

The Google LSI Handbook

Learn How To Play The Google Game, and
How You Can Improve Your Keyword Indexing!



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I. Latent Semantic Indexing, Latent Semantic Analysis and what sets them apart from one another. What are the differences?

LSI which stands for Latent Semantic Indexing and LSA which stands for Latent Semantic Analysis are two terms which are essentially used interchangeably, although there is a marked difference in what each term actually means and how the processes involved with it are actually applied to websites and search engine results.

Latent Semantic Analysis or LSA is a technique that is used in natural language processing in order to analyze the relationships that exist between a specific set of documents and the terms that are contained within those documents by producing a concept set that directly relates to both the terms and the documents. When Latent Semantic Analysis or LSA is used in the context for information retrieval applications, Latent Semantic Indexing or LSI is the term that is normally used.

There are a wide variety of different applications which can involve Latent Semantic Indexing or Latent Semantic Analysis, including the comparison of documents within a concept space for document classification and data clustering and locating documents which are similar across different languages after analyzing translated documents through cross language retrieval. Latent Semantic Analysis can also be used in order to find relationships that exist between certain terms through synonymy and polysemy, and can translate a query of terms into a concept space, locating matching documents accordingly through information retrieval. In natural language processing, synonymy and polysemy have become fundamental problems.

Synonymy is a phenomenon that exists when several different words are used in order to describe the same idea. Therefore, a specific search engine query may actually fail at retrieving relevant documents if they do not contain the words that

are contained within the query. Polysemy is a phenomenon that exists when the same word has several different meanings. Therefore, a specific search engine query may retrieve many documents that are irrelevant while still containing the desired words, because they are appearing using the wrong meaning. For example, there are many different types of people who would do a search for the word 'tree', including botanists, genealogists and computer scientists. But obviously the desired results are very different for each individual search.

Latent Semantic Analysis or LSA essentially acts as both a theory and a method for representing and extracting the meanings of words on a contextual-usage basis by way of applying complicated statistical computations to a large body of text.

Latent Semantic Analysis or LSA and Latent Semantic Indexing or LSI are surprisingly accurate when it comes to analyzing human knowledge. Programs that have been designed for Latent Semantic Analysis have shown test scores that overlap the results that humans have earned in both major subject matter and vocabulary tests. These software programs have also been able to mimic human word sorting skills and category judgments and can accurately estimate passage coherence among other extraordinary feats.

There are two main ways that Latent Semantic Analyzing and Latent Semantic Indexing can be construed. The first is simply as a way to obtain approximate estimations for the contextual usage of different words in larger segments of text as well as the different kinds of meaning similarities that exist among different words and segments of texts. The second is as a model for computational processes and the representation of underlying substantial pieces of both the utilization and acquisition of knowledge.

The largest difference that exists between Latent Semantic Indexing or LSI and Latent Semantic Analysis or LSA, is the fact that Latent Semantic Analysis is the

term which is used when relating to the actual act of analyzing a website or another document for the meaning of a document based on the text within it. On the other hand, Latent Semantic Indexing or LSI relates more to the act of search engine indexing based on the information gathered through the analyzing process.

Latent Semantic Indexing has recently gained renewed notoriety because of a recent update of the algorithms that Google uses to rank webpages in their search engine index. Google has recently taken out a new patent that revealed their growing interest in Latent Semantic Indexing or LSI and Latent Semantic Analysis or LSA as an extremely effective way of judging the relevance of webpages in their network. Latent Semantic Analysis and Latent Semantic Indexing were not originally developed for search engine optimization practices, as the technology has many other uses that have made it popular through the years, but because Google is adjusting its algorithms to suit improved technologies, Latent Semantic Analysis is becoming increasingly prevalent.

How LSA or Latent Semantic Analysis Works

Search engines in a way that allows search engine queries to return relevant results based on a complex algorithm based on contextualization are using latent Semantic Indexing or LSI. In the simplest terms, what Latent Semantic Analysis or LSA is really doing is analyzing information to understand relationships between like words, such as 'cell phone' and 'mobile phone' so that all relevant results will be displayed through a search query and not just the key phrases or words that are searched for.

So how does LSA or Latent Semantic Analysis really work?

Latent Semantic Analysis functions by using traditional algorithms for keywords. Most search engines currently locate your website by way of looking for inbound links which are links that reach your website through other websites, which is what they follow to your website. The search engine spiders your website, which means that they walk through every link and page on your entire website, indexing both the on screen content and that which cannot be seen. A table of key phrase densities is created, and then used as part of the search engine's algorithm in order to determine how and where your website should be ranked in regards to many different relevant search phrases. The links that point to your website in this example make your target website very important.

When search engines index your website, they can use the content of the website and the links in order to determine what the focus of a website truly is. This is because the search engine algorithms are being finely tuned in order to allow search engines to accurately understand links that exist between certain words in order to determine the focus and relevance for a particular website. The more often a search engine notices the pairing of certain words and phrases, the more related they will become. This is where the semantic index comes from, based on the knowledge that is gathered by search engine spiders.

If you want to see Latent Semantic Analysis and Latent Semantic Indexing in action, conduct a search or two using the Google search engine, which is the most popular and most widely used of all search engines because they are constantly improving their algorithms and typically provide the best and most relevant results for search queries. If you conduct a search query on a key term like 'phone', Google will offer you search results with the key term highlighted for you. If you perform another search query but use '~phone' instead, a different keyword will be highlighted in the search results. In this case, Google has determined that 'Nokia' is a term that is relevant to the 'phone' term, and has highlighted the Nokia keyword accordingly. Not all searches are returning semantic words just yet, but it is happening more and more every single day.

The Importance of LSA or Latent Semantic Analysis

So what does it mean to study semantics? In one of the simplest terms, what semantics is, is the study of the meaning of language. The semantics field includes the study that determines how meaning is constructed, clarified, interpreted, simplified, negotiated, paraphrased, illustrated and obscured. In order words, the field of semantics relates directly how words relate to one another in order to create a meaning or a message in the right context.

