

Let readers use your help center in their AI assistant

Search and AI

Every public help center is also an MCP server that your readers can add to Claude, ChatGPT, Cursor, VS Code and other AI assistants. Their assistant then searches and reads your published articles and answers with links to them, instead of guessing from what it learned elsewhere.

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

Find your server URL

The public MCP server is on by default. Here's where to find its address to share it.

1. In the left menu, click the gear icon, then **Settings**.
2. Find the **Public MCP server** card on the right. The **Live** badge means it is on.
3. Next to **Server URL**, click **Copy**. The address is your help center's address followed by /mcp, and it uses your custom domain if you have one.
4. To share step-by-step instructions instead, open **Setup page for readers** and send its link.

Settings

Configure how your help center works, looks and connects.

[View help center](#)

General

Your help center's identity and who can access it.

Subdomain

`https://northwind` `.helpcenter.io`

The address where your help center lives.

Description

Used in search results and social previews.

Access & visibility

Control who can view your help center.



Public

Anyone on the internet can find and read it



Private

Only invited team members can access it



Password

Visitors must enter a password to view

JS-only access

Only accessible via the embedded widget — not as a standalone site.



AI features



AI Answers

Instantly answer visitor questions from your published articles.



ACTIVE AI answers are enabled for your help center and widget.

Public MCP server **LIVE**

Let your readers' AI assistants — Claude, ChatGPT, Cursor, VS Code — search and read this help center's published articles. Read-only and anonymous: nothing private is ever shared.

Allow AI assistants to connect

Included in every plan.



Server URL

`https://northwind.helpcenter.io/mcp`

[Copy](#)

No requests from AI assistants yet. Share the setup page with your readers to get them started.

[Setup page for readers](#)

AI agents can also find it on their own: it is listed in this help center's `llms.txt` and `/.well-known/ai-catalog.json`.

AI agents **INCLUDED**

Connect Claude, or any agent that speaks MCP, to search, write and organize this help center — within the permissions you approve.

1 Public MCP server is on for every public help center

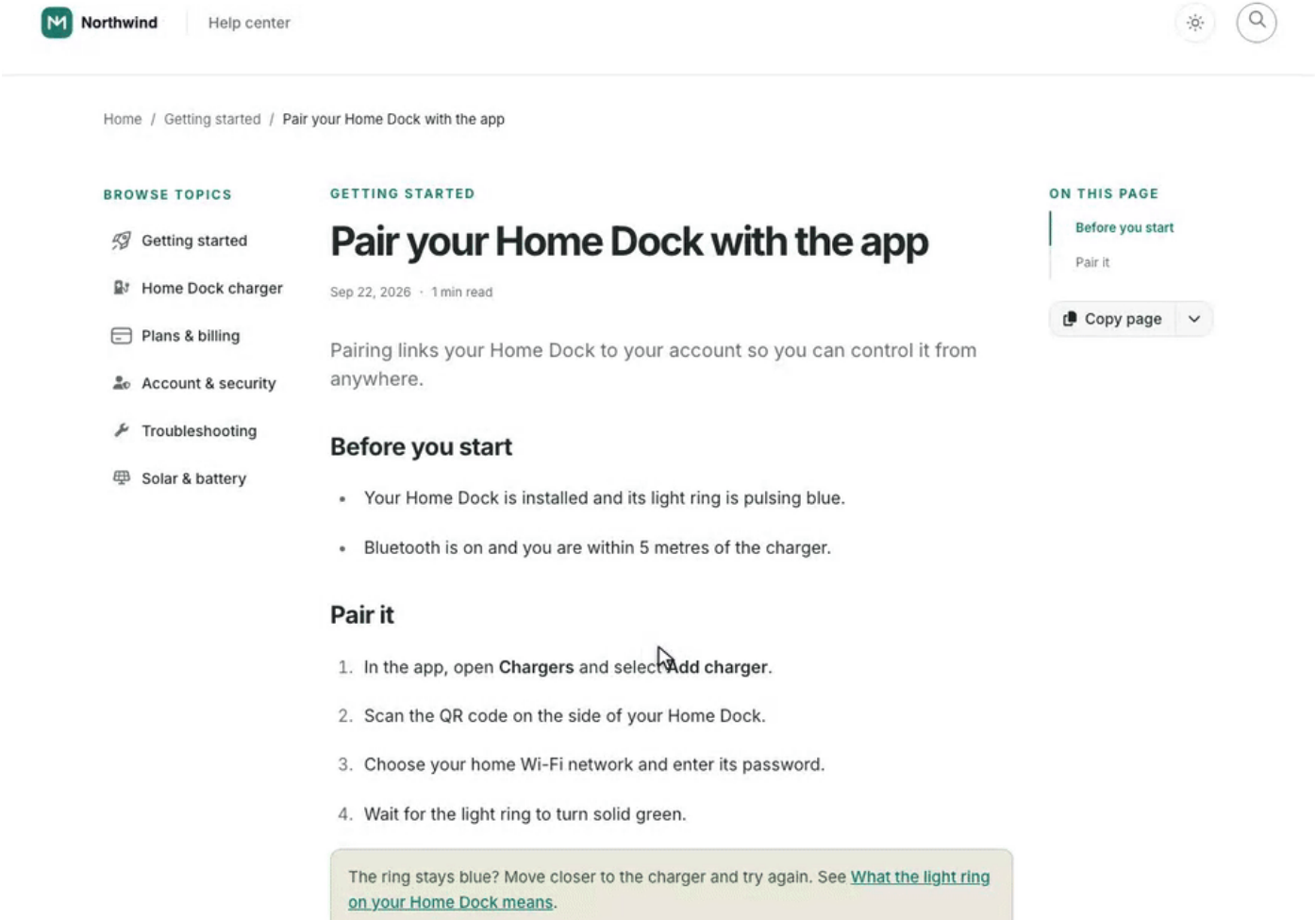
The card also shows how many requests AI assistants made in the last 30 days.

