

# Rich FAQ Module

## Documentation



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Compatible for: Prestashop 1.7.2 and +

13/02/2020	v1	Initial documentation
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## Summary

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## Presentation

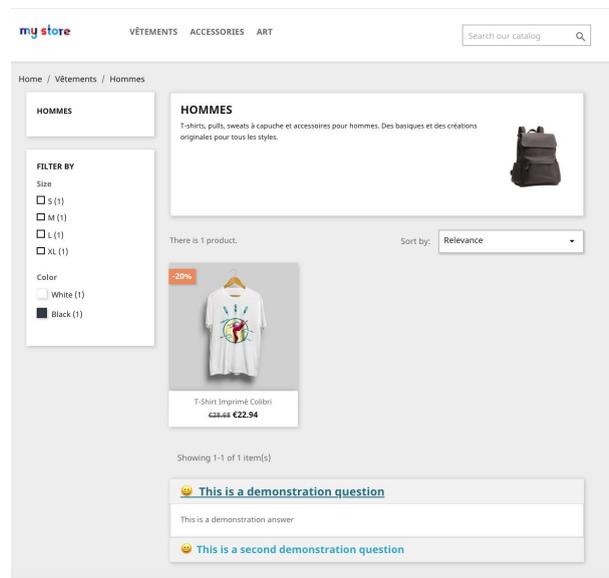
Add Rich FAQs on Google search results to attract more visitors.

Structured data helps increase a site's visibility

Here is an example of an enriched result for a frequently asked questions page:



- Example of rich snippet Rich FAQ -

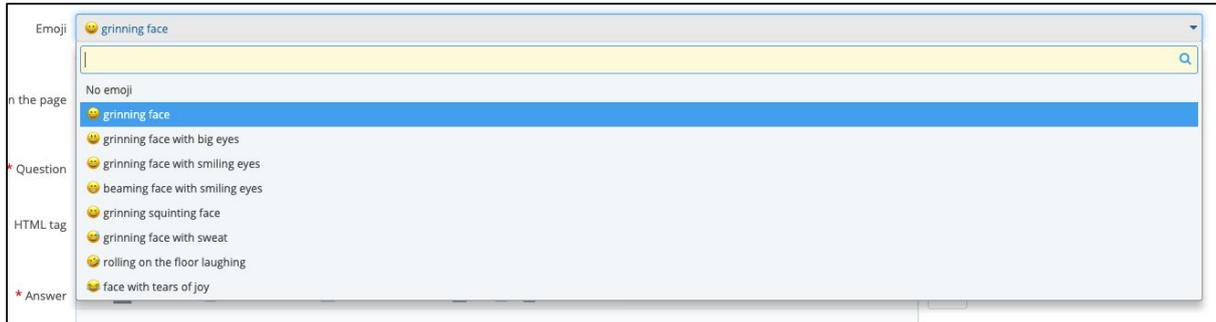


- Example of rendering on a page Category -

The enriched "Frequently Asked Questions" results are available in all countries and languages where Google search is used. This feature is available on desktops and mobile devices.

Create a list of questions for a CMS page, category, or another page of your site using a custom hook.

Add or not an emoji on your question lists.



- Example of emoji available -

The module takes into account the multilingual aspect of your site.

