



FAQ

Create FAQ page and FAQ tab on the product page – 2 IN 1

PrestaShop FAQ module

A product by PrestaHero

Contents

I. WELCOME	3
II. INSTALLATION	3
III. CONFIGURATION.....	4
IV. DISPLAY IN THE FRONT OFFICE.....	11
V. BEST PRACTICES	15
VI. THANK YOU.....	17

I. WELCOME

Thank you for choosing our **FAQ** module! We are thrilled to provide a powerful tool to enhance your store's customer experience by simplifying access to frequently asked questions.

This document is designed to guide you step-by-step through the module's installation, configuration, and usage, ensuring that you can make the most of its features. Whether you want to create a dedicated FAQ page or display FAQs directly on product detail pages, our module offers unmatched flexibility to meet your store's needs.

Why Choose Our FAQ Module?

- **Improve customer satisfaction:** Provide quick answers to common queries, reducing customer support workload.
- **Flexible display options:** Choose where to display FAQs—on a separate page, on all products, or specific product pages.
- **Seamless integration:** Fully compatible with PrestaShop 1.6.x, 1.7.x, and 8.x.
- **Spam protection:** Built-in CAPTCHA and Google reCAPTCHA support to keep your inbox free from spam.

If you have any questions beyond the scope of this guide, feel free to reach out to our support team. We're here to help!

II. INSTALLATION

Installing the **FAQ** module is quick and straightforward. Follow the steps below to get started:

Step 1: Upload the module

- Log in to your PrestaShop back office.
- Navigate to **Modules > Module Manager**.
- Click on the **Upload a Module** button.

Step 2: Select the module file

- Choose the file named **ets_faq.zip** from your computer.
- Click **Open** to begin the upload process.

Step 3: Install the module

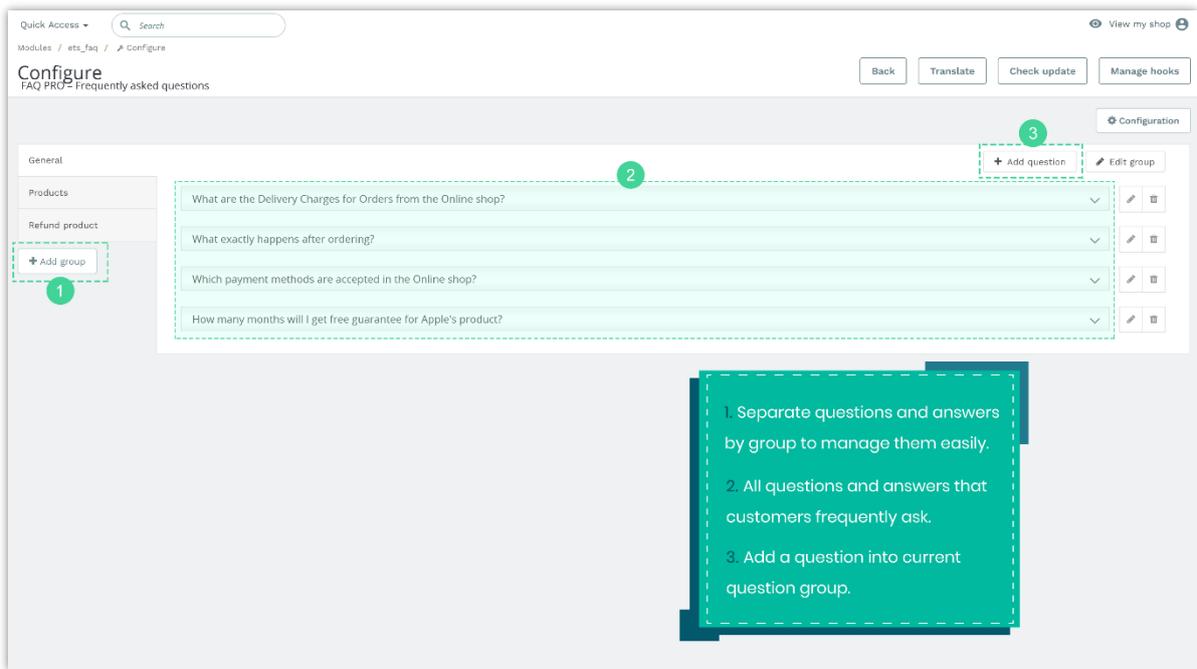
- Once uploaded, PrestaShop will automatically detect the module.
- Click on the **Install** button to install the module on your store.

