magmodules



FAQ Widget

Rich Snippets Suite for Magento 2

The Rich Snippets Suite includes a FAQ widget that lets you add FAQ sections to any CMS page or block. The widget automatically generates FAQPage structured data (schema.org JSON-LD) so Google can display your FAQ as a rich result. You can choose to show the FAQ visually on the page as an accordion, or keep it hidden and only output the structured data. Both Luma and Hyva themes are supported with dedicated accordion templates.

How It Works

The FAQ widget stores question/answer pairs and outputs them in two ways:

1. **JSON-LD structured data** - Always included. Google uses this to display FAQ rich results in search.
2. **Visual accordion** - Optional. Renders the FAQ as an interactive accordion on the page.

Adding the Widget

Via CMS Page/Block Editor

1. Open a CMS page or block in the admin: **Content > Pages** or **Content > Blocks**
2. Click **Insert Widget** in the editor toolbar
3. Select **Rich Snippets - FAQ (FAQPage Schema)** as the widget type
4. Configure the widget options (see below)
5. Save the page/block

Widget Options

FAQ Items

Add your question/answer pairs using the built-in editor. Each item needs:

- **Question** - The FAQ question as displayed to visitors and used in structured data
- **Answer** - The answer text

You can add as many items as needed. Items can be reordered or removed.

FAQ Theme

Choose the accordion style for frontend display:

- **Luma Accordion** - Vanilla JavaScript accordion with +/- toggle icons. Works on all Magento themes without dependencies.

- **Hyva Accordion** - Alpine.js-powered accordion with chevron icons and smooth transitions. Use this when running a Hyva theme.

Tip: If you're not sure which theme you're running, Luma Accordion is the safe choice — it works everywhere.

Custom Template

Override the built-in theme template with your own. Enter the full template path using the Magento template notation, for example:

```
Vendor_Module::widget/faq/custom.phtml
```

This lets you use different FAQ layouts for different pages — a homepage FAQ, a product page FAQ, and a dedicated FAQ page can each have their own template. Leave the field empty to use the selected FAQ Theme.

Your custom template receives the same block instance (`Magmodules\RichSnippets\Block\Widget\Faq`) with these methods available:

- `$block->getFaqItems()` - Returns an array of `['question' => '...', 'answer' => '...']` items
- `$block->getJsonLd()` - Returns the FAQPage JSON-LD string (already safe for script output)
- `$block->showOnFrontend()` - Whether visual display is enabled

Tip: Copy one of the built-in templates as a starting point: `view/frontend/templates/widget/faq/luma-accordion.phtml` or `hyva-accordion.phtml` .

Display FAQ on Frontend

- **Yes** - Renders the FAQ as a visible accordion on the page, plus the structured data in the page source.
- **No** - Only outputs the JSON-LD structured data (invisible to visitors). Use this when you already have FAQ content on the page and only need the schema markup for Google.

Structured Data Output

Regardless of the display setting, the widget always outputs FAQPage schema.org markup as JSON-LD. This is what Google reads to create rich results.

Example output:

```
{
    "@context": "https://schema.org",
    "@type": "FAQPage",
    "mainEntity": [
```

```
        {
            "@type": "Question",
            "name": "What is your return policy?",
            "acceptedAnswer": {
                "@type": "Answer",
                "text": "You can return items within 30 days of purchase."
            }
        },
        {
            "@type": "Question",
            "name": "Do you offer free shipping?",
            "acceptedAnswer": {
                "@type": "Answer",
                "text": "Yes, free shipping on orders over 50 euros."
            }
        }
    ]
}
```

Validating Your FAQ Rich Results

After adding the widget, verify the structured data is correct:

1. Save and publish the page
2. Open Google's Rich Results Test
3. Enter the page URL
4. Check that "FAQ" appears as a detected rich result type

Tip: It can take a few days to weeks before Google picks up the structured data and displays it in search results.

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Rich Snippets Suite extension on magmodules.eu

All articles for Rich Snippets Suite

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	**FAQ Widget (current)**
2	Quick Start Guide
3	Configuration
4	Product Schema
5	Organization & Local Business
6	Shipping & Returns
7	Social Markup

Troubleshooting

1	Google Validation
2	Rich Results Visibility in Google
3	Troubleshooting

Background

1	Review Sources
2	About Structured Data
3	CLI Commands

