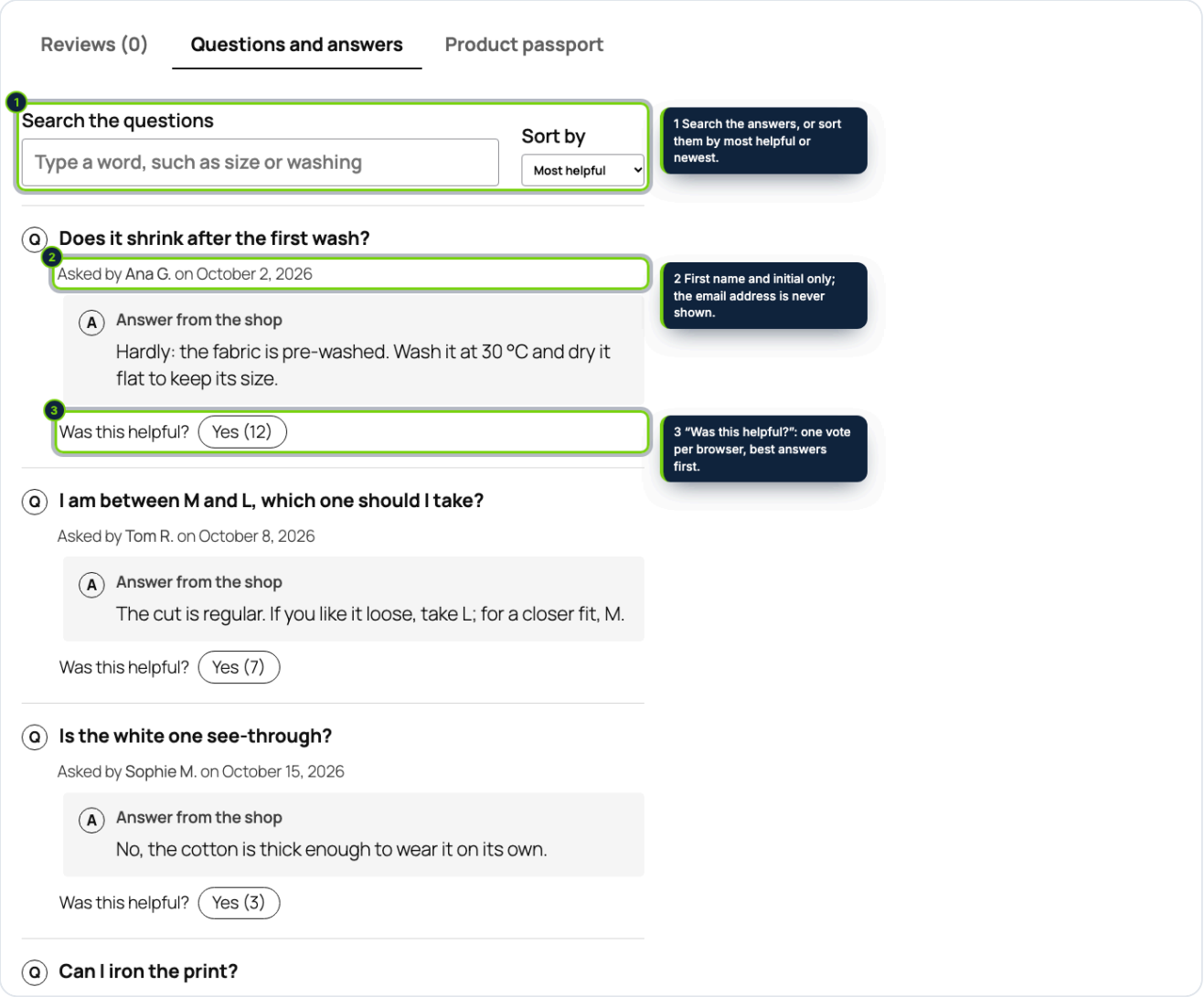
// woocommerce · user guide

Product Questions & Answers

Version 1.0.0
ecom-addons.com

Product Questions & Answers adds a **Questions and answers** tab to your WooCommerce product pages. Shoppers ask there, you answer from **Products › Questions** in wp-admin, the answer is emailed with WooCommerce's own email template in the language the shopper used, and, if they allowed it, the Q&A stays on the page for the next visitor.



