

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 shows the 'General Settings' tab selected in the top navigation bar. Below it, there are two main sections: 'Question' and 'Answer'. The 'Question' section contains the text 'What is a FAQ item?'. The 'Answer' section contains the text 'A FAQ item is a single pair of question-answer.' followed by a detailed explanation: '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 this item.'

Below these sections, there is a 'Title (optional)' field containing 'What is a FAQ item?' and a note: '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)

The screenshot shows the 'All Items' tab selected in a navigation bar. Below it is a search bar with 'Search by title' and a 'GO' button. A table lists four FAQ items with columns for Title, Id, and Action. Each item has a checkbox next to its title. The 'Action' column contains a 'Edit' button with a dropdown arrow. At the bottom are 'Delete selected Items' and 'New item' buttons.

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 ▾

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

The screenshot shows the 'Styles' tab selected in a navigation bar. It includes sections for 'General Settings', 'Styles' (selected), and 'Bind to Lists'. Under 'CSS classes', there are three sections: 'Individual CSS class for the whole item' (containing 'item-1'), 'Individual CSS class for question' (empty), and 'Individual CSS class for answer' (empty). Each section has a descriptive note below it about class naming rules.

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

The screenshot shows a user interface for managing item bindings. At the top, there are three tabs: 'General Settings', 'Styles', and 'Bind to Lists'. The 'Bind to Lists' tab is currently selected, indicated by a dark background and white text.

ITEM BELONGS TO PAGE:

Item Belongs To Page: YES NO

ITEM BELONGS TO LISTS:

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

Action Buttons:

-
-
-

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.

This page's settings belong to shop: Prestashop775

CONFIGURE

Edit page settings

Pages enabled for all shops

MULTISTORE:

Export page settings to other shops



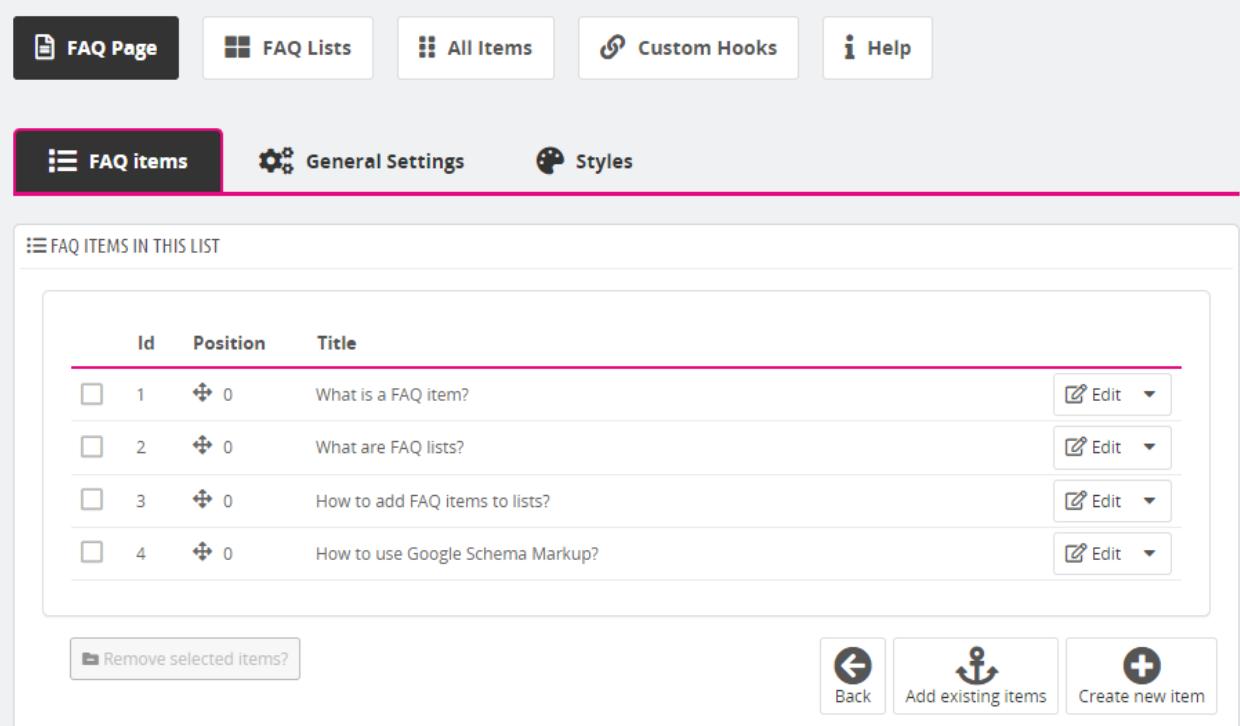
COPY PAGE SETTINGS TO SHOPS:

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”.

