

Connect text or a photo to your business details

Link a phone number, address, button or image on a page to your saved business details, so it follows when you change them.

Connect an item on a page to your business details, and it shows what's saved there. Change the details once and the item follows. It's a good fit for a phone number, address or email that you show in several places.

Before you start

Your details need to be filled in first: Update your business details in one place. If **Connect to Data** doesn't appear on an item, there may be nothing saved yet.

Connect a whole item

1. Log in to your site editor and open the page.
2. Right-click the text, icon, image, button or map you want to connect.
3. Click **Connect to Data**.
4. Pick the detail from the drop-down list. It only lists details that suit that kind of item.
5. Click **Done**.
6. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

A small connected-data icon marks the item.

What you can connect

- Text: your address, email and phone number, plus your business name, social links or any other business text.
- Icons: phone, email and social media.
- Images and background images: your logo and saved photos.
- Buttons, including tap-to-call and tap-to-email buttons: the words on the button.
- A map: your location.

Connect a few words inside a paragraph

In a text block, type three opening curly brackets. A list pops up. Pick the detail you want, then save. While editing, you'll see its name in curly brackets. Visitors see your saved detail.

Disconnect an item

Right-click the item, click **Change connection**, then choose **None**. It goes back to the text it had before.

Good to know

- Editing a connected text block on the page changes the saved detail itself, so every item connected to it changes too. The quick text-formatting menu isn't available for connected text.
- Connected text uses your site's text style. To change its look, use the item's design settings.
- If someone renames a saved item in your business text, items connected to it come apart. Ask us before renaming.
- Search settings for a page can be connected too. Ask us.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and the items you'd like connected, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Update your business details in one place](#) · [Update your phone number or address](#) · [Add a tap-to-call button](#) · [Add a map of your location](#) · [Change the number or email on a call or email button](#)

More guides: [the Zossoz Help Center](#) · [Questions? Email \[hello@zossoz.com\]\(mailto:hello@zossoz.com\)](#)