What visitors see in the widget

Widget and embeds

Here's what your visitors get when they open the widget: a search box for your whole help center, suggestions for the page they're on, answers to their questions and your articles, all without leaving your site.

> **Plans:** The widget is on all plans. AI answers and questions about an article need AI Answers switched on, and suggestions for the page a visitor is on need only a plan that includes AI. Both come with Catalyst, or with the AI add-on on Bootstrap and Growth.

Opening the widget

Visitors open the widget from the round button in the bottom-right corner of your pages (or bottom left, if your snippet moves it). A proactive message can also invite them in at the right moment. On screens narrower than 450 pixels, such as most phones, the widget opens full screen.

The home screen

At the top, visitors see your brand name, heading and subheading. Below them:

- **A search box.** It reads "Ask a question or search…" when AI Answers is on, and "Search the help center…" when it isn't.
- **Your own content**, if you added Custom HTML content to the widget.

- **Recent conversations** (with AI Answers): the visitor's own earlier questions to the AI assistant, so they can pick up where they left off.

- **Can this help?** (on plans with AI): up to two articles related to the page the visitor is on, with the hint "based on this page". To find them, the widget sends the text of that page to HelpCenter.io. This works whether AI Answers is on or off, once your articles are prepared for search by meaning. See AI and your data.

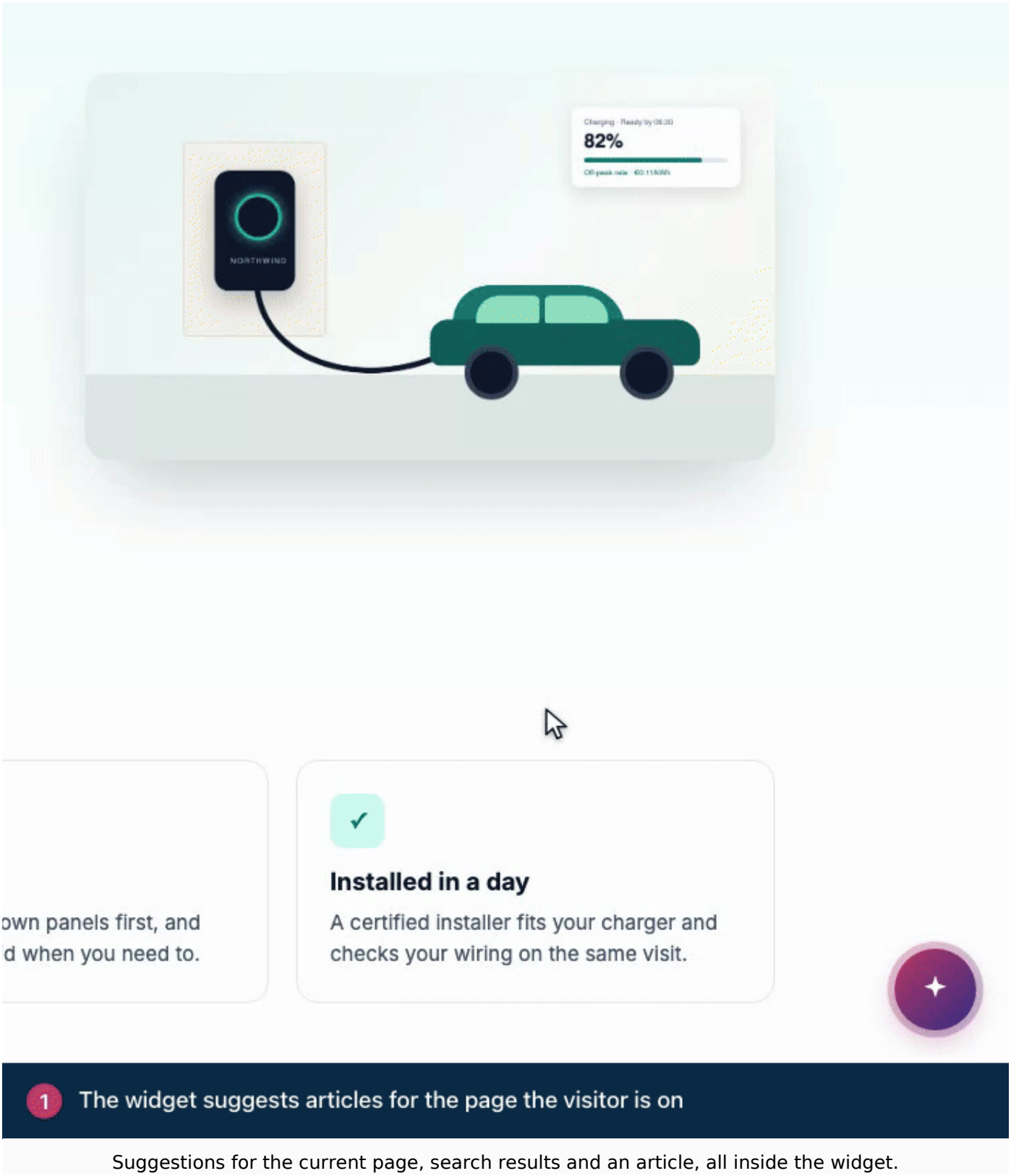
- **Top articles**: your most viewed articles.

