USER GUIDE

VEO FAQs Everywhere

FAQs at the foot of PrestaShop category and product pages, in every language and with FAQPage structured data.

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1. Before you start

What it does

It adds a block of questions and answers at the foot of category pages and product pages. You write each question once, in every language of the shop, and choose which categories and which products it appears on. The customer clicks the question and the answer opens below it.

Next to the block, the module writes schema.org `FAQPage` structured data with the same questions, so search engines know that part of the page is a set of FAQs.

If you have many questions, you can add them all at once by pasting a JSON, and download a copy of all of them with one button.

What it does not do

- **It does not pass a category's questions on to its products.** A question assigned to the *T-shirts* category appears on that category page, not on each T-shirt's product page and not in its subcategories. To show it on products, assign them one by one or with the import (chapter *Step-by-step tasks*).
- It does not create a dedicated FAQ page, and it does not show questions on the home page, the cart or CMS pages. For a page of general questions, use a PrestaShop CMS page.
- It has no appearance settings: colours, title and introduction text are the same in every block. They are changed with CSS or with translations (appendix *For developers* and chapter *Languages and multistore*).
- It does not tell shops apart: with multistore, every shop has the same questions.
- It adds no JavaScript to the shop.

Requirements

- PrestaShop 1.7.8 or later. The tested versions are on the cover.
- A theme with the `displayFooterCategory` (category footer) and `displayFooterProduct` (product page footer) hooks. Classic and Hummingbird have both. If your theme lacks one of them, the questions do not appear on that page (chapter *Troubleshooting*).

What changes in your shop

- A **Catalog** › **FAQs** entry appears in the back office menu.
- Three database tables are created for the questions, their texts per language and their categories and products.
- A small stylesheet is loaded on product and category pages that have questions. Nothing is loaded on other pages.
- It creates no scheduled tasks and does not touch theme files.

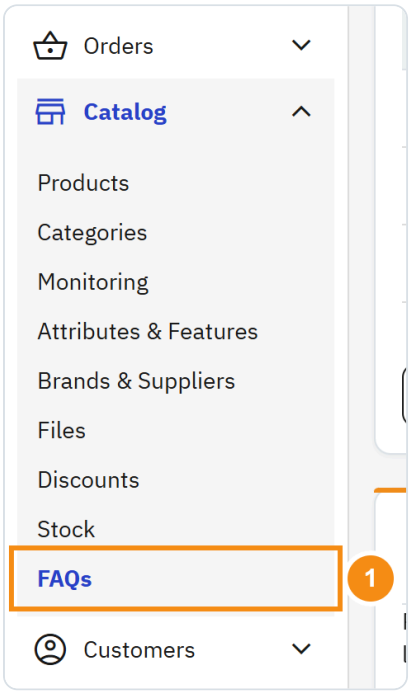
To download and install it, follow the **General guide to Veo modules** (chapters *Download the module* and *Install the module*).

2. Configuration

The module has no settings screen: everything happens in the list of questions. If you click **Configure** in **Modules › Module Manager**, it takes you to that same list.

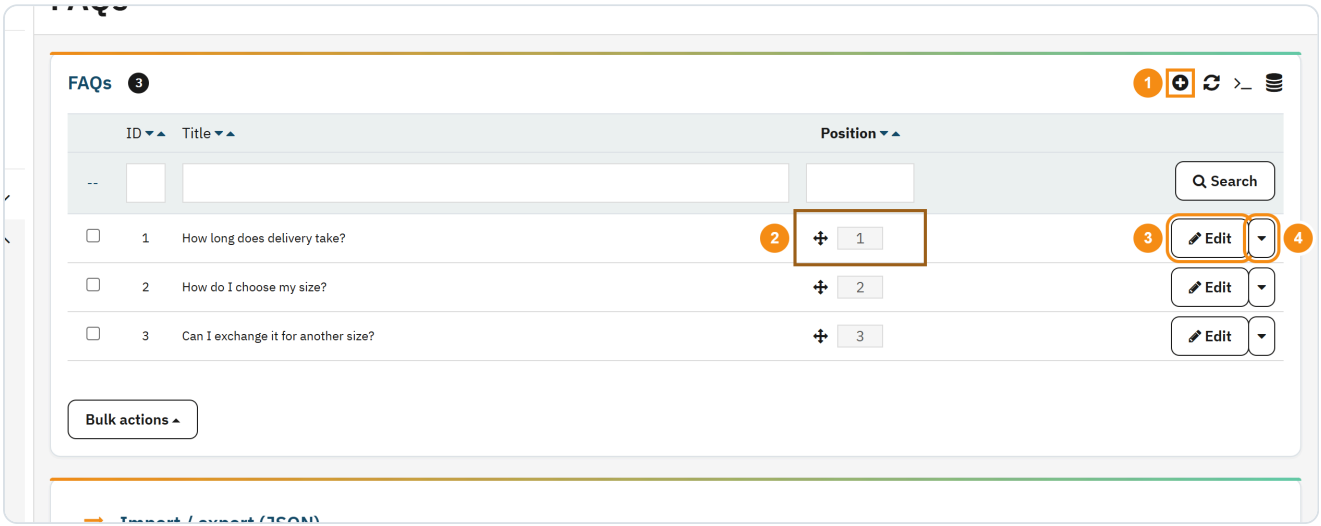
The list of questions

Go to **Catalog › FAQs**.



