

Control who can see your help center

Domain, access and SEO

Decide who can read your help center: anyone on the internet, only your team, or anyone who knows a password. New help centers start as Private, so you can get your content ready before anyone else sees it.

Who can do this: Owners and Admins

The three options

You'll find them in **Settings**, under **General** → **Access & visibility**.

Option	Who can read it	How they get in
Public	Anyone on the internet. Search engines can list it.	No sign-in needed.
Private	People on your team, in any role, including Viewers.	They sign in with their HelpCenter.io account.

Password	Anyone you give the password to.	One shared password. No account needed.
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Make your help center private

- 1. In the left menu, click the gear icon, then **Settings**.
- 2. Under **Access & visibility**, choose **Private**.
- 3. Click **Save changes**.

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

.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

[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 Choose **Private** to limit reading to your team

Private limits reading to your team.

To let someone read a private help center, invite them to your team. The **Viewer** role is for people who only need to read. See [Invite your team](#).

Anyone who opens a private help center without being signed in is asked to sign in with their HelpCenter.io account. After they sign in, they go straight back to the page they were trying to open. If you use JWT single sign-on, visitors go to your own login instead.

Don't have an account? [Start with a free trial.](#)

Sign in to your account

Email address

Password

☐ Keep me logged in

[Forgot password?](#)

Sign in →



By signing in, you agree to our [Terms of Service](#) and [Privacy Policy](#)

1 Visitors to a private help center are asked to sign in

Protect it with a password

1. In the left menu, click the gear icon, then **Settings**.
2. Under **Access & visibility**, choose **Password**.
3. Enter the **Access password** you'll share with readers.
4. Click **Save changes**.

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



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Instantly answer visitor questions from your published articles.



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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 Under Access & visibility, choose Password

Everyone who reads your help center uses the same password.

Visitors now see a password page first. After they enter the right password, the help center stays open in that browser for up to 7 days. Team members who are signed in to HelpCenter.io skip the password page.

Northwind

The help center you are trying to access is password-protected. If you have the password, enter it below to gain access, otherwise ask the help center owner for the password.

Password

Password

Unlock



1 Visitors see a password page first

The password page shows your help center's name.

- **To change the password**, type a new one in **Access password** and save. Everyone who used the old password is signed out and needs the new one.
- **To keep the current password** while you change other settings, leave the field empty.
- You have to enter a password the first time you choose this option. Otherwise saving fails with "Please set a password before switching the help center to password-protected visibility."

Make it public

1. In **Settings**, under **Access & visibility**, choose **Public**.
2. Click **Save changes**.

Public is available once the account owner has confirmed their email address and activated a plan. Until then, the **Public** option is locked and says which step is missing. The owner can activate during the free trial and keep the days left. Private and Password work on the trial too. See [Make your help center public](#).

If your help center is public already, it stays public and you can keep saving your settings. If you switch it away from Public before the plan is activated, Settings warns you first: "Once you save, making it public again needs an activated subscription plan."

Which to choose

You want	Use
Help for customers and prospects that anyone can find	Public
An internal knowledge base for your team	Private . See Use a private help center as an internal knowledge base .
A customer portal for people who sign in to your product	Private with JWT single sign-on, so readers use their existing login (Catalyst plan). See Sign readers in with your own login .

A preview before launch, or access for a few partners without accounts

Password

Help that appears only inside your product

JS-only access. See [Show your help center only inside your app](#).

Access only from your office network or VPN

IP whitelisting, on top of any option above. See [Restrict access by IP address](#).

To keep a help center public but hide some of its content, make individual categories or articles private instead. See [Make a category private](#) and [Choose who can read an article](#).

Search engines and AI assistants

Private and Password help centers never appear in search results, because search engines can't get past the sign-in or password page. They also have no public MCP server, so readers can't connect them to an AI assistant. To keep a public help center out of search results, see [Hide your help center from search engines](#).

Related articles

- [Restrict access by IP address](#)
- [Sign readers in with your own login \(JWT SSO\)](#)
- [Show your help center only inside your app](#)
- [Make a category private](#)

- [Someone can't see an article or the help center](#)