

The Definitive Guidebook to LSI Keywords:

LSI Keywords
To **GROW** Your
Traffic & Ranking

Brought to you by LSIGraph

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LSI Keywords To Grow Your Traffic And Ranking

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Introduction

Any company with an online blog understands the importance of keywords for SEO. However, the main keywords that you choose to optimize your content with are not the only words that Google keeps track of.

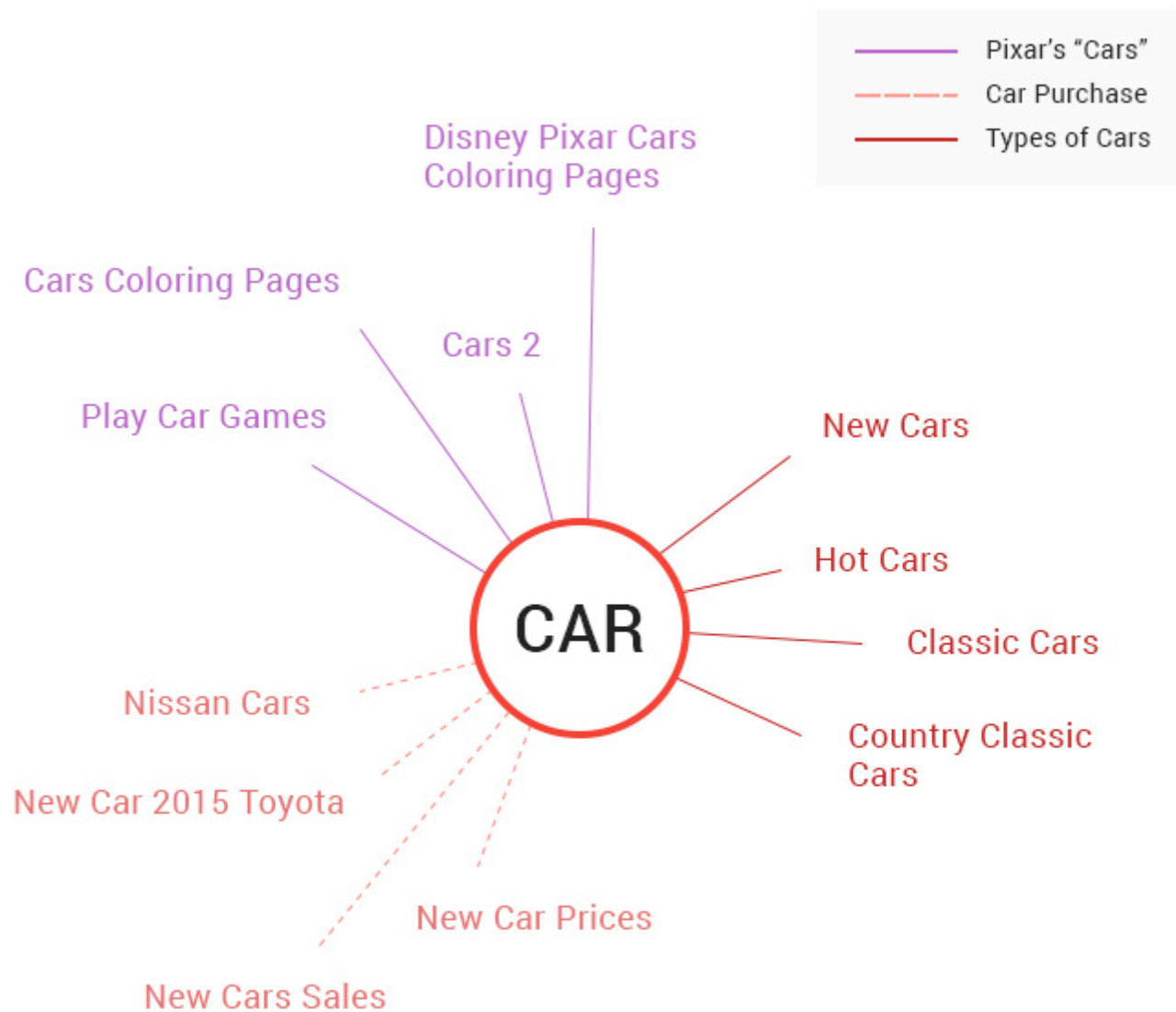
Google has made it their mission to better understand search queries as well as user intent in order to create a more sophisticated and useful search engine. It has done this through various updates to its algorithm. This is why they are focusing on semantic search and why you should be using Latent Semantic Indexing (LSI) keywords to support your main keywords in your content.

