

FAQ Pages with SEO Schema Markup



Module for Prestashop

Instructions for Use

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Schema markup

In this module JSON-LD format of FAQ schema markup is used. This markup is not interleaved with the user-visible text, it's lightweight and recommended for use by Google.

FAQ items and how they are organized

A FAQ item is a single pair of question-answer. Here you see general settings which you fill in when you edit your FAQ item.

The screenshot displays the 'General Settings' tab for editing an FAQ item. The interface includes three main input areas: 'Question', 'Answer', and 'Title (optional)'. Each area features a rich text editor with various formatting options (bold, italic, underline, link, etc.) and a language dropdown menu currently set to 'en'. The 'Question' field contains the text 'What is a FAQ item?'. The 'Answer' field contains a detailed explanation: 'A FAQ item is a single pair of question-answer. FAQ items are like bricks. You can build a FAQ page from them, you can also use them for building other FAQ lists, which you can place practically anywhere on your site, using hooks and shortcodes. You can use one FAQ item many times in different lists. (And in different stores, if you have multistore enabled. You can see all your FAQ items in "All Items" tab. And inside each list you will see FAQ items, belonging to that list.' The 'Title (optional)' field also contains 'What is a FAQ item?'. At the bottom, a note reads: 'Max 55 symbols, more will be truncated. This title is only for admin area. If not stated, truncated question will be used.'

It also has an optional parameter "title", which is used only in the admin area. You can add your own title or leave it blank, then it will be generated from question.

FAQ items are like bricks. You can build a FAQ page from them, you can also use them for building other FAQ lists, which you can place practically anywhere on your site, using hooks and shortcodes.

You can use one FAQ item many times in different lists.

You can see all your FAQ items in "All Items" tab.

You can add a new FAQ item from 3 places:

- 1) "All items" tab
- 2) Editing FAQ page
- 3) Editing other FAQ lists

“All items” tab (absolutely all the items you have irrespective of which lists they belong to)

FAQ Page

FAQ Lists

All Items

Custom Hooks

Help

ALL FAQ ITEMS

Search by title

GO

Clear search

	Title	Id	Action
<input type="checkbox"/>	What is a FAQ item?	1	Edit
<input type="checkbox"/>	What are FAQ lists?	2	Edit
<input type="checkbox"/>	How to add FAQ items to lists?	3	Edit
<input type="checkbox"/>	How to use Google Schema Markup?	4	Edit

Delete selected items

New item

You can also set special CSS classes for this item at “Styles” tab.

General Settings

Styles

Bind to Lists

CSS classes

Individual CSS class for the whole item

item-1

Separate several class names with a space. A class name can contain only small letters (a-z) and digits (0-9), as well as the hyphen (-) and the underscore (_), and can start only with a small letter


Individual CSS class for question


Separate several class names with a space. A class name can contain only small letters (a-z) and digits (0-9), as well as the hyphen (-) and the underscore (_), and can start only with a small letter


Individual CSS class for answer

Separate several class names with a space. A class name can contain only small letters (a-z) and digits (0-9), as well as the hyphen (-) and the underscore (_), and can start only with a small letter

On item’s edit page you can also bind it to different FAQ lists and page

 General Settings

 Styles

 Bind to Lists

ITEM BELONGS TO PAGE:


Item Belongs To Page:


YES


NO

ITEM BELONGS TO LISTS:

	Id	Title	Hook
<input checked="" type="checkbox"/>	1	Block 1	displayFooter
<input type="checkbox"/>	2	Block 2	

 Cancel

 Save & Stay

 Save

FAQ page settings

Meta tags

When you install a module, a FAQ page is automatically created. You should only add meta tags (title, description) for all your languages, it must be done on page "Shop Parameters > Traffic & SEO" (you will see a link for it on module's home tab).

② INFORMATION

Link to your FAQ page: <http://prestashop775/en/faq-page>

Add SEO meta tags and change its URL here: http://prestashop775/admin733ctyzqe/index.php/configure/shop/seo-urls/73/edit?_token=4RejCbDqk0w4VfdBiFYVRjBkrHJTn7og6RmYbfUzEkc

Change page layout here: http://prestashop775/admin733ctyzqe/index.php/improve/design/themes/customize-layouts?_token=4RejCbDqk0w4VfdBiFYVRjBkrHJTn7og6RmYbfUzEkc

Use markup validator: <https://search.google.com/test/rich-results>

Editing page

At the module's home tab you can edit some basic page settings.

There's a toggle button to enable/disable the FAQ page. When disabled, 404 error will happen if you try to open the FAQ page.

FAQ Page

FAQ Lists

All Items


Custom Hooks

Help

Configure

Edit page settings

☒ Page enabled



Pushing the button "Edit page settings" you will go to editing page contents.

Multistore settings

If you have multistore, you can also copy current shop page's contents and settings to other shops that you choose.

Push the button "Export page settings to other shops" and pick shops in the dropdown list.

FAQ Page

FAQ Lists

All Items

Custom Hooks

Help

?

This page's settings belong to shop: Prestashop775


⚙️ CONFIGURE

Edit page settings

Pages enabled for all shops

MULTISTORE:

Export page settings to other shops



📄 COPY PAGE SETTINGS TO SHOPS:

