



Answers Domination

**Your Step-by-Step Guide to Generating Traffic
Using Yahoo Answers**

by Mike Collins

Disclaimer

This report has been written to provide information about using Yahoo Answers to generate web site traffic..

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Yahoo Answers traffic only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of YA traffic.

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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

Introduction

If you're reading this report then you probably already know that Yahoo Answers can be an amazingly powerful way to generate website traffic. In fact, I'm guessing you've already tried to use YA to get lots of traffic to your site and it didn't work.

Am I right?

Don't worry you're not alone...**most people use Yahoo Answers completely wrong!**

Most people just sit down and start using Yahoo Answers without any kind of plan at all. They don't know the ins and outs of YA and they're disappointed when they never see results. They either answer a handful of questions and give up because there isn't a sudden windfall of traffic, or they post their link all over the place and quickly get banned.

Hey, if that sounds like you don't sweat it. The first time I tried Yahoo Answers my account was banned on the third day!

But I didn't give up! I learned how to use YA effectively and now not a day goes by where I don't get visitors to my various sites from Yahoo Answers.

In this report you'll discover how to tap into the enormous traffic potential of Yahoo Answers.

Ready? Let's roll...

Setting Up Your Account

In this section I'm going to walk you through the process of setting up your own Yahoo Answers account. If you already have an account and know the basics of YA you can go ahead and skip to the next section.

To start setting up your YA account just click on the link below:

<http://answers.yahoo.com/>

You'll see a web age that looks like this...

Yahoo! | My Yahoo! | Mail | More ▾ MakeY!My Homepage New User? Sign Up | Sign In | Help

YAHOO! ANSWERS Search **WEB SEARCH**

ask. ?

Can't find it with search? **Ask**

Post Question

answer. *

Share knowledge
Help others
Earn points

What people think of Answers
How does it work?

discover. !

Stop burning your biscuits:
food & drink

Explore category

Search for questions: Search Advanced My Profile

* **Ready to Participate?**
Get Started!

Categories

- Best of Answers
- Arts & Humanities
- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet

Best of Answers □□□□□

What is it like rock climbing outside?

16 ☆ Asked by [Sara](#) - [Climbing](#)

You definitely have to try it outdoors. There's nothing like working all day to make it to the top of good challenging route. If heights bother you, just go bouldering, or try a traverse ... [More >](#)

0 👍 0 🗨️ - Answer by [Chris](#)

More Best of Answers > | [Send to a friend](#)

◀ | ▶

Answer Questions Recent Popular

Just click on the link that says “Get Started!” and you'll be asked to either sign in or create a new account.

If you already have a Yahoo account that you use for email or other services **do not use that account for Yahoo Answers.**

The reason for this is simple. Even though the methods you'll be using are consistent with the Yahoo community guidelines and not at all spammy...many YA users are a little too quick to click on the “Report” button and you could find yourself banned!

Don't worry...it happens to the best of us. But if it happens to you they might shut down your entire Yahoo account which means you'd lose all of your emails and other information. So better to be safe than sorry and create a new account specifically for YA.

Now before you go off answering questions right away I want you to spend some time looking at the different categories that you can search for questions. See the figure on the right for a sample of the main categories available.

Spend a little time just playing around and digging down deeper into each category. Make a list of various categories and subcategories that fit your niche so you know exactly where to go when you're looking for questions to answer.

In the next section you'll discover that Yahoo Answers is especially powerful when you're trying to send traffic to web sites in multiple niches. **By working on many different niches at the same time your profile will look more natural** and you'll reduce the chance of your account being suspended.

Categories

- Best of Answers
- Arts & Humanities
- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics
- Dining Out
- Education & Reference
- Entertainment & Music
- Environment
- Family & Relationships
- Food & Drink
- Games & Recreation
- Health
- Home & Garden
- Local Businesses
- News & Events
- Pets
- Politics & Government
- Pregnancy & Parenting
- Science & Mathematics

Your Yahoo Answers Action Plan

Now that you've set up your account and explored the Answers interface a bit let's put together an action plan so you can get the most out of YA.

