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Product & Category FAQ Manager

User Guide
Version: 1.0.2
Compatibility: Adobe Commerce and Magento Open Source 2.4.7 – 2.4.9, PHP 8.1 – 8.5
Vendor: Webmaster Ramos

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1. Overview

A store answers the same questions every day – how long delivery takes, whether a jacket runs small, what the return window is – and the answers end up scattered across product descriptions, CMS blocks and support replies. FAQ Kit gives those answers one home in the admin and shows the right ones in the right place: on the product they concern, on the category they apply to, store-wide, or in a reusable block placed on any CMS page.

Each FAQ is written once and assigned where it applies. A product page then shows the product's own FAQs, the FAQs of its categories and the store-wide ones, most specific first; a category page shows its own and the store-wide ones. Whether those levels are combined or only the most specific one is shown is a per-store-view setting. A page also carries one `FAQPage` structured-data block,

merged from every FAQ block on it, so search and answer engines read the questions and answers as data rather than as page text.

The storefront block is rendered on the server, cached with the page, and built on the browser's native `<details>` element, so the same accordion works on Luma and on Hyvä Theme. The extension uses no external service and sends no data anywhere.

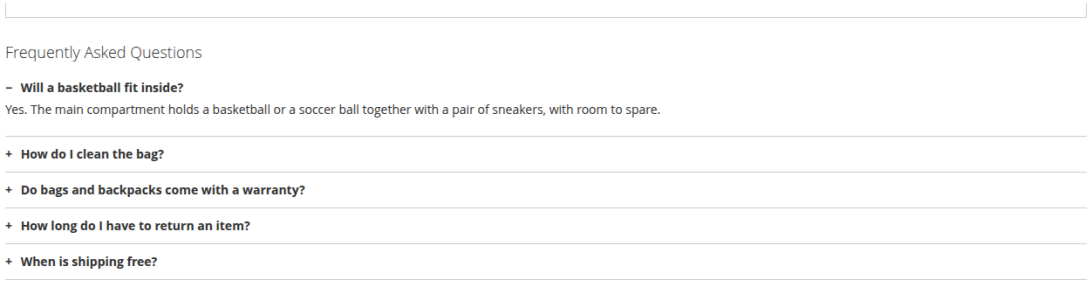

Figure 1: A product page on Luma: the product's own FAQs first, then its category's, then the store-wide ones

AI generation of candidate questions and answers is optional and is not part of this package. It becomes available when the separate FaqKitLlm companion extension is installed; see section 8.

Key features

- One FAQ Entries grid for every question and answer in the store
- FAQs assigned to the whole store, to any number of products or categories, or to a named widget, per store view
- Automatic FAQ blocks on product and category pages, with a product → category → store-wide cascade
- A choice between merging the levels and showing only the most specific one
- Reusable FAQ widgets with their own layout, collapsed state, structured data and pair limit
- One `FAQPage` JSON-LD per page, merged from every FAQ block on it
- Server-rendered, cacheable accordion on Luma and Hyvä Theme
- Answers with basic formatting; anything else stripped on save and on output
- FAQ sections on the product, category and FAQ widget edit forms
- Separate permissions for entries, widgets and configuration
- Optional AI generation through the separate FaqKitLlm companion

Compatibility

Platform	Versions
Adobe Commerce	2.4.7 – 2.4.9
Magento Open Source	2.4.7 – 2.4.9
PHP	8.1, 8.2, 8.3, 8.4, 8.5
Themes	Luma, Hyvä Theme
Checkout	Not modified

Platform	Versions
Database	Three tables added: FAQ entries, their product and category assignments, FAQ widgets
External dependencies	None

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2. Installation

Via Composer

```
composer require webmaster-ramos/module-faq-kit
bin/magento module:enable WebRamos_FaqKit
bin/magento setup:upgrade
bin/magento setup:di:compile
bin/magento cache:flush
```

`setup:di:compile` is required in production mode and harmless elsewhere. `setup:upgrade` creates the extension's three tables.

Verify

```
bin/magento module:status WebRamos_FaqKit
```

The extension is enabled by default. Until the first FAQ is saved, no FAQ block appears anywhere on the storefront.

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3. Configuration

Navigate to **Stores → Configuration → Webmaster Ramos → FAQ Kit**. Every setting can be set per website and per store view.

