

Add a popup

Make a small window that opens over your page, such as an offer, a notice or a short form, and set how visitors close it.

A popup is a small window that opens over a page. Use one for a short notice, an offer or a quick sign-up, so visitors see it without leaving the page they're on.

Make a popup

1. Log in to your site editor.
2. In the side panel, click **Pages**.
3. Click the **Popups** tab.
4. Click **+ New Popup**.
5. Choose a popup type. Each type starts with a few elements already in place.
6. Type a name for the popup, then click **+ Add Popup**.

Fill it in

A popup edits like a page. Click the text to change it, and add rows, columns, buttons or any other element. To make the window bigger or smaller, drag its bottom right corner.

Choose how people close it

Every popup comes with an **X** button. Any button or link inside the popup can also be set to close it. Say the popup invites people to join your mailing list, and you add a "Maybe later" button:

1. In the **Pages** panel, click the **Popups** tab and open the popup.
2. Click the button or other linkable item.
3. For its link, choose **Close Popup**.

Make it appear

A new popup does nothing until something opens it. Link a button or some text to it: Open a popup from a button or link. A popup that opens by itself, such as a few seconds after someone arrives, runs on a personalization rule. Ask us to set that up. Each visitor sees an automatic popup once per visit.

Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Rename, copy or delete a popup

On the **Popups** tab, click the settings icon beside the popup, then choose **Rename**, **Duplicate** or **Delete**. Deleting can't be undone unless there's a backup of your site, so tell us right away if it was a mistake.

Tips

- Keep it short, with one message and one button. Phones have little room.
- Make closing it easy and obvious. A popup people can't get rid of sends them away.
- Test on your own phone, and see if you can close it with a thumb.

Need a hand?

Email hello@zossoz.com with your business name and what the popup should say and when it should open, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Open a popup from a button or link](#) · [Put up a closure banner](#) · [Add a contact form](#) · [Add a printable coupon](#)

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