

Create your own FAQ

💡 In this guide, we'll cover:

- FAQ page format and design
- The dos and don'ts of FAQ pages
- Select featured articles
- Essential design elements



FAQ page design layout and formatting

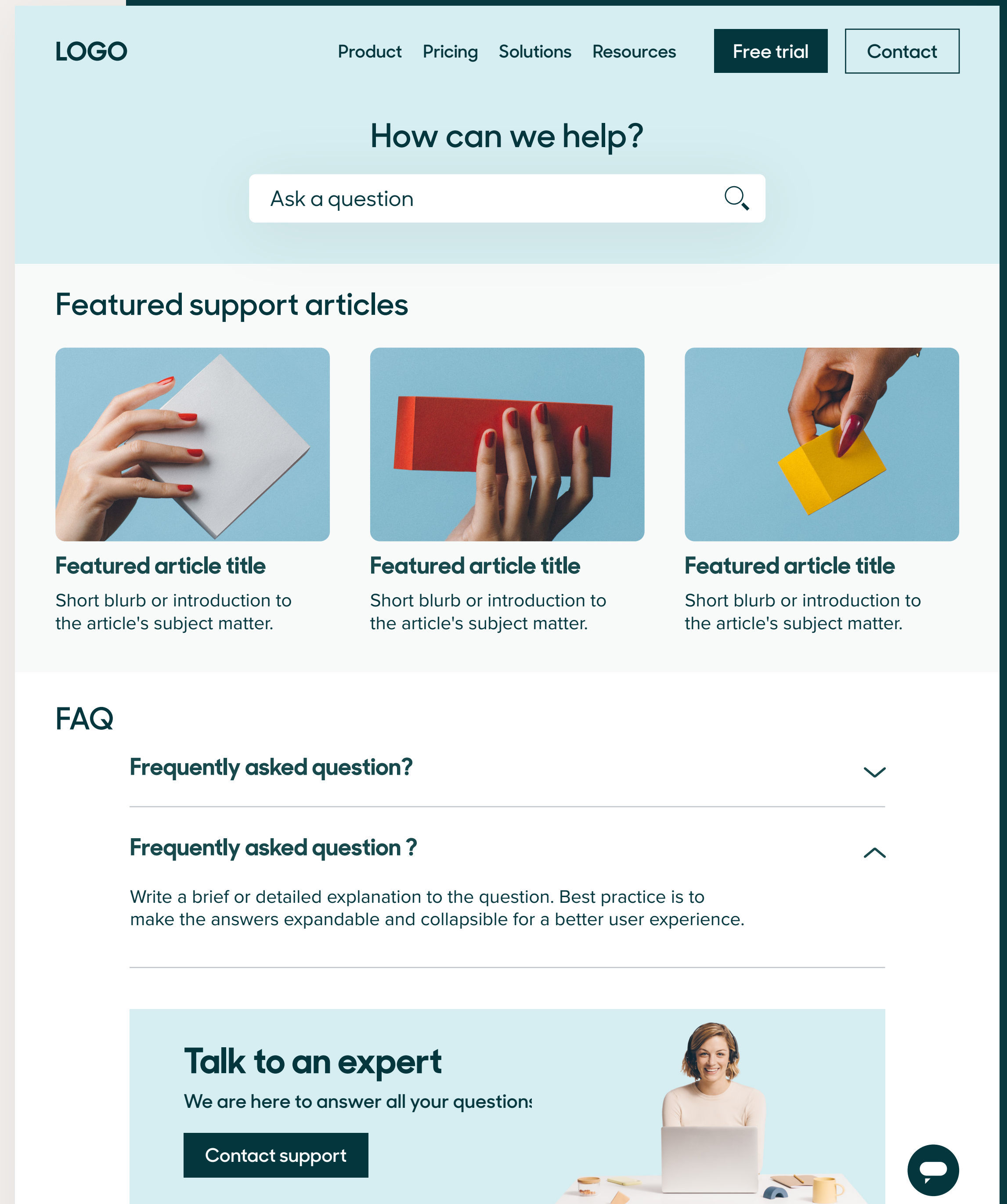
Effective FAQ pages must strike the right balance between formatting and design.

Formatting tips

- Include a search bar at the top of the page
- Ensure the navigation menu is accessible
- Answer the most common questions first
- Provide concise answers whenever you can
- Link to guides for lengthier answers

UX design tips

- Ensure the FAQ page is scannable
- Categorize FAQs for better organization
- Make the font and text size easy to read
- Set contrast with readability in mind
- Incorporate collapsible questions



The dos and don'ts of FAQ pages

Follow these best practices to create high-value landing pages that provide fast, accurate answers to customer questions and more opportunities for conversion.

Do ...

- ✓ Add brand-appropriate personality
- ✓ Link to help center resources
- ✓ Answer the question right away
- ✓ Think about your backend structure from the beginning
- ✓ Tag or categorize support articles methodically

Don't ...

- ✗ Use jargon
- ✗ Write above your audience's reading level
- ✗ Manipulate wording to mislead customers
- ✗ Go in without a well-thought-out plan for your page structure
- ✗ Forget to plan for continuous updates and improvements

How to select featured FAQ articles

Determine which articles and questions to feature on your FAQ page by asking yourself these four questions.

Questions:

1

What questions do customers ask most?

Check support and chatbot data to compile this list.

2

What are your customers saying online?

Utilize social listening and forums to address buyer complaints or issues.

3

Which blogs and help center articles perform best?

Monitor knowledge base traffic and clicks to determine which content is the most useful and relevant.

4

Which posts have the highest conversion rates?

If people are staying on the page or, even better, making a purchase, that indicates that the resource answered their question.

FAQ design elements checklist

Make sure your FAQ page ticks all the boxes to ensure a successful user experience.

Checklist:

- ☐ Recognizable on-page branding
- ☐ Easy-to-use search bar and common search categories
- ☐ Clear buttons and information to connect with customer service
- ☐ Various search options, such as filtering by solution, topics, problems, etc.
- ☐ Frequently asked questions with drop-down answers

