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Are you trying to market on Quora, but not get the views and traffic you want? They are in the right place. Since July 2018 I am active on Quora and answer at least five questions per week on topics related to Ahrefs, SEO and digital marketing. During this time, I have accumulated hundreds of thousands of calls. Before I started my journey on Quora, I turned to Google for help. Unfortunately, most guides were terrible. They were written by writers who had little to no experience on the platform and had to rehash advice from elsewhere. I then decided to study popular writers on Quora. What struck me was that most of them answered questions on the same few topics: life advice, personal development, and entrepreneurship. With these topics, even a simple list can get tens of thousands of views. On the other hand, the answers in my niche didn't get that many. Nevertheless, I decided to write answers and find out things along the way. In this post, I will share with you everything I have learned so far. I also invited my friend Jason Thibault, founder of MassiveKontot, to share some tips. Jason started posting on Quora in November 2018 and has been experimenting with the platform a lot since then. But before we start, let's talk about the reasons why we are on Quora.Facebook, Instagram, Twitter, LinkedIn, Reddit, Snapchat, Quora and now TikTok. Let's face it, one of the biggest challenges for businesses is figuring out which social channel should actually be prioritized. Instead of persuading you to be on Quora (it's not right for everyone), I want to share the reasons for our decision. If you resonate with one of them, you should seriously consider the platform.1. Support for existing and potential customersAs the Ahrefs brand grows and our reach expands, more people are starting to recognize our name, but don't know exactly what we're doing. Or they are in the consideration phase of the buyer's journey and try to compare different solutions on the market. Typically, these people turn to third-party platforms or forums like Quora to ask questions. If we are not there, Quoran's can answer questions related to Ahrefs inaccurately. It is important that we participate so that we can answer these questions honestly and objectively.2. Open up a huge new audience fun fact: Quora has an audience of 300 million monthly unique users. This brings Quora there with other social networks such as Twitter (335 million monthly active users), Reddit (330 monthly active users) and Pinterest (250 million monthly active users). Your answers can reach a new audience that may not yet know anything about your brand.3. Drive referral traffic from popular responsesQuora ranks for 65 million dollars keywords and receives an estimated 90 million dollars of search essays per month. If you can find the questions that rank well on Google and answer them, you can Traffic to your website (more on that later!) 4. Build your personal brandJimmy Daly, Director of Marketing at Animalz, wrote that personal brands are one of the most important content promotion channels. Influential team members have the potential and power to extend the reach of your content. This applies to us at Ahrefs. If Tim, our CMO shares our audience on Twitter:📣SEO vs. PPC 📣 . A very good overview of the old dilemma by our very own @siquanongPlease let us know if we forgot to cover some important arguments.— Tim Soulo (@timsoulo) August 30, 2019He usually gets more reach than our brand account:SEO ✍ vs. PPC: by @siquanongStruggling decide whether you should invest in SEO or PPC? 🎬🔽 You're in the right place! �� Ahrefs (@ahrefs) September 4, 2019What does this mean for Quora? Being active on this platform means that you have the opportunity to show thought leadership, demonstrate know-how and build your personal brand. You can also redirect your followers on Quora to your other social accounts and strengthen your presence across multiple platforms. This is invaluable in promoting future work. Now that you've seen the value of participating in Quora, let's talk about how they can do it well on this unique Q&A platform.1. Create a good bioDo people even click through on your organic and check what you are up to? To find out, I changed the link in my Quora biography from a direct link to a bit.ly link. This allowed me to track the number of clicks I got. In about three months I got 182 clicks. Not unbelievable, but also not too shabby. Looks like people are checking your biography if they like what you're doing. This is how my biography reads: Let's break it. I imagine myself and what I do. This helps to establish my expertise and credibility. I'll add a call-to-action (CTA) that's a link to sign up for our trial. I am showing social proof to give even more credibility to the idea that I am a specialist. Finally, I add a few links to my social accounts and encourage my Quora followers to follow me elsewhere: there is no right way to write a good biography. Feel free to experiment and find out what works for you. I will also encourage you to take a look at what the top authors do in your niche and in Quora.2. Identifying good questionsPareto's principle suggests that only 20% of the questions you answer on Quora actually send you traffic. How do you find these questions? Here are a few ideas:A. Find questions that get organic search trafficEnter quora.com in Ahrefs' Site Explorer, and go to the Top Pages report. This shows the pages on Quora that get the most organic search traffic. To narrow the list, type a relevant word or phrase in the Include box. Click on the next to each page URL to view the estimated total monthly organic traffic on the page. Look at the list and answer those that are relevant to your business.B. Quora Ads 'Hack'It's easy to say how many views a question has received so far: Unfortunately, this knowledge is only half useful. Sometimes the question was popular a long time ago (e.B. in 2013), received tons of views and then lost traction. A more useful metric would be the number of views the question still receives today. The problem, however, is that Quora does not explicitly show it. There is a way around this. To help advertisers figure out what to advertise, Quora shows them the number of weekly views for relevant