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How to Add FAQ Structured Data (Schema.org) to Your ShopFactory Pages and Products

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Overview

FAQ structured data helps search engines (Google, Bing) and AI engines (ChatGPT, Claude, Perplexity, Gemini) understand the questions and answers on your pages. This can result in rich FAQ snippets in search results and makes your content more likely to be cited by AI-powered search tools.

This article explains how to add FAQ structured data to any page or product in your ShopFactory shop using the text block editor. No template editing or coding experience is required.

How It Works

Instead of using JSON-LD (which requires a `<script>` tag), this method uses **microdata attributes** embedded directly in visible HTML content. This means:

- The FAQ content is visible to your visitors as regular page content
- Search engines and AI can read the structured data markup at the same time
- It works reliably in ShopFactory without any compatibility issues

Step-by-Step Instructions

This works on both regular pages (homepage, category/department pages) and product pages.

Adding FAQ to a Page

1. Open your website in ShopFactory
2. Navigate to the page where you want to add the FAQ section
3. Add a new **Text Block** (Content Block) to the page
4. In the text block editor, click the `<>` button in the toolbar to switch to **source code view**
5. Delete any existing content in the source code view
6. Paste the template code below
7. Replace the placeholder questions and answers with your own content
8. Click `<>` again to return to the visual editor and verify it looks correct
9. Save and publish your website

Adding FAQ to a Product

1. Open your website in ShopFactory
2. Navigate to the product you want to add FAQs to
3. In the product's description area, add a new **Text Block** (Content Block)
4. In the text block editor, click the **<>** button in the toolbar to switch to **source code view**
5. Delete any existing content in the source code view
6. Paste the template code below
7. Replace the placeholder questions and answers with product-specific Q&A
8. Click **<>** again to return to the visual editor and verify it looks correct
9. Save and publish your website

This is especially useful for product pages where you can answer common questions about that specific product, such as compatibility, specifications, or usage instructions.

Template Code

Copy and paste this code into the source code view of your text block. Replace the example questions and answers with your own:

```
<div class="column full">

<span itemscope="" itemType="https://schema.org/FAQPage">

<div itemscope="" itemType="https://schema.org/Question" itemprop="mainEntity">

<h3 itemprop="name">Question one</h3>

<div itemscope="" itemType="https://schema.org/Answer" itemprop="acceptedAnswer">

<div itemprop="text">Answer one</div>

</div>

</div>

<br>

<div itemscope="" itemType="https://schema.org/Question" itemprop="mainEntity">

<h3 itemprop="name">Question two</h3>

<div itemscope="" itemType="https://schema.org/Answer" itemprop="acceptedAnswer">

<div itemprop="text">Answer two</div>

</div>

</div>

<br>

<div itemscope="" itemType="https://schema.org/Question" itemprop="mainEntity">
```

```
<h3 itemprop="name">Question three</h3>

<div itemscope="" itemType="https://schema.org/Answer" itemprop="acceptedAnswer">

<div itemprop="text">Answer three</div>

</div>

</div>

</span>

</div>
```

Adding More Questions

To add additional questions, copy and paste the following block before the closing `</span>` tag. You can add as many questions as you need:

```
<br>

<div itemscope="" itemType="https://schema.org/Question" itemprop="mainEntity">

<h3 itemprop="name">Your question here</h3>

<div itemscope="" itemType="https://schema.org/Answer" itemprop="acceptedAnswer">

<div itemprop="text">Your answer here</div>

</div>

</div>
```

Customizing the Appearance

The styling of the questions (H3 headings) and answers is controlled by your ShopFactory template's CSS settings, so they will automatically match the look and feel of your website.

The answer text inside `itemprop="text"` supports standard HTML, so you can use `<strong>`, `<em>`, `<a href="...">`, and `<br>` tags within your answers.

Important: Do not remove or change any of the `itemscope`, `itemtype`, or `itemprop` attributes - these are the structured data markup that search engines read.

Validating Your FAQ Structured Data

After publishing, verify that your structured data is correctly detected:

1. Go to [Google's Rich Results Test](#)
2. Enter the URL of the page or product where you added the FAQ block
3. Click **Test URL**
4. Check that "FAQ" appears under "Detected structured data" with a green checkmark

Tips for Effective FAQ Content

- Write questions the way your customers would ask them

- Keep answers informative but concise
- Include relevant keywords naturally in both questions and answers
- Add at least 5-10 questions on your homepage for best results
- For product pages, focus on product-specific questions like specifications, compatibility, installation, and common use cases
- Focus on questions that highlight your unique selling points and expertise
- Update your FAQs regularly to keep them current

Good to Know

- ShopFactory already generates Product structured data (JSON-LD) automatically for all your product pages, covering product name, SKU, price, availability, and more
- FAQ structured data is especially valuable for your homepage, category pages, and key product pages
- You can add FAQ blocks to multiple pages and products - just make sure each has unique questions relevant to that specific page or product
- Changes typically appear in Google's search results within 2-4 weeks after publishing