FAQ Extension for Magento 2

User Guide

Version 1.0

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I) Introduction

FAQ Extension for Magento 2 is a powerful tool for store owners to create informative and SEO-friendly FAQ pages. It allows customers to search and get the answers on the Knowledge base and FAQ lists. Through it, your online store can increase user experience and satisfaction.

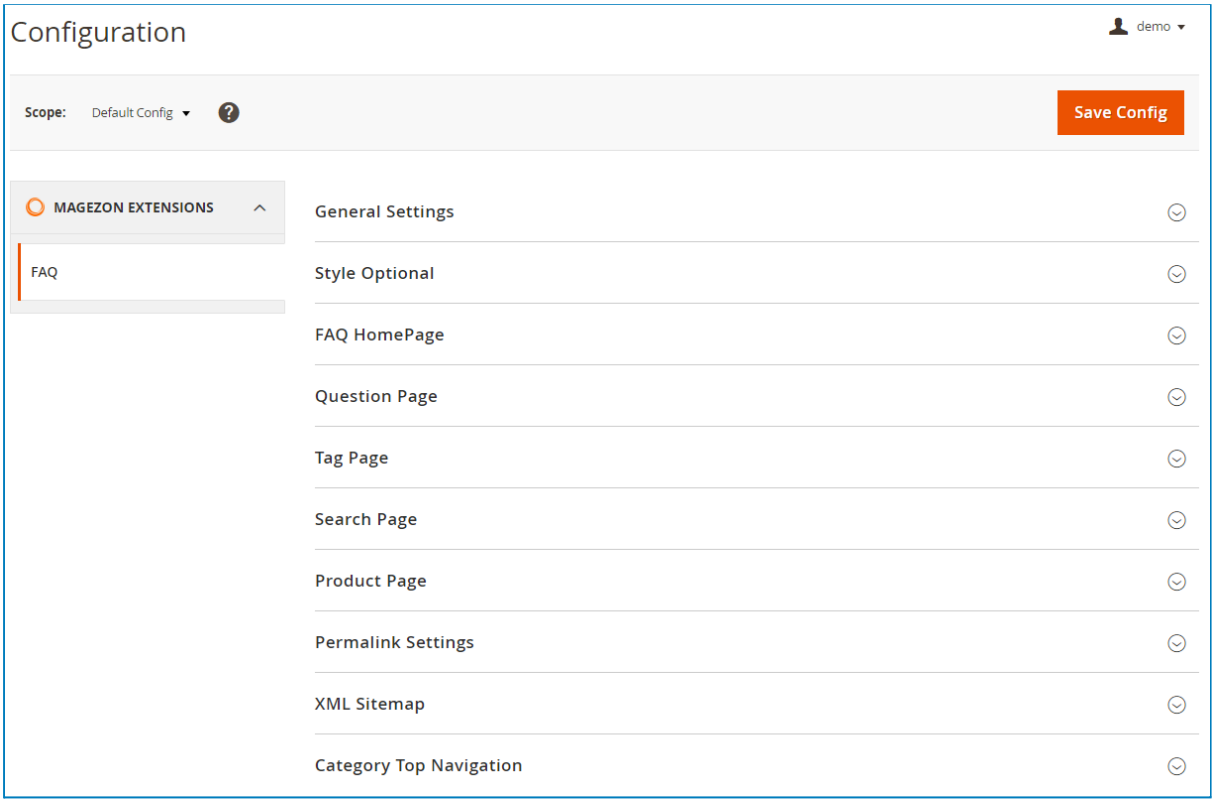
- Create FAQ pages
- Search questions instantly by using keywords
- Create and divide questions into categories & tags
- Question helpfulness rating
- Show FAQs tab on product detail page
- SEO-friendly FAQ pages
- Allow customers to submit their questions
- Fully responsive design
- Other stunning features
- 100% compatible with: Magezon Page Builder and Single Product Page Builder

II) Configuration

After installing the extension, navigate to **Stores > Settings > Configuration**.

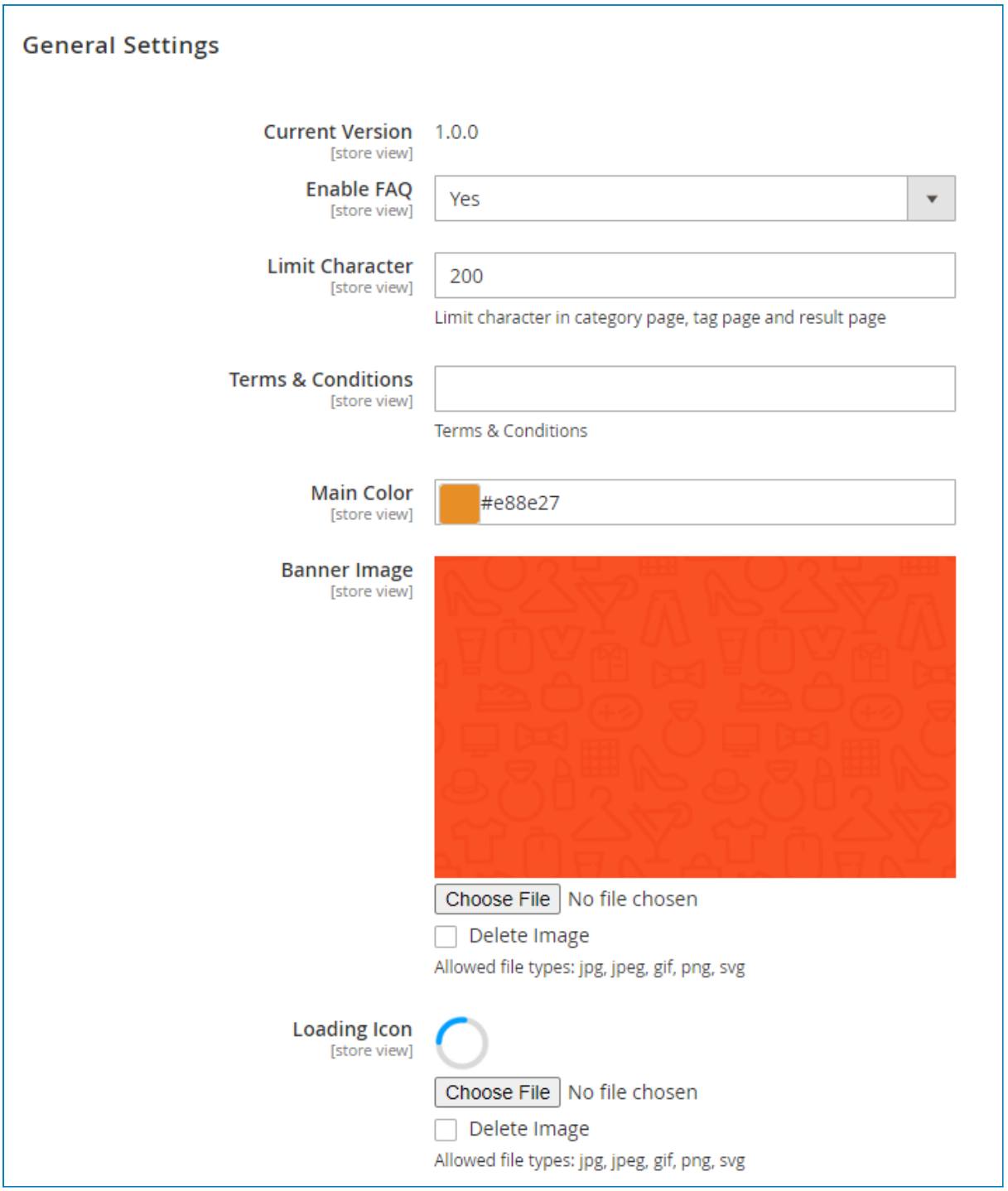
On the left panel, span **MAGEZON EXTENSIONS** and choose **FAQ**.

The interface will look like below:



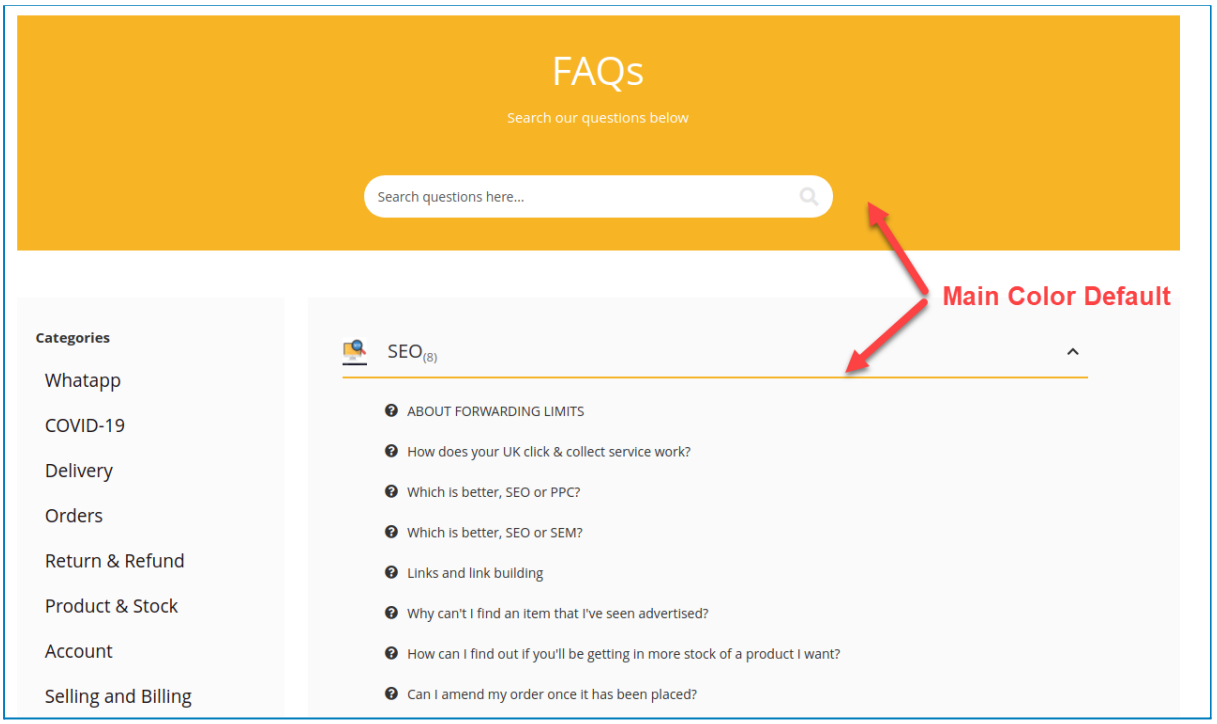
1. General Settings

In this tab, you can view the **Current Version** of the extension and customize **General Settings** for the FAQ pages.



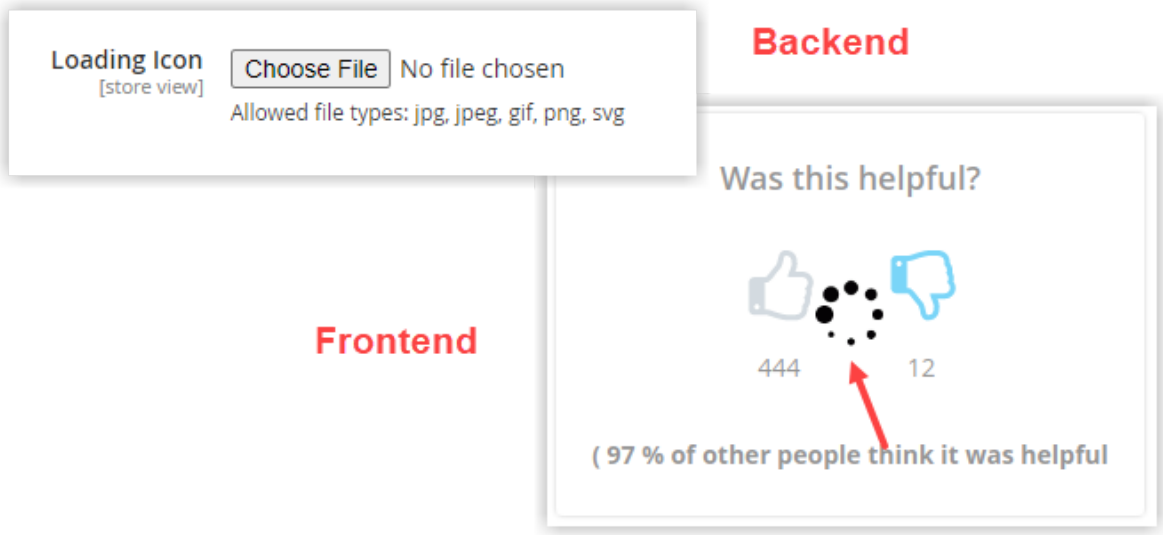
- **Enable FAQ**: Choose Yes/No to enable/disable the extension.

- **Limit Character:** Limit the maximum character for a short answer on FAQ Category page. If you leave this field blank, the maximum character is 225. A **“Read more”** link will display to allow visitors to view full details on a question detail page.
- **Terms & Conditions:** Add the terms & conditions link of your website to this field.
- **Main Color:** The color you choose in this section will be the main color of the FAQ pages in the frontend. If you leave it blank, the default main color will be set like the image below:

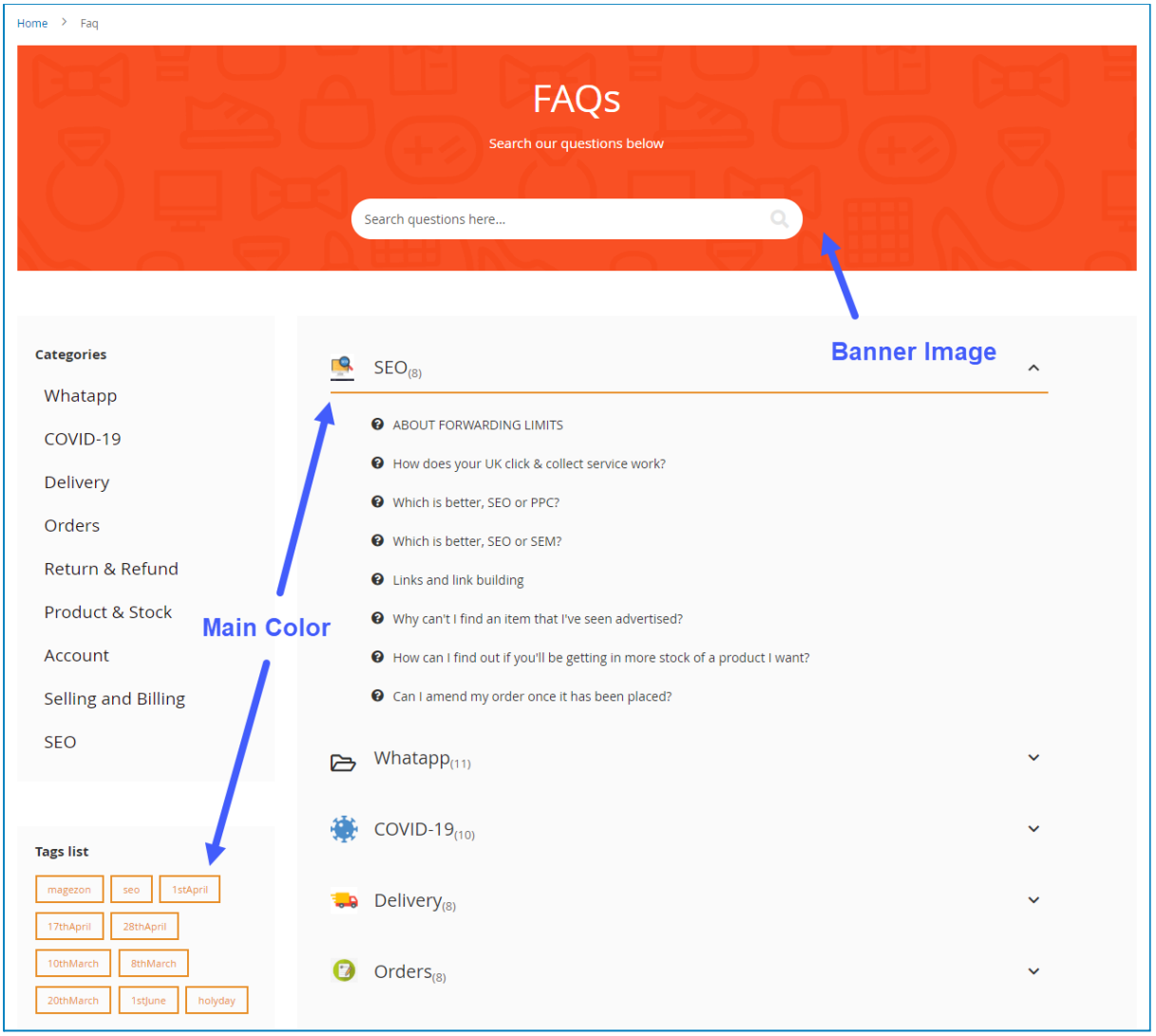


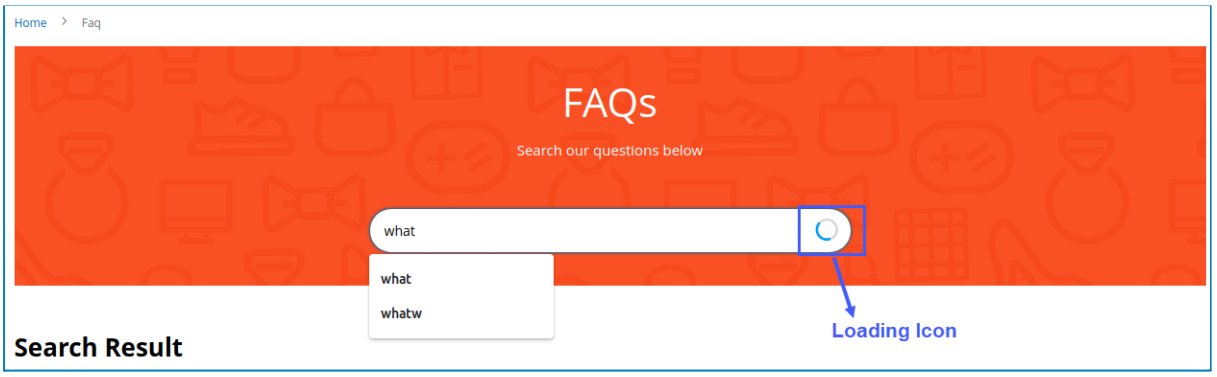
-

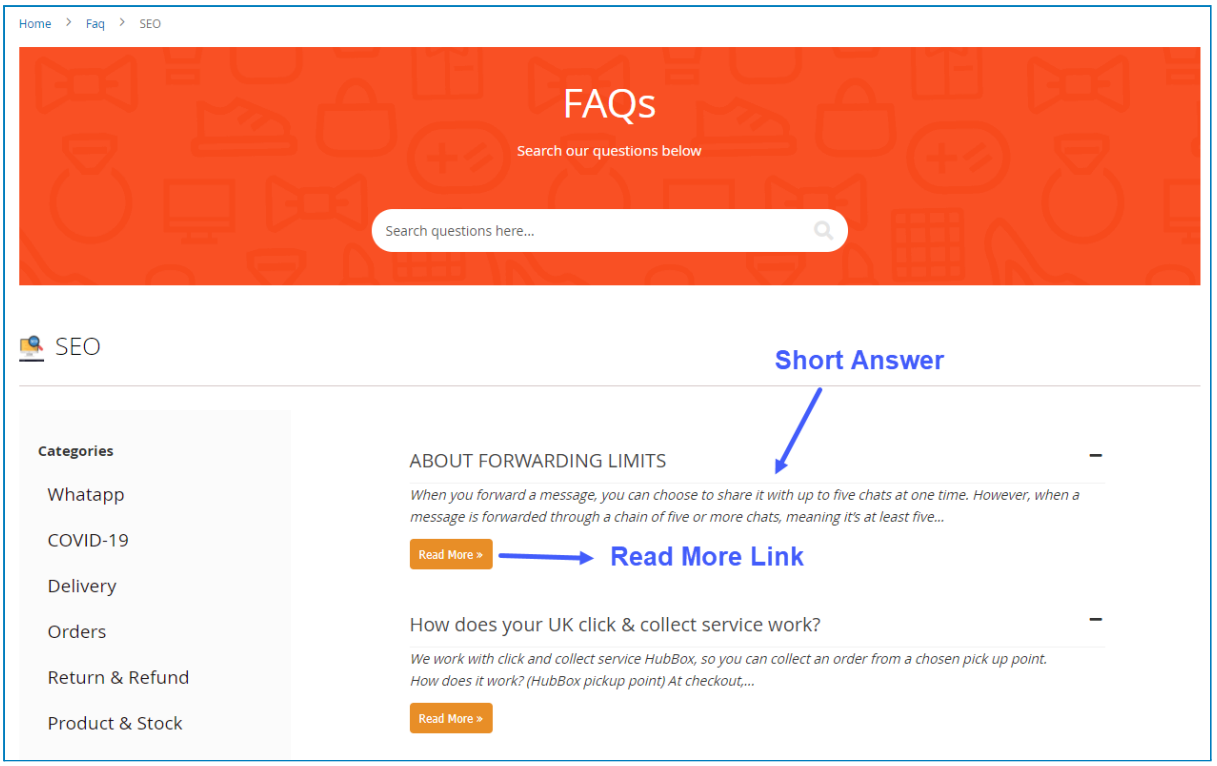
- **Banner Image:** Choose the image background for the banner of the FAQ pages.
- **Loading Icon:** Choose an icon that will display when you search in the search box and click the like/dislike icon on the Question detail page. If you leave it blank, the default loading icon will be set like the image below:



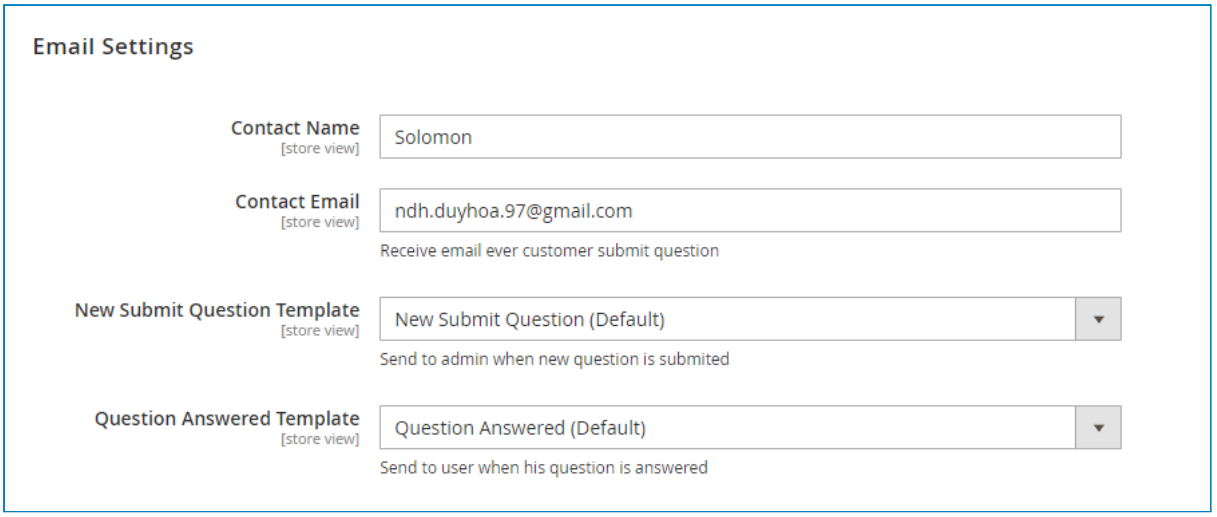
Try the following settings and see the result in the frontend:






Home
Faq
SEO
FAQs
Search our questions below
Search questions here...
SEO
Short Answer
Categories
Whatapp
COVID-19
Delivery
Orders
Return & Refund
Product & Stock
ABOUT FORWARDING LIMITS
When you forward a message, you can choose to share it with up to five chats at one time. However, when a message is forwarded through a chain of five or more chats, meaning it's at least five...
Read More »
Read More Link
How does your UK click & collect service work?
We work with click and collect service HubBox, so you can collect an order from a chosen pick up point. How does it work? (HubBox pickup point) At checkout,...
Read More »

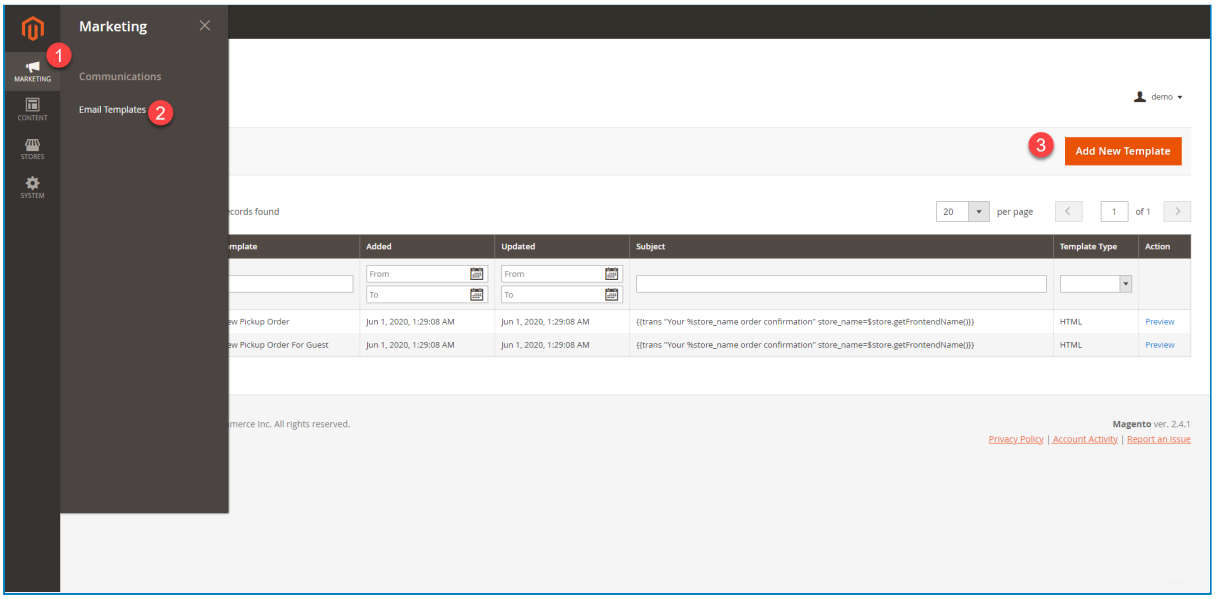
2. Email Settings



- **Contact Name:** Enter the name that the admin wants to use to contact visitors.
- **Contact Email:** Enter the email address of the admin in this field. The admin will receive the notification when a new question is submitted.
- **New Submit Question Template**: Select a template for admin email notification in this field. It means that when a question is submitted, the admin will receive an email notification with the content is displayed as the selected template.
- **Question Answered Template**: Select a template for user email notification in this field. When the user's question is answered, they will receive an email notification with the content is displayed as the selected template.

