

# Search Engine Optimization Webinar

Google YAHOO! bing

20 April 2010  
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# Increasing Search Engine Rankings - Overview

- Nearly 1600 Factors Influence "organic" rankings
- Competition plays a very big role in attempting to increase rankings

Google   [Advanced Search](#)

[View customizations](#)

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Web [Show options...](#) Results 1 - 10 of about 945,000 for **quilt patterns**. (0.25 seconds)

**Quilt Patterns** and Quilt Kits - The **Quilt Pattern Shoppe** ☆  
Looking for a **quilt pattern**? The **Quilt Pattern Shop** offers beautiful **quilt patterns** for immediate download from a variety of talented designers.  
[www.thequiltpatternshoppe.com/](http://www.thequiltpatternshoppe.com/) - [Cached](#) - [Similar](#)  
Comment by Daniel, Nov 18, 2009 - "I love this website!" [Edit](#)

**Free Quilt Patterns** ☆  
Mar 9, 2010 ... Free **Quilt Patterns** listing with over 1000 sites and many thousands of free **quilt patterns**.  
[Beginner Quilt Patterns](#) - [Baby Quilt Patterns](#) - [Vintage Quilt Patterns](#)  
[www.freequiltpatterns.info/](http://www.freequiltpatterns.info/) - [Cached](#) - [Similar](#)

**Free Quilt Pattern Online Wholesale Quilt Pattern For Sale Lisa ...** ☆  
Jan 28, 2010 ... Quilts With a Twist features well-tested, illustrated **quilt patterns** engineered by award winning quilter and designer Lisa Moore.  
[www.quiltswithatwist.com/](http://www.quiltswithatwist.com/) - [Cached](#) - [Similar](#)

Image results for **quilt patterns** - [Report images](#)



# Increasing Search Engine Rankings - Title Tag

The screenshot shows a web browser window with the following elements:

- Title Bar:** "Quilt Patterns and Quilt Kits - The Quilt Pattern Shoppe - Shiretoko" (circled in red).
- Address Bar:** "http://www.thequiltpatternshoppe.com/"
- Navigation Bar:** Includes "File", "Edit", "View", "History", "Delicious", "Bookmarks", "Tools", and "Help".
- Toolbar:** Contains icons for back, forward, refresh, print, stop, home, search, and TAG.
- Bookmark Bar:** Lists "Google Marker", "MRTG", "http://tracker.dan...", "All Issues", "Live help admin", "Mail Settings", and "php".
- Extension Bar:** Shows "Disable", "Cookies", "CSS", "Forms", "Images", "Information", and "Miscellaneous".
- Tab Bar:** A single tab titled "Quilt Patterns and Quilt Kits - ..." (circled in red).
- Website Content:**
  - Logo:** A colorful quilt square pattern.
  - Text:** "The Quilt Pattern Shoppe" in a cursive font.
  - Buttons:** "Home" and "About TQPS" on a green background.
  - Image:** A quilt pattern with the word "Texture" overlaid in a decorative font.

# Increasing Search Engine Rankings - Title Tag Cont.

Google

quilt patterns

Search

[Advanced Search](#)

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Web [+ Show options...](#)

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Image results for **quilt patterns** - [Report images](#)



Sponsored Links

### [2009 Quilt Show](#)

Local **Quilting** Competition  
All Proceeds Go to Non-Profit  
[FirehouseQuilts.org](http://FirehouseQuilts.org)

### [Paper Doll Quilt Pattern](#)

interactive paper doll **quilt**  
BFF's change hairdo's & outfits  
[www.thistledownquilts.com](http://www.thistledownquilts.com)

### [Quilt Patterns](#)

Huge Selection Of **Quilting** Fabrics  
& Supplies From Keepsake **Quilting**.  
[www.KeepsakeQuilting.com](http://www.KeepsakeQuilting.com)

### [Free Quilting Patterns](#)

Apparel, Blanket, Baby, Home & More  
Download all you want - For Free!  
[www.Free-Quilting.com](http://www.Free-Quilting.com)

