

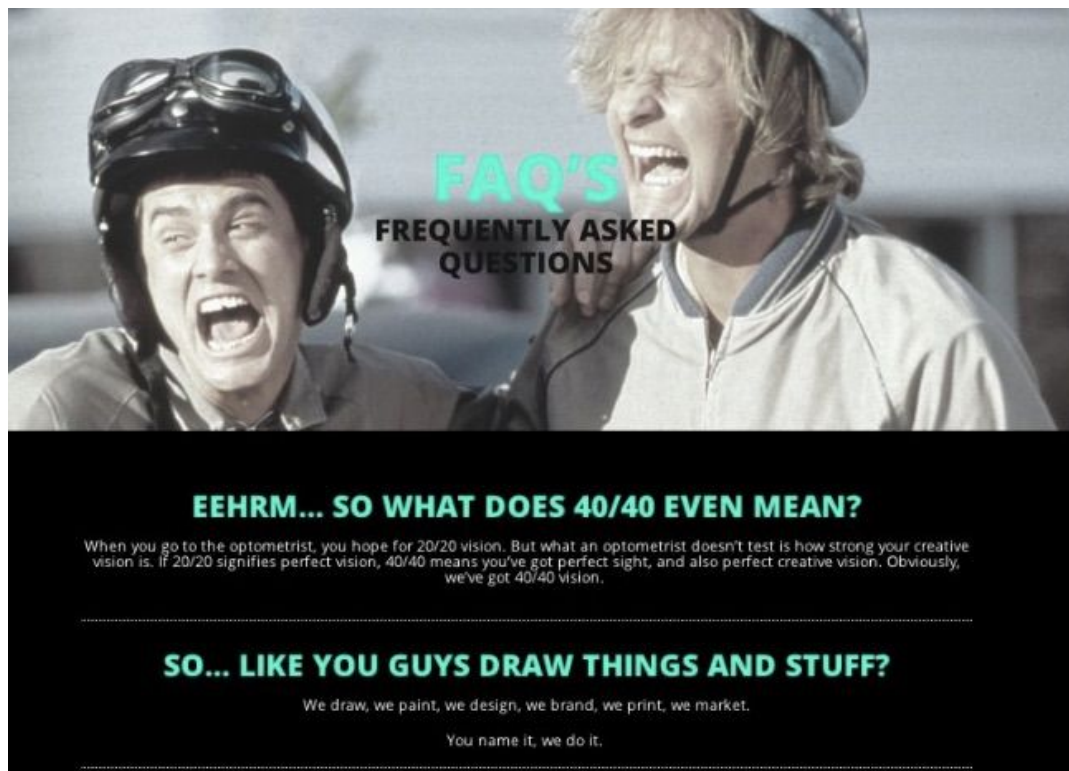
9 Examples of Highly Effective FAQ Pages

This is an extra resource to go along with the original article:
[The Quickest Way to Answer Member Questions \(Without Being Overwhelmed\)](#)

Having an FAQ page is a great way to help field a multitude of member questions without having to lift a finger. There are some companies that have taken their FAQ pages a step beyond by incorporating unique features, design, or functionality, though. Here are a few examples to inspire your own pages.

