

Different Actions + Teams for Different Types of Question

		Example of content	Specific SEO considerations	Other teams to get involved
Baic (what-is) questions		Glossary	Clickable table of contents (see sample)	Customer support and sales team (including for training): You want those teams to use jargon your customers use
		FAQ	Implement /QAPage Schema	
How-to questions		FAQ + videos	Use /HowTo Schema (Including Yoast for WP)	Include your CRO expert because these could be transactional
Branded	ROPO questions	Blog content + video tutorials	Optimize for as many related branded terms as possible	Include your product management team for them to collect answers (feedback) and implement required product updates / improvements)
	High-intent questions	Product Q&A	Implement /QAPage Schema	Include your CRO expert and A/B testing expert for optimum on-page conversion optimization
	Navigational questions	Product-specific knowledge base + video tutorials	Implement /QAPage Schema or use a Q&A-optimized solution (like this one)	Include your design+usability teams for them to solve navigational issues
	Competitive research questions	Create specific landing pages + videos to explain your product benefits	Optimize for as many related branded terms as possible	Include your product management team for them to collect answers (feedback) and implement required product updates / improvements). Include your sales team for them to know how to best explain your product benefits to clients
	Reputational questions	Create specific landing pages + videos		Include your reputation management + social media teams to address these questions properly when they have to