

Quora: Become An Authority & Drive Long-Term Website Traffic



Quora Marketing: Learn how to become an Authority and Drive Long-Term Website Traffic in Just 7 Steps.

WHAT IS QUORA?

Quora is one of the largest question and answer websites in the world and it's growing fast!

In the first quarter of 2016 alone, visitors jumped *20% to 100 million monthly visitors*.

Now is the time for you to get in. Quora is much less competitive than other social sites like Facebook and Twitter.

Bonus: [Download a PDF version of this guide](#). Access it offline anytime. Bring it to team or client meetings!

3 BENEFITS OF QUORA FOR BUSINESS

1. Quora is a source of *Long-Term Traffic*

- **Top answers get huge visibility.** Every answer you write can bring in traffic for years to come.
- **Viral effect.** When someone “upvotes” your answer (the Quora community’s way of giving support for an answer), your answers appear in their feed and is visible to all of their followers.
- **Quora also ranks extremely high in Google search.** In fact, over *68% of Quora’s traffic comes from the search engines* thus providing additional long term traffic opportunities for you.

2. Quora lets you establish yourself as an *Authority*.

- Would like to be publicly acknowledged as a authority in your topic?
- On Quora, you can earn a badge on your profile if you become a “Most Viewed Writer”.
- Most Viewed Writers are the *10 writers with the most answer views in a topic in the last 30 days*.

3. Quora can get you noticed by major publications.

- Major publications are now sourcing content directly from Quora and publishing selected answers verbatim on their websites.
- To see examples, just search “quora” and look at the news section of Google Search.
- This gives you an opportunity to be featured in TIME, The Huffington Post, Business Insider, Forbes and many others.

In summary, if you’d like drive long traffic to your website, establish yourself as an authority and get you noticed by major publications, get started now by completing the 7 steps below.

QUORA MARKETING IN 7 STEPS

Treat Quora like other social sites. The word “social” is the key. Be helpful, give out information freely and self promote in an intelligent way. Follow these 7 steps to get it right:

1. JOIN [QUORA.COM](#) & OPTIMIZE YOUR PROFILE

- **Give Your Profile a Killer Headline:** Your bio should signal to your audience that you’re qualified to answer their questions.
- **Add Detail Using Your Profile Summary.** Include a link to your website or some of your top Quora answers.
- **Claim Your Core Topics:** Get started by viewing this [list of the most followed topics](#).
- **Follow other people.** Understand how top writers are successful, make connections with people in your topic and Quora followers (many people will follow you back-you can start by [adding me](#)).

2. IDENTIFY QUESTIONS THAT ARE WORTH ANSWERING

You want to make sure you don’t waste your time. There are two viable approaches you can take:

- **Rapid Fire Strategy:** Identify multiple smaller but similar questions to answer. Look for questions with 1000 views and less than 5 Answers. Perfect for beginners. Easy to become the top answer.
- **Big Game Strategy:** Identify questions with 100,000+ views and 500+ followers. Be prepared to invest more time in crafting a longer more detailed answer. Much harder to become the #1 answer but you can take advantage of large number of “followers” on a question and use like a mailing list.

Once you’ve found questions that meet the criteria of your chosen strategy, click the three dots next to the question and select “answer later”.

3. CHOOSE OR CREATE A BLOG POST TO LINK BACK TO

- **Don’t give away all the details.** You want to provide enough value to get upvotes and views but don’t give away all the details.
- **Have an incentive to click through to your website.** e.g. more actionable strategies, checklists, templates, downloads etc.
- **Set up an email capture form.** If you’d like to collect email addresses, don’t miss this opportunity.

4. STRUCTURE YOUR ANSWERS FOR MAXIMUM CLICKS

- **Context.** Answer the question asked!
- **Headline.** Write an engaging headline which references the question.
- **Add relevant images / videos.** Use [Canva.com](#) to help your answers stand out.
- **Make it personal.** Use personal pronouns (I, Me, You) and reference personal experiences.
- **Back up your points.** Links out to helpful resources, facts etc.
- **Make it easy to read.** Avoid big chunks of text! Use **Bold**, *italics*, bullet points to format your answers.
- **Add a custom bio for each question.** Show how you’re qualified to answer this specific question.
- **What not to do:** Use identical to answer 25 out of total 33 answers (real example I saw!)

5. PROMOTE YOUR QUORA ANSWERS

- Promote each answer through your social channels: Facebook, Twitter etc.
- To help you out, I’ll also promote your Quora answer to my email list once a month. [Submit the link to your Quora answer in this form](#).

6. TRACK QUORA TRAFFIC & ROI IN GOOGLE ANALYTICS

- **Set Up.** Install Google Analytics on your website and set up a goal tracking (e.g. email signups)
- **Google Analytics.** Click Acquisition > Social > Network Referrals to analyze Quora traffic
- **Quora Stats.** Click account > Stats to see most viewed questions.

7. RINSE & REPEAT (JUST 5 MINS A DAY!)

- Consistently answer questions to increase website traffic from Quora.
- Schedule 5 mins a day in your calendar for Quora.
- Use this 5 mins daily to read answers, write questions, build your authority, connect with influencers and generate content ideas!

