

FAQ / Help Centre

Magento 2 Extension - Licensing, Configuration & Storefront Guide

Self-contained Help-Centre + Knowledge-Base module. Public listing + slug-based detail pages, branded hero banner, in-page search, AJAX live search, tags, visitor-suggest questions with moderation, helpful Y/N voting, related articles, contact cards, full SEO (JSON-LD + sitemap), REST API, and CMS widget. Theme-agnostic.

Module version	v1.1.0
Magento compatibility	Open Source 2.4.4 - 2.4.9 / Adobe Commerce 2.4.4 - 2.4.9
PHP	8.1 / 8.2 / 8.3 / 8.4
Document date	2026-06-05

1. What FAQ / Help Centre does

The FAQ / Help Centre module gives your Magento store a complete help-centre / knowledge-base section at /faqs. Customers can browse Q&A by category, search them live, vote on whether an answer was helpful, suggest their own questions (with admin moderation), and follow related articles. The admin manages categories and Q&A items through standard Magento CRUD pages — no SQL, no template editing.

Typical use cases:

- Pre-sales FAQs — shipping, returns, payment methods, sizing
- Product knowledge — OEM vs aftermarket, compatibility, materials
- Operational FAQs — Click & Collect, account management, technical support
- Reduce support tickets — customers self-serve before reaching out to your team

Four highlight features

Feature	What it does	Why it matters
Slug-based detail pages	Each Q&A lives at /faqs/{category}/{slug} — clean SEO-friendly URLs.	Search engines treat each FAQ as a standalone page; rich-result eligible via JSON-LD.
Visitor question suggestions	An 'Ask your own question' form on the listing. Submissions queue for admin approval.	Captures real customer pain points — turn them into permanent FAQ entries.
Live AJAX search + helpful voting	Type-ahead search dropdown + 'Was this helpful?' Y/N buttons on each detail page.	Self-service finds answers faster; helpful votes show which articles to improve.
Theme + branding configurability	Colors, font, hero image, contact cards, and feature toggles — all via Stores -> Configuration. No template forks needed.	Match your brand identity in 5 minutes without a developer.

How this document is laid out

- Section 2 - The locked state: what you see before the module is licensed
- Section 3 - Getting access: Stripe Checkout + entering keys
- Section 4 - Configuration: branding / hero / SEO / contact / display / features
- Section 5 - Storefront experience: listing, detail page, voting, related articles
- Section 6 - Visitor question submissions + admin moderation
- Section 7 - Contact integration (Need more help cards + contact form)
- Appendix - URLs, REST API, common pitfalls

2. Locked state - module is not licensed

Out of the box, FAQ runs in a fully-locked state until a valid licence key is in place. Storefront /faqs pages return 404, REST API endpoints return empty arrays, and admin Item / Category / Pending pages redirect to the licence gate. The merchant CAN still reach the Stores -> Configuration page (to paste a key) and the License & Plans gate (to buy one).

2.1 The Module Status banner — visible warning at the top of Configuration

Visit Stores -> Configuration -> ETECHFLOW -> FAQ / Help Centre. The very first row is Module Status — an always-expanded yellow banner that tells you exactly why the module is disabled.

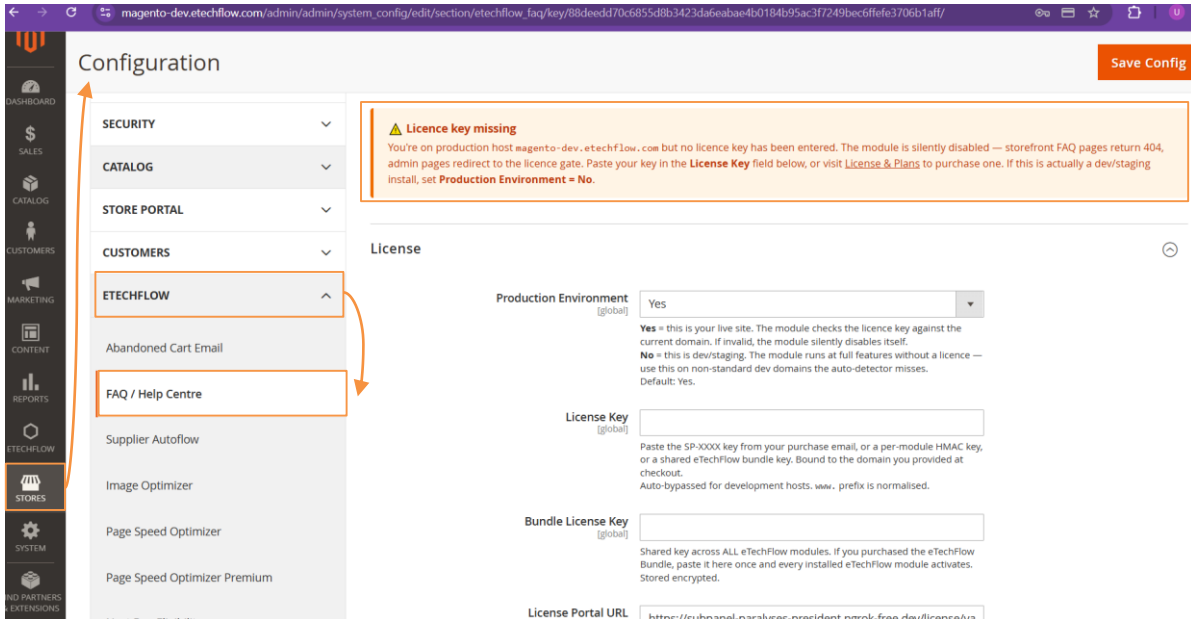


Figure 2.1 - Module Status banner shows the licence is missing. Banner state changes automatically: amber for missing/invalid keys, blue for dev-host or production_environment=No, green when active.

Five banner states (1) Dev host bypass active [blue] (2) Production Environment = No [blue] (3) Licence key missing [amber] (4) Licence key invalid for host [amber] (5) Module is active [green].

2.2 The Licence Required gate page

Any attempt to open an admin Item / Category / Pending page when the licence is invalid redirects to the gate. Same applies to the storefront — /faqs returns 404. The gate is the merchant's single entry point to buy or paste a key.