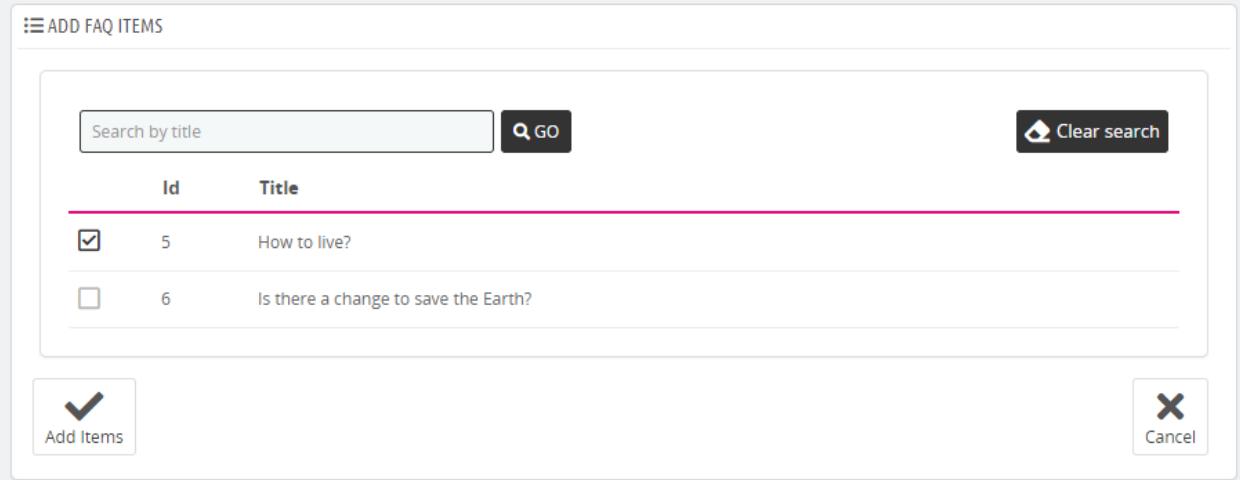


The screenshot shows a list of FAQ items with the following details:

ID	Position	Title	Action
1	0	What is a FAQ item?	Edit
2	0	What are FAQ lists?	Edit
3	0	How to add FAQ items to lists?	Edit
4	0	How to use Google Schema Markup?	Edit

Buttons at the bottom include "Remove selected items?", "Back", "Add existing items", and "Create new item".

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



The screenshot shows a search interface for adding existing FAQ items:

Search by title: GO Clear search

ID	Title
5	How to live?
6	Is there a chance to save the Earth?

Buttons at the bottom include "Add Items" and "Cancel".

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' tab selected in a navigation bar. The main section is titled 'GENERAL SETTINGS'. It contains three pairs of 'Show [setting]' buttons ('markup', 'title', 'description') with 'YES' being the active state. Each setting has a corresponding input field and a language dropdown (set to 'en'). At the bottom right are 'Cancel' and 'Save & Stay' buttons.

Show markup	YES	NO
Title	Frequently Asked Questions	en ▾
Show title	YES	NO
Description	FAQ is an acronym for Frequently Asked Questions. It is also sometimes used as the singular Freq	en ▾
Show description	YES	NO

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' tab selected in a plugin's configuration interface. The top navigation bar includes links for 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks', and 'Help'. Below the navigation, tabs for 'FAQ items', 'General Settings', and 'Styles' are visible, with 'Styles' being the active tab. The 'Styles' tab contains two main sections: 'DISPLAY SETTINGS' and 'TAGS AND CLASSES'.