When it comes to Latent Semantic Analysis, semantics has to do with how all of the aforementioned aspects of meaning can actually be found as hidden pieces of documents by means of their relationships and associations with other words found in the document whether by presence or absence.

One of the most important factors that you need to completely understand when it comes to Latent Semantic Analysis is that it is absolutely not a complete replacement for search engine optimization techniques. Latent Semantic Analysis may be one of the newest and most exciting techniques for optimizing your website for search engine friendliness and increased traffic, but this simply does not mean that you should drop everything else that you are doing in favor of perceived new technology.

Latent Semantic Analysis is actually not a new technology by any means, as it has already been around for quite a few years already. In fact, many people and places have been teaching the principles associated with Latent Semantic Analysis and Latent Semantic Indexing for several years already, but the theories and processes behind these popular buzz words are growing in attractiveness as many people are just now beginning to understand what Latent Semantic Analysis can actually do for a website in terms of traffic and search engine ranking. Latent Semantic Analysis does wonders for the stability of your search engine ranking and can have great impacts on your website over time. So Latent Semantic

Analysis may not be a new term, or a new process, but it is certainly gaining notoriety over time as an increasingly popular way to change the future for your website and to attract new traffic as well. If you come to understand what Latent Semantic Analysis really means for your website, you can truly take advantage of what having a well written, high quality and relevant website really means for your search engine page rank and the traffic that you can attract.

Even though the Latent Semantic Analysis technology has been around for quite a few years already, the technology is still extremely useful, especially now that more search engines are making use of the theories and ideas associated with it when creating search engine indexing algorithms. Just because Latent Semantic Analysis is a technology which is not newer and shinier than some of the other search engine optimization tactics that are being employed on the internet, that does not mean it is any less powerful. In fact, Latent Semantic Analysis is quickly becoming one of the most powerful tactics that you can employ as part of a well-rounded search engine optimization campaign if you want to see real results. By employing Latent Semantic Analysis and Latent Semantic Indexing strategies, many people are still continually reporting a great amount of success, making the knowledge and understanding of these technologies extremely important when optimizing your website for search engine friendliness and improved search engine page ranking.

Will Latent Semantic Analysis continue to become increasingly important in the near future? Yes!

One of the biggest factors which is going to allow Latent Semantic Analysis to maintain its place as a forerunner in influencing search engine page ranking and website popularity is the fact that Latent Semantic Analysis and Latent Semantic Indexing are rewarding better search engine rankings and therefore more traffic by proxy to the documents which are truly relevant and meaningful to human readers and that are written well in addition. Search engines do not really have the power to think, although Google is coming dangerously close to creating a search engine algorithm that will process websites the way a human would, but they certainly can appear to think. Search engines are constantly receiving newly improved technologies that allow them to better recognize the contexts behind written messages.

Latent Semantic Analysis and Latent Semantic Indexing both actually contribute another step to the process involved with indexing webpages. This is because with Latent Semantic Analysis, the LSI influence does not only record which keywords are contained within a specific document in the way that traditional Search Engine Optimization tactics do, but it also examines the entire document collection as if it were a whole part, in order to see what kind of semantic similarity exists between all of the other documents within the website.

Human understanding tends to differ wildly from what search engines and other technology can truly understand. What this means is that though we would like to assume that technology will eventually be just as intelligent as we are, computers and software programs will probably never be able to process information in the same way that humans can. Even with a complete vocabulary, a computer will never be able to comprehend language in the same way for example. Still, through latent semantic analysis and latent semantic indexing, technology has proven that it can come quite close.

We cannot always completely base the relationship existing between different words on synonyms on our basic understanding as human beings. Latent Semantic Analysis is all about what search engines understand by using all of the data in their collection. Because LSA and artificial intelligence are working hard in the background, the Latent Semantic Indexing method correlates very well with the way that human visitors think and process information. Although the technology behind Latent Semantic Analysis cannot always be correct, it does seem to be very intelligent when it comes to creating correlations between different words, search phrases and topics.

Keep in mind that search engines are indexing many more documents and information than simply what the search engine finds through traditional webpages. These documents are being indexed and then included when the search engine is analyzing other pages for relationships between words and ideas. News stories, blogs and other published information have a huge impact on the way that Latent Semantic Indexing works, because this information can be incredibly influential when it comes to determining which words have relationships to one another, and which accurately describe the true focus on a particular website.

So what does this mean for the future of keyword-driven web pages?

What this truly means for webpages is that professional writers and webmasters with relevant websites are going to be rewarded with the traffic that they seek, and the search engine page rankings that will give them the popularity they need. But this also means bad news for people who use black hat techniques like keyword spamming in order to get their way. Although the people who employ black hat search engine optimization techniques like spamming will constantly try to improve their techniques just like the search engines are constantly working to combat against them.

This is another important reason for why well-written content is doing so extremely well when it comes to search engine page rankings. This is because articles and other website content that are well written do not require the author to be worried about keyword densities, keyword prominence or any other pretty silly requirements that search engine optimizers of the past had to worry all about. Instead, the writer can focus their attention on delivering a piece of writing which is worth reading and that is meaningful to all who read it. It is still quite important for these writers to utilize search engine friendly white-hat search engine optimization techniques, but you can never forget the value of writing high quality content that is both relevant to the subject of the webpage and touches on key phrases and topics that relate to it well.

Search engine optimization is not really only about optimization when it comes to creating top ratings, because quality, well-written content is becoming increasingly important in deciding where a website should rank in the listings for a particular search engine. Eventually the top search engines may actually win the war against spam, which will mean relying heavily on true, well-written and relevant copy and ignoring any webpage that utilizes keyword spam for false page rankings. The search engine that obtains the greatest grasp on spam-control tends to be the one which is the most popular at the time, which may be why Google is so popular today, because they are the front runners when it comes to

utilizing Latent Semantic Analysis and Indexing technology for better search engine indexing.

You do know what the public wants, right? These people want information which is of a quality caliber and both extremely useful and relevant for them. These people want content that comes delivered in a nice little package with the perfect combination of speed and minimal fuss. Everyone is basically consistently looking for searches with the highest amount of accuracy, which means that they are looking for ways to eliminate all of the potential clicks which may lead them to pages which are useless or completely unhelpful, or that otherwise have no value at all.

