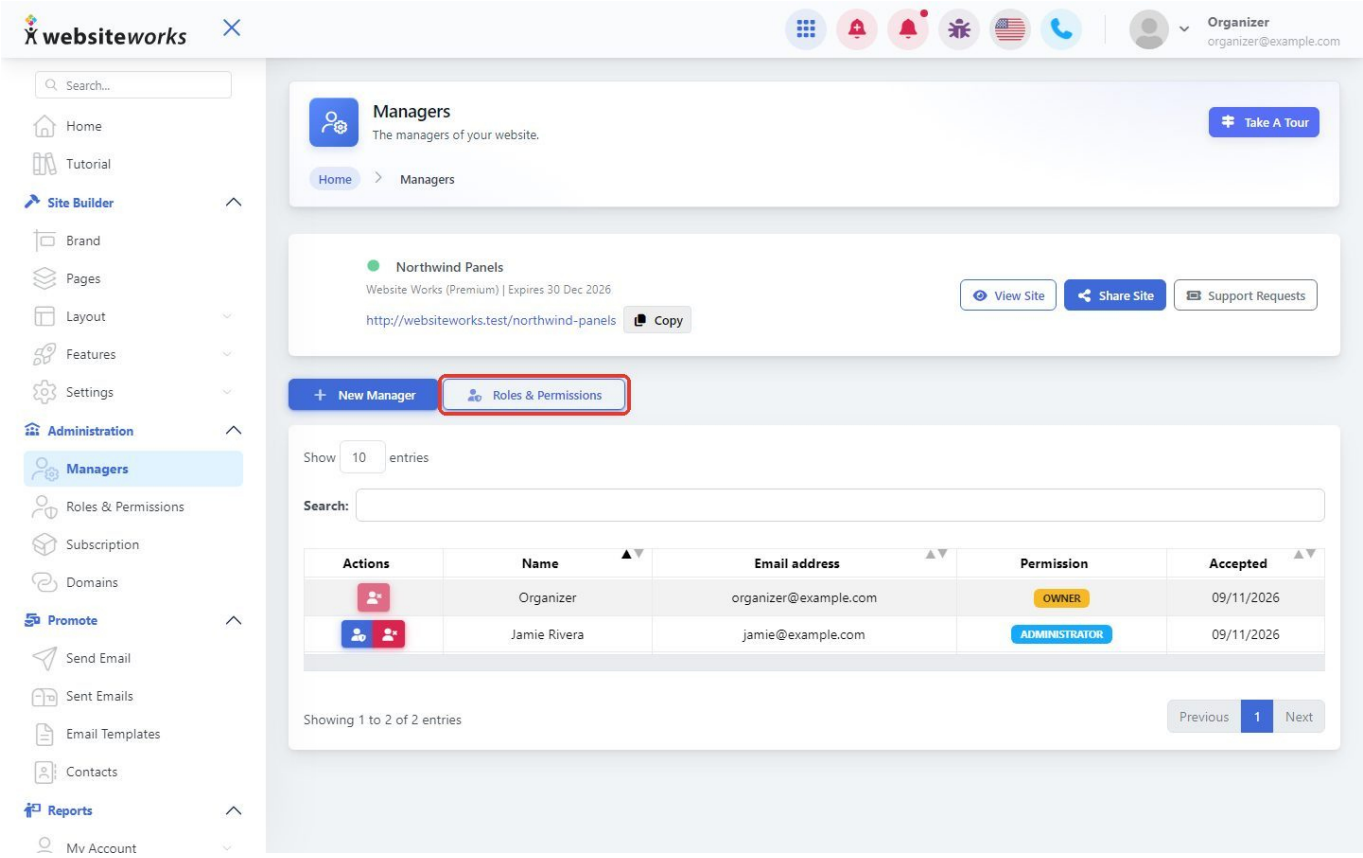
Setting roles and permissions

Category: Roles
Published: Oct 27, 2026
Reading Time: 2 min

Every manager on your website has a **role**. The role decides what they can see and do in your dashboard. You can use one of the ready-made roles, or create your own.