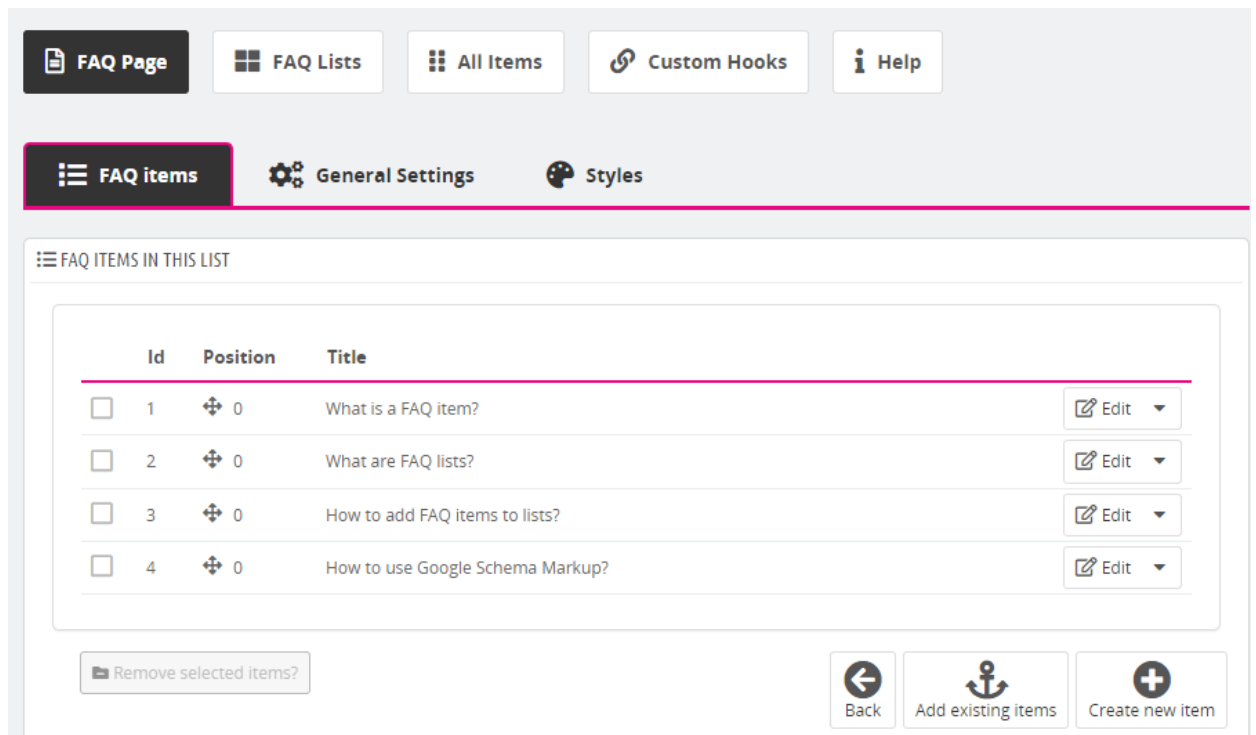
☒ Testshop

☐ Testshop2

Copy page settings

Adding items to FAQ page

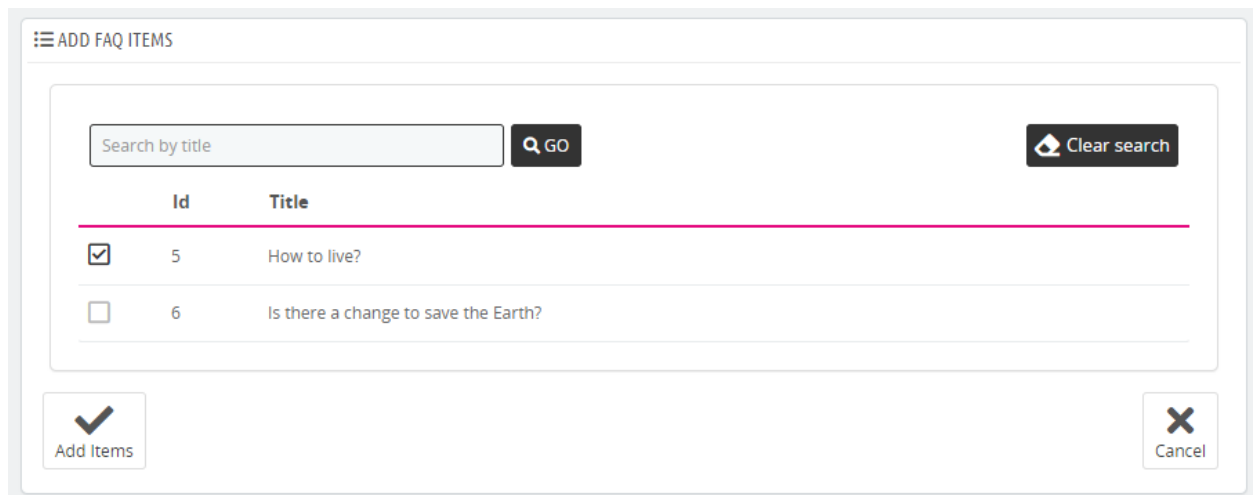
Pushing the button “Edit page settings” you will go to a list of FAQ items, used for this page. You have 2 buttons below: “Create new item” and “Add existing item”.



The screenshot shows the 'FAQ Page' settings interface. At the top, there are navigation buttons: 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks', and 'Help'. Below these, there are tabs for 'FAQ items', 'General Settings', and 'Styles'. The 'FAQ items' tab is active, showing a list of FAQ items under the heading 'FAQ ITEMS IN THIS LIST'. The list has columns for 'Id', 'Position', and 'Title'. There are four items in the list, each with an 'Edit' button. At the bottom, there are three buttons: 'Remove selected items?', 'Back', 'Add existing items', and 'Create new item'.

	Id	Position	Title	
<input type="checkbox"/>	1	0	What is a FAQ item?	Edit
<input type="checkbox"/>	2	0	What are FAQ lists?	Edit
<input type="checkbox"/>	3	0	How to add FAQ items to lists?	Edit
<input type="checkbox"/>	4	0	How to use Google Schema Markup?	Edit

Click on “Add existing item” and check those items you want to add. Then click on “Add items”.



The screenshot shows the 'ADD FAQ ITEMS' form. At the top, there is a search bar with the placeholder text 'Search by title' and a 'GO' button. To the right of the search bar is a 'Clear search' button. Below the search bar, there is a table with columns for 'Id' and 'Title'. There are two items in the table, each with a checkbox. At the bottom, there are two buttons: 'Add Items' and 'Cancel'.

	Id	Title
<input checked="" type="checkbox"/>	5	How to live?
<input type="checkbox"/>	6	Is there a change to save the Earth?

