



# Writing on Quora as a Business

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**Quora** for Business

# Why should I write on Quora?

## Join the conversation & engage with your audience

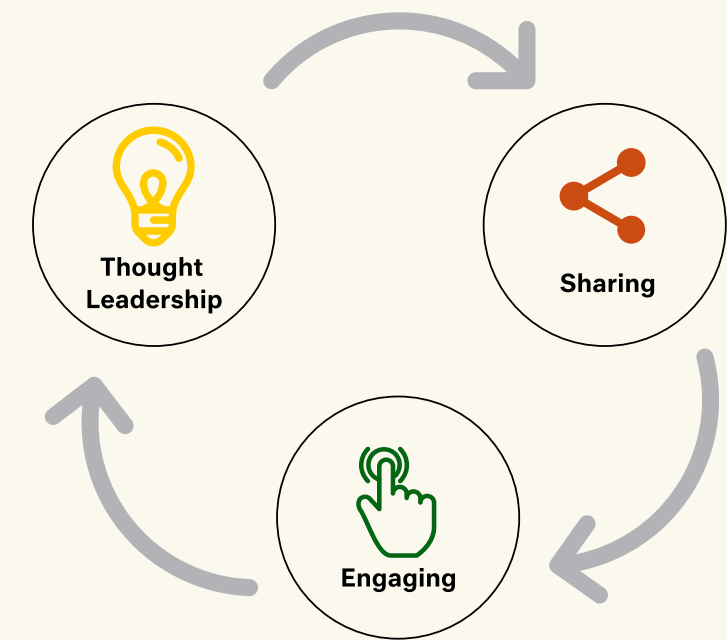
Over **300 million** people come to Quora every month to ask questions, and to read and share insightful answers. This includes people looking for reliable information about your company, products, competitors, and industry.

By contributing to Quora, your brand can join the conversation and reach a relevant audience. This audience can grow within Quora and beyond with SEO traffic and promoted ads.



## The Quora flywheel effect

Content on Quora is evergreen. We ensure knowledge share is available and accessible in the long term, which means you can drive leads and influence years after writing your first answer. This is referred to as the **Quora flywheel effect**.



**Sharing:** Contribute to the conversation by adding and answering questions. This demonstrates your expertise on Quora.

**Engaging:** Interact with high-intent audiences and potential prospects by being an active participant on Quora. Upvoting, commenting, and re-sharing answers shows that you’re interested in being a part of the community.