Latent Semantic Analyzing and the use of theme-based searches which employ semantics are making it possible for the websites using real high quality content to see better rankings, better visibility and much improved sales and business just by making use of content which reads well to both humans and LSA technology, and that is engaging and well written.

How Latent Semantic Indexing relates to SEO, which is Search Engine Optimization, or SEM, which is Search Engine Marketing

Latent Semantic Indexing offers some very distinct advantages over earlier forms of search engine indexing. As an example, relating to the search term 'search engine optimization', Latent Semantic Analysis and Indexing can recognize that the word 'engine' does not relate to words like 'locomotive engine' or 'steam engine', but is related instead to topics regarding internet marketing and webpage optimization. So in theory, Latent Semantic Indexing results are able to provide a much more accurate picture when it comes to querying specific key phrases and words, along with simultaneously providing a range of pages within the search results which are geared to the right topic that is being searched for rather than a bunch of irrelevant links.

Google is the most popular search engine on the internet right now, and can be found at the forefront when it comes to utilizing the new and exciting technology behind Latent Semantic Analysis or LSA and Latent Semantic Indexing or LSI. Google generally attempts to generate search results pages which are filled with results that are genuine and useful, and Latent Semantic Analysis and Latent Semantic Indexing definitely make it much easier for them to accomplish this. While other popular search engines like Yahoo and MSN are still currently making use of keyword specific indexing, they will likely make the change and begin to utilize Latent Semantic Indexing in the future because of how popular the technology is becoming. The popularity of this technology truly is spreading like wildfire, as more and more business, search engine optimization experts and search engines discover the power behind it.

Latent Semantic Analysis and Latent Semantic Indexing will have an affect on every webpage, although the amount is dependant upon how a website is already promoted. If your website's pages are already filled with naturally written content which includes both keywords and keyword alternatives, and all of the links on

the website are diversified for related keywords, then nothing is really going to change as LSI tactics become more popular. However, if you have been concentrating on a single keyword or a couple of keywords both on or off page, then you may want to readdress the balance by utilizing these search engine friendly tactics to change the tides a bit.

Latent Semantic Analysis and Latent Semantic Indexing essentially allow for search engines to determine the main focus of a webpage without specifically matching the text in search queries. What this means is that even if the focus of your webpage is 'cell phones', search engines like Google can determine that 'mobile phones' is relevant, and search queries for 'mobile phones' will return your website listing as a result even when the keywords do not exactly match. Latent Semantic Indexing can have a net effect for lowering rank values for pages that only match specific terms by placing additional weight on the presence of related terms instead.

One of the first things that you are going to end up coming across when it comes to learning how to optimize a website for search engines is that focusing all of your attention on just a single specific keyword phrase probably will not deliver the results that you have been looking for all along. Latent Semantic Indexing involves looking at the entire picture provided by your website rather than focusing on a simple single keyword, in order to give a real purpose and true meaning to every document within your website as a whole instead of focusing on just a single keyword.

Sure, a human being can look over a page and can determine what said page is about simply by reading it, using the human intelligence that we possess. However, without applying some traditional principles for website optimization, the page still may not be ranked correctly even if we understand its focus and purpose, unless we apply some optimization factors to help things along. How hard you are going to have to work depends heavily on how competitive your web

site's focus is going to be.

What do the technologies behind Latent Semantic Analysis and Latent Semantic Indexing really mean for the future of your website?

More and more often we are finding pages of keyword rich content that include a single specific keyword or key phrase being repeated over and over. This kind of text may help you out a little when it comes to increasing the page ranking for your website in various search engines, but you will not be able to completely penetrate the online market for your industry with this tactic, because you are likely losing the battle when it comes to creating an effective marketing strategy using the content on your webpage.

By using key words and phrases that are linked semantically to your central key term or phrase, you can drastically raise your keyword density while simultaneously varying the different key phrases that you use. The semantic key phrase that you are using does not have to be treated with an equal amount of value in order to get the results that you want, but it will bring you a significant increase in keyword densities which you may have trouble obtaining otherwise.

You can help your website a lot while increasing the spread of keywords on your website when it comes to site linking, simply by varying the link texts that you use for a specific target page, making use of the varied textual component of Latent Semantic Analysis and Latent Semantic Indexing in order to give an additional benefit for all of the key phrases that are linked semantically within your text.

Semantic Indexing as it Relates to Search Engine Results

It truly is unlikely that Latent Semantic Analysis or Latent Semantic Indexing will be the key to creating high website ranking for search engines based on a short term basis, because central keyword focus is still of a greater importance right now. However, this does not mean that Latent Semantic Indexing will not have a powerful place in the world of search engine optimization in the near future, because the technology behind this idea is much more accurate and effective than the technologies before it, and even some which have come after.

Latent Semantic Analysis and Latent Semantic Indexing are something that anyone involved with search engine optimization is going to have to be aware of. People who engage in ethical "white hat" search engine optimization principles is going to have to rely on the LSI algorithm in order to improve their search engine page ranking results. The webpages that are the most relevant to a specific topic are the ones that will be appearing at the top of the search engine query results. So conducting ethical search engine positioning tactics will allow you to get past those keyword spammers in the search engine results.

Google is at the forefront of this process, as they are constantly working to improve the technology and to provide a search engine that eliminates useless and irrelevant search query results by replacing them with websites that are relevant and well written. If you want to take advantage of this technology, it would be beneficial to invest in it now, so that you will stay ahead of the competition as LSI becomes more popular.

Latent Semantic Indexing Websites

The principles that guide the idea of Latent Semantic Indexing have been employed for many years on various different websites. It does not actually take much to create webpages that are search engine friendly by utilizing Latent Semantic Analysis technology. The webpages which are most friendly to search engines that utilize this technology are those which involve well-written and relevant content that relates to the key phrases you are focusing on, while also giving the search engine a good idea of what your website is focusing on. If Google and other search engines can analyze your webpage in order to determine its theme, you will be able to obtain better search engine page rankings just by providing the website content that your readers want to see.