### [100% Free Quilt Patterns](#)

Find Quick & Easy **Quilt Patterns**

# Increasing Rankings - Headings

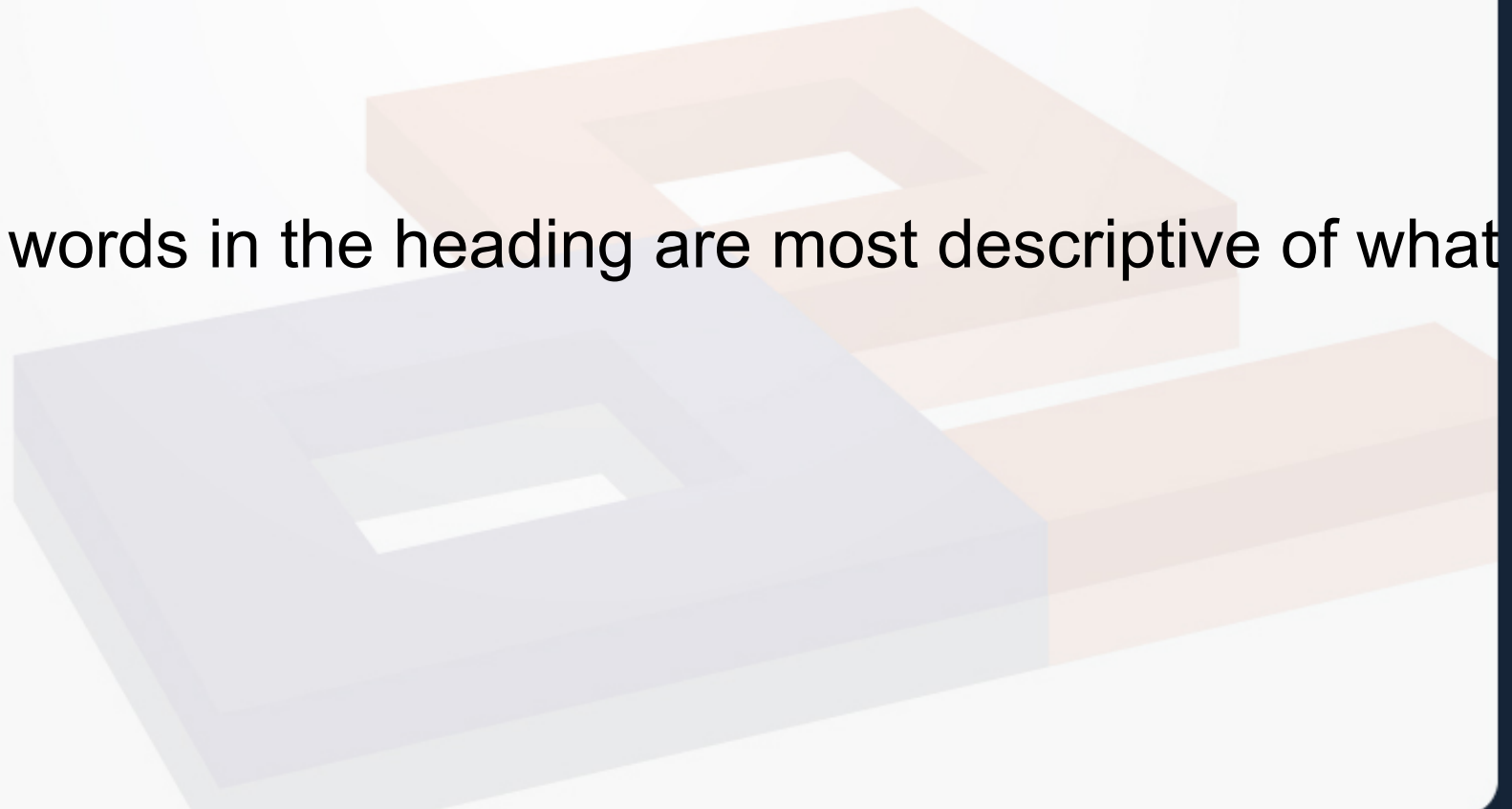
Example Headings:

## Heading 1

### Heading 2

#### Heading 3

Premise: The words in the heading are most descriptive of what follows.