What is an LSI Keyword?

The term “latent semantic indexing” isn’t something that is easily understandable - what does it actually mean and what does it do? If you look up the term online you’ll find that the answers are all over the place.

The term “latent semantic indexing” is just technical SEO jargon. You’ve probably heard of LSI keywords as their more common name - the long tail keyword (they aren’t exactly long tail keyword, but they are relevant in many cases.)

An LSI keyword is a phrase that contains words that are similar to your main keyword - it is often a synonym. For example, if your main SEO keyword for a blog post is “car,” then your LSI keywords could include “New Car Sales” or “Cars 2” (an animated movie by Pixar).



LSI Keywords Generated By:

LSIGraph

What is the Importance of an LSI Keyword?

Now you're probably wondering what the point of an LSI keyword is? Why does it need to be differentiated from your regular keywords?

The LSI system that Google has implemented into its new algorithm is basically an indexing and retrieving technique that identifies patterns in the relationship of concepts and terms that are contained in a text. Basically, it allows it to better match up content with the intent of user queries. LSI keywords, therefore, help improve the quality of the content that users are provided with. This in turn means that the use of LSI keywords will help improve your page ranking.

LSI Keywords = Better Search Ranking

One of the benefits of the LSI system is that it helps to cut down on poor quality content that is stuffed with keywords.

For example, an article could use the keyword “car repair” repeatedly, whereas another article could use the same keyword but also have LSI keywords such as “auto repair” and “car troubleshooting.” The article with the LSI keywords is more likely to match up the user query of “car repair.”

Article A	Article B
Lorem ipsum dolor sit amet, consectetur car repair elit, sed do eiusmod tempor incididunt ut labore et dolore car repair aliqua. Ut enim ad minim veniam	Lorem ipsum dolor sit amet, consectetur car repair elit, sed do eiusmod tempor incididunt ut labore et dolore auto repair aliqua. Ut enim ad minim veniam
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It is quite obvious to say that Article B reads more organic.

Regular keywords are also not targeted nearly as well as long tail keywords. Regular keywords, which are often referred to as “head” keywords, are very broad in their subject matter, which makes it difficult for Google to match up with the user’s intent.

Long tail keywords often contain detailed information about the user within them, including information like location, demographic, needs and more.

For example, a long tail keyword could be “Ford car repair in Buffalo, NY.” This is much more specific than just “car repair.” These keywords should be used within the same paragraph of the head keyword that they are supporting so that Google can gain more context for that paragraph, thereby allowing them to better match the search intent of the user.

In addition to providing users with higher quality content by tracking the use of LSI keywords, Google can also provide more accurate results through the use of LSI keywords as well. Take the keyword “apple” for example. An apple is obviously a fruit. However, when you do a Google search for “apple,” the first half dozen or so results you’ll get will be about the company “Apple.” So there are two completely different meanings for this keyword.

[Apple Inc. - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Apple_Inc. ▾ Wikipedia ▾

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, ...

[Apple - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Apple ▾ Wikipedia ▾

The **apple** tree (*Malus domestica*) is a deciduous tree in the rose family best known for its sweet, pomaceous fruit, the **apple**. It is cultivated worldwide as a fruit ...

[Apple - YouTube](#)

<https://www.youtube.com/user/Apple> ▾

Apple designs the Mac, along with OS X, iLife, and iWork. It leads the digital music revolution with iPods and iTunes. It reinvented the mobile phone with iP...

[AAPL: Summary for Apple Inc.- Yahoo! Finance](#)

finance.yahoo.com/q?s=AAPL ▾ Yahoo! Finance ▾

View the basic AAPL stock chart on Yahoo! Finance. Change the date range, chart type and compare **Apple Inc.** against other companies.

When a user does a search, whether it's for the company Apple or the fruit, Google will scan content for LSI keywords in order to make sure the user gets results that align with their search intentions. For example, if the user was searching for something about the fruit, then Google may pick up on LSI keywords such as "food," "fruit" and "recipe," whereas if the user was searching for the company Apple, Google may pick on LSI keywords like "computer" or "smartphone."

Apple Keynote 2015

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Apple Pie or Banana Pie

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LSI Keywords strengthen the semantic idea of an article.

Basically, you're providing context for search engines, which means that in the end, the LSI keyword not only helps users gain access to higher quality content that is more aligned with their search queries, it also helps companies to improve their page rankings.

LSI Keywords = Highly Relevant Content

Do LSI Keywords Actually Improve Your Web Ranking and Web Traffic?