Step 1: Open Roles & Permissions

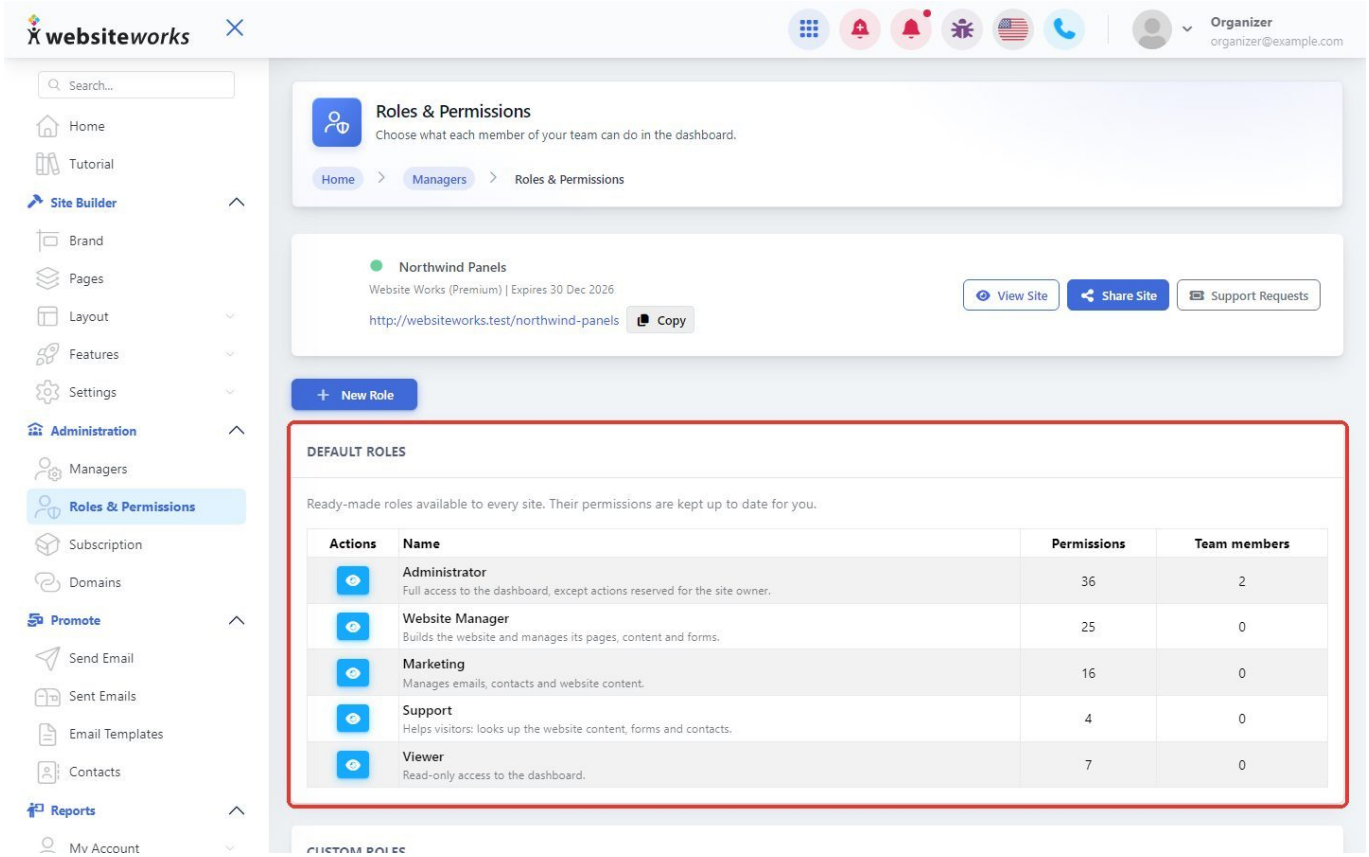
In the menu, under **Administration**, click **Roles & Permissions**. You can also click the **Roles & Permissions** button on the **Managers** page.



Open Roles & Permissions.

Step 2: Look at the ready-made roles

Under **Default Roles** you'll find five roles that every website has. Their permissions are kept up to date for you.