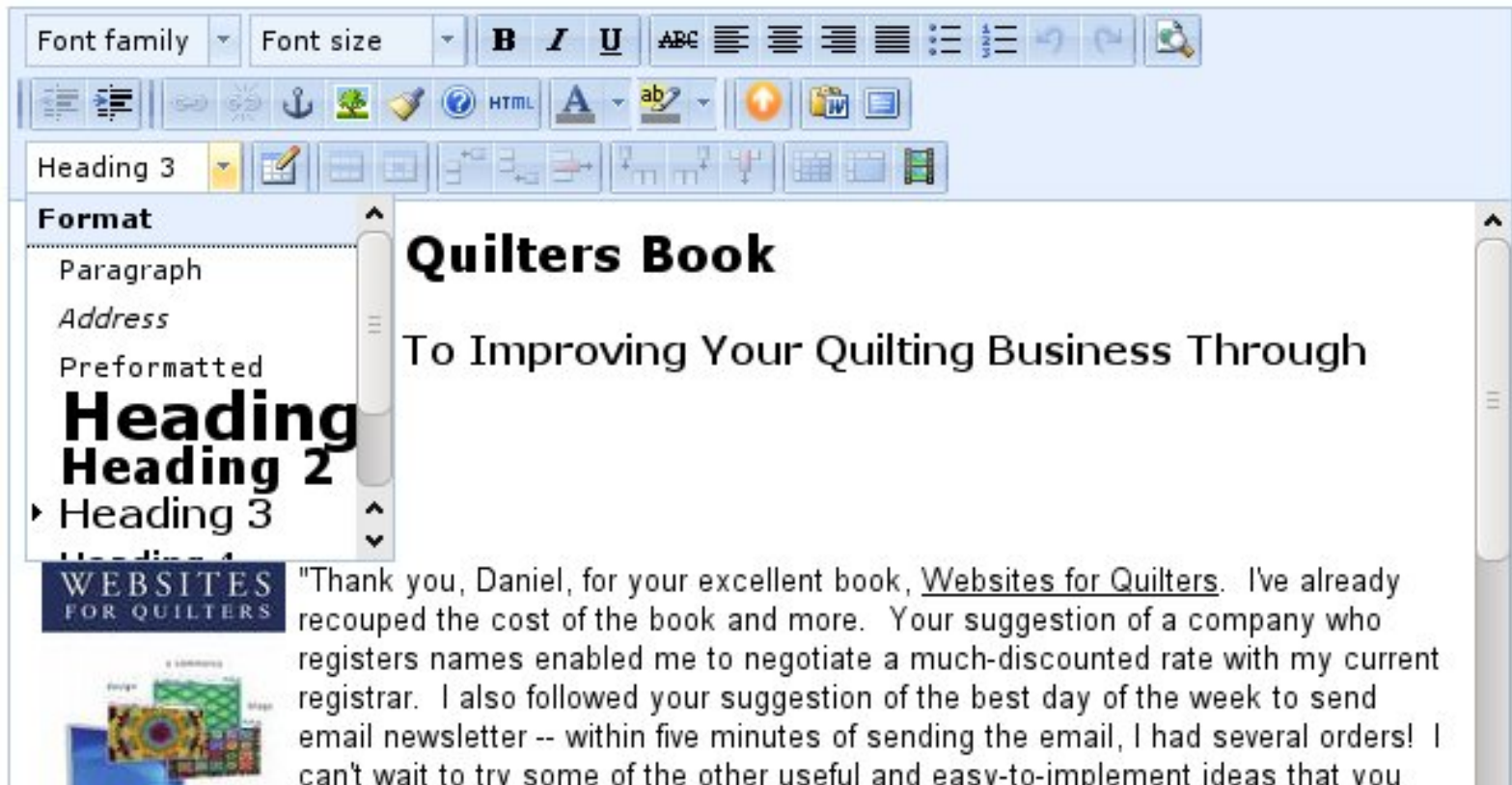


# Increasing Rankings - Headings Cont.

Title:

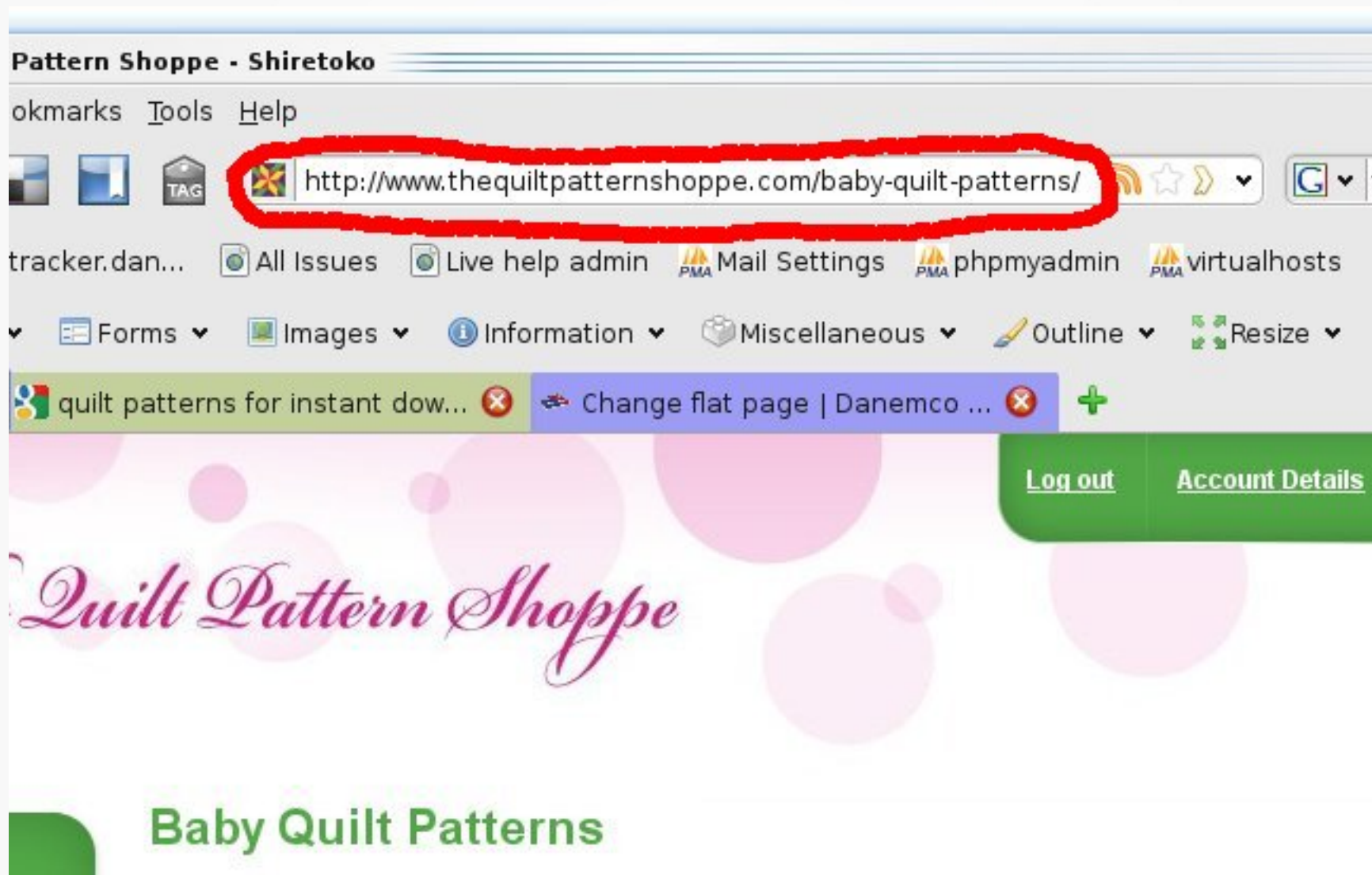
Websites For Quilters Book

Content:

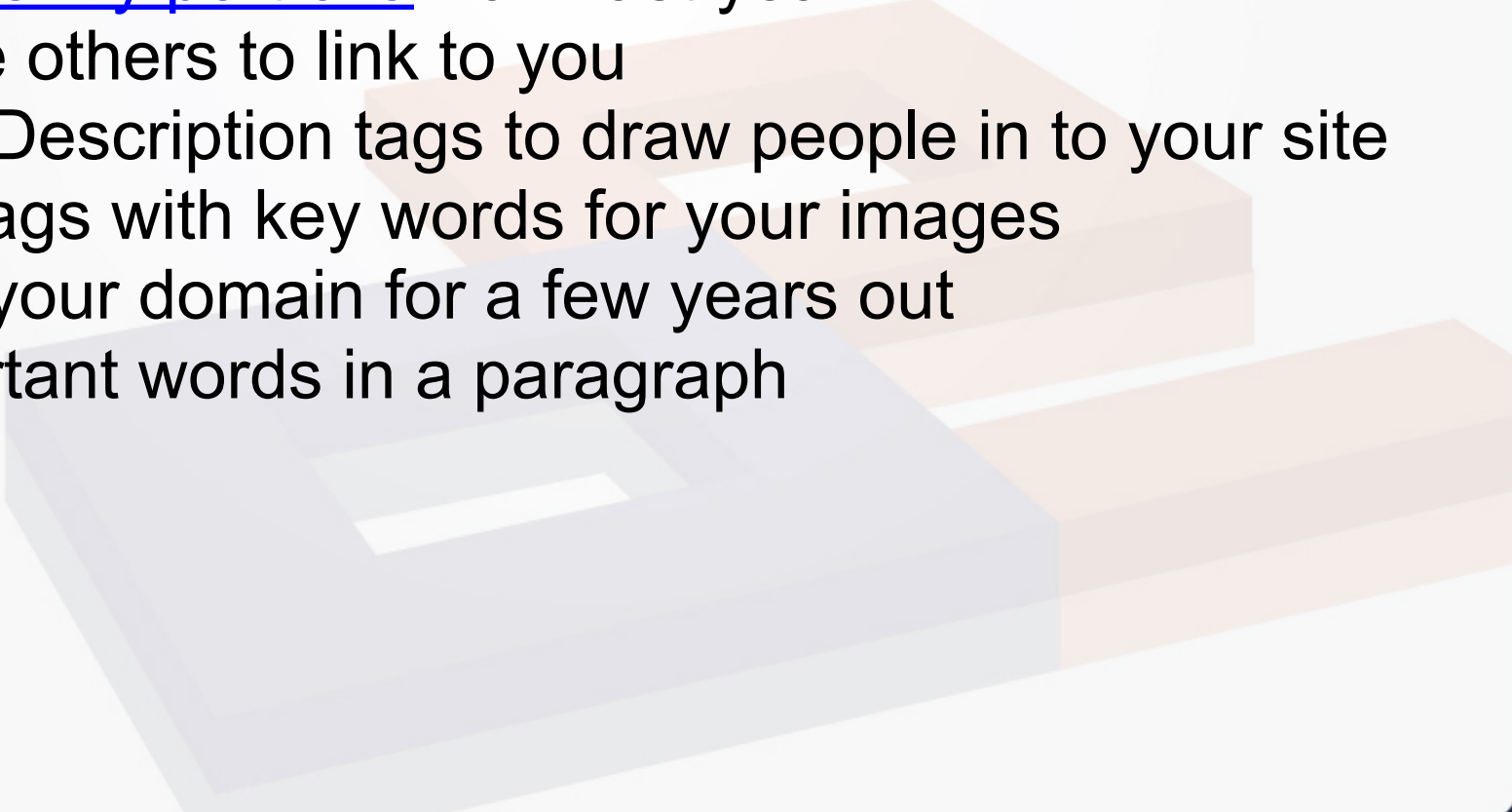


The screenshot shows a web editor interface. At the top, there is a title field containing "Websites For Quilters Book". Below it is a content area with a rich text editor toolbar. The toolbar includes options for font family, font size, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, insert image, insert table, insert video, insert audio, insert iframe, and insert code. A dropdown menu is open, showing heading options: Paragraph, Address, Preformatted, Heading 1, **Heading 2**, Heading 3, and Heading 4. The preview area shows a webpage with the heading "Quilters Book" in a large, bold, black font. Below the heading is the text "To Improving Your Quilting Business Through". At the bottom left of the preview, there is a logo for "WEBSITES FOR QUILTERS" and a small image of a quilt. To the right of the logo is a testimonial quote: "Thank you, Daniel, for your excellent book, Websites for Quilters. I've already recouped the cost of the book and more. Your suggestion of a company who registers names enabled me to negotiate a much-discounted rate with my current registrar. I also followed your suggestion of the best day of the week to send email newsletter -- within five minutes of sending the email, I had several orders! I can't wait to try some of the other useful and easy-to-implement ideas that you