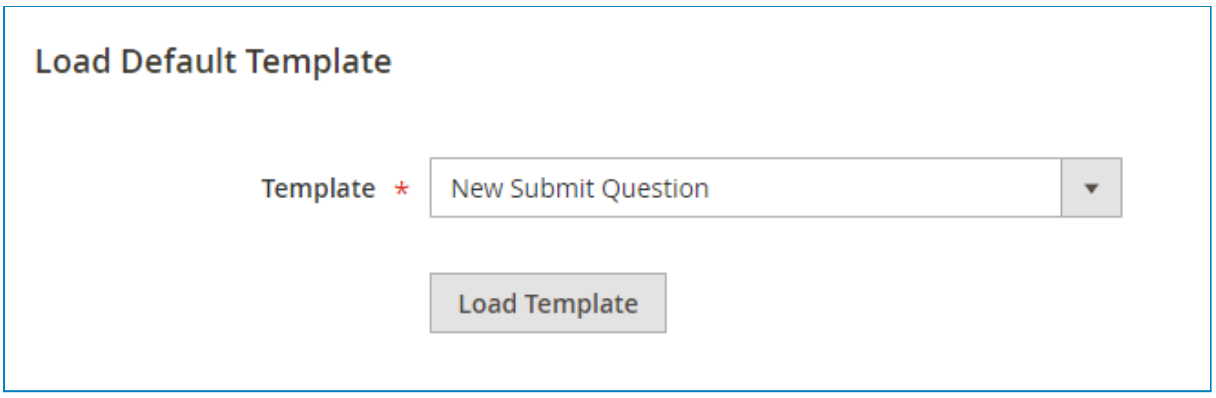
➢ **NOTE:**

- If you don't want to use default templates, follow this path to create your email templates: **Marketing >> Email Templates >> Add New Template**

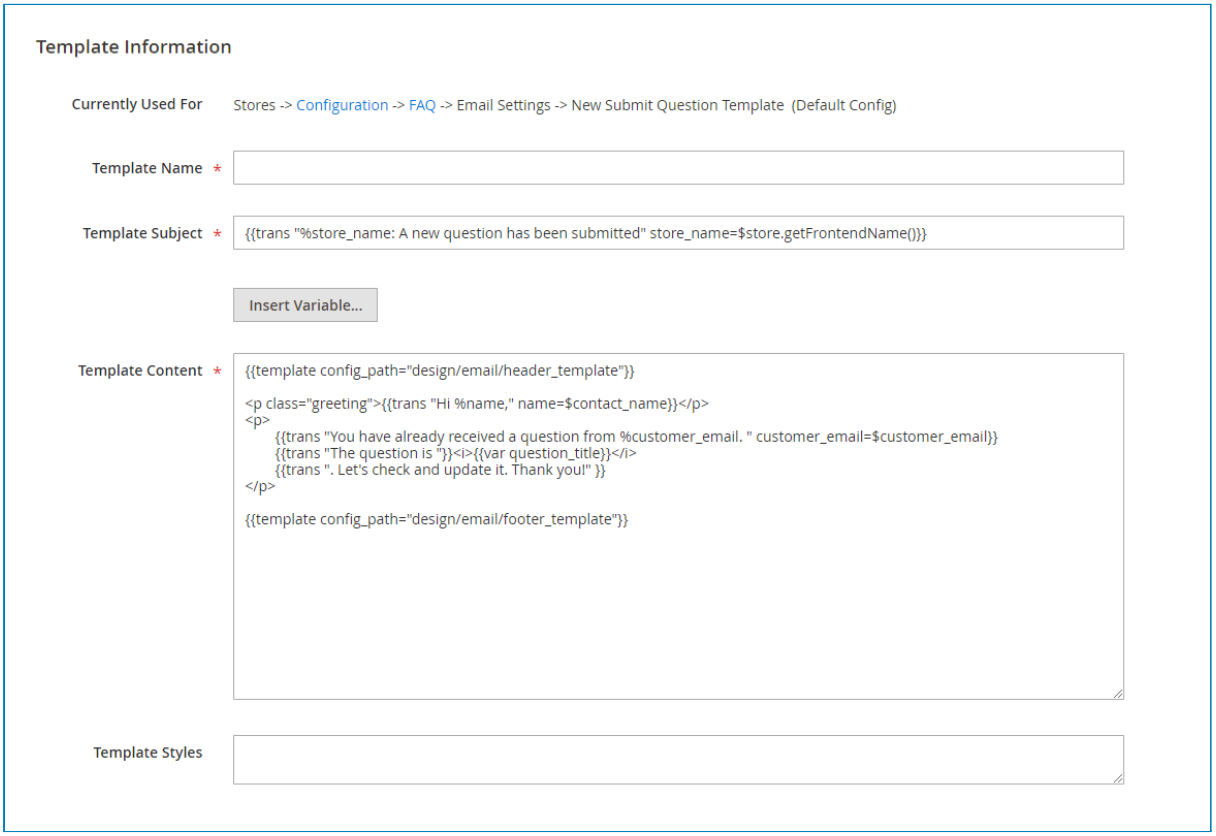


- After click on the **Add New Template** button, move to configure the new email template.
- First, configure the **Load Default Template** section if you want to use a default template:

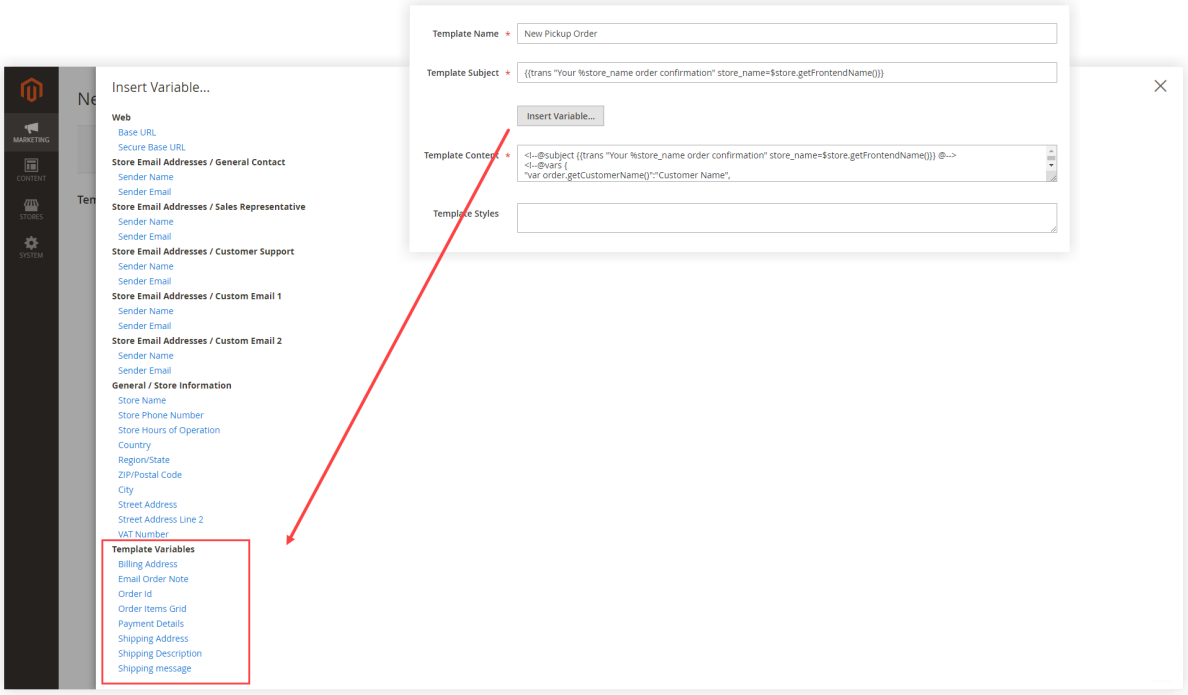
+ **Template**: In this field, choose template **New Submit Question** (for admin email notification) or **Question Answered** (for user email notification). After that, click on the **Load Template** button.



- Next, go to configure the **Template Information** section according to Magento 2 User Guide.

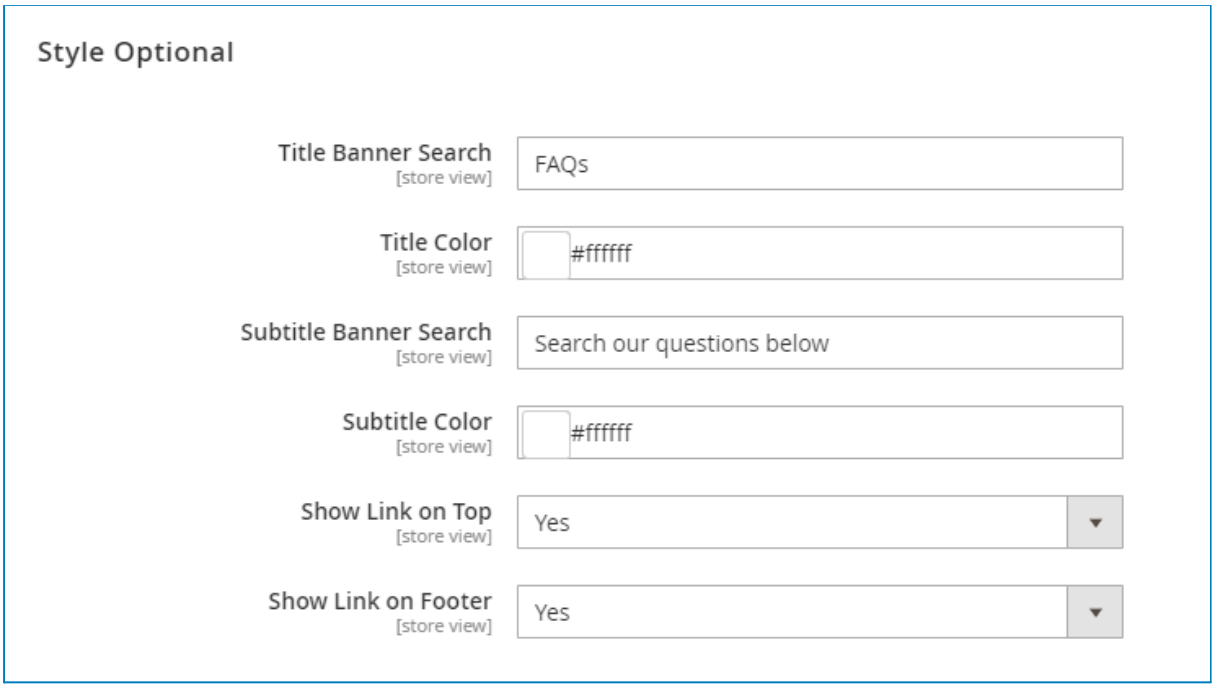


➢ **NOTE:** The FAQ extension for Magento 2 provides you with an additional **Variable** option named **Template Variables** as the following image:



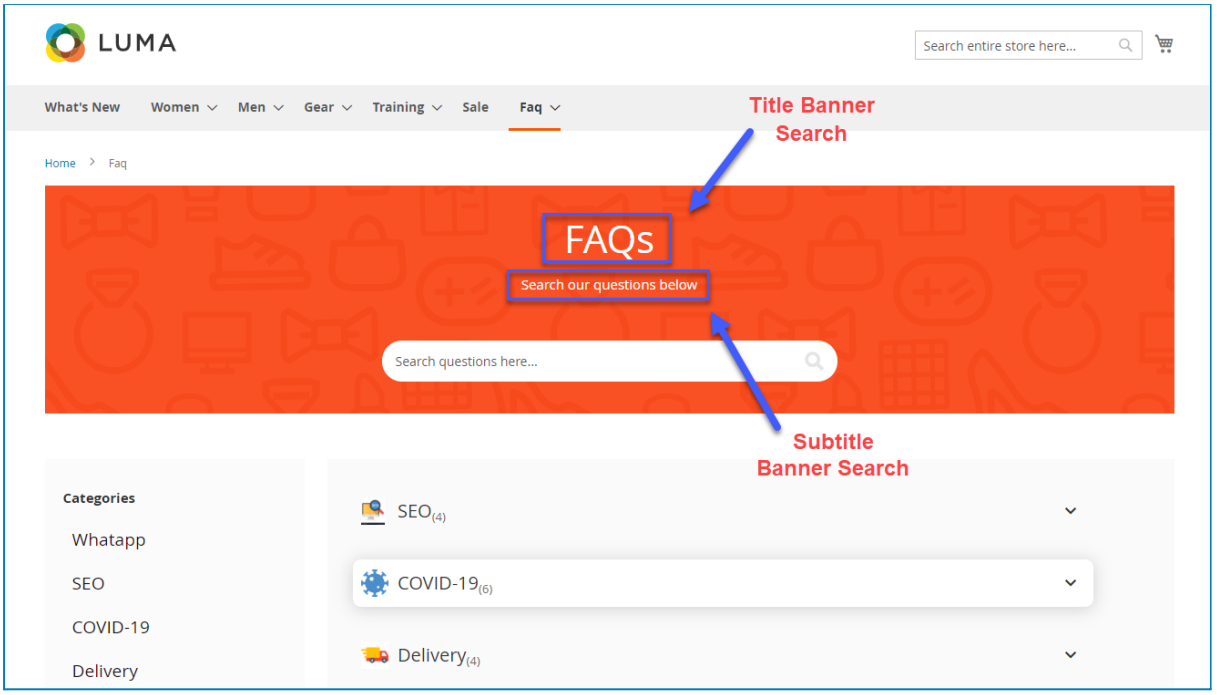
3. Style Optional

Style the Banner search and Set the place to display FAQ link on the website.



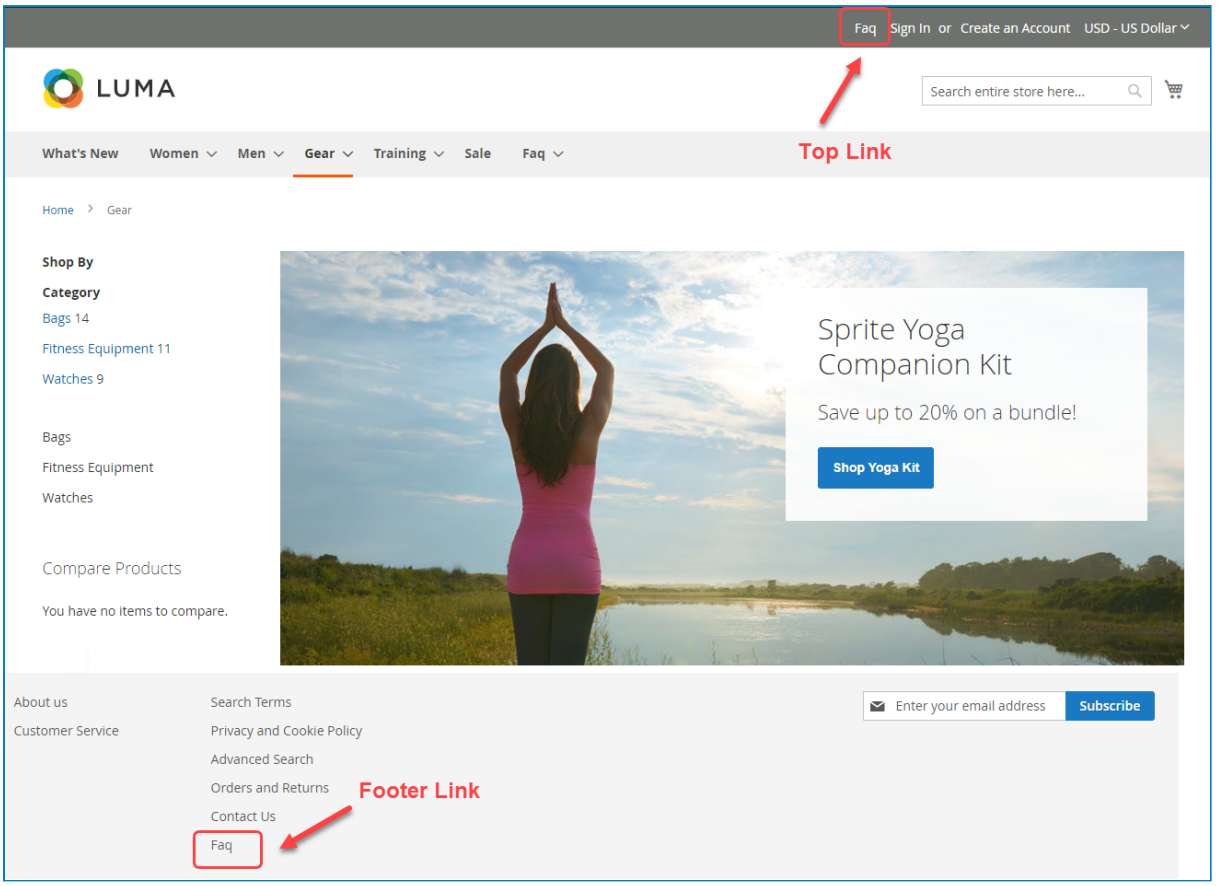
- **Title Banner Search**: Enter the name of the banner. If leaving it blank, the default = Knowledge Base.
- **Title Color:** Choose the color for the title.
- **Subtitle Banner Search:** Enter the banner subtitle. If leaving it blank, the default = Search our questions below.
- **Subtitle Color:** Choose the color for the subtitle.

Then see the result:



- **Show Link on Top:** Choose Yes/No to show/hide the FAQ link on the top website.
- **Show Link on Footer:** Choose Yes/No to show/hide the FAQ link on the footer.

Let's see the result in the frontend:



4. FAQ Homepage

- **Title:** Enter the title for FAQ Homepage.
- **Show Total Question:** Choose Yes/No to show/hide the number of questions of each category on FAQ homepage.
- **Page Layout:** Choose one of 5 options below to define your FAQ Homepage layout:

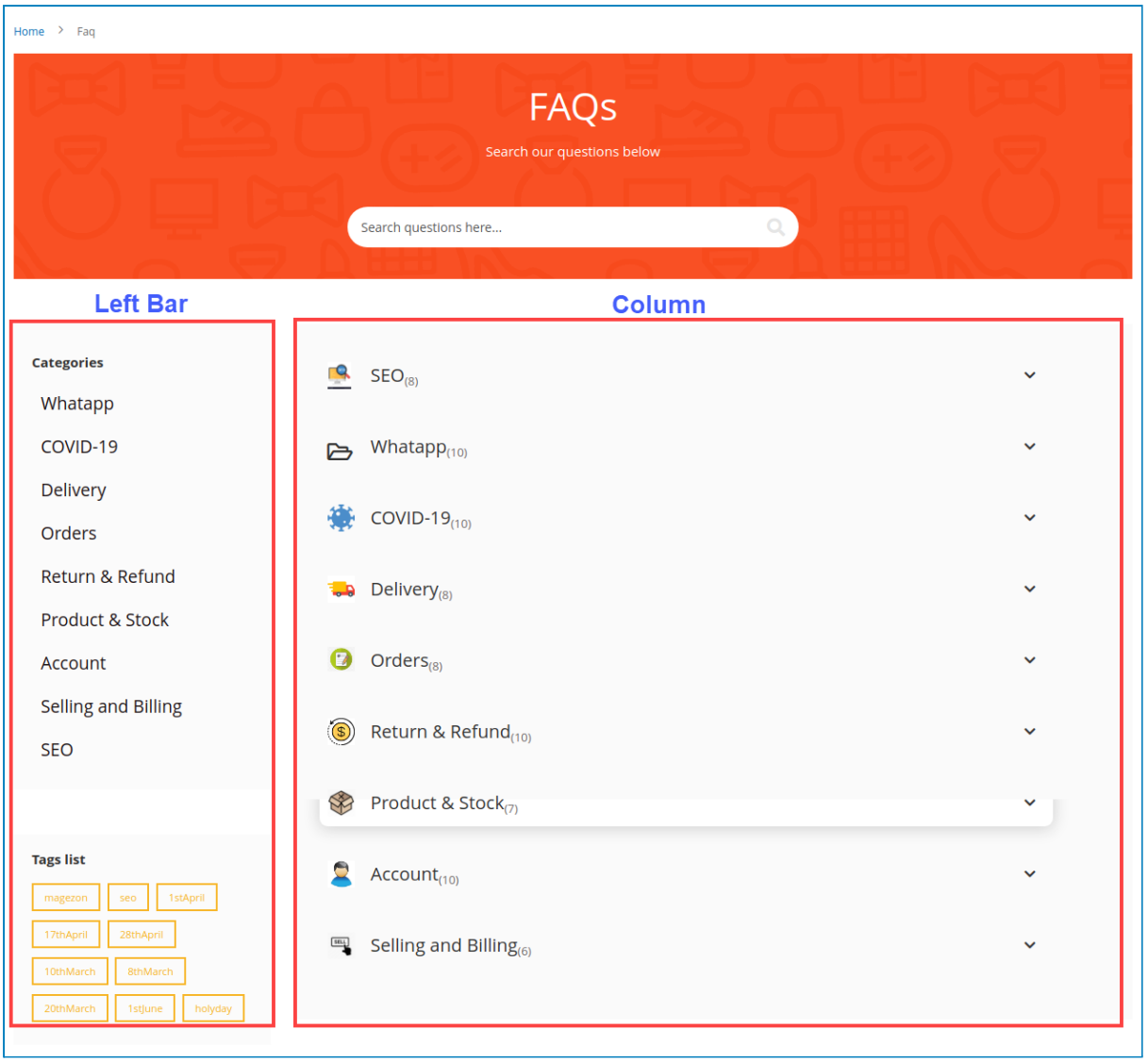
+ Empty
+ 1 Column
+ 2 Columns with left bar
+ 2 Columns with right bar

+ 3 Columns

➢ **NOTE**: Category page and Tag page layout are set to default with 2 Columns with left bar layout.

