

Best Practice for Quora

Here is the link to Quora's major policies and guidelines which we have to respect while posting answers.

<https://www.quora.com/What-are-the-major-policies-and-guidelines-on-Quora/answer/Quora>

Profile Audit

- Real Name Policy- **Company or organizational accounts:** you may create an account on Quora to represent a legally incorporated business or other organization
- <https://www.quora.com/Do-I-have-to-use-my-real-name-on-Quora-What-is-Quoras-real-names-policy/answer/Quora>
- Multiple credentials are always beneficial. But it should be topic specific.
- Description: Describing what we do and adding our website link.

Posting Answers

- We can answer maximum 3 questions of similar topics in a day. So we will add 2 questions of 1 blog and 2 from the other blog. We have to post answers in a gap of 24 hrs.
- Per blog maximum answers to be covered is 5.
- 2 CTR based questions per blog is the best strategy for driving traffic to our answer.
- UTM tag we are including to track quora traffic.
- We cannot add a blog link in every answer we post. After every 3, one answer will be without any link.
- **Since there is no issue of Plagiarism as our answers are totally, but here comes the most important line we have to make sure we don't spam by posting answers of similar questions(types) , for this I have introduced CTR questions and 24 hrs gap rule.**
- For images, i will mention image source as the blog. Also to avoid self plagiarism we will try to include different images in every answer.
- Answering the requested answer will help us crack quora's algorithm and build their trust that we are providing resourceful info and not spamming..

Posting Questions

We can also post 2 questions every week and can include our blog link over there with UTM tag.

Link Approval (Important)

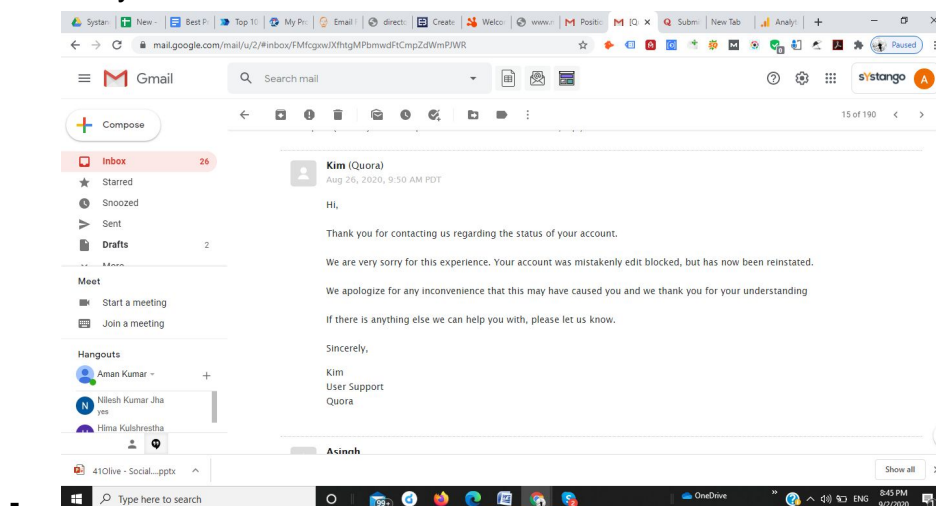
Blog link with UTM tag must be added to popular questions that we research for answering.

Quora Spaces

- We are contributors in 6 spaces.
- The aim must be to approve contributors to spaces. Here is the content for approval to spaces.
- Systango is a web and mobile app development boutique headquartered in London. We have been working in XYZ for over 13 years and are experts in this space. We provide consultation to many of our clients on how to leverage XYZ for their business needs. We would love to help members in this space solve any doubts or answer their questions.

Edit Block- Resolving Technique within 48 Hrs.

- Here is the link <https://help.quora.com/hc/en-us/requests/new>
- Add your own email id instead of social media id.



- Description- “It can be written accordingly but make sure to start with this line”
- We received a mail from quora that specifies that the edit block has been mistakenly placed on our account. I am providing you with the screenshot below. Please verify and lift the edit block placed, so that we could contribute to the Quora community.

UTM link Building using GA

The screenshot shows the 'ga-dev-tools.appspot.com/campaign-url-builder/' web application. On the left is a dark sidebar with a menu containing: 'Third Party Visualizations', 'Server-side Authorization', 'Enhanced Ecommerce' (marked 'Updated'), 'Hit Builder', 'Query Explorer', 'Request Composer', 'Spreadsheet Add-on', 'Tag Assistant', 'Usage Trends', 'Resources', 'About this Site', and 'Help & Feedback'. The main area contains a form with the following fields: 'Website URL' (filled with 'https://www.systango.com/blog/why-react-native-framework/'), 'Campaign Source' (filled with 'blog'), 'Campaign Medium' (filled with 'quora'), 'Campaign Name' (filled with 'traffic'), 'Campaign Term' (empty), and 'Campaign Content' (empty). Below the form, there is a section titled 'Share the generated campaign URL' with a text box containing the full URL: 'https://www.systango.com/blog/why-react-native-framework/?utm_source=blog&utm_medium=quora&utm_campaign=traffic&utm_term=&utm_content='.

Reporting Using - GA

- Add the report monthly in a tab available on google sheet- SEO activities.
- Acquisition<All Traffic< Source/ Medium
- Acquisition< All Traffic < Referrals

Requested Answers - Answer them regularly, at least 3/week. Last but not the least, always keep an eye on your competitors' profile on quora. For example:

<https://www.quora.com/profile/Fugenx-Technologies-2>