Step 4: Configure the module

- After installation, locate the **FAQ** module in the **Module Manager**.
- Click the **Configure** button to access the settings page and start customizing the module.

III. CONFIGURATION

Once the module is installed, you can configure it to suit your store's needs. Follow the steps below to set up the **FAQ** module effectively:

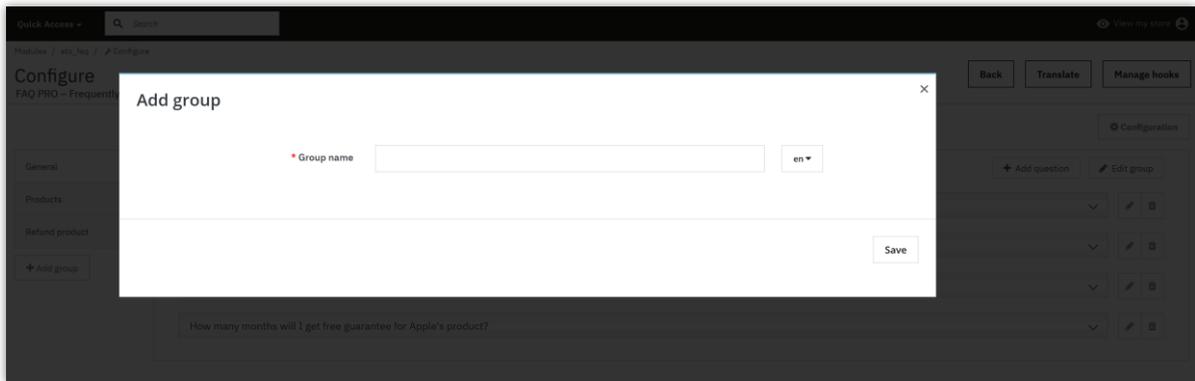


Create question groups

Organizing your questions into groups helps improve navigation and usability for customers.

- Navigate to the **FAQ** configuration page.
- Click on **“Add group”** button.
- Enter a group name that describes the category of questions (e.g., *Shipping Information, Returns & Refunds*).
- Save the group by clicking **“Save”**.

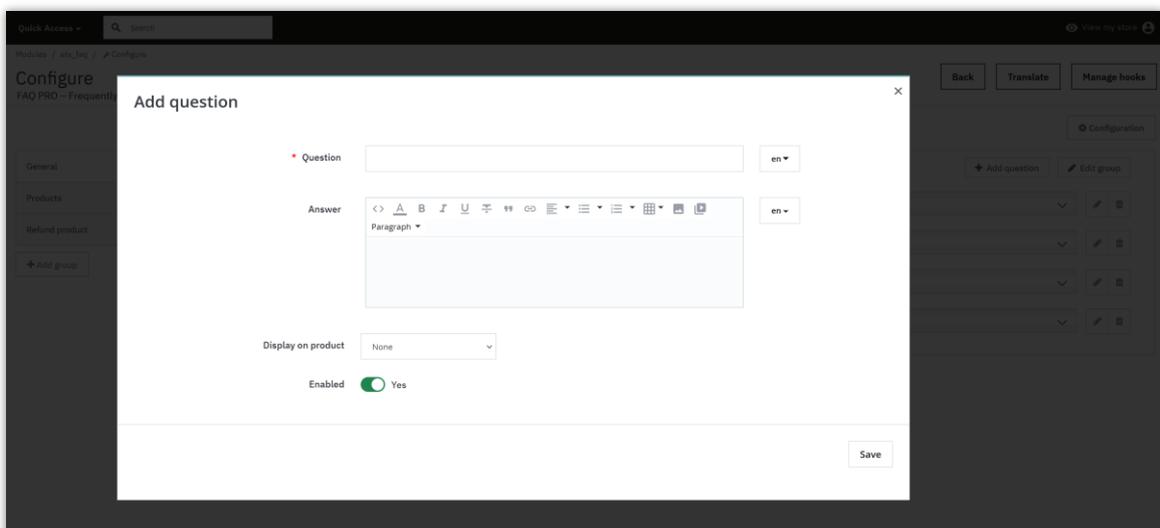
💡 **Example:** Create groups like **Product Usage**, **Order Process**, and **Payment Issues** to cover different areas of customer inquiries.