And you can also add a new item, filling in standard item-add form. (see above)

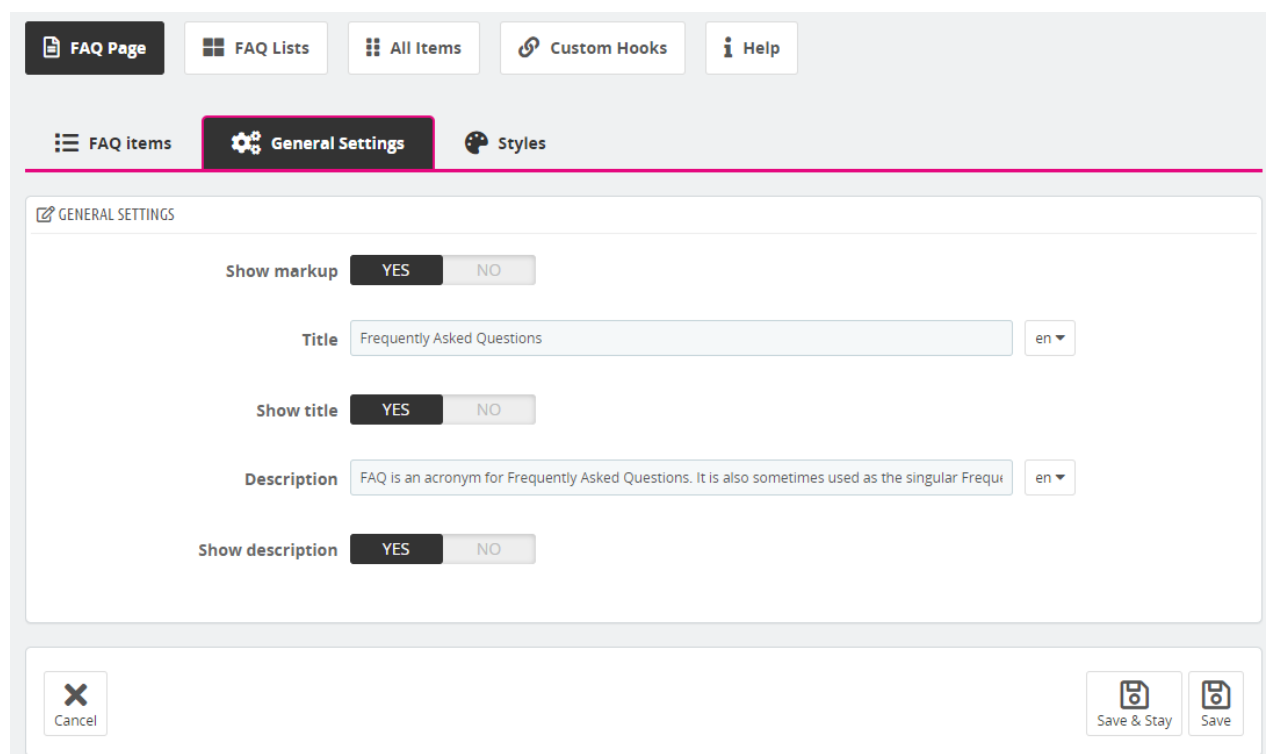
Manage items on FAQ page

On FAQ page edit you can remove items (those items won't be deleted from your shop, only from FAQ page. They will be preserved, you'll be able to add them again).

You can also change positions of FAQ items on the FAQ page, moving them with arrows.

General settings

You can add title and description for your FAQ page. You can also hide them. And you have a switcher to show/remove schema markup.



The screenshot shows the 'General Settings' interface for an FAQ page. At the top, there is a navigation bar with buttons for 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks', and 'Help'. Below this is a sub-navigation bar with 'FAQ items', 'General Settings' (which is highlighted with a red border), and 'Styles'. The main content area is titled 'GENERAL SETTINGS' and contains several settings:

- Show markup:** A toggle switch with 'YES' selected and 'NO' unselected.
- Title:** A text input field containing 'Frequently Asked Questions' and a language dropdown menu set to 'en'.
- Show title:** A toggle switch with 'YES' selected and 'NO' unselected.
- Description:** A text input field containing 'FAQ is an acronym for Frequently Asked Questions. It is also sometimes used as the singular Frequ' and a language dropdown menu set to 'en'.
- Show description:** A toggle switch with 'YES' selected and 'NO' unselected.

At the bottom of the interface, there are three buttons: 'Cancel' (with a close icon), 'Save & Stay' (with a save icon), and 'Save' (with a save icon).

Styles settings

You have the following styles settings to customize the look of your FAQ lists:

- 1) Accordion
- 2) HTML tags and CSS classes.

Accordion options

“None” – by default you don't have accordion

“Simple” – all the answers can be opened one by one

“Collapsible” – when you open one answer, the other is collapsed.

Tags and classes

Change HTML tags used for different elements of your FAQ list and items belonging to it. Add CSS classes to stylize your FAQ lists individually.

The screenshot shows the 'Styles' configuration page for an FAQ page. The top navigation bar includes 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks', and 'Help'. Below this, the 'Styles' tab is selected, showing 'FAQ items', 'General Settings', and 'Styles' sub-tabs. The 'DISPLAY SETTINGS' section shows the 'Accordion' type set to 'None'. The 'TAGS AND CLASSES' section contains the following settings:

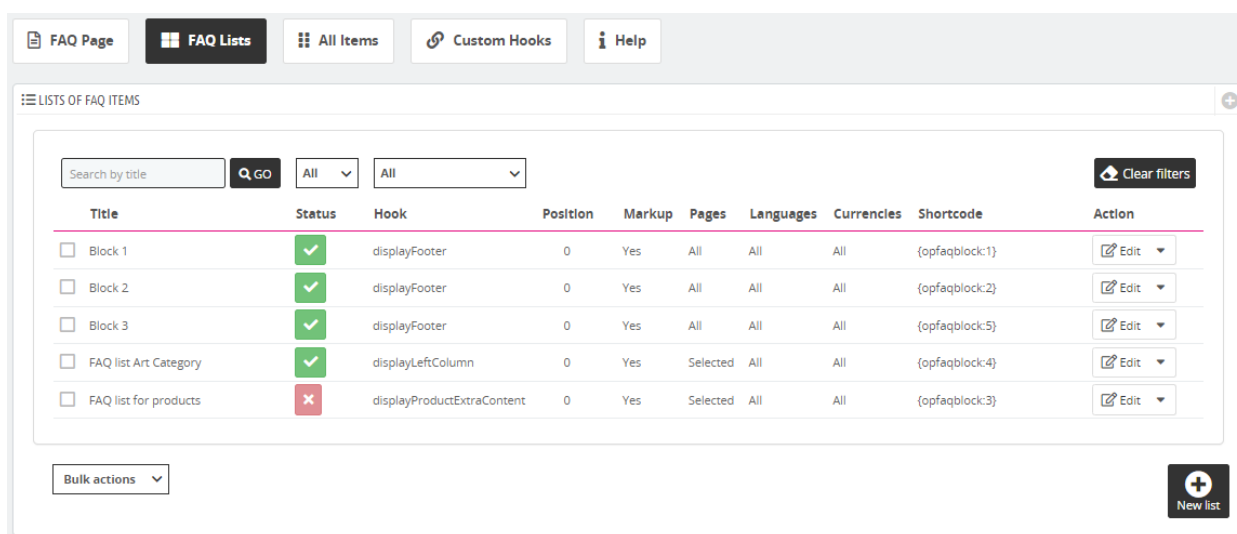
- Tag for the whole block:** A dropdown menu currently set to 'div'.
- CSS class for the whole block:** An empty text input field. Below it, a note states: "Separate several class names with a space. A class name can contain only small letters (a-z) and digits (0-9), as well as the hyphen (-) and the underscore (_), and can start only with a small letter".
- Tag for title:** A dropdown menu currently set to 'h2'.
- CSS class for title:** An empty text input field. Below it, the same note as above is present.
- Tag for all FAQ items wrapper:** A dropdown menu currently set to 'div'.
- CSS class for all FAQ items wrapper:** An empty text input field. Below it, the same note as above is present.

There are so many tags and classes settings, that you don't see most of them at the screenshot above.

Lists settings

Lists of FAQ items can be placed practically everywhere on your site, using hooks and shortcodes. In this module you can choose on which exact pages your list of FAQ items can be shown.

On tab “FAQ lists” you can see a grid with your lists. You can publish/hide each list there. You can delete lists (FAQ items won’t be deleted). You can edit each list from there, as well as add a new list.



Edit list's settings

When you click on “Edit” button, you will see the same settings for 2 tabs:

- 1) FAQ Items
- 2) Styles

That’s why we won’t write about those tabs again here.

General settings

At “General settings” tab you can enable/disable the list, toggle “show markup” settings, create a title and toggle “show title”.

You can add multiple lists on one page, so:

You should pay strong attention not to use more than one list with schema markup on one page. Do not add additional lists with schema markup to hooks on FAQ page.

That’s why this module allows you to switch markup on/off for every list.

Settings for display only on selected pages, languages and currencies work only for hooks, not for shortcodes. Shortcodes are applied everywhere you insert them irrespective of those hook settings (see below).

There's one more tab when you edit FAQ lists, and it's "Hooks"

Hooks

FAQ Page

FAQ Lists

All Items

Custom Hooks

Help

FAQ items

General Settings

Hook Settings

Styles

HOOK SETTINGS

Hook

displayFooter

Code for smarty templates

{hook h='displayFooter'}

Select hook ^

displayFooter

Or create your custom hook v

Position

0

Use this on extra occasions. Better change position in common grid with lists. 1)Choose a hook in filter 2) Drag and drop. 3) Position is the last automatically when you create a new list.