Catalog › FAQs

Right after installing, the list is empty. With questions it looks like this:



The list of questions

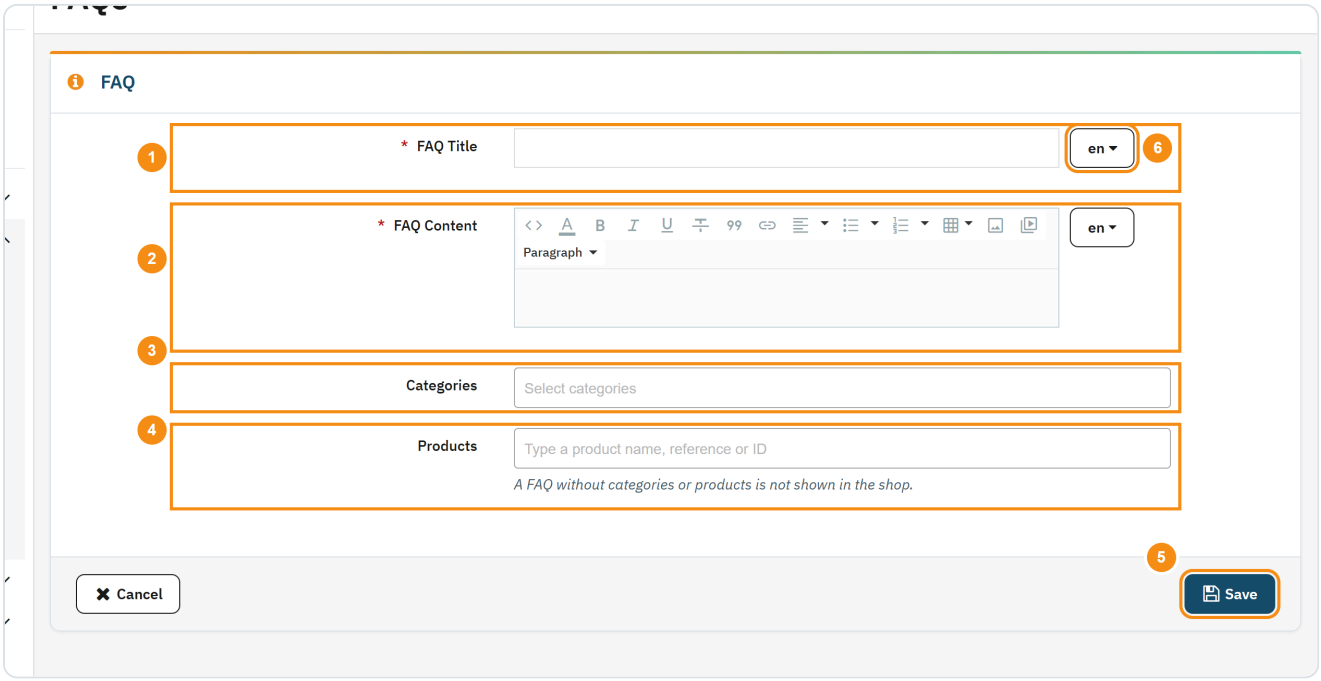
No.	Field	What it does	Default	Recommended
1	Add New FAQ	The **+** button in the list header. Opens an empty form to create a question.		
2	Position	The order in which questions appear in the shop. Change it by dragging the row (chapter *Step-by-step tasks*).	Each new question goes last	
3	Edit	Opens the form for that question. Clicking the row does the same.		
4	Row drop-down	Holds **Delete**, which removes the question after asking for confirmation (*Delete selected item?*).		

The **Title** column is the question in your back office language. Each column has a filter above it, and after ticking several rows you can delete them together with **Bulk actions › Delete selected**.

Below the list is the **Import / export (JSON)** panel, explained further down.

The question form

Click the **+** button (*Add New FAQ*) in the list header.



The question form

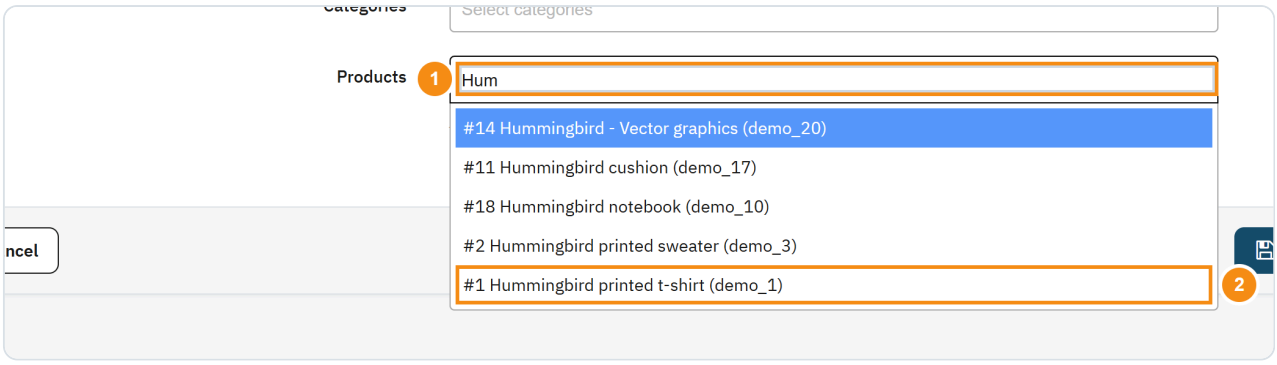
No.	Field	What it does	Default	Recommended
1	FAQ Title	The question the customer sees and clicks to open the answer. Plain text, no formatting. Up to 255 characters. Required in the shop's default language.	Empty	A short question, worded the way a customer would ask it
2	FAQ Content	The answer, with PrestaShop's text editor: bold, lists, links. Required in the default language.	Empty	Two or three sentences; a list if it is longer
3	Categories	The categories whose page shows the question. You can choose several. Only active categories are listed.	None	
4	Products	The products whose page shows the question. Search by typing at least 2 characters of the name, reference or ID. You can choose several.	None	
5	Save	Saves the question and goes back to the list.		
6	Language selector	Shows the code of the language you are writing in (`en` , `es` …) and switches **FAQ Title** and **FAQ Content** to another language. There is one question and one answer per language (chapter *Languages and multistore*).	The shop's default language	

The language selector only shows if the shop has more than one language.

Categories and products are not required but, as the text under **Products** warns, *a FAQ without categories or products is not shown in the shop*. That is useful for keeping questions ready without publishing them.