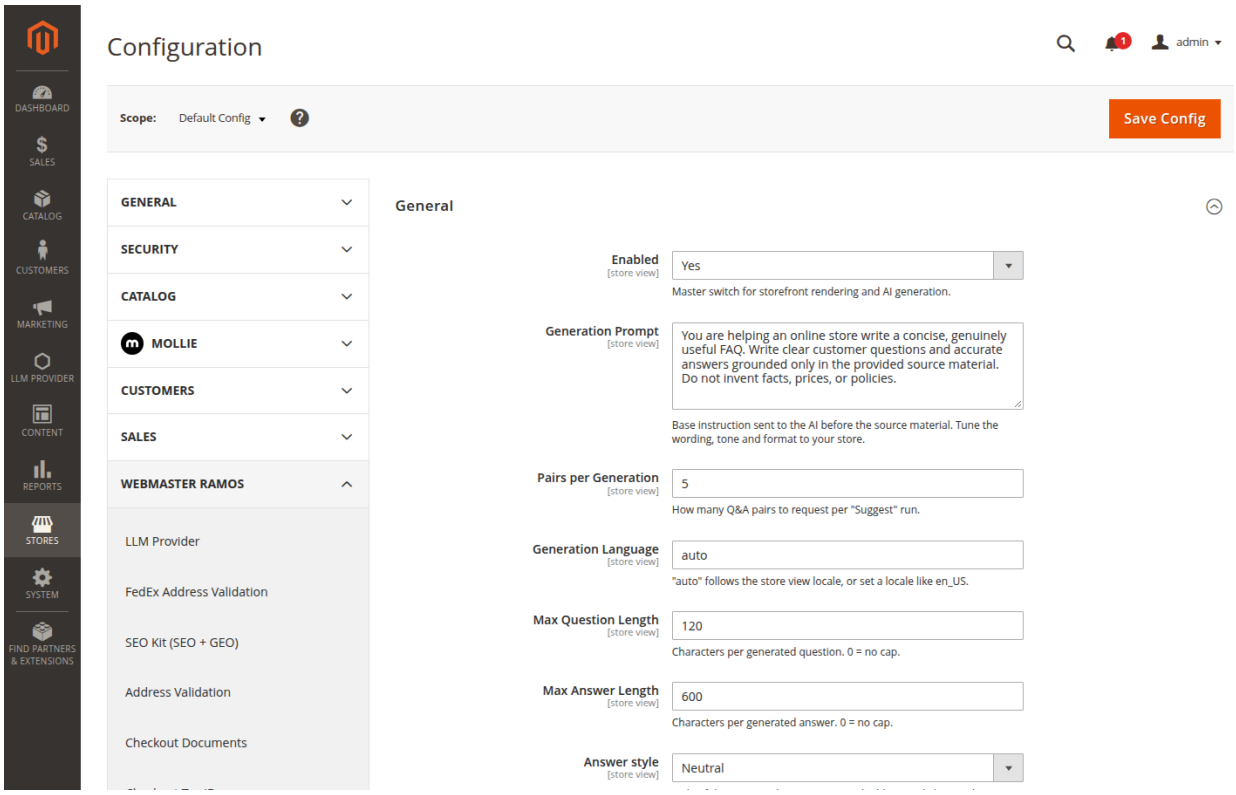

Figure 2: The General group at its shipped defaults

3.1 General

Field	Description	Default
Enabled	Master switch for storefront rendering and AI generation. No hides every FAQ block and greys every AI control.	Yes
Generation Prompt	The base instruction sent before the source material when generating with AI.	A prompt asking for concise, grounded questions and answers
Pairs per Generation	How many question/answer pairs one generation run requests.	5
Generation Language	`auto` follows the store view's locale; a locale such as `en_US` forces one.	`auto`
Max Question Length	Characters per generated question; 0 means no cap.	120
Max Answer Length	Characters per generated answer; 0 means no cap.	600

Field	Description	Default
Answer style	Neutral, Professional, Friendly, Concise or Custom. Neutral adds no style hint.	Neutral
Custom style	Your own style hint, shown when Answer style is Custom.	empty

The six generation fields take effect only when the FaqKitLlm companion is installed. Without it they are stored and ignored.

3.2 Storefront Display

Field	Description	Default
Show on Product Pages	Render the FAQ block on product pages.	Yes
Show on Category Pages	Render the FAQ block on category pages.	Yes
Emit FAQPage JSON-LD	Add one `FAQPage` structured-data block for the FAQs shown.	Yes
Collapsed by Default	Whether accordion answers start closed.	Yes
FAQ Inheritance	How the levels combine – see section 6.	Merge all levels

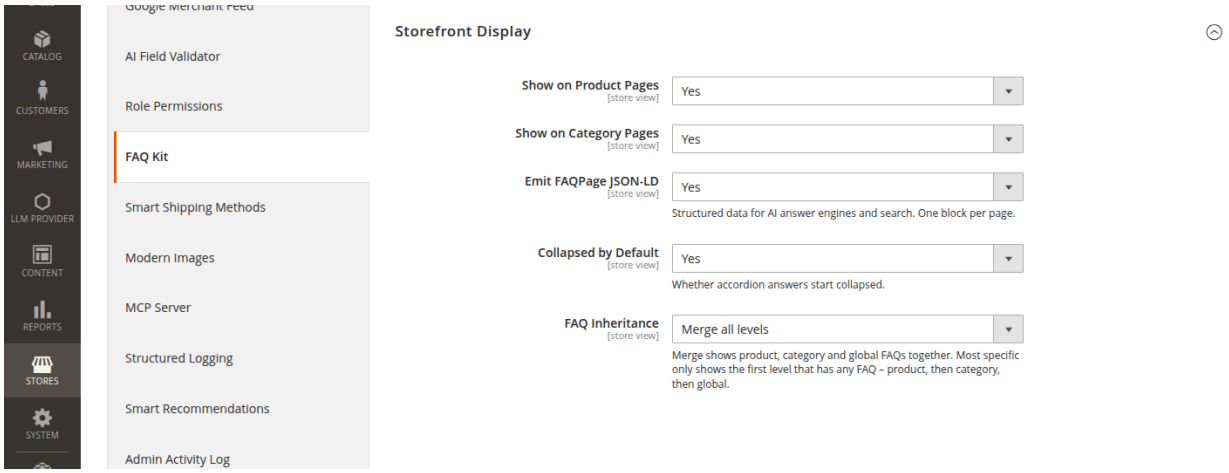

Figure 3: The Storefront Display group

Flush the page cache after changing a display setting; FAQ blocks are cached with the page.

