

Setup guide

One licence key, one button, live in about five minutes. No API key, no account anywhere else, and no per-conversation charge.

You need one thing, and it is in your receipt email

Your **licence key**. It looks like `XXXXXXXX-XXXXXXXX-XXXXXXXX-XXXXXXXX` .

Which of these is your website?

WordPress → start at step 1. You install a plugin, and your leads are stored inside your own WordPress.

Wix, Squarespace, Shopify, Webflow, Framer, or a site somebody built by hand → skip to step 2.
You paste one line of HTML and there is nothing to install.

Not sure? If you log in at a web address ending in `/wp-admin` , you are on WordPress.

1 WordPress: install the plugin

1. Download `off-hours.zip` from offhoursagent.com/download. Do not unzip it: WordPress wants the zip exactly as it is.
2. In WordPress admin, go to **Plugins** → **Add New Plugin** → **Upload Plugin**.
3. Choose the zip, press **Install Now**, then **Activate**.
4. **Off Hours** appears in the left sidebar. Open it.

At the top of the page is a box headed **Paste your licence key to go live**. Paste the key from your receipt email and press **Activate and set up**.

Give it a few seconds. In that time it registers your website against your subscription, reads your published pages to learn what your business does, and switches the assistant on. When it finishes the box turns green and says **Your assistant is live**.

That is the whole setup on WordPress

Your assistant is already answering visitors. Step 2 is for people who are not on WordPress, so skip it. Everything after that is worth doing but is not required to be live.

2 Any other website: paste one line

Wix, Squarespace, Shopify, Webflow, Framer, or plain HTML. There is no plugin, no file to upload and no account to open. It takes about two minutes.

1. Go to offhoursagent.com/setup.
2. Paste your **licence key** and your **website address**, then press **Read my website**.
3. It reads your site and fills in your business name, services, prices, phone, address, opening hours and language for you. Read it once and correct anything wrong. Anything your website does not actually say is left blank on purpose rather than guessed, so add those bits yourself.
4. Press **Create my snippet** and copy the single line it gives you. It starts with `<script src=`, ends with `>` `</script>` and has your own key in the middle. Copy it exactly, including both angle brackets at each end.

Then paste that line into your website. The same page shows you exactly where to click for your builder, and here it is in short:

Your website is built with	Where the line goes
Wix	Settings → Custom code → + Add Custom Code . Paste it, apply to All pages , and set "Place code in" to Body - end .
Squarespace	Settings → Advanced → Code Injection . Paste it into the Footer box and save.
Shopify	Online Store → Themes → Actions → Edit code → <code>theme.liquid</code> . Paste it just above <code></body></code> and save.
Webflow	Site settings → Custom code → Footer code . Save, then Publish : it only goes live when you publish.
Anything else	Paste it just before <code></body></code> in your page template. If your site has a box called "custom code", "embed code", "footer scripts" or "tracking code", that box works too.

Open your website in a new tab and look bottom right. If the bubble is there, you are live.

Changing anything later

Go back to offhoursagent.com/setup with the same licence key and the same website address. Your answers come back up ready to edit, and the line you already pasted keeps working: it never changes, so you never have to touch your website again.

3 Worth five more minutes

This section describes the WordPress settings screen. If you pasted the line instead, the same things live on offhoursagent.com/setup, except Telegram alerts and the Leads, Conversations, Unanswered and Diagnostics pages, which are part of the plugin. Your leads arrive by email either way.

Check where your leads land

Under **Where should leads arrive?** your WordPress admin email is already filled in. If that is not the inbox you actually read, change it now. This address receives the name and phone number of every visitor who asks to be called back, which makes it the most important setting on the page.

Read what it learned about you

Scroll to **Business profile**. Step 2 filled this in from your own website, and it is everything your assistant knows. Read it once as if you were a customer.

Fix anything wrong or out of date, then add what your website never says out loud: your prices or price ranges, the area you cover, how quickly you answer, and what you do not do. Most weak answers come from a thin profile rather than from the AI. Edit it whenever you like; changes take effect immediately.

Check your **opening hours** while you are here. The assistant uses them to say "we will call you in the morning" rather than implying somebody is sitting there at 2am.

Try it yourself

Use the **Try your assistant** box on the same page and ask the question your customers actually ask most. It uses exactly the same AI your visitors get, so what you see is what they will see. A thin answer tells you precisely what to add to the profile.

Set your language

Under **Assistant personality & language**, check the language. It was set from your WordPress language when you activated, and it controls three things at once: how the assistant answers visitors, how each lead is summarised, and **which language your alert emails arrive in**.

Leave it on **Auto** instead and the assistant replies in whatever language each visitor writes in, which suits a business serving tourists or several countries. Your own alert emails stay in English in that mode, because Auto describes your visitors and says nothing about which language you read.

Get alerts on your phone (optional, 2 minutes)

Leads always arrive by email. Telegram buzzes your pocket too, which is the difference between calling somebody back in two minutes and calling them back tomorrow. Open **Instant alerts on your phone**:

1. In Telegram, message **@BotFather** and send `/newbot` . Answer its two questions and it gives you a token.
2. Paste the token in and press **Save settings**.
3. Open your new bot, send it any message, then press **Find my chat**. It fills in the rest itself. Press **Send test** and your phone should buzz.

The nudge is already on

A small "Have a question?" bubble appears after six seconds, once a visitor has been reading for a moment. It is the single biggest difference between a widget nobody notices and one that produces leads, so it ships switched on. Change the wording or timing under **Look & feel**, or set the delay to 0 to turn it off.

4 Where things live afterwards

Page	What it is for
Leads	Every callback request, with a short summary of what the person wanted.
Conversations	What visitors asked, and how many turned into leads.
Unanswered	Questions your assistant could not answer well. Your to-do list for the business profile, written by your own customers.
Diagnostics	Press Full lead test to run the whole pipeline and get a pass or fail on each part. Worth doing once now, so you know lead emails reach you before a real customer depends on it. Delete the test lead afterwards.

5 Common questions

Do I need an OpenAI, Claude or Gemini account?	No, and that is the point. The AI runs on our side and is included in what you already pay. There is no second bill and nothing to top up.
What if I run out of conversations?	Nothing breaks and you are never charged extra. The chat switches to a simple contact form for the rest of the month so you keep collecting leads, and we email you so you know.
Can visitors run up a bill by spamming it?	No. There is no per-conversation charge to run up. Each site has a fixed monthly allowance and rate limits per visitor.
Can I change how it looks?	Yes: two brand colours, left or right position, the welcome message and every piece of widget text, without touching CSS.
Does it work in my language?	Yes, and so do your lead alerts: the assistant answers in it, summarises each lead in it, and emails you in it. Twenty-eight languages including Slovenian, Croatian, Serbian, Bosnian, German, Spanish, Hindi and Kyrgyz. Croatian, Serbian, Bosnian and Montenegrin are separate choices, never one standing in for another.
How do I switch it off for a while?	Untick "Show the chat bubble on the website" and save. Your settings and leads stay where they are.

My website is not WordPress.

Then use step 2: one line of HTML, pasted once, and nothing to install. It works on Wix, Squarespace, Shopify, Webflow, Framer and hand-built sites. Same price, same assistant, same allowance.

Can somebody steal the line out of my page source?

They can read it, and it is useless to them. It only works on the web address you registered it for, and it is not your licence key: your licence key never appears on your website.

I moved to a new domain.

Your licence is tied to a website address. Paste the key again on the new domain and press **Activate and set up**. If it refuses because your plan's site limit is used up, email us and we will free the old one.

Stuck on any of this?

Email hello@offhoursagent.com and a person will answer.