A "Questions and answers" tab next to Description and Reviews, in the Product Details block of Twenty Twenty-Five.

Requirements

Component	Version
WordPress	7.0 or later (tested on 7.1)
WooCommerce	11.0 or later (tested on 11.2)
PHP	8.1 or later
Theme	Block themes (Product Details block; tested with Twenty Twenty-Five) and classic themes (product tabs template)

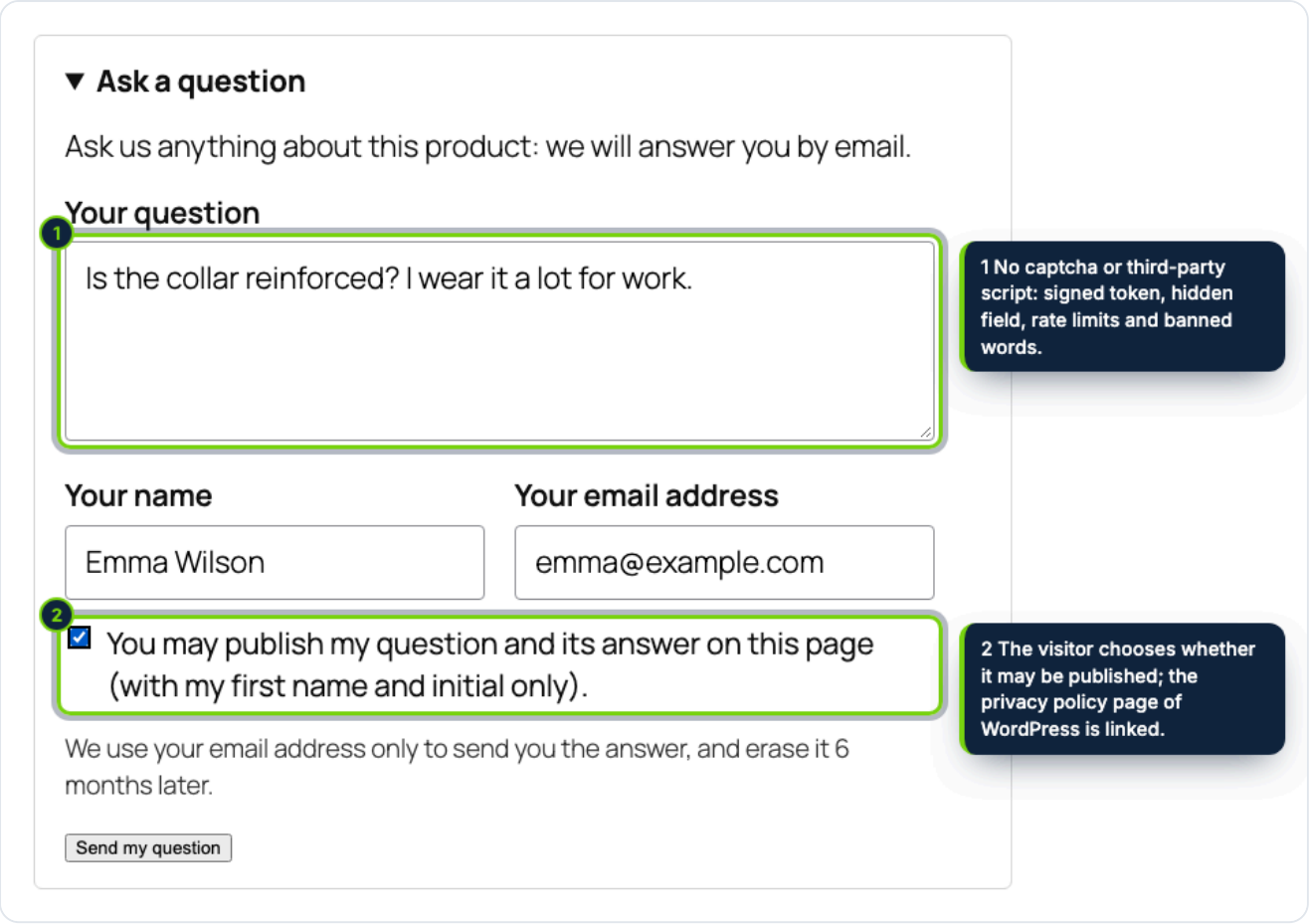
Installation

1. Download the zip from **My account › Downloads** on ecom-addons.com.
2. In wp-admin, go to **Plugins › Add New Plugin › Upload Plugin**, choose the zip and click **Install Now**, then **Activate**.
3. **Products › Questions** lists the questions; the settings are in **WooCommerce › Settings › Products › Product questions**.

The tab appears on every product straight away, with the form and no questions yet.