4. Managing FAQs

4.1 The FAQ Entries grid

Content → FAQ Kit → FAQ Entries lists every question and answer in the store.

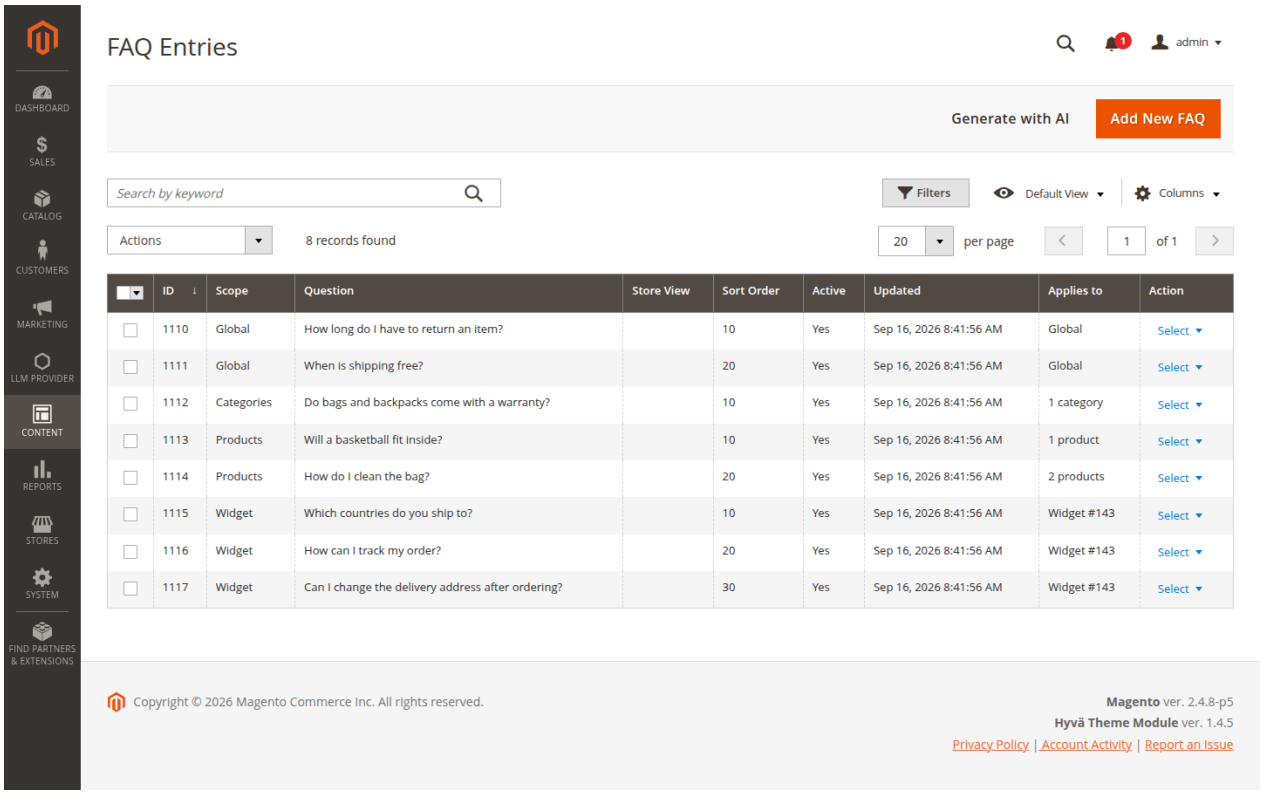

Figure 4: The FAQ Entries grid

Column	Meaning
ID	The entry's number
Scope	Global, Products, Categories or Widget
Applies to	What the entry actually applies to: *Global*, *3 products*, *2 categories*, *Widget #4*. An entry of a product or category kind with nothing assigned reads *No products* or *No categories* – a problem to fix, not a count
Question	The question text
Store View	The store view the entry is limited to; blank when it applies to all store views
Sort Order	Lower numbers are shown first
Active	Inactive entries are never shown on the storefront
Updated	Last change

The grid has keyword search, filters and saved views, and three mass actions: **Enable**, **Disable** and **Delete**. **Add New FAQ** opens an empty entry.

4.2 The entry form

Field	Description
Active	Whether the entry can be shown.
Applies to	One kind per entry – see below.
Store View ID	`0` for all store views, or the ID of one store view.
Question	The question as a customer would ask it.
Answer	The answer. Basic formatting is kept – paragraphs, line breaks, bold, italic, underline, lists, links, `h3`–`h5` headings, quotes, code and spans. Every other tag is removed when the entry is saved.
Sort Order	Position among the FAQs shown together.

Applies to offers four kinds, each with its own control:

- **Global** – every product page and every category page.
- **Products** – **Select Products** opens the catalog product grid. The chosen products are listed under the button, one row each, and a row can be removed. One entry can apply to as many products as needed.
- **Categories** – a category tree with checkboxes and a search box; as many categories as needed.
- **Widget** – the numeric ID of a FAQ widget (section 7).

A kind with nothing chosen is refused on save with a message naming what is missing. Re-opening an entry shows exactly what was chosen.