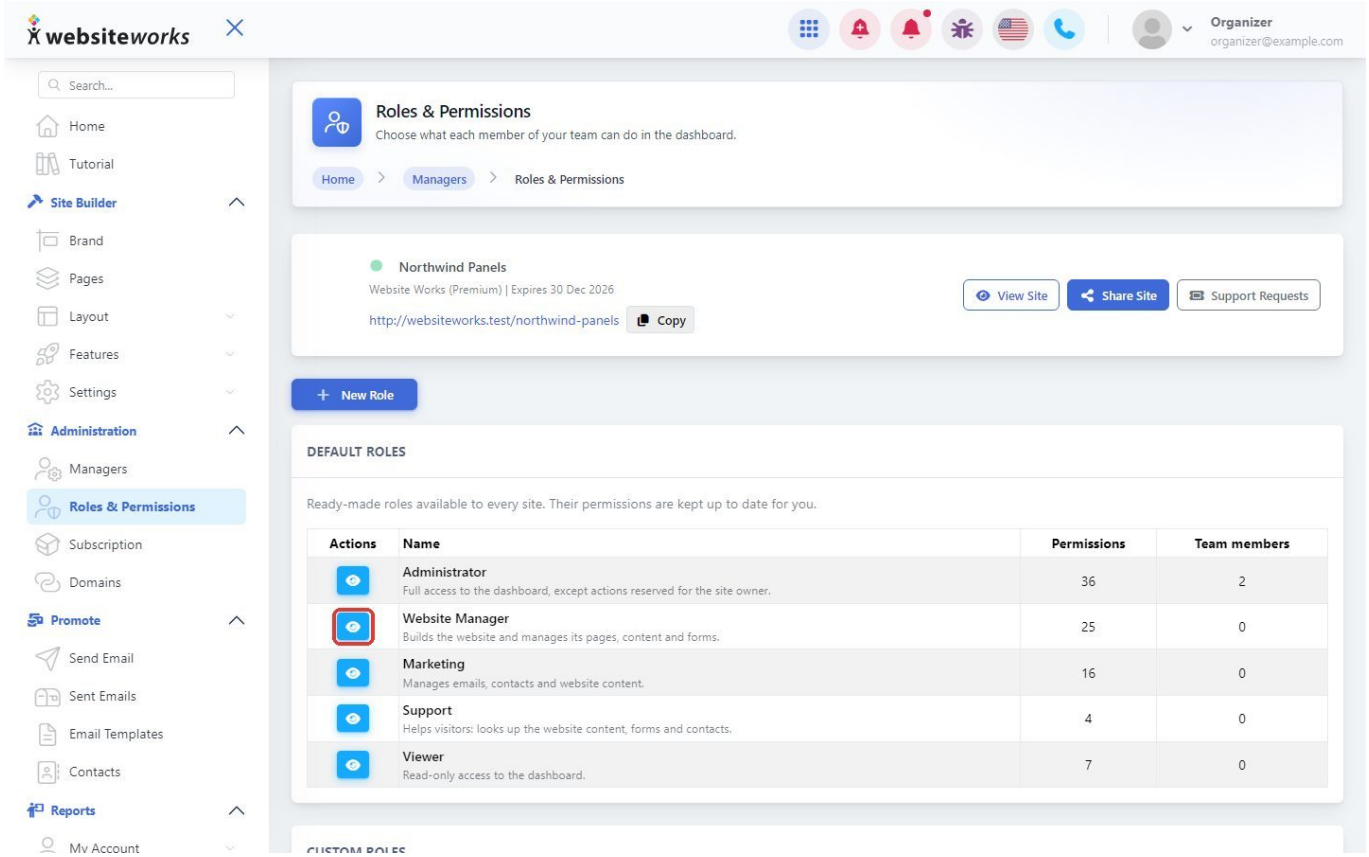
The five ready-made roles.

- **Administrator**: full access to the dashboard, except actions reserved for the site owner.
- **Website Manager**: builds the website and manages its pages, content and forms.
- **Marketing**: manages emails, contacts and website content.
- **Support**: helps visitors. Looks up the website content, forms and contacts.
- **Viewer**: read-only access to the dashboard.