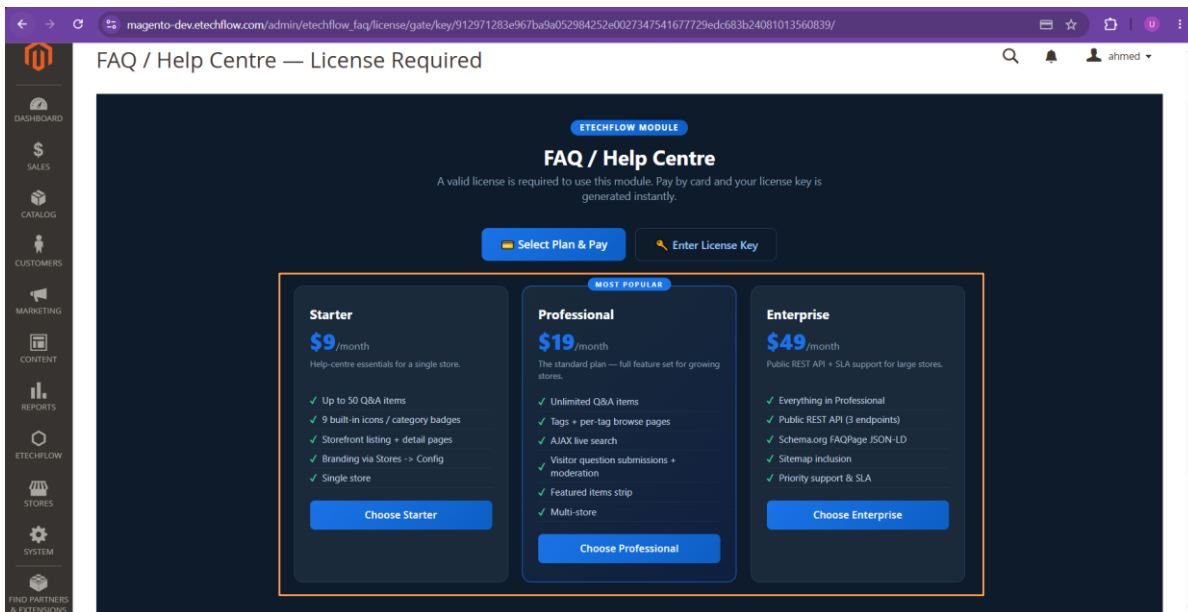


Figure 2.2 - Licence Required gate. Three plan cards (Starter \$9 / Professional \$19 [Most Popular] / Enterprise \$49) plus an 'Enter License Key' link that jumps to the Configuration field.

2.3 Storefront returns 404

When the module is locked, every storefront URL under /faqs/* (listing, detail pages, search, vote, submit) forwards to Magento's standard noroute handler. Customers see your theme's 404 page — clean, branded, no broken FAQ rendering.

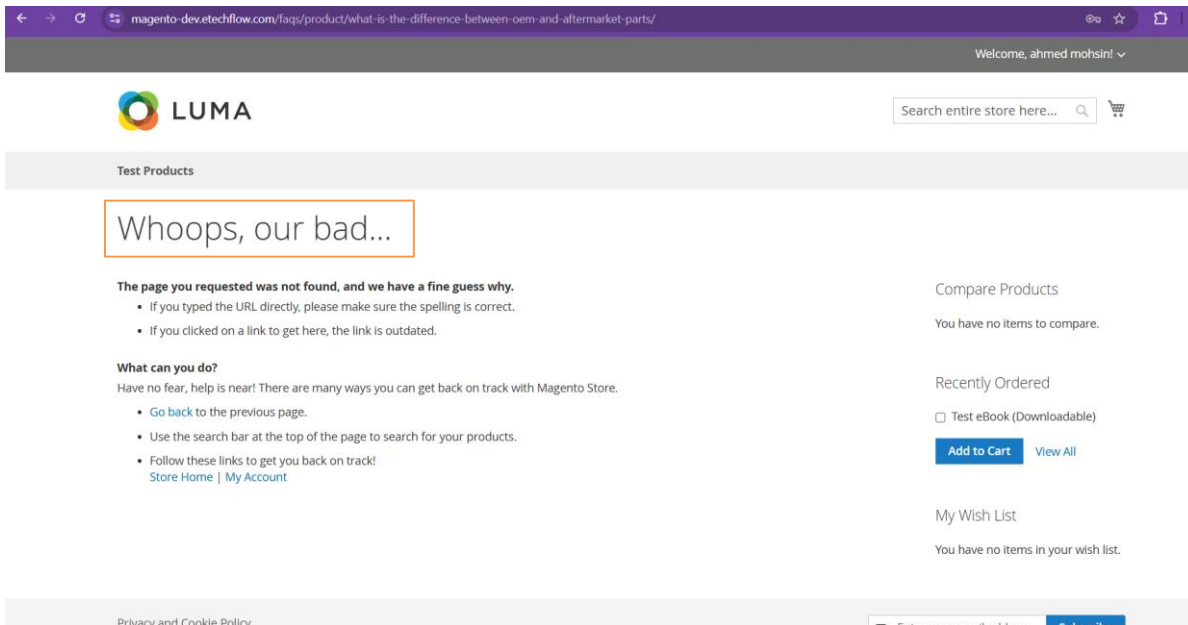


Figure 2.3 - The standard Luma 404 page when an unlicensed install is hit. Customers see the regular store header / footer, no half-rendered FAQ content.

3. Getting access - licensing the module

3.1 Stripe Checkout - in-admin purchase

On the gate page (Figure 2.2 above) the merchant picks a plan, enters their name + email, then is redirected to a Stripe Checkout session. Card-present payments only - we never store card details on your server.

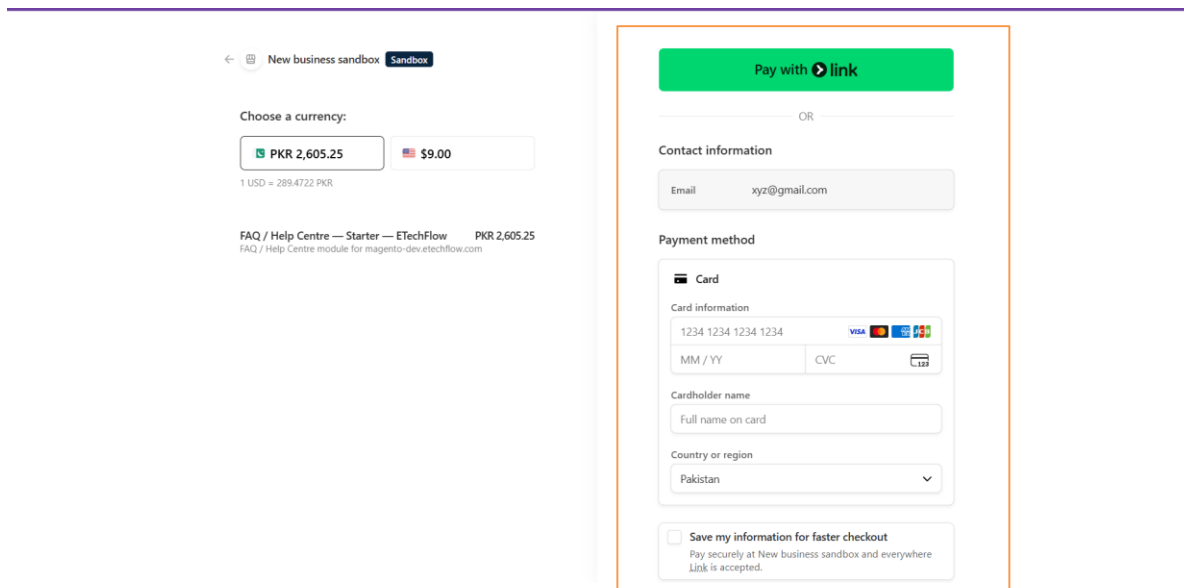


Figure 3.1 - Stripe Checkout (sandbox / test mode). Plan label, total, currency, and card form are all rendered by Stripe. Test card: 4242 4242 4242 4242, any future expiry, any CVC.