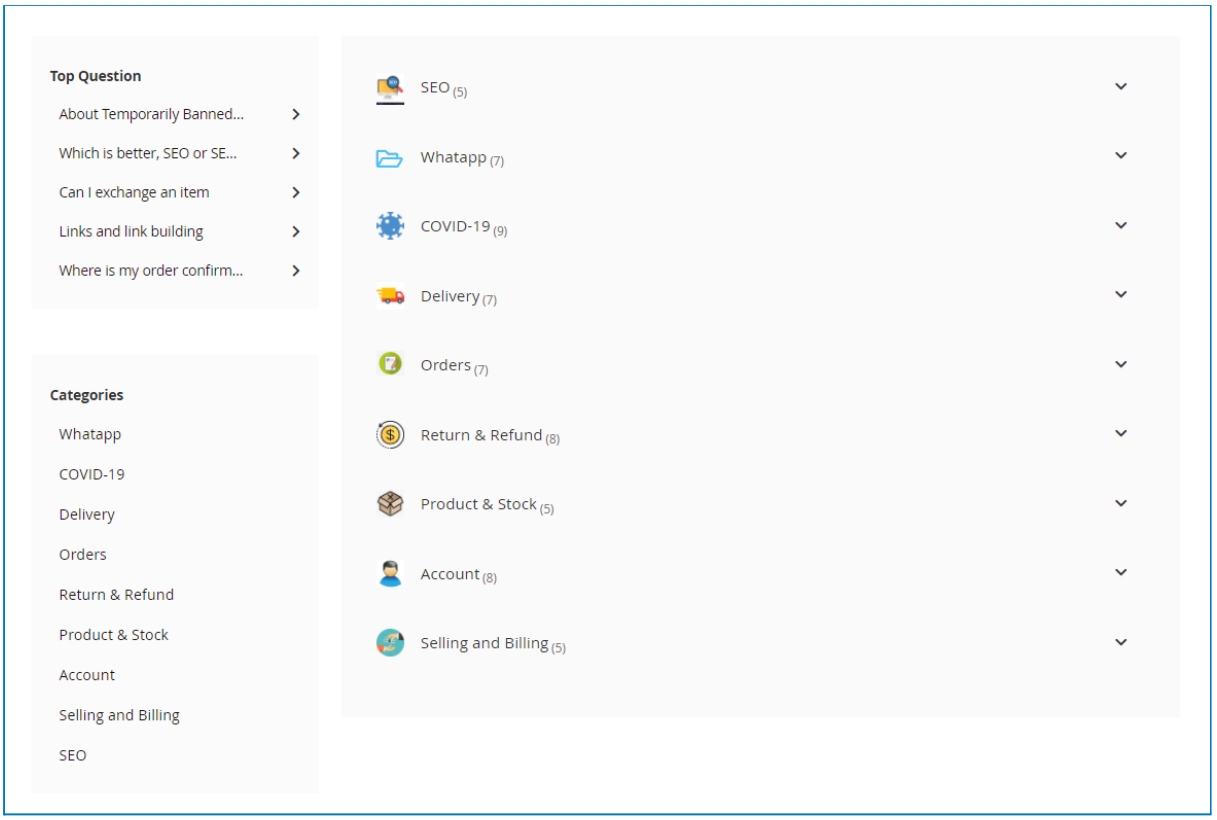
Let's see **2 Columns with the right bar** Layout of question detail page:

Let's see **2 Columns with left bar** Layout in the frontend:

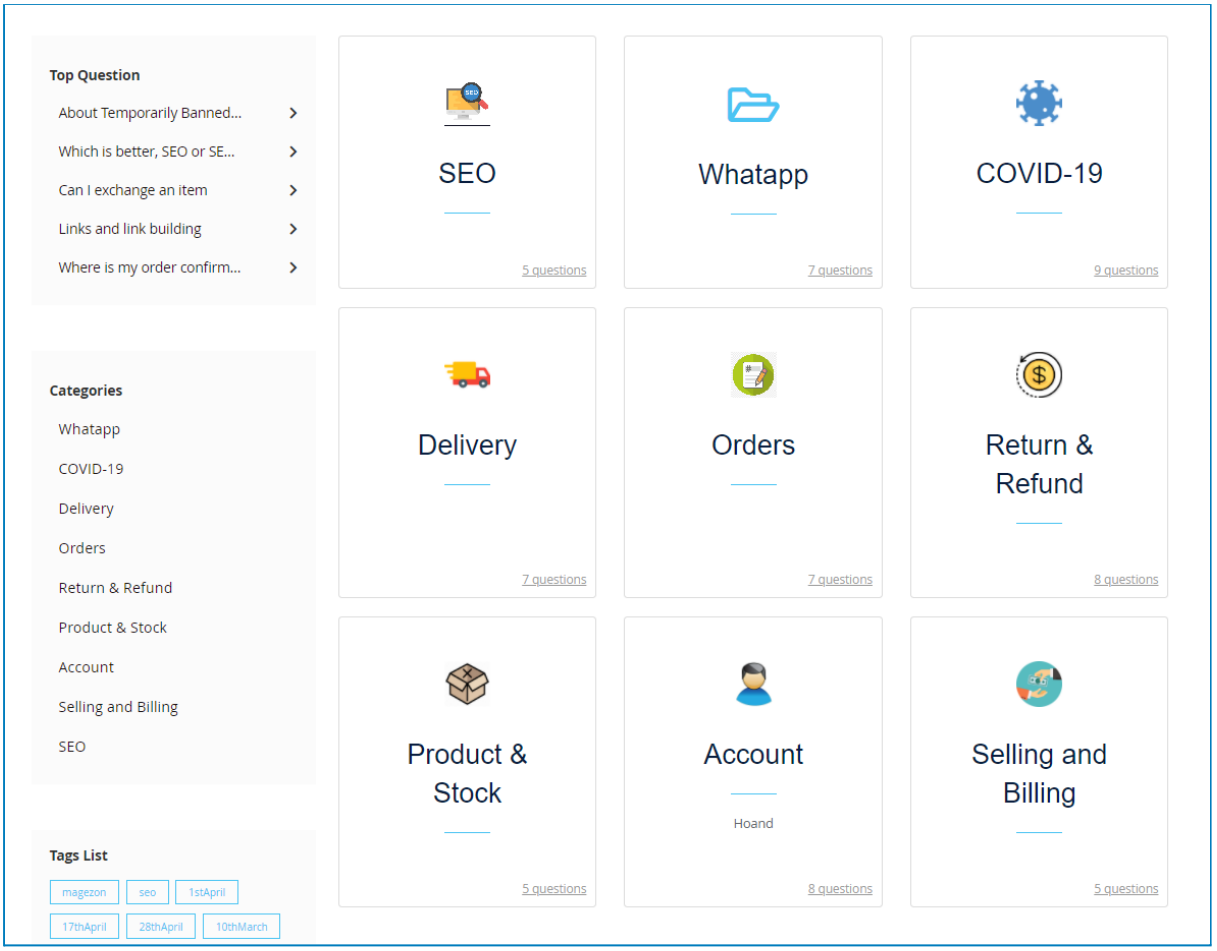


- **Theme:** Select a theme for FAQ homepage.

This is the **Default** theme:



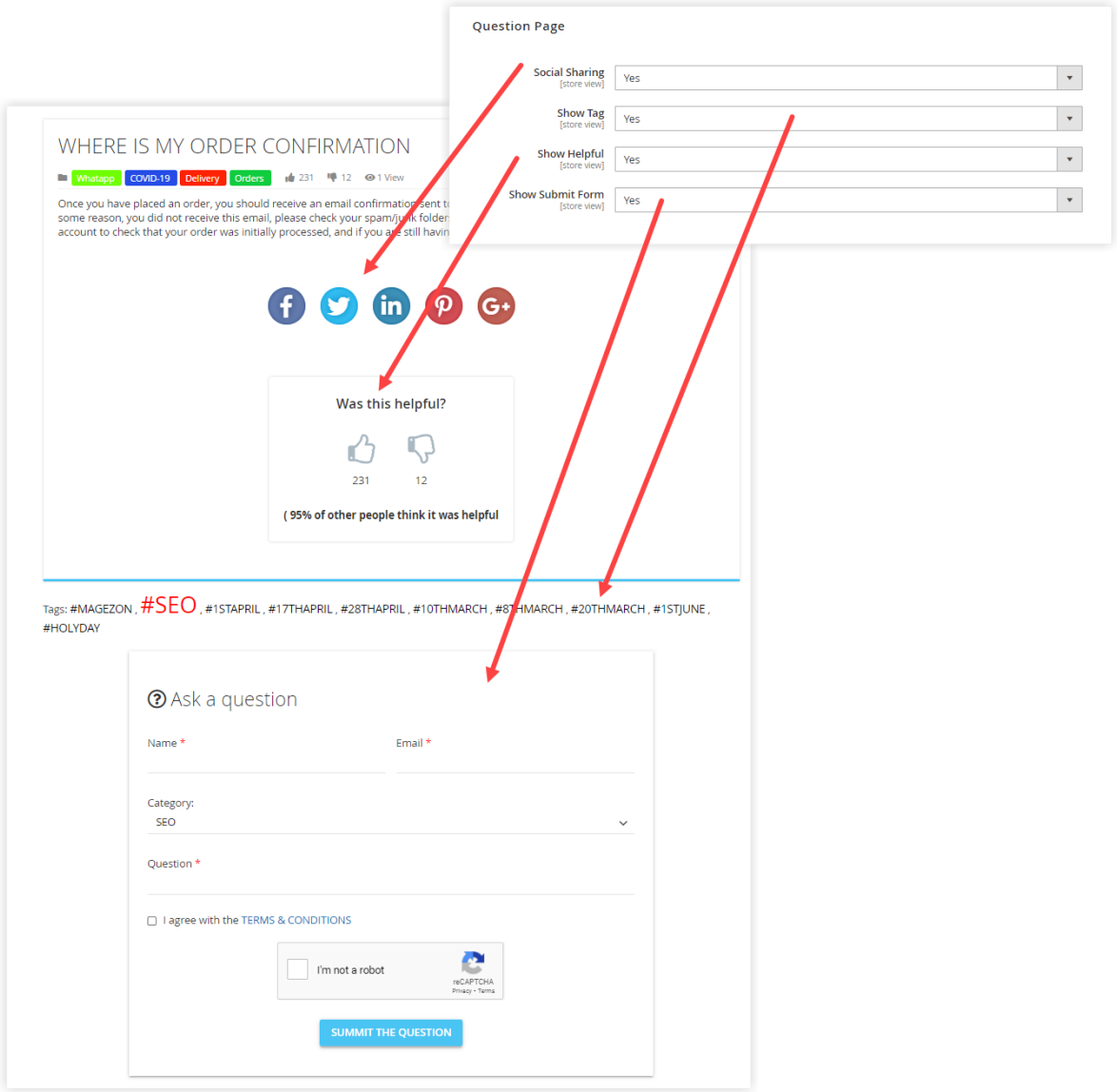
This is the **Theme 2**:



➢ **You can configure the meta info that is useful for your better SEO**

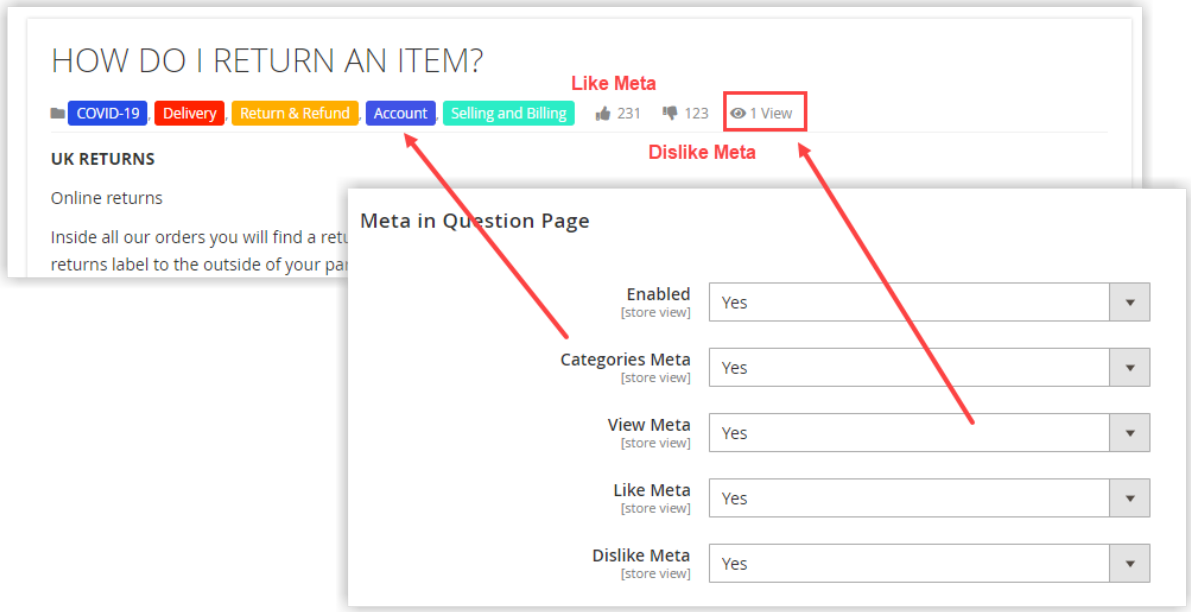
- **Meta Title:** Set meta title for FAQ Homepage.
- **Meta Keywords:** Set meta keywords for FAQ Homepage.
- **Meta Description:** Set meta description for FAQ Homepage.

5. Question Page



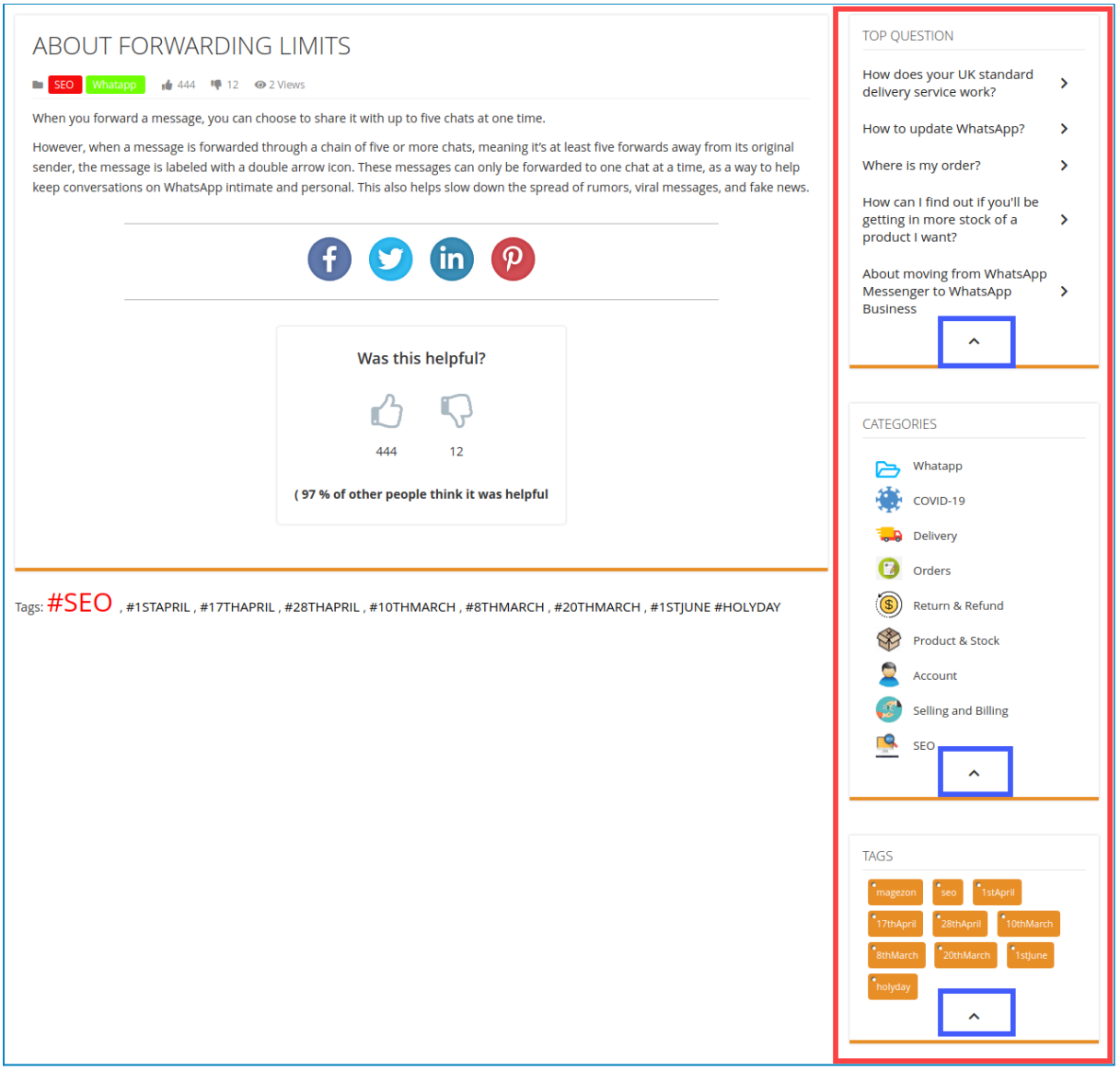
- **Social Sharing:** Choose Yes/No to enable/disable customers sharing the question and answer in the question detail page on social media such as Facebook, Twitter, Linkedin, and Pinterest.
- **Show Tag**: Choose Yes/No to show/hide tags on the question detail page.
- **Show Helpful**: Choose Yes/No to enable/disable customers to vote the helpfulness of the question in the question detail page.
- **Show Submit Form:** Choose/No to show/hide submit form on question page.

5.1: Meta in Question Page

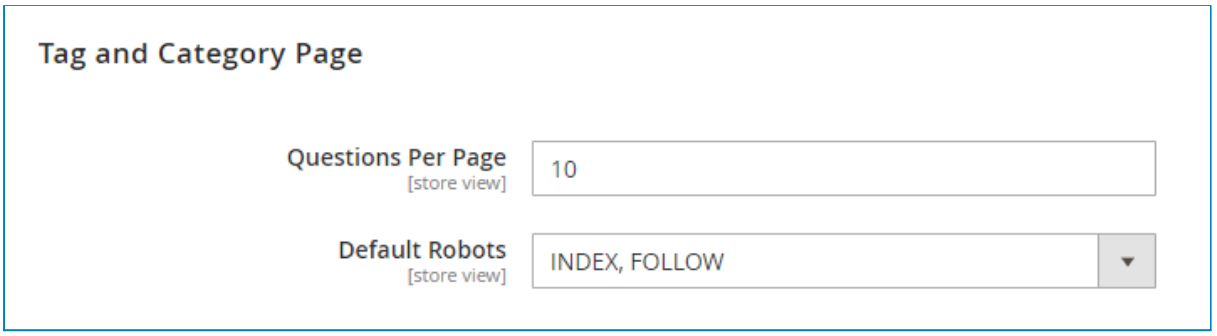


- **Enabled:** Choose Yes/No to enable/disable Meta in the question detail page.
- **Categories Meta:** Choose Yes/No to show/hide categories in the Question detail page**.**
- **View Meta:** Choose Yes/No to show/hide the number of views of the question in the Question detail page.
- **Like Meta:** Choose Yes/No to show/hide the number of likes in the question detail page.
- **Dislike Meta:** Choose Yes/No to show/hide the number of dislikes in the question detail page.

➢ **NOTE**: In the question detail page, on the right bar, you can show/hide questions in the Top questions tab, categories in the categories tab, or tags in the Tags tabs by clicking on the chevron icon like the image below.


ABOUT FORWARDING LIMITS
SEO
Whatapp
444
12
2 Views
When you forward a message, you can choose to share it with up to five chats at one time.
However, when a message is forwarded through a chain of five or more chats, meaning it's at least five forwards away from its original sender, the message is labeled with a double arrow icon. These messages can only be forwarded to one chat at a time, as a way to help keep conversations on WhatsApp intimate and personal. This also helps slow down the spread of rumors, viral messages, and fake news.
Was this helpful?
444
12
(97 % of other people think it was helpful
Tags: #SEO , #1STAPRIL , #17THAPRIL , #28THAPRIL , #10THMARCH , #8THMARCH , #20THMARCH , #1STJUNE #HOLYDAY
TOP QUESTION
How does your UK standard delivery service work?
How to update WhatsApp?
Where is my order?
How can I find out if you'll be getting in more stock of a product I want?
About moving from WhatsApp Messenger to WhatsApp Business
CATEGORIES
Whatapp
COVID-19
Delivery
Orders
Return & Refund
Product & Stock
Account
Selling and Billing
SEO
TAGS
magezon
seo
1stApril
17thApril
28thApril
10thMarch
8thMarch
20thMarch
1stjune
holyday

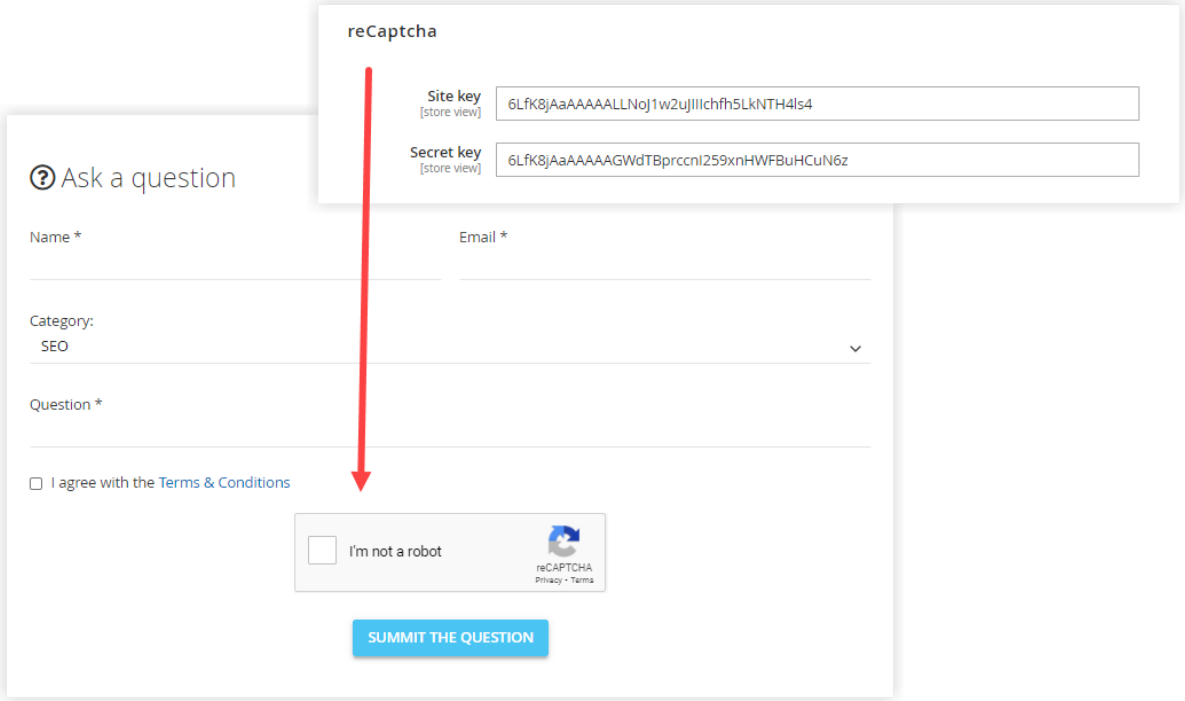
6. Tag And Category Page



- **Questions Per Page:** set maximum number of questions that will display in Category page, Tag page, and Search result page.
- **Default Robots:** Select default robots for FAQ Homepage to optimize your page in search results.

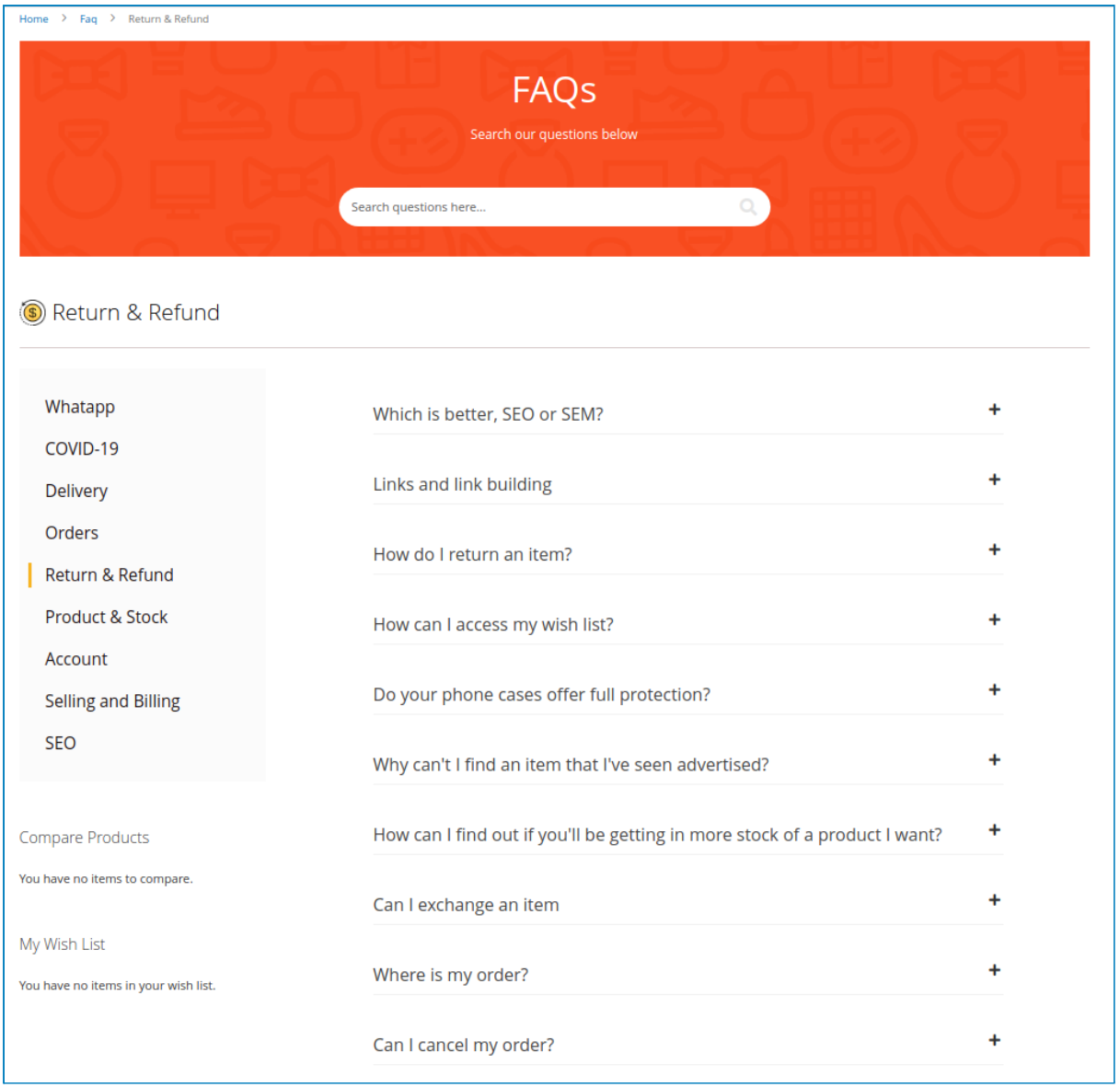
7. reCaptcha

Google reCaptcha will appear before customers submit question forms.