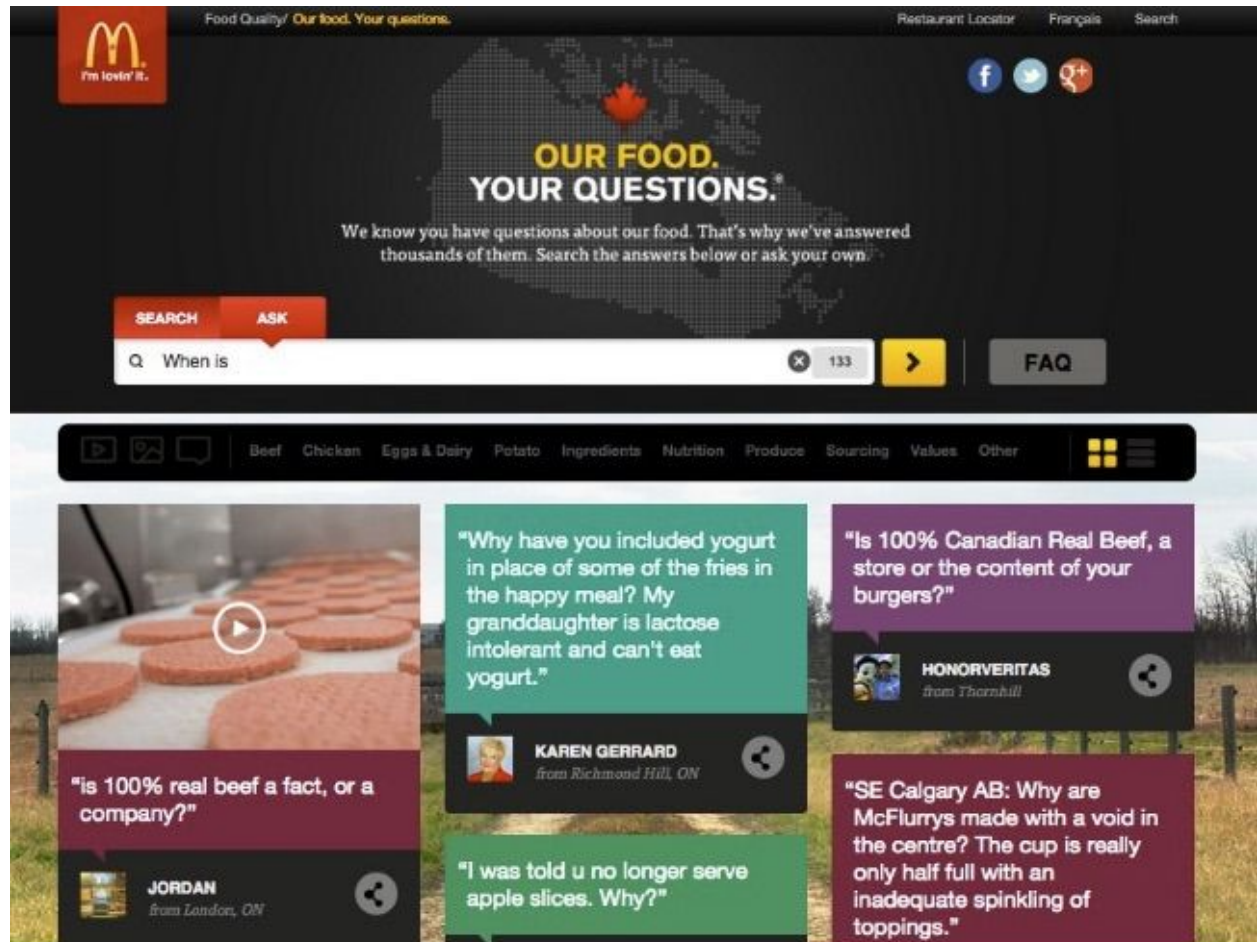
[40/40 Creative](#)

40/40 takes a creative approach to their FAQ page by incorporating humor, natural language, and a clean design. Their theme is “there are no stupid questions” which is cleverly offset by a picture of Harry and Lloyd from *Dumb and Dumber*. They also make use of a few well-placed CTAs near the end of the page that help boost traffic back to their other landing pages.



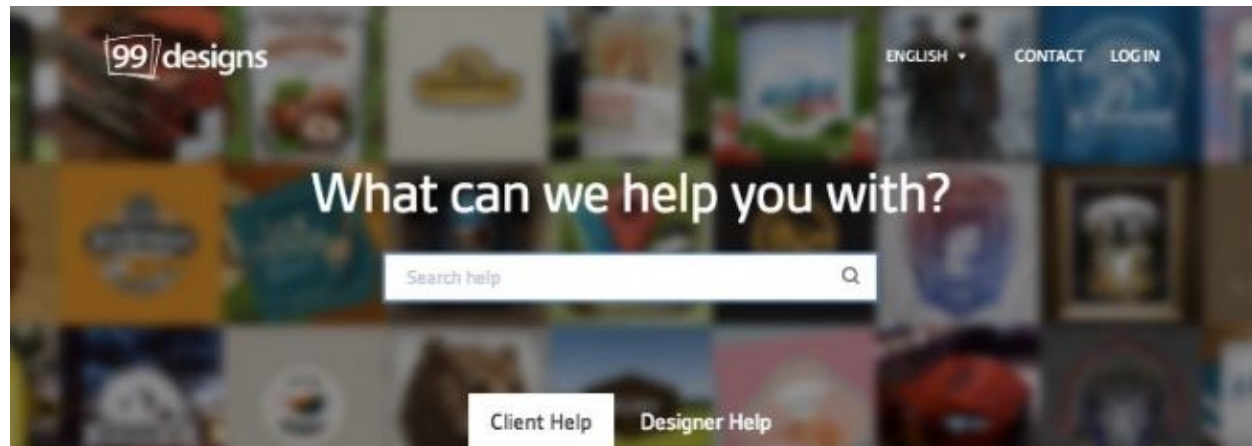
[McDonald's Canada](#)

McD's takes advantage of having a highly responsive design paired with a natural language search feature to really make their FAQ page stand out. You can type your question into their search bar and it will find a relevant query with text, image, *and* video answers.