A great example of Latent Semantic Indexing at work is the search engine ranking rivalry that exists between www.cnn.com and www.google.com when it comes to providing news. If you request 'news' in the Google search engine, you will find that CNN is actually ranked higher. This is because the content on www.cnn.com is fresh, original and relevant. If you search for other related terms, like 'world news', 'local news' or even 'war news', www.cnn.com will still come up first, because there is more unique, well written and relevant content on the CNN website than what Google offers. If you want your website to show up in the highest spots in search engine results for the keywords that you are focusing on, the best way to make this happen is simply to provide fresh, well-written content that will attract the attention of your readers, and will tell search engines like Google what your website is all about without having to stuff keywords into every corner of the page.

The Impact of Latent Semantic Indexing and Latent Semantic Analysis on Search Engine Results and your Business

Every single search engine on the World Wide Web can benefit greatly from updating the algorithms and processes that it uses fairly consistently in order to determine the page rank for each and every website that it indexes. This is because the Internet is growing at a fairly startling rate. According to a report that was put out by COM Score Networks in January of 2007, there are more than seven-hundred forty-seven million active users on the Internet, which is a surprising ten percent annual increase against the numbers which were obtained in January of the year 2006.

The most major search engines on the internet like Google, Yahoo and MSN are used every single day by millions of individuals who are looking for specific products, information and services on the web. These millions upon millions of users are launching over 400-million search queries on a daily basis, and if your business web page is not receiving an adequate page rank in the index of the most prevalent search engines like Google and Yahoo, these users will be unable to find your website, even if what they are looking for is exactly what your webpage is offering.

Successful marketers online are finally really beginning to recognize that there is a serious amount of potential available to them on the Internet, which is essentially just a giant online market that is made available to everyone all over the world. Accordingly, many online marketers are finally beginning to develop their own individual comprehensive strategies for the best web site positioning, so that they may finally capture their own share of this ever-expanding market.

Website traffic derived from search engine ranking is one of the most powerful forms of website traffic, and the most powerful search engines on the internet really can have a seriously positive effect on your website's attractiveness, as

long as you know how to get the search engines to check your website out, and you know what content to provide in order to essentially "feed the spiders". Google's spiders, for example, are looking for webpages which are well written and accurately describe the focus on the website in a way that Latent Semantic Analyzing can be used in order to make sense of how all of the words relate to one another in order to develop a theme. If you are creating content for your website which is relevant to your topic rather than simply stuffed with keywords that may or not be relevant in some way, then you are already on the right track to giving the search engines what they need in order to give you the search engine page ranking that you deserve.

If you are looking to make your website a success when it comes to page ranking and search engine positioning, it is absolutely necessary for you to incorporate LSI or Latent Semantic Indexing into the marketing strategies that you utilize for your website. Your website marketing strategies have to keep up with the search engines as they make changes to the procedures and the algorithms that they use in order to determine the page rank for individual websites as they are indexed. Search engine marketing is an industry that is constantly growing and evolving, and the only way to survive in the industry is to grow and evolve along with it.

The Latent Semantic Indexing strategy significantly changes how webmasters can use search engine marketing in order to increase the amount of web site traffic that they receive, because search engines are beginning to look at websites in the same way that a human would. That is to say, search engines are now concentrating on the relevancy of content, classifying webpages as whole entities rather than simply targeting specific keywords.

This has incredible implications for your websites and your businesses. No longer will spammers be able to claim the top search engine rankings by overusing keywords which often are not even relevant to the website they advertise. Now

you will be rewarded for offering well written and relevant content which utilizes keywords that relate to the main focus of your webpage. Providing content that entices your readers and keeps your customers interested has never paid off so well!

Building a website using Latent Semantic Indexing

If you are looking to make your website a success when it comes to page ranking and search engine positioning, it is absolutely necessary for you to incorporate LSI or Latent Semantic Indexing into the marketing strategies that you utilize for your website. Your website marketing strategies have to keep up with the search engines as they make changes to the procedures and the algorithms that they use in order to determine the page rank for individual websites as they are indexed. Search engine marketing is an industry that is constantly growing and evolving, and the only way to survive in the industry is to grow and evolve along with it. The key to implementing LSI strategies is simply not to get frustrated as the changes are made, because implementing LSI website marketing tactics is a positive step for both webmasters and search engines.

Although Latent Semantic Indexing or LSI, and Latent Semantic Analysis or LSA are not new developments in the world of search engines and business website marketing, they are only just now beginning to gain popularity, which means the idea of optimizing your website for Latent Semantic Indexing or LSI, and Latent Semantic Analysis or LSA is not yet an expensive prospect. The principles used to build these semantic webpages have only recently become well known to search engine optimization (SEO) and search engine marketing (SEM) firms. Because this is still considered to be a rather new technology for everyone involved, it is still a relatively inexpensive technology to play around with, which is especially useful when it comes to smaller businesses who are desperately trying to make a name for themselves within the more popular search engines like Google and Yahoo, but who do not really have thousands of dollars to spend on marketing so that they can make this happen.

The initial intention that should be kept in mind for websites which are developed using the principles behind latent semantic analysis or latent semantic indexing is to take away the highest search engine result rankings from ordinary internet

websites, in order to grant these "holy grail" top spots to websites which better fit certain subject criteria, such as by hosting a webpage with high-quality well-written and relevant website content. These new sites, when belonging to new businesses, are perfect for outranking the older, more ordinary websites for many of the more popular Internet search phrases.

So the purpose of Latent Semantic Indexing or LSI, and Latent Semantic Analysis or LSA is simply to give the Internet's greatest "authority websites" the rankings that ordinary websites once held.

Tips for effective latent semantic analyzation keyword research:

It can be quite the daunting task to research and analyze all of the potential keywords when it is done correctly, but expert research for keywords is the best foundation for a successful search engine optimization and latent semantic indexing campaign. Many owners of new business websites believe that the analysis and research of keywords is an easy process, but it truly isn't. These people think that making use of the free keyword research tools on the internet will be enough to bring them easy, instant results but these tools really only offer a rough outline and a decent indication of whether or not a specific niche or hunch is worth more research.