DISPLAY SETTINGS

Accordion: None

TAGS AND CLASSES

Tag for the whole block: div

CSS class for the whole block: (empty input field)

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: h2

CSS class for title: (empty input field)

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 all FAQ items wrapper: div

CSS class for all FAQ items wrapper: (empty input field)

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

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.

Title	Status	Hook	Position	Markup	Pages	Languages	Currencies	Shortcode	Action
Block 1	✓	displayFooter	0	Yes	All	All	All	{opfaqblock:1}	<button>Edit</button>
Block 2	✓	displayFooter	0	Yes	All	All	All	{opfaqblock:2}	<button>Edit</button>
Block 3	✓	displayFooter	0	Yes	All	All	All	{opfaqblock:5}	<button>Edit</button>
FAQ list Art Category	✓	displayLeftColumn	0	Yes	Selected	All	All	{opfaqblock:4}	<button>Edit</button>
FAQ list for products	✗	displayProductExtraContent	0	Yes	Selected	All	All	{opfaqblock:3}	<button>Edit</button>

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.

The screenshot shows the 'General Settings' tab selected in the top navigation bar. Under 'GENERAL SETTINGS', there are three main configuration options: 'Enabled' (set to 'YES'), 'Show markup' (set to 'YES'), and 'Title' (set to 'Block 1'). Below these, there is a 'Show title' option (set to 'NO'). In the bottom right corner of this section, there are 'Cancel' and 'Save & Stay' buttons. The 'Save & Stay' button is highlighted in pink.

Below the general settings is a 'SHORTCODE' section. It displays the shortcode '{opfaqblock:1}' and provides instructions: 'Insert this shortcode directly into content of:' followed by a bulleted list: 'CMS pages', 'Product description and summary', and 'Category description'. There is also a 'Save' button in the bottom right corner of this section.

Shortcodes

Shortcodes are used to include your FAQ list into the contents that you edit in the admin panel. Here's where you can insert shortcodes:

- CMS pages
- product description and summary
- category description

Just copy shortcode from the list's "General settings" and insert into your content:

The screenshot shows a WordPress editor with the 'Description' tab selected. The content area contains a paragraph about an Arabia Moomin seasonal mug, followed by two shortcodes: '{opfaqblock:12}' and '{opfaqblock:8}'. Below the editor, a note states: 'New products of the Moomin Seasonals collection are released twice a year and they are available for a limited time only. First pieces of Arabia's Moomin tableware came out already in the 1950s, and the large-scale production began in 1990. All the illustrations are done by Tove Slotte who draws inspiration from the original drawings by Tove Jansson. The form of the collection comes from Arabia's timeless, ceramic Teema tableware designed by Kaj Franck.'

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

The screenshot shows the 'FAQ Lists' tab selected in a top navigation bar. Below it, the 'Hook Settings' tab is highlighted with a pink border. The main area contains the following fields:

- Hook:** A text input field containing 'displayFooter'. To its right is a small icon with a pink arrow pointing up.
- Code for smarty templates:** A text input field containing '{hook h='displayFooter'}'.
- Select hook:** A dropdown menu showing 'displayFooter'.
- Or create your custom hook:** A link.
- Position:** An input field containing '0'. Below it is a note: '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:** Radio buttons for 'All pages' (selected) and 'Selected pages'.
- Languages to display hook:** Radio buttons for 'All languages' (selected) and 'Selected languages'.
- Currencies to display hook:** Radio buttons for 'All currencies' (selected) and '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 header with a pencil icon and the text 'HOOK SETTINGS'. Below it, there are two input fields: 'Hook' containing 'displayFooter' and 'Position' containing 'displayTop'. A dropdown menu titled 'Select hook' is open, showing a list of available hooks: 'displayFooter', 'displayRightColumn', 'displayRightColumnProduct', 'displaySearch', 'displayShoppingCart', 'displayShoppingCartFooter', 'displayTop' (which is highlighted with a blue background), 'displayTopColumn', and 'displayWrapperBottom'. To the right of the dropdown, a small note reads: 'on in common he last automa'.