Where to display hook

☒ All pages

☐ Selected pages

Languages to display hook

☒ All languages

☐ Selected languages

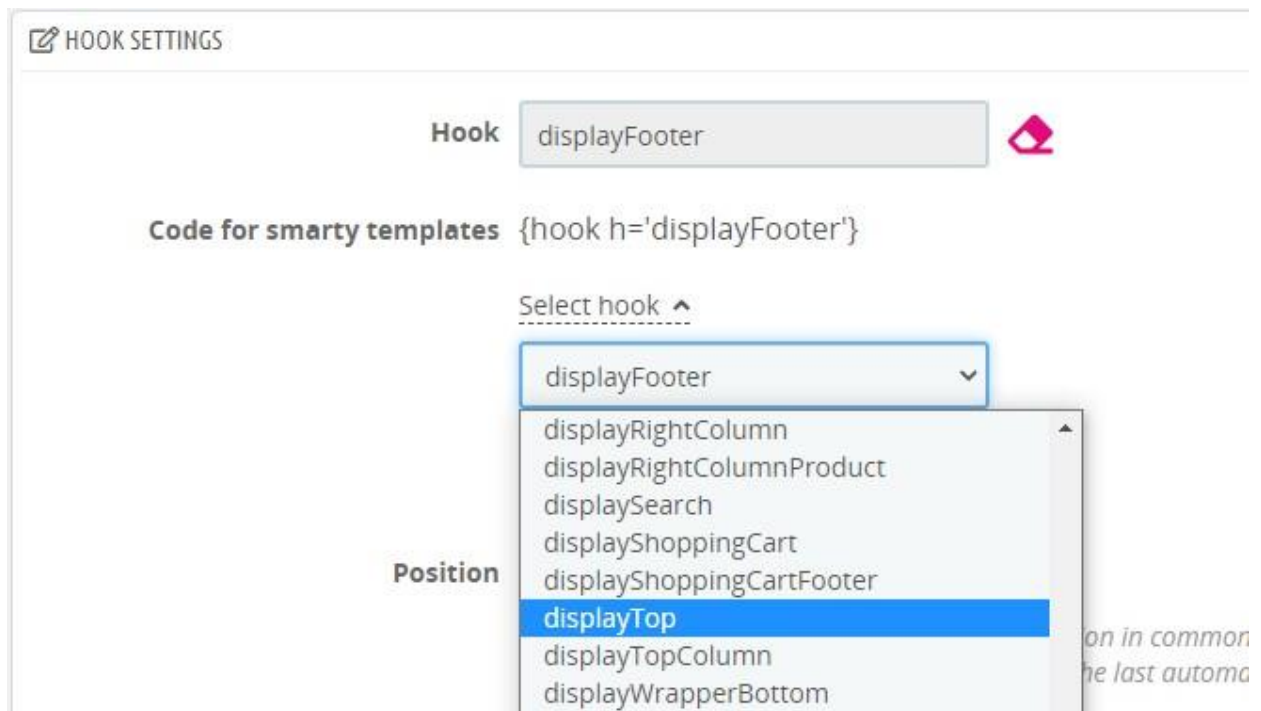
Currencies to display hook

☒ All currencies

☐ Selected currencies

Existing hooks

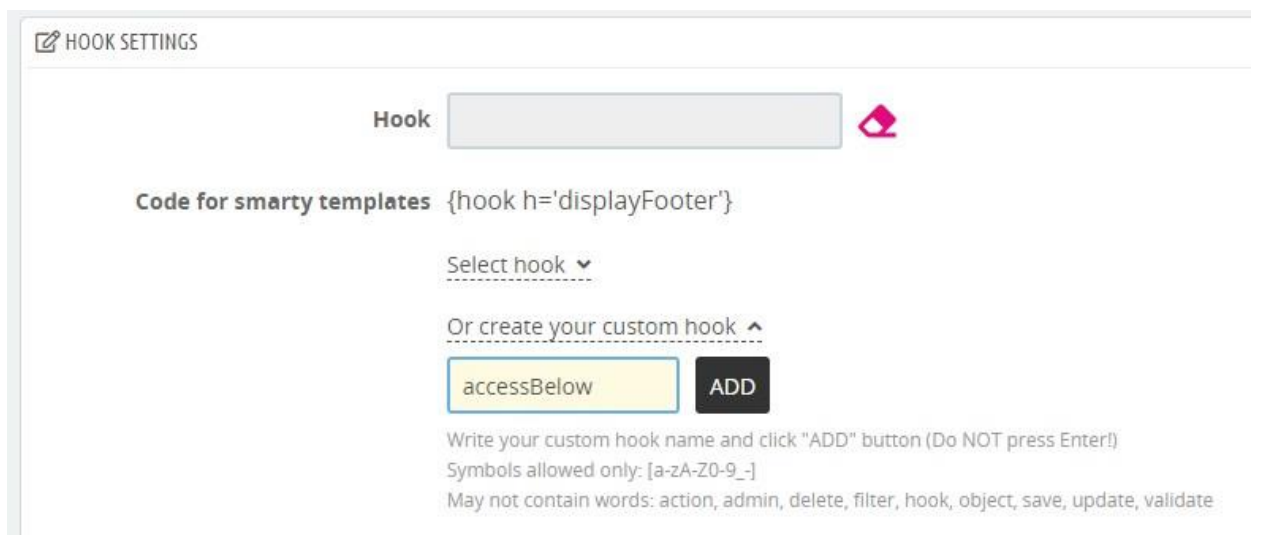
To add your list to an existing hook, select any available hook from the dropdown. It can also be a custom hook that you created before.



The screenshot shows the 'HOOK SETTINGS' interface. At the top, there is a 'Hook' dropdown menu with 'displayFooter' selected. Below it, the 'Code for smarty templates' is shown as `{hook h='displayFooter'}`. A 'Position' dropdown menu is open, showing a list of hooks: 'displayFooter', 'displayRightColumn', 'displayRightColumnProduct', 'displaySearch', 'displayShoppingCart', 'displayShoppingCartFooter', 'displayTop' (highlighted), 'displayTopColumn', and 'displayWrapperBottom'. The 'displayTop' option is selected.

Add custom hook

If you need to create a new hook, just type its name and click on “Add” button.



The screenshot shows the 'HOOK SETTINGS' interface. The 'Hook' dropdown menu is empty. Below it, the 'Code for smarty templates' is shown as `{hook h='displayFooter'}`. A 'Select hook' dropdown menu is open, showing a list of hooks: 'displayFooter', 'displayRightColumn', 'displayRightColumnProduct', 'displaySearch', 'displayShoppingCart', 'displayShoppingCartFooter', 'displayTop', 'displayTopColumn', and 'displayWrapperBottom'. Below the dropdown menu, there is a text input field with 'accessBelow' and an 'ADD' button. Below the input field, there is a note: 'Write your custom hook name and click "ADD" button (Do NOT press Enter!)'. Below the note, there is a note: 'Symbols allowed only: [a-zA-Z0-9_-]'. Below the note, there is a note: 'May not contain words: action, admin, delete, filter, hook, object, save, update, validate'.

Then click on save button. You can create an unlimited quantity of custom hooks, but try to use them only for this module, as they will be deleted if you uninstall the module.

Using hooks in templates anywhere

You can have 2 situations:

- 1) You already have an existing hook declaration in the template files of your theme. Then you don't have to do anything more, your FAQ list will appear in that place of your theme.
- 2) You wish to add your FAQ item in any other place of your theme. Then you should create a **custom** hook (see above), then add it to template file in your theme:
{hook h='accessBelow'}

Then clear Prestashop's cache.

```
{block name='product_list_header'}  
  <h1>{l s='List of products by brand'}  
  <div id="manufacturer-short_description">  
    <div id="manufacturer-description">  
      {hook h='accessBelow'}  
    </div>  
  </div>  
{/block}
```

Positioning on pages

Using hooks, you can show your list only on specific pages. Click on “Selected pages” and you’ll see a list of variants:

Where to display hook ☐ All pages
☒ Selected pages

Products ☒ No products
☐ All products
☐ Selected products

Categories ☒ No product categories
☐ All product categories
☐ Selected product categories

Cms pages ☒ No CMS pages
☐ All CMS pages (and cms categories)
☐ Selected CMS pages

Pages except products, categories and cms pages ☒ No exceptive pages
☐ All exceptive pages
☐ Select special pages

E.g. only on **products** pages, belonging to selected categories.

