

Does your website still need FAQs?

30 customer questions. Answer templates.
One prompt to make them yours.

By Aabhinna Suresh Khare

Give visitors the answers they need before they buy. Use this guide to write clear, specific FAQs for your products or services, then publish them where people make decisions.

What changed with Google

Google stopped showing FAQ rich results from 7 May 2026. Useful answers still belong on your website. Google says existing SEO fundamentals apply to its AI features, with no special AI schema required. FAQs do not guarantee rankings or AI citations. [1, 2]

Use this guide in three steps

- 01** Choose 6 to 10 questions from real sales calls, enquiries and support tickets. This is a starting point, not an SEO rule.
- 02** Adapt the templates on pages 2 to 4. Replace every bracket with an approved fact. Skip questions that do not fit.
- 03** Use the prompt on page 5, check the draft, and publish answers on the relevant product or service page.

Write the question people actually ask

Instead of “Pricing information”, ask “How much does [service] cost?” Answer with the price or range, what is included, any extra charges and how to get a confirmed quote.

A practical resource from beingRelentless

Follow for AI walkthroughs and prompts you can put to work.
@be.ingrelentless

Help people choose

For product, service and category pages. Use these templates to explain who you help and what customers get.

01 What does [product or service] help me do?

[Offer] helps [customer type] with [specific problem] by [what it does]. It covers [scope]. See [relevant page] for the details.

02 Who is [offer] suitable for?

It is suitable for [customer type or situation] who need [capability]. You will need [requirements] to use it. Check [link] before you choose.

03 When would this not be the right choice?

This may not suit you if [limitation or situation]. In that case, consider [appropriate alternative or next step]. Ask us about [uncertain fit factor] before buying.

04 Can you help with [specific customer need]?

[Yes/no/it depends], because [verified capability or limit]. For [condition], we can provide [scope]. Share [relevant details] so we can confirm suitability.

05 What is included?

Your [purchase or package] includes [specific items]. You receive [deliverables or access]. [Optional items] are available separately under [terms].

06 What is not included?

The price does not include [exclusions]. You may also need [third-party item or cost]. We explain any additional charges at [stage] before you commit.

07 How is [option A] different from [option B]?

[A] includes [features] and suits [need]. [B] includes [features] and suits [different need]. Compare [verified factors] on [comparison page].

08 Can I customise the product or service?

[Customisation availability]. You can change [elements], subject to [limits]. Changes may affect [price or timing]. Request confirmation through [channel].

09 Do you serve my location?

We serve [locations] through [delivery or service method]. [Restrictions or additional charges] apply in [areas]. Check availability using [postcode tool or contact link].

10 Can I see an example before deciding?

View [approved example, demo or sample] at [link]. It shows [scope]. Any results reflect [relevant context] and should not be treated as a promise for every customer.

Make the next step clear

For pricing, booking and purchase pages. Explain the cost, the process and what happens after someone commits.

11 How much does [offer] cost?

[Offer] costs [price or range] for [scope]. [Taxes and mandatory charges] are [included/excluded]. If a quote is required, we calculate it using [factors].

12 Are there any extra or ongoing charges?

Additional charges apply for [items or conditions]. Ongoing costs are [amount and frequency, or confirmed none]. See [pricing link] for a complete breakdown.

13 How and when do I pay?

We accept [payment methods]. Payment is due [schedule], with [deposit or instalment terms]. Your booking or order is confirmed when [condition].

14 How do I get started?

Start by [first action] at [link]. Then [next step]. We will confirm [scope, price or availability] before [purchase or commitment point].

15 What information do you need from me?

We need [necessary details] to [purpose]. Submit them through [approved channel]. See [privacy notice] for how this information is handled.

16 How long will it take?

[Delivery or service] usually takes [verified range] from [starting event]. Timing depends on [factors]. We confirm your expected date at [stage].