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. At the top, there is a header with a pencil icon and the text 'HOOK SETTINGS'. Below it, there is a single input field 'Hook' which is empty. A dropdown menu titled 'Select hook' is open. Below the dropdown, there is a section titled 'Or create your custom hook' with a text input field containing 'accessBelow' and a black 'ADD' button. Below the input field, there is a note: 'Write your custom hook name and click "ADD" button (Do NOT press Enter!)'. Underneath that, it says 'Symbols allowed only: [a-zA-Z0-9_-]' and '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'}  
{/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

2d

OK

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

OK

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

OK

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 user interface for managing custom hooks. At the top, there is a navigation bar with five items: 'FAQ Page', 'FAQ Lists', 'All Items', 'Custom Hooks' (which is highlighted in black), and 'Help'. Below the navigation bar, the title 'CUSTOM HOOKS' is displayed. Underneath the title, the heading 'Delete unused custom hooks' is shown, followed by the text 'accessBelow' and a trash can icon. The next section is titled 'Used custom hooks', which contains a table. The table has two columns: 'Hook' and 'Modules'. There is one entry: 'displayNotebook' under 'Hook' and 'faqop' under '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' section of a web application. At the top, there are navigation tabs: 'FAQ Page', 'FAQ Lists' (which is active), 'All Items', 'Custom Hooks', and 'Help'. Below the tabs is a search bar with placeholder 'Search by title' and a 'GO' button. To the right of the search bar are two dropdown menus: 'Status' set to 'All' and 'Hook' set to 'All'. A 'Clear filters' button is located to the right of the 'Hook' dropdown. The main area is titled 'LISTS OF FAQ ITEMS' and contains a table with columns: 'Title', 'Status', 'Hook' (dropdown menu), 'Position' (numbered 0, 1, 2), and 'Action' (edit dropdown). The 'Hook' column dropdown is currently open, showing options: 'displayFooter', 'displayLeftColumn', 'displayProductExtraContent', 'Empty', and 'All'. The table rows represent five items: 'Block 1' (status checked, position 0), 'FAQ list for products' (status crossed out, position 0), 'FAQ list Art Category' (status checked, position 0), 'Block 3' (status checked, position 1), and 'Block 2' (status checked, position 2). At the bottom left is a 'Bulk actions' dropdown, and at the bottom right is a 'New list' button.

Then position arrows will appear:

This screenshot shows the same 'FAQ Lists' section after selecting the 'displayFooter' hook from the grid filter. The 'Hook' column in the table now includes small drag-and-drop handles at the top and bottom of each row, indicating that the position can be changed by dragging the row. The rest of the interface is identical to the previous screenshot, with the 'Custom Hooks' dropdown open and the 'displayFooter' option selected.

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 checked="" 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 a grid of FAQ items with columns for Title, Status, Hook, Position, and Action. A context menu is open over the second item, listing 'Edit', 'Clone' (highlighted in pink), and 'Delete'. The 'Clone' option is the third item in the list.

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

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 a grid of FAQ items with two items selected. A context menu is open, listing 'Publish' (highlighted in pink), 'Unpublish', 'Delete', and 'Copy to another shop'.

<input checked="" type="checkbox"/> FAQ list Art Category	✓	displayLeftColumn	0	<input type="button" value="Edit"/>
<input checked="" type="checkbox"/> FAQ list for products	✗	displayProductExtraContent	0	<input type="button" value="Edit"/>

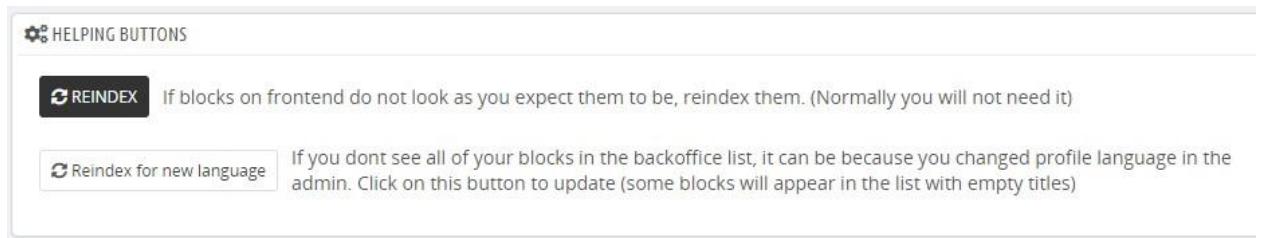
Bulk actions

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

New list

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.