[99designs](#)

While already fairly comprehensive in terms of answers, 99designs also does a great job at understanding why visitors would be on that page to begin with: being new and how to get started. The subsections carry a mix of general information in addition to specific questions, and they also have a search bar for other inquiries.



New to 99designs?

- [What is 99designs?](#)
- [What is a design contest?](#)
- [How many designs will I get to choose from?](#)
- [100% Money-back guarantee? For real?!](#)
- [How do I contact customer support?](#)

[See all](#)

Launching a contest

- [How do I write a good design brief?](#)
- [Which package should I choose for my contest?](#)
- [Can I choose how much I pay for a contest?](#)
- [Can I run a contest for designs in multiple categories?](#)
- [I just listed my contest, but it's not on the Browse contests page. Where is it?](#)

[See all](#)

[Mint](#)

Mint has a great tabbed layout for their FAQ page, but they also do a great job answering their question in tutorial style. Like 99Designs, they know that their customers are visiting the page because they're trying to learn the ropes, and Mint does a great job appealing those people.

History

Accolades

News

Help

Mint Help

Looking for answers? Most questions can be answered instantly by searching our Community-Powered Forum.

Start with the Frequently Asked Questions



Basics



Bank Accounts



Features



Apps

► Which mobile OS platforms does Mint support?

▼ How do I set up or stop mobile alerts?

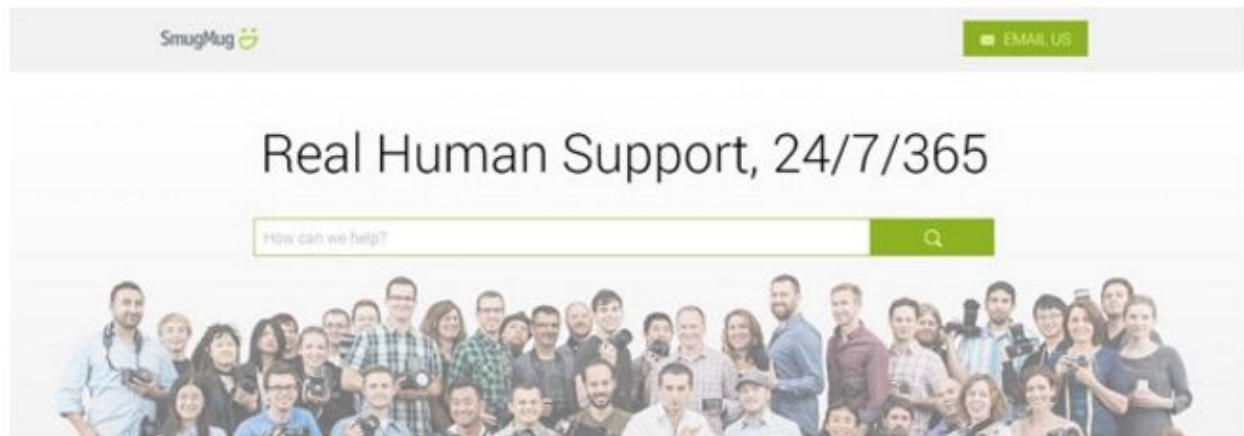
1. Login to Mint.com.
2. At the very top of the page, click **Your Profile**.
3. Click **Email & Alerts** in the top toolbar of the window that opens.
4. Under **Mobile Configuration**, enter your mobile number, and then click **Send**.
5. You will see the message **Mint has texted you an activation code**. When you receive the text, enter it and click **Finish**.
6. You will see the message **Your SMS Account Linked Successfully!**

Across from **Send summary texts**, notice that by default, **Weekly** is selected. Summary texts sent weekly will include balances in your accounts. If you'd like to turn off summary texts, click the pull-down menu and select **Never**. Now, under **Alert Configuration**, designate which alerts you would like to receive via SMS by checking the corresponding boxes. When you're finished, click **Close**.

To opt out of SMS alerts, just text **STOP** to **696466** from your mobile phone, and we will unsubscribe you from our SMS text messaging service immediately. You will not receive any additional messages until you re-register on our website.

[SmugMug](#)

SmugMug does an excellent job of reminding visitors that real humans can and will help them if needed. They also combine different media styles like video alongside their text help, and make it prominently known through microcopy that customers can email and chat with them anytime.



