

Cloth Diaper SEO Report: The Top 5



The Cloth Diaper Keywords
and Why They Don't Matter

Note from the author

I have worked with a lot of cloth diaper businesses to optimize their websites, boost their rank, and write compelling copy. Because of this work, I've heard about their goals and seen the strategies site owners intended to use to reach those goals.

The easiest people to work with are those who know enough about optimization that they see the importance and have an idea how they should move forward. The most difficult people to work with are those who know enough or have read enough tips and tricks that they want to do it their way or no way.

My evaluation of websites across the cloth diaper industry is, in part, selfish. I want to work with business owners who know why they want to optimize their websites, who are educated about what approaches to optimization really work. I want to work with people who aren't stuck on doing work that I don't think will pay off for them.

I want YOU to approach optimization in a way that will bring you what you really need—not random traffic from casual browsers but targeted traffic from potential customers who are looking for exactly what you offer. If this is what you want for yourself, please read on.

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Cool word clouds thanks to <http://www.wordle.net/>



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Top Ranking Factors

Every business website owner loves the top. Top rank, top keywords, top traffic. I know you want to be #1. I do, too!

In order to determine the **top sites in the cloth diaper industry**, I evaluated a set of factors for hundreds of sites. In some sectors, the results for top sites have been consistent for several years. In other sectors, sites that are working their optimization are knocking off long-time top ranked sites.

Factors considered:

- Links In
- Traffic
- Page Rank
- Number of Indexed Pages
- Rank for cloth diaper industry general keywords

I didn't look specifically for optimization techniques, but I can see that there are consistent practices common among the top sites. **What are they doing right?**

- "cloth diaper" or "cloth diapers" in domain
- Title tags used correctly
- Site well indexed by three major search engines
- Links in not just to home page but to deeper pages on site
- Blogs not on free sites
- Blog connected to sales site but not on same domain
- Long-term registrations of a domain that was originally registered more than a year ago



Overall: The Top 5 Cloth Diaper Sites

- | | | |
|----|-------------------------------|--|
| 1. | Diaper Swappers | www.diaperswappers.com |
| 2. | Diaper Pin | www.diaperpin.com |
| 3. | Soft Cloth Bunz | www.softclothbunz.com |
| 4. | Green Mountain Diapers | www.greenmountaindiapers.com |
| 5. | Bummi | www.bummi.com |

For the overall top cloth diaper websites, the big factors were: rank, traffic, and links. Diaper Swappers has over 1 million pages indexed on Yahoo!, an overall rank of about 39,000 among all sites on the internet, and still ranks well for the general keywords for which it can deliver content. Diaper Swappers was the clear winner overall.

Diaper information sites have by far the most traffic, since their visitors are looking for general cloth diaper information. These are umbrella sites with huge numbers of pages and links in. This kind of reach doesn't really compare with a manufacturer's website, where you wouldn't expect to find as much general traffic.



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Rank Within the Cloth Diaper Industry

Because of the focus within each sector of the industry, you will generally see that information sites rank highest, large retail sites next, manufacturer sites, blogs, then diaper services. This doesn't mean diaper services are doing anything wrong. Their potential markets are much smaller and far more focused. If their optimization is also focused, they can certainly make their websites work well for them. So, don't take the overall rank as an assumption that only big sites are doing well. The focus here is on highest rank, most traffic, and top keywords. There are other ways to make optimization work for you.

One area where I see room for movement is with cloth diaper blogs. Blogs in our industry could definitely rank a lot higher overall, grabbing a lot more general cloth diaper traffic. I anticipate that optimized blogs will get into the overall top 5 in the future.



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The Top 5 Cloth Diaper Info Sites

| | | |
|----|---------------------------|--|
| 1. | Diaper Swappers | www.diaperswappers.com |
| 2. | Diaper Pin | www.diaperpin.com |
| 3. | Diaper Decisions | www.diaperdecisions.com |
| 4. | Cloth Diaper Sites | www.clothdiapersites.com |
| 5. | Diaper Jungle | www.diapejungle.com |

Worth a Mention

- **Longest View Time:** Diaper Swappers at a whopping 15.8 minutes per person average
- **Page Rank:** Diaper Decisions by far
- **Links In:** Diaper Pin
- **Keyword Rank:** Diaper Pin
- **Traffic:** Diaper Swappers is ranked about 39,000 over the whole internet
- **Indexed Pages:** Diaper Swappers (nearly 400,000 pages indexed on Google and over 1 million pages indexed on Yahoo!)

Diaper information sites for the purpose of this ranking are forums and other general information sites, not including blogs, which have their own category below.