First let's take a look at the YA points system. Listed below are the various ways you can earn points...

Points Table

Action	Points
Begin participating on Yahoo! Answers	One Time: 100
Ask a question	-5
Choose a best answer for your question	3
No Best Answer was selected by voters on your question	Points Returned: 5
Answer a question	2
Deleting an answer	-2
Log in to Yahoo! Answers	Once daily: 1
Vote for a best answer	1
Vote for No best answer	0
Have your answer selected as the best answer	10
Receive a "thumbs-up" rating on a best answer that you wrote (up to 50 thumbs-up are counted)	1 per "thumbs-up"

The first part of our action plan is to just build our reputation and get some points. You'll also be on the lookout for any questions that directly relate to your website so you can leave a link as your source.

Just go to a few different categories and answer some questions without leaving any link at all as your source.

The last thing you want to do is drop a link to your site in every question you answer. **If you do that your account will be suspended** before you even know what hit you.

Personally I like to follow the 80/20 rule...80 percent of my answers have no link at all and the other 20 percent include links back to one of my websites as a source.

Some people will tell you that is way too conservative. That's up to you...but in my experience its very easy to get your YA account suspended so you're better safe than sorry.

So what you're going to do on day one is answer 20 questions. Sixteen will have no link and 4 will have a link back to one of your web properties.

But Mike, its going to take me forever to answer 20 questions!

Not really...you can probably do it in about 10-15 minutes. Keep in mind not every question requires a detailed answer. Lots of questions can be answered in one sentence (or just a couple of words).

For some fast answers I like to check out the Entertainment category. Most of the questions there are really just opinions or can be answered very quickly. Here are some examples of actual questions I've seen and an appropriate response...

Question – What's the best crime movie of all time?

Answer – The Godfather.

Q – Who played the Klingon commander in Star Trek III?

A – Christopher Lloyd.

Q – Is Salma Hayek still hot?

A – Hell yea!

Answering easy questions like this gives you a quick boost in points (2 pts each). It also makes your account look more natural. The best way to keep your account in good standing is to be a helpful member of the YA community. If other users look at your account and see you participating in good faith they'll be far less likely to click the Report Abuse button.

Building Momentum

At the end of your first day using Yahoo Answers, you will have answered 20 questions with about 4 or 5 of them linking to one of your websites.

Now I want you to continue following the 80/20 rule and answer questions every day. You should also take a few minutes to vote on some Best Answers (you'll get one point for each vote). Just look for questions that say "In Voting" and you can cast a vote for the user who gave the best answer.

If you keep this up you'll have 250 points in just a few days. That means you'll be upgraded to level 2 and you'll be allowed to answer 40 questions a day instead of just 20.

To be honest, 20 questions is enough for me. I don't want to devote too much time to YA when I have other traffic methods to work on too. But if you want to go for 40 a day feel free to do so.

A word of caution....do not link back to the same domain over and over again. You'll be seen as a spammer and your account will quickly be suspended. You need to spread your links over different domains and pages. I'm pretty conservative and I say you should only link to your domain at most once per day.

I know. You're trying to build links and generate traffic to your site and I'm telling you not to. But remember, in order to get the most out of YA you have to use it responsibly. What's the point of getting a bunch of links quickly only to have your account suspended?

Trust me...slow and steady wins the race every time. Just stay consistent and you'll see a steady increase in traffic from YA.

After only a week or two you should be seeing more and more traffic coming from Yahoo Answers.

How much traffic can you realistically expect?

That depends. Its going to vary based upon the category/niche you're targeting, the quality of your answer, whether or not your response is voted Best Answer, etc. Some of your answers will generate little or no traffic at all while other will send dozens or even hundreds of visitors to your sites.

On average you can expect about 1 or 2 visitors per month from each answer you provide. That means if you answer just 50 questions with a link back to your site, you can expect around 50-100 visitors per month. That may not seem like a lot to you but remember this is a long term strategy. Imagine if you answer a thousand questions and have over 1000 visitors each month! And all using a simple strategy that takes only 10-15 minutes a day.