Getting Started

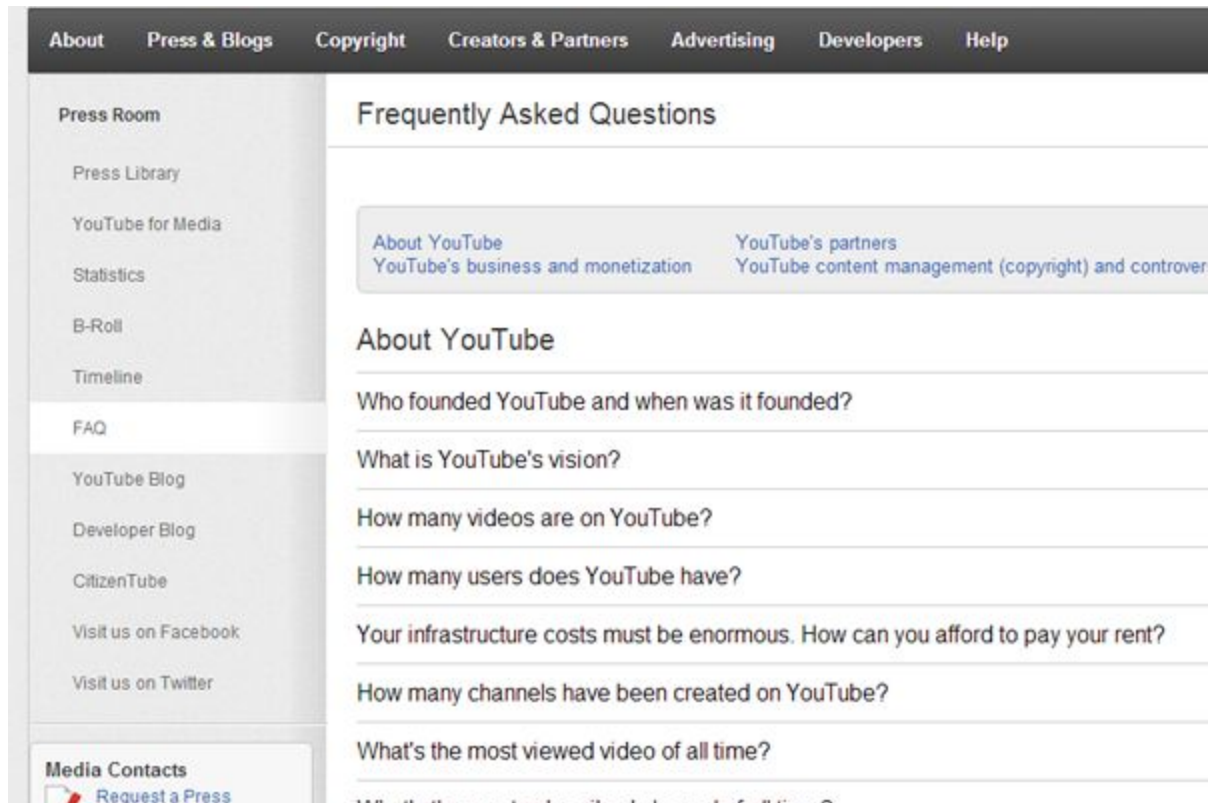


Help Topics

1. [New to SmugMug](#)
2. [SmugMug Basics](#)
3. [Customizing My SmugMug](#)
4. [Selling](#)
5. [Buying](#)
6. [Uploading and Downloading](#)
7. [Privacy and Security](#)
8. [Social and Sharing](#)
9. [Apps](#)
10. [Account Management](#)
11. [SmugMug Logo and Company FAQs](#)
12. [Troubleshooting](#)
13. [Tutorials and Videos](#)

