



## 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*