Auto-activation after a successful payment Stripe redirects back to `/admin/etechflow_faq/license/activated`. The module contacts the eTechFlow portal, receives an SP-XXXX key, and saves it to your config automatically. Flush cache once, you're done.

Plan	Price	Includes
Starter	\$9 / month	Help-centre + up to 50 Q&A items + 1 store
Professional (Most Popular)	\$19 / month	Unlimited items, tags, AJAX search, visitor submissions, featured strip, multi-store
Enterprise	\$49 / month	Everything in Professional + public REST API + Schema.org JSON-LD + sitemap inclusion + priority SLA

3.2 Stripe Payment configuration

For the in-admin Stripe Checkout button to work, your Stripe API keys need to be configured under Stores -> Configuration -> ETECHFLOW -> FAQ / Help Centre -> Payment (Stripe). Keys are stored encrypted in `core_config_data`.

Payment (Stripe) ⌂

Stripe Secret Key [global]
 Your Stripe sk_test_... (test mode) or sk_live_... (live). Used to create the Checkout Session when a merchant clicks Pay on the gate page. Stored encrypted.

Stripe Publishable Key [global]
 Your Stripe pk_test_... or pk_live_... key.

Currency [global]
 Three-letter Stripe currency code, lowercase. Default: usd.

Figure 3.2 - Payment (Stripe) settings: Stripe Secret Key (sk_test_... or sk_live_...), Publishable Key (pk_), and currency.

Field	Purpose
Stripe Secret Key	sk_test_... (sandbox) or sk_live_... (production). Used to create the Checkout Session. Stored encrypted via Magento's Encrypted backend model.
Stripe Publishable Key	pk_test_... or pk_live_.... Required by Stripe Checkout's client-side script.
Currency	Three-letter ISO code, lowercase (usd / gbp / eur / pkr / aud / cad / inr ...). Default: usd.

4. Configuration

All module settings live under Stores -> Configuration -> ETECHFLOW -> FAQ / Help Centre. Six configuration groups — Branding, Hero, SEO, Contact, Display, Features — give you fine control over the storefront without ever touching a template.

4.1 Branding - colours + font

Every CSS variable in the storefront templates is wired to this group. Change a colour, click Save Config, flush block_html + full_page cache — the entire storefront re-skins. No template fork required.

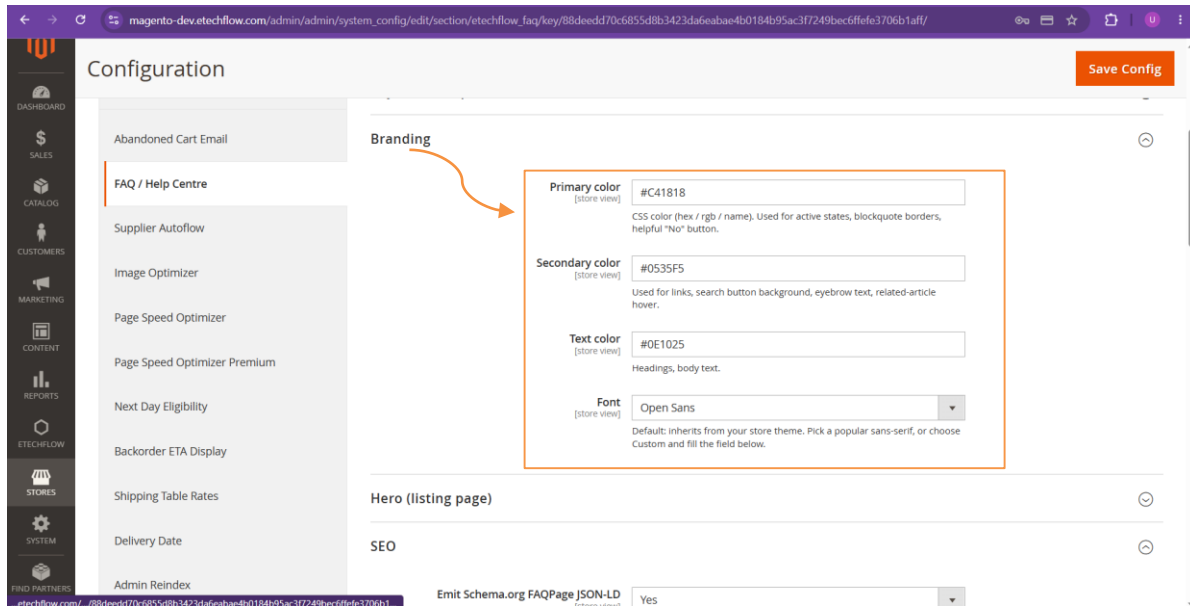


Figure 4.1 - Branding group. Three core colours plus a font dropdown (Open Sans / system / popular options + Custom).

Field	Default	Used for
Primary color	#C41818	Active sidebar item, blockquote border, helpful 'No' button border, breadcrumb category
Secondary color	#0535F5	Links, search button background, eyebrow text, 'Back to FAQs' hover, related-card top accent
Text color	#0E1025	Headings + body copy
Font family	Inherit from theme	Open Sans / Roboto / Inter / Custom
Custom font CSS	(blank)	Only used when Font = Custom. E.g. "Cormorant Garamond, serif"

4.2 Hero - the big banner at the top of /faqs

The Hero is the wide banner that opens the /faqs listing page. You can show or hide it, swap the background image (uploads via the image picker), and edit the title + subtitle copy.

Hero (listing page)

Show hero section [store view] Yes Show/hide the banner at the top of the /faqs listing page.

Hero image path [store view] Path relative to pub/media, e.g. cms/faqs/hero.png. Leave blank for a gradient fallback.

Hero title [store view] Help Centre & FAQs

Hero subtitle [store view] Find answers to common questions about orders, shipping, returns, payments and more.

SEO

Emit Schema.org FAQPage JSON-LD [store view] Yes Adds FAQPage / Question structured data so Google can show your Q&A in search results.

Emit BreadcrumbList JSON-LD [store view] Yes

Emit OpenGraph + Twitter Card meta [store view] Yes

Include FAQs in sitemap.xml [store view] Yes Adds listing + every detail page to Magento's generated sitemap.

Figure 4.2a - Hero (listing page) group. 'Show hero section' toggle + image upload + title + subtitle.