From question to answer

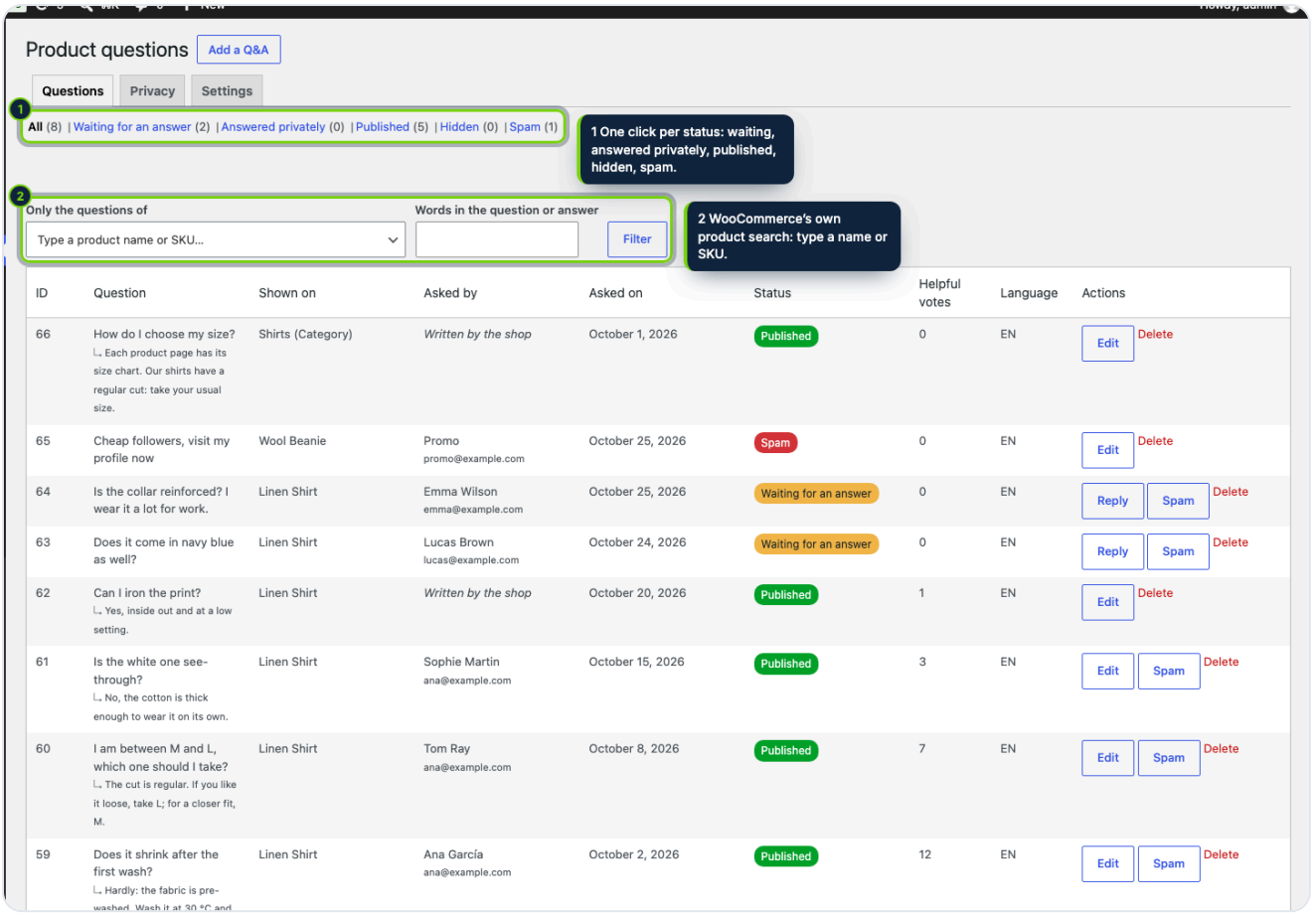
1. In the tab, the shopper opens **Ask a question**, writes the question, a name and an email address, and may tick *You may publish my question and its answer on this page*. Logged-in customers find their name and email filled in.
2. The question waits as **Waiting for an answer**; the menu shows how many are waiting, and the store receives a “New question about …” email (switchable).
3. In **Products › Questions**, click **Reply**, write the answer and pick a status: **Published** (shown in the tab; only if the visitor allowed it), **Answered privately** (emailed, not shown), **Hidden** or **Spam**.
4. With *Email the answer to the customer when saving*, WooCommerce sends it wrapped in your email header and footer, in the customer’s language. The date is kept on the question.