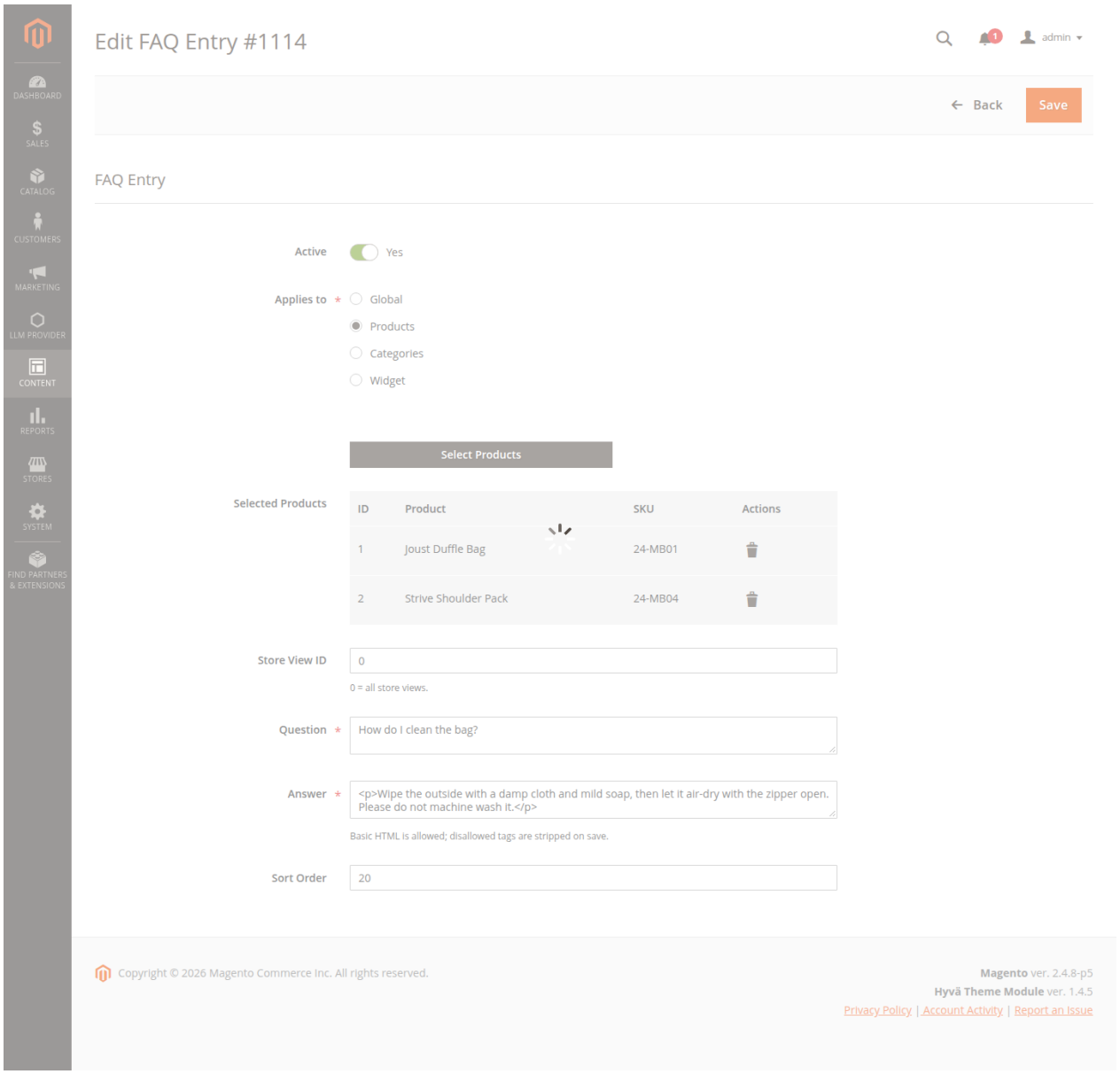

Figure 5: An entry assigned to two products

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5. FAQs on the product, category and widget forms

Every product, category and FAQ widget edit form carries a collapsible **FAQ** section, so FAQs can be managed where the item is. The section is shown only to roles allowed to manage FAQ entries (section 9).

5.1 Product form

The section lists every FAQ that applies to the product, as the storefront resolves it, with its **Level** (Product, Category or Global), **Active** flag and **Sort Order**, ordered by sort order.

- **Add FAQ** opens a compact panel over the product form, already scoped to this product and store view. Save writes the FAQ and refreshes the list; the product itself is not saved, and unsaved product edits are kept.
- A row that belongs to this product offers **Quick edit** (question, answer, active, sort order), **Enable** or **Disable**, and **Remove**. Removing a FAQ that other products also use only unassigns it from this product; removing a FAQ used by this product alone deletes it. The confirmation says which.
- Rows inherited from a category or from the store-wide level open the full entry form only: editing a shared FAQ from one product would change it everywhere it is shown.