Where to display hook ☐ All pages
☒ Selected pages

Products ☐ No products
☐ All products
☒ Selected products

Select products ☒ By categories

☒ Check All ☐ Uncheck All

☐ Home

☐ Clothes

☐ Accessories

☒ Art

You can also set special products to display this list on, inserting their ids:

☒ By product ids

Insert product id and click "OK" (Do NOT press Enter!) Then continue to add new products


Today is a good day Framed poster (id: 5) 

Pack Mug + Framed poster (id: 15) 

As for display on category and CMS pages, the mechanism is the same:

Categories ☐ No product categories
☐ All product categories
☒ Selected product categories


Insert category id and click "OK" (Do NOT press Enter!) Then continue to add new categories


Stationery (id: 7) 

Home Accessories (id: 8) 

Cms pages ☐ No CMS pages
☐ All CMS pages (and cms categories)
☒ Selected CMS pages

Insert CMS page id and click "OK" (Do NOT press Enter!) Then continue to add new pages

Delivery (id: 1) 

Secure payment (id: 5) 

You can display your list either on all pages except products, categories and CMS pages,

- Pages except products, categories and cms pages**
- ☐ No exceptive pages
 - ☒ All exceptive pages
 - ☐ Select special pages

or select special ones from standard Prestashop's pages.

- Pages except products, categories and cms pages**
- ☐ No exceptive pages
 - ☐ All exceptive pages
 - ☒ Select special pages
 - ☐ My addresses (addresses)
 - ☐ Authentication (authentication)
 - ☒ Best Sales (best-sales)
 - ☐ Cart (cart)
 - ☒ Contacts page (contact)
 - ☐ My discount (discount)
 - ☐ History of orders (history)
 - ☐ My personal information (identity)
 - ☐ Home page (index)
 - ☒ Manufacturers (brands) page (manufacturer)
 - ☐ My account page (my-account)
 - ☒ New products (new-products)
 - ☐ Order page (order)
 - ☐ Order Confirmation (order-confirmation)
 - ☐ Order Follow (order-follow)
 - ☐ Credit Slip (order-slip)
 - ☐ 404 page (pagenotfound)
 - ☐ Prices Drop page (prices-drop)
 - ☐ Search results (search)
 - ☐ Suppliers page (supplier)

All those settings can be applied together with settings of display on selected languages:

Languages to display hook ☐ All languages
☒ Selected languages
☐ English (English)
☒ Français (French)
☐ Deutsch (German)

And you can display your list only with selected currencies:

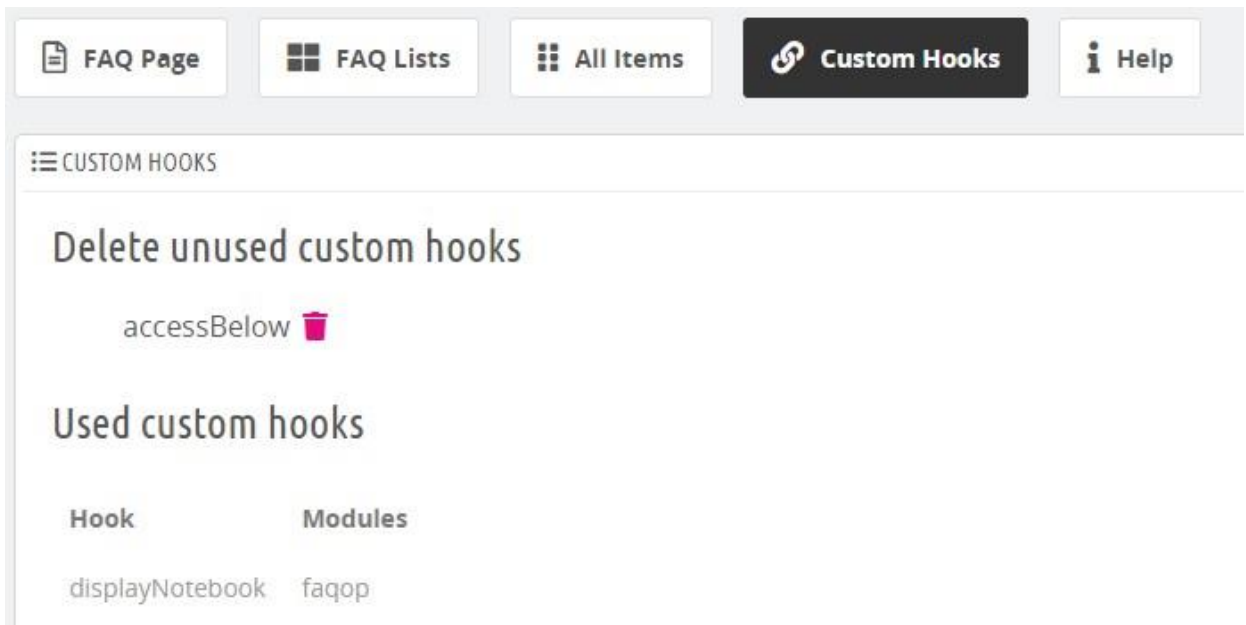
Currencies to display hook ☐ All currencies
☒ Selected currencies
☒ Euro
☐ US Dollar

Deleting custom hooks

You can create as many custom hooks as you wish to place your lists. And we've provided instruments to avoid negative effects of this possibility.

All custom hooks are deleted after this module's uninstall. We clean up the system after ourselves. So you shouldn't use custom hooks in other modules, because you'll lose them. It's done to avoid littering with too many unnecessary hooks in database.

You can also delete unused custom hooks by yourself from “Custom hooks” tab:



The screenshot shows a web interface for managing custom hooks. At the top, there is a navigation bar with five tabs: 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks' (which is active and highlighted in dark grey), and 'Help'. Below the navigation bar, the main content area is titled 'CUSTOM HOOKS'. It contains two sections: 'Delete unused custom hooks' and 'Used custom hooks'. In the 'Delete unused custom hooks' section, there is a single entry 'accessBelow' with a red trash icon to its right. The 'Used custom hooks' section contains a table with two columns: 'Hook' and 'Modules'.