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The Top 5 Diaper Service Sites

- | | | |
|----|-------------------------|--|
| 1. | Dy-Dee | www.dy-dee.com |
| 2. | Tiny Tots | www.tinytots.com |
| 3. | DiaperNet (NADS) | www.diapernet.org |
| 4. | Seattle Diaper | www.seattlediaper.com |
| 5. | Buzzie Bee | www.buzziebee.com |

Worth a Mention

- **Traffic:** Dy-Dee broke the top 500,000 sites on the internet (by Alexa rank), which is amazing for a diaper service
- **Online Since the 20th Century:** Dy-Dee and Tiny Tots
- **Page Rank:** Tiny Tots

Because of what they do—deliver clean, fresh cloth diapers within a limited geographically area—the market for a diaper service is more focused, so their numbers are always going to be lower than sites with national scope. They also have a better chance at conversion with their local traffic.



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The Top 5 Cloth Diaper Manufacturer Sites

- | | | |
|----|--------------------------|--|
| 1. | Bummi | www.bummi.com |
| 2. | bumGenius | www.bumgenius.com |
| 3. | Fuzzi Bunz | www.fuzzibunz.com |
| 4. | Better for Babies | www.betterforbabies.com |
| 5. | Knickernappies | www.knickernappies.com |

Worth a mention

- **Oldest website still ranking:** Mother-Ease
- **Stickiest Site:** Knickernappies, with only 14.8% bounce rate (visitors who leave after one page)
- **Links In:** Fuzzi Bunz
- **Global Reach:** bumGenius with .0002% of all internet users stopping by the site

In general, manufacturers' sites get less traffic than retailers' sites, since most potential customers are looking at shopping sites for their information. The difference I notice with manufacturers compared to other sectors is the sites with keyword rank and the sites with traffic aren't necessarily the same.

The Top 5 Cloth Diaper Retailer Sites

- | | | |
|----|-------------------------------|--|
| 1. | Soft Cloth Bunz | www.softclothbunz.com |
| 2. | Green Mountain Diapers | www.greenmountaindiapers.com |
| 3. | Kelly's Closet | www.kellyscloset.com |
| 4. | The Baby Marketplace | www.thebabymarketplace.com |
| 5. | Cotton Babies | www.cottonbabies.com |

Worth a mention

- **#1 on Google for Cloth Diapers:** Soft Cloth Bunz
- **#1 on Google for Cloth Diaper:** ClothDiaper.com
- **Links In:** Soft Cloth Bunz
- **Longest View Time:** Tender Cargo
- **Traffic:** Cotton Babies

Retailers are often the first stop for potential cloth diaper users. Their focus in site content varies greatly depending on the kind of customers they have or want to have. There are more sites, and probably more cloth diaper businesses, in this category than in any of the others. Because the top sites are so good at what they are doing, it will be difficult to break into the top ranks.



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The Top 5 Cloth Diaper Blogs

- | | | |
|----|-----------------------------------|--|
| 1. | The Cloth Diaper Whisperer | www.theclothdiaperwhisperer.com |
| 2. | Cloth Diaper Blog | www.clothdiaperblog.com |
| 3. | All About Cloth Diapers | www.allaboutclothdiapers.com |
| 4. | Dirty Diaper Laundry | www.dirtydiaperlaundry.com |
| 5. | Cloth Diapers @ Blogspot | clothdiapers.blogspot.com |

Worth a Mention

- **Page Rank:** Cloth Diaper Blog
- **Traffic:** All About Cloth Diapers
- **Stickiest Site:** Dirty Diaper Laundry (fewest visitors who leave after one page)
- **Links In:** The Cloth Diaper Whisperer
- **Pages Indexed:** The Cloth Diaper Whisperer
- **Longest View Time:** Real Diaper Events

The big factor considered here was rank for top cloth diaper keywords. Other factors are links in, indexed pages, traffic, page rank, number of minutes visitors spend on site, number of visitors who leave after one page. The top four spots are very tight, but there are half a dozen other blogs that could easily take over the fifth spot in the near future. There is big room for optimization on cloth diaper blogs, so I wouldn't be surprised to see movement even in the top four.



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Why Am I Not on the List?

Don't just ask why you aren't you on the list. Ask if that matters.

These sites are about **top**, **big**, and **most**. If you have close, enough, and just fine, your site probably isn't on the list.

It isn't necessary to have the most—the most links, the most traffic, the most pages—in order to get what you want or need. If you aren't targeting a general audience or a huge number of site visitors, you may still be getting the people you need to keep your site sustainable.