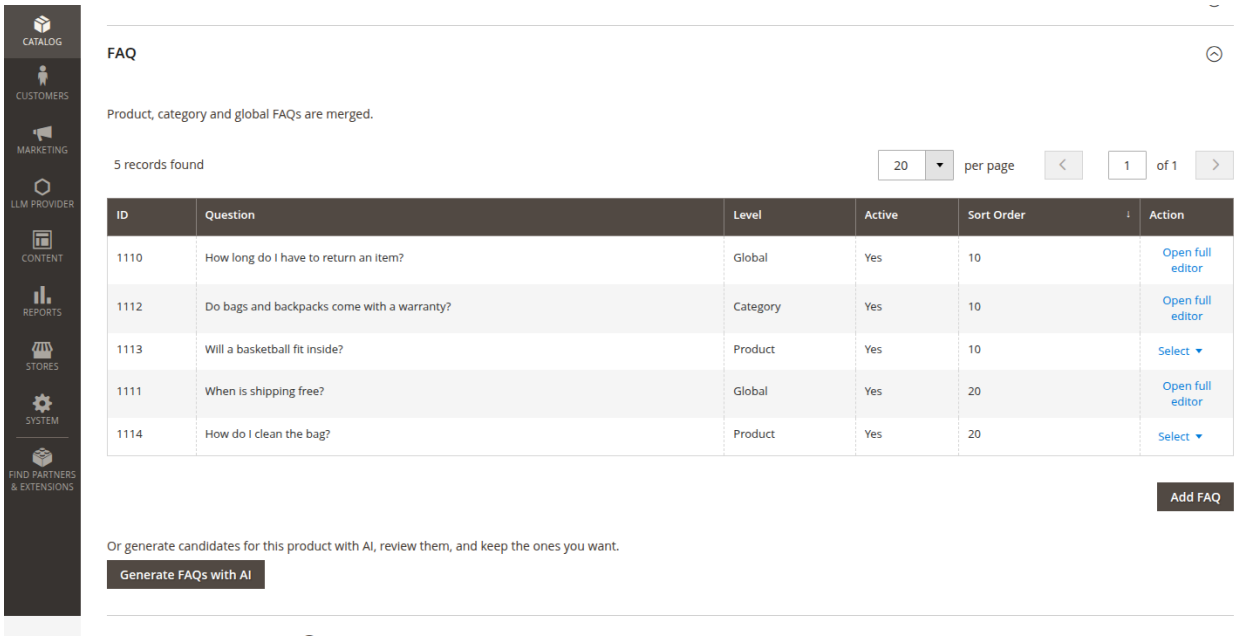

Figure 6: The FAQ section on the product edit form

5.2 Category form and FAQ widget form

The section counts the FAQs assigned to the category or widget and offers two controls on one row:

- **Add FAQ** opens the full entry form with the kind and the item already chosen.
- **Generate FAQs with AI** opens the AI review page scoped to the item (section 8).

Wherever one of these forms opens the entry form or the review page, **Save**, **Back** and **Apply** return to the form, with its FAQ section open and in view. On an item that has not been saved yet, the controls are greyed out with a hint to save it first.

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6. Storefront

With **Enabled**, **Show on Product Pages** and **Show on Category Pages** set to Yes, a FAQ block appears at the end of the main content area of every product and category page that has at least one active FAQ for the current store view. The block is headed “Frequently Asked Questions”.

Which FAQs a page shows:

Page	Levels, most specific first
Product	FAQs assigned to the product → FAQs assigned to any of its categories → store-wide FAQs
Category	FAQs assigned to the category → store-wide FAQs

FAQ Inheritance decides how the levels combine, per store view:

- **Merge all levels** – all levels are shown together, most specific first, each FAQ once.
- **Most specific only** – only the first level that has any FAQ is shown.

The block is server-rendered and cached with the page. On Luma and on Hyvä Theme it uses the native `<details>` element, so it opens and closes without JavaScript and is keyboard accessible. With **Emit FAQPage JSON-LD** on, the page carries one `FAQPage` structured-data block for the FAQs shown – a page built from several FAQ blocks, such as a CMS page of FAQ widgets, still carries exactly one, holding every question from the blocks that have it switched on.

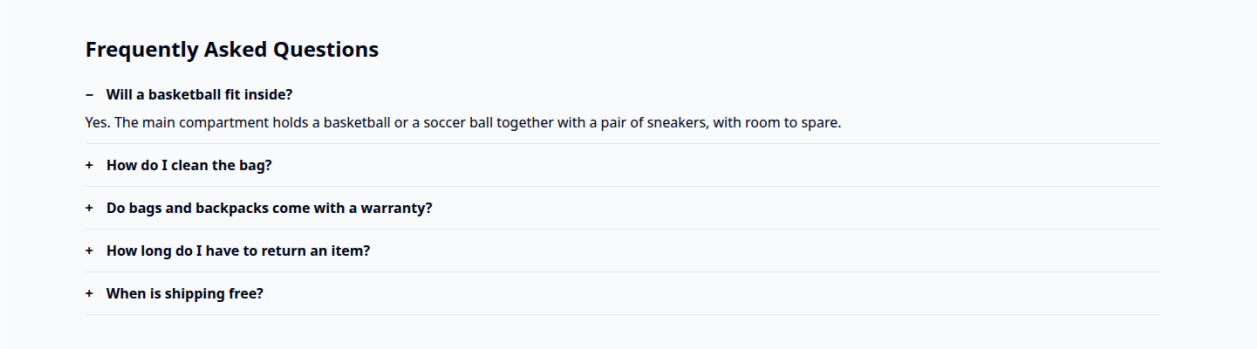

Figure 7: The same product page on Hyvä Theme

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7. FAQ widgets

A FAQ widget is a named, reusable FAQ block with its own set of questions, for pages that are not a product or a category – a shipping page, a returns policy, a landing page.