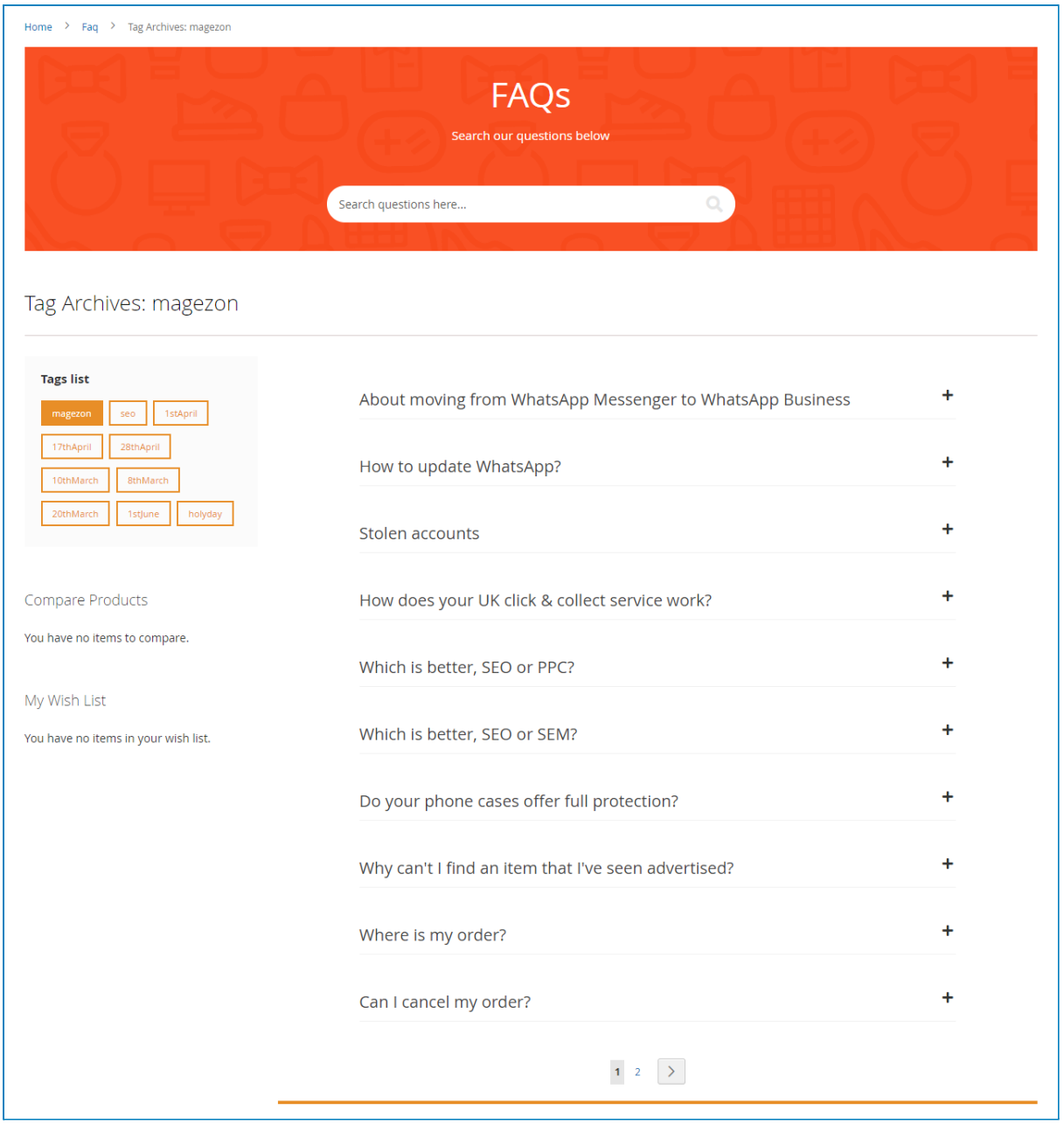


- **Site Key - Secret Key:** Get Site Key and Secret Key here.

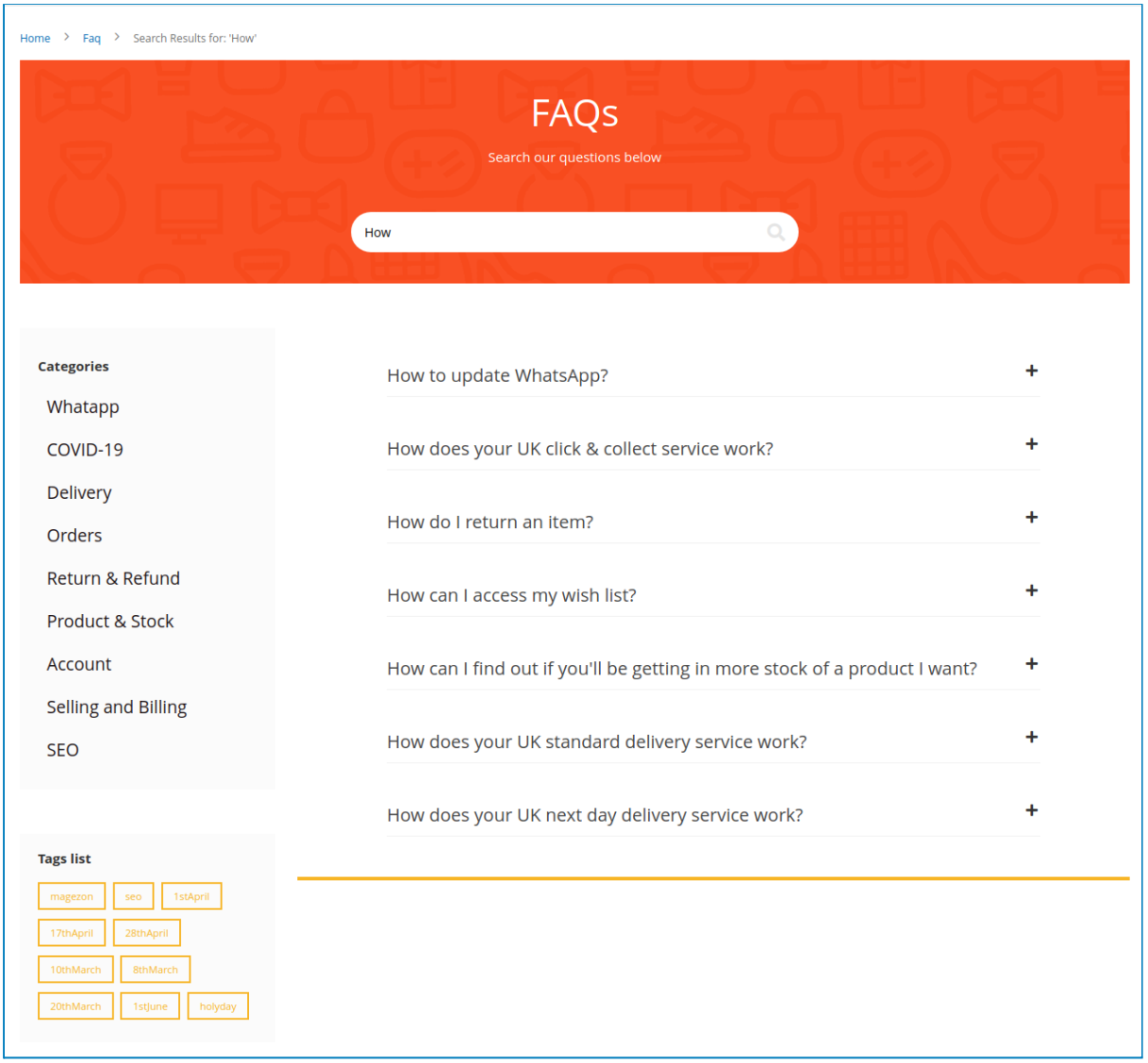
Questions display on the Category page:



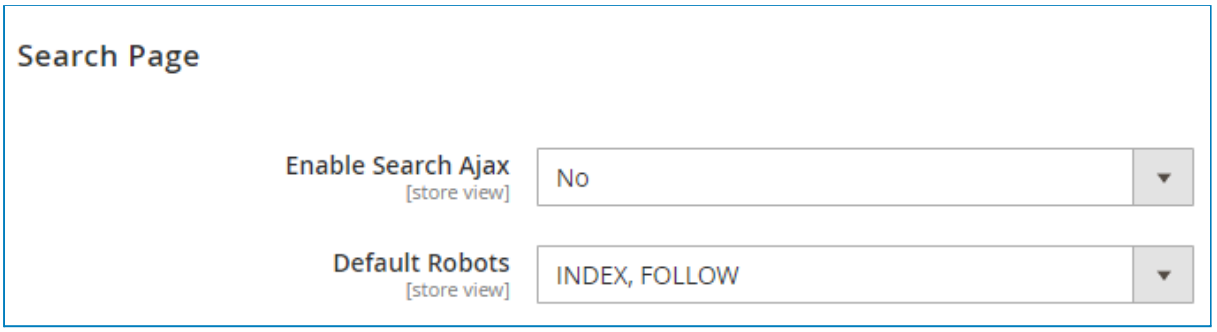
Questions display on the Tag page:



Questions display on the Search results page:

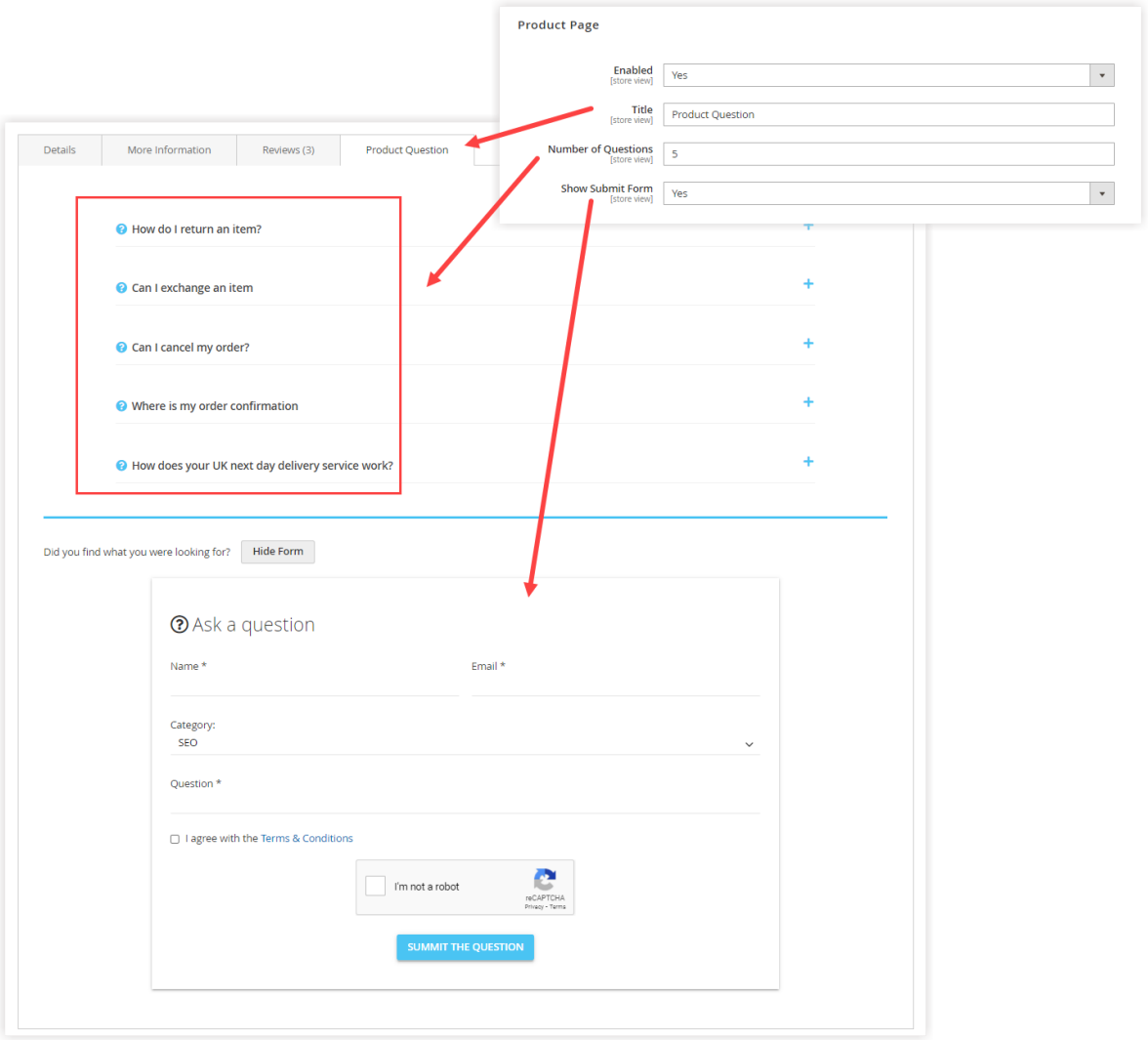


8. Search Page



- **Enable Search Ajax:** If you choose Yes, the results will display without page reloading. In contrast, If you choose No, the results will display after the page is reloaded.
- **Default Robots:** Select default robots for FAQ Homepage to optimize your page in search results.

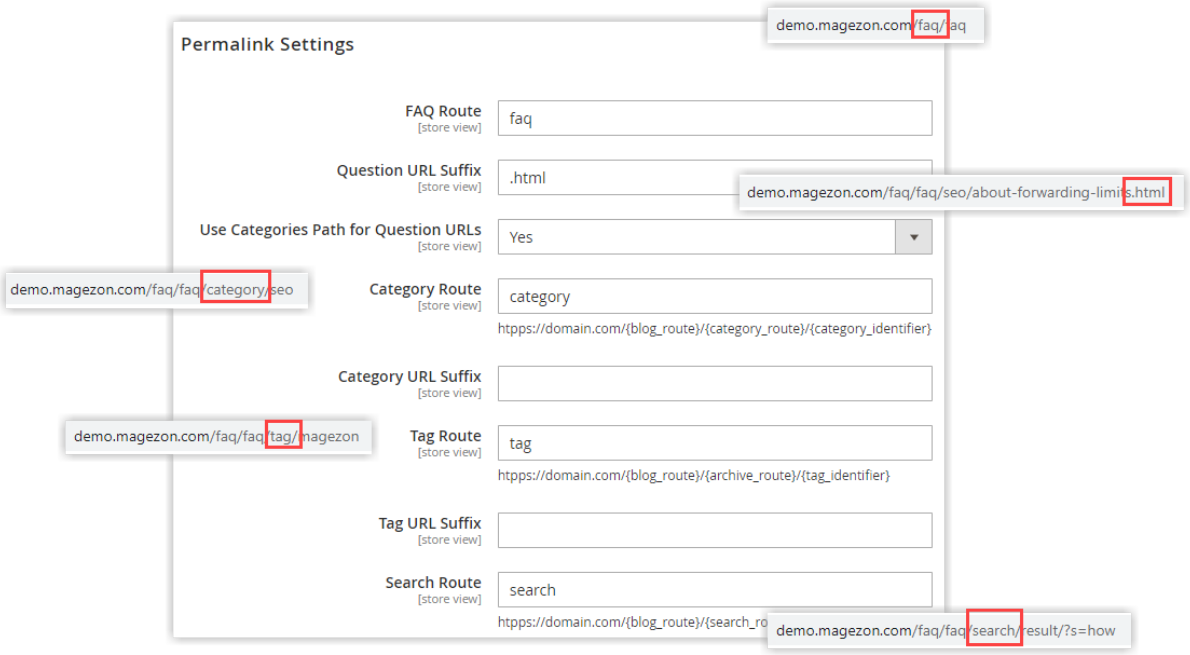
9. Product Page



- **Enabled:** Choose Yes/No to show/hide FAQs tab on the product page.
- **Title**: Enter the name for the FAQ tab that displays on the Product page.
- **Number of Questions**: Set maximum number of questions that will display in FAQs tab on the product page.
- **Show Submit Form:** Choose Yes/No to show/hide submit form on Product Page.

10. Permalink Settings

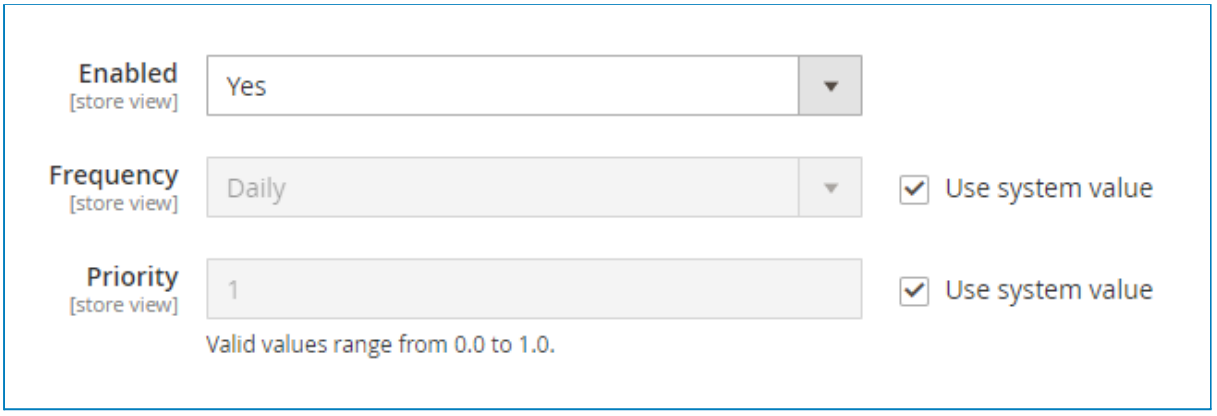
This section is used to help your FAQ pages become more SEO friendly.



- **FAQ Route:** The route of FAQ Homepage is entered in this field.
- **Question URL Suffix:** Enter the URL Suffix for question detail page.
- **Use Categories Path for Question URLs:** If you choose Yes, the category route will be included in question URLs. In contrast, if you choose No, the category route will not be included in question detail page URLs.
- **Category Route:** Enter the route of the Category page in this field.
- **Category URL Suffix:** Enter the URL Suffix for category page.
- **Tag Route:** Enter the route of Tag page.
- **Tag URL Suffix:** Enter the URL Suffix for Tag page.
- **Search Route:** Enter the route of the Search page.

11. XML Sitemap

This section will help Search Engine collect the information of your FAQ pages easily.



11.1 FAQ Homepage

- **Enabled:** Choose Yes/No to enable/disable XML Sitemap of FAQ Homepage.
- **Frequency:** Define the sitemap update frequency (by default, this option utilizes the system value).
- **Priority:** Define the sitemap update priority (by default, this option utilizes the system value).

11.2 FAQ Categories

- **Enabled:** Choose Yes/No to enable/disable XML Sitemap of FAQ Category pages.
- **Frequency:** Define the sitemap update frequency (by default, this option utilizes the system value).
- **Priority:** Define the sitemap update priority (by default, this option utilizes the system value).

11.3 FAQ Questions

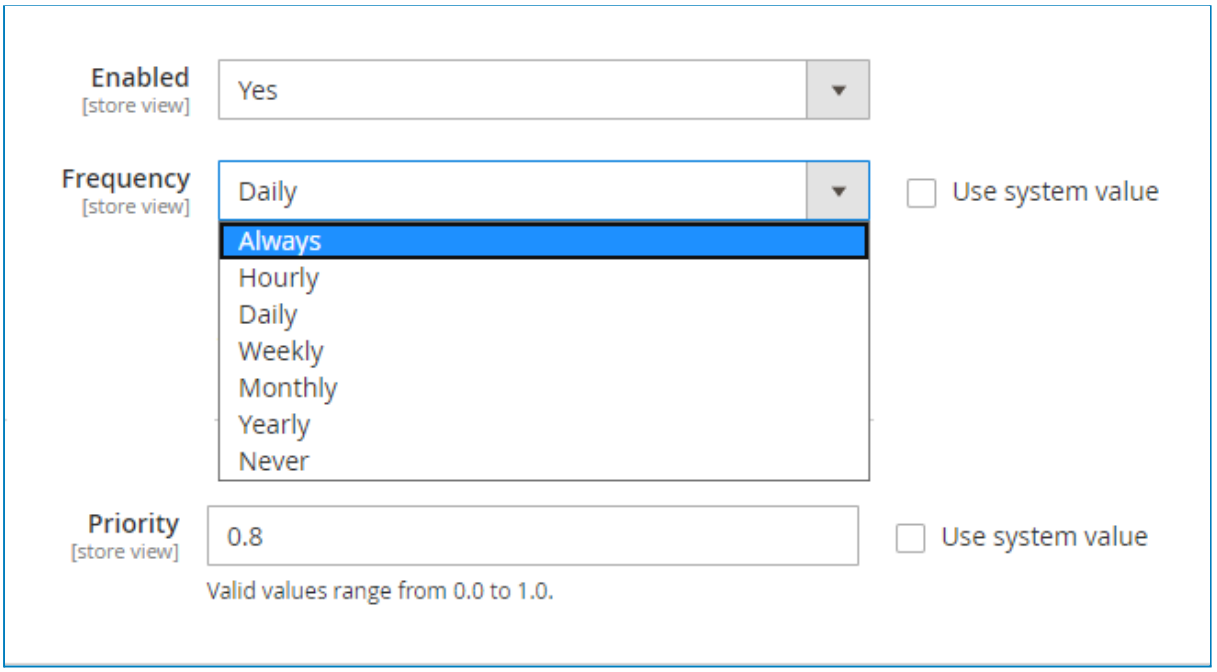
- **Enabled:** Choose Yes/No to enable/disable XML Sitemap of FAQ Question detail pages.
- **Frequency:** Define the sitemap update frequency (by default, this option utilizes the system value).

- **Priority:** Define the sitemap update priority (by default, this option utilizes the system value).

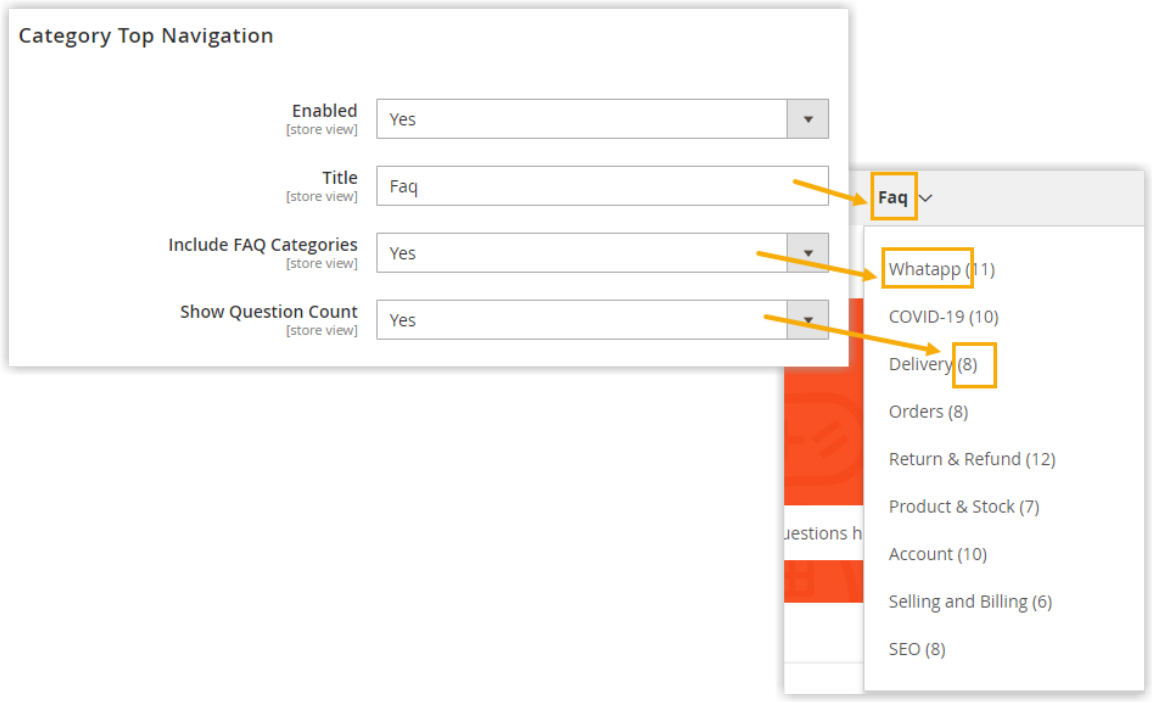
11.4 FAQ Tags

- **Enabled:** Choose Yes/No to enable/disable XML Sitemap of FAQ Tag pages.
- **Frequency:** Define the sitemap update frequency (by default, this option utilizes the system value).
- **Priority:** Define the sitemap update priority (by default, this option utilizes the system value).