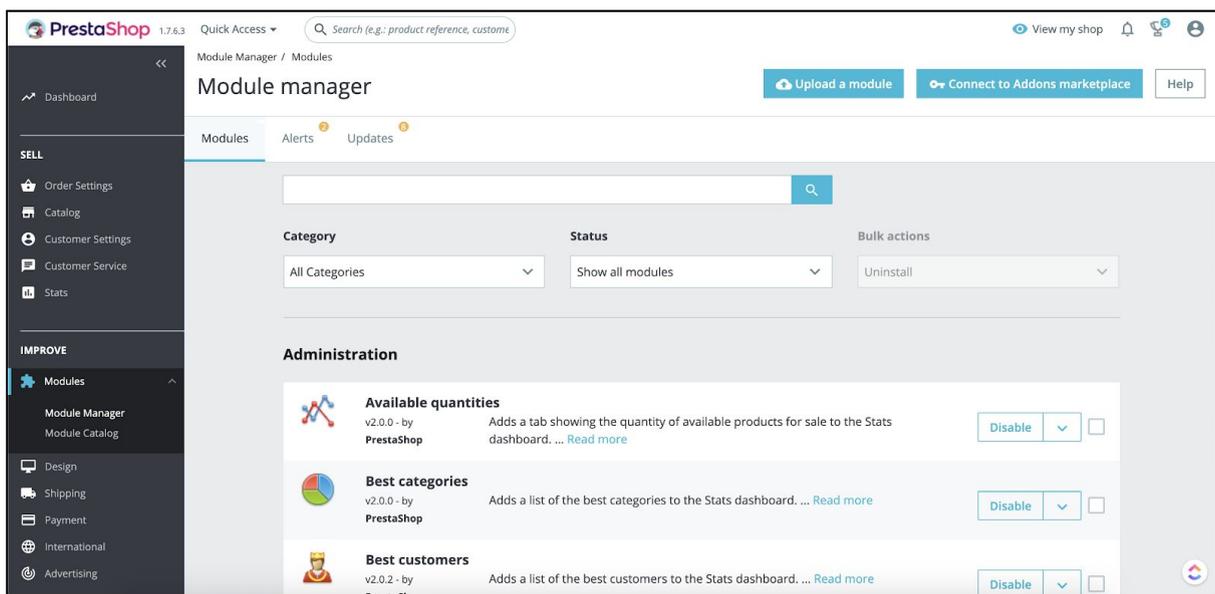
## Installation of the module

Install the module from the PrestaShop Back Office or with FTP access.

**Check beforehand with your host that your `"/modules/"` directory has the right rights (writing) for loading files.**

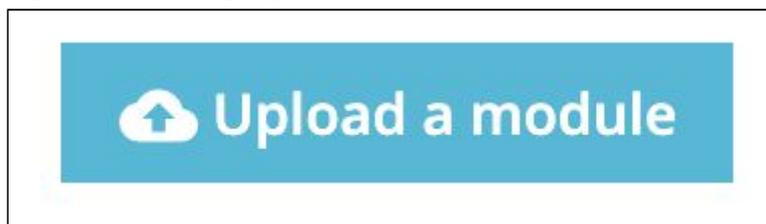
### From the back office

In the PrestaShop BackOffice, navigate in the menu "Modules>Modules Catalog".



