

Customers rarely announce, “I’m ready to buy—please send me your top five questions.” Instead, they ask whether a policy covers a specific situation, what documents an application requires, how long approval takes, or what happens if they choose the wrong option. Those questions show up in sales conversations, support tickets, product reviews, and the search queries people use when they are still deciding.

Finding them takes more than brainstorming a list of keywords. You need to look at what customers are trying to accomplish, collect their exact language, and publish useful answers in places they can find and trust. That work can also help your content appear in AI-powered search, where systems may assemble answers from several sources rather than simply displaying a ranked list of links.

This guide lays out a practical process for discovering pre-purchase questions, prioritizing them, and turning them into credible content. It also covers a common publishing mistake: leaving pricing information out of the article body, even when pricing is one of the first things a prospective customer wants to understand.

Start With the Customer’s Decision, Not a Keyword List

A useful question-led content strategy starts with the decision a customer is trying to make. Someone comparing business insurance options may not be looking for a general definition of insurance. They may want to know whether a policy covers a claim, what affects the cost, or how to choose suitable cover for their business.

That distinction matters. A keyword tool might show search volume for “business insurance,” but that phrase alone does not tell you what information a person needs before buying. Questions reveal the uncertainty behind the search—and the next step the customer is considering.

For a financial services company, possible pre-purchase questions might include:

- What types of business insurance should a small company consider?
- What does business interruption insurance cover, and what exclusions should I check?
- How does commercial lending work for a business with limited trading history?
- What application documents do I need to apply for a business loan?
- What small consultancy cover might be relevant if I work from home?

These are starting points, not assumptions about what every customer asks. Confirm them against real conversations, search data, and the language customers use. A question that sounds reasonable inside your company may not match the way buyers describe their problem.

Where to Find Questions Customers Ask Before Buying

Review sales conversations

Sales calls are especially useful because prospects often explain what they have already compared, what is holding them back, and what they need to know before moving forward. Review call notes, email threads, chat transcripts, and recorded calls where you have permission to do so.

Look for repeated questions, but also listen for indirect signals. “We need to check this with our finance director” may indicate a need for clearer information about cost, risk, or approval. “We already have a policy” could point to questions about switching, coverage gaps, or renewal timing.

Ask sales and customer-facing teams for examples, not just summaries. A verbatim question is often more useful than a label such as “pricing objection.” Keep a running document of real customer questions, including the source, date, product, and stage of the buying process. Remove personal or sensitive details before sharing the material.

Mine support tickets and chats

Support tickets reveal where customers get confused after they have encountered your product or process. Some questions come from existing customers, but they may still expose gaps that prospective buyers need answered earlier. For example, repeated requests about eligibility, exclusions, required documents, or how a process works can signal that key information is hard to find.

Tag tickets by topic and intent. Separate questions about getting started from requests for account-specific help. A question that requires access to someone’s private account should not be turned into a public article with personal details. Instead, publish general guidance that answers the broader issue and direct account-specific cases to the appropriate support channel.

Read product reviews and comparison discussions

Product reviews can show what customers value, what they misunderstood, and what surprised them after purchase. Look beyond the star rating. Note the phrases reviewers use to describe setup, service, limitations, costs, and expectations.

Use reviews responsibly: follow the platform’s terms, avoid copying private or identifying information, and treat individual comments as evidence to investigate rather than proof of a universal pattern. Compare reviews with sales conversations and support tickets. When the same concern appears in several independent sources, it is more likely to deserve attention.

Check search and site behavior

Search query reports can show the words people use to find your site. Your website’s internal search data can reveal what visitors expect to find after they arrive. Look for searches that return no results, pages that attract visits but do not guide readers to a useful next step, and queries that point to missing explanations.

Search data is directional, not a complete record of customer intent. A phrase may have low volume but represent a high-stakes question for a valuable audience. Pair quantitative data with customer conversations rather than letting traffic estimates decide every content priority.

Build a Question Bank You Can Use

Once you have collected questions, organize them so the team can act on them. A spreadsheet or shared database is enough to begin. Capture the original wording where possible, then add a clearer version for planning and analysis.

Field	What to record	Why it helps
Question	The customer’s wording, with identifying details removed	Preserves real language and context
Source	Sales conversation, support ticket, product review, or search data	Shows where the question came from
Buying stage	Early research, comparison, application, or final approval	Helps match the answer to the reader’s needs
Topic and intent	For example, coverage, eligibility, cost, or application documents	Makes themes easier to spot
Answer owner	The subject-matter expert or team who can verify the response	Improves accuracy and accountability

Group similar questions into themes, but do not flatten meaningful differences. “What does this cost?” and “What affects the cost?” are related but call for different answers. One asks for a figure or range; the other asks for the factors behind it.

Prioritize Questions by Relevance and Risk

Not every question needs its own article. Prioritize questions based on how closely they relate to a customer decision, how often they arise, and how costly it is to leave them unanswered. In financial services, a misleading or incomplete answer about eligibility, exclusions, or required documents can create more than a poor reading experience. It can lead someone to make a decision on the wrong assumptions.