➢ **NOTE:** If you don't want to use system value, you can freely choose other **Frequency options** and enter the number you want in **Priority field** like the image below.



12. Category Top Navigation



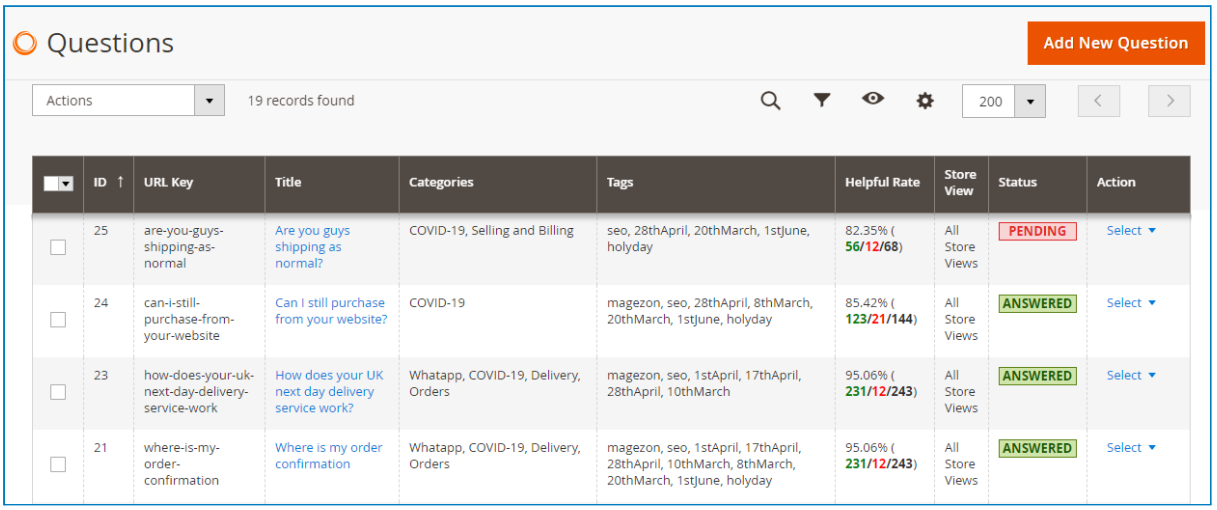
- **Enabled:** Choose Yes/No to enable/disable FAQ link on the navigation.
- **Title:** Enter the name of the FAQ link that will display on the navigation.
- **Include FAQ Categories:** Choose Yes to show all FAQ Categories in the FAQ link on the navbar.
- **Show Question Count:** Choose Yes to show the number of questions in each category.

III) Create New Question

In the backend, from the dashboard, navigate to **Content → FAQ → Questions → Add New Question**

You can view all questions that you created in a grid.

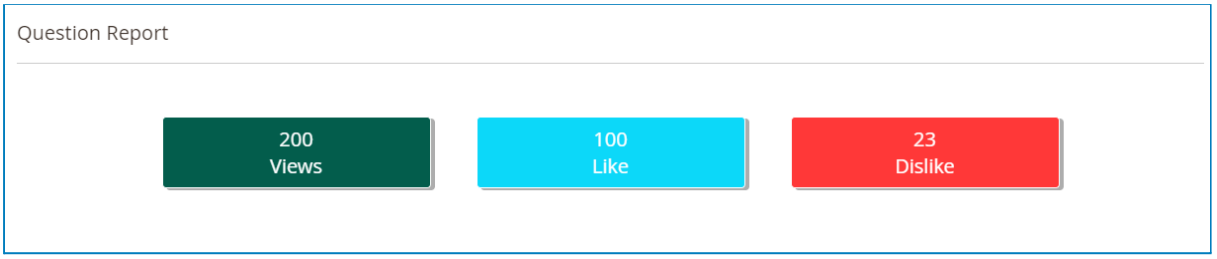
This grid includes **ID** of question, **Title** of question, **Question URL**, **Categories** that question belongs to, **Helpful rate**, **Store view**, **Status of question**, **Action** - where you can **edit** or **delete** the question, etc. You can display more columns as you want in the Columns tab.



ID	URL Key	Title	Categories	Tags	Helpful Rate	Store View	Status	Action
25	are-you-guys-shipping-as-normal	Are you guys shipping as normal?	COVID-19, Selling and Billing	seo, 28thApril, 20thMarch, 1stJune, holyday	82.35% (56/12/68)	All Store Views	PENDING	Select
24	can-i-still-purchase-from-your-website	Can I still purchase from your website?	COVID-19	magezon, seo, 28thApril, 8thMarch, 20thMarch, 1stJune, holyday	85.42% (123/21/144)	All Store Views	ANSWERED	Select
23	how-does-your-uk-next-day-delivery-service-work	How does your UK next day delivery service work?	Whatapp, COVID-19, Delivery, Orders	magezon, seo, 1stApril, 17thApril, 28thApril, 10thMarch	95.06% (231/12/243)	All Store Views	ANSWERED	Select
21	where-is-my-order-confirmation	Where is my order confirmation	Whatapp, COVID-19, Delivery, Orders	magezon, seo, 1stApril, 17thApril, 28thApril, 10thMarch, 8thMarch, 20thMarch, 1stJune, holyday	95.06% (231/12/243)	All Store Views	ANSWERED	Select

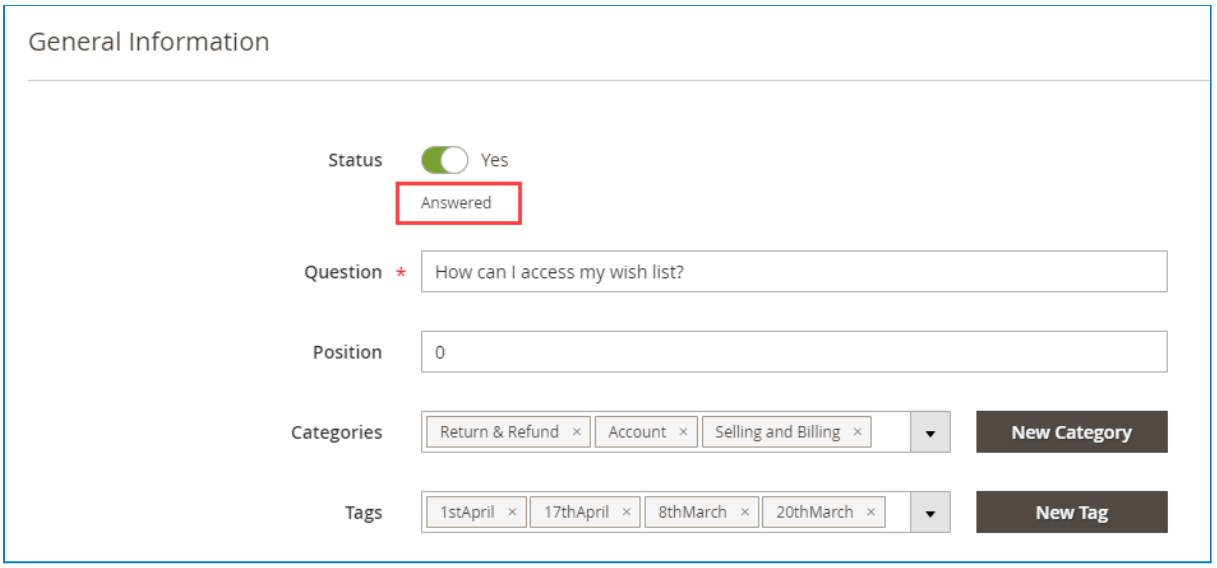
1. Question Report

This is the section that counts the views (the detail page view), the total number of shares, likes, and dislikes of the question.



- **Views** are counted by numbers of detail question page.
- **Like:** The total number of likes.
- **Dislike**: The total number of dislikes.

2. General Information

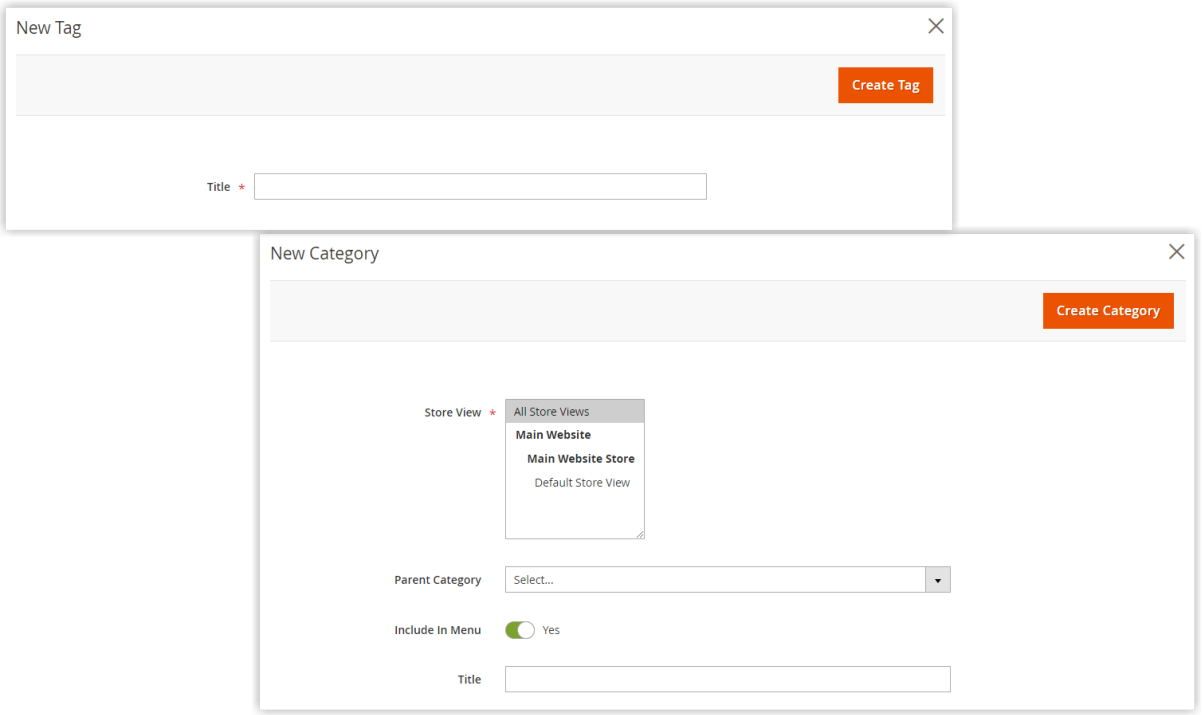


- **Status:** choose Yes/No to enable/disable the question on the FAQ pages. If you choose Yes, the status will be displayed as **"Answered"**. In contrast, if you choose No, the status will be displayed as **"Pending"**.
- **Question:** Enter the question in this field.
- **Position:** This field stipulates the order to display the question on FAQ Homepage, FAQ Category pages, and FAQ Tag pages.
- **Categories**: You can classify the question by selecting the appropriate categories for the question.

➢ If you can not find the suitable categories, you can create a new category by clicking the **New Category button**.

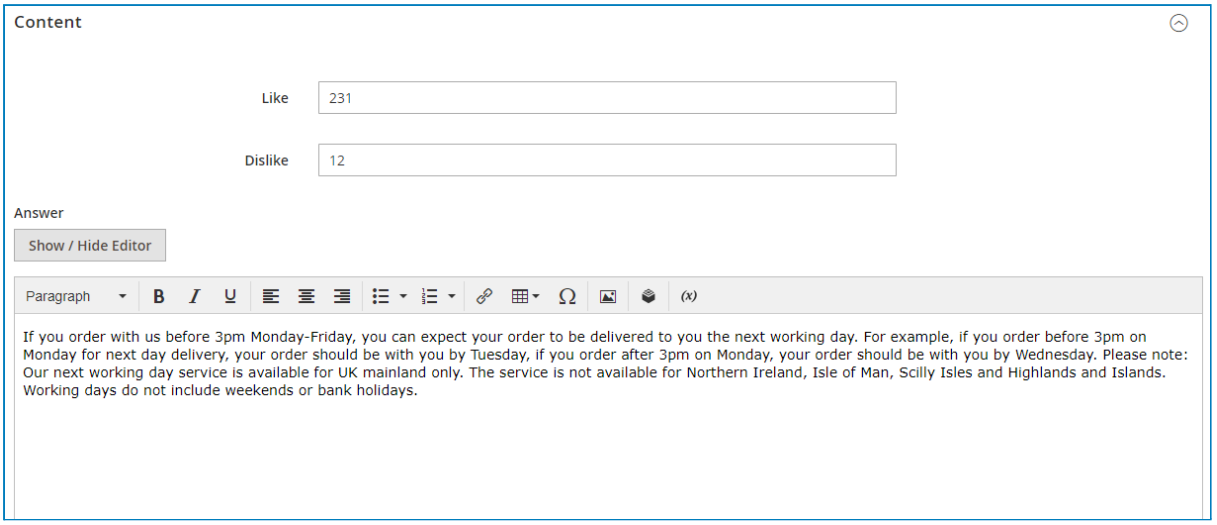
- **Tags:** You can select the appropriate tags for the question.

➢ If you can not find the suitable tags, you can create a new tag by clicking the **New Tag button.**


New Tag
Create Tag
Title *
New Category
Create Category
Store View *
All Store Views
Main Website
Main Website Store
Default Store View
Parent Category
Select...
Include In Menu
Yes
Title

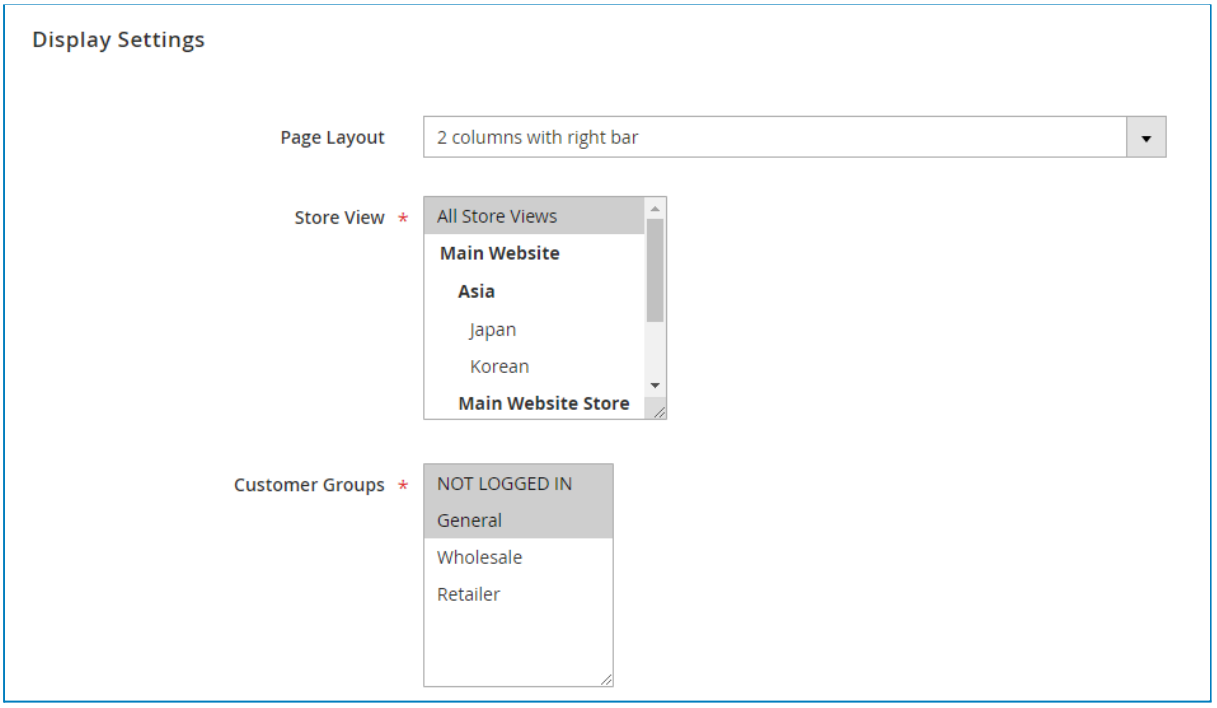
3. Content

➢ **You can edit the the question voting stats in the backend:**



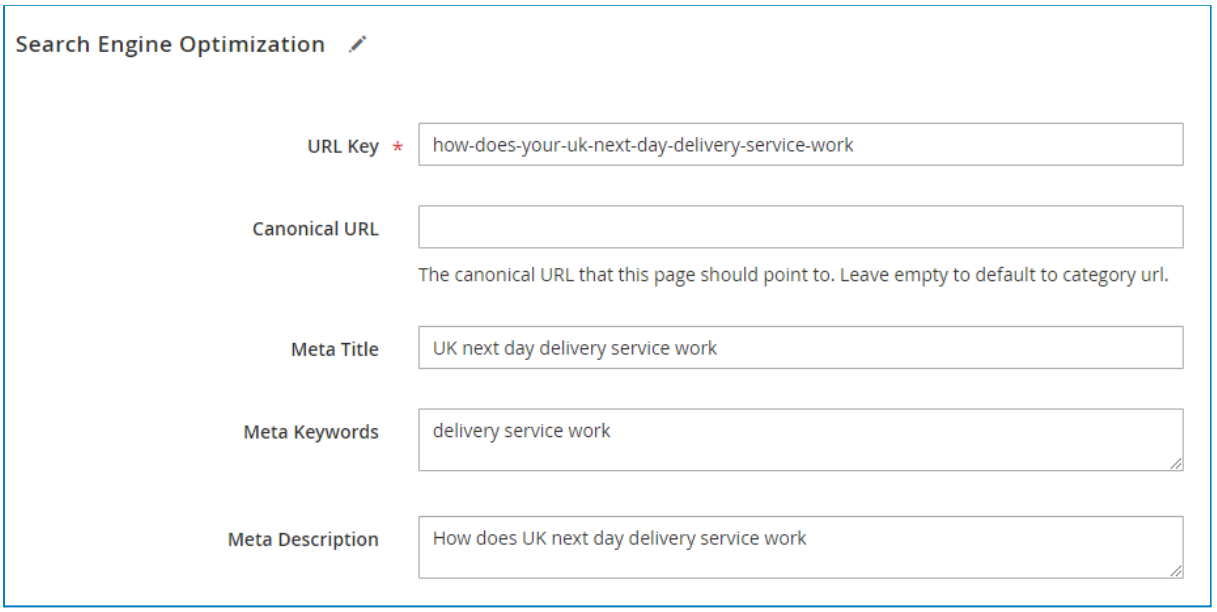
- **Like:** Enter the number of likes you want to display in the frontend.
- **Dislike:** Enter the number of dislikes you want to display in the frontend.
- **Answer**: Write the answer for the question that you have written in the **General Information tab**.

4. Display Settings



- **Page Layout:** Choose the layout for the question detail page that contains the question you have added. For other question detail pages, you can set other layouts if you want.
- **Store View:** Choose specific store views to display the question.
- **Customer Groups:** Choose specific customer groups to display the question.

5. Search Engine Optimization

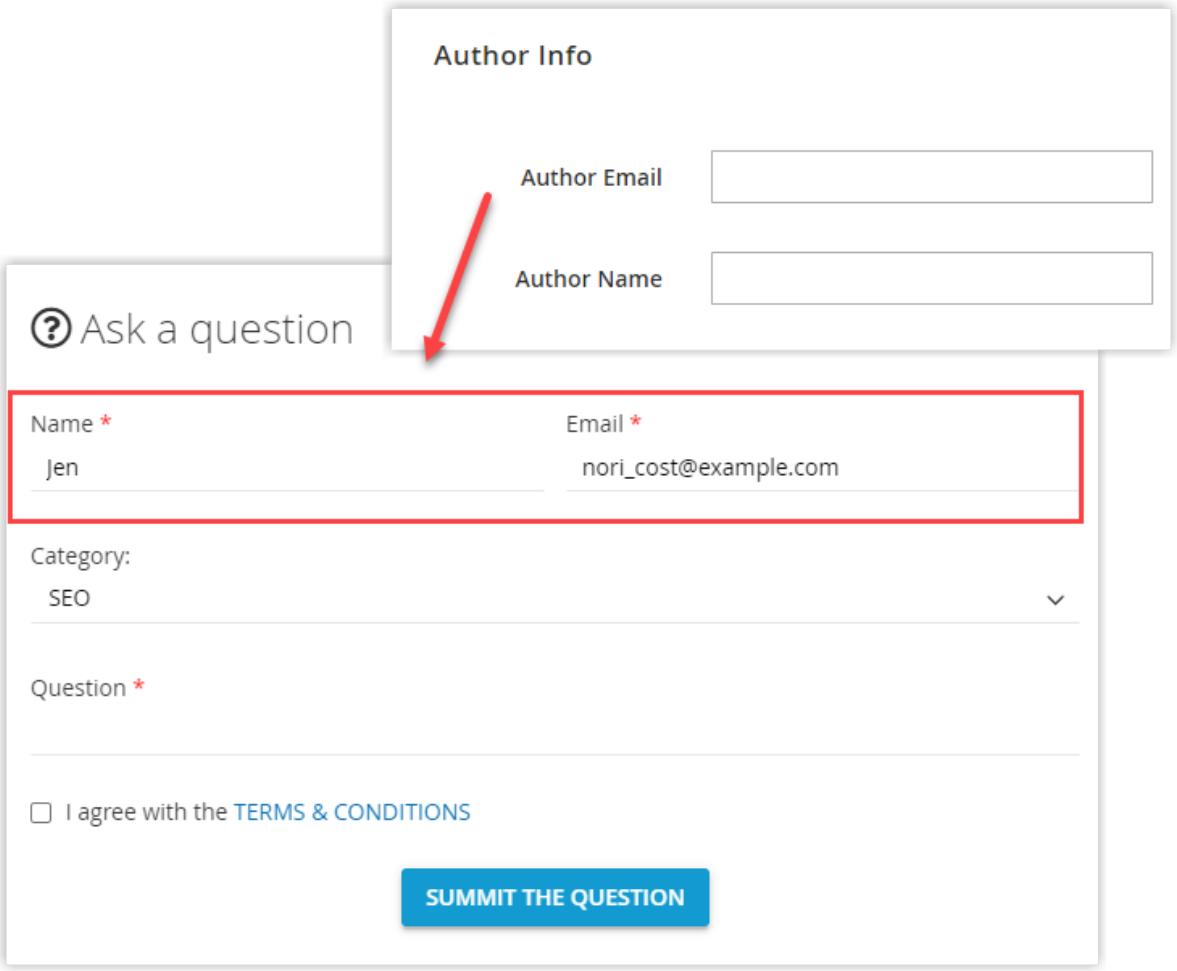


- **URL Key:** The content entered in this section is the URL of the question detail page. You can define it based on the question.

➢ **You can configure the meta info that is useful for your better SEO**

- **Meta Title:** Set Meta title for question detail page.
- **Meta Keywords:** Set Meta keywords for question detail page.
- **Meta Description:** Set Meta description for question detail page.