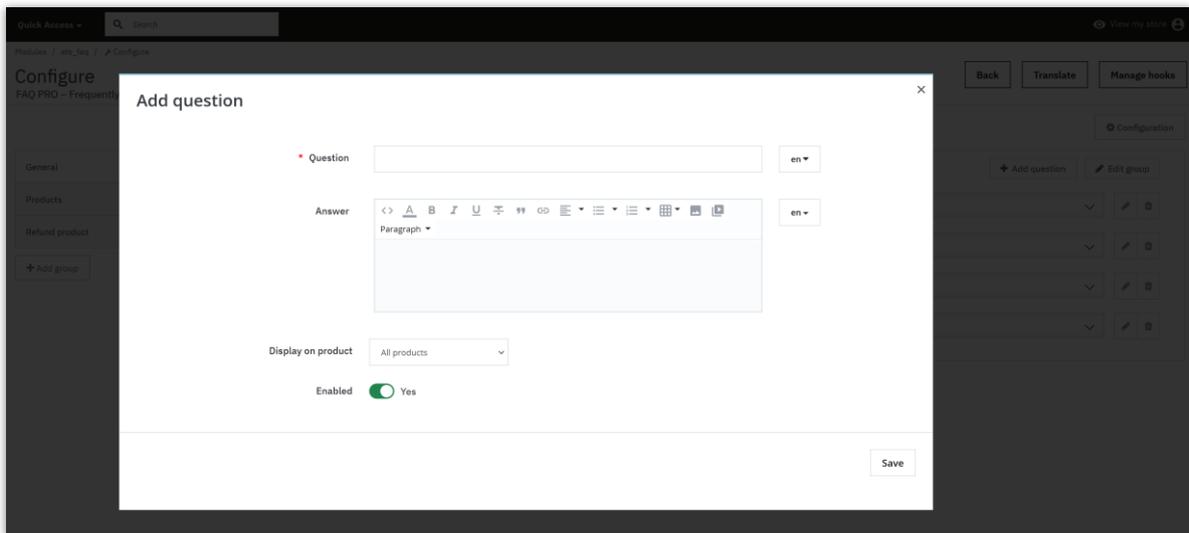
Add a question and answer

Once your question groups are created, you can start adding individual questions to each group.

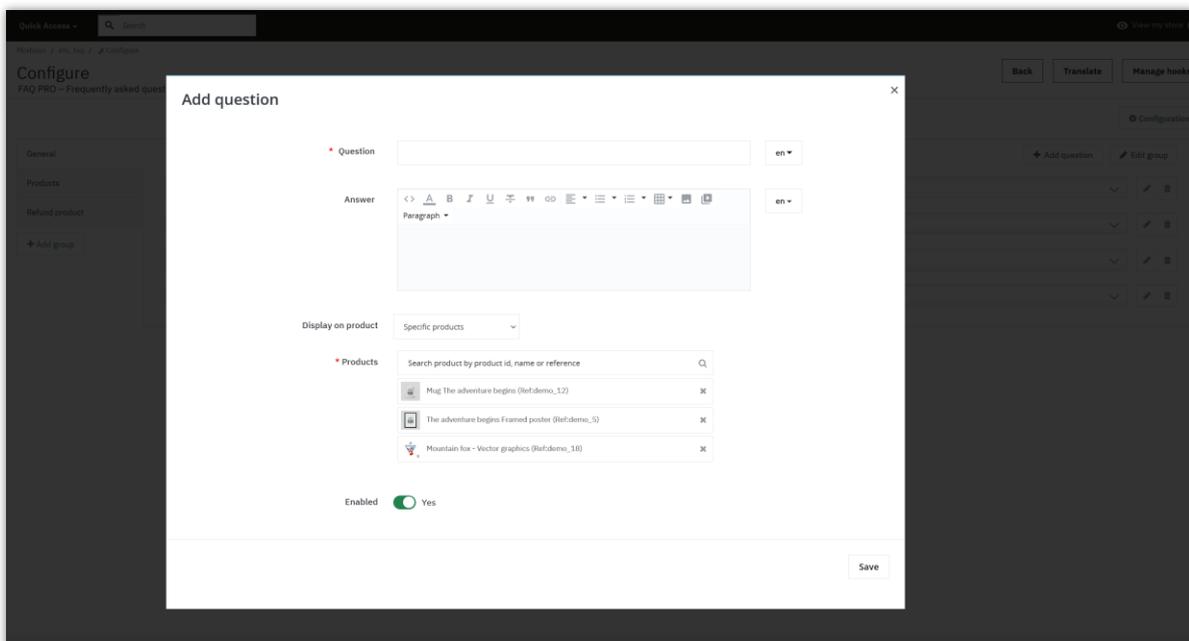
- Select the group where you want to add questions.
- Click **"Add question"**.
- Fill in the following details:
 - **Question:** Enter the question text.
 - **Answer:** Provide a clear and detailed answer.
 - **Display options:**
 - **None:** Display only on the private FAQ page.