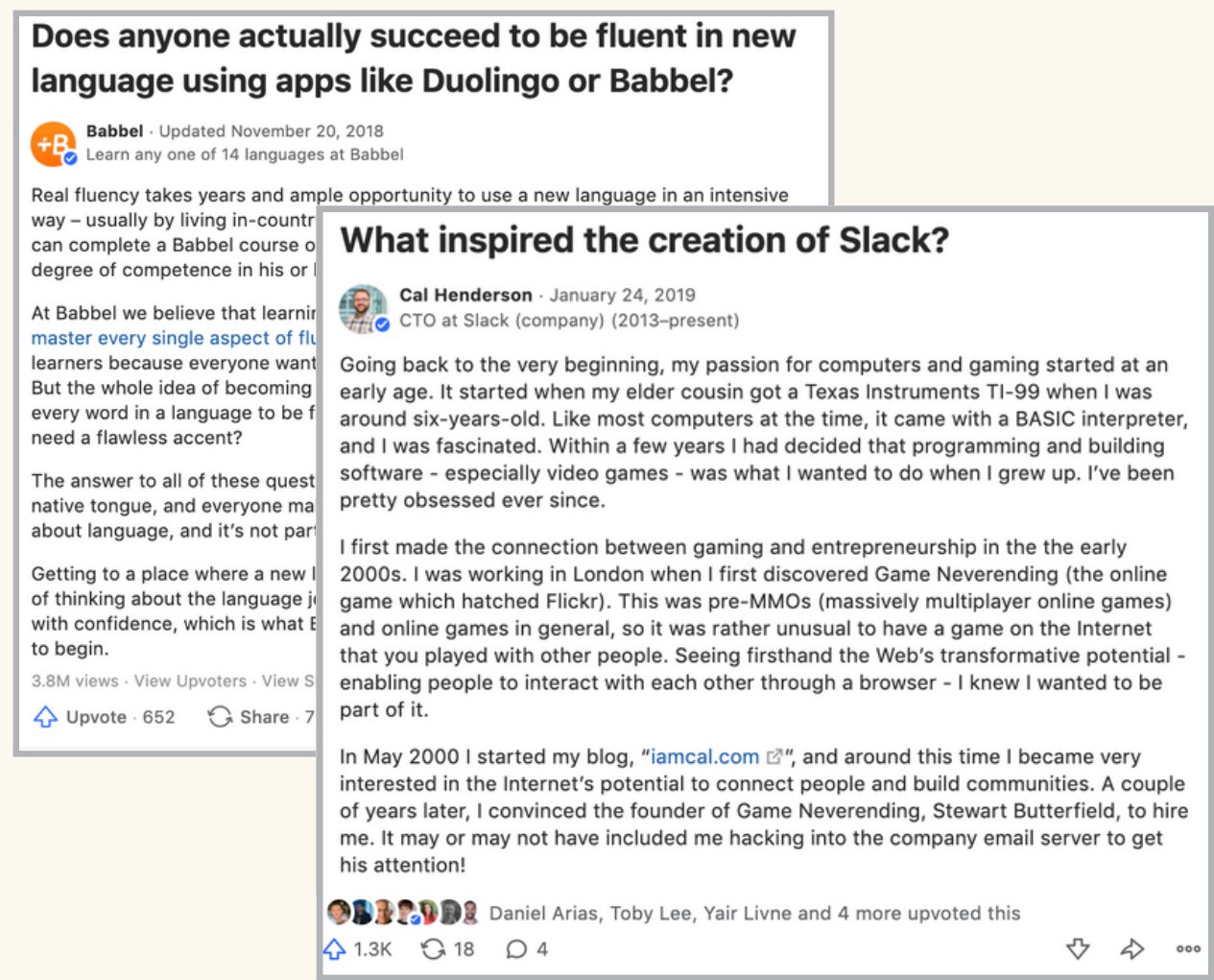
**Thought Leadership:** Gain authority and establish trust on topics by consistently providing valuable answers and a unique point of view. This leads to more followers and people asking you to answer their questions.

# How can I engage on Quora?

## Answer questions on topics you know about.

The best answers are trustworthy and credible, so answer questions where you are a subject expert. Start by looking for missing information in existing answers, and provide additional informational value. Ultimately, your answers should have value for the question-asker.