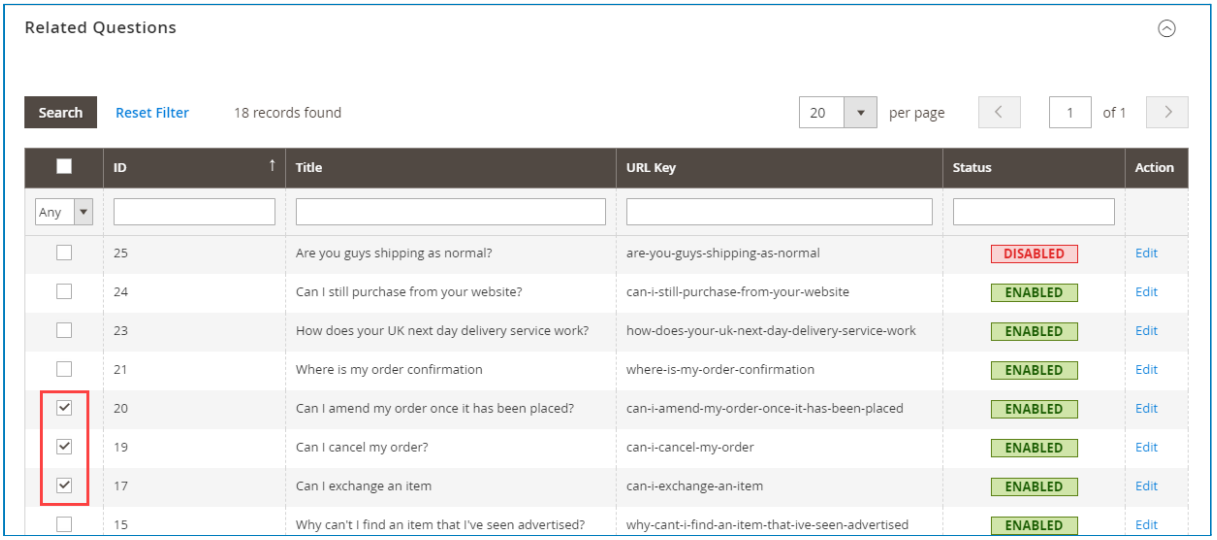
6. Author Info



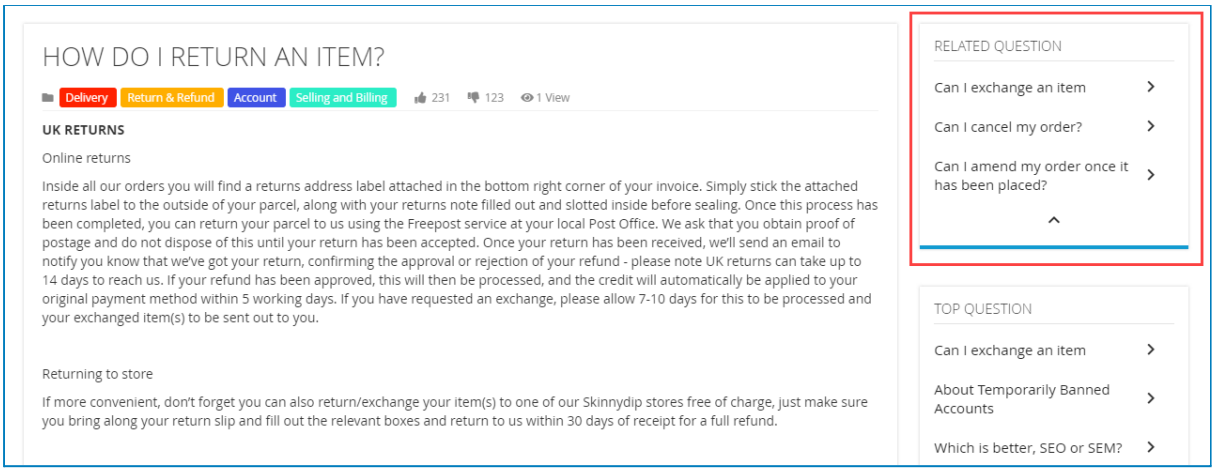
- **Author Email:** The email address of a visitor who submitted a new question. This email address will be automatically displayed in the author info tab when the visitor submitted the question on the frontend.
- **Author name:** The name of a visitor who submitted a new question. This name will be automatically displayed in the author info tab when the visitor submitted the question.

7. Related Questions

There is a grid of questions that are created in this tab, admin just needs to search and select the related questions. The related questions are selected will appear on the question detail page which contains the question you have created.

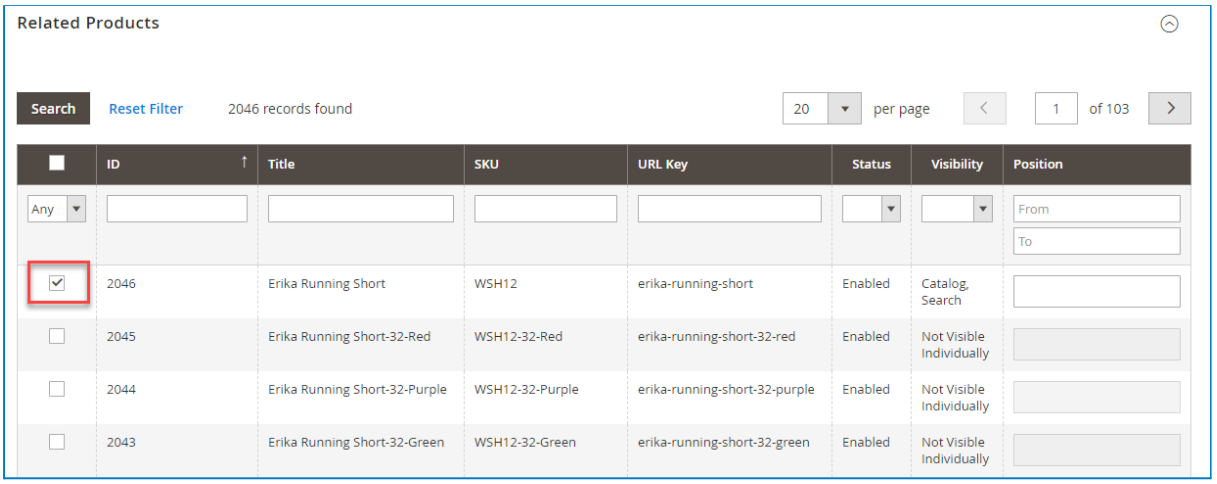


Let's see the result in the frontend!

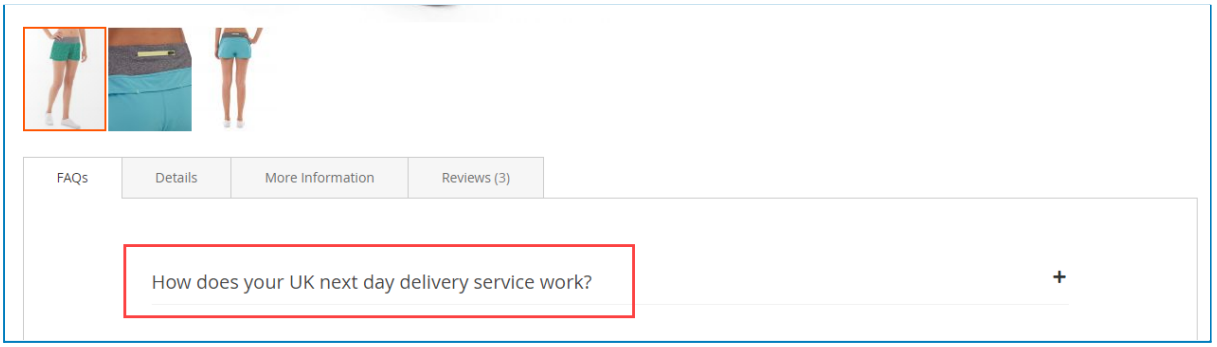


8. Related Products

There is a grid of products in this tab, admin just needs to search the products and select the checkbox to assign the question to the related products.



Let’s see the result in the frontend:

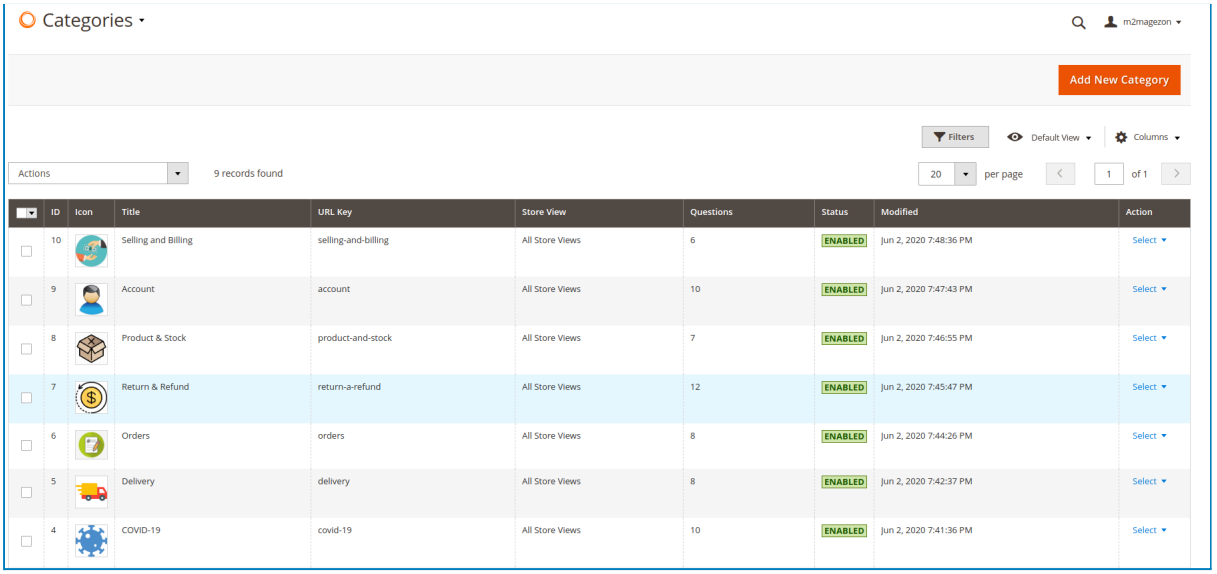


IV) Create New Category

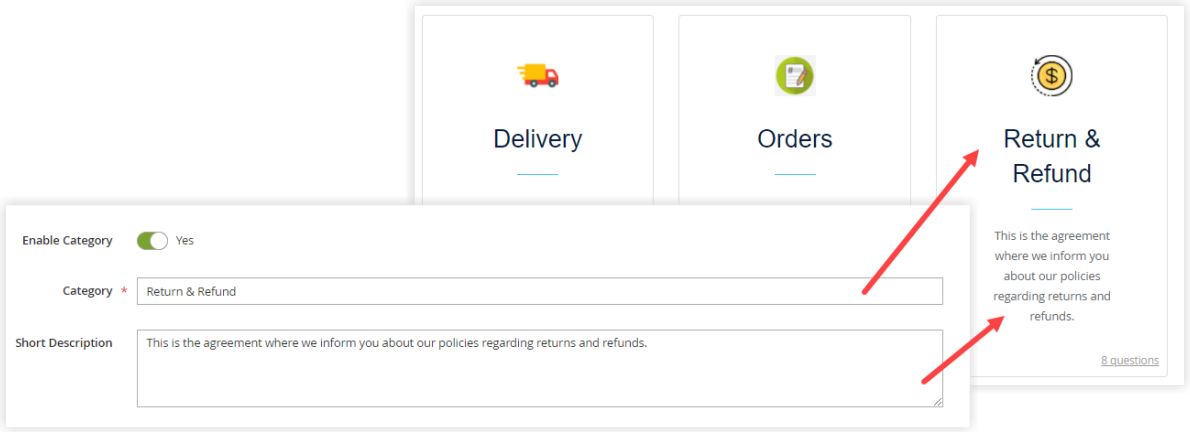
In the backend, from the dashboard, navigate to **Content → FAQ → Categories → Add New Category.**

You will view all the categories that you created in the grid like the image below.

This grid includes **ID** of category, **Icon Category**, **Title of category**, Category **URL key**, **Store view**, **Questions** that belong to the category, **Status**, **Modified**, **Action** - where you can **edit** or **delete** the category, etc. You can display more columns as you want in the Columns tab.

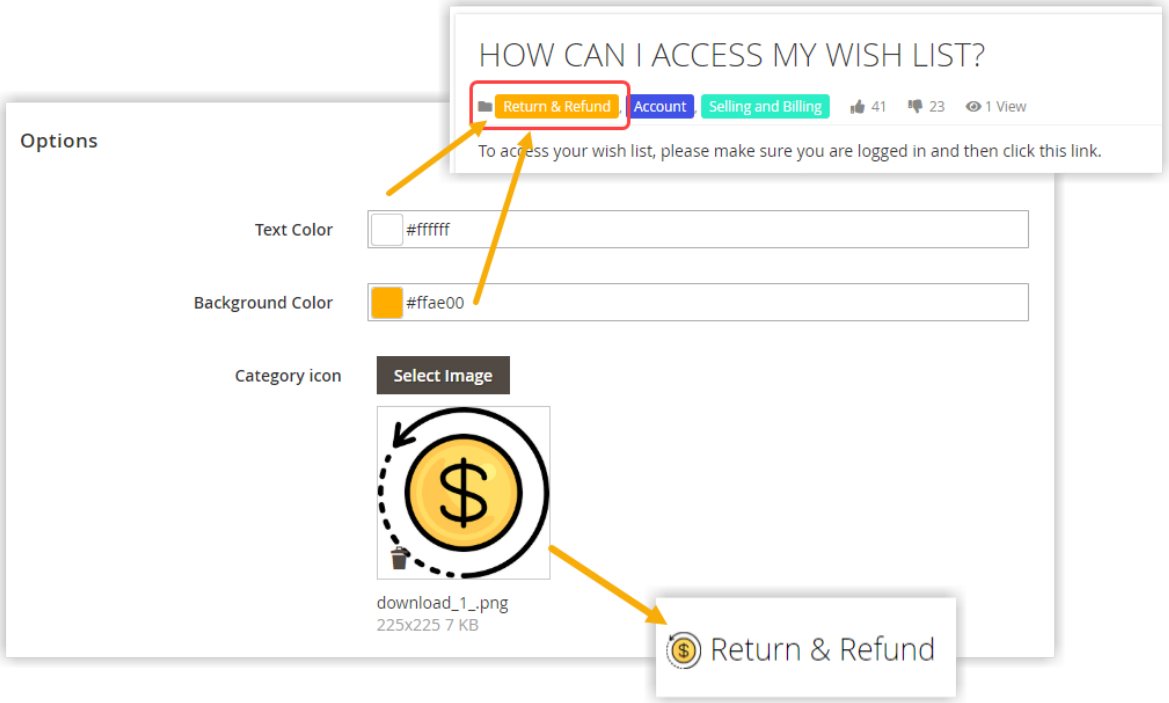


- **Enable Category:** Choose Yes/No to enable/disable category in the FAQ pages.
- **Category:** Enter the name of category in this field.
- **Short Description:** Write a short text in this field to describe the purpose of category.



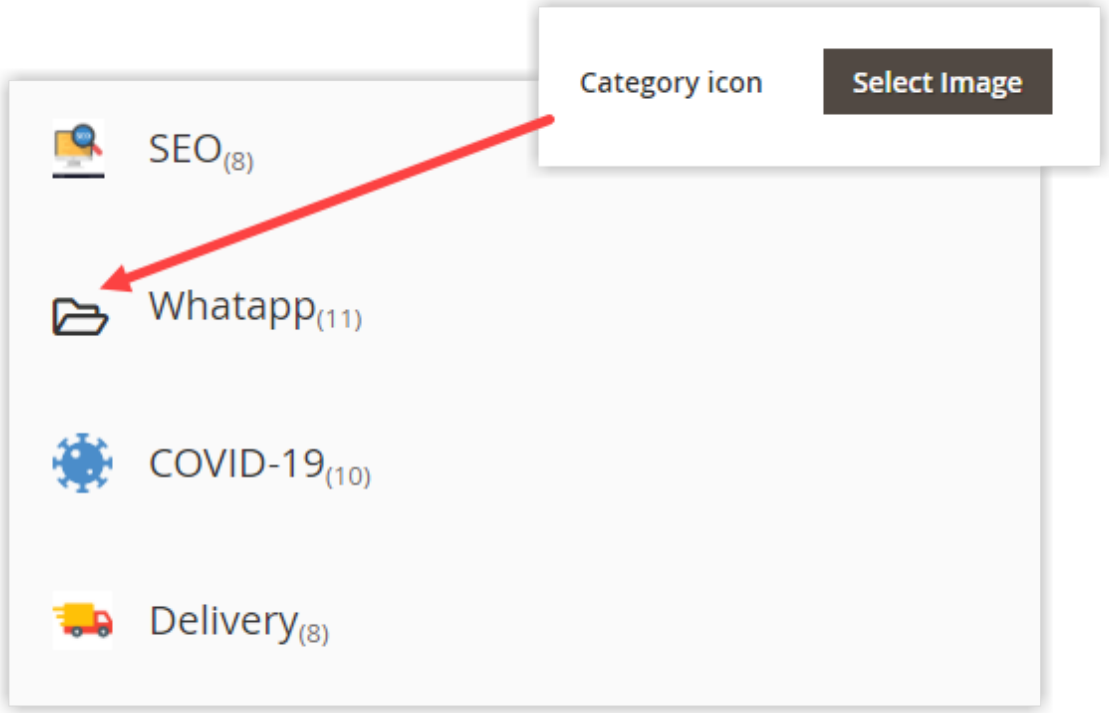
1. Options

- **Text Color:** Choose the color for the name of the category when it displays in the Question detail page. If you leave it blank, the default color = Black.
- **Background Color:** Choose a color for the background of category name when it displays in the Question detail page.
- **Category Icon:** Click to **Select Image button** to upload an icon for the category that will display in FAQ Homepage and FAQ Category pages.

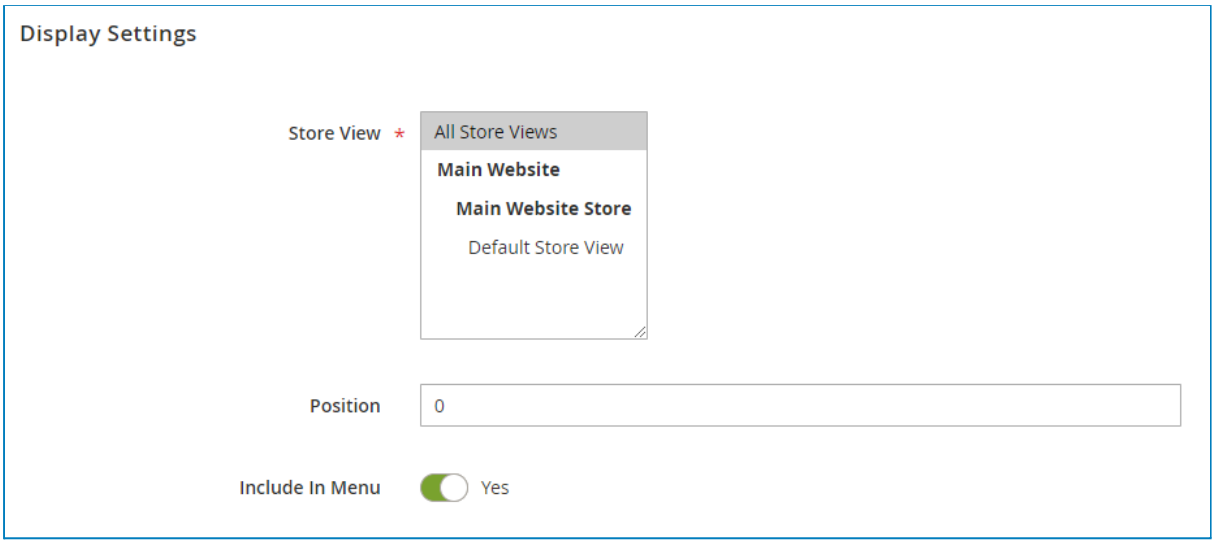


➢

➢ **If you leave category icon field blank, the icon will be displayed like the image below:**

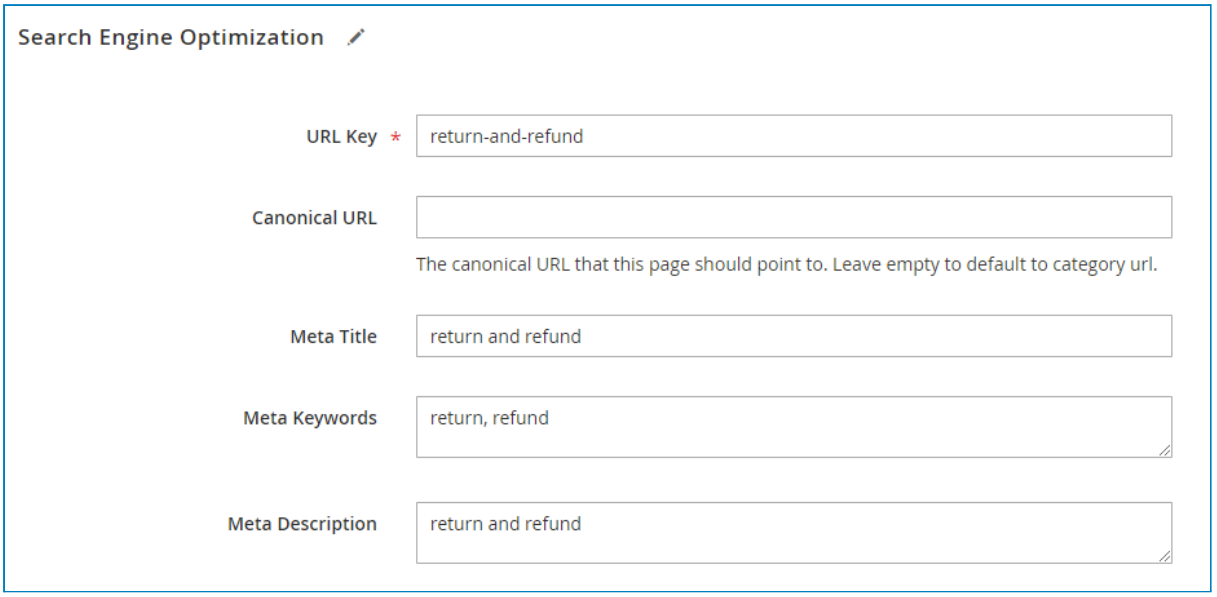


2. Display Settings



- **Store View:** Choose specific store views to display the category.
- **Position**: Set the position for this category in the FAQ Homepage and FAQ Category page.
- **Include in Menu:** Turn on this button to show the category in the FAQ link on Navbar.

3. Search Engine Optimization



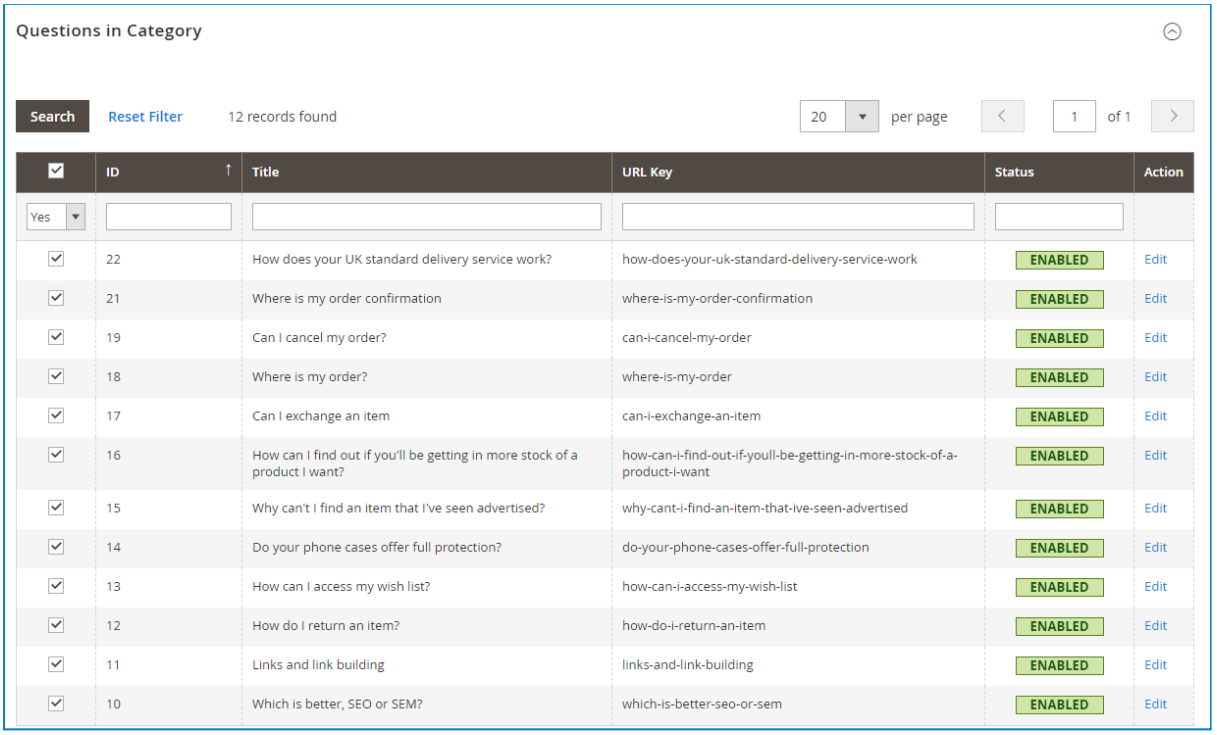
- **URL Key:** The content entered in this section is the URL of the category page.
- **Canonical URL:** Set the canonical URL for the category page to help Search Engine define which is your main URL. It is useful for your better SEO.

➢ **You can configure the meta info that is useful for your better SEO**

- **Meta Title:** Set Meta title for category page.
- **Meta Keywords:** Set Meta keywords for category page.
- **Meta Description:** Set Meta description for category page.