Finding Relevant Questions to Answer

When you're looking for questions in which you can leave your link as a source, relevancy is important. You want a question that relates closely to your niche so the visitors you get will be highly targeted.

In most categories the questions come fast and furious. Its easy to miss a good question..and the last thing you want to do is spend your day sitting around waiting for a relevant question to answer.

Instead, I'm going to show you a simple trick to find the most relevant answers possible...

Go to the Yahoo Answers home page and find the search box. Right next to it is a link that says “Advanced”. It looks like this...



Click on the Advanced button and you'll be taken to a screen like the image on the next page. This is where you can drill deep down into various categories and search for specific keywords that are related to your niche.

This will help you find the most highly-targeted questions that will send the best visitors to your site.

Just enter a keyword phrase that relates to your niche.

Then under “Search for keyword match in” choose **Questions**.

Choose the most relevant category or search through all of them. Then under “Question Status” choose **Open Questions**. You want to find questions that are still open so you can respond and leave a link back to your site.

An example of the Advanced Search screen...

Yahoo! | My Yahoo! | Mail | More ▾ MakeY!My Homepage New User? Sign Up | Sign In | Help

YAHOO! ANSWERS **WEB SEARCH**

ask. **answer.** **discover.**

Search for questions: **Search** **Advanced** **My Profile**

Home > Advanced Search

Advanced Search

Keyword

All of these words ▾

None of these words:

Search for keyword match in:

All

Questions

Best Answers

Category

All ▾

Arts & Humanities

Beauty & Style

Business & Finance

Cars & Transportation

Filter

All English questions ▾

Question Status

All

Resolved Questions - Best answer has been chosen

Undecided Questions - Best answer is being chosen

Open Questions - Best answer has not been chosen

Date submitted

Anytime ▾

Search

Answers International: Argentina Australia Brazil Canada China France Germany Hong Kong India Indonesia Italy Japan Malaysia Mexico New Zealand Philippines Quebec Singapore South Korea Spain Taiwan Thailand United Kingdom United States Vietnam en Español

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When you run your search you'll see a page that looks like the one below. I used "web traffic" as the search term for this example.

Ignore the first two listings which are just paid advertisements, as are the results in the right hand column.

As you scroll down you'll see questions that are open to new responses. Just find one that will fit your niche and answer it.

The screenshot shows a search results page for "web traffic". At the top, there is a search bar with "web traffic" entered, and buttons for "Search", "Advanced", and "My Profile". Below the search bar, the page indicates "Home > Search Results for 'web traffic'" and "1 - 10 of 10".

The main content area is titled "Search Results for 'web traffic'" and contains several sections:

- Sponsored Results (Left Column):**
 - Increase Web Traffic:** www.bettervisitors.com/webtraffic - Web Traffic 100% Guaranteed Unique Visitors. Rapidly Grow Web Traffic.
 - How to Web Traffic:** www.wpromote.com - #1 Ranked Website Traffic Firm, Results in 24hrs. 30% off Today.
- Open Questions (Left Column):**
 - How exactly does a hardware wireless router protects against threats if it's allowing web traffic to and fro?** ...if it seemingly is letting all web traffic in and out. Would appreciate an answer...
Asked by Kevin - 13 hours ago - Computer Networking - 1 Answer - Open Questions
 - Where can I find web traffic in the US?**
Asked by July - 2 days ago - Yahoo! Search - 1 Answer - Open Questions
 - web traffic machines?**
Web Traffic Machines... free Traffic for any business!...
Asked by paula - 20 hours ago - Engineering - 1 Answer - Open Questions
- Sponsored Results (Right Column):**
 - Web Traffic - \$6.99 for 15,000:** Web traffic packages starting at only \$6.99!
www.webtrafficwholesale.com
 - Free Website Traffic:** FREE Website Traffic. Get 2,000 free visitors. Free Trial.
www.engineseeker.com
 - Targeted Bulk Emailing:** 300,000 Recipients - Only \$49 - High Response Rates, Guaranteed.
www.directmarketingoptin.com
 - Targeted Website Traffic:** 10,000 Targeted Unique Visitors Sent to Your Site for \$9.
www.targetedtrafficleads.com
 - Web Traffic:** Having trouble getting customers? Increase sales with our...
www.HandyTraffic.com

Pretty simple huh? Well how about I show you an even easier way to find relevant questions to answer?