questions. We can use this to our advantage. Go to your Quora Ads Manager. Click Create Campaign. You will be prompted to fill in the details for your campaign. Since we are only interested in what comes next, do not hesitate to insert random information here. Click Next to go to the next page. This is where the fun begins. Under Primary Targeting, select Contextual Targeting and then ask questions. Then click Bulk Add. Enter any relevant keyword, and Quora suggests questions to answer and displays the number of weekly views.C. Most respected writers 'Hack' I've never seen anyone mention this hack, so I thought I'm the first person to come up with it. #humblebragHere is how it works. Search on Quora for a relevant topic (e..B. search engine optimization). Click Most Viewed Authors. What do you see? Probably that some authors get a disproportionate number of views, even though they only answer a few questions. Since Quora tells you what these questions are, you can answer them and try to replicate their success. For example, I'm going to check Sarah Clow as she's managed to collect 28,000 views from just 11 responses. Eyeing them reveals this question is likely to gain traction and the attention of Quora authors. Since the answer leaves something to be desired, you can easily write a better one and try to replicate their results.D. Follow the Quora algorithmAs you answer, Quora will start recommending new questions and topics that you can answer. Typically, they appear on their Answer tab: you can also review the questions that appear at the top of the topic feeds: These questions are probably popular in the Quora ecosystem, and your answers can be thousands of Get views.3. Prioritize questionsSome questions can drive a lot of organic traffic, but are super competitive (many answers). Even if the traffic potential is high, it may be impossible for you to stand out. Therefore, you must set priorities. How? Here are some ideas:A. Search for questions you know the answer toWriting on Quora a time-saving, so it's worth focusing your time and energy on questions you already know the answer to. This reduces the time spent writing. If you want to take this idea even further, look for similar questions about blog posts you've already written. In this way, you can rework the content and write useful, detailed answers super quickly. For example, I repurposed our article about the number of questions on Google:B. Select Questions Based on dataAfter using one of the above methods to find potential questions, you should have a number of URLs. Insert these URLs into the batch analysis of Ahrefs to find the key SEO metrics. Then, put these Quora URLs in Screaming Frog and use custom extraction to get relevant data such as the number of people who have answered the questions, links to competitors, etc. Here is the Regex code: <div class=answer_count>(/d+) And the XPath code: /a[contains(@href,'example1.com') or contains (@href,'example2.com')]/@hrefFrom here you can answer the correct questions that you can answer based on the data you collect. Pro TipScreaming Frog will also generate a report of broken external links for these Quora responses. Fight them by making a suggested edit. Ask the author to replace the broken links with one to your content.4. Answers to questionsTo do well on Quora, you also need good answers that offer value. There is no magic way to teach you how to write a good answer. Writing a valuable Quora response depends on great textual knowledge. This needs practice. Fortunately, copy formulas are available. They can serve as training and structure guides to help you write a good answer. I often use the AIDA formula. Attention: Capture your attention with something ingrained or relevant. Interest: Tell them interesting facts, uses, examples or stories. Wish: Make them wish the product / service / etc. Action: Bring them to action. For example, this guide explains more about the AIDA formula. If you are interested in other text formulas, you will find an extraordinary list here. If you want to pick up the copywriting, here are some books I've learned and benefited from:A few more tips for answering questions well:1. Capture attention with a strong intro set and pictureLegendary lyricist Joseph Sugarman has an axiom that follows: The The purpose of the first sentence in an ad is to get you to read the second sentence of the copy. By default, Quora previews the first 200 characters of your response along with an image. If you want people to click More, you must count both the image and the first sentence.2. Check the other answers to find out what people wantTake a look at this question:On the interface you can assume quorans are looking for a </div> </div> Examples. Right? Wrong.They are looking for individual stories of great marketing:Don't jump into a response right away. Always make sure you first check existing answers to find out what people are looking for.3. Tell storiesIn broad categories such as life advice, Quoran's personal stories are as opposed to direct, actionable advice. When you play in these pits, you have to learn how to tell a good story. I'm the first to admit that I'm not a fantastic storyteller, but I've used a few strategies to improve that ability: use the dialogue. That's what I learned from Josh Fechter. Dialogue helps your readers immerse themselves in the story. In media res. Have you ever read Fight Club? Then you will be familiar with it. This is a narrative technique that means openly in the middle of the plot. By starting your story in the middle (the conflict), keep your readers engaged as they try to deduce what happened earlier and predict what will happen next.4. Use controversy to your advantageLook at this question about marketing Wiki:The purpose: Aggregate the various answers in an impartial, factual and comprehensive version. But since everyone uses the answer Wiki:Or create one:You will find that some questions have an answer Wiki. The purpose: Aggregate the various answers in an impartial, factual and comprehensive version. But since everyone uses the answer Wiki:Or create one:You will find that some questions have an answer Wiki. Use controversy to your advantage. In this way, you can rework the content and write useful. For example, Akash's answer stands out because it's contrary to