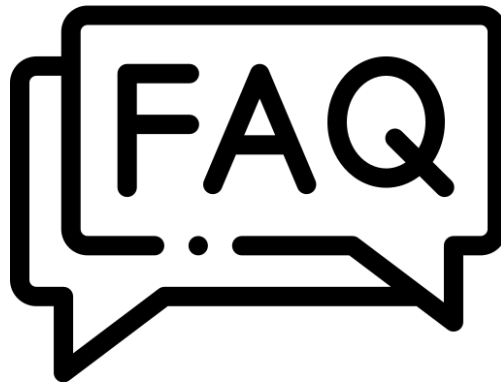




Patryk Wawok

# Are FAQs Still Relevant for SEO in 2023?





Patryk Wawok

**Google introduced FAQ  
structured data in 2019.**





Patryk Wawok

**It was the new hot topic  
in town.**

**Everybody was using it.**





Patryk Wawok

# Google was reserving **more space** for them in search results.

 <https://developers.google.com/docs> › docs



## What is Robots.txt? | Google Search Central | Google Developers

If you're wondering what robots.txt is or looking for help with robots.txt, browse these commonly asked questions and answers. ....

---

Does my website need a robots.txt file? ▼

---

What program should I use to create a robots.txt file? ▼



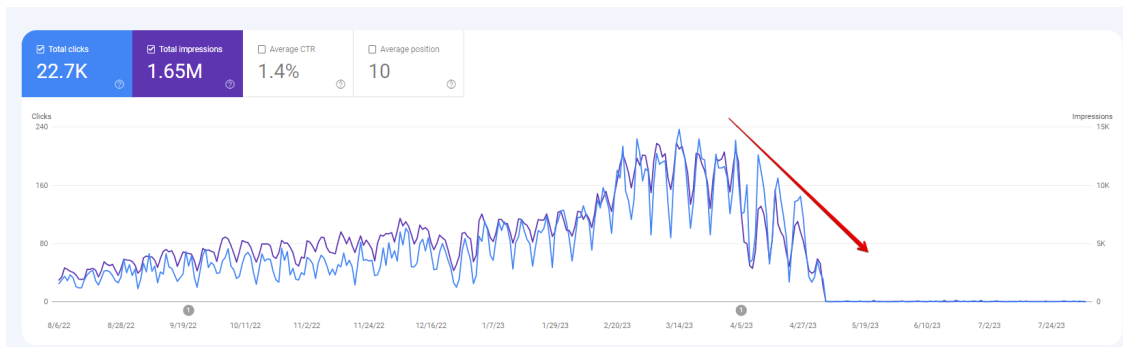




Patryk Wawok

But then in **April 2023**...

**BOOM!**





Patryk Wawok

**Google stopped showing  
FAQ rich results in search  
results.**





Patryk Wawok

**There is no point in using  
them then, *right?***





Patryk Wawok

**Wrong!**

**Here are 5 reasons why  
FAQs are **Still Relevant****





Patryk Wawok

# Reason #1 FAQs are easy to understand for Google

Questions and answers to them are the easiest to understand for search engines.

Use them!





Patryk Wawok

## Reason #2 FAQs rank for long-tail keywords

A ton of long-tail keywords are questions.

Use FAQs on your site to rank for them higher and gather new traffic.





Patryk Wawok

## **Reason #3 FAQs add additional value**

FAQ means Frequently Asked Questions.

Answer to questions frequently asked by users and bring more value with your content.





Patryk Wawok

## **Reason #4** FAQs help you rank in SERP features

Featured snippets are often created for question queries.

Use FAQs to snatch them from your competitors.







Patryk Wawok

## **Reason #5 FAQ Structured data still helps Google**

The primary goal of structured data is to help Google understand the content.

Use FAQ structured data to show Google what value your site provides.





Patryk Wawok

**FAQs are here to stay.**

**Use them on your content  
to enhance it.**

**Rank higher** in search  
results with simpler  
content.



# TL;DR: 5 Reasons Why FAQs Are Still Relevant

- FAQs are easy to understand for Google
- FAQs rank for long-tail keywords
- FAQs add additional value
- FAQs help you rank in SERP features
- FAQ Structured data still helps Google



**Need any help with  
improving FAQs?**

**Send me your DM!**

**I will help you!**



# Repost it

if you learned something new about FAQs  
from this post





Patryk Wawok

# Follow me

I post **5 days a week** to help you rank your site better in search results with SEO and content.



Patryk Wawok