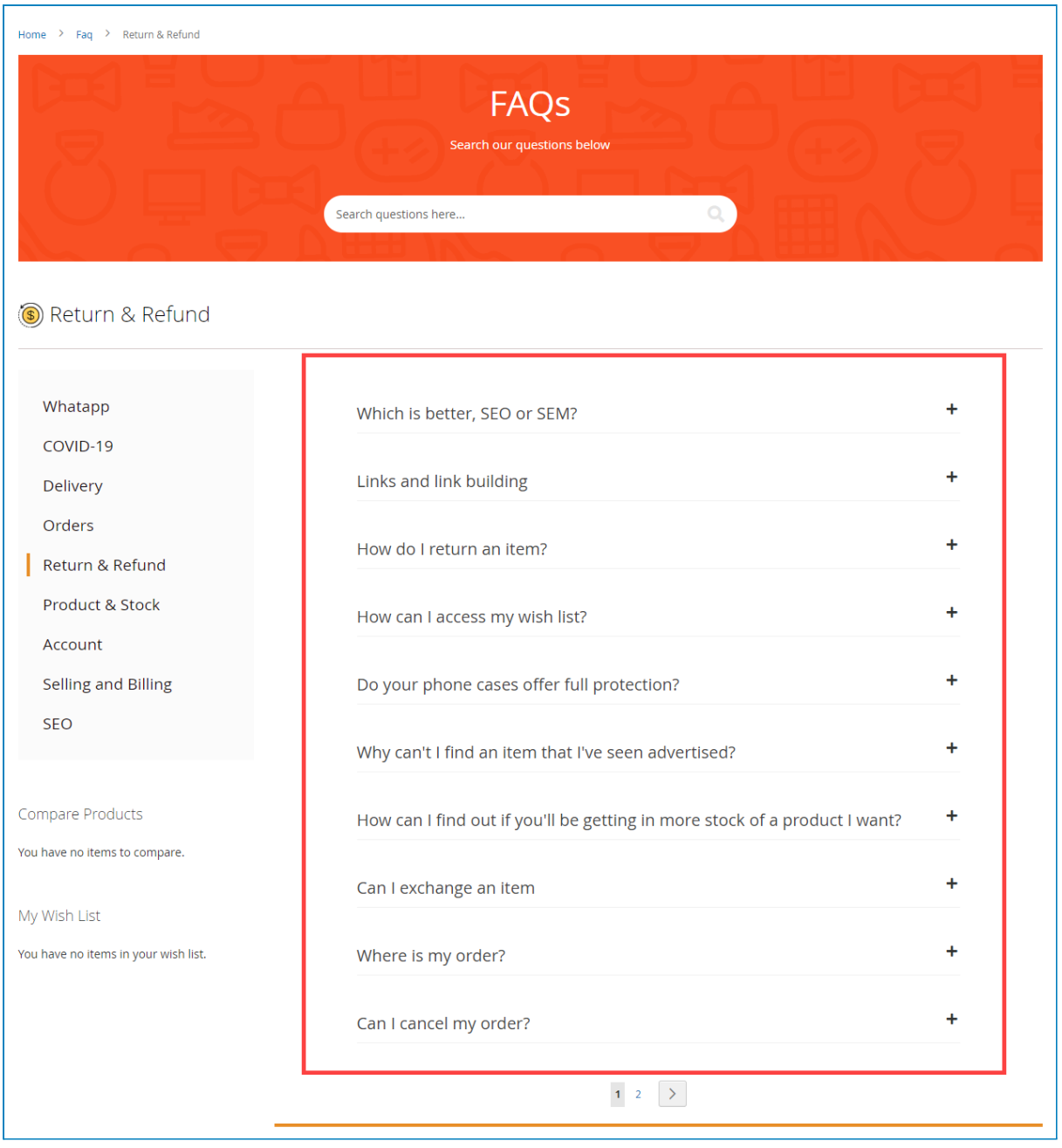
4. Questions in Category

There is a grid of questions assigned to the category. Admin just needs to search the questions and select the checkbox to add to the category.



ID	Title	URL Key	Status	Action
22	How does your UK standard delivery service work?	how-does-your-uk-standard-delivery-service-work	ENABLED	Edit
21	Where is my order confirmation	where-is-my-order-confirmation	ENABLED	Edit
19	Can I cancel my order?	can-i-cancel-my-order	ENABLED	Edit
18	Where is my order?	where-is-my-order	ENABLED	Edit
17	Can I exchange an item	can-i-exchange-an-item	ENABLED	Edit
16	How can I find out if you'll be getting in more stock of a product I want?	how-can-i-find-out-if-youll-be-getting-in-more-stock-of-a-product-i-want	ENABLED	Edit
15	Why can't I find an item that I've seen advertised?	why-cant-i-find-an-item-that-ive-seen-advertised	ENABLED	Edit
14	Do your phone cases offer full protection?	do-your-phone-cases-offer-full-protection	ENABLED	Edit
13	How can I access my wish list?	how-can-i-access-my-wish-list	ENABLED	Edit
12	How do I return an item?	how-do-i-return-an-item	ENABLED	Edit
11	Links and link building	links-and-link-building	ENABLED	Edit
10	Which is better, SEO or SEM?	which-is-better-seo-or-sem	ENABLED	Edit

Let’s see the result in the frontend:

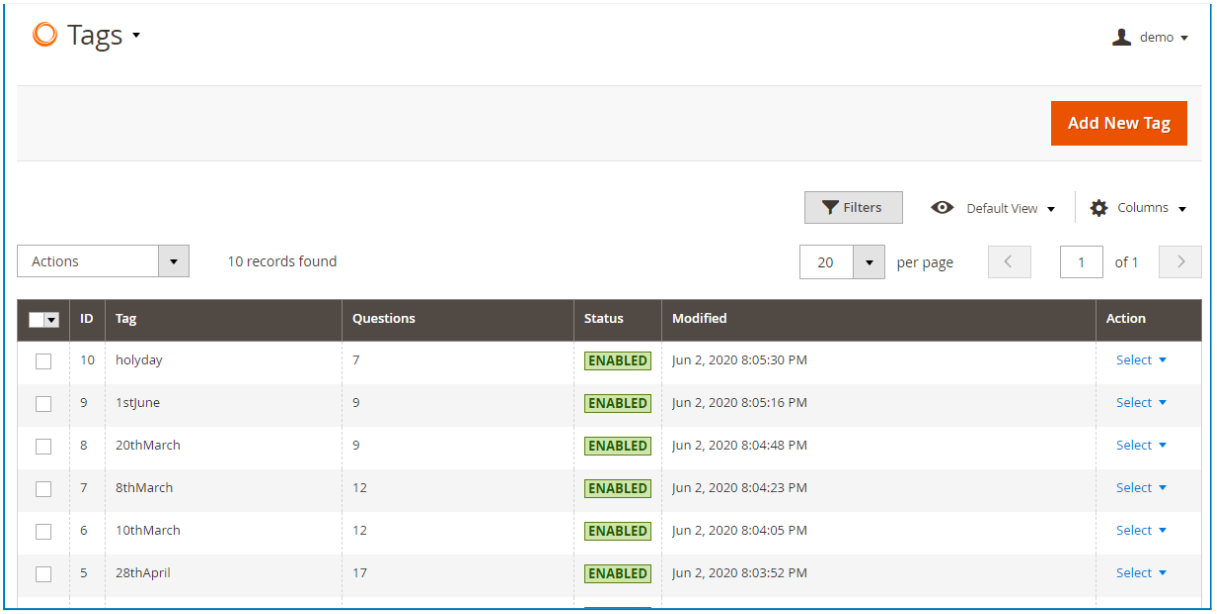


V) Create New Tag

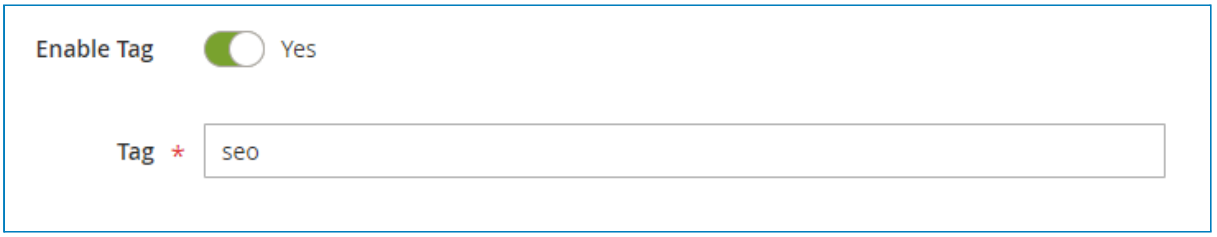
In the backend, from the dashboard, navigate to **Content → FAQ → Tags → Add New Tag.**

You will view all the tags that you created in the grid like the image below.

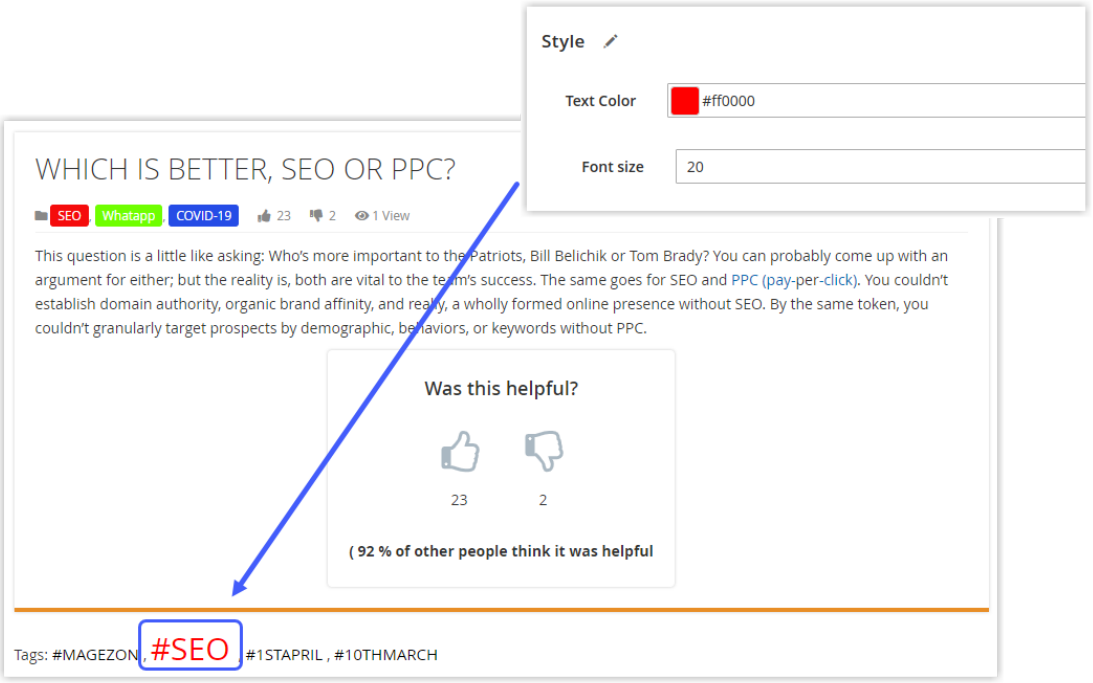
This grid includes **ID** of tag, **Name of Tag**, **Questions** that belong to the tag, **Status**, **Modified**, **Action** - where you can **edit** or **delete** the category, etc. You can display more columns as you want in the Columns tab.



- **Enable Tag:** Choose Yes/No to enable/disable tag in the FAQ pages.
- **Tag:** Enter the name of tag in this field.

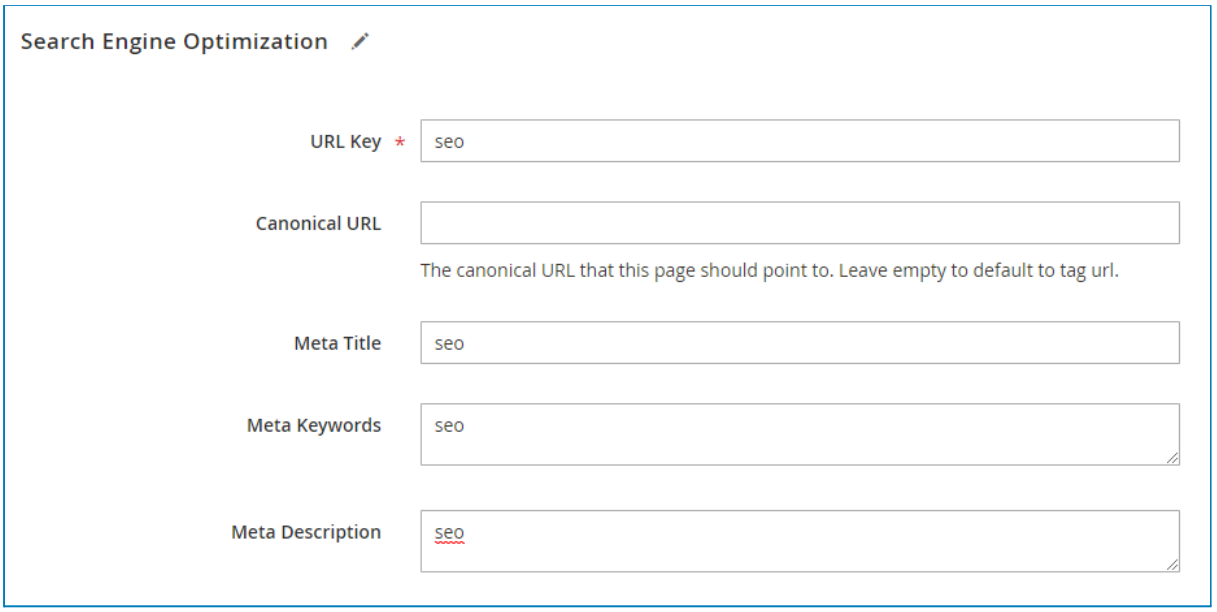


1. Style



- **Text Color:** set color for the name of tag when it displays in the question detail pages.
- **Font Size:** set font size for the tag when it displays in the question detail pages.

2. Search Engine Optimization



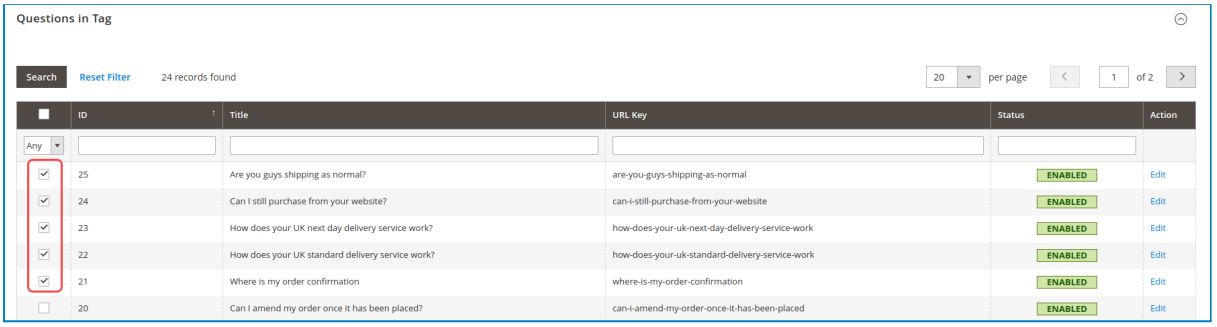
- **URL Key:** The content entered in this section is the URL of the tag page.
- **Canonical URL:** Set the canonical URL for the tag page to help Search Engine can easily define which is your main URL. It is useful for your better SEO.

➢ **You can configure the meta info that is useful for your better SEO**

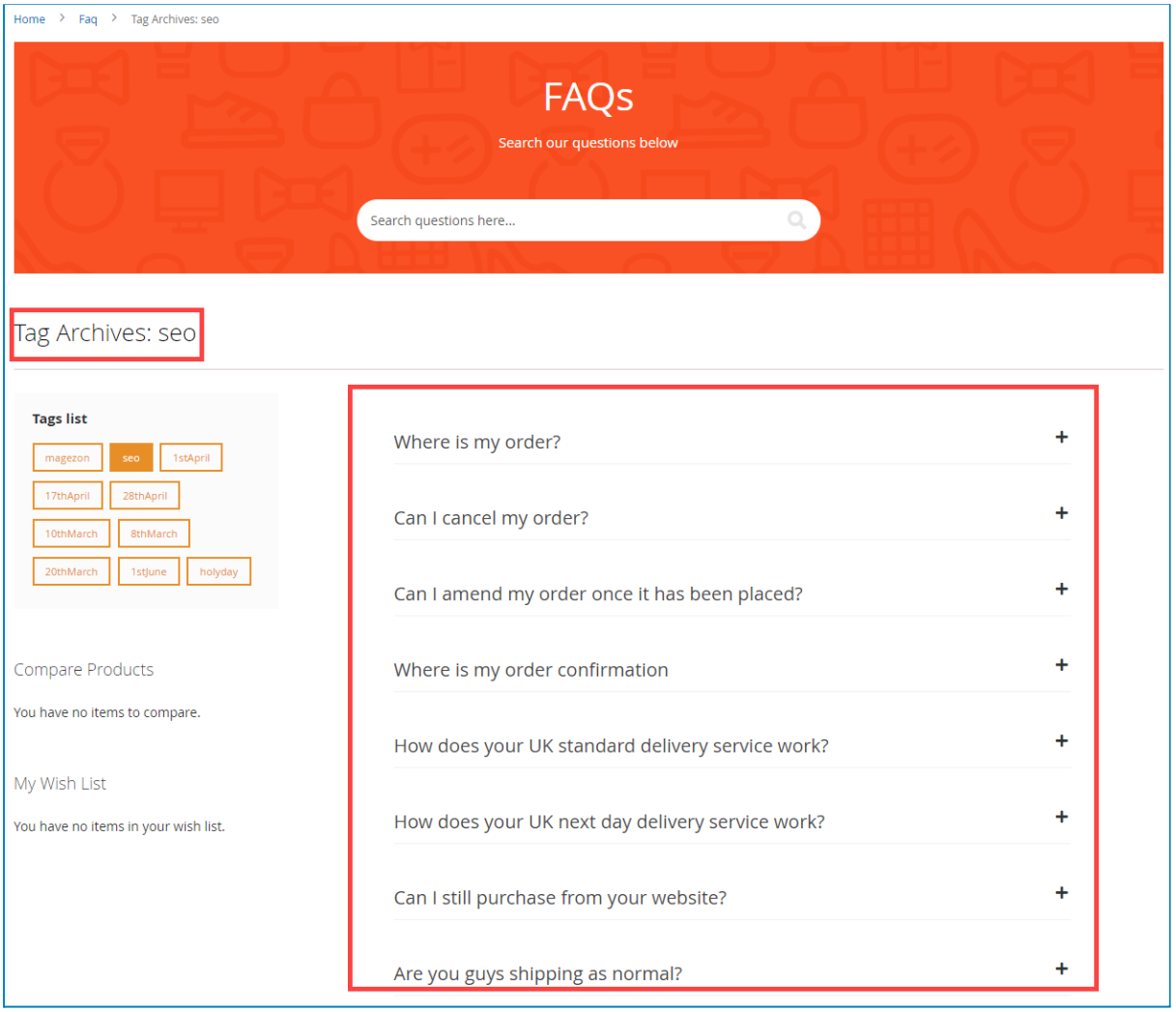
- **Meta Title:** Set Meta title for tag page.
- **Meta Keywords:** Set Meta keywords for tag page.
- **Meta Description:** Set Meta description for tag page.

3. Question in Tag

There is a grid of questions assigned to the tag. Admin just needs to search the question and select the checkbox to add to the tag.



Let's see the result in the frontend:



VI) Add Widget

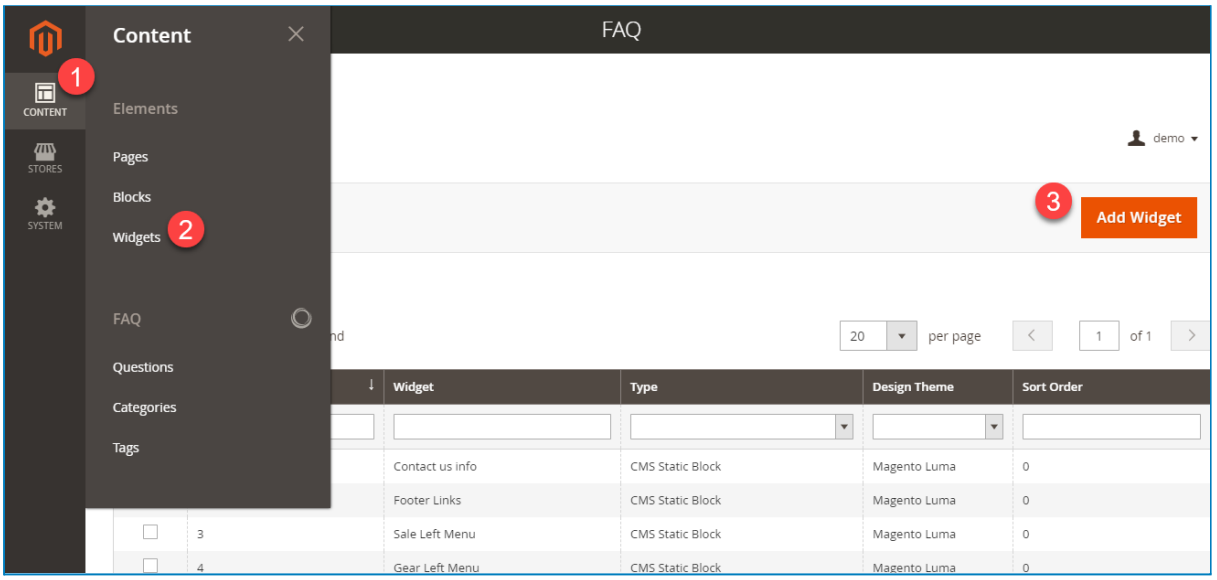
With the Widget, you can allow FAQ to display on any page you want.

There are two ways to create widget:

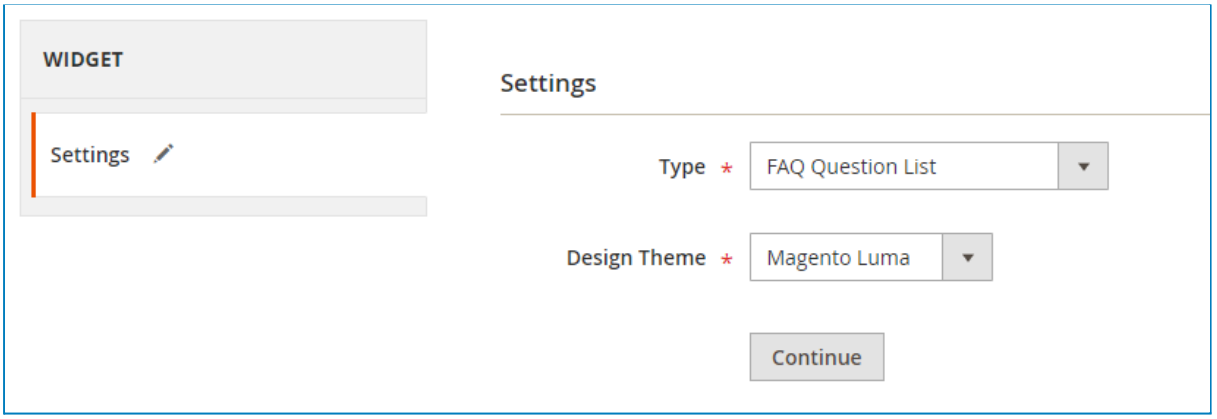
1. Add new widget

To create widget, you can do the following steps:

Step 1: Navigate to **Content → Elements → Widgets → Add New Widget**



Step 2: In the settings tab, choose Type = FAQ Question List, Design Theme: You can choose the themes as you want in this field → Click to Continue