7.1 Defining a widget

Content → FAQ Kit → FAQ Widgets → Add New Widget

Field	Description	Default
Active	An inactive widget renders nothing.	Yes
Code	A stable identifier, unique across widgets.	–

Field	Description	Default
Title	The block's heading; empty shows "Frequently Asked Questions".	empty
Layout	Accordion, or a plain list with every answer visible.	Accordion
Collapsed by Default	Whether accordion answers start closed.	Yes
Emit FAQPage JSON-LD	Structured data for this block.	Yes
Max Pairs	The most pairs shown; 0 shows all.	0

A widget's questions are FAQ entries with **Applies to** set to **Widget** and the widget's ID. After the widget is saved, its FAQ section (section 5.2) adds them directly.

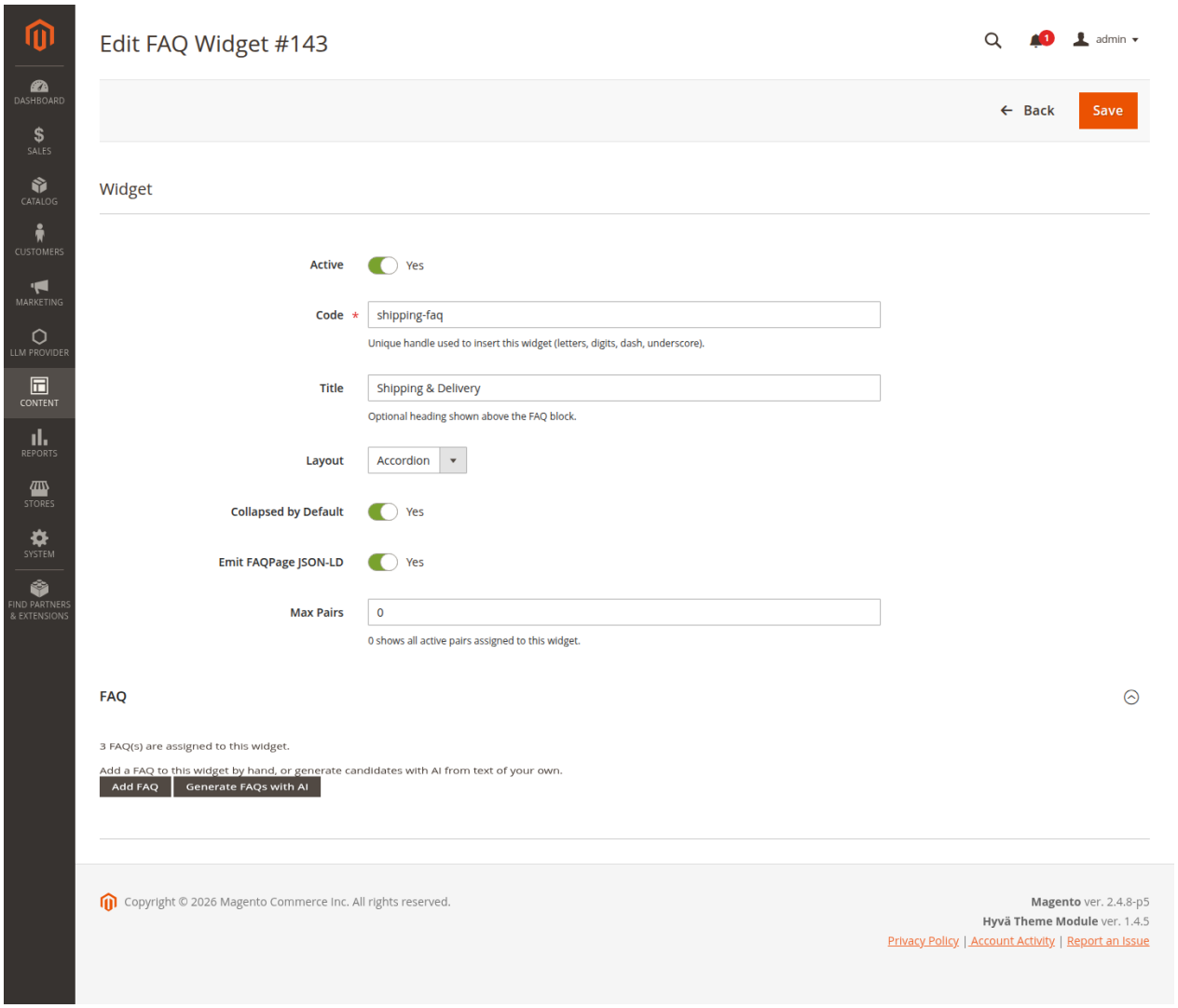

Figure 8: A FAQ widget and its FAQ section

7.2 Placing a widget

The widget type is **FAQ Kit Block**, and its one option, **FAQ Widget**, picks the widget by title and code. Place it either way:

- **Content → Widgets → Add Widget** – choose the type **FAQ Kit Block** and the theme, set where it appears under **Storefront Properties**, and pick the widget under **Widget Options**.
- In a CMS page or block, use **Insert Widget** and choose **FAQ Kit Block**.

The same widget can be placed on as many pages as needed.