- **Browse by category**: your top-level categories.

- **I can't find what I'm looking for**: opens a form to message your team, when your contact form has a recipient.

Searching

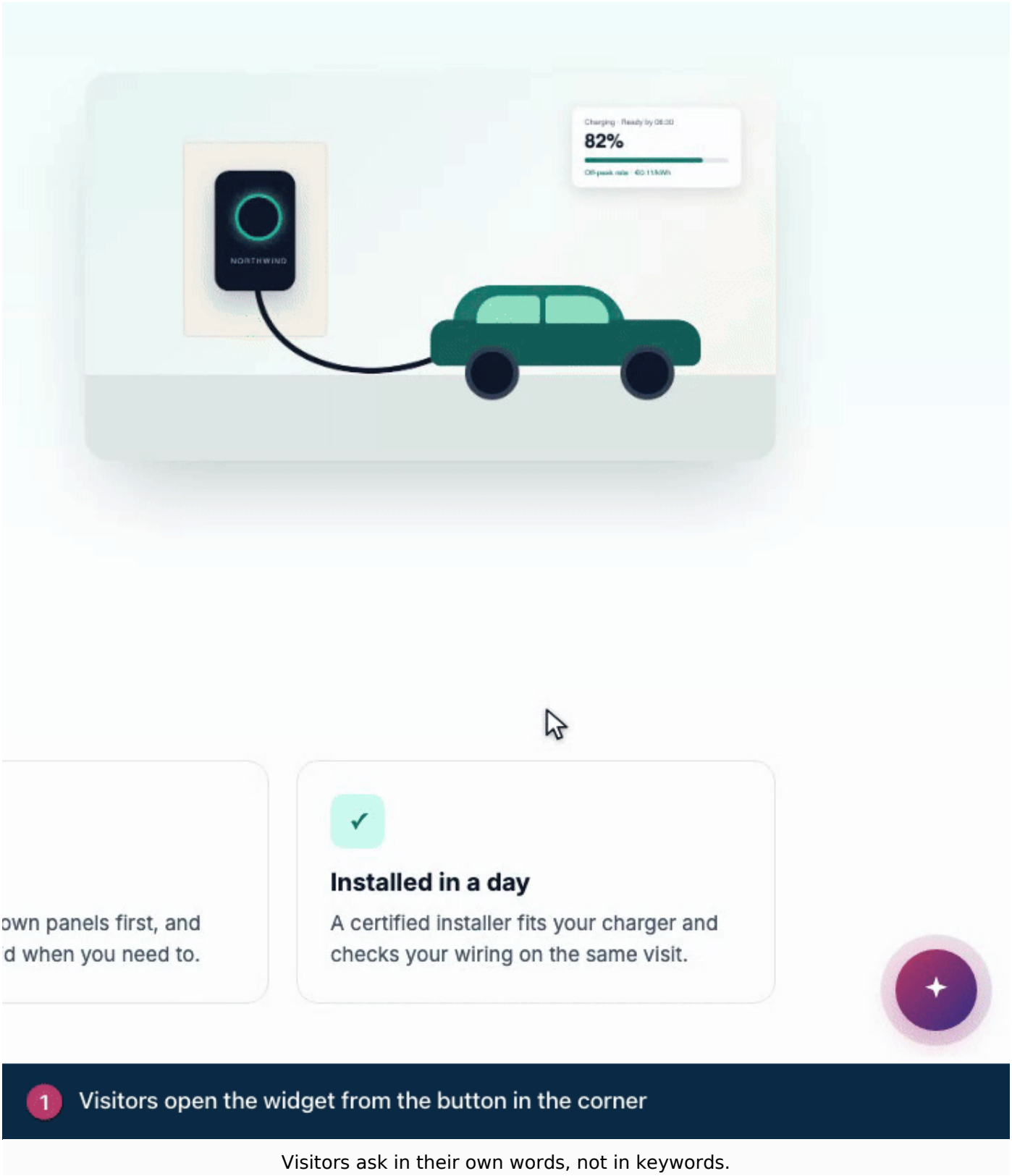
Results appear as visitors type, each with a short excerpt. When AI Answers is on, **Ask AI for an instant answer** sits above the results. When nothing matches, the widget says **No articles for** followed by the search, and offers **Ask AI assistant** (with AI Answers) and **Contact our team**.



Suggestions for the current page, search results and an article, all inside the widget.