Scroll down to the bottom of the Advanced Search results page and you'll see...

Add your Answers search for "web traffic" to My Yahoo!:



Just use the orange RSS button to add this YA feed to your favorite RSS reader and every time someone asks a question that contains the phrase "web traffic" you'll be notified.

If you keep your RSS reader open in the background you can jump on relevant questions right away. You should be able to get a lot of first responses this way.

Plus you won't have to waste hours scrolling through page after page of questions looking for one to answer!

Keep Building Steam

Ok, by now you should be following the action plan we laid out a few pages back. You're answering around 20-40 questions per day and including a link to one of your sites in about four to eight of them.

Always remember the 80/20 rule...80 percent of your answers have no link and 20 percent do list a link as a source.

Now let's talk about some ways to maximize the traffic potential of Yahoo Answers. I want you to get the largest amount of traffic possible!

Spreading the Link Love Around

A little earlier we talked about why you shouldn't link to any one domain too often. Try it any more than once or twice a day and your account is certain to be flagged as spam.

But if you can only link to your site once each day how will you ever get any real traffic?

The secret is to spread your links around so you don't raise suspicions and get yourself banned.

If you have multiple sites in different niches you'll find it easy to answer just a question a day in each niche and build up your traffic across the board.

But if you really want to build some serious traffic to each site then you'll need to use indirect methods too. This is where your secondary web properties will come in handy...

You should already be using EzineArticles, Hubpages, Squidoo lenses, etc. as part of your overall marketing plan. They should all be pointing to your main website or blog so you can monetize the traffic they send you.

Can you see where I'm going with this?

Right! All you have to do is tap into the huge traffic of Yahoo Answers and funnel them through sites like EzineArticles (EZA) and Squidoo and then to your main site.

I find EZA works best for me when combined with YA, but you should try different sites yourself and see which converts best for you.

Attacking the Long Tail

When you first start answering questions on YA you should see a small traffic boost almost immediately. But after a couple of weeks your traffic should really start to pick up steam.

That's because Yahoo Answers tend to rank very well in the search engines, especially for long tail keyword phrases that have little or no competition. So if you respond to a question that ranks well your answer could be seen by hundreds or thousands of people for months to come!

So why not help things along a bit by including some long tail keywords in your answer?

You should know as much about your target market as possible...including the keywords they use when searching. Use [Wordtracker's free keyword tool](#) or [Micro Niche Finder](#) to create a list of keywords to slip into your YA responses.

Look for keyword phrases that get lots of searches but have very low competition. Subtly slip one or two long tail keyword phrases into your answers and many of them should easily rank well in the SEs.

Just make sure you work them into your answer naturally...don't just throw them in for the hell of it or your answers will look like spam!

Earning Best Answer Honors

Obviously your best chance to generate traffic through YA is to have your responses voted Best Answer.

The best answer gets listed directly below the question and that's as far as most readers ever get. If you don't get the coveted "best answer" spot you'll see little or no traffic at all.

Here's another reason to shoot for the best answer...many YA questions are republished on other sites and blogs **along with the best answer!**

Thanks to plugins like [Caffeinated Content](#), which pulls content from many sources (including YA) and automatically posts it on blogs, your YA answers could be republished all over the internet. And many of these blogs won't be using the nofollow tag so you can actually see some real link juice passed on to your sites!

When it comes to getting your response voted as the best answer, I have a few tips for you...

