Different Actions + Teams for Different Types of Question

		Example of content	SEO considerations	Other teams to get involved
Baic (what-is) questions		Glossary	Clickable table of contents, provide more detailed answers through standalone pages, Use video schema, Interlink (Related posts, etc.)	Customer support and sales team (including for training): You want those teams to use jargon your customers use
		FAQ, standalone blog posts		
How-to questions		FAQ, standalone blog posts + videos		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	Build up a product-driven knowledge base	Include your CRO expert and A/B testing expert for optimum on-page conversion optimization
	Navigational questions	Product-specific knowledge base + video tutorials		Include your design+usability teams for them to solve navigational issues
	Competitive research questions	Create standalone landing pages + videos to explain your product benefits	Create comparison charts, videos and visualization to better control the target SERPs	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 standalone landing pages + videos		Include your reputation management + social media teams to address these questions properly when they have to