

# QUORA TRAFFIC RUSH

HOW TO DRIVE TARGETED TRAFFIC  
WITH QUESTIONS AND ANSWERS



## Quora Traffic Rush

If you own a business, you should be promoting it anywhere you can. One of the top places you can promote and post your website link is by using Quora (<https://www.quora.com>), the web's top question, and answer website.

Just a few years ago, Yahoo Answers was the top Q&A website on the planet. But all that's changed. There's now a lot of Q&A sites, and Quora is leading the pack.

On Quora, you can follow any topic you want. You can pretty much ask any question you want, and someone will answer, sooner or later. If you don't get a response in say 24 hours, you can request some Quora users to check out your question and ask them to answer it.

As a business owner, you can either do the asking or the answering though your first instinct may be to answer all relevant questions that come your way and insert your link somewhere!

In a nutshell, there's plenty of traffic potential for your business if you invest some time into building a good Quora profile. Continue reading this guide to find out how you can make the most of your time on Quora and bring tons of people over to your website.

## **Why Your Business Should Be On Quora**

If your business isn't on Quora yet, you're missing a lot of potential traffic from both Quora users and search engine traffic alike. Read on the reasons below to find out why you should sign up for a Quora account right away!

## ***Quora has massive traffic with over 100 million visitors per month***

Quora is the 125<sup>th</sup> most visited site in the world and 59<sup>th</sup> in the United States. These are not numbers to be scoffed at. With over 190 million unique visitors per month, imagine how much traffic your website will get if you even get a small percentage of Quora traffic to click on through to your site!

By establishing your brand as being credible and trustworthy, you'll be able to siphon off a good amount of Quora traffic to your site. Just remember to add your website links to your profile information and of course, your Quora answers!

## ***Many Quora posts rank high on Google search results***

Quora has excellent domain authority. You may have noticed that whenever you search Google for something, you'll often see Quora at the top or near the top of search results pages. That's because Quora questions are often long-tail keywords that not a lot of websites are writing or publishing content on!

When you click on those Quora articles, you'll notice that the answers are usually in long form. Many authors write hundreds or even thousands of words to answer people's questions. These are the kinds of posts that make it to the top of Google.

*If you want to get traffic the same way, then you're going to have to start thinking of setting aside some time each day giving detailed answers on Quora.*

### ***Quora can be a major source of evergreen traffic***

If you answer evergreen questions, then your answers will tend to be evergreen as well. This basically means information that's not going to be seasonal. Your answers today will still stand true months or years after you publish it!

If you post evergreen answers on Quora, then chances are you'll get traffic to your website months or years after you first post your answer!

### ***Establish your brand as a thought leader in your industry***

When you use Quora in conjunction with your other content marketing activities - such as publishing on your own blog, guest posting on high authority sites, and having an active social media presence – then you can easily establish your brand as a thought leader in your industry.

Being a thought leader means people will look up to you. People will find you more credible, someone who walks the talk, so to speak. You'll have people follow you on different platforms, they'll subscribe to your mailing list.

In short, they'll become your fans who will help get the word out about your brand and how you've helped them in one way or another.

## **How To Use Quora To Drive Traffic To Your Website?**

Now, that you know just how important Quora is to your brand's content marketing strategy, it's time to show you how you can use this powerful platform to drive massive traffic to your website.

## ***Make the most of your Quora profile***

When you answer questions on Quora, your profile is one of the first things people will see. They'll see your name, profile photo, and your tagline. Add your credentials to your profile and add your website's link to your tagline as well.

Make sure your tagline corresponds well to the type of questions you plan on answering on Quora. If you're going to be answering questions about Internet Marketing or Entrepreneurship, then put something relevant on your tagline.

For instance, you can add "*Blogger | Entrepreneur | CEO at MyWebsite.com.*" Feel free to get witty and creative. Try to let your fun side show through.

Another awesome Quora feature is that you can use different taglines for each category so you can make it as relevant and as interesting as possible to the people who are looking for answers in that category.

Going by the previous example, if you're answering questions in the Pets category, then you should consider using a more relevant tagline, for instance, "*Dad to 3 poodles and 1 kitten.*"

To sum up this point, you need to make the most of your profile to make people curious about what it is you do and why they should believe your answers.