- **All products:** Display on every product detail page.



- **Specific products:** Choose specific products where the question will appear. Use the search bar to find products by name, ID, or reference.

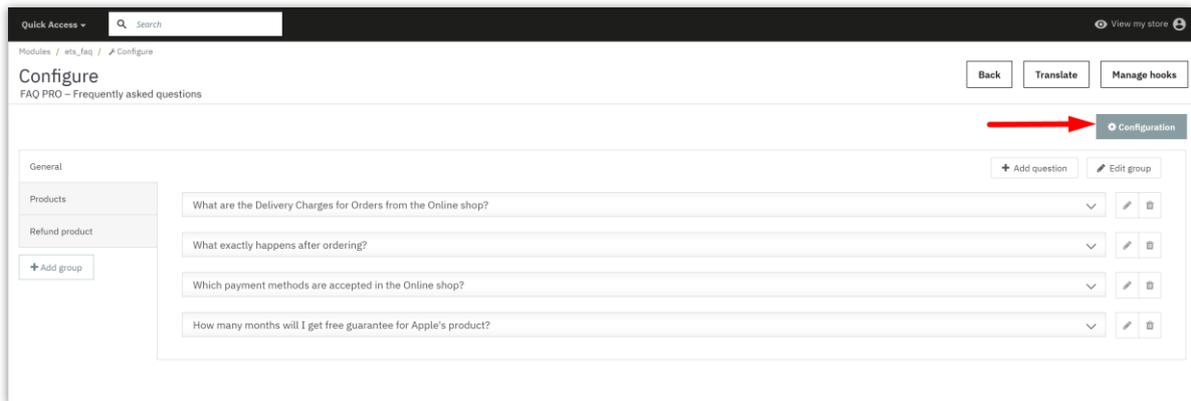


- **Enable:** Activate the question.
- Save the question by clicking "**Save**" button.

💡 **Tip:** Use short, direct questions to make it easier for customers to find relevant answers.

Customize the FAQ page and Form settings

Click the **Configuration** button in the top-right corner to customize the overall settings.