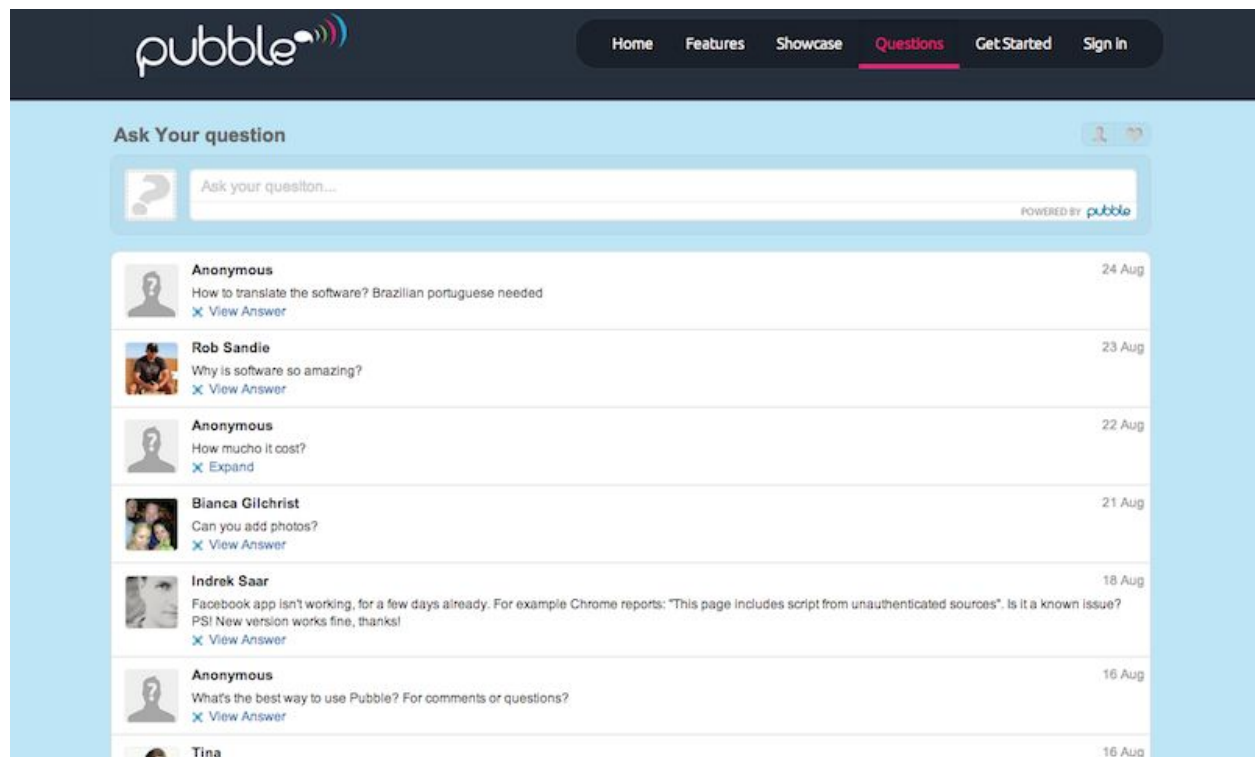
[YouTube](#)

YouTube has a lot of daily visitors, so their FAQ page needs to be more robust. Their FAQ page is powered by Google and setup more like a forum than a single page. With dynamic dropdowns and multi-page help, they do a great job of answering any and every question. They also have an entire channel dedicated to answer user questions called [YouTube Help](#).



[vBulletin](#)

vBulletin is another forum-like FAQ page with a responsive design. One of its best features is the ability to click on an answer and have it appear right under the question instead of having to scroll and navigate through a long page. It also has a great clean design and simple structure.










pubble

Home Features Showcase **Questions** Get Started Sign In

Ask Your question

Ask your question.... POWERED BY pubble

	Anonymous How to translate the software? Brazilian portuguese needed View Answer	24 Aug
	Rob Sandie Why is software so amazing? View Answer	23 Aug
	Anonymous How mucho it cost? Expand	22 Aug
	Bianca Gilchrist Can you add photos? View Answer	21 Aug
	Indrek Saar Facebook app isn't working, for a few days already. For example Chrome reports: "This page includes script from unauthenticated sources", is it a known issue? PSI New version works fine, thanks! View Answer	18 Aug
	Anonymous What's the best way to use Pubble? For comments or questions? View Answer	16 Aug
	Tina	16 Aug

[Netflix](#)

Netflix is another site that receives quite a bit of traffic, and their questions are targeted to specific audiences. Their subsections reflect the different markets and their subsequent queries, and paired with a dropdown feature like vBulletin, they have a FAQ page to be envied.



Frequently Asked Questions

General

- [How does Netflix work?](#)
- [What's the selection like?](#)
- [How much does Netflix cost?](#)
- [Can I really cancel anytime?](#)

Free Trial

- [How long is the free trial?](#)
- [Is Netflix really unlimited?](#)

How to watch instantly

- [How do I watch instantly on my TV?](#)
- [Can I watch instantly on my smartphone or tablet too?](#)
- [Can I also watch instantly on my computer?](#)
- [Can I really watch instantly on any of these devices?](#)
- [How fast does the movie or TV episode start playing?](#)
- [How fast does my broadband Internet connection need to be to watch instantly?](#)

Other