These free keyword-researching tools are typically limited to only the most essential basic information. You can expose so much more information by performing expert keyword research correctly. There is a lot of information which is tucked deep in the Internet, but which can be drawn out with proper understanding of expert keyword researching tools.

Proper research of keywords requires both analysis and research. You cannot simply leave aspects of the process out, or to chance. You should obtain expert advice on the subject rather than simply conducting the keyword research on

your own. If you let the experts help you do the work, you will ensure that the right keyword tools and expertise are used to obtain the best possible results.

Here are five tips that are effective for expert keyword research and analysis.

1 -- Use phrases that contain multiple words for effective Latent Semantic Analysis or LSA.

Latent Semantic Indexing or LSI is an extremely vital element when it comes to utilizing search engine optimization or SEO techniques for achieving better search result keyword rankings. Latent Semantic Indexing is based on the positioning, clustering and relationship between various keyword phrases that you use in your website.

Having an expert understanding of Latent Semantic Analysis tactics and how they can be both beneficial and useful for your website is an important part of a search engine optimization campaign. Because the top search engines like Google, Yahoo and MSN are consistently updating their algorithms to separate the authority websites from the spam websites, and utilizing Latent semantic analysis to show Google that your website is an authority on your focus subject is the best way to boost your search engine optimization efforts.

Using multi-word phrases is part of creating topics that are relevant to your focus. If all of the keywords that you use in your website work together to form relationships, your website will obtain a better ranking in the top search engines for search results on relevant subjects.

2 -- Target niche keyword phrases on every single page on your website.

One of the most common mistakes that people make when it comes to conducting keyword research is that they use a plethora of different keywords, simply pasting the same Meta keywords on every single page of a website. This is not an effective tactic. Your keyword research and usage should instead be specific to each individual page, with a focus on between two and five keywords for each

page. This may be more work in the long run, but it has a much more powerful impact when combined with white hat search engine optimization principles, giving each individual page on your website a better chance of ranking well in Google and other popular search engines.

3 -- Conduct keyword research for your specific country.

There are many keyword search phrases and terms that can be specific to a country. So even if a country is English speaking in nature, there may be different key terms and phrases that you need to research and you should reference the search engines for that country when doing the initial run of keyword research for your website. For example, in the United Kingdom and in Australia there are different phrases and expressions, spellings and terminology that are used. When referencing these terms in the search engines for these countries, it is important that you use the right terms and spellings in order to cater to the people who live there and who make use of those specific search engines. You can use search engines like au.yahoo.com and google.co.uk to expand the usefulness of your keyword research by catering to new markets that in many cases are previously untapped.

4 -- Cross reference keyword analysis in relevant search engines.

Once you have completed a good chunk of your keyword research for a specific site page, it will be time for you to plug each and every search term into a search engine in order to determine a couple of things. Here is what you need to know about each of the keywords that you plan on using for your website:

- If the keyword in question is designed for the niche that your website intends to represent.
- To find out how competitive your keywords actually are. You should also look at

the strength of the competition in addition to looking at the competitiveness for each of your keywords and search phrases.

- You need to find out if the other websites that are being listed for your keywords are truly competitors, or just sites that are using similar key phrases.
- You also need to find out if the websites that are listed in search engines for your keywords are related in any way to your services, products or your industry.

These are all easily forgotten but extremely critical analyses for keyword phrases. The foundation for a successful search engine optimization campaign is adequate keyword research, which means that you absolutely need to use the right niche keywords when building all of your on-page optimization.

5 -- Utilize ongoing methods for keyword research.

You should repeat all of your keyword researching tactics on a fairly consistent basis regardless of whether you feel that your research is complete. You may think that you have already created a solid foundation for your search engine optimization techniques, you will still need to continue to monitor the keywords that you use, tweaking them as you need to over time. Keywords, you see, can change significantly from month to month because the popularity and relevance for certain keywords can change, and niches and genres tend to change as well. Maintaining a process for ongoing keyword research is an essential practice for search engine optimization campaigns.

The most successful strategy for streamlining all of your keyword research efforts:

Many website owners and operators decide to do all of their research and analysis of keywords by themselves, but this research only has a small effect on the search engine campaign in the grand scheme of things. This really is not the best or

most successful strategy for creating the most effective search engine optimization results.

In order for you to be absolutely certain of the keyword data that you are using, it is important for you to perform accurate analysis of keywords in addition to cross referencing your keywords across many different expert keyword tools. In order to lay the ground work for search engine optimization results you absolutely must conduct effective keyword research which will significantly kick start the process of ranking webpages, potentially even giving you a leg up over your competitors within the industry.

The most successful of all strategies that will help you streamline all of your keyword research is simply to hire an expert who can do a great deal of the work for you. You should focus your business efforts on your individual strengths and expertise, and you should allow an expert in the search engine optimization industry to handle performing all of the keyword analysis and research that your business website needs in order to be effective. This does not necessarily mean that you cannot participate in the process, but you should let an expert take the lead because they will have all of the tools and expertise necessary to lead the way and to conduct the best quality research and analysis of the keywords that your website will utilize.

Latent Semantic indexing webpages can be constructed in the following manner:

Step 1 -- The first thing that you need to do when it comes to preparing a website for latent semantic indexing purposes, is to choose a top level keyword or search phrase which will become the focus of your website. The keyword that will best suit your needs will likely become much more apparent after you have completed

at least one round of relevant keyword research because researching potential top level keywords will give you a good idea of where the competition lies and where your best bet is in terms of a website focus. This keyword phrase should absolutely be used when you choose a domain name for your new website which means that your keyword research should come long before you take any other steps in developing your latent semantic indexing friendly website. Your top level keyword should be used in relevant ways on each and every page of your website.

Step 2 -- Now that you have chosen your top level keyword that will serve as the focus for your website, you can find or create a domain name which includes this top search term, increasing its usefulness and relevance. Do make sure that your top level key term is part of your domain name if you intend for it to be the main focus of your LSI-friendly website. There is a fairly extensive set of rules which have to do with choosing a domain name that makes money and which gets your message across in an easy way.