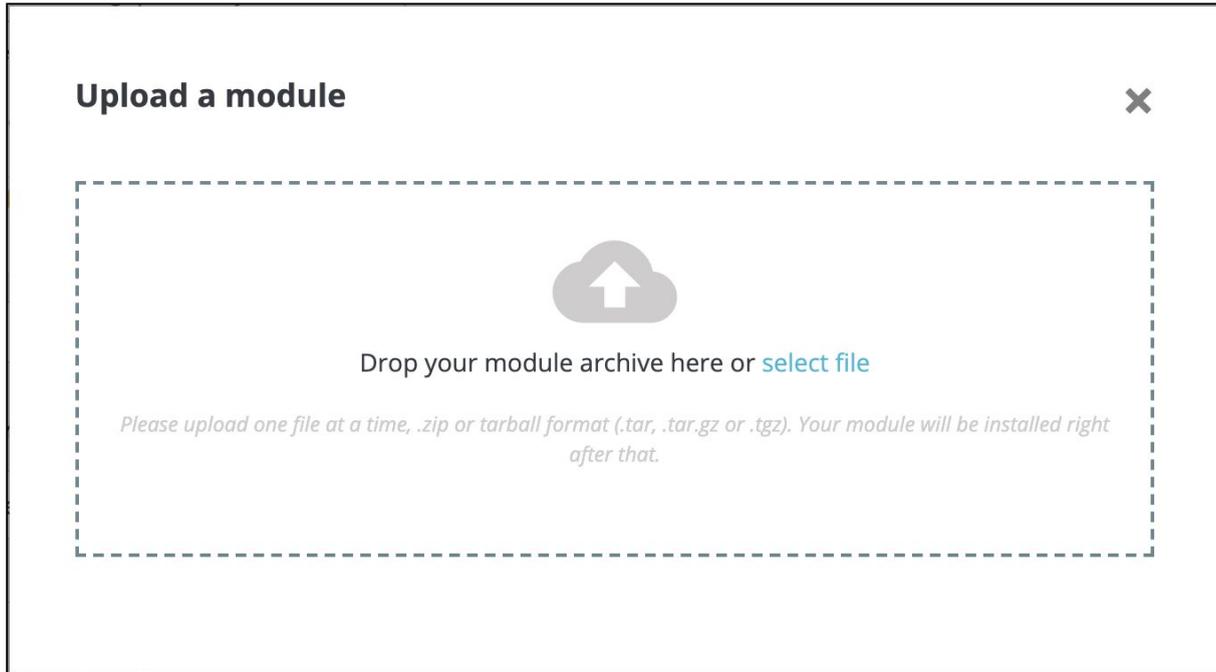
– PrestaShop's back office –

On the page that opens, on the top right, click on "Install a module".



- Prestashop's back office. Module import button -

The form to add a module appears in a popup:



The screenshot shows a modal window titled "Upload a module" with a close button (X) in the top right corner. Inside the modal, there is a dashed rectangular box containing a cloud icon with an upward arrow. Below the icon, the text reads: "Drop your module archive here or [select file](#)". Underneath this, a smaller line of text says: "Please upload one file at a time, .zip or tarball format (.tar, .tar.gz or .tgz). Your module will be installed right after that."

- PrestaShop back office. Module import form -

Click on the "select file" button and select or drag the module archive from your computer.

## From an FTP access

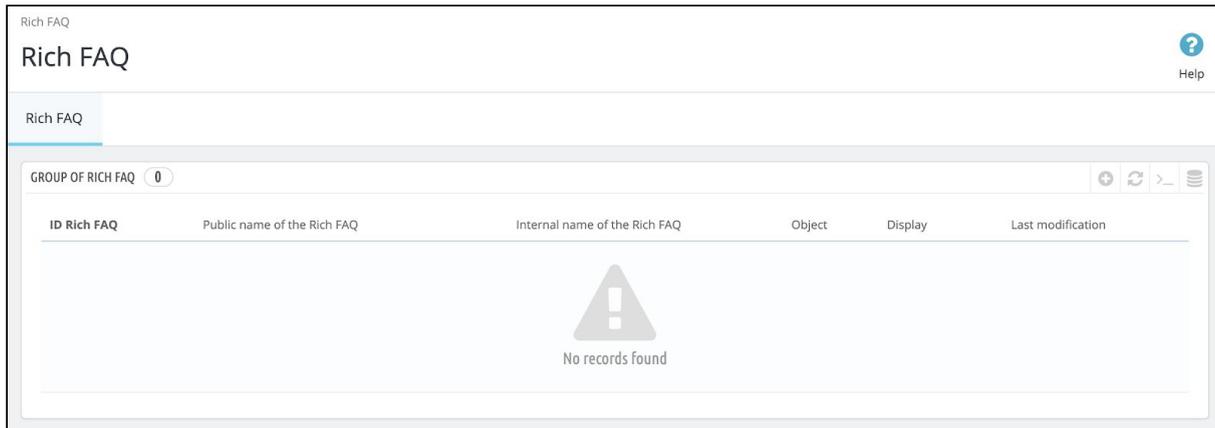
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Uncompress the archive on your computer and drop the module folder in the `"/modules/"` directory of your site.

## Using the module

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In order to access the form for creating lists of questions, please go to the left side of your back-office "Catalogue > Rich FAQ".

