Add headings, lists and other blocks

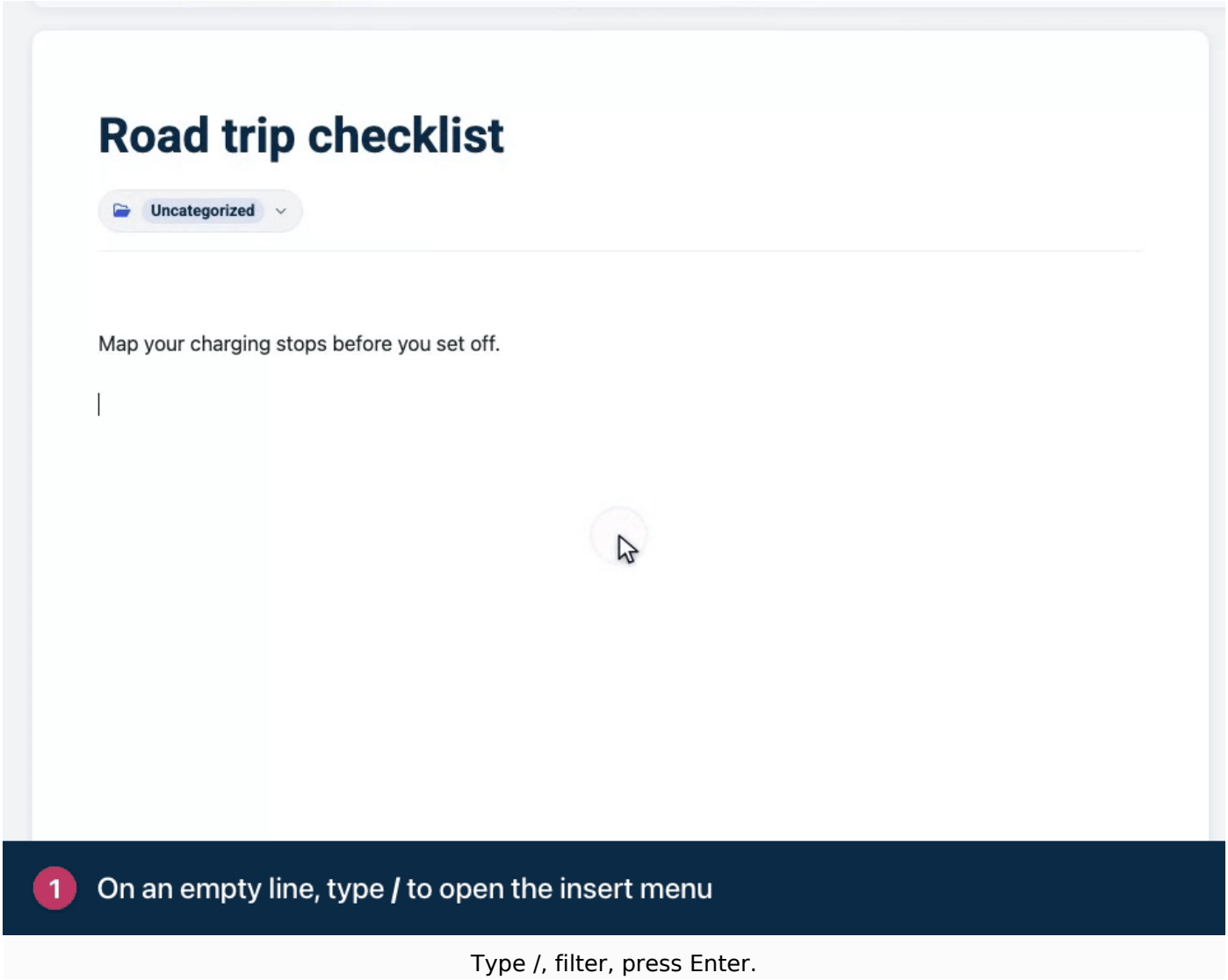
Write articles

Blocks are the building pieces of an article: headings, lists, images, tables, callouts and more. You add every one of them from the same insert menu, without leaving the keyboard.

