# Customize the hero and search bar

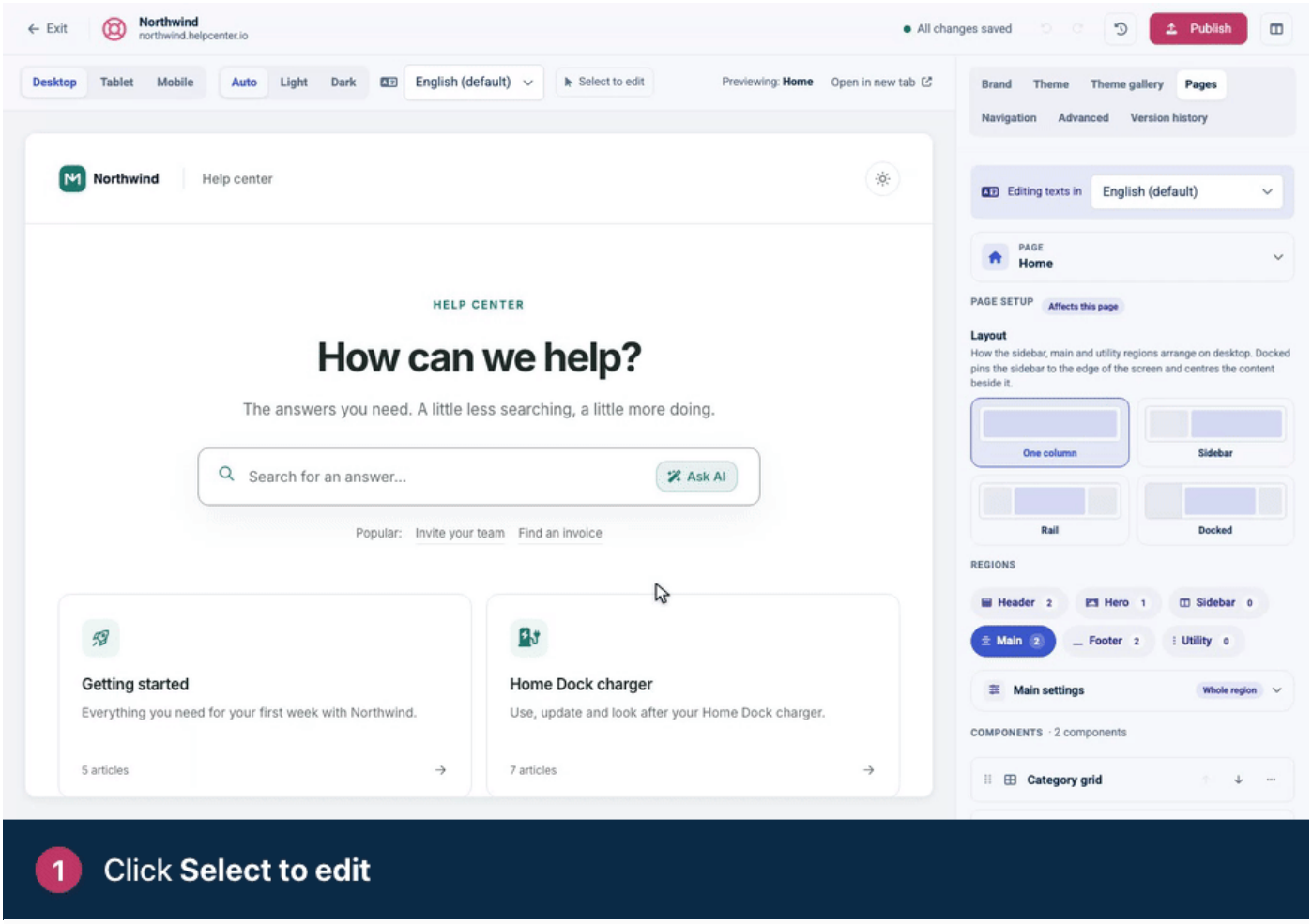
**Design and templates**

The hero is the banner at the top of your home page, usually with a big question and a search bar. Change its words, background and height, and decide how its search bar behaves.

**Who can do this:** Owners and Admins (Editors through **Customize** on your help center) · **Plans:** All plans. The **Ask AI** button needs AI Answers (Catalyst plan, or the AI add-on on Bootstrap and Growth).