1. Give a quality answer! It's common sense right? An informative answer that readers find helpful will naturally have a great shot at being chosen.
2. Answer early. If you're one of the first responses then the person who asked the question will definitely read it and they may choose you right off the bat.

3. If the Asker doesn't choose a best answer it goes to the polls and any user can vote for their favorite response. And you can vote for your own answer. Needless to say you should go back to all of your answers whose status is "In Voting" and vote for your own response.

Give 'Em What They Want

As you continue to answer question after question you'll start to notice some trends. You'll see the same question appearing over and over again.

And that's like a bright neon sign flashing you right in the face!

If lots of people are asking the same question that means you just found a niche ripe for the picking. Put together a blog post or article on the topic that specifically answers that question and whenever you see the question pop up you can direct them right back to that page on your site.

Then pull the RSS feed for that question. Add it to your favorite RSS reader so as soon as you see someone asking that question you'll be ready to pounce on it like a mountain lion!

Oh No! I've Been Banned!

I'm going to be completely honest with you here so I hope you can handle it. At some point you WILL have your account banned. Even if you follow all of the tips and guidelines I share with you in this report...you will get suspended.

Okay, okay, calm down...its not your fault.

You see, you're not the only one in your niche looking to drive traffic to your website. Your competitors are out there too. And once you start answering lots of questions and driving serious traffic to your site your competition will get jealous. They'll try to knock you out of the game by reporting you as a spammer...even if you're following the YA rules!

This exact same thing happened to me...BUT I got my account back again!

How?

Let me explain exactly what happened so you'll know what to do when you get suspended too.

I had built up a nice little account was answering questions every day. Some were in my niche with a link back to my site or EzineArticles I had written, but most weren't linking to anything at all.

Suddenly I received an email informing me that my account had been suspended due to spam complaints.

I said to myself...

Well actually I can't tell you what I said to myself because that kind of language doesn't belong in a report like this! :)

But obviously I wasn't happy.

So I contacted the YA moderators and politely explained that I didn't understand why my account had been suspended. I didn't think I did anything wrong or had broken their terms. I had answered lots of questions in various categories and was participating in the community in good faith.

The YA moderators reviewed my account and agreed with me. My account was back in good standing!

Now its very important for you to understand this...**its my following the guidelines in this report that saved my account from permanent suspension.** When the moderators took a closer look at my account they saw detailed and informative answers. They saw that I included links to lots of different websites. And they saw many answers in which I didn't leave a link at all.

In other words they saw someone using YA exactly the way it was intended to be used.

If they had reviewed my account and found that almost every answer I left included a link back to the same website, they probably would have deleted my account right then and there.

Monetizing Yahoo Answers Traffic

Now that you've learned how to use Yahoo Answers to send swarms of traffic to your websites, blogs, articles, lenses, etc...let's take a look at how to **monetize** that traffic.

After all, that's what you're really after isn't it? It might feel good to check your stats and see your traffic steadily increasing...but it feels a lot better to your Paypal account growing!

Do you know what I love best about visitors who come from Yahoo Answers?

YA traffic is highly targeted and full of buyers. Remember these aren't people who are bored at work and just happen to stumble onto your site. These are people who have a question or problem and they are actively looking for a solution. All you have to do is offer them their solution or point them in the right direction.

AdSense

Perhaps the easiest way to monetize YA traffic is with Google AdSense. Think about it...someone has a problem (let's say bad acne) and they are using Yahoo Answers to find a solution. You respond with some helpful tips and home remedies for getting rid of acne and leave a link back to your site as reference. They check out your site and see a couple of AdSense ads promising a 24 hour acne cure...they click on the link and KA-CHING! You just earned yourself some AdSense revenue.

Product Sales

I'm going to warn you right off the bat...do not leave any kind of salespage as your source when responding to a question. You'll immediately be branded a spammer and your account will be suspended.

But that doesn't mean you can't make sales through Yahoo Answers. You just have to use the right strategy. Instead of leaving your sales page as your source, send readers to an article or blog post on the topic. This is where you can pre-sell the product and direct them towards your sales page. Just don't be too obvious. A helpful article that leads into a sales page is fine. A blatant advertisement will get you suspended.