17 What happens after I place an order?

You receive [confirmation] through [channel]. We then [next stages]. You can track progress or ask questions using [method].

18 Can I try it or book a consultation first?

[Trial or consultation availability]. It includes [scope], lasts [duration] and costs [fee or confirmed free]. [Limits or renewal terms] apply. Book at [link].

19 Can I change my order or booking?

Changes are available until [deadline or stage], subject to [availability and fees]. Request a change through [channel]. We confirm the revised details before proceeding.

20 Can I switch from my current provider?

[Switching availability]. We support [scope] and need [requirements]. Check your existing [contract or notice terms]; any migration charges and timing are [details].

Build trust with specifics

For purchase decisions and support pages. Verify policies and promises before publishing. Adapt or skip anything that does not apply.

21 What results can I realistically expect?

The expected output is [specific deliverable or supported outcome]. Results depend on [factors]. [Approved evidence] provides context; [limitations] apply.

22 What evidence supports your claims?

Our claim about [specific benefit] is supported by [dated source, test or case study]. View [link] for the method, scope and limitations.

23 Who will deliver the work?

[Team or role] handles [responsibility]. Relevant experience or credentials include [verified facts]. Your main contact is [role or contact route].

24 What support is included?

Support covers [scope] through [channels] during [hours and time zone]. Our [target or contractual] response time is [time]. [Exclusions] are handled through [route].

25 What if something goes wrong?

Contact [support channel] with [necessary details]. We will [approved process]. Resolution depends on [conditions]; escalate unresolved issues to [route].

26 Can I cancel?

You can cancel under [conditions] by [method] before [deadline]. [Fees or non-refundable elements] may apply. Read the full cancellation policy at [link].

27 Am I eligible for a refund or return?

Refunds or returns are available when [eligibility conditions]. Request one within [period] using [method]. [Exclusions and processing time] are explained at [policy link].

28 Is there a warranty or guarantee?

[State verified coverage or confirmed absence]. Coverage lasts [period] and applies to [scope], subject to [exclusions]. Claims follow [process and policy link].

29 How do you use my personal information?

We use [data categories] for [purposes], as described in [privacy notice]. For access, correction or other privacy requests, contact [route]. Details of [relevant retention or sharing practices] are at [link].

30 What happens when my plan or contract ends?

At the end of [term], [expiry or renewal process] applies. [Notice, price and cancellation terms] are at [link]. Access to [service or data] then [verified outcome].

Make it yours

Attach this guide in ChatGPT or Claude and paste the prompt below. Add approved business facts and anonymised customer questions.

Help me write website FAQs for [business] and [product/service]. My audience is [customer type]. The page is [URL or purpose].

Use only these approved facts: [paste product details, prices, inclusions, limits, policies and evidence]. Real customer questions: [paste anonymised questions].

Ask me to confirm missing facts first. Then choose 6 to 10 useful questions from my material and the attached guide. Do not force irrelevant questions onto the page.

Answer directly in the first sentence. Explain any conditions and the next step. Never invent prices, deadlines, policies, credentials, testimonials or results. Mark missing details [CONFIRM]. Do not promise rankings or AI citations.

Return each question and answer, its supporting source, the suggested page and facts awaiting approval. List everything I must check before publishing.

Before you publish

Verify facts and links. Remove every placeholder. Put answers in readable page text and link them from relevant pages. Ask your developer to check indexing and crawler access, including OAI-SearchBot for ChatGPT search. [3] Review answers when your offer changes.

Put AI to work in your business

Follow beingRelentless for practical AI walkthroughs, copy-ready prompts, and ways to improve your website and marketing. Start with this guide, then use the next walkthrough to tackle another part of your business.

Follow @be.ingrelentless | Connect with Aabhinna on LinkedIn

Sources

1 Google FAQ rich result retirement

2 Google AI features guidance

3 OpenAI publisher guidance

Prepared 5 October 2026. Templates require your business facts and approval.