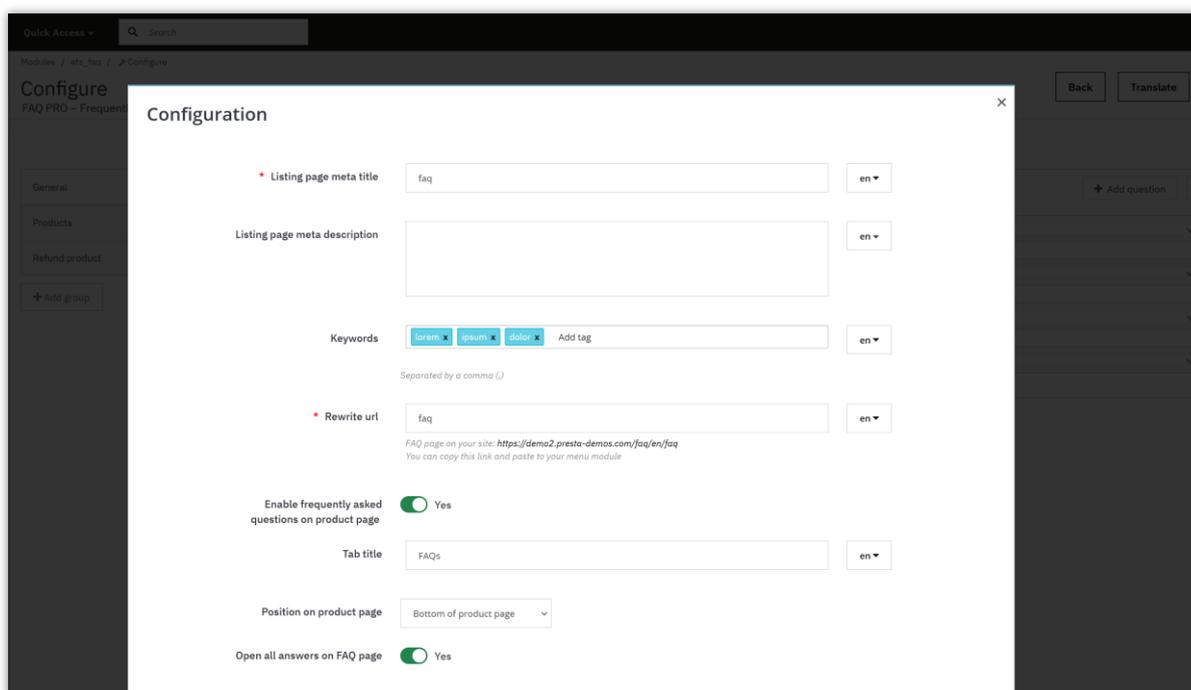


In the **Configuration** popup, you can customize the FAQ page and "Ask a Question" form to enhance functionality and user experience.

FAQ Page settings:

- **Listing page meta title:** Define the meta title for your FAQ page to improve SEO.
- **Listing page meta description:** Add a brief description to provide context for search engines.
- **Keywords:** Add relevant tags or keywords separated by commas to help customers find your FAQ page more easily.
- **Rewrite URL:** Specify a custom URL slug for your FAQ page. Example: Enter "faq" to create a URL like *https://yourstore.com/faq*.

💡 **Tip:** Use concise meta titles and descriptions with relevant keywords for better SEO results.



Display options:

- **Enable frequently asked questions on product page:** Toggle to show or hide the FAQ section on product pages.
- **Tab title:** Customize the tab title for the FAQ section on product pages (e.g., "FAQs").
- **Position on product page:** Choose where the FAQ tab will appear on product detail pages (e.g., Bottom of the page).
- **Open all answers on FAQ page:** Enable this option to display all answers expanded by default.

Configure the "Ask a Question" Form

The "Ask a Question" form lets customers submit their questions directly from the FAQ page or product pages. Adjust the following settings to match your store's requirements:

General settings:

- **Title:** Enter a title for the form (e.g., "Ask a Question").
- **Description:** Add a short message encouraging customers to submit questions. Example: *If you have any questions, don't hesitate to ask us. We will answer as soon as possible.*
- **Send question to email:** Specify the email address where customer inquiries will be sent.

Display options:

- **Enable "Ask a Question" form on FAQ page:** Toggle this option to display the form on the FAQ page.
- **Enable "Ask a Question" form on product page:** Toggle this option to display the form on product pages.

The screenshot shows the configuration page for the 'ASK A QUESTION FORM'. The interface includes a sidebar on the left with navigation options like 'General', 'Products', and 'Refund product'. The main content area contains the following settings:

- Position on product page:** Bottom of product page (dropdown menu)
- Open all answers on FAQ page:** Yes (toggle switch)
- ASK A QUESTION FORM:**
 - Title:** Ask a Question (text input field)
 - Description:** If you have any question, don't hesitate to ask us. We will answer as soon as possible (text area)
 - Send question to email:** [Email icon] [Redacted email address]
 - Enable ask a question form on FAQ page:** Yes (toggle switch)
 - Enable ask a question form on product page:** Yes (toggle switch)
 - Enable captcha on Ask a question form:** Yes (toggle switch)
 - Do not require registered user to enter captcha code:** No (toggle switch)
 - Captcha type:** Captcha image (dropdown menu)

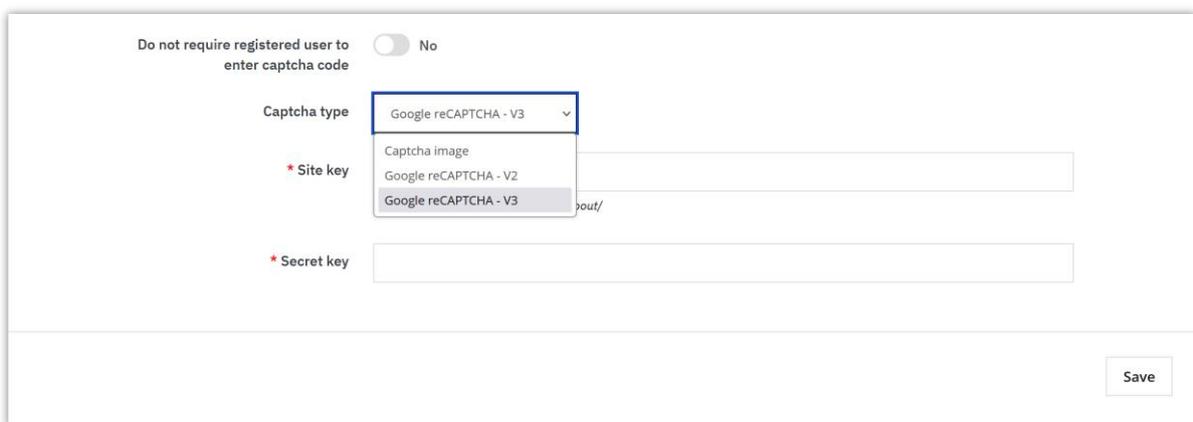
Buttons for 'Back', 'Translate', and 'Save' are visible at the bottom right of the configuration area.