The **Permissions** column shows how many permissions each role has, and **Team members** shows how many managers use it.

Step 3: See what a role can do

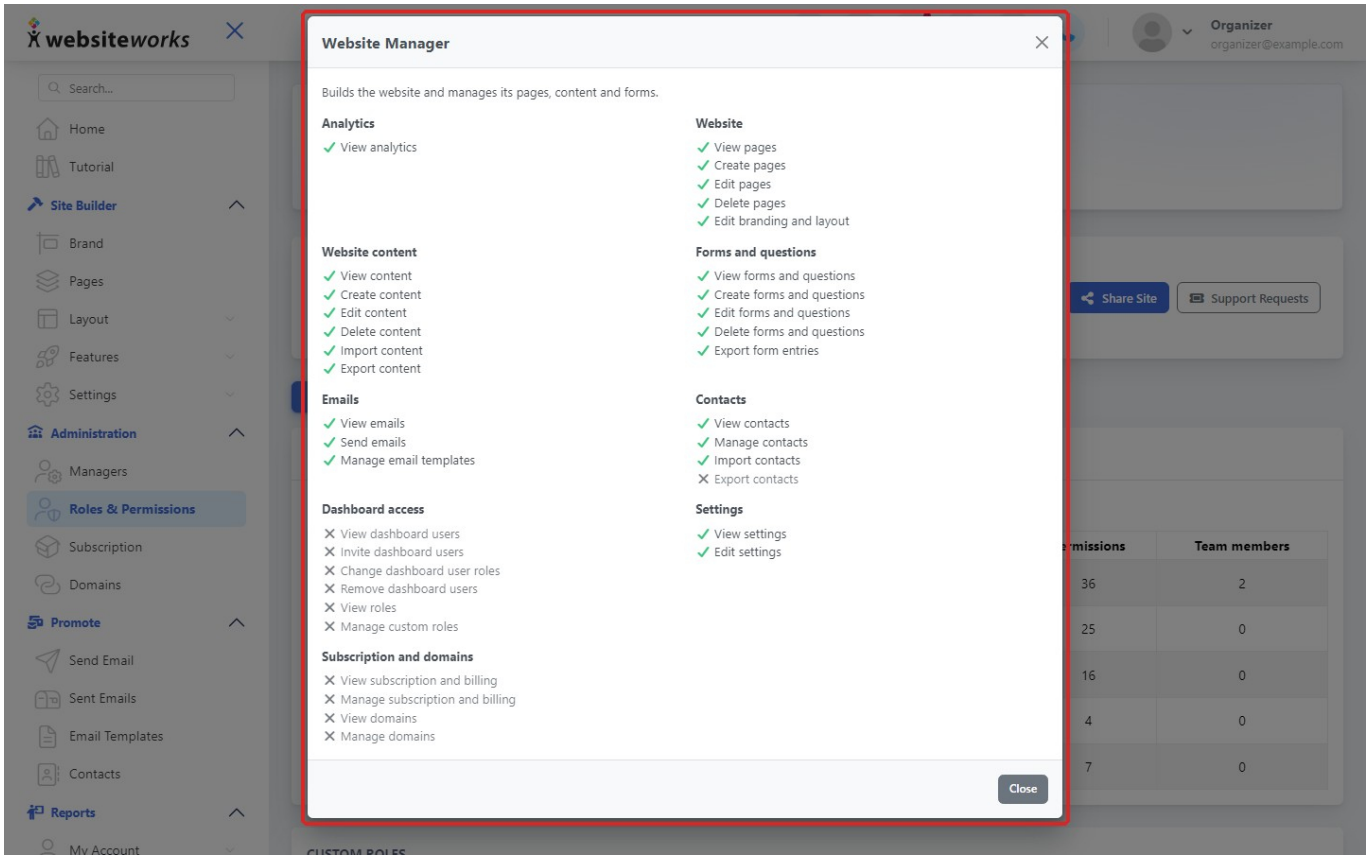
Click the **View** button next to a role.



Click View.