Hook	Modules
displayNotebook	faqop

Positioning of several lists in one hook

To rule positions of your lists within one hook, first select in grid filter the necessary hook.

The screenshot shows the 'FAQ Lists' management interface. At the top, there are navigation tabs: 'FAQ Page', 'FAQ Lists' (active), 'All Items', 'Custom Hooks', and 'Help'. Below the tabs, the title 'LISTS OF FAQ ITEMS' is displayed. A search bar with 'Search by title' and a 'GO' button is present. To the right of the search bar are two dropdown menus, both currently set to 'All'. A 'Clear filters' button is also visible. The main table has columns: 'Title', 'Status', 'Hook', 'Position', and 'Action'. The 'Hook' column is currently empty. A dropdown menu is open over the 'Hook' column, showing options: 'Begin typing hook name', 'displayFooter' (highlighted), 'displayLeftColumn', 'displayProductExtraContent', 'Empty', and 'All'. The table contains five rows: 'Block 1' (Status: ✓), 'FAQ list for products' (Status: ✗), 'FAQ list Art Category' (Status: ✓), 'Block 3' (Status: ✓), and 'Block 2' (Status: ✓). At the bottom left, there is a 'Bulk actions' dropdown. At the bottom right, there is a 'New list' button with a plus icon.

Then position arrows will appear:






The screenshot shows the same 'FAQ Lists' management interface, but now the 'Hook' dropdown is set to 'displayFooter'. The 'Hook' column in the table now contains the value 'displayFooter' for all three visible rows. The 'Position' column now shows arrows (↕) next to the position numbers (0, 1, 2), indicating that the lists can be reordered. The table now shows three rows: 'Block 1' (Status: ✓, Position: 0), 'Block 3' (Status: ✓, Position: 1), and 'Block 2' (Status: ✓, Position: 2). The 'Bulk actions' dropdown and 'New list' button remain at the bottom.

Drag and drop lines to change positions within one hook.

To position your list in a hook in relation to other modules, go to Design->Positions and move this module there:

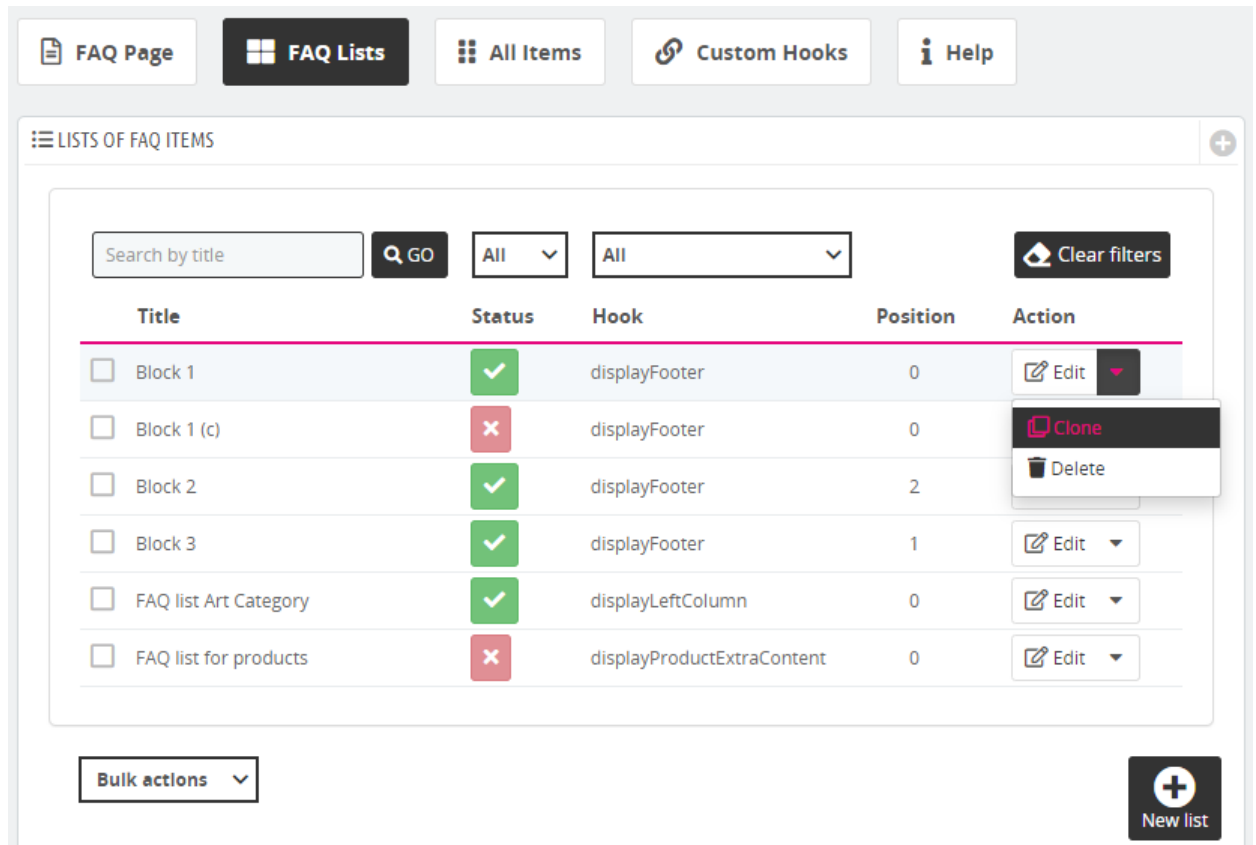
displayFooter

This hook displays new blocks in the footer

<input type="checkbox"/>		Link List - v3.2.0	Adds a block with several links.
<input type="checkbox"/>		My Account block - v3.1.1	Enrich your stats, add a registration progress tab to a
<input type="checkbox"/>		Contact information - v3.3.0	Allows you to display additional information about yo
 <input type="checkbox"/>		Google-Friendly FAQ Pages and Lists With Schema Markup - v3.0.17	Use Schema Markup to easily create a Google-friendl use shortcode and standard or custom hooks to plac

Duplicate lists

You can duplicate FAQ lists with all the settings. Just click on “Clone” in dropdown menu of the main grid. It’s created with inactive status by default.