Create a question

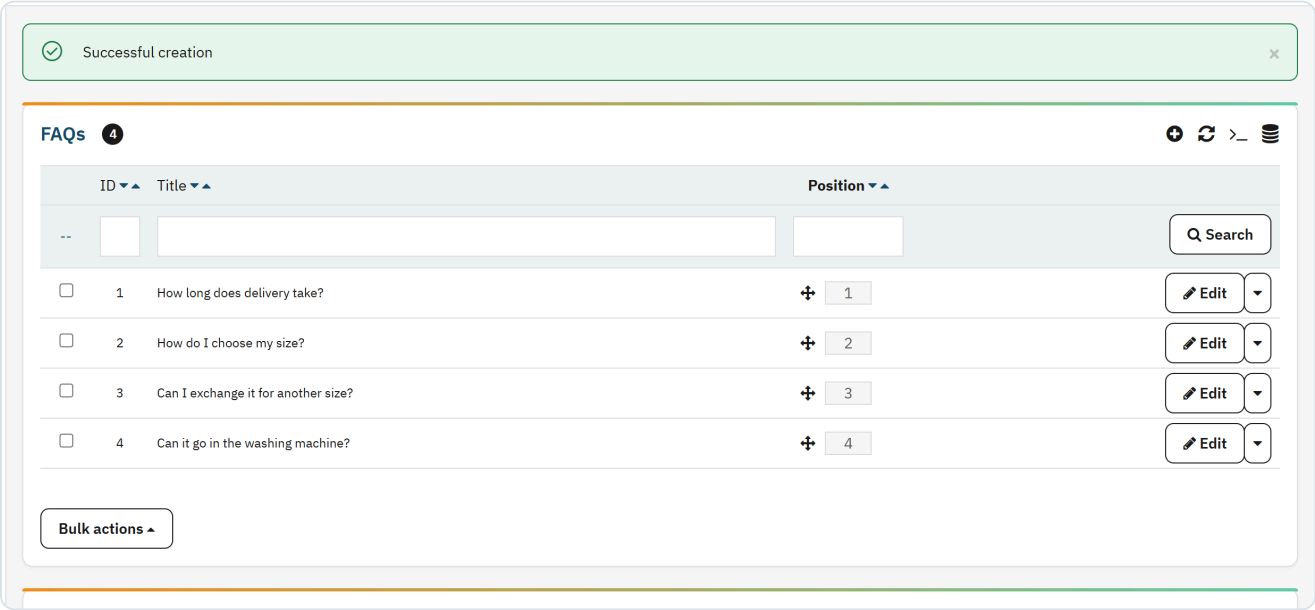
1. In **Catalog** › **FAQs**, click the **+** button (*Add New FAQ*).
2. In **FAQ Title**, type the question, for example *Can it go in the washing machine?*.
3. In **FAQ Content**, type the answer.
4. If the shop has more languages, click the language selector, choose the other language and repeat steps 2 and 3. More in the chapter *Languages and multistore*.
5. In **Categories**, click the field and choose the categories. If you only want the question on products, leave it empty.
6. In **Products**, click the field and type at least 2 characters of the name, reference or ID. While you type it shows *Searching…* and then the list of products, each with its ID in front and its reference in brackets.



Searching a product by its first letters

7. Click the product. It is added to the field and you can search for another.
8. Click **Save**.

You are back on the list with the green message *Successful creation*, and the question appears at the bottom.



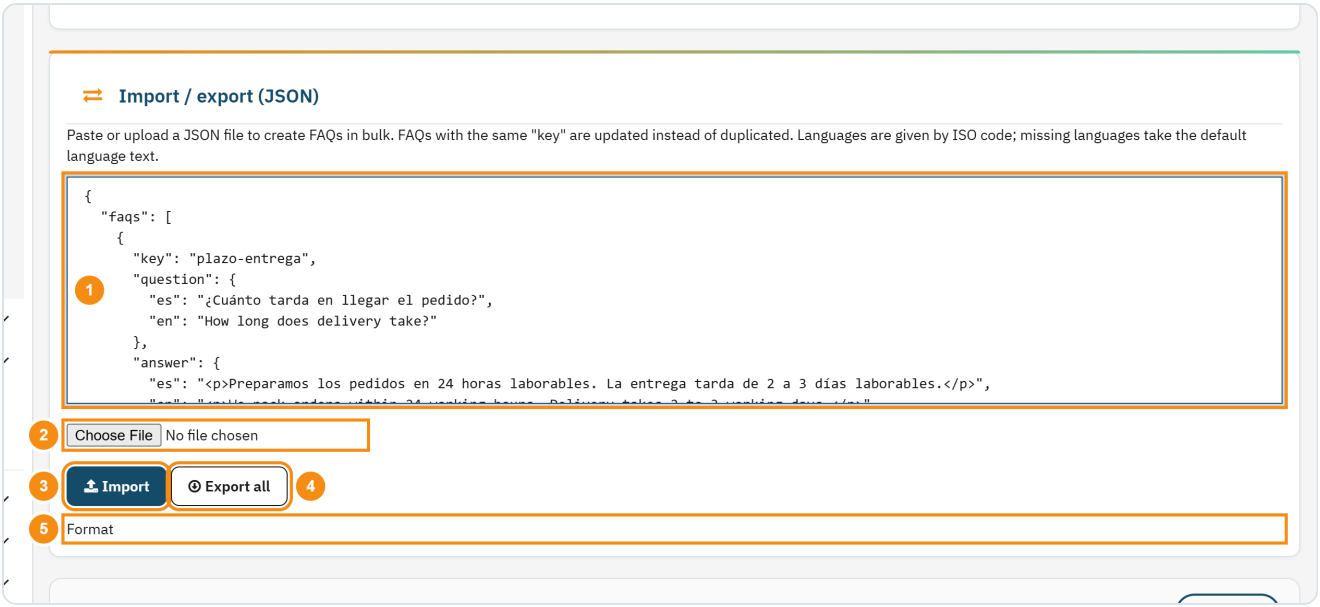
Question saved

If the question or the answer is missing in the default language, a red message says *Fill in the question and the answer, at least in the default language.* and the form stays open with what you had typed.