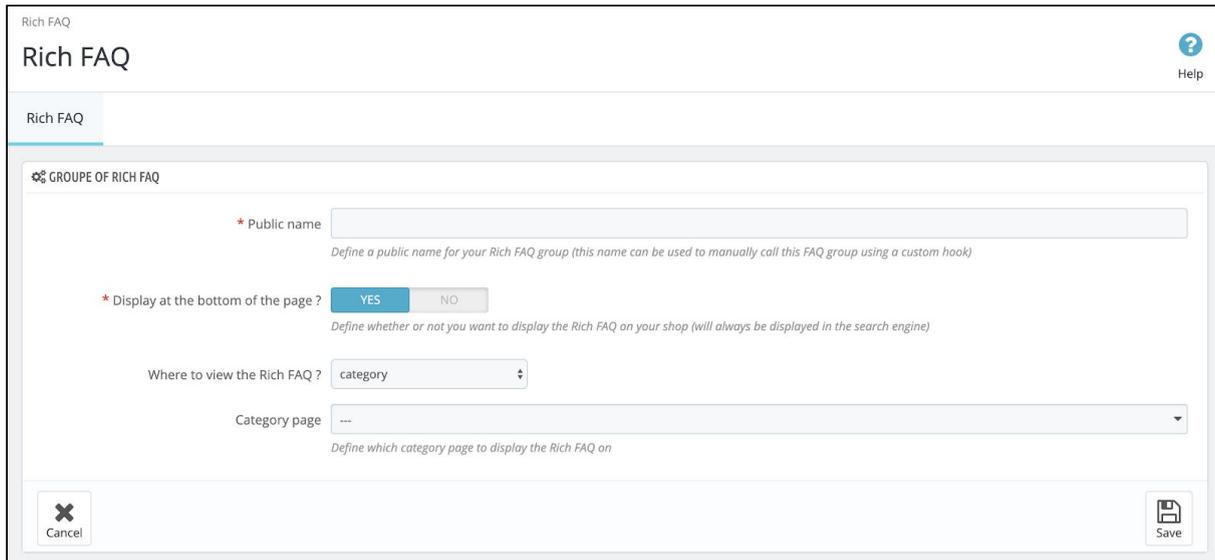


- PrestaShop back office. Question list management interface -

From this interface, you can add / modify / delete a list of questions.

## Creating a list of questions

To create a list of questions, go to the module management interface and click on the "+" button located on the top right. This will take you to the following interface.



The screenshot shows the 'Rich FAQ' configuration form in the PrestaShop back office. The form includes the following fields and options:

- Public name:** A text input field with a placeholder and a help text: "Define a public name for your Rich FAQ group (this name can be used to manually call this FAQ group using a custom hook)".
- Display at the bottom of the page?:** A radio button group with 'YES' (selected) and 'NO' options. Help text: "Define whether or not you want to display the Rich FAQ on your shop (will always be displayed in the search engine)".
- Where to view the Rich FAQ?:** A dropdown menu currently set to 'category'.
- Category page:** A dropdown menu currently set to '---'. Help text: "Define which category page to display the Rich FAQ on".

At the bottom of the form, there are 'Cancel' and 'Save' buttons.

- PrestaShop back office. Interface to create a FAQ -

From this form, define on which page of your site you want to display your Rich FAQ :

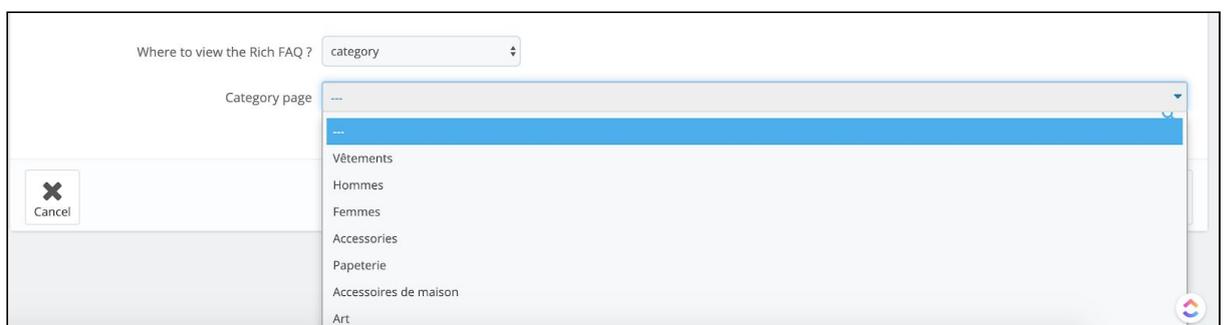
- A CMS page :



This screenshot shows the 'Where to view the Rich FAQ?' dropdown menu set to 'cms'. The 'CMS page' dropdown is open, displaying a list of CMS pages:

- 
- 
- Livraison
- Mentions légales
- Conditions d'utilisation
- A propos
- Paiement sécurisé

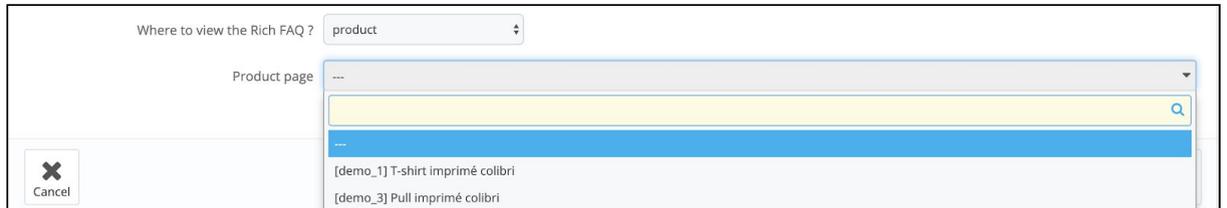
- One Category Page :



This screenshot shows the 'Where to view the Rich FAQ?' dropdown menu set to 'category'. The 'Category page' dropdown is open, displaying a list of categories:

- 
- 
- Vêtements
- Hommes
- Femmes
- Accessories
- Papeterie
- Accessoires de maison
- Art

- A product page : It is possible to make a search on the name of the product but also on its reference.



- An hook :  
You can choose to display a list of questions using a custom hook. This method allows you to display a list of questions anywhere on your site. However, it implies to manually add the hook call (see Using the hook type).

The field "Public name" is a common field for all choices, it is mandatory and allows you to define a name that makes it easier to find a list of questions.

You can, for example, define "Delivery" as a public name if you want to add the list of questions on the delivery cms page.

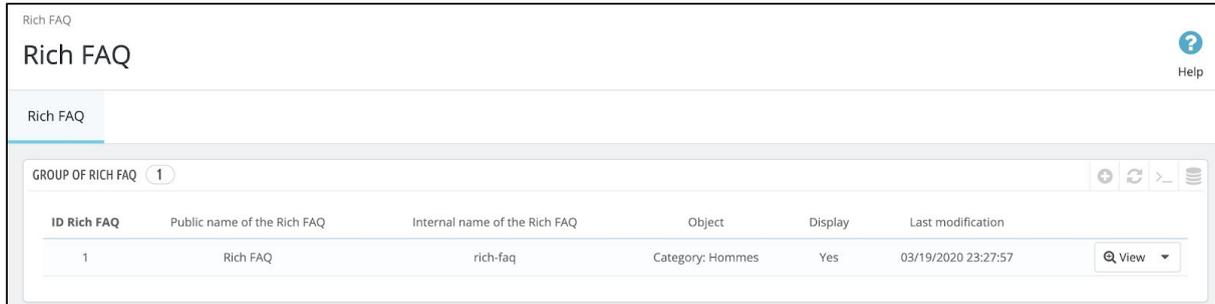
You also have the possibility to choose whether or not to display a list of questions on the page.

In case your page contains the content of your question list (for example in the category description), it is important not to display the question list in order to avoid duplicating the content.

**On category pages, faqs are only displayed on the first page of the list. From page 2 onwards, they no longer appear in order to optimize SEO.**

## Editing a list of questions

To modify a Rich FAQ, scroll down the suggestions field and click on "Modify".



Rich FAQ

Rich FAQ

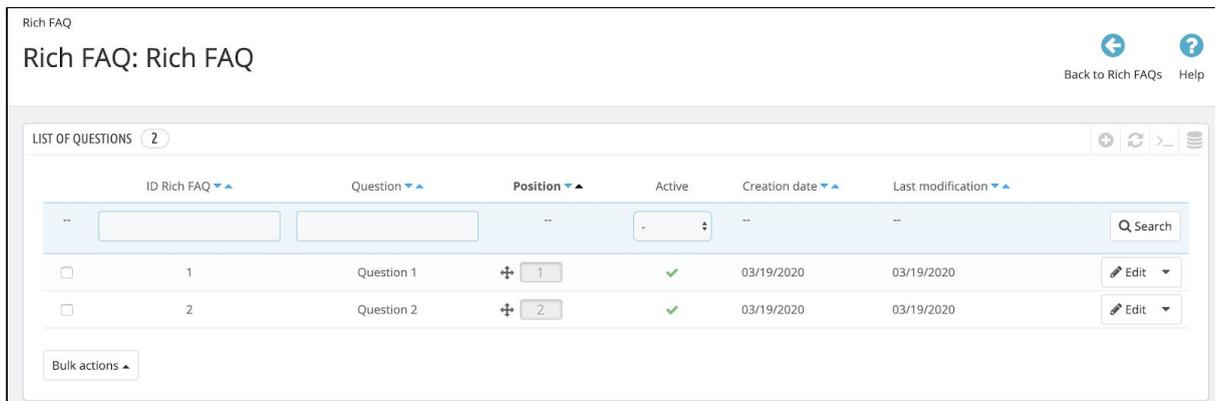
GROUP OF RICH FAQ (1)

