

Where To Place **FAQs** On Your Site?



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**It's the questions I
battled earlier in
my SEO career**

Should I **place** them on a **dedicated FAQ page?**

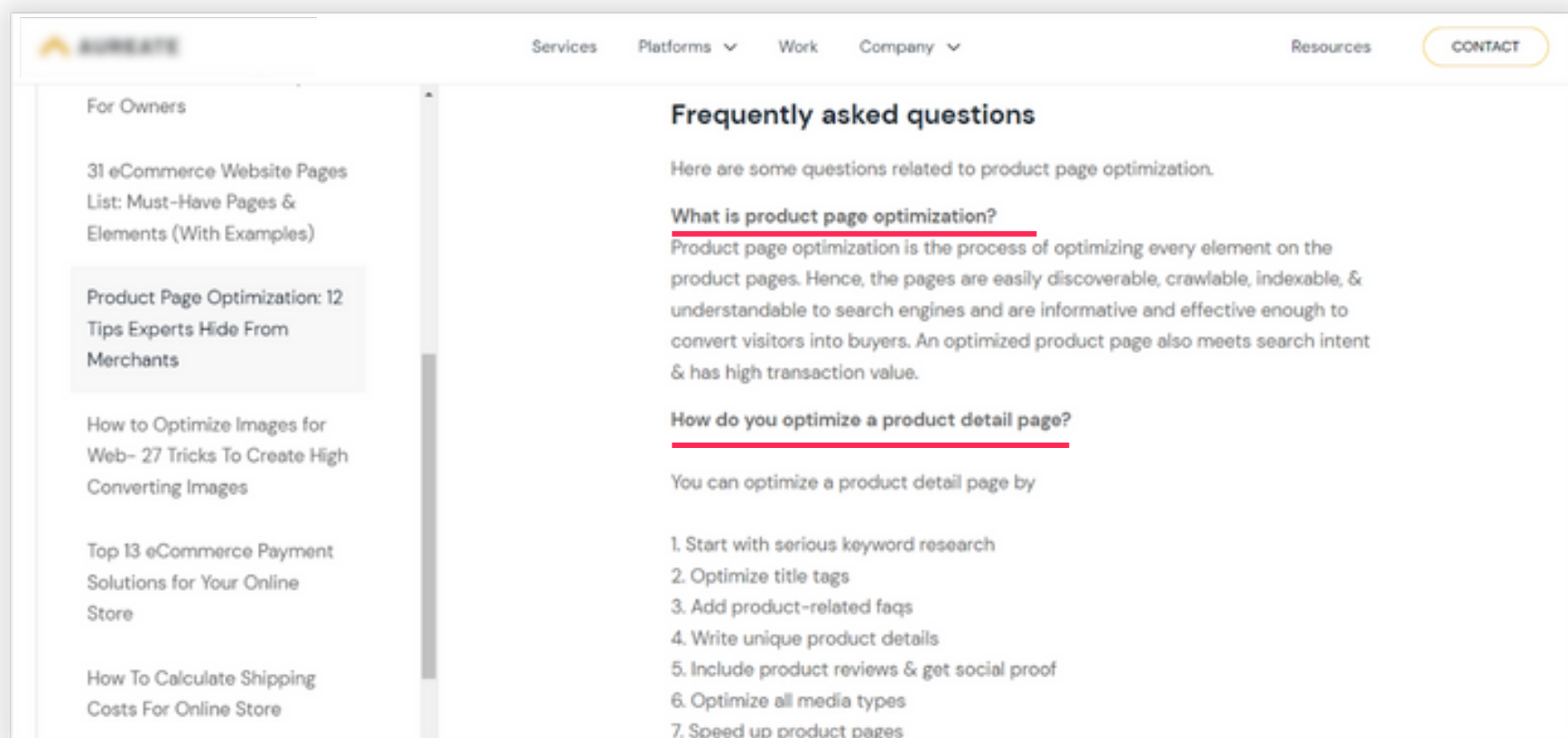
Hyva Overview

- What is Hyvä Themes?
- What exactly does "Hyvä" mean?
- How do I pronounce "Hyvä" correctly?
- Who are the makers of Hyvä theme?
- What makes Hyva themes a better performer?
- Is there any demo store for Hyva?

