



Smart FAQ User Guide

PrestaShop module · Compatible with PrestaShop 1.7, 8 and 9

Answer questions where they matter — and earn rich snippets

Smart FAQ lets you build flexible FAQ groups and attach them anywhere: products, categories, brands, the home page, the footer, CMS pages or a standalone FAQ page. Each question can collect ratings, helpful votes and customer comments, and the module outputs schema.org `FAQPage` structured data so Google can show your answers as rich snippets. No coding, no theme edits.

1. Installation

1. In the back office go to **Modules → Module Manager → Upload a module** and select the module ZIP.
2. Once installed, open the new **Smart FAQ** menu — it has *FAQ groups*, *User questions* and *Settings*.

Updates are automatic. They are tied to your domain — no licence key to enter. Development domains (`.local` , `.test` , `localhost`) are always allowed. When a new version is available it is shown right inside the module.

2. Configuration — step by step

Open **Smart FAQ → Settings** for the global options, then build your content under **FAQ groups** and review incoming **User questions**.

Smart FAQ — settings

The Settings screen holds the store-wide defaults. It is grouped into three sections.

- **General**

- **Moderate customer questions** — when on, new questions submitted by customers stay hidden until you approve them.
- **SEO structured data** — outputs schema.org `FAQPage` JSON-LD so your answers can appear as rich snippets in search results.
- **Default display for new groups** — *Accordion*, *Open list* or *Grid*; the layout pre-selected when you create a new group.
- **Product FAQ tab title** — the label of the FAQ tab on product pages (default `FAQ`).

- **Standalone FAQ page**

- **Enable a standalone FAQ page** — publishes your "Standalone FAQ page" groups at a dedicated URL.
- **Page URL slug** — the address of that page (default `faq`). It is also reachable via the module controller; reserved words and slugs already used by a CMS page or category are flagged.

- **Customer questions & anti-spam**

- **Only logged-in customers can ask** — restricts the "ask a question" form to signed-in customers.
- **Only logged-in customers can vote and rate** — guests then see ratings read-only but cannot vote helpful or give stars.
- **Require privacy consent (GDPR)** — shows a consent checkbox on the question and comment forms.
- **Notification email (new questions)** — address that receives an alert when a customer submits a question.
- **Anti-spam on ask form** — *None*, *Simple math (2+4)*, *Browser check (anti-bot)* or *Google reCAPTCHA*. With reCAPTCHA you also enter the **site key** and **secret key**.

⚙️ General

Moderate customer questions On
New questions stay hidden until you approve them.

SEO structured data On
Output schema.org FAQPage for rich snippets.

Default display for new groups

Product FAQ tab title

📄 Standalone FAQ page

Enable a standalone FAQ page On
Shows your "Standalone FAQ page" groups at a dedicated URL.

🛡️ Customer questions & anti-spam

Only logged-in customers can ask On

Only logged-in customers can vote and rate On
Guests will see ratings read-only but cannot vote helpful or give stars.

Require privacy consent (GDPR) On
Shows a consent checkbox on the question and comment forms.

Notification email (new questions)

Anti-spam on ask form

Smart FAQ — settings

Creating FAQ groups

A **group** is a block of questions plus where and how it appears. Go to **Smart FAQ → FAQ groups** and click *Add new*.

- **Type** — choose where the group lives: *Home page, Product, Category, Brand, CMS page, Footer* or *Standalone FAQ page*.
- **Placement** — for each type you pick the exact spot, e.g. on a product it can be the *Product tab, Below product* or *Product additional info*; on a category/brand the footer, left or right column; on the home page the main content, top or footer.
- **Targets** — for product, category, brand or CMS types you assign the specific products, categories, brands or CMS pages the group applies to (products also support global / by category / by brand assignment).
- **Layout** — display as accordion, open list or grid, number of columns, optional search box, group title, "open first item", and an accent colour.
- **Interaction** — per group you can allow star *ratings, helpful votes, comments* (inline) and let customers *ask new questions*.

Adding questions & answers

Inside a group, add your **questions and answers**. Each entry has a question, a rich-text answer, an on/off state and a position.

- **Ordering** — drag or set the position to control the order shown to visitors.
- **Customer questions** — if the group allows it, visitors submit their own questions from the front office. They appear under **Smart FAQ → User questions**, where you approve, answer and publish them (or they stay hidden until approved, if moderation is on).
- **Ratings & comments** — stars, helpful votes and comments are collected per question and shown according to the group's settings. Comments can be moderated before they appear.

3. Check that it works

- Create a group of type *Home page* with a couple of questions, open your shop home page and confirm it renders.
- Attach a *Product* group to a product, open that product page and check the FAQ tab/block appears.
- If ratings or comments are enabled on the group, rate a question or post a comment from the front office and confirm it is recorded.
- With **SEO structured data** on, view the page source and look for `<script type="application/ld+json">` containing `FAQPage`, or paste the URL into Google's *Rich Results Test*.

4. FAQ

Where can FAQs appear?

On products, categories, brands, CMS pages, the home page, the footer, and on a dedicated standalone FAQ page — each with its own placement options.

Does it add SEO structured data?

Yes. With **SEO structured data** enabled it outputs `schema.org FAQPage` JSON-LD so your answers can qualify for rich snippets.

Are ratings and comments optional?

Yes. Ratings, helpful votes, comments and customer questions are switched on per group, so you decide which features each FAQ block uses.

How do I stop spam questions?

Use moderation to approve questions before they show, restrict asking/voting to logged-in customers, and enable an anti-spam method (simple math, browser check or reCAPTCHA) on the ask form.