Write FAQs and add them to articles

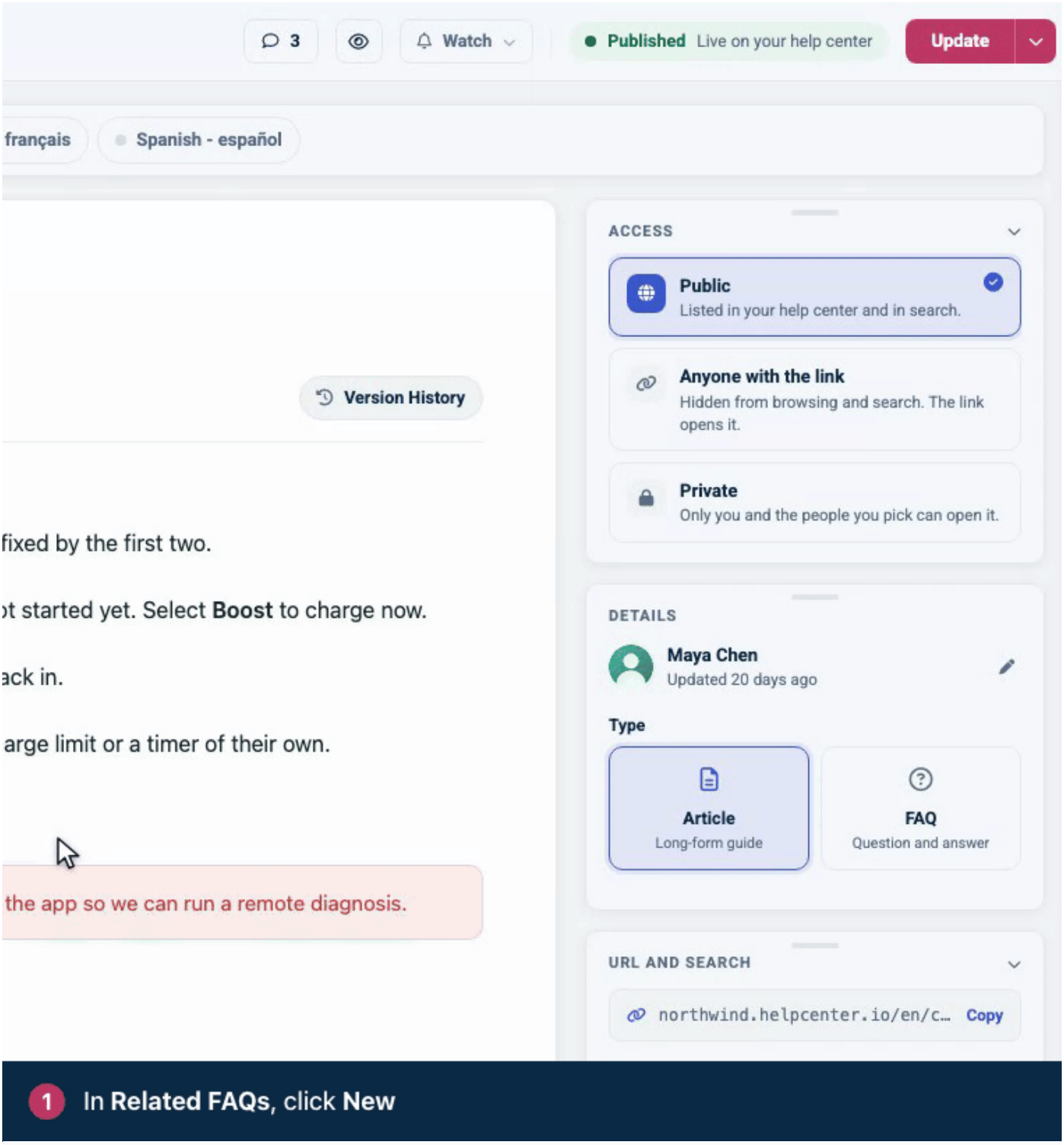
Write articles

FAQs are short question-and-answer articles. They answer the quick questions your customers ask most, and you can write them right next to the article they belong to.