Step 4: Read the permission list

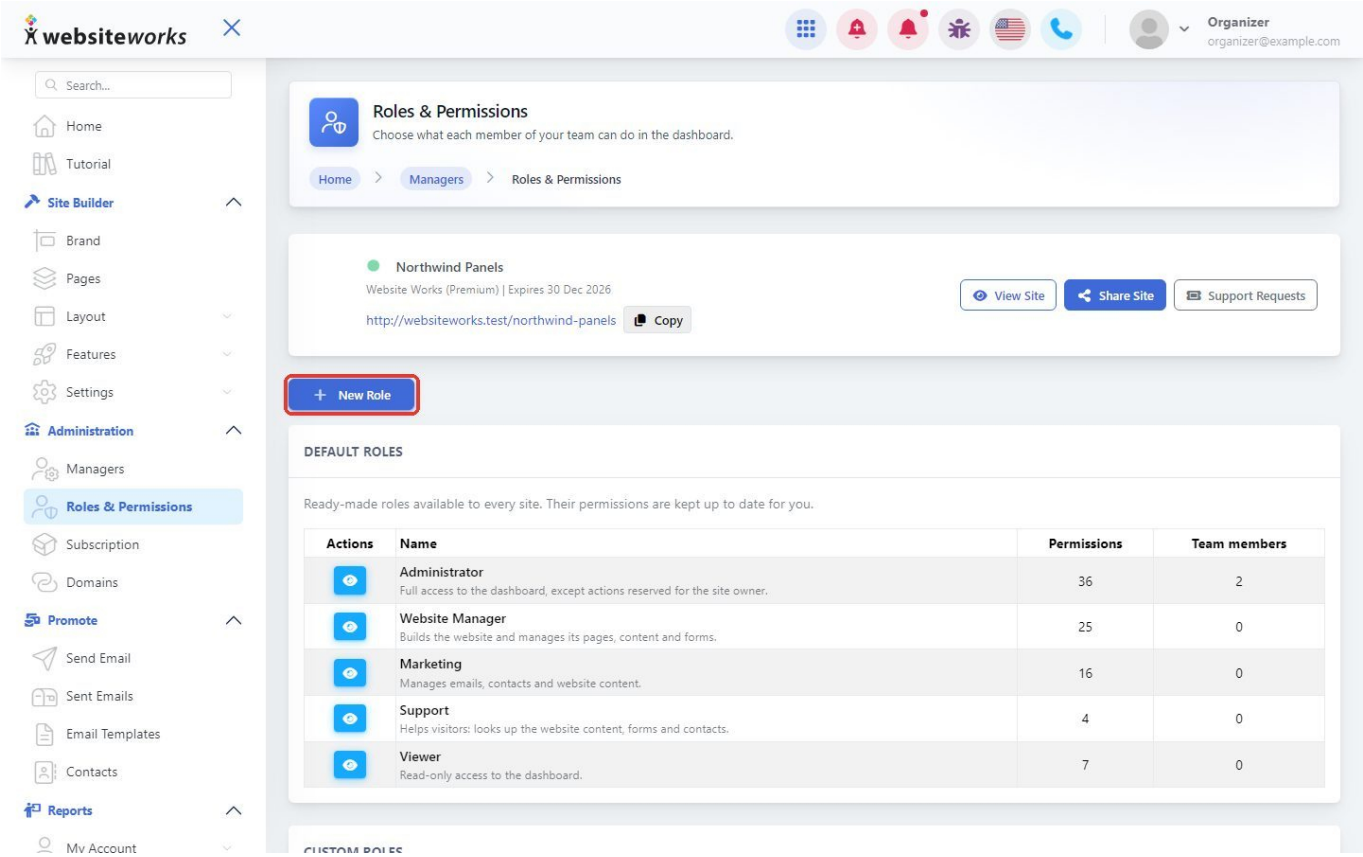
A window lists every permission, grouped by area. A green check means **Allowed**, a cross means **Not allowed**.



Green check: allowed. Cross: not allowed.