CAPTCHA settings:

- **Enable CAPTCHA on "Ask a Question" form:** Activate CAPTCHA to prevent spam submissions.

- **Do not require registered users to enter CAPTCHA code:** Enable this option if you want to skip CAPTCHA for logged-in customers.
- **CAPTCHA Type:** Select your preferred CAPTCHA type:
 - **CAPTCHA Image:** Displays an image-based security test.
 - **Google reCAPTCHA (v2 or v3):** Requires you to set up Site Key and Secret Key in the module settings.

 **Tip:** Use Google reCAPTCHA v3 for advanced security with minimal user inconvenience.



Do not require registered user to enter captcha code No

Captcha type Google reCAPTCHA - V3

* Site key

* Secret key

Save

IV. DISPLAY IN THE FRONT OFFICE

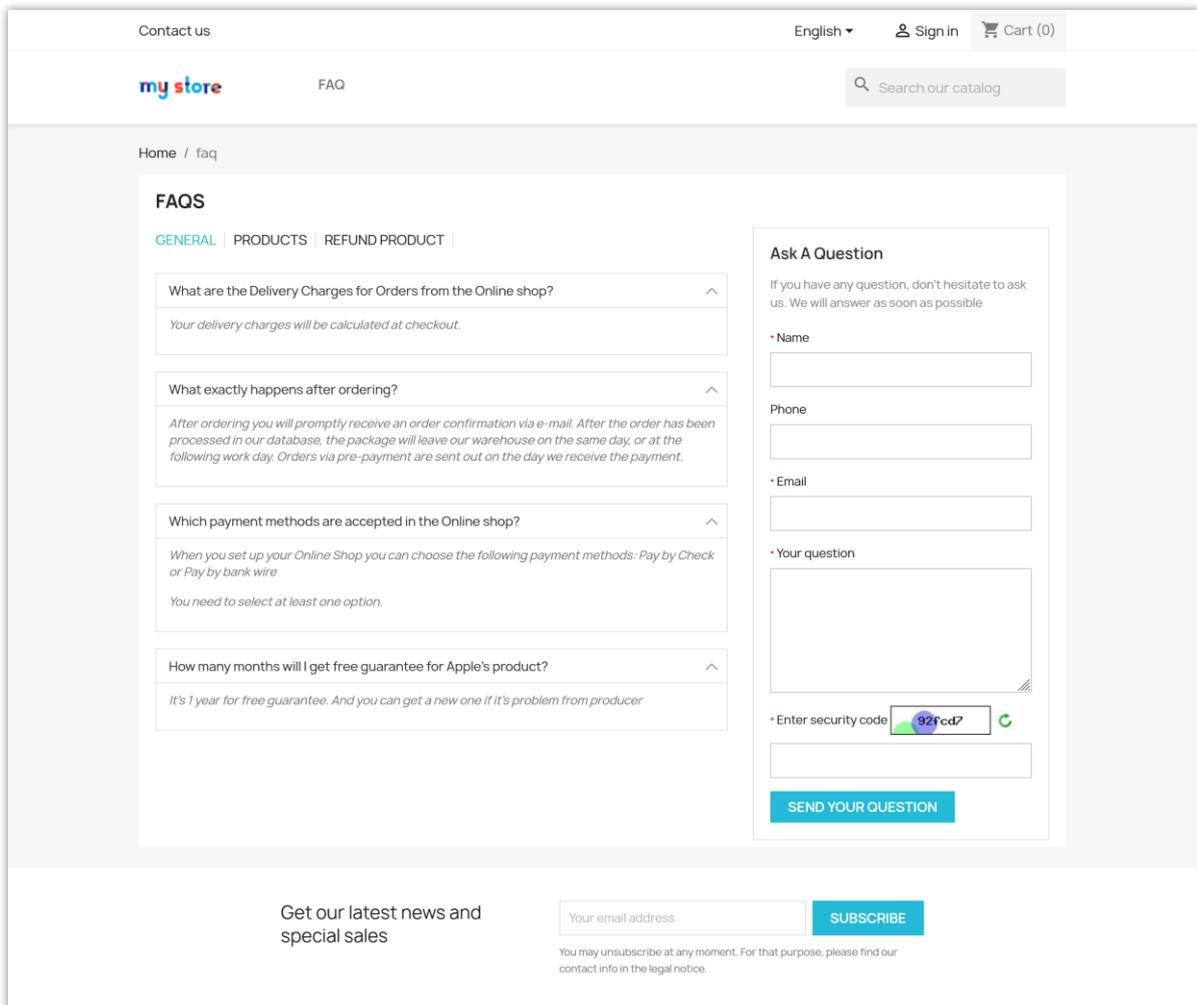
The FAQ module offers flexible display options to ensure customers can easily find the information they need. Here's how the FAQ content will appear on your PrestaShop store:

1. FAQ Page

The FAQ page serves as the central hub where customers can browse all question groups and their corresponding answers.

- **Access the FAQ Page:** Customers can access the FAQ page via a menu link or the custom URL you've set in the configuration (e.g., <https://yourstore.com/faq>).
- **Layout:**

- Question groups are displayed as separate tabs.
- Answers can be expanded individually or displayed fully, depending on your settings.



2. Product Pages

The module allows you to display FAQs directly on product detail pages for context-specific assistance.

- **Tab display:** A dedicated FAQ section (e.g., "FAQs") will appear under the product description section. Customers can click the tab to view questions and answers related to the product.

- **Placement:** You can customize the position of the FAQ tab on the product page (e.g., at the bottom, on the left/right column, etc.).

💡 **Tip:** Display FAQs about common product concerns, such as return policies or material care, to reduce customer inquiries.

Contact us English Sign in Cart (0)

my store FAQ Search our catalog

Home / Accessories / Home Accessories / Hummingbird cushion

HUMMINGBIRD CUSHION

\$18.90

Cushion with removable cover and invisible zip on the back. 32x32cm

Color: White

Quantity: 1 **ADD TO CART**

Share

Security policy (edit with the Customer Reassurance module)

Delivery policy (edit with the Customer Reassurance module)

Return policy (edit with the Customer Reassurance module)

Description Product Details

The hummingbird cushion will add a graphic and colorful touch to your sofa, armchair or bed. Create a modern and zen atmosphere that inspires relaxation. Cover 100% cotton, machine washable at 60° / Filling 100% hypoallergenic polyester.

FAQs

What are the Delivery Charges for Orders from the Online shop?

What exactly happens after ordering?

Which payment methods are accepted in the Online shop?

When you set up your Online Shop you can choose the following payment methods: Pay by Check or Pay by bank wire
You need to select at least one option.