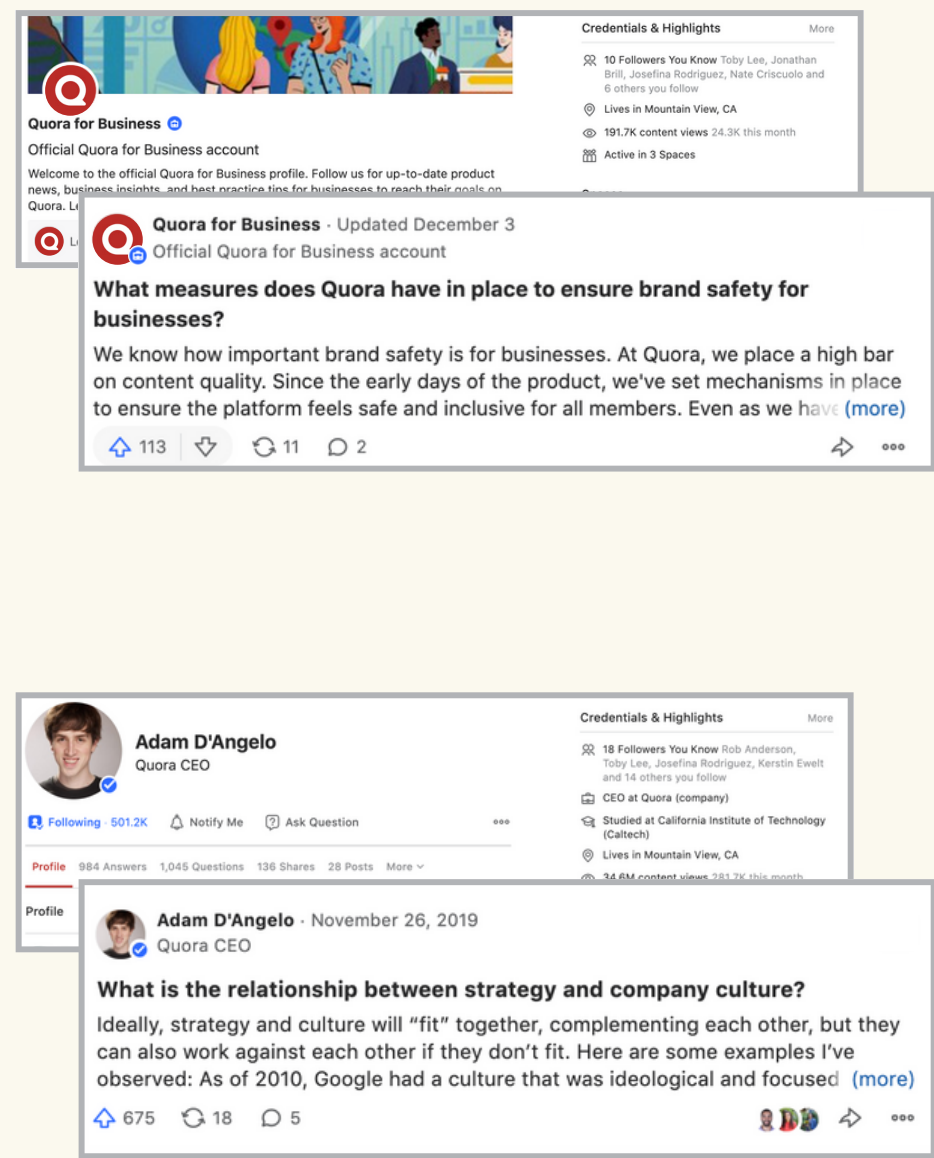
If you represent a brand, take an additional moment to determine whether your brand should answer the question, or you should.



Tip:

## Build your company and individual brand.

Businesses can choose to answer as a brand, or have an individual participate on Quora. There are benefits to both, and different questions may call for a different voice for your brand.



### Business Profiles

- Uses the pronoun “we”
- Focus on brand credibility & awareness
- Ideal for FAQs about your company
- Best for questions that specifically mention your company, product, services, etc.

### Individual Profiles

- Uses the pronoun “I”
- Focus on thought leadership
- Ideal for FAQs about personal experience, especially in your industry
- Best for sharing actionable items & advice