Side-by-side comparison — Hero ON vs Hero OFF:

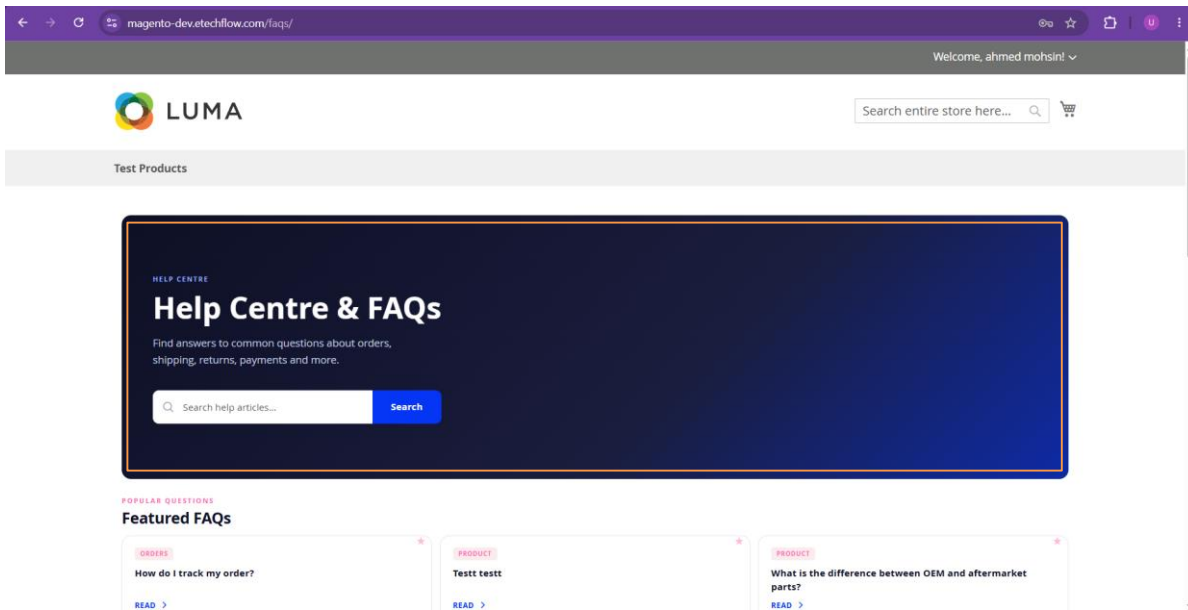


Figure 4.2b - Hero ON. Customer lands on /faqs and immediately sees the brand banner, a search box, and your tagline.

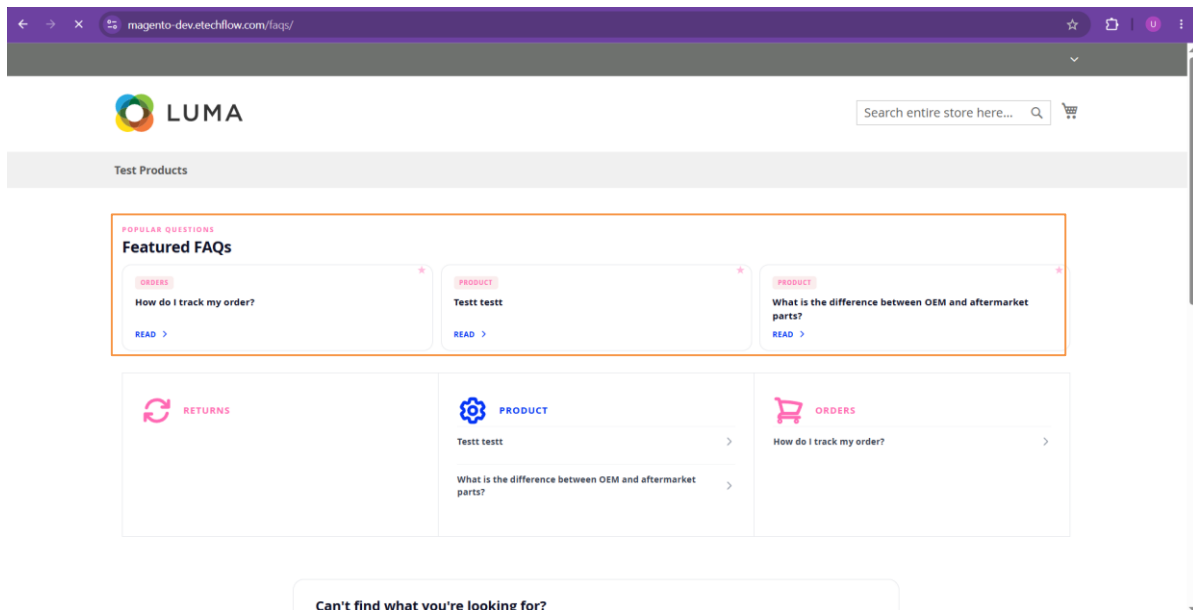


Figure 4.2c - Hero OFF. Listing skips the banner and goes straight into the Featured FAQs strip. Useful if your theme already has its own page-top banner.

Field	Purpose
Show hero section	Yes/No master toggle for the banner.
Hero image	Upload widget. File lands at pub/media/etechflow_faq/hero/. Bare filenames auto-resolve; legacy text paths still work.
Hero title	Big H1 heading. Default: "Help Centre & FAQs".
Hero subtitle	Lead text under the title. Default: "Find answers to common questions about orders, shipping, returns, payments and more."

4.3 SEO - JSON-LD + sitemap

Four toggles enable structured-data emission so Google can show your Q&A in rich-result panels, and so your FAQ URLs land in Magento's auto-generated sitemap.xml.

Hero (listing page)

Show hero section [store view] Yes Show/hide the banner at the top of the /faqs listing page.

Hero image path [store view] Path relative to pub/media, e.g. cms/faqs/hero.png. Leave blank for a gradient fallback.

Hero title [store view] Help Centre & FAQs

Hero subtitle [store view] Find answers to common questions about orders, shipping, returns, payments and more.

SEO

Emit Schema.org FAQPage JSON-LD [store view] Yes Adds FAQPage / Question structured data so Google can show your Q&A in search results.

Emit BreadcrumbList JSON-LD [store view] Yes

Emit OpenGraph + Twitter Card meta [store view] Yes

Include FAQs in sitemap.xml [store view] Yes Adds listing + every detail page to Magento's generated sitemap.

Figure 4.3 - SEO group. Toggle Schema.org FAQPage / BreadcrumbList JSON-LD, OpenGraph + Twitter Card meta, and sitemap inclusion.

Field	What it emits	Where it appears
Emit Schema.org FAQPage JSON-LD	FAQPage + Question structured data	Page <head>. Google may show your Q&A in rich result panels.
Emit BreadcrumbList JSON-LD	BreadcrumbList structured data	Page <head>. Google may show your breadcrumb trail in SERP.
Emit OpenGraph + Twitter Card meta	og:title / og:description / og:image / twitter:card meta tags	Page <head>. Used by social media when someone shares the URL.
Include FAQs in sitemap.xml	Listing + every detail URL	Magento's generated sitemap.xml — submit to Google Search Console.

4.4 Contact - phone + email + contact-form cards

Contact details rendered (a) in the right rail of every FAQ detail page, and (b) at the bottom of the /faqs listing in a 'Need more help?' section. Per-card toggles, configurable phone/email text, and an icon picker per card.

