



QRC – Foundations of AEO: Adding an FAQ Section to your Website

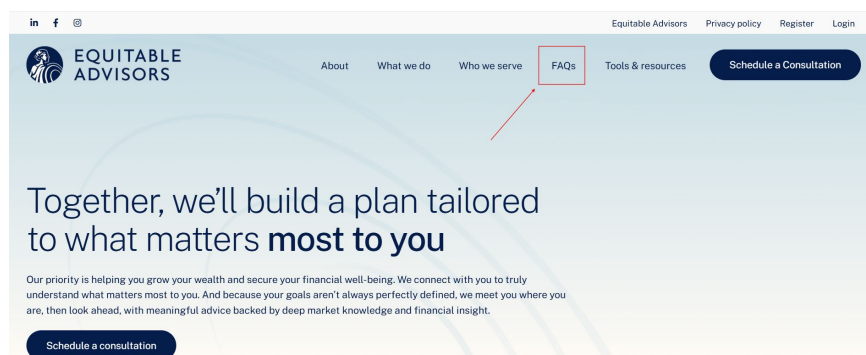
Adding an FAQ or Q&A section to your website is one of the highest-impact, lowest-effort moves you can make for Answer Engine Optimization (AEO) right now. Here's why:

1. It matches how people search and how AI reads queries
 - Search behavior has shifted from keywords to full, conversational questions (ex: "How much does X cost?")
 - Q&A content mirrors real user searches and makes it easier for AI to map a user's question to your answer.
2. It gives AI exactly what it wants: clean, extractable answers
 - Answer engines (ChatGPT, Google AI Overviews, voice assistants) are designed to pull direct answers, not interpret long paragraphs.
3. FAQ/schema content has higher AI citation rates
 - [FAQ schema](#) has one of the highest citation rates in AI-generated answers
 - FAQ-formatted content appears significantly more often in AI Overviews and chat responses
4. It increases visibility in "zero-click" search
 - More searches now end without an actual click – users get the answer directly where they search. Having an FAQ on your site helps you become the source of that answer.
 - AEO success = being quoted, not just clicked.
5. It improves clarity, trust, and conversion (not just traffic)
 - Removes friction ("How much?", "How long?", "Is this right for me?")
 - Builds trust with transparent answers and increases likelihood of conversion
6. It strengthens your overall SEO + AEO strategy
 - FAQ content supports both traditional search (SEO) and AI search (AEO)
 - Targets long-tail keywords and intent-driven queries
 - Improves internal linking and topical authority
 - Makes your content easier for both traditional search crawlers and AI to understand

Now that you understand why it's important to have an FAQ on your website, how do you build one?

This article on FMG's knowledge base walks you through step-by-step instructions on how to add the FAQ Section block to a page on your website: <https://help.fmgsuite.com/en/adding-an-faq-section-to-a-page>

AEO best practices recommend placing the FAQ in an easy-to-find location for AI engines. In your case, that may be your website's homepage, or alternatively you can consider creating a separate page on your website to house your FAQs that is linked within your primary navigation bar – example below:



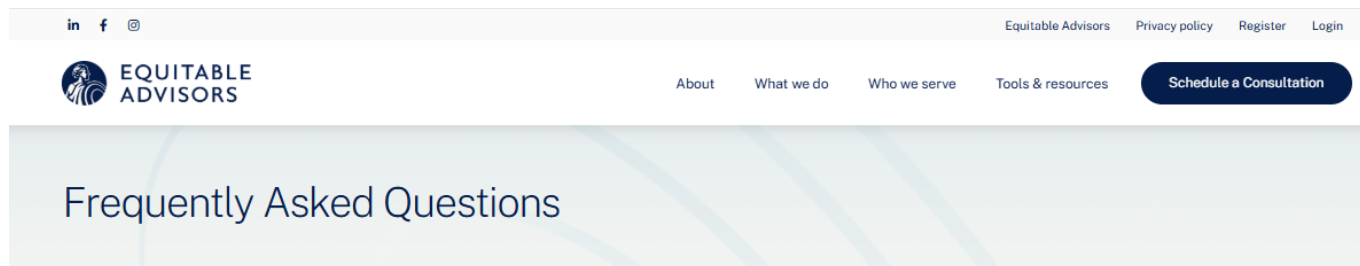


EQUITABLE ADVISORS

Now that I've added the FAQ Section to my FMG website, how do I know what questions and answers to list so that my site is surfaced in AI queries?

Your question-and-answer section should be specific to you and your practice. Whether that's focusing on your unique value proposition, your locale, your service offerings, or your process – make sure the answers are specific and direct. There are however some key considerations to account for when drafting your unique FAQs:

- Create questions in the same way your clients and prospects would ask them – Ex. “How do I get started?”, “What services do you offer?”
- Focus on specific answers, rather than broad coverage
 - Add location-specific questions – Ex: “Do you serve clients in [city/state]?”
 - Include niche personas – Ex: “Do you work with retirees / business owners / advisors?”
 - Provide details on specific services or markets– Ex: “We provide comprehensive financial planning and investment management for professional athletes in the greater Los Angeles region”
- Include high-intent conversion questions (fee structures, how to get started, best client fit, etc.)
- Create **at least** 10 questions for your FAQ and update them periodically.
 - A great place to start from is if you have common questions that your clients typically ask during one-on-one meetings or when they are first getting started with you.



What services do you offer as a financial advisor?

We provide comprehensive financial planning and investment management tailored to your goals, including retirement planning, portfolio management, and wealth strategies designed to help you build and protect your financial future.

How do I know if I need a financial advisor?

You may benefit from a financial advisor if you want help creating a clear financial plan, managing investments, preparing for retirement, or making confident financial decisions at any stage of life.

What makes your approach different?

Our approach is personalized and relationship-focused. We take time to understand your goals, values, and financial situation so we can build a strategy that evolves with your life—not just your portfolio.

Do you service clients in Massachusetts?

Yes, we primarily service clients in western Massachusetts, northern Connecticut, and New York. However, we are happy to work with clients across the country and have the digital capabilities to provide an extremely high-level of support for geographically spread clients.

What will I need for my first meeting with a financial advisor?

For your first meeting, you don't need everything perfectly organized—but it helps to come prepared with a general understanding of your finances and goals.

You may want to bring:

- A list of your financial goals (retirement, saving, debt reduction, etc.)
- Recent statements for savings, investment, and retirement accounts