> **IMPORTANT**
> In the form, languages you leave empty do not copy the text of another language. If you do not write the question in Spanish, it does not appear in the Spanish version of the shop.

The Import / export (JSON) panel

It sits below the list of questions. It is used to add, change or delete many questions at once, and to download a copy of all of them.



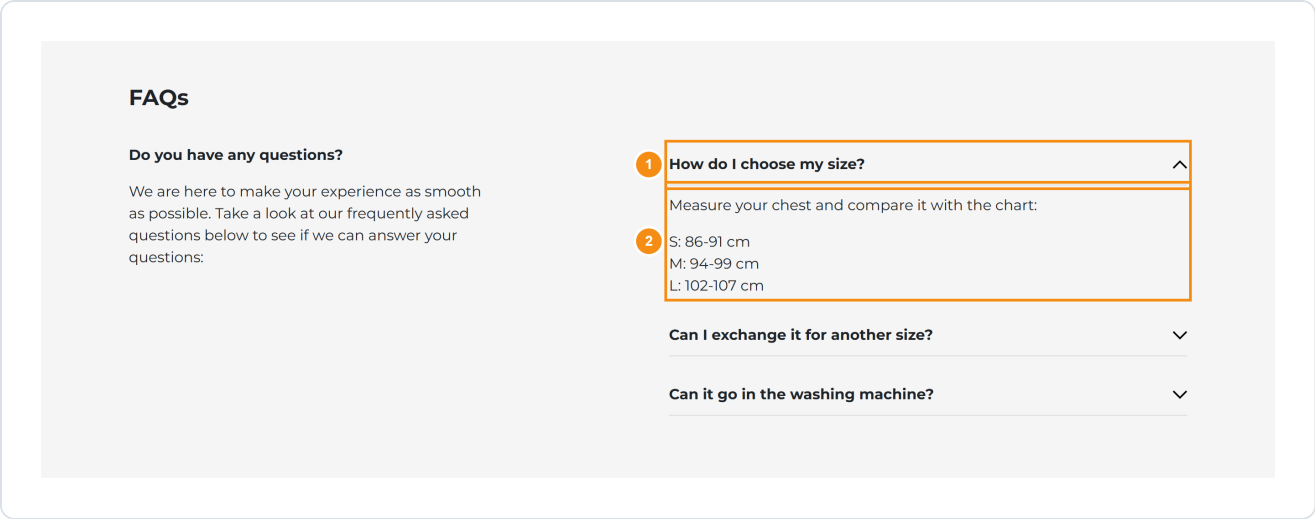
The Import / export (JSON) panel

No.	Field	What it does	Default	Recommended
1	Text box	Paste the JSON with the questions here. The grey example shown while it is empty is only a hint: it is not imported.	Empty	
2	Choose File	Uploads a `.json` file instead of pasting. If you choose a file, the file is used and the text box is ignored.	None	The file, if the JSON is long
3	Import	Creates, updates or deletes the questions in the JSON and says how many of each.		
4	Export all	Downloads every question in a `faqs-YYYYMMDD.json` file, in the same format as the import.		Before a large import or before uninstalling
5	Format	Expands a JSON example and what each field accepts.	Closed	

The JSON format and the steps are in the chapter *Step-by-step tasks*.

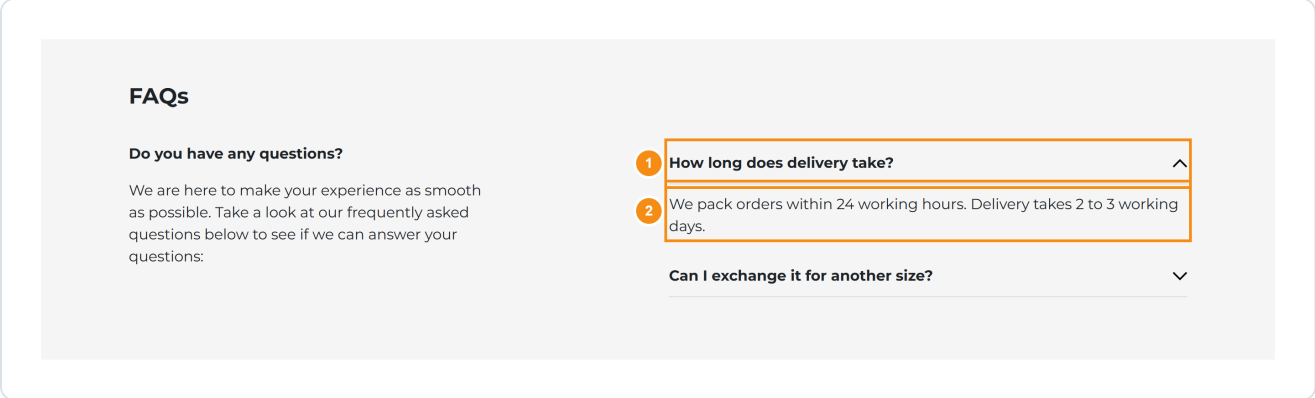
What it looks like in the shop

On a product page with questions, a grey band appears at the end of the page with the title *FAQs*, a fixed text on the left (*Do you have any questions?* and an introduction sentence) and the questions on the right (1). Clicking one opens its answer (2) and the arrow turns.



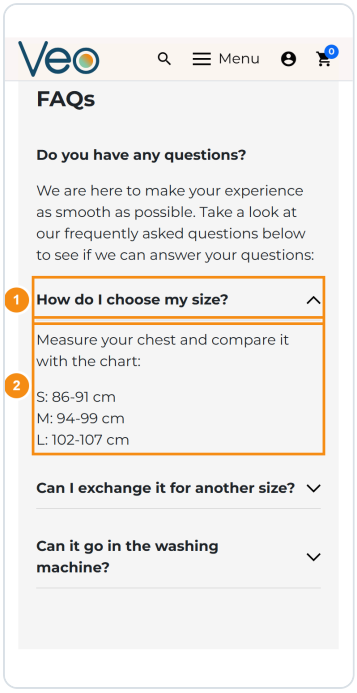
Product page on a computer

On a category page the block is the same and appears below the product list.



