



## What the heck is Latent Semantic Indexing?

*by Russell Wright*

Wonder how a search engine 'thinks' about your web site? Search engines know what you say. And, sometimes they know what you mean.

Search engines have the challenge of recognizing the difference between synonymy and polysemy. Synonymy is when two different words mean the same thing- for example car versus automobile. Polysemy is when a single word has more than one specific meaning.

For example, the word "apple" is a fruit as well as an extremely popular brand of computers. Latent semantic indexing (LSI) is a mathematical approach to the problem of synonymy. It requires noticing when many web pages consistently refer to the same idea- even if the idea is not represented by the same keyword.

To Google, the tilde symbol(~) represents "synonym". A query for the word "~depression" will retrieve from Google completely different results than the word "depression" without the "~" function included in the query. More importantly you will bring back keyword synonyms that are very likely important to a depression-oriented web site.

When used carefully, the "tilde ~" function will allow you to extract safe silo keywords that allow for linking across nonrelated themes within your silo structure. It has also become obvious that a website with synonyms included in the keywords and in the text links- will remain standing while the "dollar store" websites continue to fall off the map.

For example, "~depression" brings up the synonym keywords that include "disorder", "depressive disorder", and if you scroll down far enough- it brings up the keyword "mood". Further analysis has shown me that these synonyms are all terms that are not only worthy of including in your content (carefully written article) on depression- but they are safe to use across multiple theme silo's within

your website meta-structure.

Theme Zoom <sup>TM</sup> has developed a proprietary algorithm that keeps sight of LSI or Latent Semantic Indexing. Our method involves drilling into appropriate synonym keywords in order to create priority content keyword lists. By using synonyms *the most precise linking anchor-text strategies can be implemented*. Additionally the overall website theme silo meta-structure becomes perfectly clear. For more information on latent semantic indexing and web site development please visit our home website at <http://www.themezoom.com> or our Blog at <http://www.theme-zoom.com> .

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