FAQs for AEO Cheat Sheet

How many FAQs to use, where each question belongs, how to write answers engines can quote, and the FAQPage schema rules.

01 The numbers to remember

3 to 8
FAQs on most pages

40 to 60
Words in the direct answer that opens each reply

100
Rough word ceiling for a whole answer

20+
Questions a dedicated FAQ page can carry, grouped under subheadings

02 Add an FAQ section to a blog post

1. **Find the follow-up questions**
   Search Console question queries, People Also Ask, sales and support questions, tracked AI prompts.

2. **Drop what the body answers**
   If the article covers it, improve that heading instead.

3. **Write questions as readers ask**
   Full sentences, the reader's wording, one topic each.

4. **Answer first**
   The first sentence answers. The next one or two add a condition, an example or a link.

5. **Place it after the main content**
   Before the closing call to action, under an H2 such as FAQ. Keep answers in the HTML.

6. **Add matching schema**
   Generate the FAQPage JSON-LD from the same text as the visible FAQ, then test the URL.

7. **Review on every update**
   Swap questions nobody asks for ones sales, support or search data show people ask now.

03 Question types by buyer stage

STAGE	QUESTION TYPES	EXAMPLE
Awareness	Definition	What is answer engine optimization?
Education	How-to, process, mistakes and risks	How do I create an AEO strategy?
Evaluation	Comparison, tools, industry	What is the difference between AEO and GEO?
Decision	Decision, sales objection	Is AEO worth the investment?

04 Where each question belongs

Homepage
- What you do, who you work with, how engagements start

Service pages
- Process, scope, delivery, pricing context, next steps

Product pages
- Integration, technical, security and use-case questions

Dedicated FAQ page
- Cross-cutting topics: pricing, contracts, onboarding, security

Blog posts
- Only for follow-up questions the article does not cover

Landing pages
- Questions that affect conversion: cost, process, risk, commitment

05 FAQ schema do's and don'ts

Do
- Mark up only visible questions, word for word
- Put the direct answer in the first sentence of acceptedAnswer
- Use one FAQPage JSON-LD block per page, in the served HTML
- Validate with the Rich Results Test and validator.schema.org

Do not
- Render answers only on click with JavaScript
- Add FAQPage to a page with no visible FAQ section
- Use FAQ markup for specs, reviews or feature lists
- Repeat one question across many pages; pick the owner and link

06 The most common failure

> *An accordion that mounts its answer only on click: the markup validates, but crawlers never see the answer. Collapse it with CSS or a native details element.*

07 Before you publish

- [x] Questions match real buyer questions
- [x] Questions mapped to buyer journey stages
- [x] Direct answer in the first sentence
- [x] Schema matches visible page content
- [x] FAQ section linked to related pages, and they link back
- [x] Questions updated from sales feedback and search data
- [x] AI search visibility and featured snippets tracked

Full guide: **mustardseedmt.com/learning-center/how-faqs-help-with-aeo**

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