Category page

On a phone, the introduction text goes on top and the questions below, full width.



Product page on a phone

Questions appear in the order of the list, and only those with text in the visitor's language. If the page has none, neither the block nor its stylesheet is loaded.

Questions also open with the keyboard (Tab and Enter), and screen readers announce them as expandable.

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3. Step-by-step tasks

I want a question to appear on several products

1. In **Catalog** › **FAQs**, click the question in the list.
2. In **Products**, click the field, type part of the first product's name or reference and click it.
3. Repeat step 2 for each product. They all stay in the field, one after another.
4. Click **Save**.

If many products share the same base reference (for example `TSH-001`, `TSH-002` …), type that common part: the search shows up to 30 results.

I want a question to appear on every product of a category

The module does not do it by itself (chapter *Before you start*). The quickest way is the import:

1. In **Catalog** › **Products**, filter by the category and note the IDs in the **ID** column, or their references.
2. Write a JSON with the question and that list in `"products"` (format in the next task).
3. Import it.

If you later add products to the category, you have to add them to the question.

I want to add many questions at once

Prepare a JSON like this one. You can write it by hand or ask an AI tool for it, giving it this example:

```
{"faqs": [
  {
    "key": "delivery-time",
    "question": {"en": "How long does delivery take?", "es": "¿Cuánto tarda en llegar el pedido?"},
    "answer": {"en": "<p>2 to 3 working days.</p>", "es": "<p>De 2 a 3 días laborables.</p>"},
    "categories": [4],
    "products": ["demo_1", 12]
  }
]}
```

Field	What it is	Required
`key`	A short, fixed name for the question: unaccented letters, digits, `-`, `_` and `.`, up to 64 characters. It is what lets you import again without duplicating.	No, but strongly recommended
`question`	The question in each language, by its ISO code (`en`, `es`, `fr`…). Plain text: HTML tags are removed.	Yes, at least in the default language
`answer`	The answer in each language, in HTML (`<p>`, `<ul>`, `<a>`…).	Yes, at least in the default language
`categories`	List of category IDs. IDs that do not exist are ignored.	No
`products`	List of product IDs, or references in quotes.	No
`position`	Order number. Without it, new questions go last.	No
`delete`	`true` deletes the question with that `key`.	No

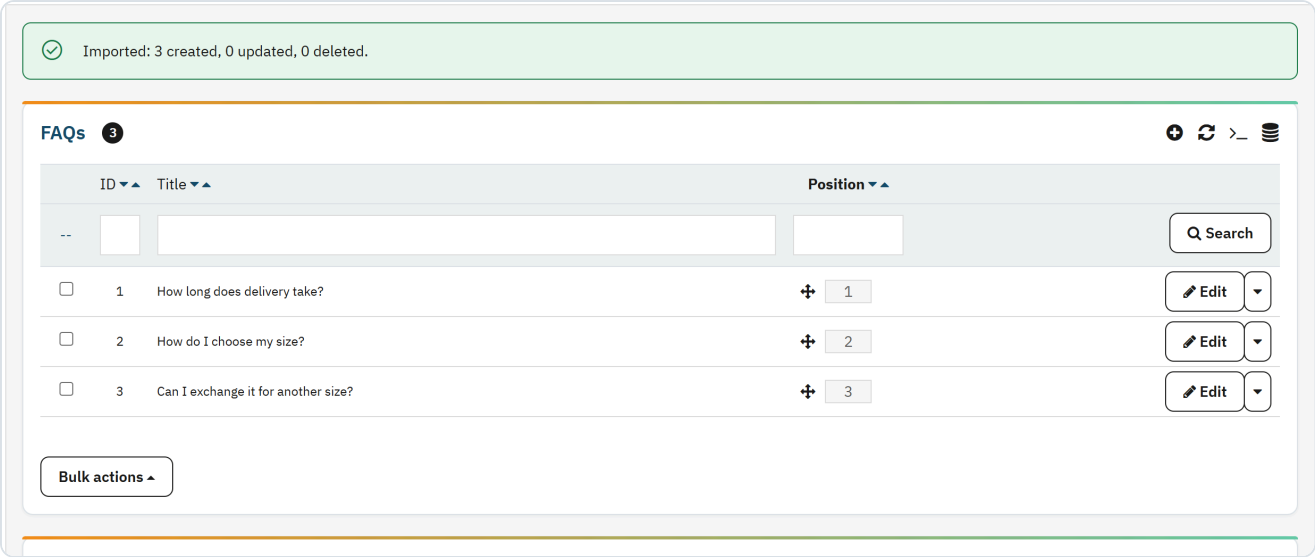
Category IDs are in **Catalog › Categories** and product IDs in **Catalog › Products**, in the **ID** column.

Languages you leave out of `question` or `answer` take the default language's text. Unlike the form, the import never leaves a language empty.

To import it:

1. In **Catalog › FAQs**, scroll down to the **Import / export (JSON)** panel.
2. Paste the JSON in the text box, or click **Choose File** and pick the file. The browser sets this button's text, so it may differ (*Browse…*).
3. Click **Import**.

A green summary appears, for example *Imported: 3 created, 0 updated, 0 deleted.*, and the questions show up in the list.