## Change the hero text

1. In the template editor, click **Select to edit** above the preview.
2. Click the hero's heading or subheading and type your new text.
3. Press Enter to keep it.




Click the heading in the preview and type.

4. For the other hero settings, click an empty part of the hero, away from the text. Its settings open in the panel on the right.

5. Click **Publish**.

You can also get there from **Pages** → **Home** → the **Hero** region → **Hero**. In **Heading** and **Subheading**, you can use a little HTML: <br> for a line break,  for bold and  for italic.

## Hero options

| Option | Choices |
| --- | --- |
| **Align** | **Left**, **Center** or **Right**. |
| **Height variant** | **Compact**, **Standard** or **Tall**. |
| **Background** | **Gradient**, **Solid** or **Image**. See below. |
| **Text color** | **Auto** picks light or dark text that reads well on the hero's background, separately for light and dark mode. **Light text** and **Dark text** force one color in both modes. |

## Backgrounds

- **Gradient** blends two colors. Choose a **Gradient style** (a two-color blend or a radial glow from a corner), set **Gradient from** and **Gradient to**, and pick a **Gradient angle**. Leave the colors empty to use your theme's Primary and Accent colors.
- **Solid** fills the hero with your theme's Primary color.
- **Image** shows a photo. Under **Background image**, click **Upload** for your own, or **Unsplash** to search free photos (the photographer's credit shows on the hero). **Cover enabled** darkens the image so text stays readable, and **Cover opacity** sets how much. **Background color** shows while the image loads and through transparent parts.

An image can't be measured for contrast, so with an image background set **Text color** to **Light text** or **Dark text** yourself, and check it with the preview's **Appearance** set to both **Light** and **Dark**.

To change the space around the hero or center everything in it, open the Hero region's settings card: **Background**, **Padding**, **Border below** and **Content alignment**.

## What goes inside the hero

A new Hero comes with a Search bar inside it. Click **Add inside Hero** to add more, such as a Rich text line, a Category grid, FAQs, a Container, a Spacer or a Divider. A Logo, Navigation or Language switcher placed inside the hero sits in a row across its top, over the background.

## Search bar options

Click the Search bar (inside the hero, or in your header) to open its settings:

| Option | What it does |
| --- | --- |
| **Placeholder** | The hint inside the empty field, such as "Search the help center...". |
| **Helper text** | A line under the field, for example a few popular topics. |
| **Size** | **Compact**, **Large** or **Custom**. With Custom, set **Field width (%)** and **Field height (px)**. |

| | |
|---|---|
| **Position** | **Own row (block)**, or inline so it shares a row with a logo or menu. |
| **Background mode** | **Solid**, **Translucent** (frosted over the hero) or **Transparent** (blends into the region with a thin outline). |
| **Corner radius (px)** | From square to fully rounded. |
| **Instant search** | Shows matching articles in a dropdown as visitors type. |
| **Results variant** | **Simple** shows article titles. **Detailed** adds a short snippet of each article. |
| **Show button** | Shows a search button. Visitors can always press Enter. |
| **Show "Ask AI" button** | Shows the Ask AI button for instant AI answers. It appears only when AI Answers is on. Turn it off to keep AI out of this search bar. |

See How search works in your help center for what search finds, and Turn on AI Answers to add AI.

## Container, Spacer and Divider

- **Container** is a box that holds other components, stacked or side by side. Set its **Box background** (none, surface, muted or your brand color), **Padding**, **Max width**, **Align** and **Direction**, then use **Add inside Container**.

- **Spacer** adds empty space. Pick a **Size** from Extra small to Extra large, or **Custom** for an exact **Height (px)** up to 400.

- **Divider** draws a line between two sections. It has no options of its own.

## Troubleshooting

**The hero text is hard to read on my photo.** Set **Text color** to **Light text** or **Dark text**, or turn on **Cover enabled** and raise **Cover opacity**.

**There's no Ask AI button.** AI Answers has to be on for your help center, and **Show "Ask AI" button** on in the Search bar. See Turn on AI Answers.

**My changes aren't on my help center.** Click **Publish**. Changes stay in your draft until you do.

## Related articles

- Edit text right in the preview

- Turn on AI Answers

- How search works in your help center