

How to Write FAQs that Convert:

Your Website's Secret Sauce 

GOOGLE CANNOT RESIST A THOROUGHLY DETAILED FAQ...

I'm Jo Geaney, a teacher, copywriter.... and I'm going to spill the tea about FAQs!

They're like your **website's personal hype squad**

*Not only do they make **Google** do a happy dance, but they also **save you** from being that person who copy-pastes the same answers into DMs all day long*

Plus, they're basically showing off your goods like a top-tier cheer chief! 🙌

WHY SHOULD YOU EVEN CARE? BECAUSE!..... SPOILER ALERT! MONEY!

Let's get real for a hot sec – those questions swimming around in your customers' heads?

They're keeping them from throwing money at you.

Seriously, but if you're not answering these burning questions, they're gonna slide into your competitor's DMs faster than a freshman finding free pizza.

The psychology?

Your brain literally can't hit "add to cart" when it's thinking "but wait... what if I ...?"
It's like trying to watch the season finale without seeing the previous episodes.
Messy, right?

HOW TO LEVEL UP YOUR FAQ GAME (WITHOUT LOSING YOUR MIND)

1. The Brain Dump (But Make it special)

Time to spill all those questions your potential customers keep sliding into your DMs about. Yes, even the ones that make you go "duh" – we're not judging. Let's take a florist (because flowers = instant main character energy):

- "Can I order these bad boys online?"
- "Is delivery free? (Pretty please?)"
- "Can I add chocolates? (Because #TreatYourself)"
- "What's the minimum damage to my wallet?"

Now for the tea with substance:

- "What if these flowers arrive looking like they went through a breakup?"
- "Do you have my back with returns?"
- "How fast can you make the magic happen?"
- "Are you legit-legit? (Like, certified and everything?)"

2. Spill The Answers (✨But Make Them Sparkle✨)

Just write those answers like you're explaining them to your bestie over coffee.

– FAQ done and dusted! ✨

Not everyone needs every question answered but having a clearly laid out, well written FAQ means readers can scan quickly through the text and find what they need.

Not sure how to? I can help!

Contact me hello@jogeaney.com.au

WHY THIS METHOD WORKS?

It's Content Inception

Starting with FAQs is like getting the answers to the test before studying. Use this gold mine to sprinkle magic all over your website. Copy-paste-tweak is my love language.

People Actually Read This Stuff (No, Really)

Q&As are like TikTok for business info – quick hits of exactly what you need to know. People can skip the fluff and zoom straight to their burning questions faster than you can say "add to cart."

And that's the tea, served piping hot! 🍵 Now go forth and FAQ like the absolute boss you are! 📈