AI assistants can also find the server on their own: it is listed in your help center's `llms.txt` and `/.well-known/ai-catalog.json`. See [How search engines and AI crawlers read your help center](#).

How readers connect

On an article, readers click the arrow beside **Copy page** and choose **Use with AI**. Compass, Docs Classic, GitHub Dense, Ledger and Stripe Clean put the Export menu on

the article page. With any other theme, add the **Export menu** component to your article page first. See [Customize the article page](#). The setup page shows the server URL with a **Copy URL** button and the steps for each assistant.



1 Click the arrow beside **Copy page** and choose **Use with AI**

The setup page needs no sign-in, so you can link to it from anywhere.

Assistant

How to connect

Claude	Open Settings → Connectors , choose Add custom connector and paste the server URL.
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ChatGPT	In ChatGPT on the web, turn on developer mode, create an app from the server URL and choose No Authentication .
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Cursor	Click Add to Cursor on the setup page.
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VS Code	Click Add to VS Code on the setup page.
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Claude Code	Copy the command from the setup page and run it.
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Other assistants	Any client that supports remote MCP servers over Streamable HTTP works too, with no authentication.
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What assistants can do

The server is read-only and anonymous. It offers three tools:

- search finds articles that answer a question.
- fetch reads an article, or a category's list of articles, in full.
- list_categories shows how your help center is organized.

Assistants see only what an anonymous visitor can read: published, public articles and released translations. Unlisted articles are left out too, even though anyone with their link can open them. Drafts, private content and team notes are never shared, and nobody signs in.

The tools' settings, the server's limits and how to call it from code are in [The public MCP server of a help center](#) on the developer portal.

When the server isn't available

A help center only has a public MCP server when anyone could read it anyway. The card shows **Not available for this help center** with the reason when your help center:

- is private or password-protected,
- is limited to specific IP addresses,
- is only available inside the embedded widget (JS-only access),
- asks search engines not to index it, or
- isn't live at the moment.

For indexing, the message asks you to turn on "Allow search engines". The setting is called **Search engine indexing**, in the **General** card of Settings. See [Control who can see your help center](#).

Turn it off or hide the link

- **Turn the server off:** switch off **Allow AI assistants to connect**. You see **Public MCP server turned off**, and the badge changes to **Off**.
- **Keep the server but hide the link:** in the **Template editor**, select the **Export menu** on your article page, untick **Use with AI** and publish your design.

Tip: The setup page is titled "Use your help center's name with your AI assistant", and assistants see the same name. It comes from the **Default page title** under

Template editor → **Brand** → **SEO**. Set it to your product or company name. See [SEO settings for your help center](#).

Related articles

- [Connect Claude, ChatGPT and other AI agents](#)
- [How search engines and AI crawlers read your help center](#)
- [Make your help center ready for AI](#)
- [The public MCP server of a help center](#) on the developer portal