Who can do this: Owners, Admins and Editors (only Owners and Admins can build new FAQ sections) · **Plans:** All plans (AI drafting: Catalyst plan, or the AI add-on on Bootstrap and Growth)

Write an FAQ from an article

1. Open the article and save it, if it's new.
2. In the **Related FAQs** card on the right, click **New**.
3. Write the question the way a customer would ask it, then a short answer of up to 600 characters.
4. Click **Create FAQ**.



The new FAQ is attached to the article you're writing.

If your role can publish, the FAQ is published straight away, in the same category as the article. If it can't, the FAQ is saved as a draft, and readers see it once someone who can publish publishes it. If the article is in several categories, or in none, the FAQ goes into your help center's oldest category instead; open it in the editor to move it. To attach an FAQ you already have instead, type in **Search your FAQs to attach one…** and click it.

Each FAQ in the card has a **…** menu with **Publish** or **Unpublish**, **Edit**, **Open in editor** and **Detach**. Detaching only removes the FAQ from this article; the FAQ itself stays. When you edit an FAQ, the change shows everywhere it's attached. If your edits to live articles go through staged changes, editing a published FAQ saves your change for review instead, and readers keep seeing the published FAQ until someone publishes it.

A circular-arrows icon next to an FAQ means the article changed after the FAQ was last updated. Check the answer, then click the icon to mark the FAQ as up to date.

Let AI draft FAQs

With AI writing help, click **Derive FAQs from this article** at the bottom of the card. AI reads the article and drafts FAQs, each marked with a wand icon. They're saved as drafts, so readers don't see them yet. Check each one, edit it if needed, and publish it from its menu. When several drafts are waiting, a button at the top of the card publishes them all at once.

Turn an article into an FAQ

Any article can be an FAQ. In the **Details** card, set **Type** to **FAQ**. The title becomes the question and the content becomes the answer. FAQs are capped at 600 characters, so shorten a longer article first.

If you set an attached FAQ's **Type** back to **Article**, it stops showing on the article page. It stays in the Related FAQs card with a crossed-out eye icon, so you can set it back to FAQ or detach it.

When you open an FAQ in the editor, its side panel shows **Attached to articles** instead of Related FAQs: every article it's attached to, each with **Open in editor** and **Detach**.

Where readers find FAQs

- **The article page:** the published FAQs in an article's **Related FAQs** card show as expandable questions right after the article text, before ratings and comments. To show them before the article, or not at all, change **Pages → Article → Related FAQs** in the template editor. On a translated page, only the FAQs translated into that language show. An FAQ in a category readers can't see stays hidden from them;

signed-in team members still see FAQs in **Team members only** categories. The questions are also marked up as FAQs for search engines.

- **Category pages:** the FAQs in a category appear as expandable questions at the top of the category page. You can change this in the template editor (**Pages** → **Category** → **Separate FAQs**). See Customize category and article lists.

- **The FAQs component:** add it to your home page, or to a category or search page, in the template editor. It lists every FAQ, or the FAQs of one section. See Add, move and remove components.

- **FAQ sections:** sets of FAQs that you place inside an article or embed on your own website. See Embed FAQ sections on your website.

- **Search:** FAQs show up in your help center's search results like any article.

Add an FAQ section to an article

1. On an empty line, type /faq and pick **FAQ section**.

2. Under **Saved sections**, pick a section. Owners and Admins can also switch to **Build custom**, give the section a title and search for the FAQs to put in it.

3. Click **Insert section**.

Inside an article, the section always takes your help center's look. When readers open the article in the widget, the section shows there too, in the widget's style. The design you give it under **Embeddables** applies where you embed it on your website and on its share page.

Related articles

- Embed FAQ sections on your website

- Customize category and article lists
- Write faster with AI writing help