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Writing a FAQ page that answers real questions

SEO & Marketing

CODE	VERSION	COUNTRY · LANGUAGE
RLX-AO-KB-1810	v2026.10.15	Angola · English

Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
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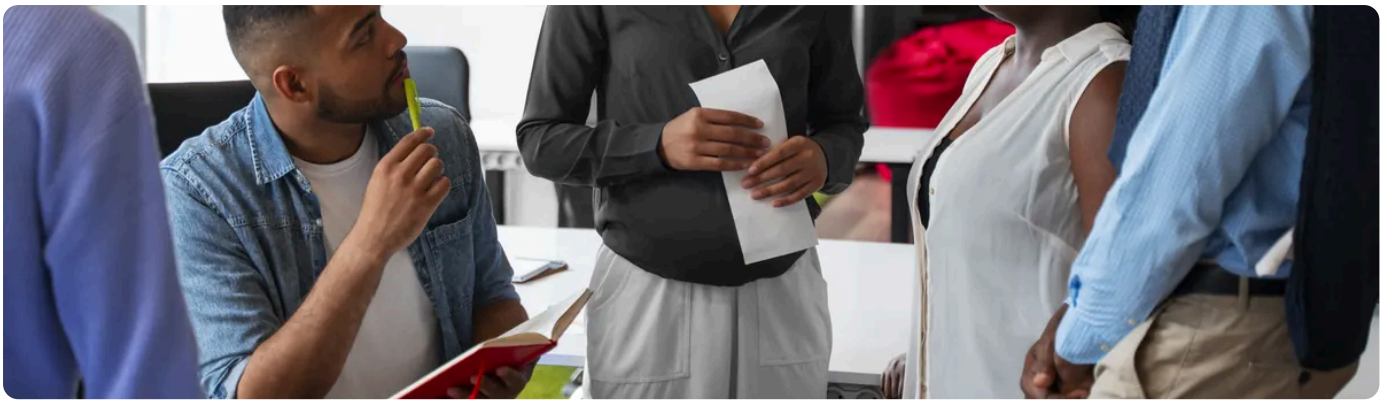
https://www.meu.interweb.ao/knowledgebase/1810



The short answer: a FAQ page is only useful if it has the questions **customers really ask**, not the ones the company would like them to ask. It saves you repeat messages, helps those deciding to buy and, done well, is one of the pages that brings the most visits from Google.

Where to get the questions

1. **The messages you receive.** Go through your e-mail, WhatsApp and the last months' requests and mark what repeats. If three people asked, it is a frequent question.

2. **What they ask before buying:** price, timings, ways to pay, what is included, how to cancel.

3. **What they ask afterwards:** how to use it, how to get help, what to do if something goes wrong.

4. **What Google suggests** when you type your service into search: the suggestions and the "people also ask" questions are real questions.

How to write each answer

Do	Avoid
The first sentence answers: yes, no, or the number.	Starting with “At our company, we value...”.
The question as the customer would say it: “How long does delivery take?”.	Writing the question like a department heading: “Logistics timings”.
Short answers and, if needed, a link to the page that explains better.	One-page answers nobody reads.
Grouping by topic (orders, payments, returns).	A list of 60 questions in no order.
Updating when something changes, with the date.	Leaving a price or a time that is no longer true.

For Google

A well-written FAQ page can appear in results with the questions in view. Structured data helps, but Google decides when to show it and no longer shows it for every site: see **Structured data and rich results**. Write for people first.

Do not invent questions. A question whose answer is a disguised ad drives the reader away. And do not give answers that depend on the law (returns, warranties, taxes) without checking what applies in your country.

Put the link to the FAQ next to the contact form and on each product page: **A contact page that gets used**.

Want help deciding which questions to include? Open a ticket saying what you sell.

Open a support ticket

SEE ALSO

A contact page that gets used: what to put on it

Structured data and rich results: what they are and how to add them

Internal links: how to link your own pages so nothing stays hidden

Being found on Google: Business Profile, Search Console and the basics

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