

Content Guide for GEO-Optimized FAQs

What Content should my FAQs Address?

- **Problems You Solve:** Write FAQs to problems you solve, funneling users into using your product.
- **Basic problems/questions:** It's important to have a repository answering what may seem like very basic questions, but LLM (large language models) functions off credibility and trust, and answering those basic questions well establishes that trust.

What Makes a Good FAQ for GEO?

A good FAQ will:

- Be phrased as a specific question someone might Google or ask AI
- Give a concise, direct answer (40-60 words) right away
 - Then expand with more explanation
- Include a link to a relevant blog post or product page (if applicable)
- Use keywords naturally (e.g. QuickBooks, job costing, custom reports, etc.)

FAQ Format

Don't	Do's
ask vague or generic questions like "What do you do?"	Ask specific problem-driven questions like "How do I create a sales tax report by province in QuickBooks?"
Answer with vague or sales-heavy copy	Give a real answer in plain English, then link to a relevant service
Repeat "QuickBooks" in every sentence	Use "QuickBooks" once or twice naturally if it helps clarity
Use "we" or "our product" too early	Give a concise explanation of the problem and why QuickBooks has no solution, then mention your product, and how to solve it with your tool.

How can we give a concise answer if our product is the solution?

Start with the problem, not the product. Answer as if you're writing a helpful reply on a forum. After you've explained the issue, then mention you as a solution.

Where to Get Good Questions

- Client questions you've heard
- Search suggestions from alsoasked.com
- SEMrush A.I questions report
- Common frustrations or limitations