”

Your *Knowledge Centre* isn't just for existing visitors; it should attract new people who stumble upon the answers they seek on Google.

This means understanding SEO basics (there's much more to SEO'ing your *Knowledge Centre*, but this is a start):

Target Keywords

Don't just stuff your content with buzzwords. Research the exact phrases and questions your ideal customers type into search engines. Make sure these appear naturally in your title and throughout the content.

Tools like [Google Keyword Planner](#), [Ahrefs](#), [SEMRush](#) can help to give you an idea of how many people are searching for certain keywords.

Strong Structure

Use clear headings (H1, H2, etc.) to organise your content. This signals to search engines what your article is about and makes it easier for people to scan quickly.

Internal Linking

Link from older articles to new ones, and from product pages to relevant *Knowledge Centre* articles. This helps Google understand the relationships between your content and boosts your overall authority.

Best Practices:

- **Answer Questions Naturally:** Don't shoehorn keywords in awkwardly. Write in a conversational way that makes it clear you deeply understand the topic.
- **Think Beyond One Article:** A single piece of content rarely ranks for every variation of a question. Creating a cluster of articles on related topics increases your chances of dominating search results.
- **It's a Long Game:** SEO takes time. Consistent content creation using the right keywords will yield results in the long run.

What should I call our Knowledge Centre?

Keep it simple and clear.

For a general audience, use a straightforward term like "Learning Centre", "Knowledge Centre", "Help Centre", "Learning Hub", or "Resource Centre." This instantly tells visitors exactly what to expect: a place to find valuable information and learn new things.

For a Specific Audience, if your learning centre focuses on a particular niche, consider incorporating that into the name. For instance, a web development company might call it "The Developer Hub" or "Coding Academy."

A Knowledge Centre for an electric bike company could be called "The E-Rider Hub", "E-Bike Central", but my favourite is to make it simple and clear - just what it says on the tin: *Learning Hub*.

Bonus Tip: Regardless of the name you choose, consider adding a tagline that briefly explains the purpose of the learning centre. This can further clarify what users will find within your valuable resource.

I've gone with "[Learning Hub](#)" on one of my websites below. And like I've done, you could potentially have the main benefit of your Learning Centre, as the main headline, with the name of this section in smaller wording.

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WHAT WE DO ▾ CLIENT STORIES LEARNING HUB ▾ ABOUT

THE LEARNING HUB BY PROFITREACH

"Earn Trust, Win and Keep Customers in the Age of AI"

The way people buy has changed, but most businesses still sell and market the traditional ways. In this learning centre, we'll show you powerful strategies and advice to earn a cycle of endless customers, and to become the most trusted voice in your space.

What should 'Knowledge Centre' be called in our main menu?

Let's talk about the perfect name for your Knowledge Centre menu item.

Ideally it's the same as the title you've given to your Knowledge Centre, but that's not always possible.

It's often the case that your main website menu lacks space, and so I've always preferred to go with something shorter than "Knowledge Centre". It's accurate, but a little clunky.

We want something clear, inviting, and that reflects the purpose of this section.

Imagine you're a customer, new to the website, and you've got questions.

Here are a few options to consider:

- **Learn:** This is a straightforward winner. It's short, memorable, and instantly tells users they can gain knowledge and solve problems here. It's friendly and easy to understand.
- **Resources:** This is broader and encompasses more than just articles. It might include templates, video tutorials, or glossaries. It positions your Knowledge Centre as a one-stop shop for everything a user needs.
- **Learning Centre:** This emphasises the educational aspect. It's a good choice if your content goes beyond simple answers and offers tutorials, guides, or in-depth explanations. It feels friendly and approachable.
- **Help Centre:** This classic option is clear-cut. Everyone knows it means a place to find assistance and troubleshoot.

The best choice depends on your specific content and target audience.

Considering a They Ask, You Answer Knowledge Centre?

You've been exploring the *They Ask, You Answer* framework and are thinking about building a Knowledge Centre yourself. That's great. This guide can be a valuable starting point.

Building a TAYA powerhouse

This guide equips you with the basics to create a *They Ask, You Answer* Knowledge Centre. However, crafting a truly impactful one requires effort and continuous focus.

Challenges of a DIY Approach

Here are some potential obstacles you might encounter when going solo:

- **Missed Opportunities:** It's easy to overlook crucial steps or create content that doesn't fully address user needs.
- **Knowledge Gaps:** You might lack the experience to identify best practices and avoid common pitfalls.
- **Feeling Overwhelmed:** The ongoing content creation and strategic development can be demanding.

Benefits of Working with a TAYA Expert

Many successful *They Ask, You Answer* implementations involve guidance from coaches, trainers, or consultants. These specialists offer:

- **Experience:** They've navigated the process before and can help you avoid common mistakes.
- **Strategic Insights:** They go beyond content creation basics, providing valuable guidance for long-term success.
- **Accountability:** They keep you and your team on track with your goals.

A Company-Wide Transformation

Remember, *They Ask, You Answer* is more than just blog posts. It requires a company-wide commitment to becoming a trusted resource for your customers. This involves alignment between leadership, sales, customer service, and all other departments.

The Decision: DIY or Expert Support?

While building a TAYA Knowledge Centre on your own is possible, it can be a significant undertaking, but also very possible.

I'm a certified They Ask, You Answer coach trained by Marcus Sheridan himself.

In addition to coaching, I offer workshops and consulting services specifically focused on the framework.

I believe in independent, unbiased partnerships.

My sole focus is on empowering you and your team to succeed internally, I'm not an agency, so I won't be pushing additional services like SEO, web design, or Google Ads.

The Choice is Yours

I encourage you to weigh the potential challenges and benefits of each approach before deciding how to proceed. Whether you choose to go it alone or seek expert guidance, I hope this information has been helpful.

Good luck on creating your Knowledge Centre - now make it happen for the good of your business and for the people who need you and what you're selling.



Warm wishes

Mark Reynolds, KnowledgeCentreGuy.uk

They Ask, You Answer Done Right:

Essential Framework for Knowledge Centre Success