



Checklist 8 - Answering Questions On Quora

Project Name: _____

Date: _____

Yes No

Quora is one of the most effective ways of spreading knowledge, and it is an excellent way of driving traffic towards your site as a marketer.

Step 1. link your blog posts as answers to some questions

- | | | | |
|---|--|------------------------------|------------------------------|
| 1 | If you add the link of your blog in the form of an answer, then you maybe be able to drive traffic towards your site. | [<input type="checkbox"/>] | [<input type="checkbox"/>] |
| 2 | Pick the right questions and choose the right blogs to answer and enlighten viewers. | [<input type="checkbox"/>] | [<input type="checkbox"/>] |
| 3 | Remember that educating your audience is a very important step in convincing them to continue dealing with your company. | [<input type="checkbox"/>] | [<input type="checkbox"/>] |

All you have to do is:

- Make an account on Quora and represent your company through and through*
- Start searching for questions that suit your content*
- Add links of your content in the answer section, which relates and solves a person's query.*

Notes



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- Always add a strong hook when introducing your link to grab the attention of your audience.

Step 2. Diversify and broaden your answering strategy

4 Always look for questions that have more than 1000 views and that it coincides with your content.

5 You need to make sure that you find new Questions each week. Try and be consistent in answer solving.

6 Use the search bar to research trending keywords that relate to your article.

- You can find the search bar at the top of the page.
- Search your desired content
- If you see the word topic on the right side, click on it.
- You will be taken to a page that allows you to follow it.

7 Browse or follow the topics that relate to your content and keep up to date with them if you want to find the right questions for you.

8 Follow other topics to keep your search for new questions easier.

Notes

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9 Always follow the people in your industry to stay aware of certain questions.

10 If you're just starting, then try to start with older posts that have at least 1000 views to reach some exposure.

Step 3. Crafting the right answer

11 Try to answer questions in a non-promotional way. Be helpful and make sure that you give a strong hook to attract viewers to use your link.

12 Give them a reason to click on your link. Make sure that they get their time worth with your content.

13 You can also try using pronouns such as 'I' or 'Me.' This gives an engaging feeling to the readers.

14 Try and engage your readers with videos and images as Quora doesn't have the graphical aspect amongst its users.

Notes

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Step 4. Always track your traffic

- 15 You can use a service like wishpond to keep a good analysis of your market.
- Search for Wishpond
 - Click on to it and set an account
 - Start with the free plan
 - Eventually, build up to paid plan
- 16 You can also use Google Analytics to have a good analysis
- Google analytics account > Reporting tab > Select social under requisition> Network Referrals> Quora.*
- 17 Most importantly, you use this analysis to track what strategies work for you.
- 18 You further need to understand where you lack and what doesn't work in your content by using this analytical strategy.

Notes