

How the editor's AI tools work

Where the AI assistant can help in your editor, what to set up first and how to check what it writes before you publish.

Your editor has an AI assistant that can draft and tidy words for you. It's a helper for the first draft. You stay in charge of what goes on your site, and it only helps in the places listed below.

Where it can help

- **Text blocks:** write a new title or paragraph, or improve what's there. See [Write or rewrite text with AI](#).
- **Photo descriptions (alt text):** suggest a description for a picture. See [Write photo descriptions \(alt text\) with AI](#).
- **Whole sections:** build a section from a short brief. See [Add a section with AI](#).
- **Search titles and descriptions:** draft them for a page. See [Write search titles and descriptions with AI](#).
- **Business text:** write the About Us, Company Overview and Business Services fields.
- **Store descriptions:** tidy product and category descriptions, if you have a store.

Set up your business profile first

The assistant uses a short profile of your business, so what it writes fits your business. You fill it in once, and it's used everywhere. The first time you try an AI action, it asks for the profile. You can also open it yourself:

1. Log in to your site editor.
2. In the side panel, look for the sparkle icon and click it.
3. Click **Update AI Business Profile**.

The business name fills in from your business details. Don't change it in the profile, because that breaks the link to your business details. See [Tell the AI about your business](#).

Always read what it writes

The AI can get things wrong. Before you publish, read every line and check:

- **Facts:** hours, address, phone, services and names.
- **Prices:** type the real ones yourself or leave them out.
- **Claims:** no health claims, awards, results or "best in town" that you can't back up.
- **Promises:** nothing you can't deliver, such as same-day service or a fixed arrival time.
- **Tone:** it should sound like something you'd say to a customer.

Never type customers' private details into the AI boxes.

Tips

- Use it for a first draft, then change the words until you'd say them yourself.
- The more specific your request, the better the draft. See [Write a good AI prompt](#).

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, the page, and what you'd like written, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Write or rewrite text with AI](#) · [Tell the AI about your business](#) · [Write a good AI prompt](#) · [Write photo descriptions \(alt text\) with AI](#) · [Add a section with AI](#)

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