Step 5: Create your own role

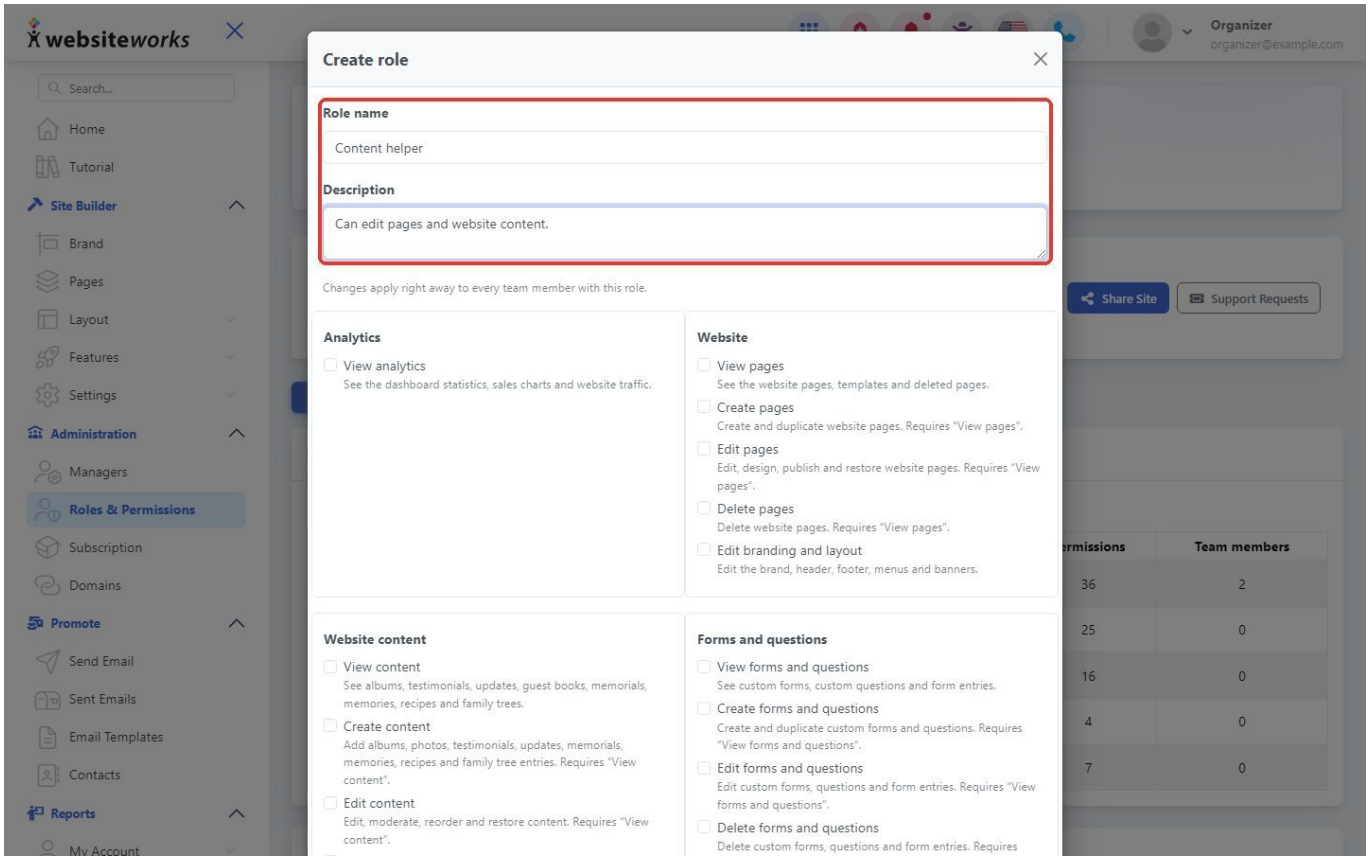
If none of the ready-made roles fit, click **New Role**.



Click New Role.