One of the best things to keep in mind is the fact that domain names should never be too long, so if your top level keyword or phrase is more than three words long, or more than about sixteen characters, you may have to rethink the keyword that you are using. People tend to have trouble remembering long domain names and website addresses, so try to keep it short and simple.

Step 3 -- The next step that you should take is to select the other keywords and search phrases that you will utilize on your website. These are your subordinate primary keywords which will be used as a set of secondary keywords when relating the themes of each of your webpages back to the top level keyword that you chose, which is what is going to dominate the main focus of your website. This secondary set of keywords is the set of keywords which will be used to develop an extensive central theme for your entire website, supporting the relevance of the top level keyword that you chose.

All of the keywords that you choose in this step should relate to your top level keyword directly. For example, if your top keyword is something like 'weight loss', then the secondary keyword list should include words like 'diet', 'exercise', 'health' and 'fitness', which are words that relate directly to your main keyword and will make it easier for search engines to analyze your website in order to determine its main focus. If Google, for example, employed its Latent Semantic Indexing technology in order to analyze your website, it would look at all of the words on your website in order to determine what you are truly talking about. Because Google will find your top level keyword and all of your related secondary keywords, the search engine will be able to tell that you are talking about weight loss and health instead of something else unrelated.

Step 4 -- Your next step is to collect a list of third level keywords and search phrases that will be developed as a list of subordinate keywords to the secondary keywords list. These are the phrases that will be combined into clusters of pages. All of these keywords should be relevant to the top entry keyword, because these are typically the ones that will find themselves being ranked first, so they are the keywords that will attract the most website traffic. You can easily create a content-rich thirty-one page website by creating five primary themes, and five third-level pages for every individual theme.

This set of third level key phrases is meant to be secondary keywords to the last set of keywords that we determined for you. So you can break down the themes of your website even further by better defining each search term using other relevant words. So for example, if your top level keyword is 'weight loss', and one of your secondary keywords is 'exercise', you can further define the theme of your website by using third level keywords like 'yoga', 'weight lifting' and 'running'. For the 'health' keyword which is a secondary keyword to 'weight loss', you can further define the meaning of your website by including keywords like 'healthy eating', 'food pyramid' and 'low cholesterol'. This way, once Google or

another search engine has analyzed your website using Latent Semantic Analyzation; it will discover through semantics that you are talking about running for health and weight loss and not whether or not your computer is running efficiently, which is another reason someone would search for the term 'running', for example.

Step 5 -- Designing your keyword list is not where you stop. Keyword stuffing, or overusing keywords in hopes to attract search engine spiders, is not going to do anything for the page rank that you are granted. In fact, if you stuff your webpages full of keywords and do not offer relevant content, you will probably lose your search engine page ranking sooner than improving it. For every keyword that you include in your Latent Semantic Indexing campaign, you need to provide some well-written and high quality unique content which is fresh, and which relates well to your entire theme and all of the keywords that you chose in the previous four steps of the process. Your keywords should work in the same way that a spider's web would, with everything interconnecting, and all of the words and themes relating to one another to form connections and relationships.

The biggest problem with Latent Semantic Analyzation is the fact that computers and software programs do not think the way we do, even with the help of artificial intelligence. While we may be able to look at a website to determine its main focus, the algorithm used by Google and other top search engines may not see the same thing that we do. You will need to use key words and phrases which relate clearly to one another in order to make the search engines understand what you are talking about, meaning that extensive research is necessary regarding these keywords long before you ever even really choose them. If Google does not believe that your keywords are relevant to one another, then the theme or focus of your website will not be understood and you will not achieve a top page rank placement in the search engines of your choice.

The actual keywords search terms and key phrases that you utilize when building

your Latent Semantic Indexing campaign and search engine friendly website will not be known until you complete all of the keyword research that you can. You can retrieve a lot of information from the Google search engine by looking to see what keywords are already being used, and where the competition does and does not already lay when relating to the main idea of your website. Some keyword sets for semantic indexing are based upon collections of more than several thousand different keyword phrases, which are typically discovered through searching through link popularity, Google's ad-word advertising, other competing websites on the internet and by examining the highest ten websites that are listed for a particular key term or theme.

Employing the principles of Latent Semantic Analysis involves organizing your keywords into clusters that reflect the types of content you want to include on your website. So let us return to our original example, using 'weight loss' as a top-level keyword. If 'weight loss' is your top level keyword, then you want to make sure that it is part of your website's domain name, and that you use it on every page on your website. Now all of your content pages should be designed to have a cluster of at least five secondary and third level search phrases that relate to that top-level keyword. Your website will work in the way that a tree does, branching out from the top-level keyword to secondary keywords and then finally to third level keywords. Each secondary keyword should have a content page devoted to it and the third level keywords that relate to it. And you should make use of all three levels of keywords in your list when you link from one page to another.

So think about it this way: All that it really takes to create a webpage that works with the Latent Semantic Analysis algorithm that Google is using, is the creation of website content which is keyword rich while still remaining relevant to your topic. Google, and many other search engines want to see content of the highest quality. If they do not believe that your page is relevant to your top level keyword or focus, or they do not believe that you have created an authority website with

the best available information, you will not obtain the high search engine ranking that you were searching for. So forget about keyword stuffing, because if your content is not well-written, high quality and relevant to your focus, it does not matter how many times you repeat your top level keyword, you will lose your search engine page ranking until you rethink your website.

What factors are at work when it comes to determining the quality of website content for Latent Semantic Analysis purposes?

High quality well written website content is not stuffed with keywords, even if you are using a variety of different keywords. Your website content should contain your most relevant keywords, but only in a way which actually says something. People who visit your website are looking for meaningful content that they can read, and that they can really use. So the first step in your process has to be to create content which is going to have a purpose. You should focus on writing articles and website content which are meaningful and informational, serving two purposes at once in the process. If you are already creating content which is informative and worth reading, and this content also happens to be related to all of the keywords that you created when designing the website, you are killing two birds with one stone by giving your visitors something to read, and attracting search engine interest by correctly using your keywords.

