magmodules



FAQ Manager for Magento 2

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Boost SEO & Reduce Support Tickets with Product-Linked FAQs

Most product pages compete for the same keywords with the same title-description format. FAQ structured data breaks that pattern. When Google detects FAQPage schema on your page, it can render your questions and answers directly in the search listing — expanding your result from the standard 2-3 lines to a dominant block that pushes competitors below the fold.

This matters because:

- **More SERP real estate** — FAQ rich results can triple the visual size of your listing, making it the first thing shoppers see. Larger results get more clicks, even when they don't rank #1.
- **Higher click-through rates** — Search results with FAQ rich snippets see significantly higher CTR because they answer the shopper's question before they even click. This builds trust and pre-qualifies the visitor.
- **Long-tail keyword coverage** — Every FAQ you add is indexable content that targets the exact questions your customers search for. "Does [product] work with [use case]?" or "What is the return policy for [product]?" — these queries drive high-intent traffic that generic product descriptions miss.
- **Reduced bounce rates** — When visitors land on a page that already answered their question in the SERP, they stay longer and convert better. Google measures this, which feeds back into higher rankings.
- **Competitive edge** — Most Magento stores don't have structured FAQ data on product pages. Adding it gives you a visible advantage over competitors who rely on the same default product schema everyone else uses.

Beyond SEO, product-linked FAQs directly reduce pre-sale support tickets. When "How long does shipping take?" or "Is this compatible with X?" is answered on the product page, customers don't need to contact support — they add to cart instead.

Manage everything from the Magento admin with multi-store translation support, topic grouping, and both Hyva and Luma compatibility out of the box.

Features

Product & Category FAQs

Link FAQs directly to products and categories. Customers see relevant answers right where they make buying decisions — reducing support questions and increasing conversion. FAQs display as clean, accessible accordions with keyboard navigation.

FAQ Landing Pages

Create dedicated FAQ pages with custom URLs and SEO metadata. Group FAQs by topic, add topic icons, and choose from multiple design variants. Each page gets its own URL route — no CMS page setup required.

Multi-Store Translations

Full multi-store and multi-language support built in. Write a default FAQ once, then override the question and answer per store view. The module automatically falls back to the default when no translation exists — no duplicate content management needed.

Widget Support

Embed FAQs anywhere using the built-in Magento widget. Drop a topic-based FAQ accordion into any CMS page or block. Select the topic, pick your theme (Hyva or Luma), and optionally show the topic title with icon.

Topic Grouping with Icons

Organize FAQs into topics with custom icons (JPG, PNG, GIF, SVG). Topics can be shared across multiple FAQ pages with independent sort orders. The admin provides full CRUD with bulk status changes and drag-and-drop positioning.

Schema.org Structured Data

Every FAQ automatically outputs FAQPage schema markup with Question and Answer itemtypes. This enables Google FAQ rich snippets — taking up more SERP real estate and driving higher click-through rates, without any additional configuration.

Google FAQ Rich Snippets

FAQ rich results are one of the easiest ways to stand out in search results. When Google detects valid FAQPage structured data, it can display your questions and answers directly in the search listing — expanding your result to take up significantly more space on the page.

Without FAQ structured data: Your product page shows a standard search result with title, URL, and meta description.

With FAQ structured data: Google expands your listing with collapsible Q&A pairs, pushing competitors further down the page and increasing your click-through rate.

This module outputs the correct Schema.org markup automatically on every page where FAQs are displayed — product pages, category pages, landing pages, and widgets. No manual JSON-LD editing required.

How It Works

1. Create Topics & FAQs

In the Magento admin, create topics to group your FAQs (e.g., "Shipping", "Returns", "Product Care"). Then add FAQs with a question, short answer, and full answer. Add translations per store view as needed.

2. Link to Products & Categories

Assign FAQs to specific products or categories using the admin grid selectors. A single FAQ can be linked to multiple products and categories simultaneously.

3. Build Landing Pages

Create standalone FAQ pages with a custom URL, title, intro text, and SEO metadata. Select which topics to display and in what order. Choose a design variant that matches your theme.

4. FAQs Appear with Rich Snippets

FAQs are automatically rendered on your storefront as accessible accordions with full Schema.org markup. Google picks up the structured data for rich snippet display — no extra steps needed.

Compatibility & Technical Specifications

Requirement	Supported
Magento Open Source	2.4.6 and higher
Adobe Commerce	2.4.6 and higher
PHP	8.1, 8.2, 8.3, 8.4
Hyva Theme	Yes — AlpineJS accordions
Luma Theme	Yes — vanilla JS accordions
Multi-store	Yes — per store view translations
Multi-language	Yes — COALESCE-based fallback
Widgets	Yes — embed in any CMS page or block
Schema.org	FAQPage + Question + Answer markup

Requirement	Supported
Core modifications	None

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 (current)**

Troubleshooting

1	Troubleshooting

Other

1	Import & Export
2	REST API

Usage Guide

1	Managing FAQs
2	Managing Pages
3	Managing Topics

Background

1	Best Practices
2	CLI Commands