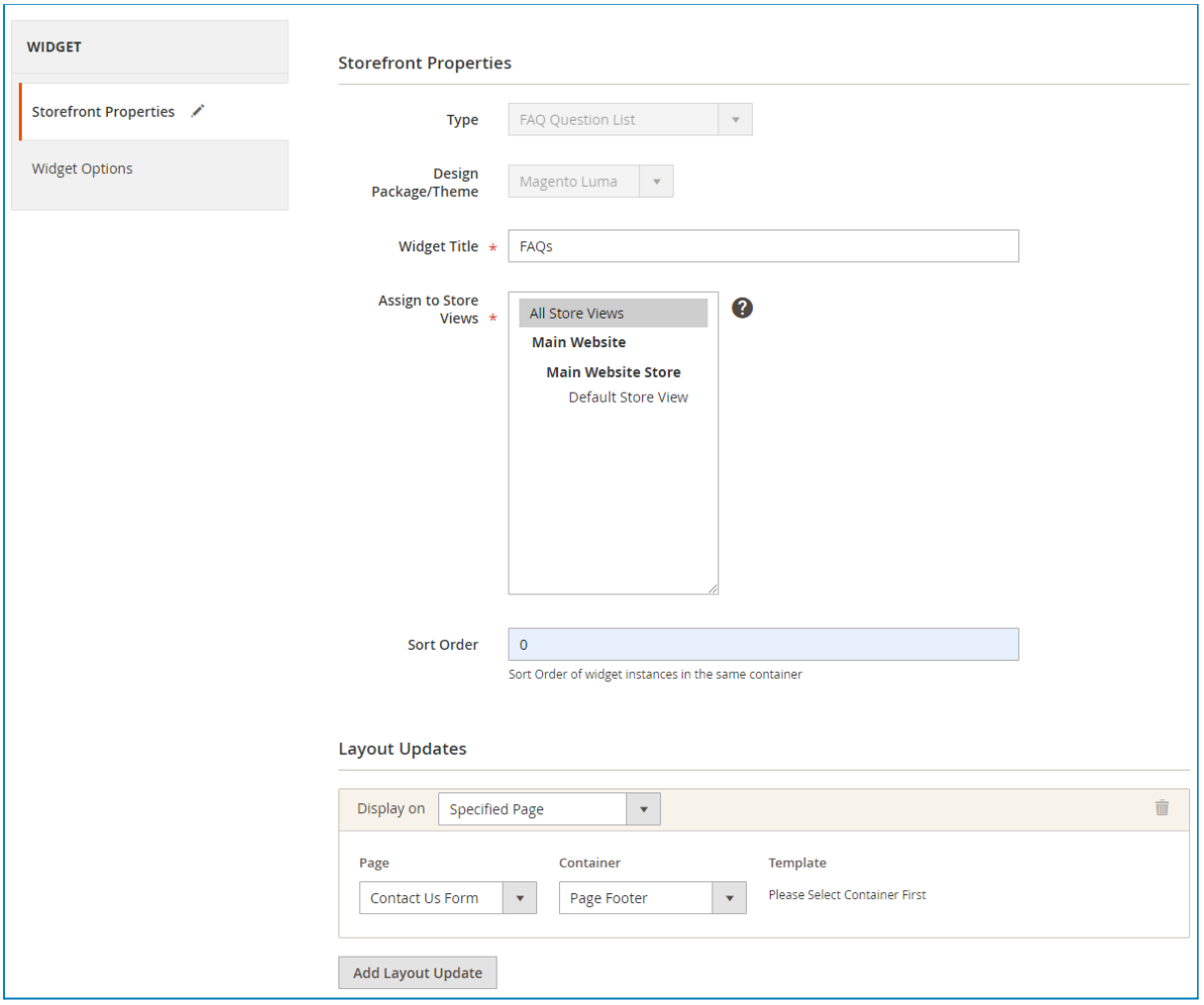


Step 3: In the **Storefront Properties tab**

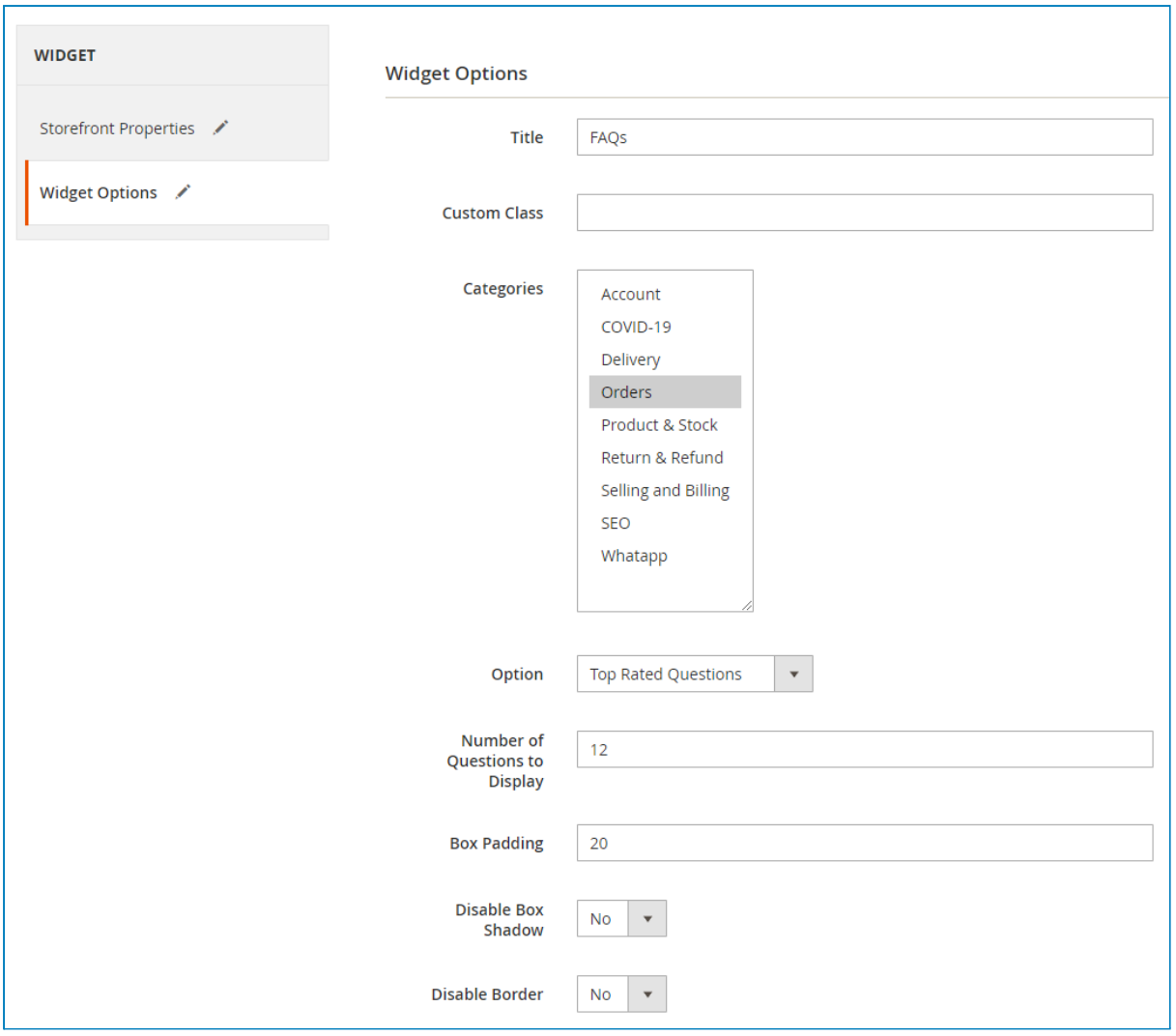
- **Widget Title**: Enter the name for new widget (displayed in backend).
- **Assign to Store Views**: Choose specific store views to display this widget.
- **Sort Order**: Enter the order value for the widget. Widget with lower value will appear first.

Step 4: In the **Layout Updates tab** → Add Layout Update

- **Display on**: Choose the page and position that you want to display the widget.



Step 5: In the Widget Options

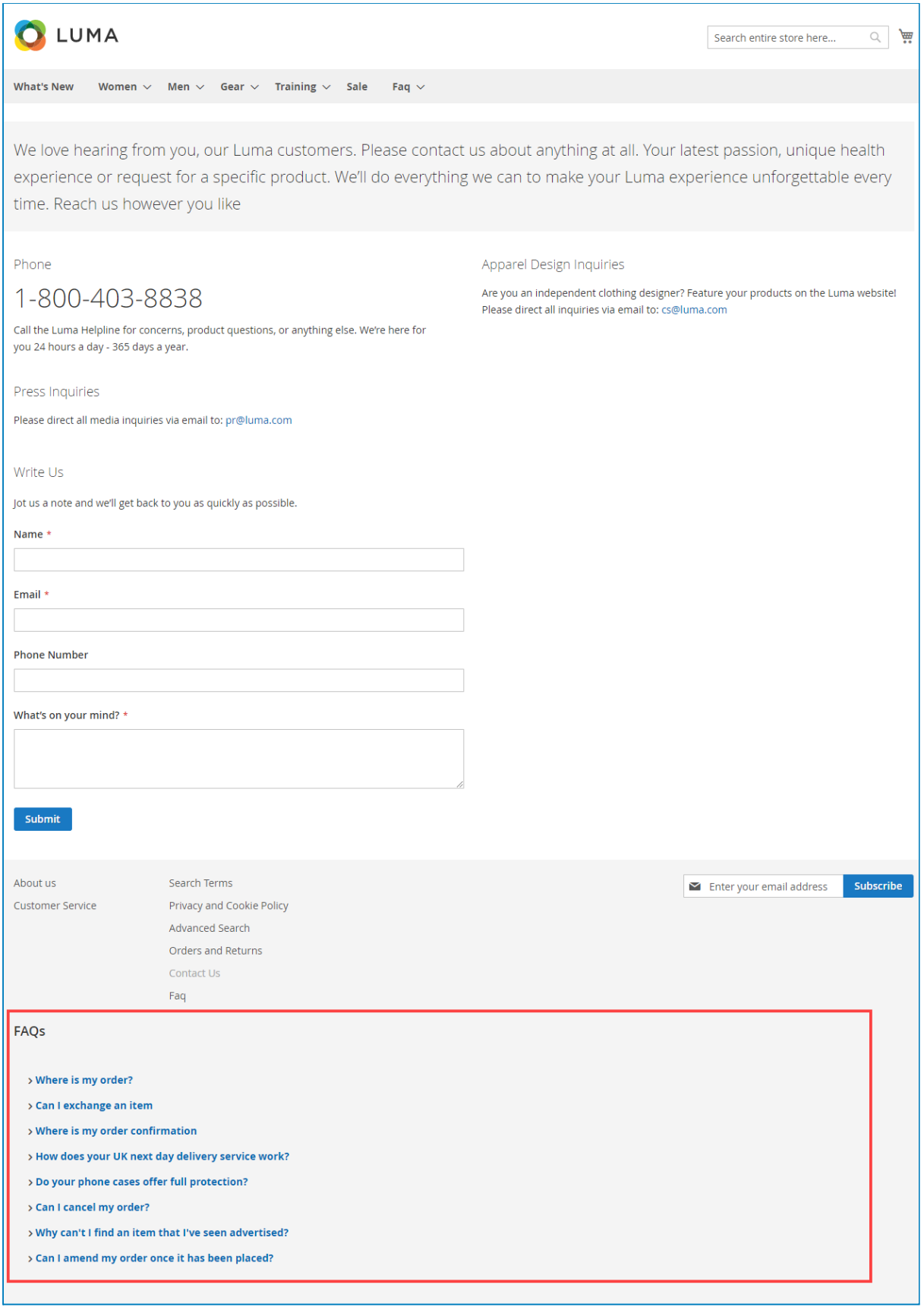


- **Title**: Enter the name for new widget (displayed on the frontend)
- **Categories**: Select the categories that you want assign to
- **Options**: Set the order of questions. There's 3 options you can select:

+ **Top Rated Questions**: the questions will be arranged based on the number of likes.
+ **Most Viewed Questions**: the questions will be arranged based on the number of views.
+ **Popular Questions**: the questions will be arranged based on its position when you create new questions.

- **Number of Questions to Display:** set maximum the number of questions that will display in the widget.
- **Box Padding:** Set padding for widget block. It is the distance between widget block border and the content.
- **Disable Box Shadow:** Choose Yes/No to disable/enable box shadow of widget block.
- **Disable Border:** Choose Yes/No to disable/enable border of widget block.

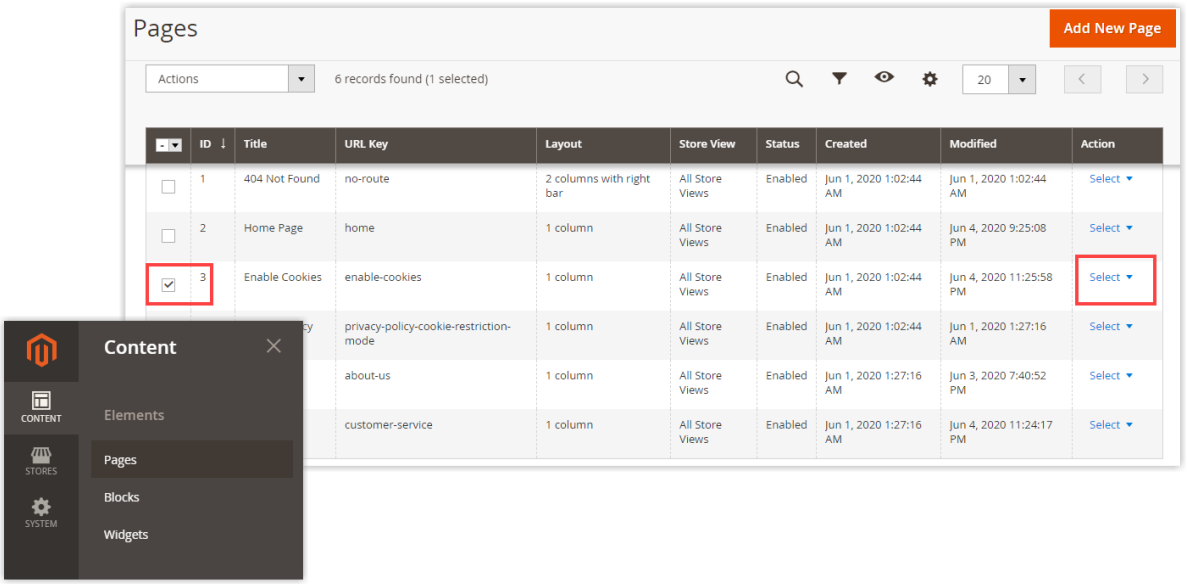
Step 6: Save the widget and see it in the frontend.


LUMA
Search entire store here...
What's New
Women
Men
Gear
Training
Sale
Faq
We love hearing from you, our Luma customers. Please contact us about anything at all. Your latest passion, unique health experience or request for a specific product. We'll do everything we can to make your Luma experience unforgettable every time. Reach us however you like
Phone
1-800-403-8838
Call the Luma Helpline for concerns, product questions, or anything else. We're here for you 24 hours a day - 365 days a year.
Apparel Design Inquiries
Are you an independent clothing designer? Feature your products on the Luma website! Please direct all inquiries via email to: cs@luma.com
Press Inquiries
Please direct all media inquiries via email to: pr@luma.com
Write Us
Jot us a note and we'll get back to you as quickly as possible.
Name *
Email *
Phone Number
What's on your mind? *
Submit
About us
Customer Service
Search Terms
Privacy and Cookie Policy
Advanced Search
Orders and Returns
Contact Us
Faq
Enter your email address
Subscribe
FAQs
› Where is my order?
› Can I exchange an item
› Where is my order confirmation
› How does your UK next day delivery service work?
› Do your phone cases offer full protection?
› Can I cancel my order?
› Why can't I find an item that I've seen advertised?
› Can I amend my order once it has been placed?

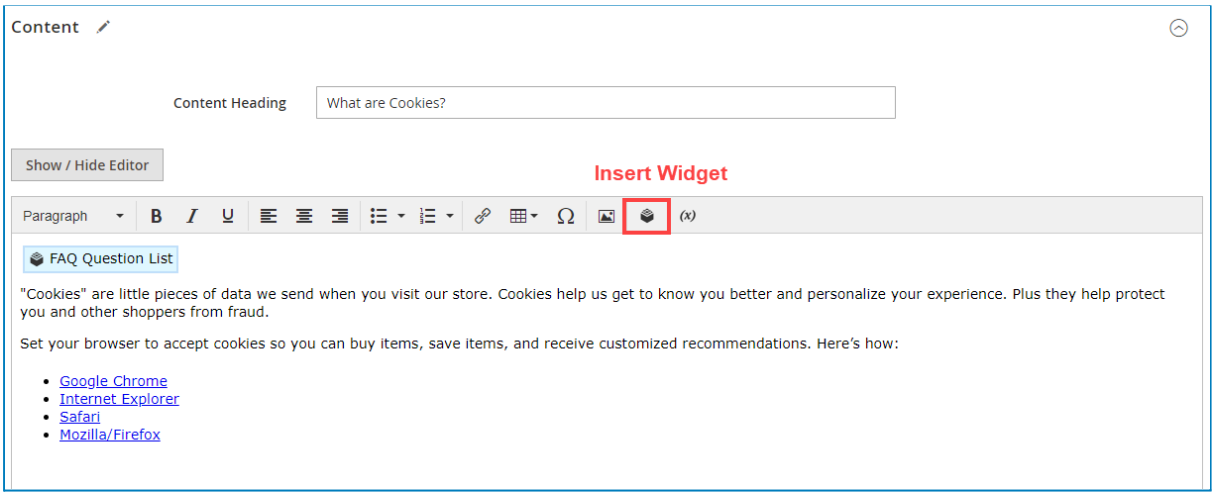
2. Add widget directly on the page

Step 1: Navigate to **Content → Elements → Pages**

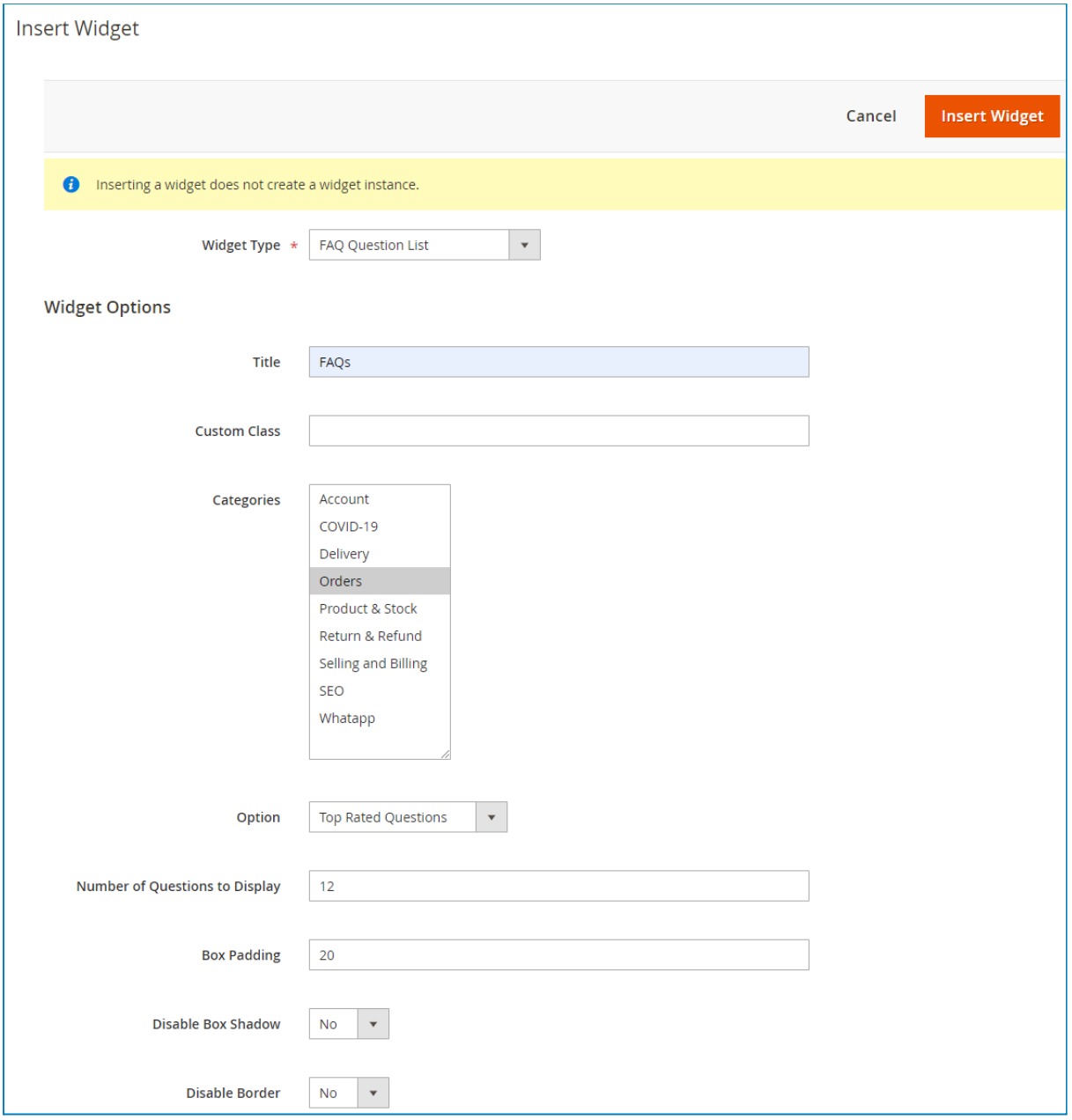
Step 2: There is a grid including all your pages, admin just select your desired page and edit it.



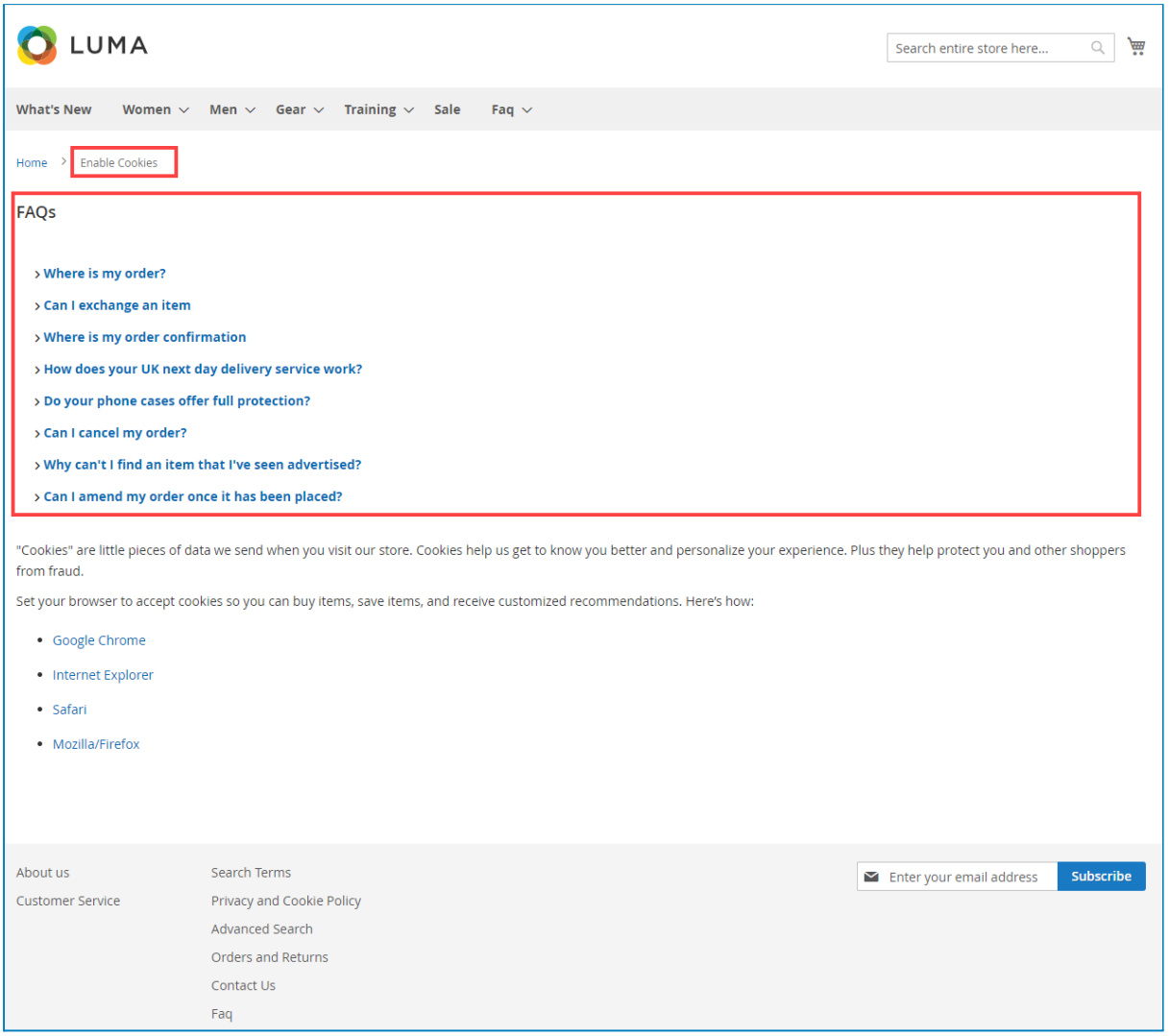
Step 3: In the content tab, choose the insert widget option. Set widget type = FAQ Question List. After that, customize the widget options.



Insert and Customize the widget as the **Step 5** of the way above.

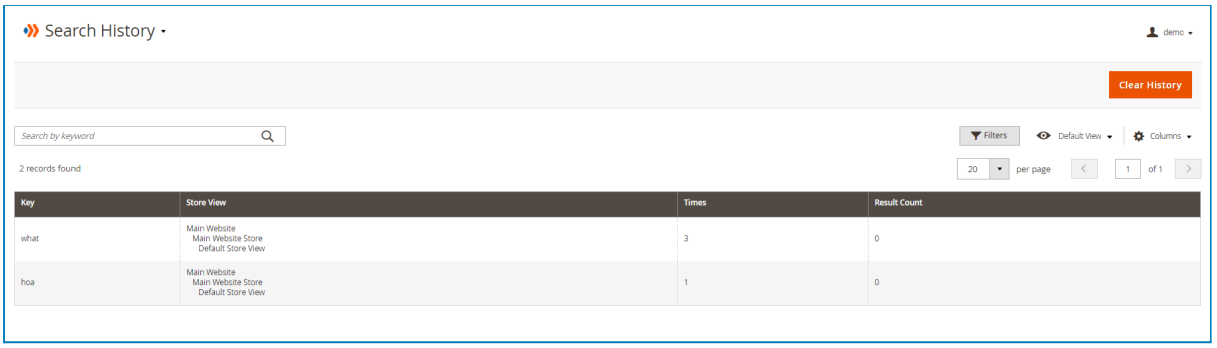


Try this following settings and see the result below:



VII) Query History

The function of this section is to save searching history of customers.



- **Key:** The keyword that customers use when searching questions on the search bar.
- **Store View**: Store view where customers search questions.
- **Times**: The number of times that the keyword is searched by customers.
- **Result Count**: The number of questions that are matched with the keyword.

VIII) Support

If you have any questions or need any support, feel free to contact us by following ways. We will get back to you within 24 hours since you submit your support request.

- Submit contact form.
- Email us at support@magezon.com.
- Submit a ticket.
- Contact us through Skype: support@magezon.com.
- Contact us via live chat on our website: magezon.com.