The form works on cached pages too: the browser fetches a fresh token when the shopper starts typing.

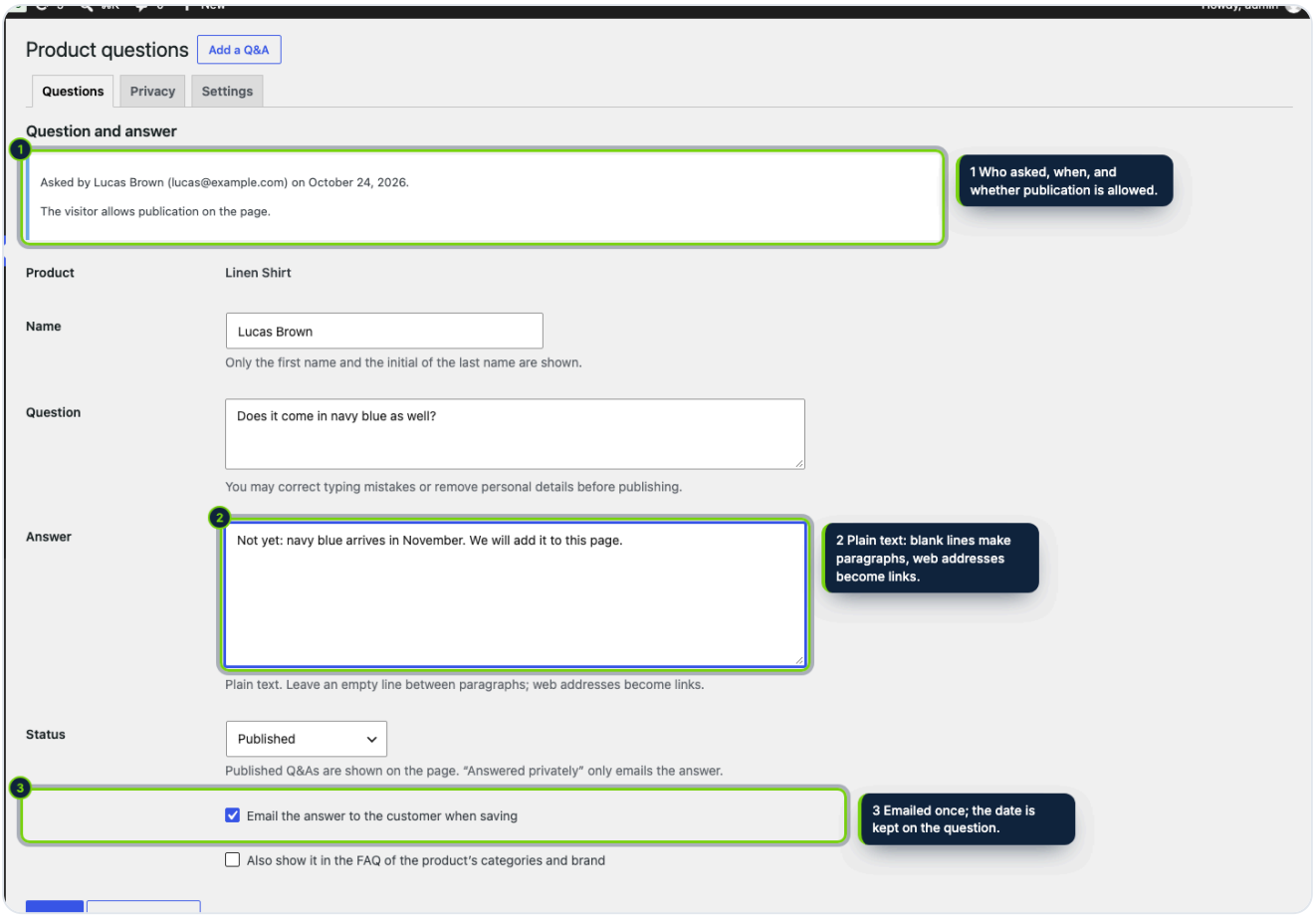
Products › Questions

Status links (All, Waiting for an answer, Answered privately, Published, Hidden, Spam) with their counts, WooCommerce's product search to see one product's questions, and a search by words. Each row has **Reply** or **Edit**, **Spam** and **Delete**. The product edit screen has a **Customer questions** box with the counts, the latest questions and links.



Products › Questions in wp-admin, with a count of questions waiting in the menu.