# What are best practices for writing on Quora?

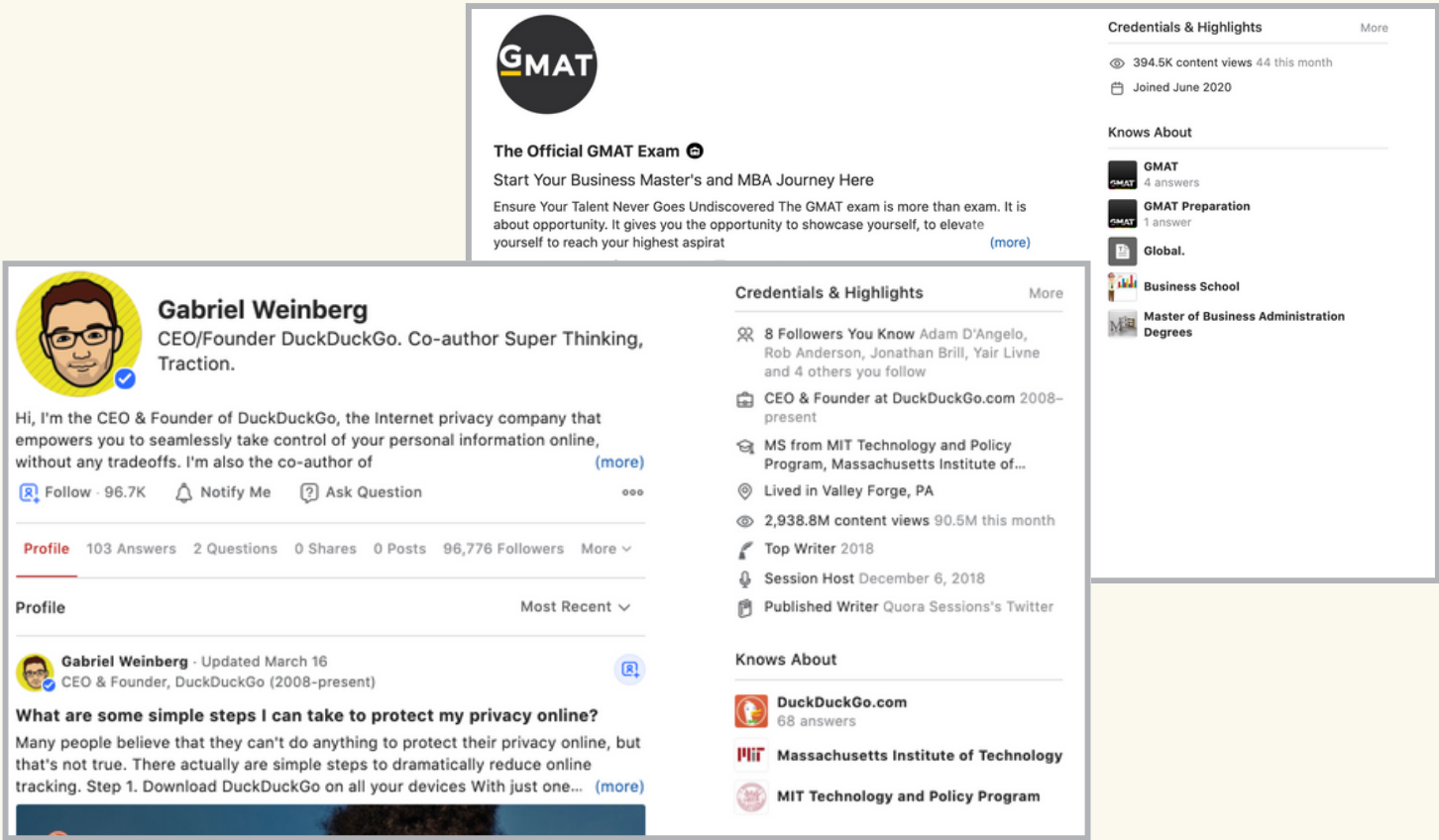
## 1. Fill out your profile.

Your profile gives the Quora community explicit signals of your credibility. A good profile also helps people find you when they are looking for experts to answer their questions on Quora.

An ideal profile has the following:

- A high-quality profile photo or logo
- A short tagline explaining what you do
- A brief bio of what your business does and what you are offering

This is a great place to add links to your website and social platforms.



## 2. Format your answer.

Correct spelling, punctuation, and grammar make content on Quora better and easier to read.


Here are some recommended guidelines for formatting your answers:

- Use bolds, italics, underlines, quotes, photos, and videos thoughtfully
- Use paragraphs and subheadings to break up large blocks of text to improve readability
- Use the numbered and bullet point list functions for all itemized lists
- Use the block quote function to indent quotes
- Use numbers in square brackets (e.g., [1]) to denote footnotes

### What are good guidelines for formatting (spacing, punctuation, grammar, spelling, bullets, etc.) answers and posts on Quora?