Adaptability

- Does Hyvä support other modules?
- Does Hyvä work with Adobe Commerce (formerly known as Magento 2 Commerce)?
- Which features of Magento are supported by Hyvä ?
- Does Hyvä work with Magento 2 OpenSource?

Do I **add** them at the **bottom** of the blog post?



Should I have them in the **product/service** page?

Magento Speed Optimization FAQs

Some FAQs on Magento speed optimization service

How Do I Contact Magento Speed Optimization Service?	+
Will My Magento Site Slow Down During Optimization?	+
How Quickly Do You Respond To Support Query?	+

To **answer this, we'll
have to **break** down
FAQ types first**

Types of **FAQs**

- a.** Generic questions
- b.** Product-related questions
- c.** Service-related questions
- d.** Brand-related questions

a. Generic Questions

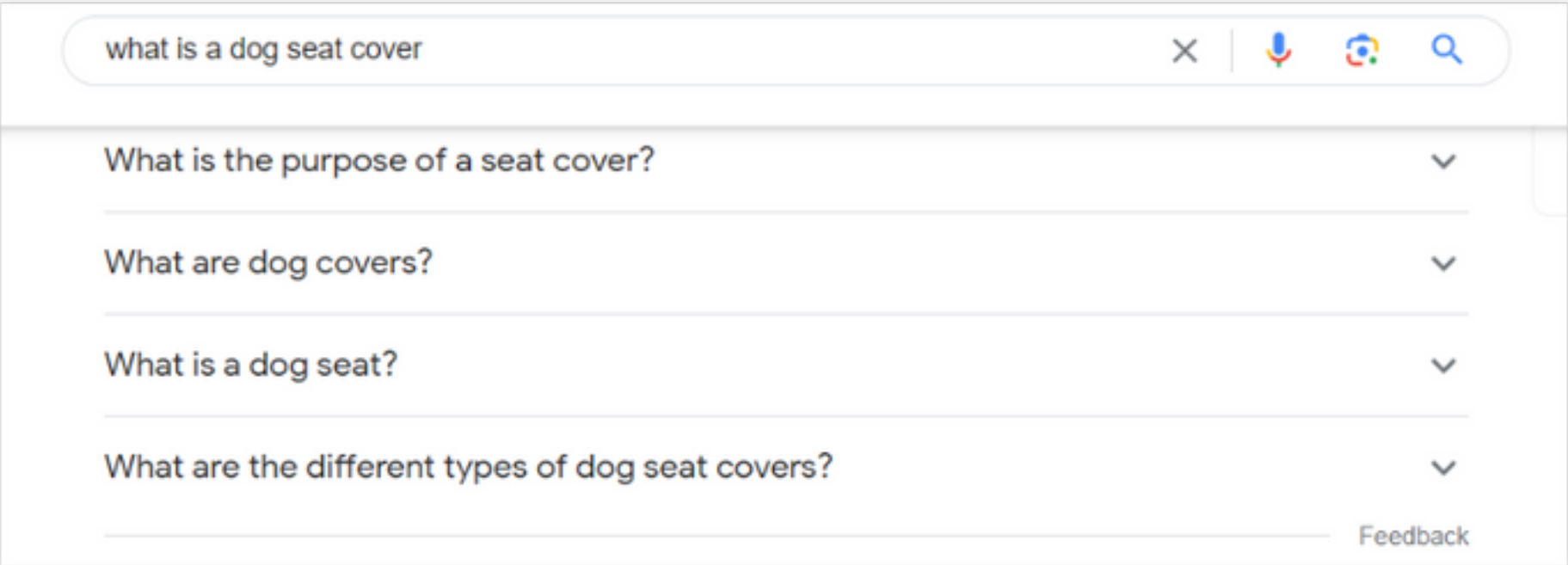
Generic questions are the ones that are related to your industry, but not to your brand, products, and services directly.

Benefits:

- To generate new traffic
- Increase your topical authority

**Where do you find
generic FAQs?**

Google's PAA

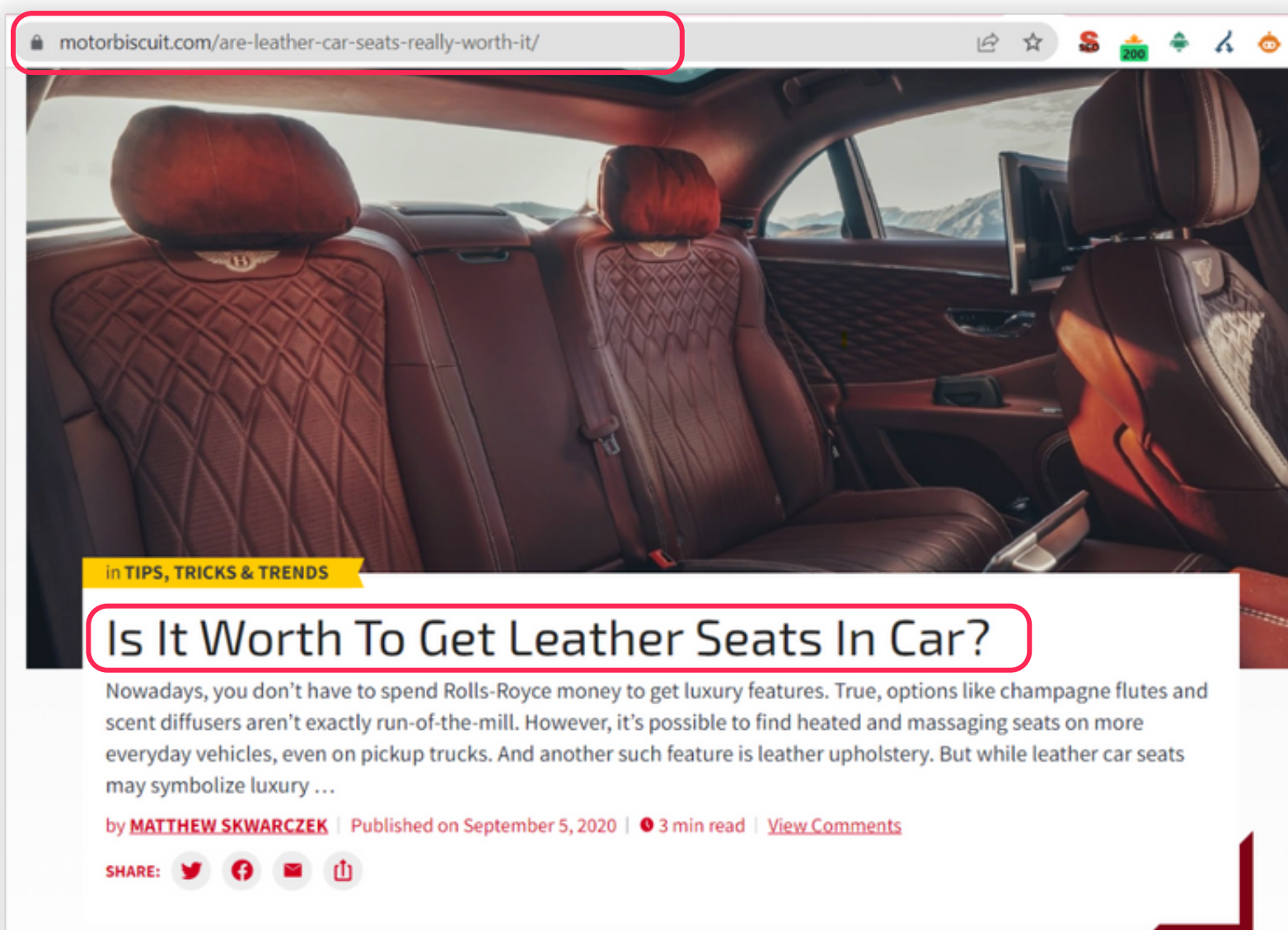


**Where to use
generic FAQs?**

Dedicated pages

People also ask :

Is it worth it to get leather seats in a car?

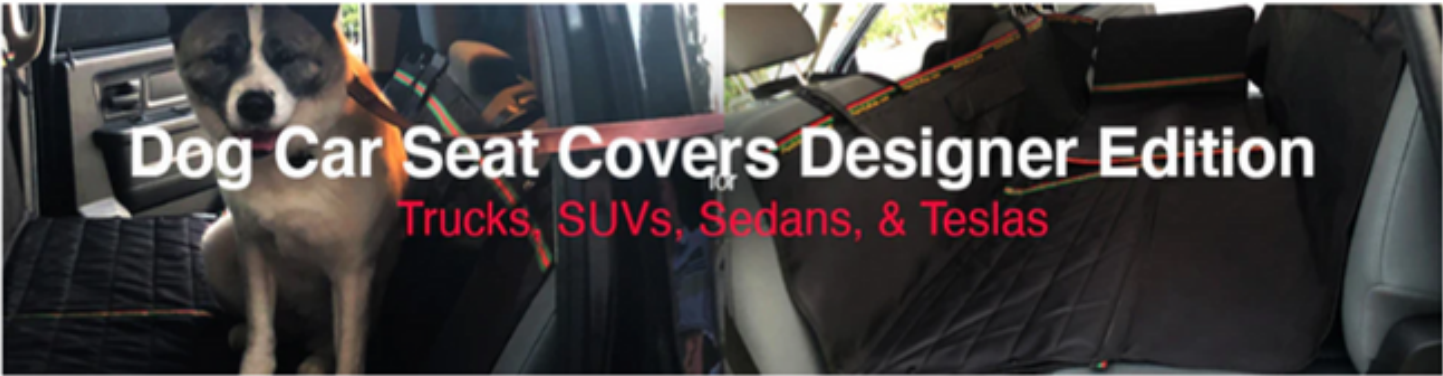


Create dedicated pages for generic questions and **interlink** them with your product/service pages.

At the bottom of the generic blogs.

Generic blog

How to Help Dogs With Car Sickness?



Dog Car Seat Covers Designer Edition
Trucks, SUVs, Sedans, & Teslas



How cold is too cold for dog in car?

Temperature below 65 degrees is too cold for a dog in the car. The dogs can bear the cold for about five minutes at these temperatures, but more than that can harm them. It can result in hypothermia or frostbite. But these temperature constraints may vary for different dog breeds and dog sizes.

For example, northern breeds like Alaskan malamutes, Siberian huskies, and Bernards can bear freezing temperatures well. However, single-coated dogs and puppies tend to get sick with hypothermia in freezing temperatures.

So use dog car seat covers and lay them on a blanket to bring them warmth while traveling long distances in the winter. Also, don't leave the dog unattended for too long, as temperatures inside the car can change drastically, even with the heater on.

Can a dog suffocate in a car?

Yes, a dog can suffocate in a car if left alone for a longer duration. It is not safe. In fact, some studies conclude dogs should never be left alone in the car for any length of time. It is because the temperature inside the car could rise during summers and decrease during winters without outside intervention. As a result, the dogs could have difficulty breathing and get sick. Parking the car in the shade with the windows open while the dogs are restrained could be a way to leave them alone. But leaving for more than five to ten minutes can cause an alarm.

Generic related FAQs

Bottom of the category page

Category Page

Find the Perfect Shrub for Your Space



Full Sun
6+ Hours



Partial Sun
3-6 Hours



Full Shade
0-3 Hours



Dwarf Shrubs
Under 2 Feet



Large Shrubs
Over 2 Feet

Shop Evergreen Shrubs



Shop
Evergreen
Shrubs



Juniper



Arborvitae



Boxwood



Holly



Camellia



What are growing bushes & shrubs?

Plants and shrubs provide a range of benefits for homeowners. Shrubs can be grown in the garden or in containers as long as the container is large enough. Grow bushes as statement focal points, as privacy hedges, or as garden borders. Many shrubs are very beneficial for wildlife by providing flowers for pollinators, berries in the winter for birds and other animals, or even as shelter. Flowering shrubs provide beautiful blooms for cut flower arrangements, with many being fragrant. Evergreen shrubs are great for privacy, wind breaks, formal gardens, and winter gardens. Evergreen bushes are also a great way to add 4 seasons of interest in garden planters.

When trying to determine which bushes to buy, there are many important factors to consider. Make sure the plant can survive in your growing zone, so it doesn't die in the winter. Also make sure the size of the plant won't get too large when it becomes fully mature. Finally, make sure the plant will get the proper amount of sunlight in the location you are hoping to grow it.

Generic FAQs scraped from PAA

b. Product-related questions

Product-related questions are the relevant questions related to your product.

Benefits:

- To persuade users once they land the product page

**Where do you find
product-related
questions?**

Your **brain.**

No one knows your product better than you. Write all the questions a user would want to know about the product you sell.

Example, if you're selling a dog seat cover, the questions can be:

- How many colors is it available in?
- How long does the product last?
- Do you offer warranty on the product?

Competitor's Amazon Q & A

Search your competitors' products & scroll down to their Q & A section.

Looking for specific info?

Search in reviews, Q&A...

Customer questions & answers

0
votes

Question: Will this be large enough to fit chev silverado ltz 3500 1 ton pickup?

Answer: It might be a little narrow, they do make a wider style.
By Orville G. May on December 6, 2022
[See more answers \(1\)](#)

0
votes

Question: Is the stitching trim orange?

Answer: It has a orange trim on all the edges
By Amazon Customer on March 9, 2022

0
votes

Question: Would this fit a CRV 07?

Answer: I have an Aztec and fits my backseat perfect! I don't know if it specifically fits whichever car you have but I feel it would fit most cars.
By Jessica Westmoreland on April 10, 2022
[See more answers \(2\)](#)

0
votes

Question: How are the straps and stitching for the headrests? I have had several different kids and they all rip at the straps.

Answer: There are allot of straps to keep it secure. I have 3 pit Bulls mixes. Easy to install and uninstall. And keeps them all in the back.
By Maria on April 24, 2022
[See more answers \(2\)](#)

[See more answered questions \(48\)](#)

ChatGPT

SA

I sell dog seat covers. Give me some questions that users should know before buying my product.



Certainly! Here are some important questions that users should know before buying dog seat covers:



1. What are the dimensions and size of the seat covers? Ensure they are compatible with your specific car model and seat measurements.
2. Is the material durable and waterproof? It's crucial to have a seat cover that can withstand doggy claws and accidents.
3. How easy is it to install and remove the seat covers? Look for covers that are user-friendly and provide hassle-free installation.
4. Does the seat cover have a non-slip backing? This feature ensures that the cover stays in place during car rides, preventing it from shifting or sliding.

**Where to use
product-related
FAQs?**

Bottom of the product page

Product Page



SUV Dog Car Seat Covers - Designer Edition

\$220.00

Size

Regular

ADD TO CART

Buy with **PayPal**

[More payment options](#)



• Will dog car seat fit in 2019 Hyundai's Ultimate?

Yes, the dog car seat protector will fit in 2019 Hyundai's Ultimate. Our seat protectors are designed to fit trucks' and cars' seats of all sizes and shapes.

• Would dog seat protector work for a 2019 KIA Sorento?

Yes, dog seat protector works for a 2019 KIA Sorento. Our dog seat car covers are designed to fit universally on all the four wheelers, big or small.

Product-related FAQs scraped
from Amazon

c. Service-related questions

Service-related questions are the ones that talk directly specifically about the given service you offer.

Benefit:

- To persuade users once they land the service page

**Where do you find
service-related
questions?**

Your **brain.**

Put down all the relevant questions related to your services & answer them.

Example, if you're selling a Magento optimization service, think of all the related questions that a user may have in mind.

- Will My Magento Site Slow Down During Optimization?
- How Quickly Do You Respond To Support Query?

Competitors' GMB Profile

Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

Competitors' service page

How can you improve Magento 2 speed and performance using our service? →

Is it available for the backend Magento performance optimization? →

**Where to use
service-related
FAQs?**

Bottom of the service page

Service page

Magento Speed Optimization Services

"Make Your Magento Store Great Again!" In 1 week*. Our Magento optimization service identifies all the speed issues and makes sure slow speed doesn't come between your website and big sales figure.



Can you help me to increase google page speed?	+
Does Maintenance Hour Carry Forward To Next Month?	+
What Happens If Site Breaks During Optimization?	+
What Is The Cost Of Magento Speed Optimization Service?	+

Service-related FAQs scraped
from competitors & GMB

d. Brand-related questions

Brand related questions are the questions people may ask related to your brand.

Benefit:

- Clarify everything related to your business
- Position yourself as a thought-leader

**Where do you find
brand-related
questions?**

Your **brain.**

Write down all the questions related to your brand.

For example, if you run a hotel business, think of all the questions you can answer as a responsible hotel owner.

- What is your policy regarding cancellations?
- Does your hotel have adequate covid safety?

Note, you're not talking about rooms or properties, but your entire business in general.

Competitor's dedicated FAQ Page

[HYATT HOME](#) > [CUSTOMER SERVICE](#) > [FAQS](#)

Frequently Asked Questions

1. [Reservations](#)
2. [Existing Reservations](#)
3. [Profile and Passwords](#)
4. [Gift Certificates](#)
5. [Payment and Cancellation](#)
6. [Canceling / Changing an Online Reservation](#)
7. [Best Rate Guarantee](#)
8. [Additional Questions](#)
9. [World of Hyatt FAQs](#)

**Where to use
brand-related
questions?**

Dedicated FAQ page on Footer

Dedicated FAQ Page
For Brand-Related
Questions

Useful Links

[Gallery](#)

[Nearby Places](#)

[Activites](#)

[Blog](#)

[Faq Page](#)

Support

[Contact Us](#)

[Terms & Conditions](#)

[Refund & Cancellation](#)

[Safety Measures](#)



Faqs

[Home](#) / [Faqs](#)

General

+ How do I request an early check-in or late check-out with the hotel?

+ What is your policy regarding cancellations?

+ Will I be charged for extra guests occupying my room?

+ Is there a minimum age requirement to reserve a hotel room?

+ Can RRR Hotels supply a cot or crib for my room when I travel with children?

+ Who can I call if I want to speak to someone when visiting a RRR Hotels Group website?