# Increasing Rankings - Better URLs



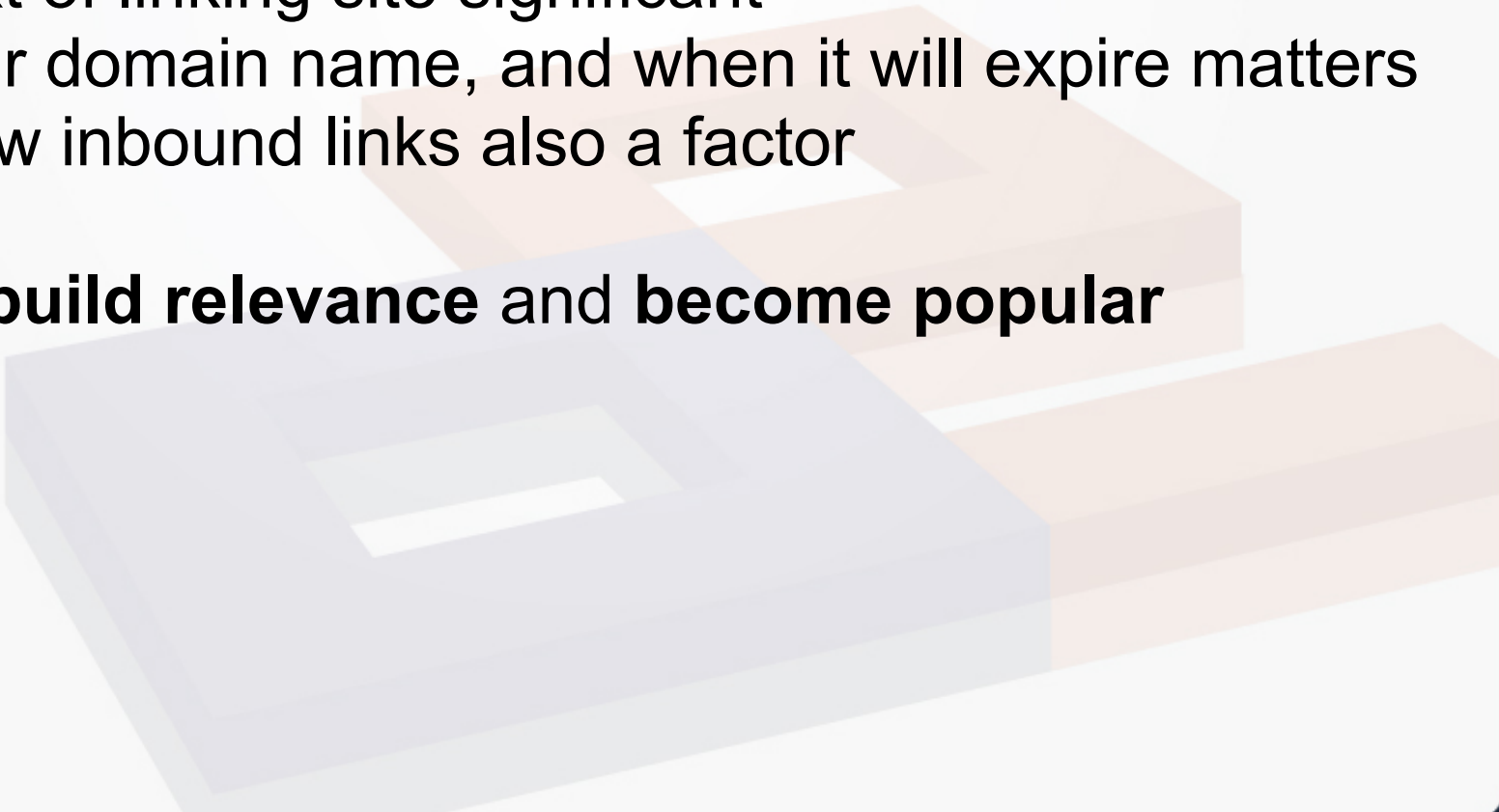
# Increasing Rankings - Other Tips

- Quality and Compelling Content
  - Use Good Link Text:  
BAD: [click here](#) to see my portfolio from last year  
GOOD: [see my portfolio](#) from last year
  - Encourage others to link to you
  - Use Meta Description tags to draw people in to your site
  - Use ALT tags with key words for your images
  - Purchase your domain for a few years out
  - Bold important words in a paragraph
- 

# Increasing Search Engine Rankings - Off Page Factors

- Linking Site's Popularity Matters
- Number of links of linking site not helpful
- Relevancy of linking site very important
- Anchor text of linking site significant
- Age of your domain name, and when it will expire matters
- Rate of new inbound links also a factor

The key is to **build relevance** and **become popular**

The slide features a decorative background of several 3D rectangular blocks. One block in the foreground is light purple, while others behind it are light orange. They are arranged in a staggered, overlapping pattern, creating a sense of depth and movement.

# Increasing Search Engine Rankings - How To Build Links

- Begin by asking friends that have websites to write a little about you
- Use free directory submissions  
<http://www.dmoz.org>  
<http://www.quiltprofessionals.com/directory.htm>  
<http://www.usa-quilts.com/>  
Google "Quilting Directory" "Quilt Store Directory", etc.
- Use paid directory submissions  
<http://dir.yahoo.com/>
- Find Similar Websites and ask if they would be willing to exchange links
- Create "Link Bait" (something of perceived value for free products, game, etc.)
- Danemco launched Quiltvertiser to aid with link building

# Thank You!

Our next webinar will be in June.

