

Hide your help center from search engines

Domain, access and SEO

Keep your help center out of Google and other search engines while anyone with a link can still read it. This suits help that's meant only for your customers, or a help center you're still preparing.

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

Turn off search engine indexing

1. In the left menu, click the gear icon, then **Settings**.
2. Under **General**, turn off **Search engine indexing**.
3. Click **Save changes**.

No IP restrictions — accessible from all addresses.

Embedding origins

Domains that may load the floating widget or the help-center iframe. Add the domain of the page that hosts the embed — while this list is empty, the help center cannot be embedded anywhere. Use a leading dot for subdomain wildcards (`.example.com`). Embeddables → Configuration edits this same list.

e.g. app.example.com or .example.com

Add

No embedding origins — the widget and the iframe are blocked on every domain. Add the domain of the page that hosts the embed.

Search engine indexing

Allow search engines like Google to index your help center.

☒

Custom redirects

Send visitors from old or broken URLs to the right place.

+ Add redirect

No redirects yet

Add one to route visitors from old URLs.

and what the agent may do.

3. Ask it: *"What did our customers search for last month and not find?"*

Claude Code

claude mcp add --transport http helpcente...

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Setup guide

Tool reference

Manage connected apps

Integrations

Front

Sync your help center articles with Front.

☐

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

XVMMwy0abn*****dKc1

Copy

1 Turn off Search engine indexing

Search engine indexing is on for every new help center.

What changes

- **robots.txt** asks every crawler to stay out of your whole help center, and signals that your content may not be used for search, AI answers or AI training.

- **llms.txt**, the index AI assistants read, is removed, and **ai.txt** says your help center has opted out.
- Your **public MCP server** turns off, so readers can no longer connect your help center to their AI assistant.
- **Your help center stays open.** Anyone with a link can still read it. To control who can read it, see [Control who can see your help center](#).

Pages that search engines have already listed don't disappear at once. They drop out over time as search engines update their results.

The template editor's no-index switch

The template editor has a second switch: **Hide from search engines (no-index)**, in **Brand** under **SEO**. It adds a noindex tag to every page of your help center, which asks search engines to remove the page from their results. It takes effect when you publish your design, and it doesn't change robots.txt, llms.txt or your public MCP server. See [SEO settings for your help center](#).

Which one to use:

- **Your help center isn't in search results yet.** Turn off **Search engine indexing**. Crawlers stay out from the start.
- **Your pages already show up in search results.** Turn on **Hide from search engines (no-index)** first and leave **Search engine indexing** on until the pages are gone. Search engines have to read a page to see its noindex tag, and robots.txt stops them from reading it. Once the pages have dropped out, you can turn indexing off too.

Private and password help centers

Private and Password help centers never appear in search results, because search engines can't get past the sign-in or password page. You don't need either switch for

them. On every help center, search result pages and the not-found page always ask search engines not to list them.

Related articles

- [SEO settings for your help center](#)
- [How search engines and AI crawlers read your help center](#)
- [Control who can see your help center](#)