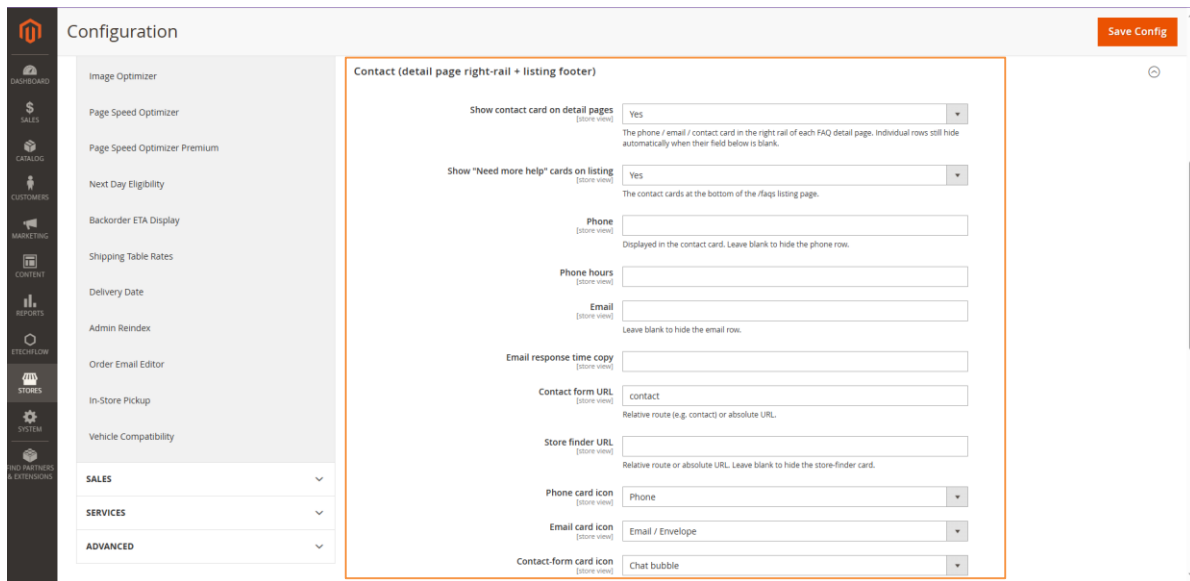


Figure 4.4 - Contact group. Master toggles + phone/email/URLs + 4 icon-picker dropdowns. Blank fields auto-hide their cards.

Field	Effect
Show contact card on detail pages	Yes/No - controls the right-rail contact card on each Q&A detail page.
Show "Need more help" cards on listing	Yes/No - controls the contact strip at the bottom of /faqs.
Phone / Phone hours	Customer-facing phone number + opening hours. Blank = phone row hidden.
Email / Email response time	Support email + helper copy. Blank = email row hidden.
Contact form URL	Relative route (e.g. "contact") or absolute URL — what 'Open contact page' opens.
Store finder URL	Optional - if blank, the store-finder card is hidden entirely.
Phone / Email / Contact-form / Store-finder icon	Icon picker for each card. 4 icons stored as inline SVGs.

4.5 Display + Features

These two groups control listing-page UX elements (related articles, trust bar, helpful buttons) and major feature toggles (featured strip, visitor submissions, tags, AJAX search).

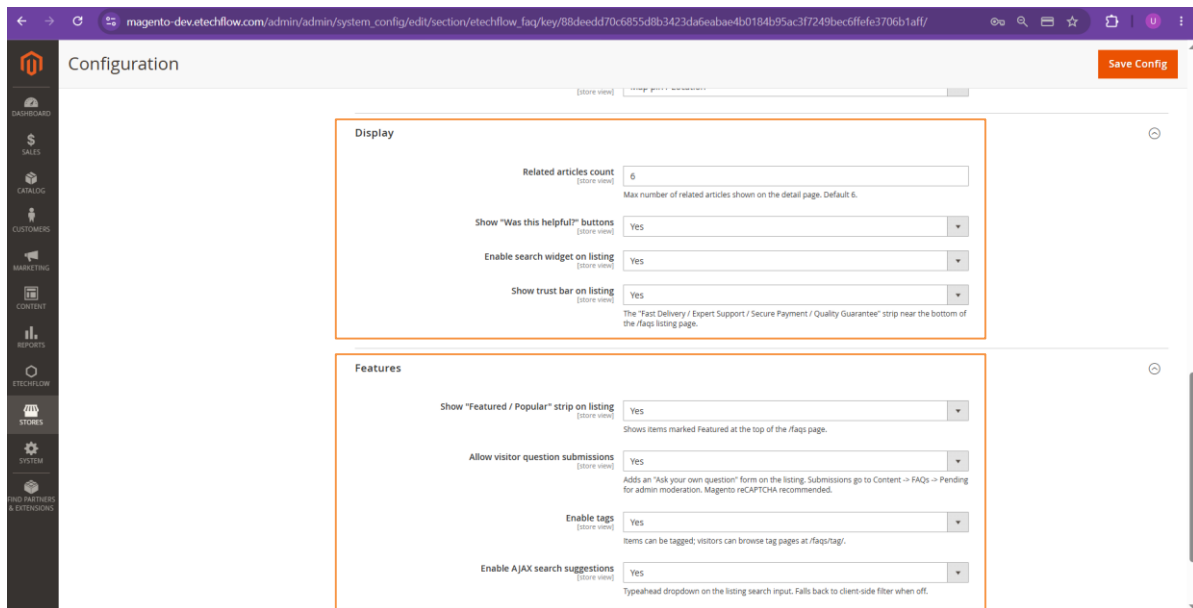


Figure 4.5 - Display + Features groups. Toggles for related-article count, helpful Y/N buttons, search widget, trust bar, featured strip, visitor submissions, tags, and AJAX search.

Group + Field	What it controls
Related articles count	Cap on related-articles grid on the detail page (default: 6).
Display - Show 'Was this helpful?' buttons	Yes/No - the Y/N voting widget on each detail page.
Display - Enable search widget on listing	Yes/No - the search box in the hero / above the categories grid.
Display - Show trust bar on listing	Yes/No - the 'Fast Delivery / Expert Support / Secure Payment / Quality Guarantee' strip near the bottom of /faqs.
Features - Show 'Featured / Popular' strip	Yes/No - items marked is_featured=1 appear in a strip at the top of /faqs.
Features - Allow visitor question submissions	Yes/No - adds the 'Ask your own question' form below the listing. Submissions go to admin moderation.
Features - Enable tags	Yes/No - items can be tagged; visitors can browse /faqs/tag/<slug>.
Features - Enable AJAX search suggestions	Yes/No - typeahead dropdown on the search input. Falls back to client-side filter when off.

5. Storefront experience

After licensing + a few content entries, here's what your customers see when they land on /faqs and click through.

