Magento 2 - FAQ

by KiwiCommerce

Overview

KiwiCommerce FAQ lets your team add helpful questions and formatted answers directly to individual Magento products and categories. Customers see a clear FAQ section with expandable answers and visible arrow icons.

- Create, edit, enable, disable and remove FAQs inside the product or category form.
- Write formatted answers with Magento's WYSIWYG editor in collapsible FAQ cards.
- Control titles, placement and accordion behavior separately for products and categories.
- Add global or store-specific FAQs, transfer content using CSV, and optionally generate FAQPagestructured data.

The workflow uses manual entry: there is no standalone FAQ grid, assignment selector or Sort Order field. FAQs appear in the order they were added.

Installation

Copy the supplied extension folder to **app/code/KiwiCommerce/FAQ**. From your Magento root directory, run:

```
php bin/magento module:enable
KiwiCommerce_FAQ php bin/magento
setup:upgrade php bin/magento cache:clean
```

For production deployments, follow your usual maintenance and database backup process. Compile dependency injection and deploy static content for your actual store locales and themes:

```
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy en_US
php bin/magento cache:clean
```

Where Will It Appear in Admin Panel?

- **Product FAQs:** Catalog > Products > Edit a product > Product FAQs
- **Category FAQs:** Catalog > Categories > Select a category > Category FAQs
- **Settings and CSV tools:** Stores > Configuration > KiwiCommerce > FAQ

Managing Product and Category FAQs

The same editing workflow is available for products and categories. Each FAQ belongs to the entity and store scope in which you create it.

- Open the product or category and select the required store view using Magento's store switcher.
- Expand **Product FAQs** or **Category FAQs**, then click **Add FAQ**.
- Enter a **Question** of 1–255 characters. Use a clear question that customers would ask.
- Enter the **Answer** using the visual editor. Use **Show / Hide Editor** when you need to edit the HTML.
- Choose **Enabled** to display the FAQ or **Disabled** to retain it without showing it.
- Click the product or category's standard **Save** button. Reload the form to confirm your changes.

Click a card header to expand or collapse it. Use the trash icon to remove a FAQ, then save the product or category to persist the removal. There is no separate FAQ save button.

Answer Formatting

Supported formatting includes paragraphs, line breaks, bold, italic, bulleted and numbered lists, block quotes and safe links. The visual editor may offer additional controls, but unsupported content is removed when answers are processed.

Images, embedded content, scripts, styles, arbitrary HTML attributes and Magento CMS directives/widgets are not supported in answers. The answer size limit is 65,535 bytes.

Store Views

- **All Store Views:** FAQs are visible in every store view.
- **Specific store view:** FAQs are additional and appear only in that store view.
- The editor shows FAQs belonging to the selected scope. Switch to All Store Views to edit global FAQs.
- A store-specific FAQ does not replace a global FAQ with the same question. Enter translationsdeliberately to avoid showing duplicate questions.

Product FAQs are independent of category FAQs. Categories do not inherit FAQs from parent categories. Up to 500 FAQs can be stored per product/category and editing scope; the storefront display limit is configured separately.

Administrator Permissions

Go to **System > Permissions > User Roles**. Grant the relevant catalogue permissions and **KiwiCommerce FAQs > Add and Edit FAQs**. Grant **Remove FAQs** for deletion and **Import and Export FAQs** for CSV access. Configuration access is a separate permission. Sign out and sign back in after changing roles.

Configuration

Open **Stores > Configuration > KiwiCommerce > FAQ**. Select the required configuration scope and use Magento's inheritance controls where applicable. Click **Save Config** after changing settings.

General

- **Enabled:** turn the extension's storefront output on or off.
- **Product FAQs Enabled / Category FAQs Enabled:** control each page type independently. All three display settings default to Yes.

Product Page and Category Page

- **FAQ Section Title:** customize the heading. Default: Frequently Asked Questions.
- **Display Position:** place FAQs above or below the page content. Default: below content. Exact placement follows your theme's content container.
- **Enable Accordion:** allow customers to expand and collapse answers. Default: Yes. When disabled, answers are shown as plain expanded content.
- **Default Accordion State:** choose expanded or collapsed. Default: collapsed.

SEO / Structured Data

- **Enable FAQ Schema:** generate optional FAQPage JSON-LD. Default: No.
- **Generate Schema On:** select product pages, category pages, or both.

Schema uses only the enabled FAQs actually displayed on the page, respecting store scope and the display limit. The extension consolidates its FAQs into one schema block. Leave this disabled if another SEO extension already manages FAQ schema. Structured data does not guarantee enhanced search results.