Who can do this: Owners, Admins and Editors · **Plans:** All plans (AI drafts: Catalyst plan, or the AI add-on on Bootstrap and Growth)

Insert a block

1. Click an empty line and type /. The insert menu opens.
2. Type a few letters to filter the list, for example num for a numbered list.
3. Press Enter to insert the highlighted block, or use the arrow keys to pick another one first.



Type /, filter, press Enter.

You can also point at any line and click the **+** that appears to its left, or click **Insert a block** in an empty article. If you want a real slash at the start of a line, press Esc when the menu opens and the slash stays.

What you can add

Block	Use it for

Heading 2, **Heading 3**, **Heading 4**	Sections and subsections. The article title is already the page's main heading.
Bulleted list, **Numbered list**	Groups of items, and steps in order.
Task list	A checklist. Readers see which items are ticked, but can't tick them.
Image, **Inline image**	Screenshots and pictures. An inline image sits inside a line of text, like an icon in a sentence. See Add images to an article.
Video	A YouTube, Vimeo or Loom video. See Embed videos.
Code block	Code with syntax highlighting. See Add code blocks.
Divider	A horizontal line between sections.
Callout	A colored box for tips and warnings. See Highlight tips and warnings with callouts.

Blockquote	A quotation.
File attachment	A file readers can download. See Attach files.
Custom embed	Embed code from another service, such as a form or a map. It runs in a sandboxed frame, apart from your help center: it can't read your help center's page, cookies or sign-in, so a script that needs them won't work there. Only paste code from sources you trust.
Internal note	Text only your team sees. See Leave notes for your team.
FAQ section	A saved set of FAQs, shown inside the article. See Write FAQs and add them to articles.
Table	Comparisons and reference data. See Add tables.
Article link	A card that points readers to another article, with its title and a short summary.
API endpoint	An API reference: method, path, parameters and responses. Readers get ready-made code samples.

Change, move or remove a block

- **Change a block's type:** click the **+** to the left of a paragraph and pick a heading or a list. The menu ticks the type the block already has. Pick that one again to turn the block back into plain text.
- **Move a block:** point at it and drag the handle next to the **+** to a new spot.
- **Remove a video, FAQ section or article card:** click it (for a video, click the dashed frame around the player), then click **Remove this block** in the toolbar. To remove a file, click the trash icon next to it in the **Attachments** card. For text, select it and press Delete.
- **Edit or remove a custom embed or API endpoint:** click **Edit** at the top of the block to change it. To remove it, click the block to select it and press Delete or Backspace.

Add a custom embed

1. Type /embed and press Enter. The **Add a custom embed** dialog opens.
2. Choose how to add it:
    - **Paste a snippet**: paste the embed code a service gives you, such as a form, a map or a CodePen.
    - **Write HTML / CSS / JS**: write your own HTML, CSS and JavaScript. They show together as one block in the published article.
3. Click **Insert embed**.

When the code is a single player or frame from another site, the dialog says **Embedded as a player** and adds it as it is, so it works as it does anywhere else. Some widgets that

load a script or open a frame of their own may stay blank in the sandbox. If that happens, paste the service's iframe embed code instead.

To change the code later, click **Edit** on the block, make your changes and click **Save changes**.

Markdown shortcuts

If you know Markdown, type these at the start of a line, followed by a space:

Type	To get
##, ### or ####	Heading 2, Heading 3 or Heading 4
- or *	Bulleted list
1.	Numbered list
[ ]	Task list
>	Blockquote
``	Code block

--- (no space needed)	Divider

Headings build the table of contents

Use Heading 2 for the main sections of an article and Heading 3 for the parts inside them. The **On this page** list that many themes show beside an article is built from these headings. See When does an article show a table of contents?

AI drafts

With AI writing help, the menu ends with **AI · drafts you review first**:

- **Continue writing**, **Draft a section** and **Summarize into an intro** put their text in a marked draft block. Click **Keep it** to make it part of the article, or **Discard**. Readers never see a draft you haven't kept.
- **Derive FAQs** drafts short FAQs from the article into the **Related FAQs** card. Save the article first.

See Write faster with AI writing help.

Related articles

- Get to know the article editor
- Format text
- Highlight tips and warnings with callouts
- Add tables
- Add code blocks