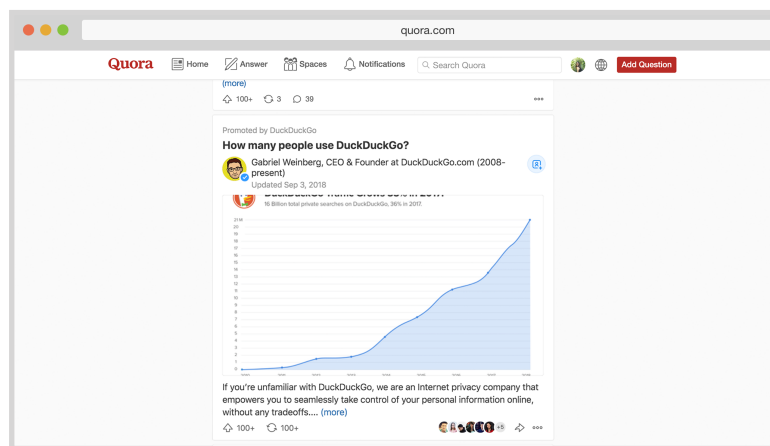


Promoted Answers Best Practices

Reach your target audience at the right time, with the right message on Quora

300+ million people come to Quora every month to ask questions and read insightful answers. This includes people looking for reliable information about your company, products, competitors and industry.

Content on Quora is worthwhile by virtue of the quality of our writers, signals from readers, and product features that ensure credibility. Quora aims for each question page to become the best possible resource for someone with the same question. So that advertisers have a positive experience writing and promoting answers, here are a few tips to avoid having your answers marked as spam.



How to write a good answer on Quora

- 1 **Answer the question in a helpful way:** Your Promoted Answer is more likely to succeed if it directly responds to the question asked from the mindset of the asker. Answers should not misinterpret the language of the question, respond to a different question, or promote your product and/or service in an unhelpful way.
- 2 **Demonstrate credibility and disclose relevant affiliations:** Provide reliable sources, list good examples, or explain why you have expertise and/or first-hand experience in the subject. If a user writes an answer about his own company or product, the answer would make clear the users's affiliation with the company.
- 3 **Provide knowledge that is reusable by anyone interested in the question:** Good Promoted Answers have facts and insights that are general, reusable, and cover many different cases with conditions (e.g., "If you're tall, I recommend X; if you're short I recommend Y").

- 4 **Use links that answer the question:** A seemingly random hyperlinked text in the middle of the answer that leads to a company's website and is not explicitly referred to as a source of information can be marked as spam.
- 5 **Have well-formatted answers:** Make sure answers don't have poor use of spacing or paragraph breaks, bad spelling, bad capitalization, bad grammar, use of "text-speak"-style language, or poor use of formatting tools such as boldface, italics, etc.

What constitutes as spam on Quora?

On Quora, spam is defined as one or more questions, answers, posts, comments, or messages whose purpose appears to be to direct traffic to external commercial sites while providing little to no value back to the Quora Community.

Answers that refer to external websites to answer the question should provide a summary of how the reference answers the question. If the gist of the answer is not understandable by the writing on Quora, then the question will violate answering policies and guidelines. Answers that drive traffic to external sites for promotional or commercial purposes and do not sufficiently answer the question are considered spam.

Affiliate links are not allowed on Quora and any content that use affiliate links will be considered spam.

Question: Is it better to outsource data entry services?

Answer: Yes! If your business needs an assistant to do the job for you, then we recommend checking out [gsmart-data](#). It's much better to hire a virtual assistant - they offer data entry services and have . skilled professions agents who manage the security of your data.

Answer promotes a service or product that is irrelevant to the question

Additional Info

To learn more about writing on Quora, visit help.quora.com.

To learn more about Quora's ad policy, visit quora.com/about/ads_policy or the Quora Ads help center at adshelp.quora.com.

Join thousands of businesses on the Quora platform



Quora for Business