Another great way to make use of your keywords for Latent Semantic Analysis and Indexing is by including a weblog or blog on your website. Blogs are extraordinarily useful when it comes to search engine optimization, both for regular SEO techniques and for Latent Semantic Analysis purposes. This is because writing in a blog makes it easy for you to create regular website content that is relevant to your keyword tree, which will also be attracting new traffic to your website at the same time. The more fresh new content you post in your blog, the more often Google and the other top search engines on the internet will come to your website to index it. And the more often your website is indexed or spidered by these top search engines, the more likely you are to obtain a higher page ranking for search queries on the keywords that your website focuses on.

Inbound and Outbound Linking and SEO

One of the key components of SEO, or search engine optimization, is link building. Link building is a vital part of the search engine optimization process, so it is important to know exactly what to look for, and how to correctly carry out link building principles for the optimization of your website. When it comes to link building, the most important thing for you to keep in mind is the relevancy of the websites that you are linking to, and of the websites that are linking to you. Google defines a relevancy percentage for every web page that is listed when you search for specific keywords, and understanding how this relevancy percentage is obtained is the best way to understand the process of link building for search engine optimization.

One of the factors which contributes to this relevancy percentage is the number of websites which currently contain a link to your website. An inbound linking campaign typically involves either a link exchange or a reciprocal link. What this essentially means is that another website will link to your website if you do the same in exchange. You must make sure that the websites that you are engaging in link exchange campaigns with are relevant in a close fashion to your own website, if you want your relevancy percentage to increase through SEO link building. For example, if your website is about animal care, then it would not be relevant to exchange links with a website about sports. If you do not obtain relevant links when link building for search engine optimization, you may actually experience a negative impact rather than a positive one when it comes to relevancy percentage and your search engine page ranking. Before you trade links, make sure that you are positive that the other website is relevant to the topic of your own.

Another key worth remembering when it comes to link building for SEO is that the “turtle approach” is much preferred by most search engines. What this means is that slow and steady is what will win out in the end. The websites that show slow,

steady and consistent progress are the websites that will be granted higher rankings and relevancy ratings by search engines like Google. Remember that how you are linked is just as important as how often you are linked. When other websites are linking to yours, make sure that they are using a relevant keyword to your website.

Your website's search engine ranking is not only dependent upon links coming from other websites, however. The links that are present on your website are also extremely important factors in your SEO campaign. Google analyzes the keywords that are used in links within your website, including both those that lead to other websites, and those which work as a network within your own website. LSI principles can be utilized when creating links just as well as they can be utilized when creating other text content for your website. Always make sure that the words you use are relevant to your website, and accurately portray the main theme of your website if you want to create a website which is search engine and latent semantic indexing friendly.

Conclusion -- What Can Latent Semantic Analysis and Latent Semantic Indexing do for you?

Is your intention for your website to market a business of your own design over the Internet? If so, then it is absolutely imperative that you make a genuine effort when it comes to learning the basics of search engine optimization and the difference between "white hat" techniques and tricks, and "black hat" techniques which are frowned upon in the world of search engine marketing. In the past, if your website was lacking in the SEO, or search engine optimization department, you could easily turn to an expensive Search Engine Optimization (SEO) or Search Engine Marketing (SEM) firm, allowing them to do the job for you, however in this day and age the search engines are doing everything in their power to outsmart many of the larger and more unscrupulous SEO and SEM firms when it comes to working to get a high ranking. A search engine optimization firm may charge between \$500 and \$2000 dollars, however much of their technology is quickly becoming outdated or even frowned upon in many circles, and it would be much simpler for you simply to optimize your business website on your own instead of relying on someone else to do the work for you. After all, your website is your own and nobody should be in charge of making your website shine but you!

There truly is a hidden science to the art and science of Search Engine Optimization or SEO, because it is actually based on pure speculation, since nobody knows what Google, Yahoo! or Ask.com are really looking for when it comes to ranking your business website or any other website within their search results. The world of search engine optimization is a constantly changing industry, as many industry experts work to decode potential factors that are contributing to the page rank levels of websites within these search engine query results. Three years ago, for example, the most that we actually knew about search engines and search engine optimization was that the most important keywords relating to a website should appear in the title, in the first header and in every single

paragraph of all of the text on the website, in order to improve the overall search engine page rank for that individual keyword.

Most search engines currently seem to give at least some form of favor to websites that use their keywords in an effective way in all of the text, and many business websites which were previously stuffed full of keyword strings are now being wiped away from the tops of search engines in order to make room for websites who have shown an effective use of well written and relevant content. What has sprung from this need to create effective website content is a strategy which is called LSI, or Latent Semantic Indexing. This strategy is also commonly known as Latent Semantic Analysis and involves processing and analyzing website content in order to determine what the website is actually about.

Rather than having humans accomplish this by way of scouring websites page by page, technology has been used in order to create a system which uses artificial intelligence and latent semantics in order to accurately discover the primary focus of a website based on its most relevant keywords and the relationships which exist between them. Latent Semantic Indexing or LSI eliminates the usefulness of keyword stuffing on websites where no useful content is actually present because if a search engine is unable to figure out what the main theme of a website is, they cannot properly rank you based on whether or not your website is an authority website. By analyzing the website content in place for keywords and for the synonyms for keywords, search engines are effectively and accurately able to weed out all of the websites which have little or nothing to do with the keywords that they are utilizing.

Latent Semantic Indexing or Latent Semantic Analyzing is not by any means a new technology, but it is quickly becoming a much stronger and much more popular form of technology which can be utilized for search engines that are looking to wipe away junk websites in favor of websites which are providing real and relevant content. Keyword stuffing will no longer help websites improve their

page rank if they are not also providing relevant content along with the slue of keywords, and the only way to work with Latent Semantic Indexing is to fill your business web site with information which is relevant in order to give your site a chance to soar in the search engines, gaining rank in relevant search results as irrelevant websites are wiped from the pages.