5.1 The /faqs listing page

Top of the page (with hero ON): big branded banner + search box. Then 'Featured FAQs' (items marked is_featured=1, max 3 cards). Then the category grid where each category shows its first 4 questions, with a 'View all' modal for more. Then the 'Can't find what you're looking for?' suggest form. Then 'Need more help?' contact cards. Then the trust-bar strip.

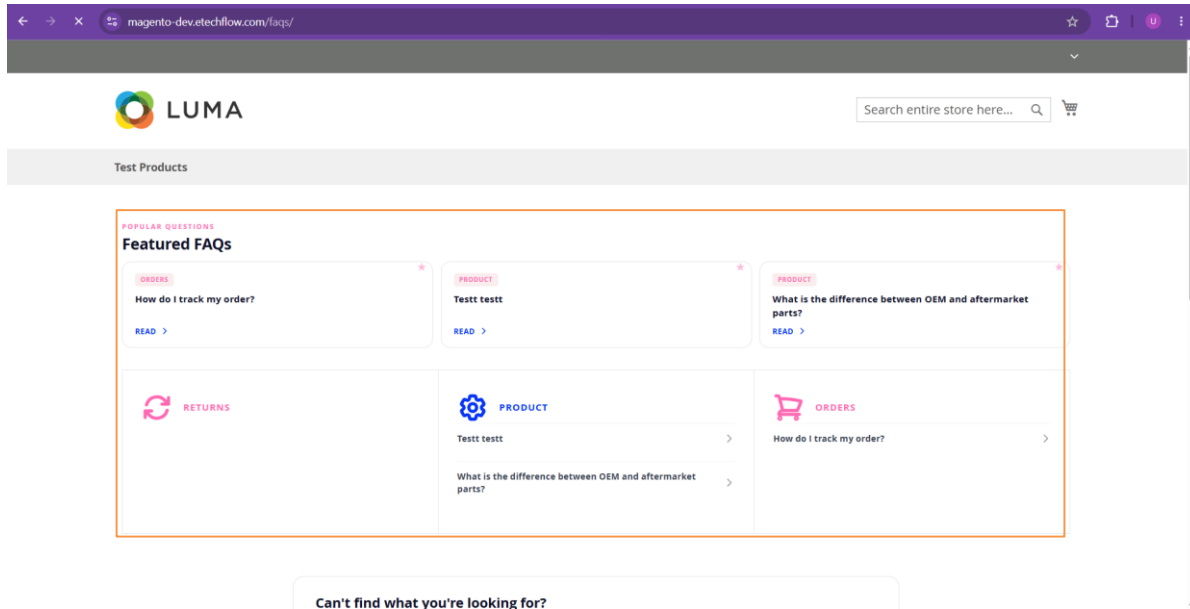


Figure 5.1 - Listing showing the Featured FAQs strip (3 cards highlighted with a star) and the category grid below (Returns, Product, Orders).

5.2 The detail page - sidebar + content + right rail + related

Clicking any question opens /faqs/{category}/{slug}. The page is a three-column layout: left sidebar showing the current category's siblings, main column with breadcrumb + H1 + answer, and right rail with search + helpful Y/N + contact card.

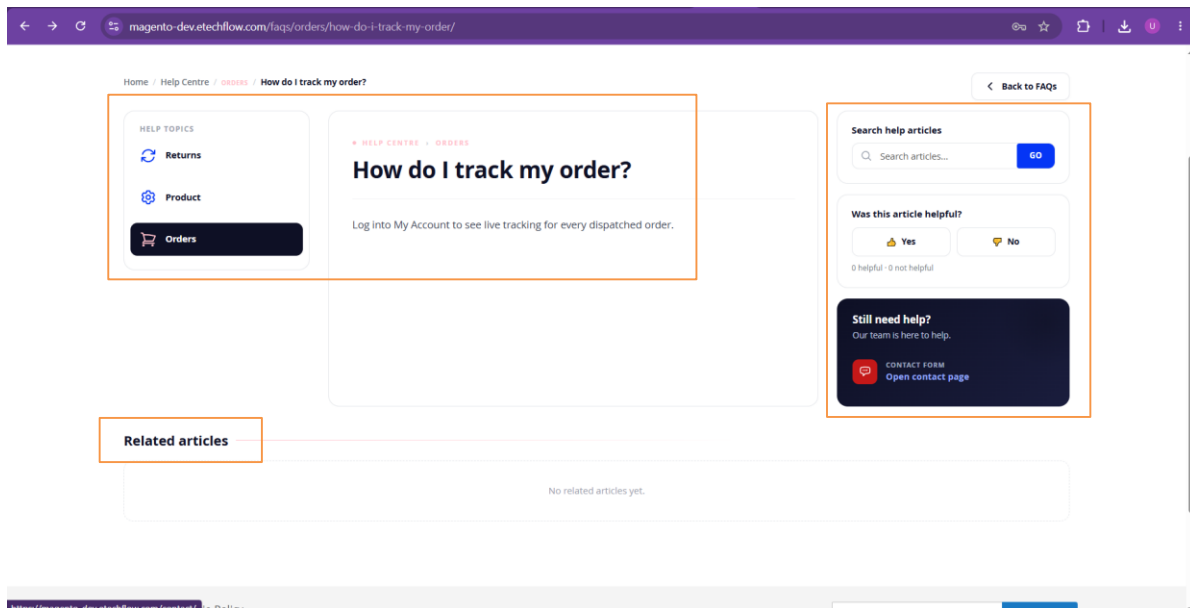


Figure 5.2 - Detail page. Left: category sidebar with active state. Main: breadcrumb, H1 (the question), and the answer body. Right: search box, 'Was this helpful?' Y/N buttons, 'Still need help? Contact form' card. Bottom: 'Related articles' grid (auto-populated from other items in the same category).

5.3 Helpful voting + related articles

The right-rail Yes/No buttons let visitors flag each article as helpful or unhelpful (deduped by hashed IP — each visitor can vote once per article). Vote counts are visible in the admin Item edit form so you can see which articles need improvement.

- Each vote increments helpful_count or unhelpful_count on the etechflow_faqs_item row.
- The visitor's IP is hashed (SHA-256 with salt) — never plaintext.
- Related articles are auto-selected from the same category, ordered by sort_order ASC. Cap is set by Display -> Related articles count (default 6).

6. Visitor question submissions + admin moderation

When Features -> Allow visitor question submissions is Yes, a form appears below the FAQ listing letting customers suggest their own question. Submissions don't auto-publish — they queue in an admin moderation page where you Approve (turns into a real FAQ item) or Reject (logged as audit, not shown to customers).