This question previously had details. They are now in a comment.

 Quora Support, User Support Team at Quora (2011-present)  
Answered Jan 4

From our Help Center article, [What are good guidelines for formatting answers and posts on Quora?](#) 

Here are some recommended guidelines for formatting content on Quora:

**Correct spelling, punctuation, and grammar make content on Quora better and easier to read.**


- If an answer includes incorrect spelling or grammar mistakes, other users can Suggest Edits to correct it.

3. Quality over quantity.

Answer thoughtfully and keep the question-asker in mind. Demonstrate credibility by making factually correct statements, citing sources, providing rational, and sharing experiences to back up points. It is important to provide value rather than just selling your product or service.

Answers continue to be useful on Quora years after they are written. If you write answers that don’t “expire,” they will continue to be read and useful.

### Why is it so difficult to design Electronic Medical Records (EMR/EHR) that integrate with each other?



University of Texas School of Biomedical Informatics, Educating leaders in health informatics since 1997

Answered Sep 5, 2018

There is no simple answer to this question. The most basic response would be the lack of standards. This means that there is no set of guidelines as to how an EHR system needs to be built and then integrated with others. EHRs are not all created equal. Each hospital or practice may use what they deem is best for them and their practices. Without standards as to what to include and standards on how to integrate, EHRs will be different across the board even at times if they are considered the same. A hospital may use the same EHR as another hospital, but there may be some features used in one place that are not used in others creating a problem of integration or as is used in the Health Information Tech world, interoperability.

**EHR Interoperability: A Major Challenge in Health IT**

According to the Healthcare Information and Management Systems Society (HIMSS), “In healthcare, interoperability is the ability of different information technology systems and software applications to communicate, exchange data, and use the information that has been exchanged.”

Tip:

4. Answer your own question.

Don’t try to force your answer into a question if is not a good fit. You can add content that you want to share by answering your own questions.

Even if you answer your own question, your answer will have the benefits any answer does: distribution in feeds and digest emails to people who care about the topics, and access via search for future people who have that question.

Answer added by [Keck Medicine of USC](#).

### What Are the Signs You’re Too Sick to Go to Work or School?

Should you po...

#582081452 · Thank · Report · 7 Jan 2019 4:25 PM

Topics added to question by [Quora Topic Bot](#).

### Health, Schools, Work, Illness, Medicine and Healthcare

#582080677 · Thank · Report · 7 Jan 2019 4:22 PM

Question added by [Keck Medicine of USC](#).

### What are the signs you re too sick to go to work or school?

#582080673 · Thank · Report · 7 Jan 2019 4:22 PM



## 5. Add unique and interesting details.

Anything unique or interesting you can offer is welcome. Personal stories of successes, failures, mishaps, or behind-the-scenes details perform well on Quora.

Anecdotes make your answers accessible and humanizing, which can help increase your Quora following.