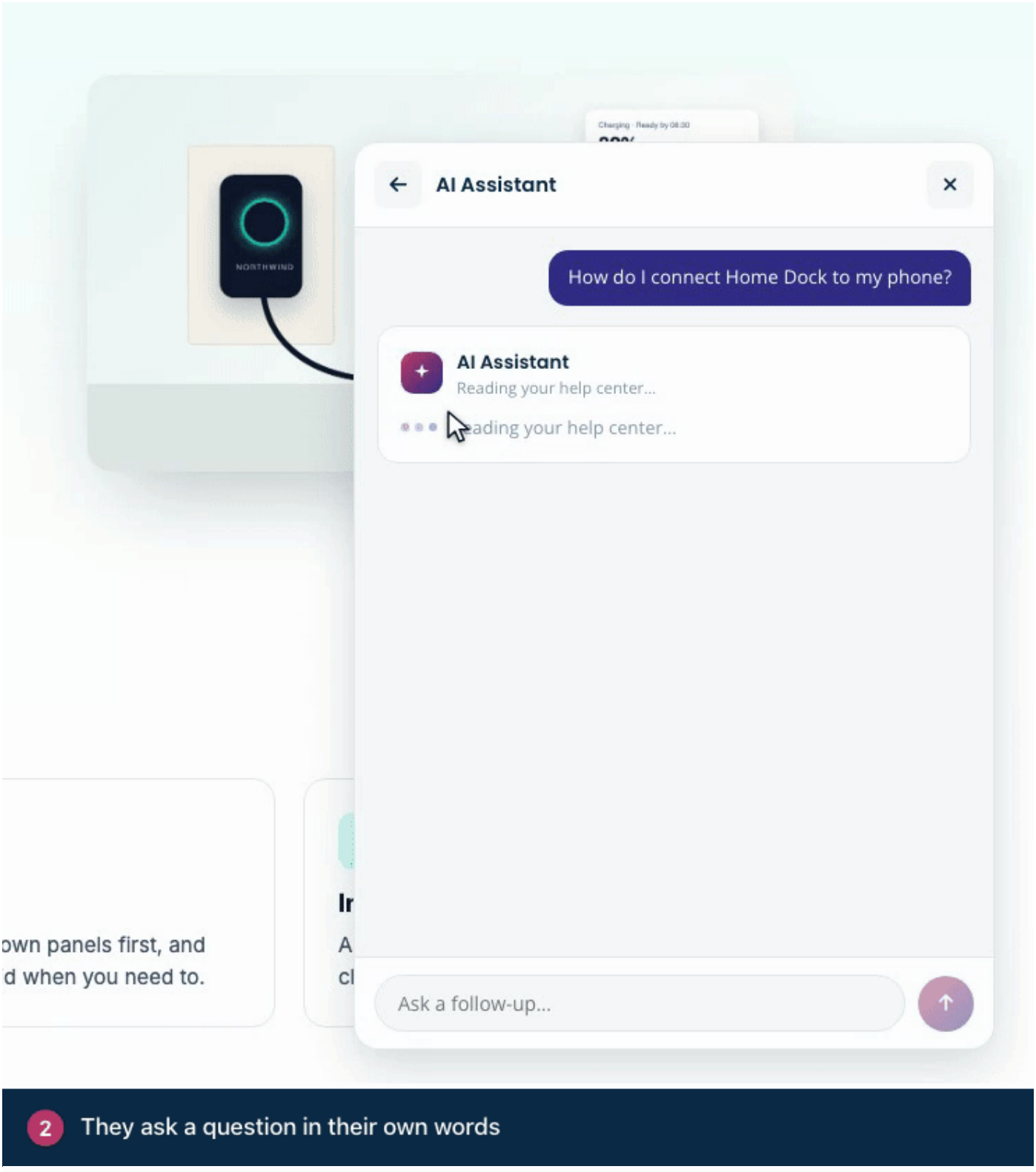
Asking the AI assistant

With AI Answers on, visitors can type a question in their own words and press Enter or click **Ask**.



Visitors ask in their own words, not in keywords.

The **AI Assistant** screen shows "Reading your help center…", then writes the answer from your published articles. Under the answer, **Sources** lists the articles it used, and each one opens in the widget.



Every answer shows the articles it came from.

After the answer, visitors can:

- Rate it under **Was this helpful?**
- Open one of the **Related articles**.
- Keep going with **Ask a follow-up…**
- Write to your team with **Still stuck? Message our team →**, when your contact form has a recipient.

AI Answers only answers from your published articles. When they don't cover a question, it says so instead of guessing. See How AI Answers work.

Reading an article

Articles open inside the widget, with their category and the date they were last updated. Under each article:

- **Was this article helpful?** lets visitors rate it with **Helpful**, **Love it** or **Not really**.
- **Ask about this article…** (with AI Answers) answers questions from that article only. The box is labelled **AI Assistant**, so visitors know an AI answers.
- **Read in Help Center** opens the full article in a new tab.

Writing to your team

When your contact form has a recipient email, visitors can send your team a message without leaving the widget. See Let visitors message your team from the widget.

See how visitors use it

Searches and article views in the widget appear in **Statistics**. Set the **Surface** filter to **Widget** to see the widget on its own. See Read your help center statistics.

Related articles

- Add the widget to your website
- Turn on AI Answers
- Let visitors message your team from the widget
- Change the widget's greeting and texts