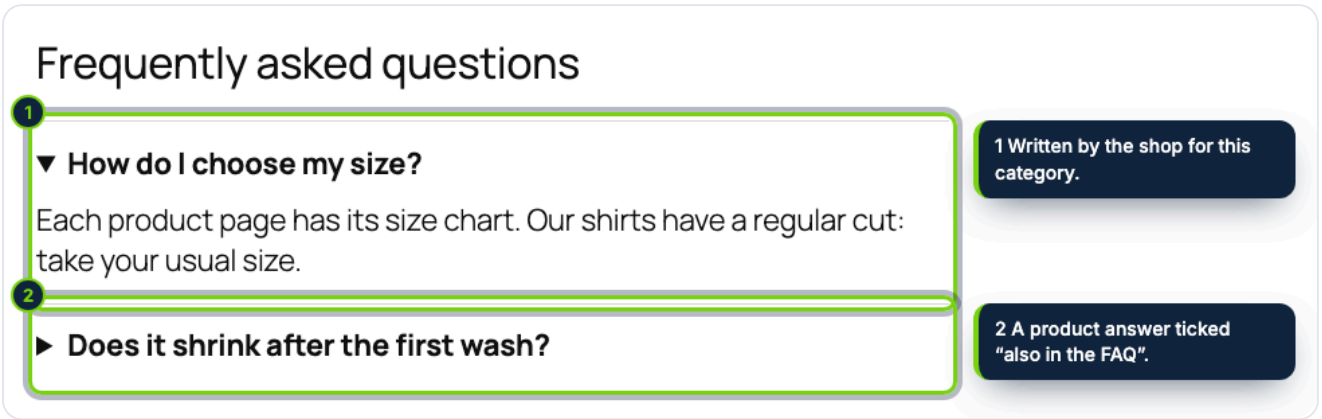
Field of the editor	What it does
Name	Only the first name and the initial of the last name are shown (“Ana G.”).
Question	Fix typos or remove personal details before publishing.
Answer	Plain text: blank lines make paragraphs, web addresses become links.
Status	See above. A visitor who did not allow publication can only be answered privately.
Email the answer to the customer when saving	Ticked until the answer has been sent once.
Also show it in the FAQ of the product’s categories and brand	Adds the Q&A to the FAQ block of its category and brand archives.



