Import & Export

FAQ Manager for Magento 2

The FAQ Manager supports importing and exporting FAQ data via CSV. You can do this from the admin panel (Content > FAQ > Questions) or via CLI commands. Both methods use the same CSV format, so files are interchangeable. This page covers the admin panel approach — for CLI usage, see the CLI Commands documentation.

Export

Click the **Export CSV** button in the FAQ Questions grid (Content > FAQ > Questions). A CSV file downloads immediately containing all FAQ questions with their translations.

What's Included

The export contains one row per FAQ per store view:

Column	Description
faq_id	Unique FAQ identifier
topic_id	Linked topic ID
topic_name	Topic name (for reference, ignored on import)
store_id	Store view ID (0 = default/all store views)
sort_order	Display position
is_active	1 = enabled, 0 = disabled
view_count	Number of accordion opens tracked
question	The FAQ question text
short_answer	Short answer (used in some templates)
answer	Full answer (supports HTML)
product_skus	SKUs of the products the FAQ is shown on, comma separated

When to Use

- **Backup** — Export before making bulk changes so you can roll back
- **Bulk editing** — Export, edit in a spreadsheet, re-import
- **Migration** — Move FAQ content between environments
- **Content review** — Share with stakeholders who don't have admin access

Import

Click the **Import** button in the FAQ Questions grid. This opens an upload page where you select a CSV file and click Import.

CSV Format

Use the same format as the export. The easiest approach is to export first and use that file as a template.

Required column: `question` — rows without a question are skipped.

Optional columns: `faq_id`, `topic_id`, `store_id`, `sort_order`, `is_active`, `short_answer`, `answer`, `product_skus`. Missing columns use default values.

Linking Products

Put the SKUs of the products the FAQ belongs on in the `product_skus` column, separated by a comma, a semicolon or a pipe:

```
question,answer,product_skus
"How do I wash this jacket?","<p>Cold wash, no tumble dryer.</p>","24-MB01,24-MB04"
```

- The column **replaces** the product links of that FAQ — the SKUs in the cell are the links after the import
- An **empty cell leaves the existing links untouched**, so an export with one row per store view does not unlink anything. Unlinking all products is done in the FAQ itself (Content > FAQ > Questions > open the question > Products) or through the REST API
- A SKU no product carries is skipped; the import finishes and a warning names the skipped SKUs. A cell whose SKUs are all unknown leaves the links of that FAQ as they were — a typo never unlinks a question
- Product links are shared by every store view of a FAQ: they are not per store view, so it is enough to fill the column on one row

Create vs Update

- Rows **with a** `faq_id` matching an existing FAQ update that entry
- Rows **without a** `faq_id` (or with an ID that doesn't exist) create a new FAQ

After import, you'll see a success message showing how many FAQs were created and updated.

Tips

- Use UTF-8 encoding for the CSV file
- Always export first to understand the expected format

- Create a backup export before importing
- Test with a small batch before importing large datasets
- The `topic_name` column is ignored on import — use `topic_id` to assign topics
- To add store-specific translations, include multiple rows for the same `faq_id` with different `store_id` values
- A SKU that itself contains a comma, semicolon or pipe cannot be used in `product_skus` — link that product in the FAQ itself or through the REST API

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 FAQ Manager extension on magmodules.eu

All articles for FAQ Manager

Installation

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

Configuration

1	Configuration Guide
2	Quick Start Guide
3	FAQ Manager for Magento 2

Troubleshooting

1	Troubleshooting

Other

1	**Import & Export (current)**
2	REST API

Usage Guide

1	Managing FAQs
2	Managing Pages
3	Managing Topics

Background

1	Best Practices
2	CLI Commands