Step 6: Name your role

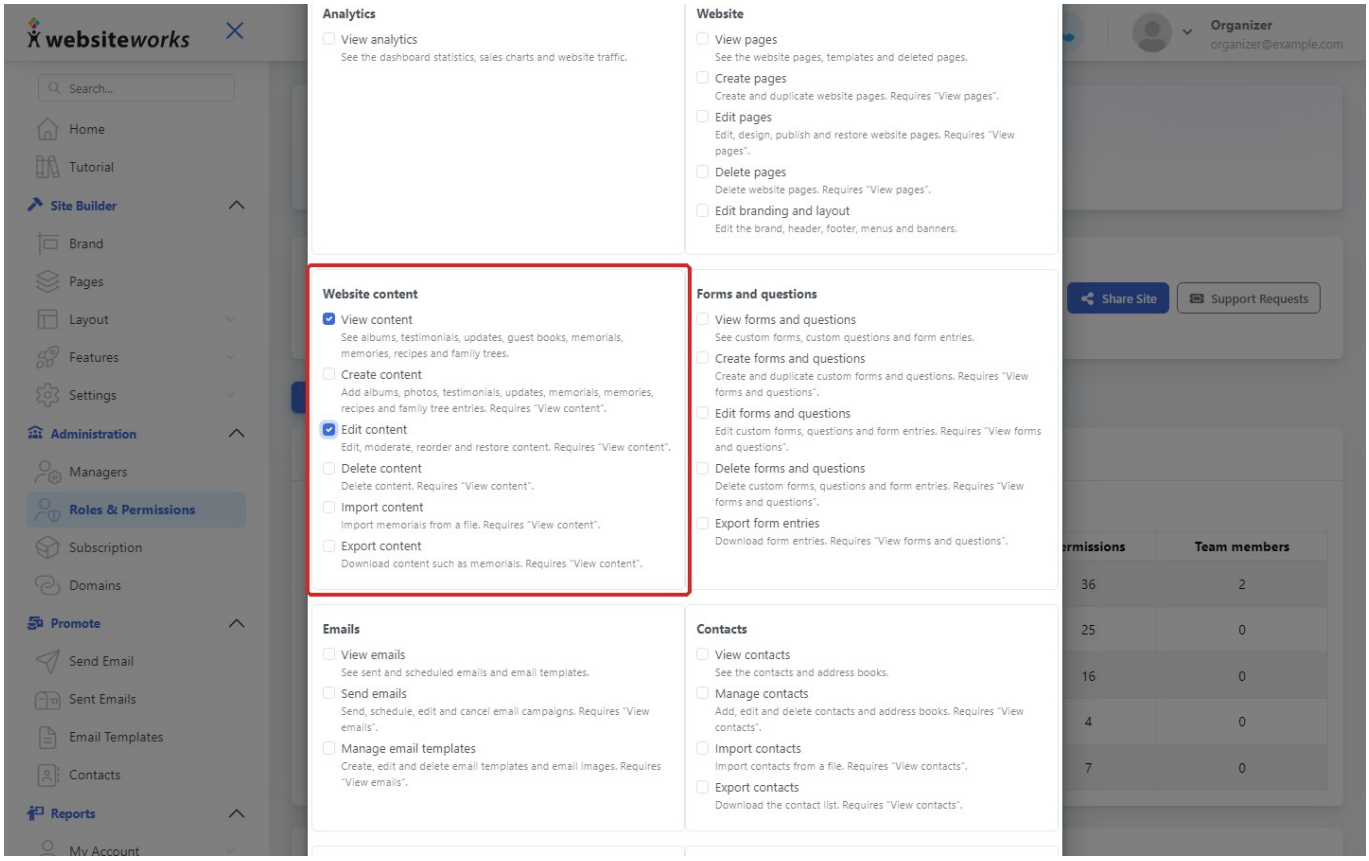
In the **Create role** window, enter a **Role name** and a short **Description** so you remember what it's for.



Give your role a name and a description.

Step 7: Choose the permissions

Tick the permissions this role should have. They are grouped by area: **Analytics**, **Website**, **Website content**, **Forms and questions**, **Emails**, **Contacts**, **Dashboard access**, **Settings** and **Subscription and domains**.