A simple scoring exercise can help. Rate each question from one to five for:



- **Relevance:** Does it affect whether or how the customer buys?
- **Frequency:** Does it show up across multiple customer sources?
- **Consequence:** Could misunderstanding the answer lead to a costly mistake?
- **Answerability:** Can your team provide a specific, accurate answer?
- **Content gap:** Is the answer missing or difficult to find on your site?

This is a way to structure judgment, not a mathematical guarantee of performance. A less frequent question may still deserve a clear answer if the consequences of confusion are high. Conversely, a popular question may need a support workflow rather than another generic article.

Write for AI-Powered Search and Traditional Search

Traditional search engines have commonly presented a list of pages, ordered using many signals that can change over time. AI-powered search can also summarize information, respond conversationally, and draw on content from multiple sources. The experience varies by product, and there is no single format or ranking rule that applies everywhere.

For publishers, the practical implication is straightforward: make the answer easy to identify, well supported, and consistent with the rest of your site. Large language models and other AI systems can produce fluent responses,

but they do not make a weak or unclear source trustworthy simply by quoting it. Your job is to publish information that readers—and systems trying to interpret it—can understand and verify.



That means structuring [Hop over to this website](#) pages around real questions, using direct headings, explaining important terms, and providing enough context to prevent an answer from being misread. It also means keeping related pages consistent. If one page says a service is available to all businesses while another describes eligibility limits, readers will have reason to doubt both.

Build Relevance, Credibility, and Consistency Signals

Relevance starts with answering the actual question. If someone asks what application documents are required for commercial lending, a useful page should explain the typical documents, why they may be requested, and where requirements can vary. A broad article about the history of lending does not meet that need.

Credibility comes from showing how the answer was produced. Use an author or reviewer with relevant experience, identify when the page was published or updated, and link to authoritative sources when the topic requires them. Provide a real contact path for questions or corrections. A page with no date, no accountable author, and no way to reach the organization gives readers little basis for judging whether its advice is current.

Consistency means aligning the article with product pages, application materials, customer service guidance, and policy or legal documents. If prices, eligibility, or coverage details change, assign an owner to review affected content. Consistency is not repeating identical wording everywhere; it is making sure the underlying facts agree.

Do Not Leave Pricing Out of the Article Body

A common mistake is publishing an article that discusses a product but contains no pricing information in the scraped article body. A crawler or AI-powered search system may not interpret text hidden in a calculator, image, expandable widget, or separate page as part of the article. A reader may also finish the page without learning whether the product is likely to fit their budget.

If you can publish prices, ranges, or representative examples, put the information in visible, readable text in the article body. Explain what the figures include, what can change them, and when they were checked. If the price depends on a quote or individual assessment, say so plainly and describe the factors that influence it. Do not invent a price range simply to fill a gap.

For example, a business insurance article could explain that costs depend on factors such as business activity, cover limits, claims history, and selected options—provided those factors accurately reflect how the company assesses quotes. It should then link to the quote process or explain how to request an estimate. The reader gets a useful expectation without being promised a price that may not apply.

Turn the Question Bank Into Useful Content

1. **Choose one reader and decision.** Define who the page is for and what they are trying to decide.
2. **Use the customer's question as the organizing idea.** Make the main question clear in the title or a prominent heading.
3. **Answer early.** Give a concise response near the top, then explain conditions, exceptions, and next steps.
4. **Include evidence and experience.** Ask a product, service, or subject-matter expert to check the details. Add practical examples from real work without exposing customer information.
5. **Cover the natural follow-ups.** Address cost, eligibility, documents, timing, limitations, or alternatives when they are relevant.
6. **Offer an appropriate next step.** Link to a quote, application guide, product details, or a human contact—not simply another unrelated article.
7. **Review and maintain the page.** Add an author, publication or update date, and a real contact route for corrections or questions.

For a financial services company, this might mean a practical guide to business interruption insurance that explains what the cover is designed to address, what policy terms readers should check, and where exclusions may apply. A separate article could help a small consultancy understand what small consultancy cover may involve. A commercial lending guide could explain common application documents and note that the final requirements depend on the lender and the applicant's circumstances.

Measure Whether the Answers Help

Traffic alone cannot tell you whether content has solved a customer's problem. Track useful signals alongside visits: clicks to application or quote pages, completion rates, internal search behavior, repeat support questions, and feedback from sales and service teams. Ask whether prospects arrive better informed and whether customers still need to ask the same basic question.

Review the question bank regularly. New product features, policy changes, pricing updates, and shifts in customer behavior can all make an old answer incomplete. The goal is not to publish a page for every possible query. It is to make important buying questions easier to answer, using information your team can stand behind.

Conclusion

To find the questions customers ask before buying, listen where decisions happen: sales conversations, support tickets, product reviews, and search behavior. Preserve customers' wording, group questions by intent, and prioritize the ones that affect real decisions. Then answer them with relevant detail, first-hand experience, credible authorship, visible pricing context where possible, and a clear way to get help.

That approach serves readers first. It also gives traditional search and AI-powered search clearer, more consistent material to interpret—without pretending that any content format guarantees visibility.