Advanced and Import / Export

- **Maximum FAQs per Page:** default 50; supported range 1–500. This limit applies after status and store filtering.
- **Import / Export:** available in Default Config scope. Download existing FAQs or upload a CSV; see the next page for the exact format.

Storefront Experience

FAQs use readable question cards, visible rotating chevrons and full-width clickable question buttons. Keyboard focus and expanded/collapsed state are supported. Answers are included in the original page HTML; if JavaScript is unavailable, all answers remain visible.

The frontend uses native JavaScript without a jQuery or Alpine dependency. Luma and Hyvä use the same FAQ template and assets. Validate placement and appearance with your store's custom theme.

CSV Import / Export

Go to **Stores > Configuration > KiwiCommerce > FAQ > Import / Export** and select **Default Config**. Your role needs import/export and the relevant catalogue permissions.

Export FAQs / Download Template

Click **Export CSV / Download Template** to download existing FAQs for catalogue entities your role can access. If no FAQs are available, the file still contains the header for use as a template. Exports include enabled and disabled FAQs across store views.

CSV Format

Keep these six column names exactly as shown and use UTF-8 CSV:

```
entity_type,entity_id,store_id,question,answer,status
```

Column	Required value
entity_type	product or category
entity_id	Existing numeric product/category ID; not SKU
store_id	0 for All Store Views, or a valid store view ID
question	Question text, 1–255 characters
answer	Answer text or supported HTML
status	1 = enabled; 0 = disabled

Example rows below use illustrative IDs. Replace them with IDs from your own Magento installation:

```
product,123,0,Is delivery available?,"<p>Yes, nationwide.</p>",1
category,45,1,Can I return an item?,"<p>Contact support.</p>",1
```

Import FAQs

- Choose your CSV file: maximum **2 MB** and **500 data rows** per import.
- Click **Import FAQs** and read the success or validation message. Import runs immediately; Save Config is not required.
- All rows are validated before a single transaction commits them. An invalid upload does not partiallyimport FAQs. The 500-FAQ entity/scope limit also applies.

Import adds new FAQs; it does not update or replace existing FAQs. Reimporting the same file, including an export, creates duplicates. Reload any open product/category forms after importing.

Use normal CSV quoting for commas, double quotes and multiline answers. Spreadsheet formula-like cells are prefixed with an apostrophe during export; the module's importer reverses that protective prefix.

Troubleshooting

FAQ editor is missing
Check module installation and Add and Edit FAQs permissions. Sign out/in after role changes, then clean configuration and layout caches.

FAQs do not appear on the storefront
Check the module and page-type enable settings, FAQ status, selected store view and maximum-per-page limit. Confirm your theme renders the FAQ content container.

A global FAQ is missing from the store-view editor
Select All Store Views to edit global FAQs. A specific store editor shows only its own additional FAQs.

Save reports a stale form
Another save or import changed FAQ data. Reload the product/category form and reapply your changes.

CSV upload fails
Check the exact header, product/category IDs, store IDs, question length, status values and file/row limits. Read the displayed validation message before retrying.

Formatting disappears
Only supported safe HTML is retained. Images, scripts, styles, embedded content and CMS directives are not supported.

FAQ schema is missing
Schema is off by default. Enable it for the correct page type and confirm visible FAQs exist. Custom layouts must render the schema block after FAQ content.

Old content or styling remains
Clean Magento caches and any external page cache. During deployment, refresh generated module static assets for the active admin/store themes and locales.

Compatibility and Technical Notes

The intended compatibility range is Magento Open Source / Adobe Commerce 2.4.6–2.4.8, using a PHP version supported by the selected release. Development validation was performed on Magento Open Source 2.4.7-p4 with PHP 8.1; other version and custom-theme combinations need release acceptance testing.

No KiwiCommerce Core dependency, external service, scheduled task or custom indexer is required. FAQ data uses dedicated database tables and standard Magento cache invalidation. No public REST or GraphQL endpoint is supplied.

Disabling the Extension

To stop using the extension while retaining FAQ data, run the following from the Magento root. Follow your normal deployment process when removing code; back up the database before any permanent data removal.

```
php bin/magento module:disable KiwiCommerce_FAQ
php bin/magento cache:clean
```

Need Additional Features or Support?

Contact support@kiwicommerce.co.uk or visit https://kiwicommerce.co.uk/contact/. Include your Magento/PHP versions, affected page type and store scope, and the exact error or steps to reproduce the issue.