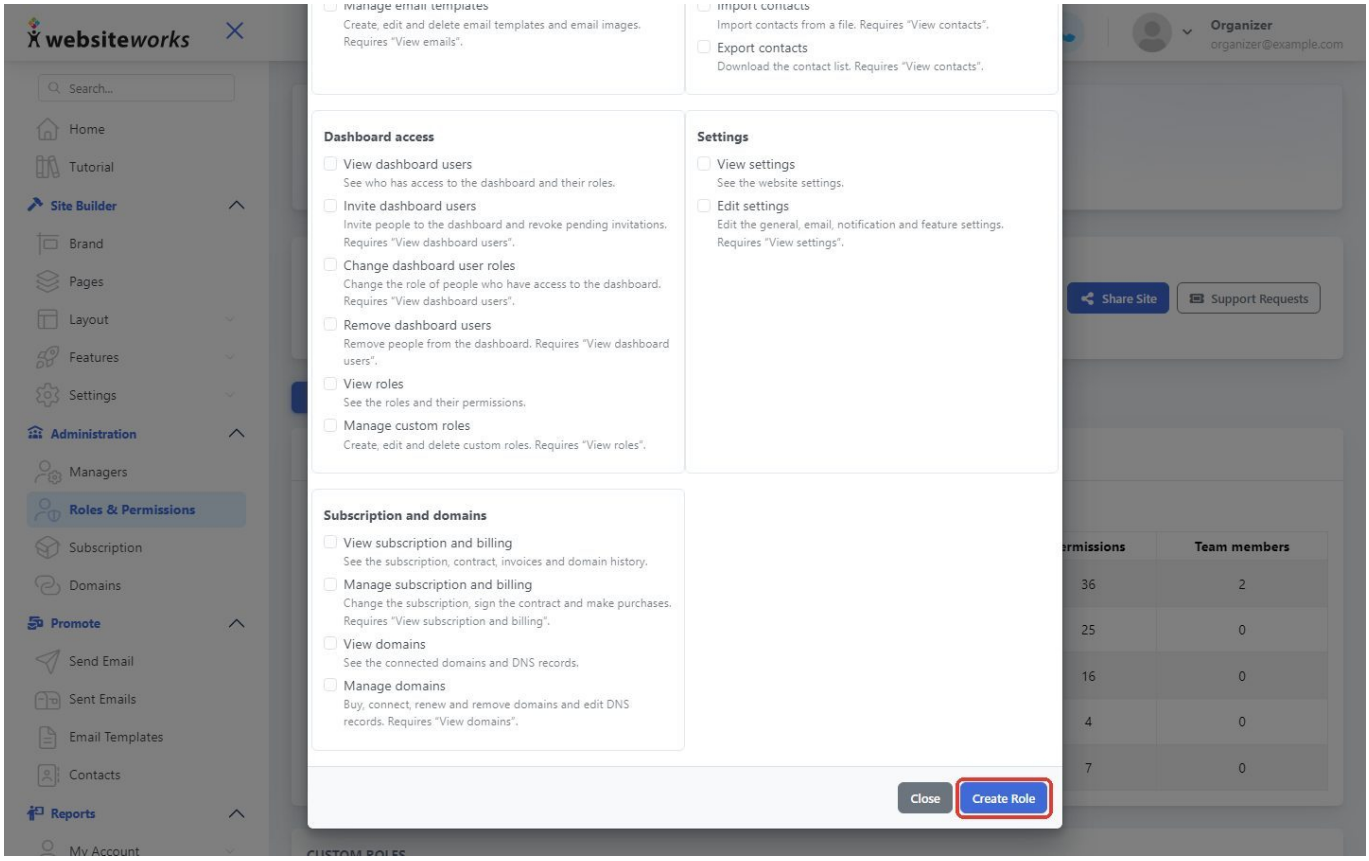


Tick what this role can do.

Some permissions need another one first. For example, **Edit content** says *Requires* "*View content*", so tick **View content** too.

Step 8: Save the role

Click **Create Role**. Your role now appears under **Custom Roles**, and you can pick it when you invite or change a manager. Use the buttons next to a custom role to **View**, **Edit** or **Delete** it.



Click Create Role to save.

Good to know: Changes to a role apply right away to every team member with this role. If you delete a role that people are using, you'll be asked to choose a new role for them.