

Q and A Block Builder

Companion worksheet to "How Question-and-Answer Sections Improve AI Pickup"

AI parses an article for extractable answer units, and a direct question paired with a direct answer is exactly that unit. Use this worksheet to mine the questions buyers actually ask, check a block against the five marks that earn citations, then draft one for your strongest article.

1. Mine the real questions

The best source is your own inbox and first-call notes, not keyword tools. List the questions you are asked most about one topic. The "People Also Ask" box in Google is a fair secondary source.

2. Check a block against the five marks

A block earns citations only when every mark is true. Check each one.

- ☐ **Phrased the way a real person asks it**
"How much does a home inspection cost?" beats "What are typical home inspection fees?"
- ☐ **The first sentence answers the question**
Lead with the answer; background and nuance come after. AI lifts the first sentence.
- ☐ **The answer is specific**
Real numbers and local detail, not "costs vary depending on the property."
- ☐ **Two to four sentences long**
A single sentence reads thin; six sentences lose the extractability that makes it work.
- ☐ **Drawn from a question buyers actually ask**
Not a block invented to capture a keyword, and on the same topic as the page.

3. Draft one block

Write a question and answer that pass all five marks above.

Question (as a buyer would type it):

Answer (lead with the answer, include one specific detail):

4. Your commitments

This week.

Pick one article with no Q&A section and add three blocks from questions you have actually been asked. The article:

This month.

Add Q&A sections to your three highest-traffic articles; confirm each answer leads with the answer and includes a specific. First article:

Ongoing.

Keep a running list of the questions clients ask in calls and emails; treat it as your primary content well. Where I will keep the list: