

Change the widget's greeting and texts

Widget and embeds

Write the greeting visitors see when they open the widget, in each of your help center's languages, and add your own content to its home screen.

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

Change the heading and subheading

1. In the left menu, click the gear icon, then **Embeddables**.
2. On the **Widget** tab, find the **Content** card.
3. Change the **Heading**, then the **Subheading**. The **Preview** updates as you type.
4. Click **Save changes** at the top of the page.

hide the "Powered by HelpCenter.io" badge in the widget.

A Content

The text shown in your widget

Brand name

Shown in the widget header. Defaults to your site name.

Heading

EN Hi, how can we help? 

Subheading

EN English 

Search our guides, or send us a message.

Contextual suggestions label

Hint shown beside the "Can this help?" page-aware suggestions.

Proactive messages

Invite visitors into the widget at the right moment — on a specific page, after a while, or as they move to leave. [Set up](#)

Custom HTML content

1 

Preview

Live preview of your widget

Northwind

Hi, how can we help?

Search our guides, or send us a message.

Ask a question or search... 

TOP ARTICLES

1

My car isn't charging

Troubleshooting

2

Welcome to Northwind

Getting started

3

Compare Northwind plans

Plans & billing

4

Pair your Home Dock with the app

Getting started

5

What the light ring on your Home Dock means

Home Dock charger

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1 Under **Content**, change the **Heading**

The heading and subheading are the first words visitors read.

If your help center has more than one language, the **Heading** and **Subheading** fields each have a language switcher (the globe inside the field). Pick a language, write the text for it, and repeat for your other languages before you save. **Brand name** and **Contextual suggestions label** have one value that every language shows. To translate parts of **Custom HTML content**, see below.

Until you save this tab for the first time, the live widget shows its default greeting, "How can we help?", while the fields show different starter text. Saving anything on the **Widget** tab, even a color, puts the text in these fields live, so write your own first.

Everything in the Content card

Field	What it does
Brand name	The name in the widget's header, up to 60 characters. Leave it empty to use your site name.
Heading	The large greeting at the top of the home screen.
Subheading	The line under the heading. A good one tells visitors what they can do, such as search or ask a question.
Contextual suggestions label	The hint next to Can this help? , the articles suggested for the page the visitor is on. The default is "based on this page". Up to 60 characters.
Proactive messages	Set up or Manage takes you to the Proactive messages tab. See Invite visitors with proactive messages .

Custom HTML content

Your own HTML, shown after the subheading and before the suggested articles. Use it for a short notice, your support hours or a link to your status page. It can be translated: see the next section.

Translate your custom HTML

The HTML itself is the same in every language, so put the words that change in a placeholder: a name of your choice in curly brackets, such as {hours}. Use letters, numbers and underscores in the name, starting with a letter.

1. Type the placeholder where the text should appear, for example `<p>{hours}</p>`.
2. Under the code editor, **Translatables** now lists **hours**. Write its text, then use its language switcher to write it for each of your other languages.
3. Click **Save changes**.

Visitors see the text for the language the widget shows. Fill in every language, your default one included: where a placeholder has no text, visitors see it as you typed it, curly brackets and all.

Translate the rest of the widget

The widget's buttons, labels and messages, such as **Send message** or **Was this article helpful?**, have built-in text. To change them for your other languages:

1. In the left menu, click the gear icon, then **Localization**.
2. In **Interface translations**, open the **Widget** group.
3. Edit the phrases for each language. See [Translate buttons and labels](#).

The widget's English phrases can't be changed there today.

Which language the widget uses

The widget shows your help center's default language. To show another of your languages on a page, for example on the Spanish version of your site, set lang in that page's snippet, such as lang: 'es'. See [Widget installation and options](#) on the developer portal.

Related articles

- [Match the widget to your brand](#)
- [Translate buttons and labels](#)
- [What visitors see in the widget](#)