ID Rich FAQ	Public name of the Rich FAQ	Internal name of the Rich FAQ	Object	Display	Last modification	
1	Rich FAQ	rich-faq	Category: Hommes	Yes	03/19/2020 23:27:57	View

- Interface to create a Rich FAQ -

## Question/Answer Management

After creating your Rich FAQ, add a list of Questions / Answers by clicking on the "View" button of the Rich FAQ in question.



Rich FAQ

Rich FAQ: Rich FAQ

LIST OF QUESTIONS (2)

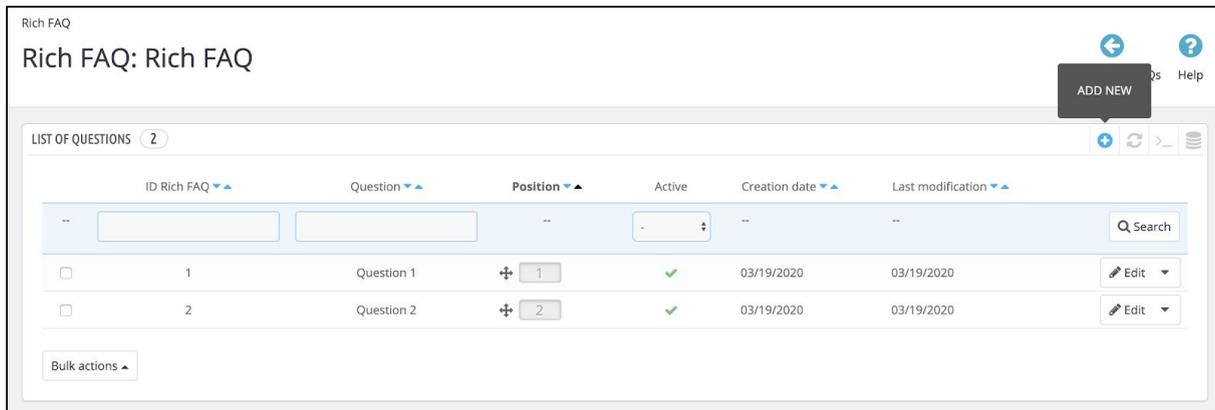
ID Rich FAQ	Question	Position	Active	Creation date	Last modification	
1	Question 1	1	✓	03/19/2020	03/19/2020	Edit
2	Question 2	2	✓	03/19/2020	03/19/2020	Edit

Bulk actions

- Questions / Answers management interface -

## Creating a Question / Answer

Add a Question / Answer by clicking on the "+" button in the top right corner.