what people expect in response to this question. (Plus, Quorans love snark and sarcasm!) If you can give an unexpected or unconventional answer, you'll probably get lots of upvotes and views. As always, don't abuse this. It's okay if you really believe the opposite, but Quorans will ignore you if they realize you're just trying to play the system.5 Link your answers by linking your answers together, you can keep a reader on their way to the Quora rabbit hole. Your main response (hub) should be the one that receives the most views. This response should also refer to content on your website (to promote referral traffic). Answer 3-5 related questions and link them to your main answer. This allows you to send more readers back to the hub, and they can follow the link back to your website. Here are a few more tips I couldn't squeeze into the other categories.A. Be consistentThis is cliché advice, but social media rewards consistency. Quora is no exception. The more questions you answer, the more likely you are to appear in people's feeds, and the more upvotes and views you get. When Jason Lemkin started, he answered 2:3 questions daily, 5:7 days a week. 53 million views later, he's still on the road! My friend Dean Yeong, Head of Content at Sumo, answered in the first six months 1:3 Questions to gain traction. I have also done my best to answer at least one question per day. It may be difficult to write a daily answer at the beginning, but to build a habit and move on. How to lift yourself. B. Join SpacesSpaces are Quora's answer to subreddits and Facebook groups. Here you can search for relevant rooms. JD Prater, Quoras Evangelist, shared one of my answers in his digital marketing news and trends section. As a I have hundreds of upvotes and thousands of views:At the time of writing, Spaces is still in beta, and you need to be invited to create one. However, you can join and participate. To do it well, treat it like any community. Upvote, comment and share useful links and Quora answers. At some point, you may be updated to join, moderator, or even an admin: If you gain trust in the community, you can share your content (not spam!). C. Add Answer WikisYou will find that some questions have an answer Wiki:The purpose: Aggregate the various answers in an impartial, factual and comprehensive version. But since everyone uses the answer Wiki:Or create one:You will find that some questions have an answer Wiki:The purpose: to make it valuable. If your product or service is relevant to the question, then you can add it. If not, don't press your mention into it. In addition, Answer Wikis must be passed for moderation so that you probably don't end up filling a link. If your responses perform organically on Quora, you can consider using Quora Ads to improve their performance. Here are some ideas.1. Quora Promoted AnswersThis response from Gabriel Weinberg, founder of DuckDuckGo, has received 180million dollars: The reason? Quora Promoted Answers.Quora allows individuals or companies to sponsor one of their responses to achieve better distribution. Curious if I could achieve similar results, I decided to do an experiment. I looked through my Quora statistics to find two questions that won opinions the previous week;I replaced all links in these answers with bit.ly links;I a campaign with 50 USD per encouraging response (total budget: 100 USD). Here are the results: Looks pretty decent, right? Not quite. According to Quora, the clicks metric measures how often someone clicks More for your response: that means someone can click to see your response in full, but they can't click on one of the links to your website. That is exactly what happened. Pretty abysmal. Does this mean that Promoted Answers doesn't work at all? I wouldn't paint it with such a broad brushstroke. After all, this is just a small experiment, and I haven't tested every possibility. There may also be a few reasons why it worked better for Gabriel, but not for me: he took aim at a broader question; Gabriel and DuckDuckGo are synonyms (but not Ahrefs and I) ;D uckDuckGo has a fascinating and people are naturally interested; Google and privacy concerns are hot topics on social (and through extension, Quora);D uckDuckGo has a much bigger brand than us; Gabriel has a much bigger personal brand than me. My colleague Michal achieved pretty good results with Promoted Answers when he was on CDN77. I would therefore encourage you to test and draw your own conclusions.2. pull.2. TargetingWhat else can you do with the set of URLs you extracted earlier? Create a Questions Targeting campaign. The ultimate goal is to show both your ad and your organic answer to questions that are important to your business. The advantages are twofold: after you've seen your ad, the reader may be more likely to read your response; After reading your answer, the reader can click on your ad 3. Questions RetargetingThe Quora Ads platform also allows retargeting. In this case, you must set up the Quora pixel on your site. Once you have set it up, you can use questions retargeting. This allows you to use your existing list of questions and view your ads in quora to people who have viewed these questions but have not clicked on your website. One final question: How do I get into Quora Digest? Quora Digest is an email that consists of content that Quora is interested in. The easiest way to get into is via Quora aids. Otherwise, if your answer is popular enough, it may be included in one: What I did not notice scientifically: If your answer gets upvotes to 7-10, it will be included in a smaller Quora digest. Then, if you get more upvotes, Quora will include it in a larger version (as seen above). However, I have also noticed that it is vanity to be included in the digest. My answers have been recorded a few times, but I have never seen an increase in upvotes or views. Last thoughtsI was lucky enough to one day have an answer translated into Italian by a friendly soul: as Quora quickly expands into other languages, I have not tried to re-re-purify our translated content or translate my answers into another language. I wonder how much extra views or traffic I would be able to get. Anyway, I hope this guide was useful to help you Quora.Is manage something I missed there? Let me know in the comments or on Twitter. Twitter.