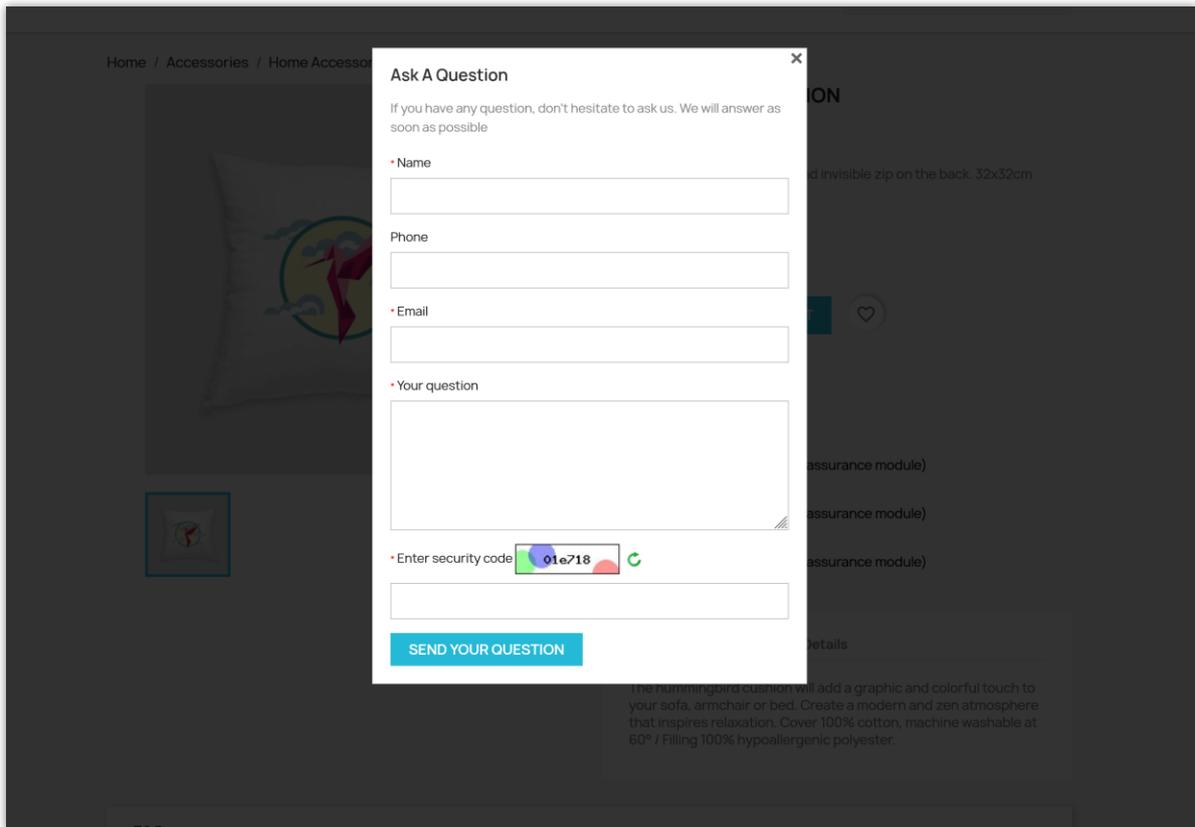
ASK A QUESTION

Get our latest news and special sales

Your email address **SUBSCRIBE**

You may unsubscribe at any moment. For that purpose, please find our contact info in the legal notice.

“Ask a question” popup:



3. "Ask a Question" Form

Customers can submit their questions directly from the FAQ page or a product page.

- **FAQ Page:**
 - A user-friendly form allows customers to ask general inquiries.
 - Submitted questions are sent to the configured email address for follow-up.
- **Product Page:**
 - The "Ask a Question" form on product pages lets customers inquire about specific products.
 - This is especially useful for detailed or technical product questions.

💡 **Tip:** Include a brief form description encouraging customers to ask for clarification about your products or policies.

4. Responsive design

The fully responsive **FAQ** module ensures a seamless experience across all devices, including desktops, tablets, and smartphones.

- **Desktop:** Questions and answers are displayed in a structured format for easy browsing.
- **Mobile:** The layout automatically adjusts to smaller screens, with collapsible sections for better navigation.

💡 **Tip:** Test the FAQ page on multiple devices to ensure readability and usability.

V. BEST PRACTICES

To make the most out of the **FAQ** module, follow these best practices:

1. Organize your FAQs logically

- Group questions by topics that customers frequently ask about, such as *Shipping & Delivery*, *Return Policies*, *Product Usage & Care*.
- Keep question groups concise and easy to navigate.

2. Use clear and concise language

- Write questions in your customers' voice (e.g., "How long does shipping take?" instead of "Shipping Information").
- Provide straightforward answers with a friendly tone.

3. Update FAQs regularly

- Monitor customer inquiries and add new FAQs based on recurring questions.
- Remove outdated information to ensure accuracy and relevance.

4. Optimize for SEO

- Include keywords in your meta titles, descriptions, and FAQ content to boost visibility in search engines.
- Use tags to help customers find FAQs faster.

5. Leverage the "Ask a Question" form

- Encourage customers to ask questions directly via the FAQ page or product pages.
- Review submitted questions regularly and add frequently asked ones to the FAQ section.

6. Suggest popular questions

Here are some examples of popular FAQs to improve your store's content:

- *What are the payment methods available?*
- *Can I change or cancel my order after purchase?*
- *How do I track my order?*
- *What is your return policy?*
- *Are your products environmentally friendly?*

 **Tip:** These common questions can save your support team time and improve customer satisfaction.

VI. THANK YOU

Thank you for choosing the **FAQ Module** by PrestaHero! We are committed to helping you enhance your store's user experience and provide your customers with the answers they need. If you have any questions or need assistance, don't hesitate to contact us.

Your feedback matters

We'd love to hear your thoughts about the **FAQ** module! Share your feedback to help us improve and deliver the best experience for you and your customers.