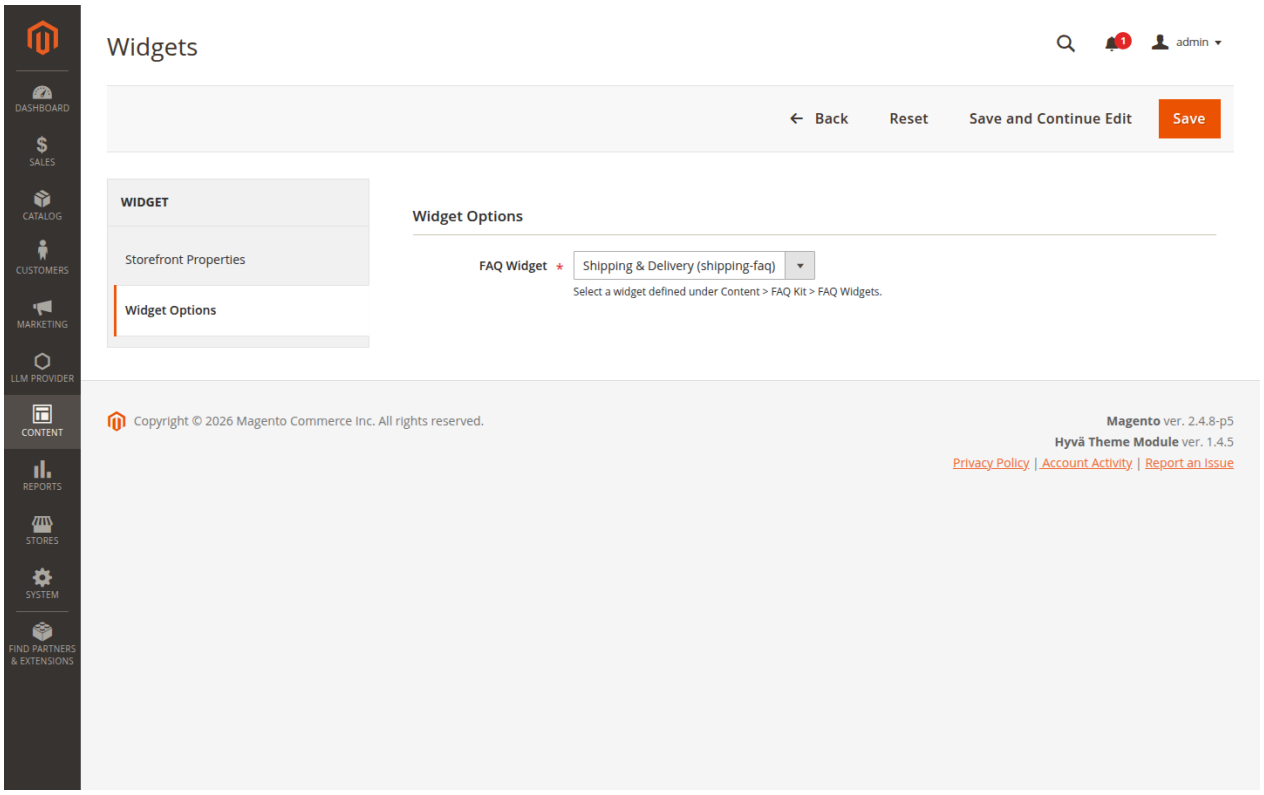

Figure 9: Placing the widget: Widget Options of a FAQ Kit Block instance

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8. Optional: AI generation

AI generation is provided by the separate **FaqKitLlm** companion extension, which is not included in this package. FAQ Kit installs and works fully without it. The companion uses the on-premise WebRamos LLM Provider gateway, where the store's own API key for a model provider is configured, together with a model and a daily spend cap for FAQ generation.

With the companion installed:

- **Generate with AI** on the FAQ Entries grid opens the review page unscoped: choose the kind (Global, Product, Category or Widget) and the store view there. **Generate FAQs with**

AI on a product, category or FAQ widget form opens the same page already scoped to that item.

- For a product or category, candidates are grounded in its catalog content – name, SKU and descriptions – plus anything added in **Source Text** or as a **Source File** (`.txt` or `.md`, never stored). For the Global and Widget kinds the pasted or uploaded text is the only source and is required.
- **Generate** lists every candidate as a ticked row; **Generate more** adds further candidates without repeating the listed ones. Untick what is not wanted, then **Apply Selected**: only the ticked rows are saved, through the same answer sanitising as the entry form, and nothing is published without that step.