Affiliate Products

You're not allowed to link to affiliate products when you respond to questions on YA. That means no direct affiliate link AND no sneaky redirects. If you ignore my advice and post any kind of affiliate links you will find yourself suspended with little chance of being reinstated.

The pre-selling strategy mentioned above works well with affiliate links too. Just send visitors to an article or blog post and THEN to an affiliate link.

Newsletter Subscribers

The best way to monetize your YA traffic is to convince them to subscribe to your online newsletter.

If you don't already have a newsletter you are leaving a lot of money on the table. **If you want to make serious cash online you absolutely must be collecting email addresses and building a mailing list that you can sell to again and again.**

Without a mailing list, if someone doesn't buy from you on their first visit they're gone forever. But if you can get them to subscribe to your newsletter you will have many opportunities to convince them to open their wallet.

Seriously, if you get nothing else out of this report...you must start building a list of email subscribers that you can promote products and affiliate offers to again and again.

If you're not sure where to begin you should take a free test drive of [Aweber](#). I use them myself and I highly recommend their service to anyone looking to build a successful presence on the web.

Once you've signed up for your Aweber account, you can create a simple form your readers can use to subscribe to your newsletter. Put that form on every page that you link to from Yahoo Answers so lots of people will see it.

Now you don't want to actually ask people to subscribe in your answer. Instead you should simply point them to a page on your site that contains helpful tips...and your subscriber form.

Since you gave them a helpful answer and then followed up with even more helpful tips on your website its very likely they'll want to subscribe to see what else you have to offer. If possible offer them a bonus (such as a free report) to help convince them to subscribe.

Dos and Don'ts

Finally, let's go over a few things you should do to keep your YA account in good standing... and a few things you should never do (unless you actually want to get your account suspended!)

Don't ask readers to "Click the link below". That's a pet peeve of many YA users and they won't hesitate to report you as a spammer. When you do that it gives the impression that you're not really interested in helping anyone...you just want people to visit your website.

Do follow the Yahoo Answers community guidelines. They may change occasionally and it's your responsibility to make sure you're following them. Ignorance is not a defense and if you break their terms and you'll find yourself banned. You can find the latest YA community guidelines [here](#).

Don't set up multiple accounts and use them to vote yourself Best Answer. I know it's tempting to use this gray hat method to quickly build up a lot of YA points and best answers. But trust me you will get caught and all of your accounts will be suspended.

Do give quality responses to the questions you answer. Yes, many questions can be answered in just one sentence or even just a few words. But you'll find that most of the traffic you receive comes from the times when you leave a more detailed answer.

Don't use stock answers over and over again. While it's a good idea to have a few generic answers saved in a text file for cutting and pasting, you should always customize your response to each individual question. Stock replies are easy to spot and you'll be banned before you know what hit you.

Do answer questions in lots of different niches. I currently don't have any web sites that focus on sports, outer space, or history...but I find those topics interesting so I answer some questions in those niches all the time. This helps my account look more natural (because it is!) and helps protect me in case of spam complaints.

Don't drop your link every time you answer a question. It's pretty easy to spot when someone is linking to the same domain again and again and doing so will get you labeled a spammer. Remember to follow the 80/20 rule (80 percent of answer without a link/20 percent with a link) and link to different domains and web properties so other YA users don't see the same domain over and over again.

Do become a valued member of the YA community. Be helpful and courteous to other users and don't just be another drive-by spammer. Remember that like other social media sites, how much you get out of Yahoo Answers depends on how much you put into it.

Resources

[Aweber](#) - Autoresponder & Newsletter Service

[Wordtrackers Free Keyword Tool](#) - Basic keyword research tool

[Micro Niche Finder](#) - Advanced keyword research and competition analysis tool

[Caffeinated Content](#) - Wordpress plugin that lets you pull content from Yahoo Answers and other sources automatically

[Google RSS Reader](#) - free RSS reader