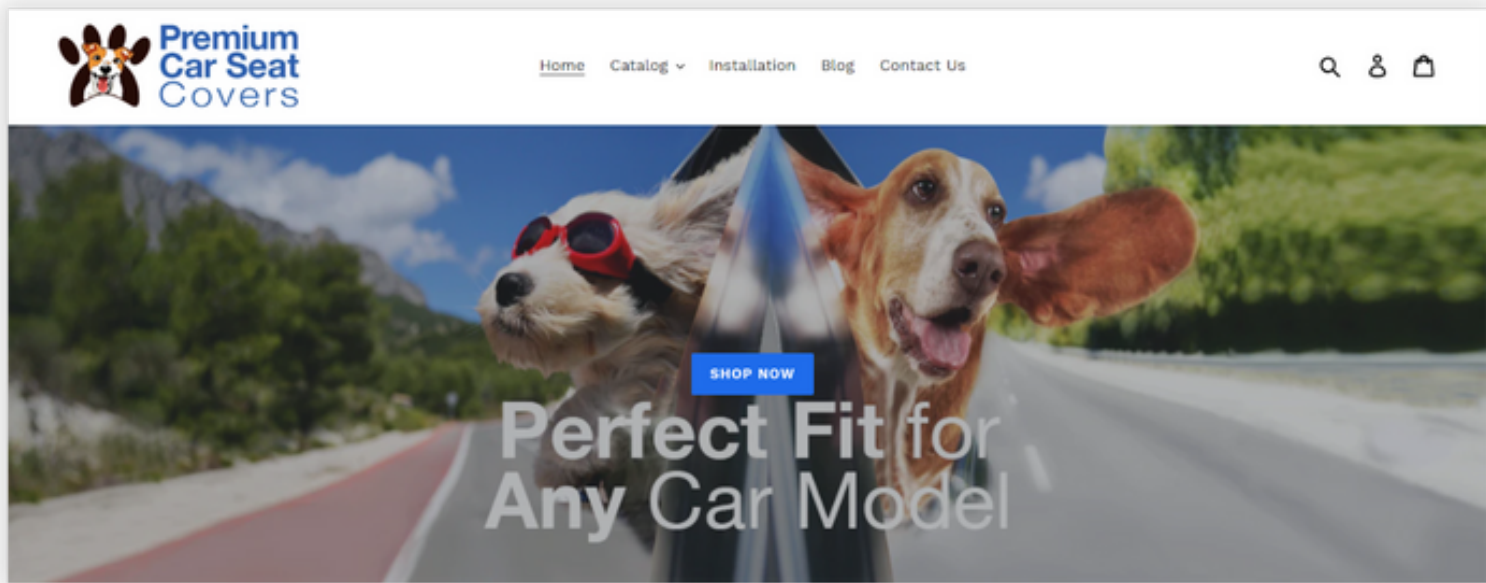
+ Where can I find maps and directions to RRR hotels?

+ What's the best way to find the information I need?

Brand-Related Questions

Bottom of the homepage

Home Page



Where is Pet My Ride located?

Pet My Ride is located in Los Angeles.

Is Pet My Ride functional on Sundays?

No, Pet My Ride is not functional on Sundays.

Brand related FAQ on homepage

**Bonus: Search
Questions On GSC**

Put a **regex** on **GSC** & **filter** the questions

Query

FILTER

COMPARE

Custom (regex) ▼

[How to use regex](#)

Matches regex ▼

\b(?:what|why|how|where|when|which|who|whom|whose|is|are|

CANCEL

APPLY

\b(?:what | why | how | where | when | which | w
ho | whom | whose | is | are | can | could | shoul
d | will | would | did | do | does | has | have | had
 | may | might | shall | should | must | being | bee
n | am | an | a)\b[\w\s?]+[?]

Answer each one of them and place on the **right page**

what is an infographic and examples?	1	15
what is splash screen?	1	4
which language is used for creating web pages?	0	1,800
which of these codes is best for creating websites?	0	1,218
what is a good bounce rate?	0	617
what language is it best to use when developing a website?	0	529

Summary...

- ✦ Extract all the questions
- ✦ Categorize them in 4 FAQ types
- ✦ Answer each one of them
- ✦ Place them on the relevant pages
- ✦ Build relevance across all the pages
- ✦ Never get confused what to put where



Was that helpful?

Feel free to drop the good, the bad, & the ugly comments.



Repost if you find it useful.

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