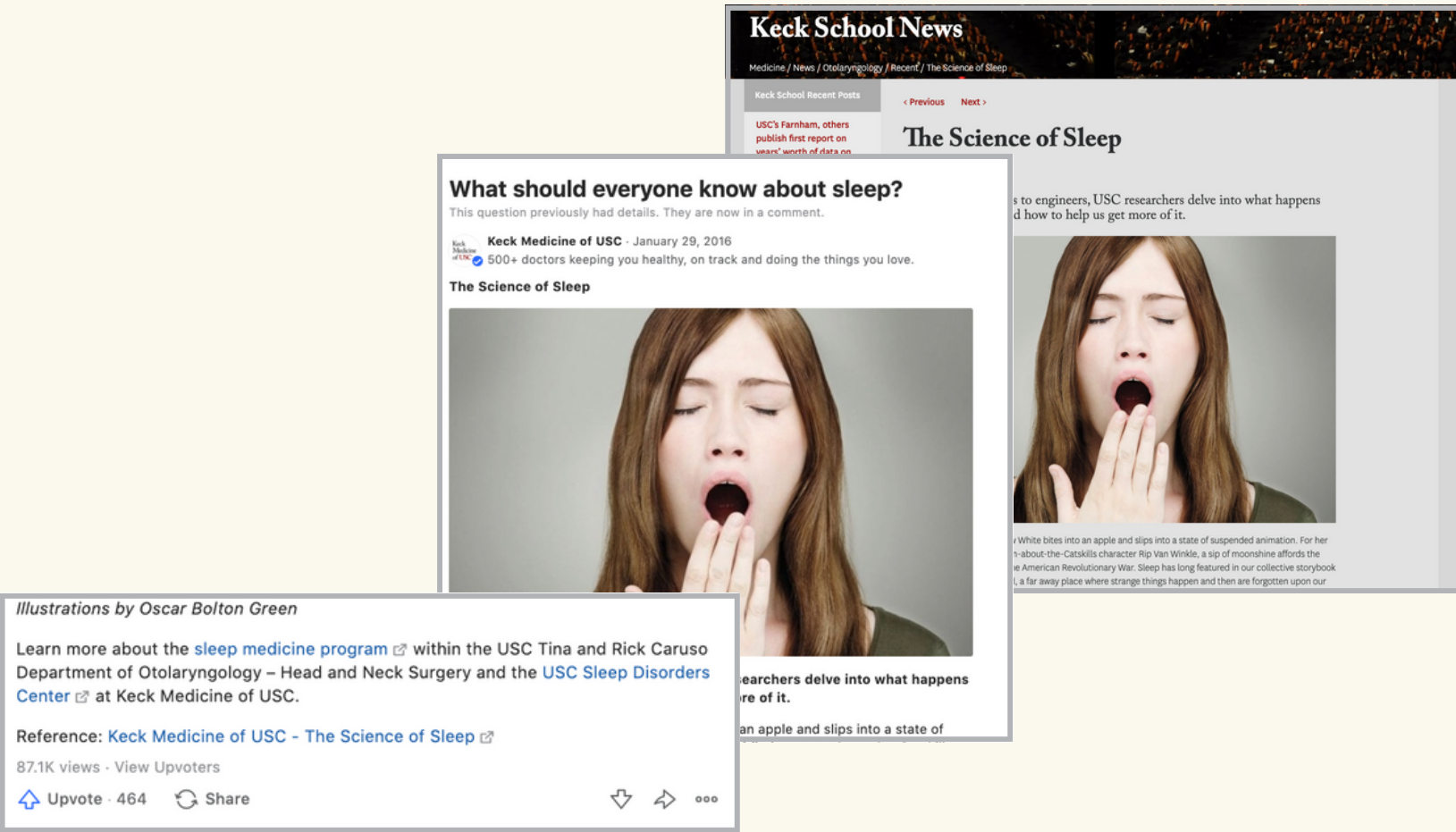
Tip:

## 6. Leverage your existing content.

Sharing previously written content gives it more mileage. All while contributing to your audience and influence on Quora.

If you re-purpose a blog post on Quora, make sure it genuinely answers the question. Do not simply link to an external page. Users should not have to leave Quora to find the answer to their question.

You can always add and answer your own question. This allows you to link back to your own site, re-use your content, and continue to grow your audience on Quora. Plus, this takes advantage of the strong SEO and evergreen lifecycle of Quora content distribution.