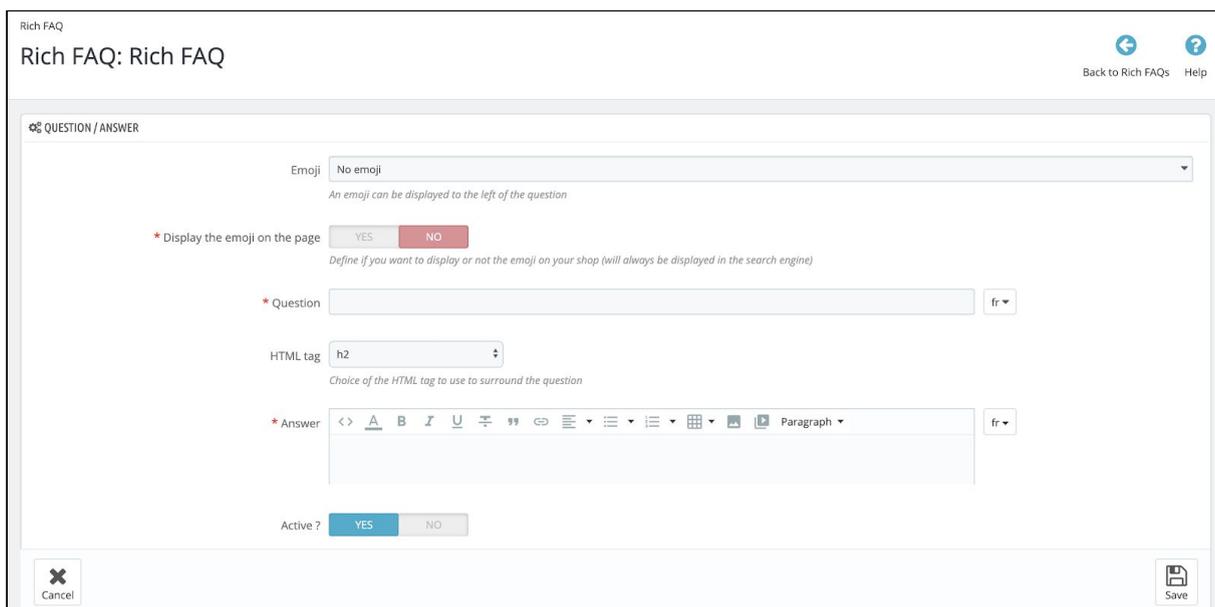


The screenshot shows the 'Rich FAQ: Rich FAQ' management interface. At the top right, there is a navigation bar with a back arrow, a question mark icon, and a 'Help' link. Below this is a dark 'ADD NEW' button. The main area is titled 'LIST OF QUESTIONS' with a count of 2. It features a table with columns for 'ID Rich FAQ', 'Question', 'Position', 'Active', 'Creation date', and 'Last modification'. The table contains two rows of data. Below the table is a 'Bulk actions' dropdown menu.

ID Rich FAQ	Question	Position	Active	Creation date	Last modification	
1	Question 1	1	✓	03/19/2020	03/19/2020	Edit
2	Question 2	2	✓	03/19/2020	03/19/2020	Edit

- Question/Answer creation interface - Add Button -

You will access the following interface:



The screenshot shows the 'QUESTION / ANSWER' creation form. It includes the following fields and options:

- Emoji:** A dropdown menu with 'No emoji' selected. Below it, a note states: 'An emoji can be displayed to the left of the question'.
- Display the emoji on the page:** Radio buttons for 'YES' and 'NO'. Below it, a note states: 'Define if you want to display or not the emoji on your shop (will always be displayed in the search engine)'.
- Question:** A text input field with a 'fr' language dropdown.
- HTML tag:** A dropdown menu with 'h2' selected. Below it, a note states: 'Choice of the HTML tag to use to surround the question'.
- Answer:** A rich text editor with a toolbar (bold, italic, underline, link, etc.) and a 'Paragraph' dropdown.
- Active?:** Radio buttons for 'YES' and 'NO'.

At the bottom left is a 'Cancel' button and at the bottom right is a 'Save' button.

- Interface for creating a Question / Answer -

You access a form to create a Question / Answer.

These fields take into account the multilingual aspect of your site.

## Reading information by Google

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After creating your Rich FAQ and Questions / Answers, these will be displayed on the selected page.

A JsonLd script is added to your page. Its purpose is to pass your Rich FAQ data to the Googlebot that will visit your page, allowing a Rich FAQ snippet to be displayed in a Google search (the appearance of the FAQ in search results depends solely on Google).

## Use of the hook type

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**Warning: This part requires you to modify the code of your theme. It is important that you are a developer or an advanced user.**

If you want to use a hook to display your Rich FAQ, you'll have to add the call in the TPL of the desired page.

The code to add is as follows:

```
{widget name="rocketrichfaq" faq="internal name of the faq"}
```

This code takes into account two parameters:

- The first one is the name of the "rocketrichfaq" widget, this parameter will always be the same.
- The second is the name of your Rich FAQ. It is created from the public name you defined. You can find the name of your Rich FAQ from the Rich FAQ management interface.

## Varied

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For information, here is the list of hooks used by the module:

- header: Allows you to add the script containing your lists of questions in the header of your site
- displayRocketFaqContent: Hook that can be used to call up your lists of questions at a specific location on your site.
- displayContentWrapperBottom: Default hook used to display the lists of questions.

From a performance point of view, this module uses cache management.