6.1 The suggest form on storefront

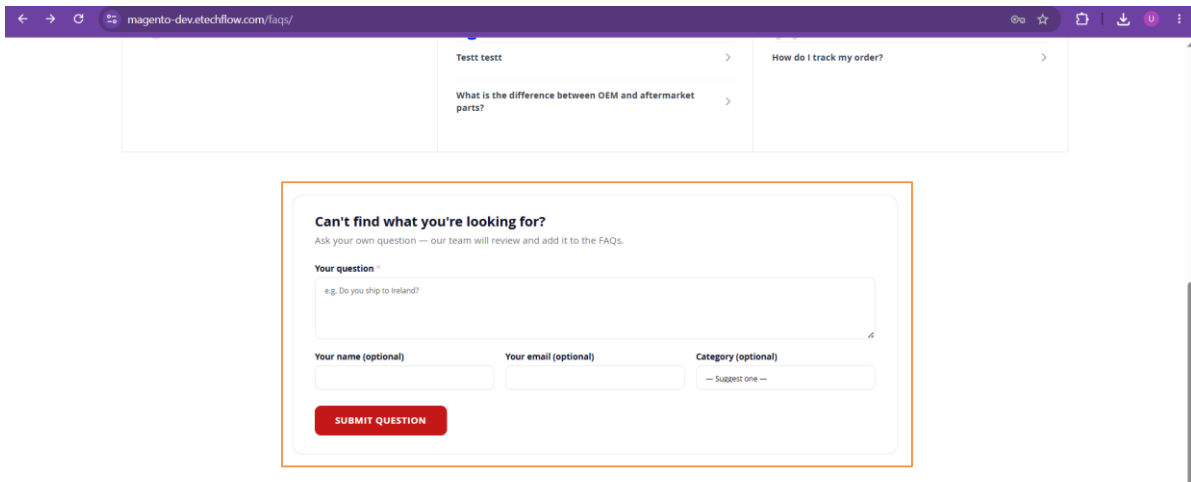


Figure 6.1 - 'Can't find what you're looking for?' form at the bottom of /faqs. Required: question (10-1000 chars). Optional: name, email, category. Honeytrap field + per-IP rate limit (3/hour) for spam protection.

Field	Required?	Notes
Your question	Yes	10-1000 characters.
Your name	No	Max 120 chars. Visible to admin in the Pending queue.
Your email	No	Max 160 chars. Validated as RFC 5322 if filled. Lets admin email the visitor when the answer is published.
Category	No	Dropdown of all active categories. Blank = admin assigns at approval.
Submit Question	(button)	POSTs to /faqs/submit (CSRF-exempt AJAX endpoint). Returns JSON {ok, message}.

Spam protection Hidden honeypot field (bots fill, humans never see), per-IP rate limit (max 3 submissions / hour, IP hashed with salt), length validation (10-1000 chars), Magento reCAPTCHA recommended for high-traffic sites.

6.2 The admin moderation queue

Admin -> Content -> FAQs -> Pending Visitor Questions. Each row shows the question, submitter's name + email, category (if chosen), submission timestamp, and an Actions cell with Approve / Reject buttons.

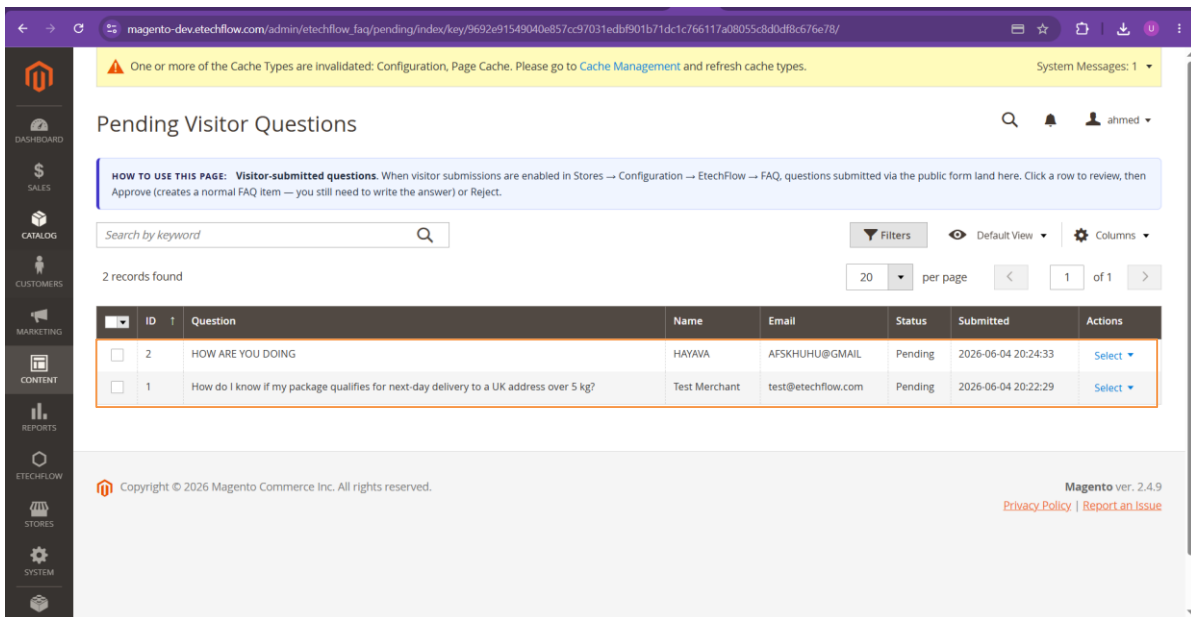


Figure 6.2 - Pending Visitor Questions grid in admin. 2 example submissions visible: one test 'HOW ARE YOU DOING' and one real product question about next-day delivery.

Action	Effect
Approve	Inserts a new row in etechflow_faq_item with is_active=0 (admin still edits the answer before publishing). Pending row marked status=1 (approved) with the new item_id.
Reject	Sets status=2 (rejected) on the pending row. Pending row is kept as an audit trail. Visitor's data is preserved for moderation review.
Edit + Approve	Common flow: click Approve -> edit the question wording + write the answer body in the resulting Item form -> Save & Activate.

7. Contact integration

Several FAQ surfaces nudge customers to your contact form when self-service isn't enough. Configurable via the Contact group (section 4.4 above), the targets render at: bottom of /faqs listing, right rail of every detail page, and inside the 'Still need help?' card.

