



Everything you ever learned about keyword research
is becoming obsolete



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Forget everything you think you know about Keyword Density.

Start writing for great content, not for keyword density.

The days of KDA obsession are OVER folks!

Instead of altering your content for KDA (keyword density), choose related keywords that are most related to your overall vertical market Theme.

Perfect keyword density is not what you really need.

What you need is a cure for WRITERS BLOCK.

This is true even if you outsource your content.

If you are a member of PLC (private label content) services you may want to subscribe to one that uses LSI (Latent Semantic Indexing) to write decent content.

The ultimate tool for writers block spits out synonyms and related SME-keywords (subject matter expert keywords) that search engines ADORE.

These SME-keywords do not always contain the root-keywords that you think you need.

Search engines adore people who have many ways of saying the SAME THING. (Synonym and Polysyms).

This synonym based LSI-keyword trend is growing as the search engines become more intelligent.

Because of this trend, we created Theme Zoom.

Again, keyword density is no longer the priority.

Analyze your market with the priority list below:

1. Find an under-exploited Theme, Niche or Sub-niche by drilling into your market AT THE TOP LEVEL. (Find a single keyword that you would never try to dominate, and you are probably getting close).
2. Isolate the different semantically related SME-keywords for the entire market. I suggest that you use Theme Zoom.
3. Create a simple checklist of which words may be the most relevant to your market. We call this the TRI (theme related index) algorithm in Theme Zoom.
4. Discover new Niches, Sub-niches, Themes and Latent Themes. Using TZ of course.
5. Re-assess your position in the marketplace after you have compiled this new (and sometimes surprising) data.
6. Ask yourself some "TOP SECRET" questions:
 - a. Were you really going after keywords and creating website content that presents you as a fluent SME (subject matter expert).
 - b. Were you REALLY finding many different ways (and words) to say the same thing about your subject?
 - c. Were you using the best possible method to do this? (Should take only minutes using TZ).
 - d. Were you using anchor text with Semantically Latent keywords in the right places throughout your site?

If not, you may need Theme Zoom. ; -)

Oh . . . and did I mention "Theme Zoom"?

But seriously folks-

A subject matter expert knows many ways to say the same thing, and the search engines leave profound clues about this.

If you would like a tour of the Theme Zoom Camtasia area, email me at Russell@themezoom.com

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"In the beginning was the word"