

How this works: The Product Questions Module

The ability to connect with customers at key points in the buying process can transform your bottom line.

Today's online consumers value an easy shopping experience, accessibility and reliable information. In fact, according to Pew Research, **the ability to ask questions about a product is a key deciding factor for consumers.**

That's why we offer the **Product Questions Module for \$25/month** as an optional feature so our program dealers can reach consumers at key moments during their shopping experience.


WHY YOU SHOULD ADD THIS FEATURE:

- Allowing customer questions on your site organically boosts your SEO by providing more content for Google to rank in search results
- Giving detailed information to customers before they buy reduces cancellations and returns
- A product questions section can result in a 98% average conversion lift

ASK A QUESTION ▾ WHAT THIS FITS ▾ PRODUCT TYPES ▾ SERVICES ▾

*Name *Email Address

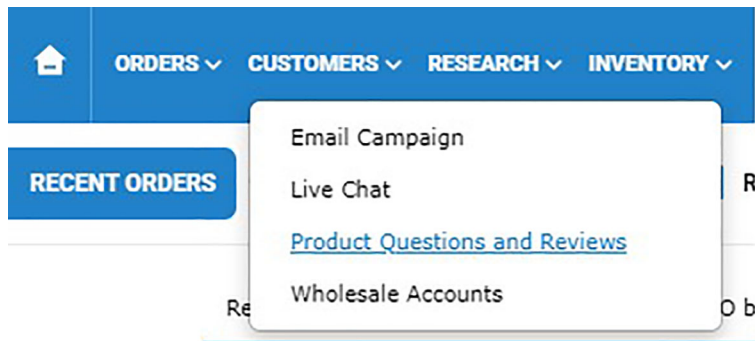
* Questions

I'm not a robot 

WHAT CONSUMERS SEE ON YOUR SITE:

Beneath the product description on the product page, consumers will see the "Ask A Question" section. They can input their product question into the question field along with their name and contact information.

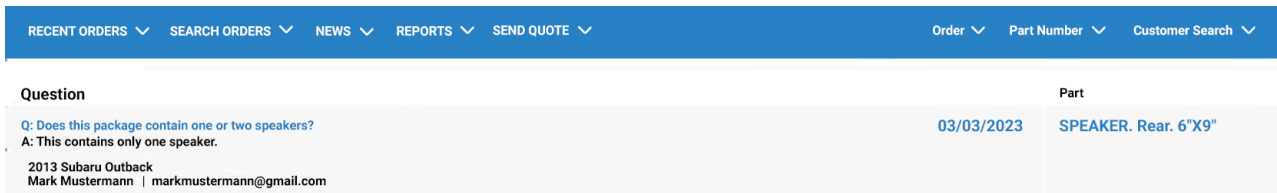
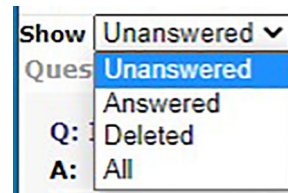
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WHAT YOU SEE IN THE CONTROL PANEL:

To get to the Product Questions section of the Control Panel, navigate to the Customers dropdown menu and select Product Questions and Reviews.

In the Product Questions and Reviews section, you'll be able to see answered, unanswered and deleted customer questions from your site in the dropdown menu:



When you answer a customer question, you can choose to respond to them directly via their email address or you can choose to post it publicly on the product page. A public post is recommended for improved SEO rankings.