

Content Guide for AEO-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 AEO?

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?"
Answer with vague or sales-heavy copy	Give a real, straightforward answer in plain language, then link to a relevant service or resource
Keyword-stuff your content (e.g., repeating the same term in every sentence)	Use keywords naturally and only where they improve clarity
Introduce "we," "our product," or your pitch too early	First explain the problem and the gap in existing solutions, then briefly introduce your product and how it solves it

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](https://semrush.com) A.I questions report
- Frustrations, confusion, or limitations you know about within your industry, with other solutions, or that you had as you were mastering your service or product offering
- Look at your existing content and think how you might rephrase it in a Question & Answer format, or how it might be relevant to queries & conversations your clients might be using in AI.