Biggest doesn't matter. **Most targeted matters**. Targeting a site for specific customers will bring you what you need.



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What Can I Do to Optimize?

Target those customers who really want what you can actually deliver.

The heart of the optimization process is recognizing what your customers search and do online and making a clear connection from there to what you offer. This is very specific. You must **use the exact vocabulary your potential customers use**.

These phrases are the keywords you should use heavily in on-site and off-site optimization. Use these phrases when you write content or product descriptions for your website.

Do not call a diaper just “cloth,” as in “Do you use cloth with your children?” or just “diapers,” as in “How to wash your diapers,” or **PLEASE** not “dipes” or “sposies.” I completely object to cutie-pie nicknames on several counts, especially when referring to plastic throwaway diapers. Call them by their full ugly names and don’t encourage people to think they are cute. People don’t search cutie names.

- Call them “cloth diapers” because that will help the **search engines identify** what your text is really about.
- Call them “cloth diapers” because that is how your **potential customers search** for them.
- Call them #clothdiapers because that is the **hashtag everyone is searching** on Twitter to find out what YOU have to say about them.

You can create your own keyword list, but keyword development is one area where it would help to have a professional. With a good knowledge of how keywords work, a professional can save you a lot of time in finding the right combination of high search volume, low use keywords with the highest potential for optimization.



Drill Down into Your Keywords

You want to rank #1. I know you do. We all do.

Don't sweat who ranks #1 for a general keyword. **People who type in general keywords don't buy.** Those searchers want general information.

People who type "blue fuzzi bunz medium sale" or "cloth diaper shop bummis montreal" are ready to buy.

If you want to show up every time someone searches "diaper service las vegas" but you've optimized for "cloth diaper," you're stuck with the traffic looking for general information and the new parents looking for a diaper service may not be able to find you.

On the other hand, there are not going to be a lot of searches for "diaper service las vegas." There aren't going to be a lot of searches, but you have a much better chance of converting a higher percentage of those searches into customers.

Use the words that your customers use **when they are ready to buy.**



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Cloth Diapers in the Long Tail

Cloth diapers are in **the long tail**.

A lot of generic SEO approaches would tell you that any keyword related to “cloth diapers” isn’t a keyword phrase worth your optimization time. Those in the cloth diaper industry know that isn’t true, despite only approximately 14,000 searches on the term monthly. A lot of business people wouldn’t find the whole cloth diaper industry worth their time because we do not have billions of dollars in annual sales between us all.

Still, the cloth diaper industry sustains hundreds of small and medium businesses.

In search as well as in business, we’re operating under the radar. Don’t worry about that.

If you have looked in your site stats, you have seen that you get traffic for cloth diaper-related keywords. The whole industry is in the long tail, so you have to think beyond the big haul. You need to drill down.

“cloth diaper” and “cloth diapers” are brag words. Nice to have, no doubt. Great supplement to your specific keywords, but they won’t sell products alone.

You need to focus on **what distinguishes your own business** from all of the other excellent people in the industry.



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Yes, but What KIND of Cloth Diapers?

All use the keyword “cloth diaper(s),” but what do you add to that to put yourself at the top of search engines?

| | | | |
|-----------------------|-----------------------|----|---------------------|
| type of diaper | organic cloth diaper | or | fitted cloth diaper |
| accessory | cloth diaper fastener | or | cloth diaper bag |

If you have a brick and mortar store, you location should be high on your list

| | | | |
|--------------------------|-------------------------|----|-----------------------------|
| location | cloth diapers houston | or | cloth diapers knoxville |
| retailers - brand | bumgenius cloth diapers | or | little beetle cloth diapers |
| exclusive feature | black cloth diapers | or | bug print cloth diapers |



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Seed Words Lead to Keywords

Thinking from the point of view of YOUR customer, what do they want from your site?

- If you are a retailer, what do cloth diaper end users want?
- If you are a manufacturer, what do retailers want?
- If you write a blog, what do your readers ask or say in comments?

Write down every idea you have about your potential customers or readers. This is the list you should mine for your website optimization.



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How Should I Start with Website Optimization?

Do-It-Yourself

Go to your library and look at SEO books. The quality can vary, but the main principles are the same. If you don't like one book, pick up another. Many can guide you comfortably into website optimization.

Get Help!

Contact me for help with keyword development.

If you want to know how I can help you optimize your cloth diaper website not just for increased traffic but for increased sales, write to me at lori@3streamflow.com or DM me on Twitter [@3Stream](https://twitter.com/3Stream).



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Cloth Diaper SEO: The Top Sites

