



# FAQ Planning Guide

Use your FAQ page to improve your SEO

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# INTRODUCTION TO FAQ'S

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## What is an FAQ Page?

FAQ stands for “Frequently Asked Questions.” An FAQ is simply a list of commonly asked questions and answers. Depending on your business your website FAQ page might include information on how to buy, use or return a product.

### Why should You Create an FAQ Page?

**Saves time** for customers and employees with easy access to answers to their questions.

**Earns trust** with simple accurate information that addresses key pain points

**Drives internal page views** for clients who want more detailed information this page provides a point of entrance and a conduit to the rest of your site.

**FAQs are good for SEO.** People come to Google with many different questions. A comprehensive FAQ page provides the answers.

FAQ pages include question keywords and a direct answer, making it easy for search engines to pull content or display a featured snippet.

**Optimizes your site for voice search** - In 2019, 3.25 billion people used digital voice assistants like Siri and Alexa. When using these tools, the questions tend to be more rambling, natural language.

### What are the features of an effective FAQ page?

1. Reflects your audience's needs
2. Covers a broad range of intent (transactional, informational, locational)
3. Is kept up to date as you get new data insights
4. Draws in new visitors to your website by solving problems
5. Drives internal pageviews to other important pages
6. Fuels blog (and deeper content) creation
7. Showcases expertise, trust, and authority within your industry

## How to Create an FAQ Page

**Start with the questions.** Search your inbox, talk to sales and customer service. Look for [questions you have already answered](#). Use the Google auto suggest feature as you search to see what people are already searching for. Then check out the FAQ section of your competitor’s website. Then brainstorm a list of questions at each phase of [Searcher Intent](#).

### Write questions

- From the point of view of your customer - This is not a cleverly designed sales pitch.
- Use actual question and answer format.
- Keep answers short with links to more content deeper within your site.
- Avoid jargon—write the way your customers talk

Use “FAQ” or “Frequently Asked Questions” as the page title

**Categorize the questions.** An alphabetical list of questions is easy to build but hard to use. Group questions on related topics so visitors can naturally scroll through related content easily.

**Include a search bar.** This is especially important as your page of questions and answers grows.

If you have a long list, **feature your five most frequently asked**, FAQs. Yes, that is a little redundant.

**Update regularly** adding new content as you identify new questions. This is especially helpful when you roll out a new product or make major changes in your service policy.

Make your FAQ page is **easy to find**, because when people are hunting for answers, they don't want to jump through hoops. Depending on your business it might make sense in the top navigation or as a link from the contact page.

**Include access to live support options.** Your FAQ serves as the initial support option for customers looking for an immediate answer to a quick question or problem.

This lightweight resource will not replace your sales or customer support teams. Your FAQ page should include contact information and question submission form.

**EXERCISE:** Make a list of your top FAQ’s and begin collecting data to answer them.

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