NEXT STEPS

Become an Authority & Drive Long Term Traffic with Quora by following the steps outlined above. Ask questions & get feedback on your work inside the [course](#).

Related Posts



Facebook Marketing: Get Your First 1000 Likes Without Facebook Ads



Bonus: Local SEO – How to Rank Your Local Business



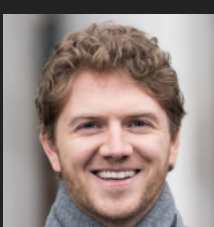
Twitter Marketing: 10 Strategies to Increase Your Twitter Followers

2 Comments



Geoffrey Barnard

Those are great tips. 5 mins a day though wont help you kill it. You need to dedicate at least 30 minutes a day to get a meaning full presence on Quora.



daraghwalsh

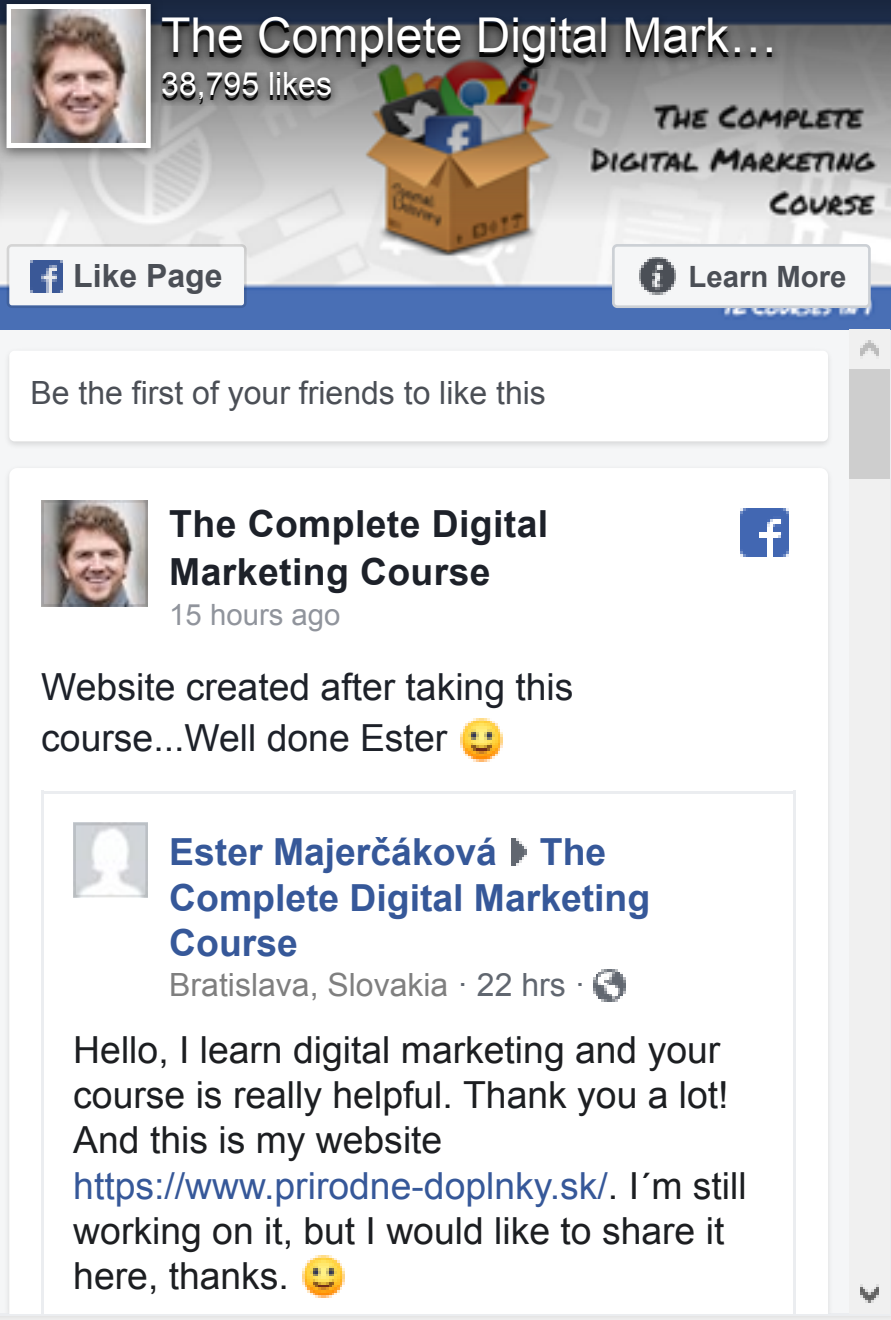
Agreed Geoffrey – you reap what you sow!



FREE DOMAIN + 60% OFF HOSTING



WordPress: Create a Website in 1hr Without ...
47 Comments



GET 12 COURSES IN 1

20hr Digital Marketing Course. Go from beginner to professional.

Enter your email here

GET COUPON FOR 88% OFF

CATEGORIES

- [Conversion Optimisation](#)
- [Customer Acquisition Channels](#)
- [Data & Analytics](#)
- [Market Research](#)
- [Resources](#)
- [Wordpress Development](#)

The Best Web Hosting only \$2.95 /mo

Get Started

bluehost