Create and publish a FAQ page

Getting started

Give your customers one branded page with all your answers, searchable and always up to date. You write the FAQs and pick a look, and HelpCenter.io hosts the page at an address like yourname.faqs.page, or on your own domain.

> **Who can do this:** The account owner sets up the page and manages the plan. Owners, Admins and Editors write FAQs and design the page, and Owners and Admins switch it on · **Plans:** FAQ page, a size of the plan you build yourself, with a 14-day free trial

A FAQ page shows your FAQs with a search box, grouped by category. The same FAQs can also appear in FAQ sections on your own website, at no extra cost. If you need full articles with images and steps, choose a help center instead: see Build your own plan.

Get a FAQ page

1. Go to the pricing page and choose **FAQ page** as what you're building, or pick the **FAQ page** setup under **Start from a typical setup**. Add teammates or add-ons if you like.

2. Click **Start free trial** and create your account. No credit card is needed.

3. On **What do you want to start with?**, check that **FAQ page** is selected, and click **Continue**. What you chose on the pricing page carries over.

The setup that follows has four short steps: **Address**, **First FAQs**, **Look** and **Finish**.

Already on a plan with FAQ pages? If it has room for another one, create it from **My Help Centers**: see Create another help center. On a classic plan (Bootstrap, Growth or Catalyst), new sites are always help centers.

Set up your FAQ page

1. **Address.** Under **FAQ page address**, type a short name your customers will recognize, such as your company or product name. Use 3 to 63 letters, numbers and dashes, starting and ending with a letter or a number. When the line under the field says the address is available, click **Create my FAQ page**.

2. **First FAQs.** Write a **Question** and its **Answer**. **Use an example** fills a row with a sample you can edit, and **Add another question** adds a row, up to 10 in this step. An answer can be up to 600 characters. Click **Continue** to publish them in a category named General, or **Skip for now** to write them later.

3. **Look.** Pick a **Brand color** and how round the **Corners** are: **Square**, **Soft** or **Round**. Click **Continue**, or **Skip** to keep the defaults. You can change both later.

4. **Finish.** Your page is ready to preview. **Preview your FAQ page** opens the FAQ page editor, and **Go to my dashboard** takes you to your dashboard.

Your dashboard has only what a FAQ page needs. The left menu holds **Overview**, **FAQs**, **FAQ page** and **Sections**, then **Statistics**, **Localization**, **Users**, **Settings** and **Trash**. Your plan is under your avatar, in **Plan and billing**.

Add and edit FAQs

1. In the left menu, click **FAQs**.

2. Click **New FAQ**, or click the **Add a question** row. Type the question and press Enter. A draft FAQ starts, and its editor opens on the answer.

3. Write the **Answer**. The toolbar has bold, italic, links and bulleted lists, and the counter shows how much of the 600 characters you've used.

4. Pick a **Category**. To make a new one, click **+ Add category** in the **Categories** column.

5. Under **Show it in**, tick the FAQ sections that should show it on your own website, if any.

6. Click **Save and publish**, or **Save draft** to finish it later.

To change a FAQ, click it in the list. Once it's published, **Save** updates it everywhere it's shown. The menu on each row (⋯) has **Publish** or **Unpublish**, **Open in the full editor** and **Move to Trash**. To find a FAQ, search questions and answers, filter by section, sort by **Last modified**, **Alphabetical** or **Most viewed**, or use the views **All FAQs**, **Drafts**, **Not in a section** and **Most viewed**.

Your FAQ page shows every published FAQ that anyone may read, grouped by category. FAQs without a category go together under one heading. A private FAQ, or one in a category only your team can see, stays off the page. To write good answers, see Write FAQs and add them to articles.

Design the page

In the left menu, click **FAQ page**. The editor shows your page beside three tabs, and it saves your draft as you work. Visitors see design changes only after you publish.

Tab	What you can change

Brand	Your **Logo**, and a **Dark-mode logo** if you have one. The **Brand color**, from a swatch or as a hex color. The **Font**: **Clean sans**, **Friendly grotesque**, **Editorial serif** or **Match my website**. The **Corners**. The **Color scheme**: **Light**, **Dark** or **Follow the visitor's device**.
Layout	How answers are arranged: **Accordion**, **Cards**, or another design from **Browse all 27 designs**. Three switches: **Group by category**, **Search box** (typo-tolerant search across every answer) and **Category shortcuts** (buttons under the search that show one category at a time). Some designs have their own search, so picking one turns the page search off.
Content	The **Page title**, up to 160 characters, and the **Intro** under it, up to 600. A **Contact link**, shown as "Contact us" in the header: a link that starts with https://, http:// or mailto:. Your page's **Address**, with **Change** and **Use your own domain**.

The top bar shows whether your changes are saved, and has undo, redo, **Preview**, which opens your draft in a new tab, and **Publish**. More pages, navigation, themes and custom CSS come with a help center and its full template editor.

Publish your FAQ page

Publishing the page is part of the FAQ page plan. During the free trial you can build and preview it, and you publish it once your plan is activated with a card. Nothing is charged until the trial ends.

1. Confirm your email address, if you haven't yet.

2. Click your avatar at the bottom of the left menu, then **Plan and billing**, and click **Add a card**. See Build your own plan for how billing works.

3. In the left menu, click **FAQ page**, then **Publish**. The editor says "Published. Your FAQ page is live."

Once the page is live, **View the live page** on the **Content** tab opens it. Each later **Publish** updates the design. FAQs don't wait for it: each one shows on the page once you publish that FAQ.

Use your own domain

A custom domain is included with every FAQ page, with free SSL. On the **Content** tab, click **Set up** next to **Use your own domain** to open the custom domain card in **Settings**, then follow Use your own domain. Once it's connected, the tab shows your domain and the faqs.page address it's also at.

To pick another faqs.page name, click **Change** next to the address: see Change your help center's address. A faqs.page address can't be used as a custom domain.

Languages, add-ons and your team

- **Languages.** Your FAQ page starts in one language. To add another under **Localization**, add **More languages** to your plan first. See Add a language to your help center.

- **Add-ons.** A FAQ page can also have **AI answers**, **Insights** and AI translation. Single sign-on and AI agent access come with a help center. Prices are in Build your own plan.

- **Teammates.** Add seats to your plan, then invite people under **Users**. See Roles and permissions.

- **More FAQ pages.** Raise how many your plan includes on **Plan and billing**. Each page has its own address, FAQs and design.

On the free FAQ sections plan

The free plan is for FAQ sections on your own website: up to 25 FAQs in 3 sections, for one person. You can open **FAQ page** and preview a page built from your FAQs, but **Publish** shows a lock and takes you to **Plan and billing**. Moving to the FAQ page size there lets you publish it, removes both limits and removes the HelpCenter.io badge from your sections. See Embed FAQ sections on your website.

Move up to a help center

When your answers need more room, such as images, steps or video, a help center adds full articles. Change the size on **Plan and billing**. Your FAQs move with you, and links to your old faqs.page address redirect to the help center's new address.

Troubleshooting

Publish has a lock on it. Your plan isn't activated yet, or you're on the free plan. Click it to open **Plan and billing**, and add a card or move to the FAQ page size.

Publish says "You must verify your email address before publishing the help center." Open the confirmation email we sent when you signed up and confirm your address, then publish again.

"Published. Your site team can switch the page on from Settings." Your design is published, but switching the page on for the first time takes an Owner or Admin. Ask one of them to click **Publish**.

"An answer can be at most 600 characters." Shorten the answer. Answers are meant to be short: link to the detail.

"Write an answer before you publish." A FAQ needs an answer to go live. Save it as a draft until it has one.

"That address is taken. Try another one." Another site uses that name. Try a variation, such as your product name.

"More languages are an add-on. Add it on the Plan and billing page first." Add **More languages** on **Plan and billing**, then add the language again.

"Your plan includes 1 FAQ page. Add another on the Plan and billing page first." Raise how many FAQ pages your plan includes, then create the new one.

"This site holds FAQs only." A FAQ page has FAQs, not articles. Create a FAQ instead, or move up to a help center.

A FAQ is missing from the page. Check that it's published, isn't private and isn't in a category only your team can see.

Related articles

- Build your own plan
- Embed FAQ sections on your website
- Write FAQs and add them to articles
- Use your own domain
- Roles and permissions