Types of content you can create with Userlane

There are 5 types of content you can create with Userlane: **Guides**, **Tooltips**, **Announcements**, **Pop-Ups (Welcome Slide)**, and **NPS**. Userlane content can be created in both Userlane components aka in Userlane Editor and in Userlane Portal.

**Content created with Userlane Editor**

- **Guides** are interactive step-by-step processes or tours within the external application. This content type is created within the application by interacting with the application's elements. Check out this [article](#) on how to record Guides.
- **Tooltips** are informative hints for individual elements that are displayed when a user interacts with the external application (e.g., on hover or click). They provide descriptions or explanations for their paired element. Check out this [article](#) on how to create Tooltips.

**Content created with Userlane Portal**

- **Announcements** are messages announced within the external application via the Userlane Assistant but created within the Portal. With this content type, you can communicate anything you want to your users directly in your application. Check out this [article](#) to learn how to create them.
- **Pop-ups (Welcome Slide)** are messages that welcome new users to the Userlane Suite within the external application. This is a pop-up grabbing your users’ attention right from the start. Learn more about this, [here](#).
- **NPS** (Net promoter score) metric is the key to understanding your user’s belief about your application. Track your user’s loyalty and opinion with Userlane based on how likely they are to recommend your app. Check out this [article](#) to learn how to set this up.