



Frequently Asked
Questions

Best Practices

FAQ Manager for Magento 2

These are the recommended ways to configure the [FAQ Manager](#) based on what we've seen work well. We've included a few real-world examples — a basic FAQ page, product-level FAQs for SEO, a multi-language setup, and widget usage — so you can see how others are using it. There's also a list of common mistakes people make and how to avoid them.

Recommended configurations and patterns for FAQ Manager.

General Guidelines

Do's

- Write questions the way customers actually ask them ("How long does delivery take?" not "Delivery timeframe")
- Use the short answer field — it gives visitors a preview and improves scannability
- Keep topics focused — "Shipping" and "Returns" are better than "Shipping & Returns"
- Use position increments of 10 (10, 20, 30) so you can insert items later without renumbering
- Add SEO meta data to every FAQ page — it helps search engines understand and index the page
- Test your Schema.org markup with Google's Rich Results Test after setting up FAQs

Don'ts

- Don't create empty topics — a topic with no active FAQs won't display but clutters the admin
- Don't use the Hyva design theme on a Luma store or vice versa
- Don't duplicate the same FAQ across many products when a category-level FAQ would work better
- Don't leave the short answer empty on FAQs used in widgets — the widget uses it as intro text
- Don't use the same URL key for a FAQ page that's already used by a CMS page or category

Common Scenarios

Scenario 1: Simple FAQ Landing Page

Use case: A single FAQ page for your store with a few topic groups.

Setup:

Topics:

- "Ordering" (position: 10)
- "Shipping & Delivery" (position: 20)
- "Returns & Refunds" (position: 30)
- "Account & Payment" (position: 40)

Page:

- Title: "Frequently Asked Questions"
- URL Key: `faq`
- Page Layout: 1 Column
- Design Theme: Hyva - Simple (or Luma - Simple)
- Assigned Topics: all four topics in order

Add 3-5 FAQs per topic covering the most common questions.

Result: A clean, single-page FAQ at `/faq` with expandable sections and Schema.org markup.

Scenario 2: Product FAQs for SEO

Use case: Add product-specific questions to boost long-tail keyword coverage and earn FAQ rich snippets on product pages.

Setup:

Topics:

- "Product Questions" (a general catch-all topic)

FAQs (linked to individual products):

- "What size battery does the [Product Name] use?" → linked to the specific product
- "Is this compatible with [Related Product]?" → linked to both products
- "Does this come with a warranty?" → linked to all products in the category (use category linking instead)

Configuration:

- Enable FAQs on Product Pages: Yes

Result: Product-specific FAQs appear on the product detail page with Schema.org markup. Google can display these as rich snippets in search results, increasing your SERP visibility for product-specific queries.

Tip: Focus on questions that customers actually search for. Check your support tickets and site search queries for inspiration.

Scenario 3: Multi-Language Store

Use case: A store with English and Dutch store views that needs FAQs in both languages.

Setup:

1. Create all topics and FAQs in the **All Store Views** scope (this is your default/fallback language)
2. Switch to the Dutch store view
3. For each topic: override the **Name** field with the Dutch translation
4. For each FAQ: override **Question**, **Short Answer**, and **Full Answer** with Dutch content
5. For each page: override **Title**, **Introduction**, and **Meta** fields

Result: English visitors see English content, Dutch visitors see Dutch content. The underlying structure (topics, links, positions) is managed once.

Tip: Always fill in the default (All Store Views) content first. The module falls back to the default when a store-specific translation doesn't exist — so if you add a new FAQ, it immediately appears on all store views with the default text until you add translations.

Scenario 4: Embedding FAQs with the Widget

Use case: Display a specific topic's FAQs inside a CMS page or block (e.g., a "Shipping Information" page that includes shipping FAQs at the bottom).

Setup:

1. Go to Content → Blocks (or Content → Pages)
2. In the WYSIWYG editor, click **Insert Widget**
3. Select **FAQ Widget**
4. Configure:
 - FAQ Topic: select the topic to display
 - FAQ Theme: Hyva Accordion or Luma Accordion (match your theme)
 - Show Topic Title: Yes or No depending on your design
5. Save

Result: The selected topic's FAQs render as an accordion within the CMS content, complete with Schema.org markup.

Performance

- FAQ pages are rendered without full page cache (`cacheable="false"`) to ensure store-specific translations are always correct. For high-traffic FAQ pages, consider using Varnish ESI or a reverse proxy cache with store-aware cache keys.

- Product and category page FAQs add a small number of database queries per page load. This is negligible for most stores, but if you link hundreds of FAQs to a single product, consider whether a FAQ page with a link would be a better approach.

Common Mistakes

Mistake: Using the wrong design theme

Why it's wrong: Selecting "Hyva - Simple" on a Luma store means the AlpineJS-based accordion won't function because Luma doesn't include AlpineJS. **Correct approach:** Always match the design theme to your active frontend theme.

Mistake: Creating a FAQ page but not assigning topics

Why it's wrong: The page will render with just the title and intro — no FAQ content will appear. **Correct approach:** Always assign at least one active topic with active FAQs to a page.

Mistake: Not translating content for multi-store setups

Why it's wrong: The default language content will show for all store views that don't have a translation, which may confuse visitors. **Correct approach:** After creating content in the default scope, switch to each store view and add translations for all text fields.

Mistake: Using a URL key that conflicts with existing routes

Why it's wrong: If your FAQ page URL key matches an existing CMS page, category, or product URL, routing conflicts can occur. **Correct approach:** Check that your chosen URL key isn't already in use. The module validates uniqueness within FAQ pages, but not against other Magento URL routes.

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 magma.modules.eu

All articles for FAQ Manager

Installation

1	Installation using Composer (recommended)
2	Install through FTP and SSH

Configuration

1	Configuration Guide
2	Quick Start Guide

Troubleshooting

1	Troubleshooting
---	---------------------------------

Usage Guide

1	Managing FAQs
2	Managing Pages
3	Managing Topics

Background

1	Best Practices (current)
---	--