***Answer questions about your niche or even your brand***

Q & A sites exist to provide solutions to people's problems. On Quora, the best way to get the word out about your brand is by answering questions. It doesn't matter if you've got the wittiest tagline or bio on Quora if you don't answer questions. No one's going to know you even have a Quora account.

When answering questions, make sure you do it with the ultimate aim of helping others. Don't do it just for the sake of putting your brand and your website link out there.

If you answer questions like this, then you're going to get downvoted and eventually your answer is going to get collapsed and you'll get little to zero traffic!

Just like any other social community, you've got to put others before you. Only when you provide value will you come face to face with the power of Quora. You'll get upvotes which will basically push your answer to the top and will allow you to get more views on your answer!

Write answers to questions in categories you're an expert in or at least are passionate about. If someone's got a question you know the answer to, then, by all means, do your best to answer it in the most informative way possible.

Don't be sarcastic. Don't be condescending. You should genuinely want to help. That's how you'll succeed in Quora.

## Quora Traffic Rush

Another important point as well is not to get hung up on the number of people following you on the platform. Having followers on Quora is not the same as having followers on Facebook, Twitter or Instagram where your content mostly appears on your followers' feeds.

People who are researching answers to questions will find you on Quora whether they follow you or not. And if you provide plenty of value in your answers, then you'll get new followers whether you like it or not (though I'm sure you will!).

### ***Give value to the community and do your best to answer questions in-depth***

When answering questions, think of how your readers are going to feel when they read your content. Will they find it easy to read, boring, fun, exciting?

I suppose that will ultimately depend on the subject you're writing on. But the point is that you must always put yourself in your audience's shoes.

Would you want to read a single 1,000-word paragraph? I bet not. So, it's important to format your answer to make it as easy to read as possible.

Break up your response into bullet points. Use images, infographics, statistics, etc. to lend credibility to your answers.

If you're quoting someone else, link to that person's website or article. Give credit where it's due. Then you can contact that person on social media or send them a good old-fashioned email letting them know you've linked to their article on Quora. Don't ask for anything in return.

## Quora Traffic Rush

If they want to, they can share your Quora post to their followers which in turn may lead to new people following you not just on Quora, but on other social media channels as well.

### ***Answer popular questions***

Adding your two cents to a popular question will help put your brand in front of many new people. Check out how many people are following a question.

If there's a good number of people, take the time to scan through other people's answers especially the most popular ones. Then see how you can replicate their success.

If they're giving 10 wonderful and practical tips, then try to top it off with 15 or even 20. Give more than what other authors are giving. Go the extra mile if you can.

You can even acknowledge and tag the people with the top answers. This helps you get on their radar, and if you both answer questions in the same industry, then it's highly likely you'll bump into each other on other questions, too.

Also, if you're answering a question with plenty of followers, you may want to make your answer start off with something intriguing or controversial.

Something that will make that question's followers curious enough to want to read your entire answer when they receive a notification that a new answer's been posted to the question they're following.



### ***You can start your own blog on Quora***

Aside from answering questions in your favorite niches, you can also start a blog on Quora to gain more exposure on the platform. You can write short or long-form blog posts and then link to it from your Quora answers.

For best results, link to your website on both your Quora blog and Quora answers to make it easy for people to find you.

### ***Make it a habit to answer questions and help people***

One of the fastest ways to get your name in front of as many people as possible is by spending some time each day or week on Quora. Make it a habit. Try to think of it as lending a helping hand on a daily or weekly basis.

You may want to work it into your calendar. You can even schedule the topics you'd like to cover for certain days of the month. For instance, on Monday you're going to answer questions in the Entrepreneur category, on Tuesday, you're going to answer questions from budding Internet Marketers, and so on.

You may not see the results immediately, but over time you'll get rewarded for your time, not just in terms of traffic from Quora but from search engines too!

## **Are You Ready To Start Answering Questions On Quora To Drive Traffic To Your Website?**

The most active and prolific writers on Quora have more than a million or even two million answer views in a year. That's hundreds of thousands of views in a month!

You can probably replicate the same number of views on your own self-hosted blog, but it's going to take you several months, if not years, to achieve it. And that's not taking into account the off-page SEO activities you need to do to have your site rank high up on search engines!

With Quora, you've got a ready-made audience waiting to read your awesome answers. You've got a platform that search engines love. You really have nothing to lose – and everything to gain – when you market your brand on Quora!