

FAQ Page Checklist

Author : lauren-shufran

Categories : [FAQ Pages](#)

Your company's FAQ can be the difference between a frustrated site visitor, and one who experiences both great UX and clarity about your business. It can be the difference between a site exit and a conversion. It can be the difference between a wary visitor and one who is suddenly inspired to trust you. But it can make these differences only if it's done *well*. So to help ensure you rock your company's FAQ, here's our checklist of essential FAQ elements and best practices.

- ? The link to my FAQ is [impossible to miss](#) on my homepage
- ? The "Frequently Asked Questions" I offer are [questions I'm actually frequently asked](#)
- ? The [negative or difficult questions](#) my company receives are answered head-on in my FAQ
- ? My answers are short, to-the-point, and [conversational in tone](#)
- ? For questions that demand more detailed answers, I've [linked from my FAQ page](#) to dedicated pages for that information
- ? I [use multimedia](#) to answer questions where appropriate (video, infographics, etc)
- ? Where appropriate, I [consider conversions](#) in my FAQ answers by linking out to product pages, signup forms, etc
- ? The questions on my FAQ page are intuitively categorized and [easy to navigate](#)
- ? I have a [search feature](#) for my FAQ that is distinct from the search feature on the rest of my website
- ? My company's [contact details are prominently placed](#) on my FAQ page
- ? I give users the opportunity to [submit feedback](#) at the end of my FAQ answers
- ? My FAQs are living documents, which I [update regularly](#) based on prospect and customer

Zoho Academy

Learn to do business better.

<https://www.zoho.com/academy>

queries (via email, social media, support center calls, etc)