Let's use Google as an example. If you want the Google spiders and robots that visit your website to believe that your website is an authority on a specific subject, topic or idea, then you absolutely must utilize all of the keywords that Google believes to be necessary for an authority website in a way which allows the keywords to connect to one another to prove relevancy. If Google does not believe that your site is an expert on whatever subject the keywords are meant to reflect, then your website will not be deemed relevant for that search, and you can very quickly lose your ranking this way. Google retains a specific set of keywords for a subject, and must be able to locate these keywords on your website in order to view it as an authority on whatever subject. Your keywords have to form relationships between them, and they all need to connect in a way that a spider web would. Since Google uses spiders to search and index websites, assume that you are creating the spider web with your interconnected keywords, and a broken or incomplete web will not impress the spiders.

The only way to get the most out of search engines and page ranking now that Latent Semantic Indexing is becoming a popular trend in the world of search engine optimization is to provide your website with quality web content and articles which relate directly to the theme of your website in as many ways as possible. You cannot simply choose a small handful of keywords to optimize because Google and other search engines are looking for specific keywords that you absolutely must deliver in order to be considered relevant for search engine ranking.

Search engine optimization is constantly growing and changing as an industry, because search engines never settle on the same algorithms for long. If you want

to stay in the game and succeed at obtaining a high page ranking for your website's niche, utilizing the ideals behind latent semantic indexing is absolutely necessary.

Resource Summary

The final section of this guide focuses on some of the most popular and effective tools as well as resources for the Search Engine Marketer. We discussed earlier, the importance of using various software for all aspects of Search Engine Marketing. This section lists out some of the very useful software tools.

It also highlights a few comprehensive sources for Search Engine News and Information.

The Search Engine Marketing Professional Organization (SEMPO) was formed recently with the objective of increasing awareness and promoting the value of Search Engine Marketing Services. This is the biggest organization in its field comprising of more than 300 reputed Search Engine Marketing firms.

SEMPO's mission is to not only increase understanding of Search Engine Marketing amongst marketers but also to provide core educational materials about tools, vendors, consultants, programs and successful search engine marketing campaigns.

SEMPO represents the common interests of more than 300 search engine marketing professionals and provides them with a credible voice in the marketplace. To achieve its objectives, SEMPO will demonstrate how search engine marketing programs have become important components of the marketing mix.

SEMPO's website can be accessed at <http://www.sempo.org>

Listed below are some of the tools that cater to other aspects of Search Engine Marketing.

Alexa

Alexa, an Amazon.com company was founded in 1996 and provides various services ranging from Web Search and Site Stats to a load of other marketing tools for the webmaster.

The site can be accessed at <http://www.alex.com>

LinkPopularity.com

LinkPopularity.com runs a service that lets you know the link popularity of your website with most of the popular Search Engines. This is an extremely useful tool considering the importance of link popularity for Search Engine Marketing.

The site can be accessed at <http://www.linkpopularity.com>

Live Keyword Analysis

This tool as the name suggests analysis your website's keyword density. All you have to do is insert the insert your keywords and the text of your web page and automatically receive feedback about your keyword density.

This tool can be accessed at <http://www.live-keyword-analysis.com>

Tools from Marketleap

Marketleap offers a set of Search Engine Marketing and Analysis tools. These tools also give you critical data necessary to help you improve upon your current search engine marketing efforts.

Some of these are:

- Keyword Verification tools to check whether for a particular keyword your website would be ranked within the top 3 listings of Search Engines
- Search Engine Saturation tools that calculate the number of pages a given search engine has in its index for your website domain
- Link Popularity Check that gives a complete analysis of your link popularity.

Th site can be accessed at <http://www.marketleap.com/services/freetools>

NetMechanic HTML Code checker

This tool checks the HTML code on your web pages for errors. Some of its functions include testing links, checking HTML code, rating page load time, and checking spelling.

<http://www.netmechanic.com/toolbox/html-code.htm>

OptiLink Link Reputation Analyzer

This tool analyzes your site to a top site for Search Engines. It provides recommendation on how to change the linking structure to improve the ranking of your website.

<http://www.optitext.com/optilink/index.html>

PositionPro

Position Pro™ is a combination of tools providing you the ability to analyze your entire website like a search engine. It helps in finding pages that are acceptable to Search Engines, optimize keywords for content and phrases, and other tools for improving search engine visibility. This is a very useful tool.

The site can be accessed at <http://www.positionpro.com>

Website Management Tools

Websitemanagementtools.com offers a variety of solutions that analyze how well your website promotion strategy is working and where to focus your website promotion efforts for optimum results.

The tools include website ranking manager tools and robot manager tools and can be accessed at <http://www.websitemanagementtools.com/>

There are many other similar tools available on the Net. A few other tools worth checking out are:

- Robots.txtValidator-<http://www.searchengineworld.com/cgi-bin/robotcheck.cgi>
- Search Engine Optimizer - <http://www.se-optimizer.com/>
- SEM ROI Calculator - <http://www.pageviews.com/calculator.htm>
- SEOTool Set - http://www.bruceclay.com/web_tool.htm
- SiteSnar - <http://www.sitesnare.com/>
- WebPosition Gold - <http://www.webposition.com/>
- WebRank - <http://www.webrank.com/>
- WordTracker - <http://www.wordtracker.com/>

Search Engine Information

- [About.com: Web Search](#)
- [Search Engine Watch](#)
- [Search Engine World](#)
- [Traffick](#)
- [up2speed](#)
- [Indicateur.com](#)
- [Internet Search Engine Database](#)
- [Media Post](#)
- [ClickZ](#)
- [DIRECT and Catalog Age's Search Engine Marketing site](#)
- [Google Dance Monitor](#)
- [Google Zeitgeist](#)
- [RankWrite Roundtable](#)
- [SearchEngineblog.com](#)
- [Search Engine Dictionary](#)
- [Search Engine Guide](#)
- [High Rankings Advisor](#)
- [W3 Search Engines List](#)
- [Web Trends](#)
- [WebMama Journal](#)
- [Yahoo! Buzz Index](#)
- [iMedia](#)
- [NetMechanic Newsletter](#)
- [Pandia Search Central](#)
- [Planet Ocean](#)
- [Search Engine Optimization Tips](#)
- [International Internet Marketing Association](#)
- [World Association of Internet Marketers](#)