

Redirect old links to the right page

Domain, access and SEO

When a page on your help center moves or goes away, send its old address somewhere useful instead of a not-found page. A custom redirect takes readers, and search engines, from an old path on your help center to any URL you choose.

Who can do this: Owners and Admins · **Plans:** All plans

Add a redirect

1. In the left menu, click the gear icon, then **Settings**.
2. Under **Custom redirects**, click **Add redirect**.
3. In **From path**, type the old path **without a leading slash**. For `https://help.example.com/docs/pricing-2024`, type `docs/pricing-2024`.
4. In **To URL**, enter the full address of the page it should open, starting with `https://`. For example: `https://help.example.com/content/plans-and-prices`.
5. Click **Save redirect**.

Search engine indexing
Allow search engines like Google to index your help center. ☒

Custom redirects [+ Add redirect](#)
Send visitors from old or broken URLs to the right place.

No redirects yet
Add one to route visitors from old URLs.

Danger zone
Deleting your help center permanently removes all its configuration, categories and articles. Export your data first.

[Request a PDF export](#) [Delete help center](#)

Zendesk
Serve your articles to Zendesk agents. ☐

HubSpot
Connect your HubSpot CRM account. ☐

Zapier **COMING SOON**
Automate workflows with 6,000+ apps.

Slack **COMING SOON**
Get notified about comments and feedback.

API keys [+ New key](#)
Keys for the HelpCenter.io API.

Status page **Read only**
XVMWwy0abn*****dKc1 [Copy](#)

Reporting dashboard **Read & write**
6WBQvp0ses*****Kyka [Copy](#)

Custom domain
Serve your help center from your own domain instead of a subdomain.

Domain
help.yoursite.com

1 Under Custom redirects, click Add redirect

The old path goes in without a leading slash.

You'll see "Redirect added", and the new redirect appears in the list as old path → new URL.

Type the path without a leading slash. The **From path** field's example shows one (/api-docs), but a path saved with a leading slash never matches. Type docs/api, not /docs/api. Also leave out your domain, any slash at the end, and anything from a

question mark on. If you've already saved a redirect with a leading slash, delete it and add it again without the slash.

How redirects work

- **They only run on not-found pages.** A redirect kicks in when nothing else lives at the old path. If a published article or category still uses that address, readers see it instead.
- **They're permanent.** HelpCenter.io answers with a 301 redirect, which tells search engines the page has moved for good.
- **They can point anywhere:** another article in your help center, a page on your website, or another site.
- **A path needs at least two parts.** A one-part path like pricing-2024 opens your home page instead of the not-found page, so a redirect saved for it never fires. Paths with a slash in the middle, like docs/pricing-2024 or content/old-article, work.
- **One redirect per path.** Adding a redirect for a path that already has one replaces its destination.
- **Copy the path exactly as it appears after your domain.** On help centers with more than one language, every article and category path starts with a language code, your default language's included, for example en/content/pricing or de/content/preise. An address without the code, like content/pricing, is sent on to its language version first, so a redirect saved without the code never fires.

To delete a redirect, click the trash icon next to it. When your list grows long, a search box appears so you can find a redirect by its path or destination.

Redirects HelpCenter.io handles for you

- **Changed article URLs.** When you change an article's URL, its old address keeps working and sends readers to the new one. See [Set an article's search title, description and URL](#).
- **Deleted articles.** In **Trash**, open a deleted article's menu and choose **Create redirect** to send its old address to a full URL of your choice. See [Delete and restore articles](#).
- **Unpublished articles** show a not-found page. To send their readers elsewhere, add a custom redirect for the article's path, like content/old-article. See [Unpublish an article](#).

Custom redirects only work on your help center's current address. If you rename your subdomain, the old helpcenter.io address can't be redirected. See [Change your help center's address](#).

What readers see on a missing page

When an address matches nothing and has no redirect, readers get your help center's not-found page: "We couldn't find that page", with **Go to homepage** and **Search** buttons. This works on every plan.

If the address looks like an article link, the page also lists up to three articles with similar URLs under "Were you looking for one of these?". Readers choose where to go: nobody is forwarded to a guess. There are no suggestions when the link names one of your own articles that readers can't open, for example an unpublished or private one, so add a redirect for it if it should lead somewhere.

To add your own content to this page, edit the **Not found** page in the template editor. See [Pages, regions and shared headers explained](#).

Troubleshooting

The redirect doesn't fire. Check the path in the list. If it starts with a slash, delete it and add it again without one. If it has only one part, like pricing-2024, it can't fire: readers land on your home page. Make sure a published page doesn't still live at that path, and

that the path doesn't include your domain or a question mark.

"The to field must be a valid URL." Enter a full address, starting with https://.

You see "Fill in both fields first". Both **From path** and **To URL** need a value.

Related articles

- [Unpublish an article](#)
- [Change your help center's address](#)
- [Delete and restore articles](#)