

Write Short Posts With Questions and Answers

As I wrote about in a post called [“A 57-Word Post is Making Money”](#) short posts still work. If you’re Google (or AI even), you want to give people who are searching the best results possible. A short post with a question as the post title and the answer right away takes care of that beautifully.

A short posts that gives one question and one answer is exactly what Google and search engines want. When they send people to that page, it’s right there. They can’t really tell someone something like, “Yeah, go to that page and then like 3/4ths of the way... well, maybe just over half of the way down, you’ll find it.” Nope, too complicated. This is why short posts/content works great still.

This is a Great Strategy that Keeps Working

This is the strategy I outline in [my “Featured Snippets” book](#). Of course, I give a bit more than just that, but this is the main strategy of that book. I’ve been using this for year.

Just go to sites like this, where you can put in your keyword and find the questions people are asking:

- [AnswerThePublic.com](#)
- [AnswerSocrates.com](#)
- [AlsoAsked.com](#)

Get the list of questions, then post one page on your site (a post in WordPress in a category called “FAQs”) with the question as the title and the answer, right away, in a paragraph under it. That’s it. If you can add FAQ schema, then that’s even better.

Remember to not get fancy. Don’t add fluff. Just get right to the answer, immediately, in about 60 words or so.

Publish 20 of those at a time, and you should see traction on 2-3 of them. The ones that don’t get much attention are still helping your website, so don’t worry about them. With that ones that are getting attention, you can expand on that content. Then go do another 20. Do at least 20 per month. They’re easy to create. You can have AI help you write the content.

And then I use a [plugin that helps create links automatically](#). That way, relevant keywords or linked and you don’t have to think too much about creating internal links – just write.

How to Add FAQ Schema to Your Page (With Example)

Adding **FAQ schema** helps your content qualify for rich results in Google, which can improve click-through rates and visibility in search. You can do this by embedding JSON-LD (JavaScript Object Notation for Linked Data) in the HTML of your page.

Here's a simple step-by-step:

- Choose 2–5 relevant FAQs that are directly answered on your page.
- Structure them using plain HTML or a Gutenberg FAQ block.
- Add the JSON-LD code to your site—ideally in the `<head>` via a plugin like **Insert Headers and Footers** or inside a custom HTML block near the bottom of your content.
- Test with [Google's Rich Results Test](#).

Example FAQ Schema Markup

Below is a working example of FAQ schema you can adapt:

Copy

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is FAQ schema?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "FAQ schema is a type of structured data that tells search engines your content contains questions and answers, helping your page qualify for rich snippets."
      }
    },
    {
      "@type": "Question",
      "name": "How do I add FAQ schema to WordPress?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "You can manually add JSON-LD code to your page using a plugin like Insert Headers and Footers, or paste it in a Custom HTML block at the bottom of your post."
      }
    }
  ]
}
</script>
```

Only include questions that are actually visible on the page, and keep your answers short and clear. This helps ensure compliance with Google's guidelines.

Original article: <https://tonyherman.com/write-short-posts-with-questions-and-answers/>

PDF version: https://tonyherman.com/write-short-posts-with-questions-and-answers/?apa_pdf=1

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