Three questions created

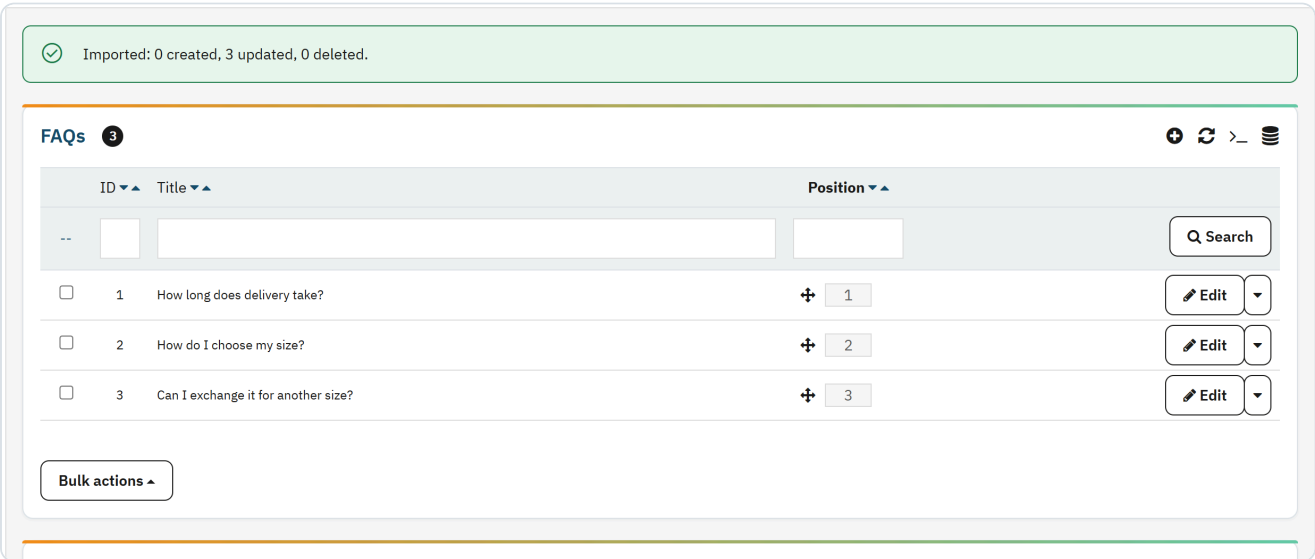
If a row has an error, it is shown in red with its number and its `key`, and the other rows are imported anyway (chapter *Troubleshooting*).

> **TIP**
> Before a large import, click **Export all** and keep the file. If something goes wrong, you import it again.

I want to fix questions I imported, without duplicating them

1. Change what you need in your JSON, without touching the `key`.
2. Import it again.

The summary says *0 created, 3 updated*: the questions that already had that `key` have been changed.



The same questions, updated

In an update:

- If you leave `categories` or `products` out of the JSON, the question keeps the ones it had. To remove them all, send an empty list: `"categories": []`.
- If you leave a language out of `question` or `answer`, that language keeps its text.

> **NOTE**
> Questions created in the form get an automatic `key` (`faq-12`, with their ID). You can export them, change them in the file and import it: they are updated, not duplicated.

I want to delete several questions

From the list: tick the rows and click **Bulk actions** › **Delete selected**.

From a JSON, with their `key`:

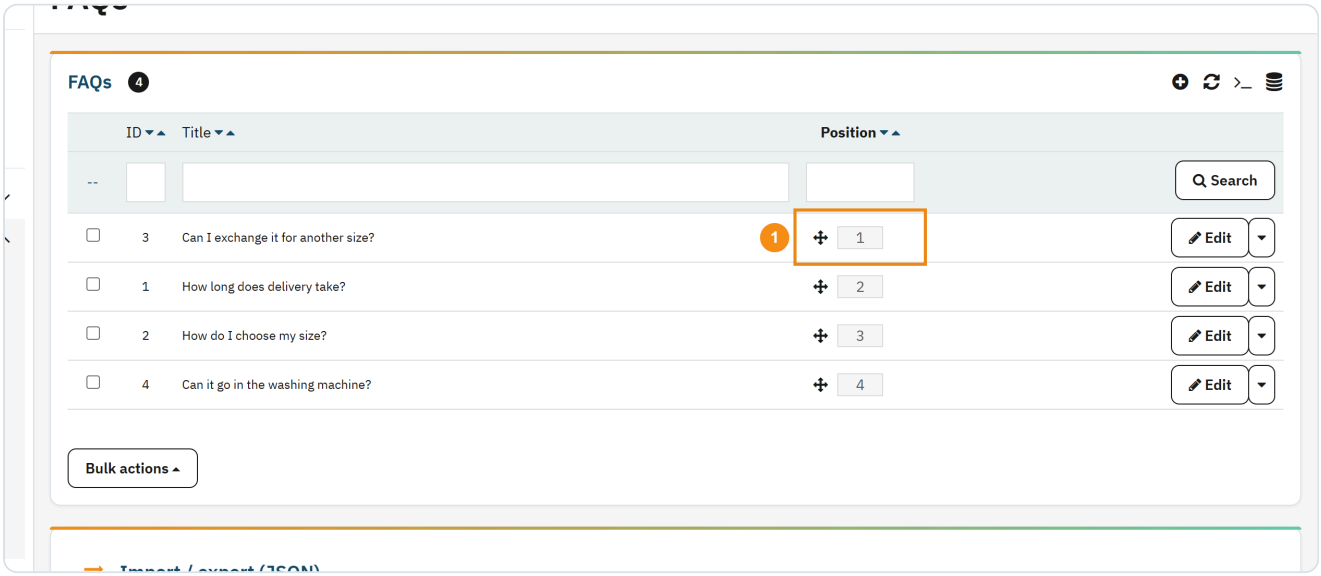
```
{"faqs": [{"key": "delivery-time", "delete": true}]}
```

The summary says how many were deleted. A `key` that does not exist gives no error and counts as zero.

I want to change the order of the questions

1. In **Catalog** › **FAQs**, point at the **Position** column of the question you want to move.
2. Drag it up or down and drop it in place.

The order is saved when you drop the row. Reload the list to check it: the row stays in its new place.