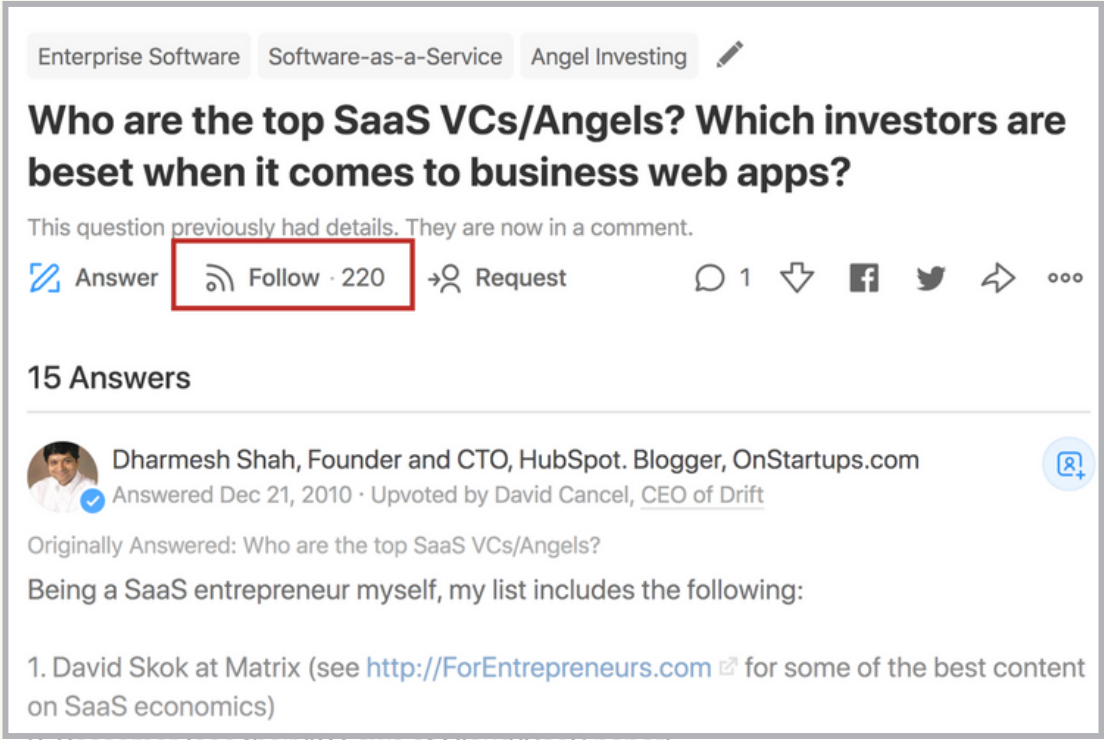


7. Find good questions to answer.

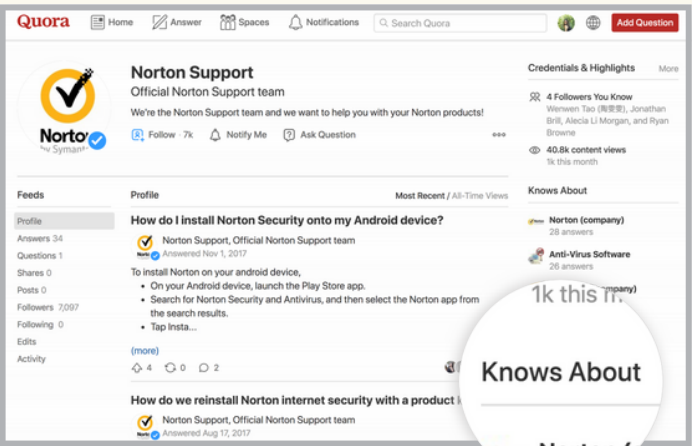
Understanding what questions you should answer will help you become a thought leader on Quora. Aim to find questions you can answer in less than 10 minutes. These are likely questions related to your industry and expertise.

You can start by answering highly followed questions. This ensures your answers get seen by people who are genuinely interested in what you have to say. This can also lead to further exposure since many Quora answers appear in Google searches or sometimes get picked up by the media.

You can also answer questions with followers but no answers. By being the first one to answer a question, you have a greater chance of having your answer listed first for that specific question.