Answer, publish and send the answer with WooCommerce's email template, in the language the customer asked in.

FAQ blocks on category and brand archives

Add a Q&A writes a Q&A in the store's name for a product, a product category or a brand (WooCommerce's `product_brand` taxonomy), chosen with a searchable select, in one of the site's languages. Category and brand archives show a *Frequently asked questions* block after the product collection (block themes) or the shop loop (classic themes): your Q&As first, then the product Q&As marked for the FAQ, up to 20.



Category and brand archives end with a FAQ block (and FAQPage JSON-LD) after the product collection.

Settings (WooCommerce › Settings › Products › Product questions)

Setting	Default	Notes
Accept new questions	On	Off hides the form; published Q&As stay.
Place on the product page	A tab next to the description	Or *A block under the product* (after the Product Details block, or after the summary in classic themes).
Questions shown before “Show more”	5	1–50.
Default order	Most helpful	Shoppers can switch to Newest.
Email the shop about new questions / Send them to	On / the “From” address of WooCommerce emails	Spam is never notified.
Erase email addresses after (months)	6	From the answer, or from the question when it is never answered (1–36).
Banned words	—	One per line; matching questions go to Spam without an email.
FAQPage structured data on category and brand pages	On	
Keep the questions when the addon is uninstalled	Off	

The privacy policy page linked under the form is the one set in **Settings › Privacy**.

Spam, privacy and caching

- **No captcha or third-party script.** The product page carries no token; when the shopper starts typing, the browser asks `admin-ajax.php?action=ecom_pq` for a signed, time-stamped token. A post without it, faster than 3 seconds or older than two hours is refused. A hidden field catches robots, an IP address (kept as a keyed hash for one day) may send 5 questions an hour, an email address 5 a day, one web address at most, and banned words go to Spam.
- **Privacy.** The email address is only used for the answer and erased after the retention period; IP hashes and votes are dropped after a day. The **Privacy** tab downloads or deletes everything asked with an email address, and WordPress’ own **Tools › Export / Erase Personal Data** include the questions too. A suggested paragraph is added to the privacy policy guide.

- **Page caches.** The tab is the same HTML for everyone (votes are remembered in the browser), so full-page caches can serve it; saving a Q&A clears the product's post cache.

Structured data

Only category and brand archives get FAQPage JSON-LD from this plugin. Since 2023 Google shows FAQ rich results only for some government and health sites, so do not count on them. Product pages are left to **Product Tabs & Custom Fields** if you use it: its FAQ tab keeps the only FAQPage there, and the two tabs sit side by side.

Styling

The block uses your theme's typography and buttons. Override `--ecom-pq-accent`, `--ecom-pq-line`, `--ecom-pq-soft`, `--ecom-pq-error` and `--ecom-pq-ok` on `.ecom-pq`.

Data and uninstall

Two tables (`wp_ecom_pq_questions`, `wp_ecom_pq_votes`), options prefixed `ecom_pq_` and a daily WP-Cron event for the clean-up. Deleting the plugin removes them unless *Keep the questions* is ticked. HPOS and the Cart/Checkout blocks are declared compatible.

Languages

English, Spanish and French are included. A question shows on pages in the language (WordPress locale) it was asked in, and the answer is emailed in that language.

Updates and support

Your licence includes every new version and 6 months of support. New versions are in **My account › Downloads**; for help, open a ticket in **My account › Support**.