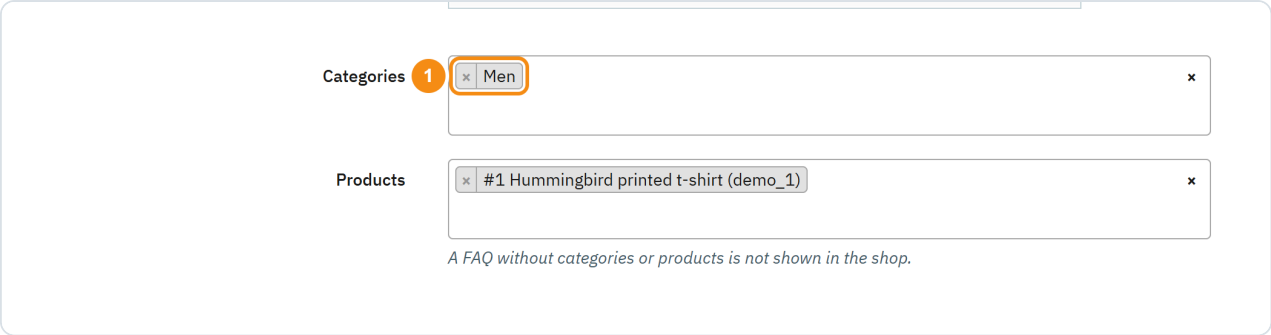


The question dragged to the first position

There is one order for the whole shop: if two questions appear on the same product page, the one higher in the list comes first.

I want to remove a question from a product or a category without deleting it

1. In **Catalog** › **FAQs**, click the question.
2. In **Categories** or **Products**, click the **×** of the one you want to remove (1).



The × removes the category from this question

3. Click **Save**.

The question no longer appears on that page and stays on the others. If you remove every category and every product, it stays saved without appearing anywhere.

I want to copy the questions to another shop

1. In the source shop, click **Export all**.
2. Open the file and replace the IDs in `categories` and `products` with those of the other shop, which hardly ever match. If the products have the same references in both shops, replace the product IDs with their references in quotes.
3. In the target shop, import the file.

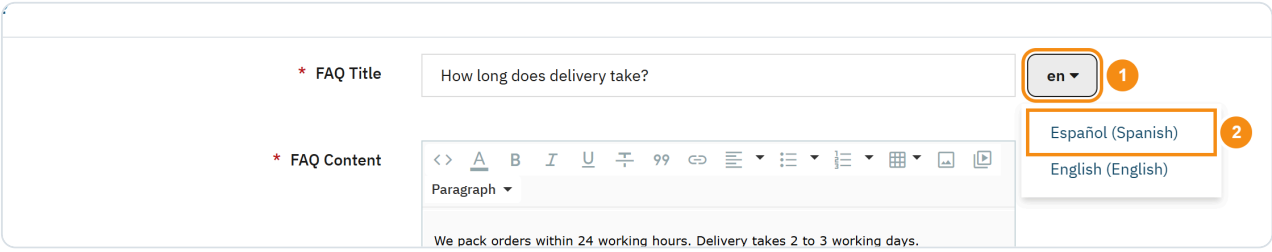
Languages are identified by their ISO code, so it does not matter if they have a different number in the other shop.

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4. Languages and multistore

Translate a question

1. In **Catalog** › **FAQs**, click the question.
2. Click the language selector to the right of **FAQ Title**, showing the code of the current language (1), and choose the other language (2). It only shows if the shop has more than one language.



Switching the language of the question

The **FAQ Title** and **FAQ Content** fields switch to that language.

3. Type the question and the answer.

4. Click **Save**.

To translate many at once, export them, add the new language's texts in `question` and `answer`, and import again.

When you add a new language to the shop, the questions do not appear in it until you translate them.

The fixed texts of the block

The *FAQs* title, *Do you have any questions?* and the introduction sentence are module texts, the same in every block. They come in English and Spanish. To change them or translate them into another language, use PrestaShop's module translations in **International › Translations** and choose the *VEO FAQs Everywhere* module.

Several shops

Questions are not per shop: with multistore, every shop shares the same questions, the same order and the same assigned categories and products. A question assigned to a product appears on that product in every shop that sells it.

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5. When uninstalling

The module's three tables are deleted, and with them **every question** with its translations and assignments. **Catalog › FAQs** also disappears. If you are going to reinstall it, click **Export all** first and keep the file: import it afterwards and you get everything back.

Upgrading the module deletes nothing. The steps to uninstall are in the *Uninstall* chapter of the general guide.

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6. Troubleshooting

The question does not appear on the product page

- **Cause:** the question is assigned to the category, not to the product. **Solution:** a category's questions only appear on that category's page. Add the product in **Products**.
- **Cause:** the question has no text in the language you are viewing the shop in. **Solution:** open the question, switch to that language with the selector and fill in the question and the answer.
- **Cause:** the theme does not have the `displayFooterProduct` hook. It happens with some custom or older themes. **Solution:** in **Design › Positions**, look for *VEO FAQs Everywhere*: it must be in *displayFooterProduct*. If it is there and still nothing shows, the theme does not call that hook in its product template. Ask whoever made the theme to add it at the end of the product page.
- **Cause:** the shop is showing a cached version. **Solution:** clear the cache (chapter *Clear the cache* of the general guide).

The question does not appear on the category page

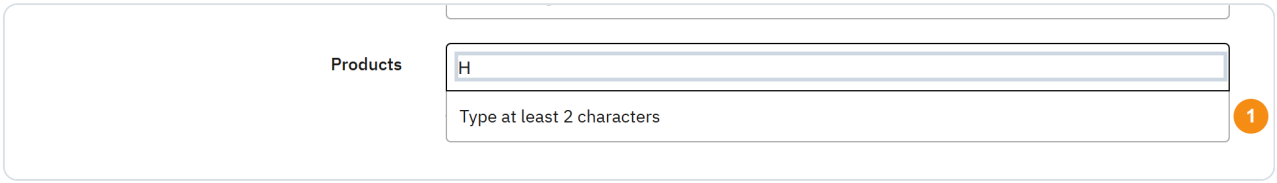
- **Cause:** it is assigned to the parent category or to a subcategory, not to the one you are viewing. **Solution:** questions do not pass from one category to another. Add the exact category.
- **Cause:** the theme does not have the `displayFooterCategory` hook. **Solution:** as above, in **Design** › **Positions**, with *displayFooterCategory*.
- The other causes are those of the previous section: language and cache.