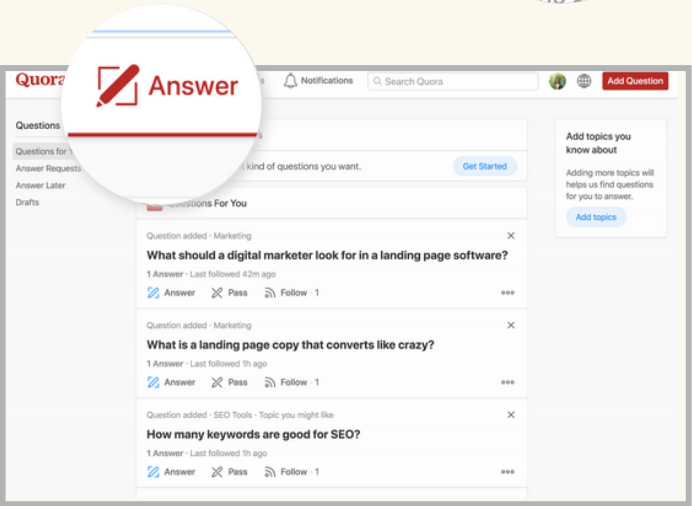


Other methods of finding questions are on the right hand side.



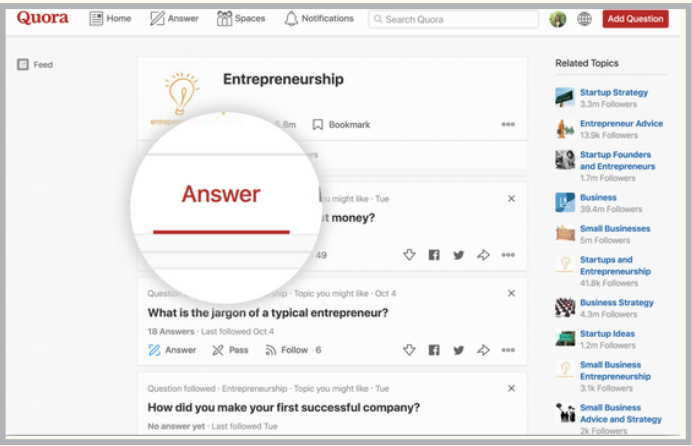
Fill the “Knows About” topics on your profile.

- Add topics you would like to get questions about.
- Answer the questions you can provide a helpful answer to.



Have something specific you want to write about?

- Try taking questions on the header's “Answer” tab.
- Taking questions notifies your followers (and topic followers) that you are taking questions about a specific subject.



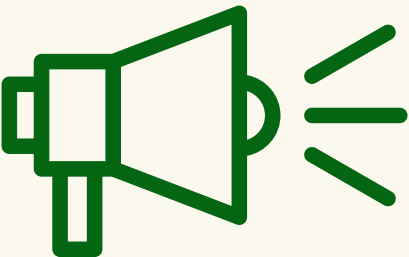
Check out topic pages on Quora.

- Click “Answer” to see all the questions associated with that topic.



# Frequently Asked Questions

## What are the main policies on writing answers?



### Don't be overly-self promotional.

- Self-promotion in answers is permitted only in the context of a sincere, helpful, and direct response, otherwise it is considered spam.
- Self-promotional links that do not form a direct and helpful response to the question are not allowed in answers except in specific circumstances.
- Answers promoting products or services must be associated with a Professional Business Profile.
- Affiliate links are not allowed.

### Be careful copying content and adding links.



- Answers with information copied from other sites should make this explicit by putting the copied content into block quotes preceded by a clear attribution of the source.
- An answer should be understood without having to leave Quora. Answers that cannot be understood without navigating to an external site, or appear to be doing so for promotional purposes, may be considered spam.
- Use images and videos only to make answers helpful. Answers that only contain images or videos should have captions to explain their relevance to the question asked.

For more information on main policies and guidelines on writing answers, visit our [help center](#).

## How can I view analytics for my answers?

Quora offers analytics on your stats page. These show how all of your content is doing in terms of views, upvotes, and shares. These stats are available to track over time.