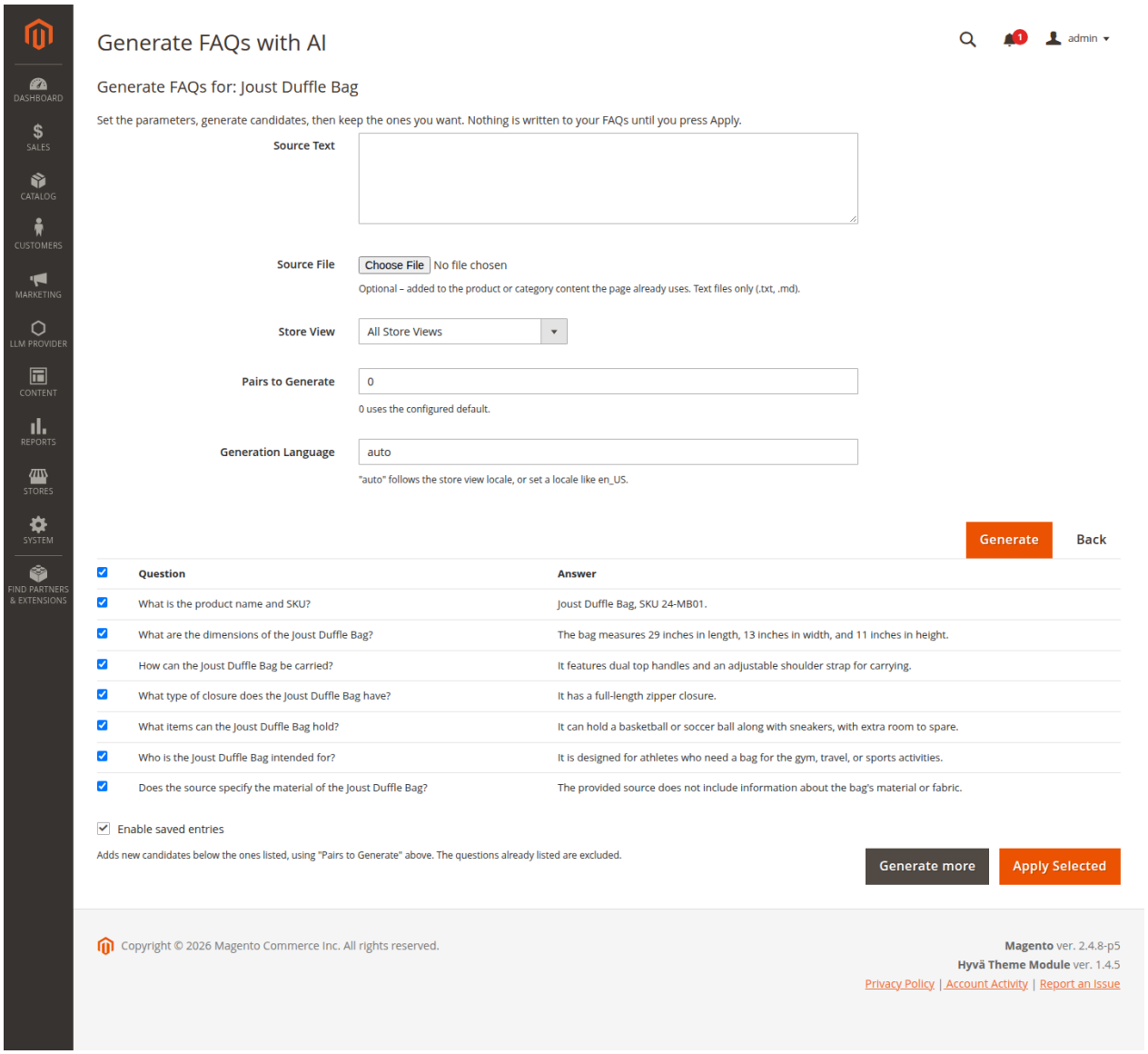

Figure 10: The review page for a product, with candidates generated from its catalog content

Without the companion, every AI control is still visible, greyed out with a hint that AI generation is not installed. When the gateway is unavailable or the spend cap is reached, generation reports it and every other part of the extension keeps working.

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9. Permissions

System → Permissions → User Roles → Role Resources → FAQ Kit

Resource	Grants
Manage FAQ Entries	The FAQ Entries grid and form, and the FAQ sections on the product, category and widget forms
Manage FAQ Widgets	The FAQ Widgets grid and form
FAQ Kit Configuration	The configuration section

The product chooser on the entry form shows the catalog product grid, which Adobe Commerce and Magento Open Source serve only to roles holding **Catalog → Inventory → Products**. Grant that resource to any role that maintains product-scoped FAQs; without it the chooser is empty.

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10. Troubleshooting

Symptom	Cause and resolution
No FAQ block on a product or category page	Check **Enabled** and **Show on Product Pages** / **Show on Category Pages** for that store view, that at least one FAQ is **Active** and applies to the page, and that its **Store View ID** is `0` or the current store view. Then flush the page cache.
A product page shows only its own FAQs	**FAQ Inheritance** is set to **Most specific only** for that store view.
A FAQ shows *No products* or *No categories* in the grid	Its kind was chosen but nothing was assigned. Open it and select products or categories.
The product chooser on the entry form is empty	The admin role lacks **Catalog → Inventory → Products** (section 9).
The FAQ section is missing from the product form	The admin role lacks **Manage FAQ Entries**.
Add FAQ and Generate FAQs with AI are greyed on a form	The item has not been saved yet. Save it first.
Only the AI controls are greyed	The FaqKitLlm companion is not installed, or the extension is disabled for that store view. The hint names which.
A widget renders nothing	The widget is inactive, has no active FAQs, or the extension is disabled for the store view.

Symptom	Cause and resolution
Tags disappear from an answer	Only the formatting listed in section 4.2 is kept; everything else is removed on save.

Errors are written to `var/log/system.log` and `var/log/exception.log`.

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11. Support & Changelog

- **Author:** Webmaster Ramos
- **Email:** contact@webmaster-ramos.com
- **Website:** https://webmaster-ramos.com
- **Support:** https://webmaster-ramos.com/support
- **Changelog:** see `CHANGELOG.md` inside the package