7.1 'Need more help?' cards at the bottom of /faqs

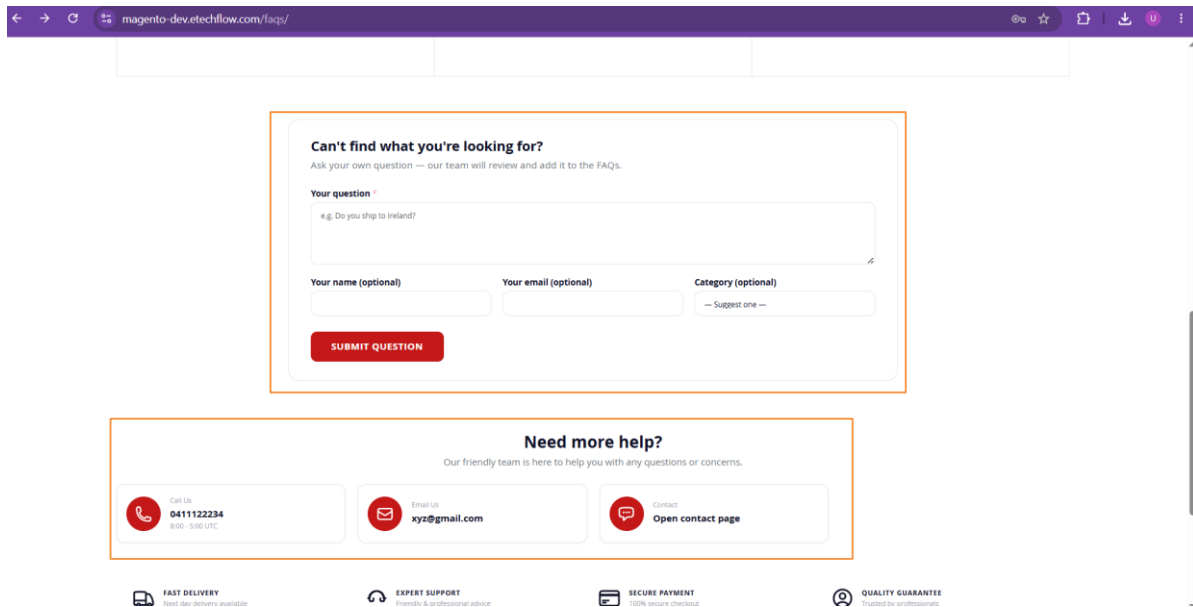


Figure 7.1 - The 'Ask your own question' form + 'Need more help?' contact cards at the bottom of /faqs. Each card auto-hides when its config field is blank.

Three contact cards (per Contact group):

- Call Us — phone number + hours
- Email Us — email address (clickable mailto:)
- Contact — Opens the configured contact form route (default: /contact)

7.2 The contact form (linked from FAQ cards)

Whether using Magento's built-in /contact form or a custom one, the FAQ contact card links straight to it. From a customer's perspective: they searched FAQs, didn't find an answer, clicked 'Open contact page' — and now have a pre-filled support flow.

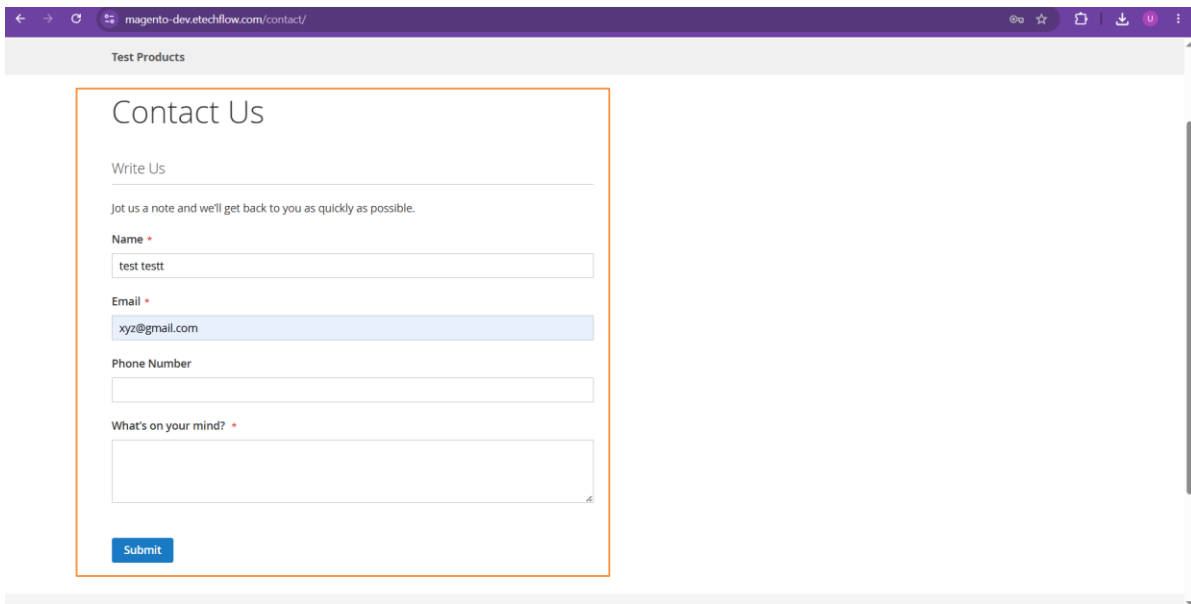


Figure 7.2 - Standard Magento contact form at /contact. Name, email, phone (optional), and message. Email is pre-filled when the visitor is logged in.

Appendix A - Storefront URLs + admin paths

URL / path	Page
/faqs	Listing of all active categories
/faqs?q=delivery	Same listing, search-filtered
/faqs/{category}/{slug}	Detail page for one Q&A
/faqs/tag/{slug}	Items linked to one tag (requires Features -> Enable tags = Yes)
/faqs/submit	POST endpoint for visitor question form
/faqs/vote	POST endpoint for helpful Y/N voting
/faqs/search	AJAX live-search endpoint (when Features -> Enable AJAX search = Yes)
Admin: Content -> FAQs -> Categories	Manage categories (label, identifier/slug, icon, sort, active)
Admin: Content -> FAQs -> Questions & Answers	Manage Q&A items
Admin: Content -> FAQs -> Pending Visitor Questions	Moderation queue
Admin: Content -> FAQs -> License & Plans	Subscription gate
Admin: Stores -> Configuration -> ETECHFLOW -> FAQ / Help Centre	All module settings

Appendix B - REST API

Three read-only GET endpoints, public (no auth required), returning JSON. Gated by the same licence check as the storefront — unlicensed installs return empty arrays.

Endpoint	Returns
GET /rest/V1/etechflow/faq	All active categories with their nested active items
GET /rest/V1/etechflow/faq/categories	Just the categories, no items
GET /rest/V1/etechflow/faq/categories/{id}/items	Items for one category by numeric id

Appendix C - Common pitfalls

Symptom	Likely cause	Fix
/faqs returns 404 on a fresh install	Module is licensed but no CMS page conflicts with /faqs URL key	Check Content -> Pages for a 'faqs' URL-key page. If found, delete it - the module's listing controller takes over.
/faqs/cat/slug returns 404	Custom Router not registered (etc/frontend/di.xml missing the RouterList entry)	Run bin/magento setup:di:compile + cache:flush. RouterList is compiled, not loaded at runtime.
Hero image doesn't show	Stored path doesn't match the upload directory	Re-upload via Stores -> Config -> Hero -> Hero image. The image-upload backend writes to pub/media/etechflow_faq/hero/<scope>/<file>.
Visitor submission form not visible	Features -> Allow visitor question submissions = No	Set to Yes + cache:flush. Form renders at the bottom of /faqs.
Module locked despite valid SP-XXXX key	Production Environment = Yes on a dev host the validator can't auto-detect	Set Production Environment = No on dev / staging. Validator skips the portal check on dev hosts.

JSON-LD doesn't appear in source	SEO -> Emit Schema.org FAQPage JSON-LD = No, or full-page cache holds the old version	Toggle the SEO field to Yes + cache:flush layout block_html full_page.
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