The category I am looking for is not in the Categories field

Cause: the category is disabled. **Solution:** the field only lists active categories. Enable it in **Catalog** › **Categories**, assign it and, if you want, disable it again.

The product search finds nothing

- **Cause:** you typed a single character. **Solution:** at least 2 are needed. With one, the drop-down asks you to *Type at least 2 characters*.



With one character it does not search

- **Cause:** you are searching by something it does not look at, such as the EAN code or the name in another language. **Solution:** search by the name in your back office language, by reference or by ID.
- **Cause:** there are more than 30 matches and the one you want is not among the first. **Solution:** type more of the name, or the full reference.

Importing again duplicates the questions

- **Cause:** the JSON has no `key`, or you changed it. **Solution:** without a `key`, every import creates new questions. Give each question a fixed `key` and do not change it. Delete the copies from the list.

The import shows a red error

Message	What happens	Solution
`JSON: Syntax error`	The text is not valid JSON: a comma or a brace is missing, or there are curly quotes (“ ”) instead of straight ones (").	Run the text through a JSON validator and fix the line it points to.
`#2 (key): question and answer are required`	That row lacks the question or the answer in the shop's default language.	Add that language in `question` and `answer`.
`#2: not an object`	That row is not wrapped in braces `{ }`.	Check the row.
`#2 (key): could not be saved`	PrestaShop could not save that row in the database.	Import the JSON again. If the same row fails again, write to us with that part of the JSON.

The number is the row's position in the JSON, starting at 1. Rows without errors are imported even if others fail, and the green summary counts only those that went in.



A row without an answer is not imported

If you see *You do not have permission to import FAQs.*, your employee profile cannot add, edit and delete in **Catalog › FAQs**. All three are needed, because a JSON can do all three. Change it in **Advanced Parameters › Team**, **Permissions** tab.

A product in the JSON was not assigned

- **Cause:** the reference does not exist in the shop or is misspelt. **Solution:** references that are not found are skipped without warning. Check the reference in **Catalog › Products**.
- **Cause:** the reference is digits only (for example `10045`). **Solution:** the module takes it as a product ID. Use the product ID instead of the reference.
- **Cause:** several products share the same reference. **Solution:** only one is assigned. Use the IDs.

Backslashes disappear

Cause: PrestaShop removes backslashes (`\`) when saving, both in the form and in the import. **Solution:** there is no way to keep them in the question. In the answer, type `\` in the editor's HTML source and it shows as `\`.

I cannot drag the questions to reorder them

- **Cause:** the list is filtered or sorted by another column. **Solution:** click **Reset** on the filters and sort by **Position**. Only then can you drag.
- **Cause:** the question is on another page of the list. **Solution:** at the foot of the list, raise the number of rows per page so they all show together.

An embedded video disappears from the answer, or the answer will not save

Cause: PrestaShop does not accept `iframe` in HTML fields unless it is enabled, and never accepts scripts. **Solution:** to embed a YouTube video, enable *Allow iframes on HTML fields* in **Shop Parameters › General**. Otherwise, link to the video.

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7. Frequently asked questions

Will Google show the questions as a drop-down in its results?

Most likely not. Since August 2023 Google only shows that FAQ result for well-known government and health websites. The structured data is still valid and helps search engines and assistants understand the page, but do not count on the drop-down in Google.

Can I put links, bold text or lists in the answer?

Yes, with the editor in the **FAQ Content** field. The structured data for search engines carries only the text, without formatting or links.

How many questions should a product page have?

The module sets no limit. Three to six per page read well. If a product needs many more, some of that information may be better placed in the description.

Can the same question have different answers depending on the product?

No: each question has one answer. Create two questions with the same text and different answers, and assign each one to its products.

8. For developers

- **Hooks:** `displayFooterProduct` and `displayFooterCategory` render the block; `displayHeader` loads `views/css/front.css` only on product and category pages that have questions in the visitor's language.
- **Template:** `views/templates/hook/veo_faqs.tpl`. Override it from the theme by copying it to `themes/<your-theme>/modules/veofaqseverywhere/views/templates/hook/veo_faqs.tpl`. It receives `$faqs` (each with `faq_title`, `faq_content`, `id_veo_faqs`, `position` and `faq_key`) and `$veo_faqs_jsonld`, the JSON-LD already built. If you override it, keep the `<script type="application/ld+json">`.
- **Markup and CSS classes:** `#veo-faqs-container` (the band), `#veo-faqs-text` (introduction), `#veo-faqs-list` (questions column); each question is a `details` with its `summary`, and the answer sits in `.veo-faqs-answer`. For example, from the theme's CSS:

```
#veo-faqs-container { background: #fff; }                    /* no grey band */
#veo-faqs-text { display: none; }                            /* no introduction text */
#veo-faqs-list { flex: 0 0 100%; width: 100%; max-width: 100%; } /* questions full width */
```

- **Structured data:** one `FAQPage` per block, built with `json_encode` and `JSON_HEX_TAG`. Question and answer go without HTML tags.
- **Tables:** `veo_faqs` (`id_veo_faqs`, `position`, `faq_key`), `veo_faqs_lang` (`faq_title`, `faq_content` per `id_lang`) and `veo_faqs_relations` (`id_related`, `type_related`: 1 category, 2 product). No `id_shop`.
- **Import:** the logic is in `classes/VeoFaqImport.php`. It also accepts a bare list without the `{"faqs": …}` wrapper.
- Changes to the module's or the theme's code are not covered by support.