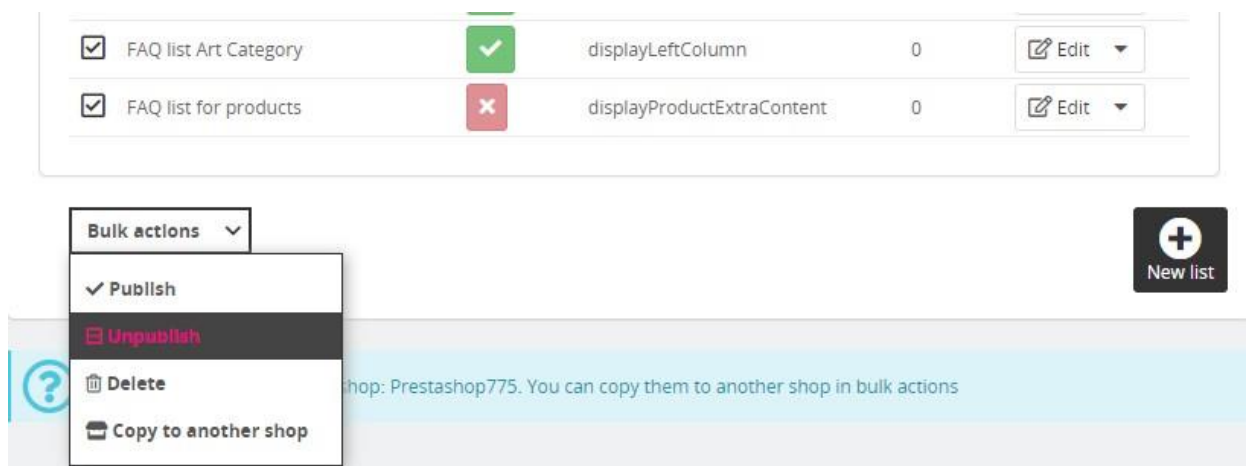
The screenshot shows the 'FAQ Lists' management interface. At the top, there are navigation tabs: 'FAQ Page', 'FAQ Lists' (active), 'All Items', 'Custom Hooks', and 'Help'. Below the tabs is a header 'LISTS OF FAQ ITEMS' with a search bar and filters. The main table has columns: Title, Status, Hook, Position, and Action. The table contains six rows of FAQ lists. The 'Action' column for 'Block 1 (c)' shows a dropdown menu with 'Clone' and 'Delete' options.

Title	Status	Hook	Position	Action
<input type="checkbox"/> Block 1	✓	displayFooter	0	Edit
<input type="checkbox"/> Block 1 (c)	✗	displayFooter	0	Clone Delete
<input type="checkbox"/> Block 2	✓	displayFooter	2	Edit
<input type="checkbox"/> Block 3	✓	displayFooter	1	Edit
<input type="checkbox"/> FAQ list Art Category	✓	displayLeftColumn	0	Edit
<input type="checkbox"/> FAQ list for products	✗	displayProductExtraContent	0	Edit

At the bottom, there is a 'Bulk actions' dropdown and a 'New list' button.

Bulk actions

Check the lists that you want to apply bulk actions to. Then choose the necessary bulk action in dropdown list. Publish, unpublish, delete and even copy to another shop.



The screenshot shows the 'FAQ Lists' management interface with two lists selected: 'FAQ list Art Category' and 'FAQ list for products'. The 'Bulk actions' dropdown is open, showing options: 'Publish', 'Unpublish', 'Delete', and 'Copy to another shop'. The 'Unpublish' option is highlighted. A 'New list' button is visible in the bottom right corner.

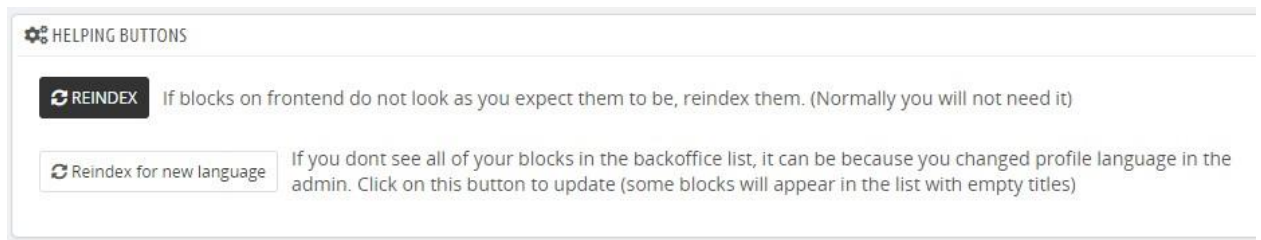
Title	Status	Hook	Position	Action
<input checked="" type="checkbox"/> FAQ list Art Category	✓	displayLeftColumn	0	Edit
<input checked="" type="checkbox"/> FAQ list for products	✗	displayProductExtraContent	0	Edit

Bulk actions dropdown menu:

- ✓ Publish
- Unpublish
- Delete
- Copy to another shop

Reindex

In “Instructions” tab there are two helping buttons if something goes wrong.



Normally it's supposed that you will never have necessity to use them.

This buttons are on emergency occasion.

Use “Reindex” if you see that your lists' frontend is not as it should be.

Use “Reindex for new language” if your changed profile's language and your lists don't have content in that language.

Information for developers (Prestashop versions less than 1.7.0):

if shortcode doesn't work, check overrides of those files in global override folder:

- override/controllers/front/CmsController.php
- override/controllers/front/ProductController.php
- override/controllers/front/CategoryController.php (Prestashop 1.6 only)

If any of those files were previously overridden by another module, you should manually override them. Go to modules/faqop/override, find those files there, copy initContent() method from a file and insert it in the file in global override folder. If initContent() method is already overridden, think about how you can combine two overrides in one method.

Overrides are not used for Prestashop versions later than 1.7.1.