You understand what LSI keywords and how they are used. You also understand how the use of LSI keywords helps Google to provide users with more accurate results based on their search intentions. While it's easy to understand how this helps users, does the use of LSI keywords really have that big of an impact on your web ranking and your web traffic?

In principle, it should - but how do you know that it does in reality? According to content marketing experts across the web, LSI keywords do in fact help to improve the web ranking of a website as well as help to increase traffic to the website. The following are some of the things that experts are saying about the benefits of LSI keyword use:



Neil Patel:

Neil Patel has produced numerous in-depth articles on the use of keywords, highlighting the importance of long-tail keywords and LSI keywords. He makes it a point to underline the fact that you're probably not going to rank very high for certain keywords unless you are a giant corporation.

For example, if your company sells used computers in Daytona Beach, then your website probably isn't going to rank on the first page for the term "computers" and honestly, you're probably not going to be competing with the likes of Dell, Best Buy, Amazon and the other businesses that do show up on the first page when doing a search for "computers."

This is why LSI keywords are of such importance - they help flesh out the context of your page without keyword stuffing, which is the overuse of a singular keyword that is often penalized by Google.

Patel brings up a good point about finding semantic keywords to use in your content - it's not just about creating more context for your webpage, it's also about getting to know your target audience better. And the better you know your audience, the more effective you will be at targeting them.



Jayson DeMers:

DeMers explains how the use of LSI keywords helps you to avoid the overuse of your regular keywords. Not only does keyword stuffing result in penalties since it's a black hat tactic, but it decreases the quality of your content.

Your content isn't going to read that well if you force your keyword into every other sentence in a desperate attempt to increase your web ranking.

Think about how writing works in real life - without any SEO attached to it. When a novelist writes a book, they will change up the use of words in order to avoid being repetitive - it's why we often use a thesaurus when writing. LSI keywords do the same for your online content since they are often synonyms of your keyword. According to DeMers, they not only improve your web ranking and web traffic, they improve the quality of your content.



Brian Dean:

Brian Dean wrote a piece on Backlinko.com that listed 16 SEO copywriting secrets to help drive more web traffic, and the use of LSI keywords was third on his list. He explains the importance of providing context to your main keywords with the use of LSI keywords by using the example “cars.”

If a user searches for “cars,” there are a number of intents that user could have - the movie “cars,” the actual vehicle or the rock band “Cars” to name a few.

By using LSI keywords, you’ll make it easier for Google to match you up to the right query, which means that you are reducing poor quality traffic (for example, if you are a car repair company, visitors looking for information about the movie aren’t going to help your business) and increase the quality of your traffic. This also helps reduce the number of poor results the user gets, which eliminates some of the other websites that may have come up on their results page, thereby improving the odds of receiving more traffic.

These are very reliable voices in the world of SEO, voices that have been harping on the use of LSI keywords since Google began updating its algorithm to focus on semantic search.

How do you find LSI Keywords?

Hopefully at this point you are convinced that LSI keywords will only benefit your SEO strategy. But now comes the part where you actually have to figure out how to find them and how to implement them.

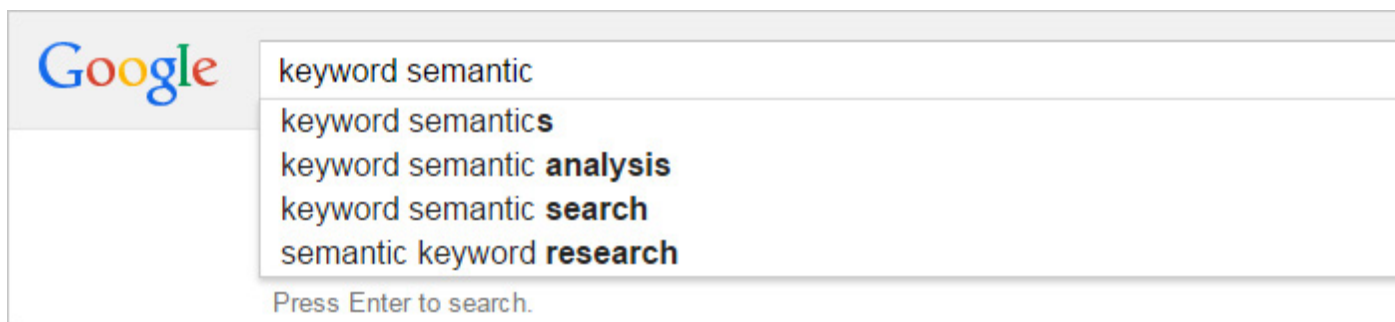
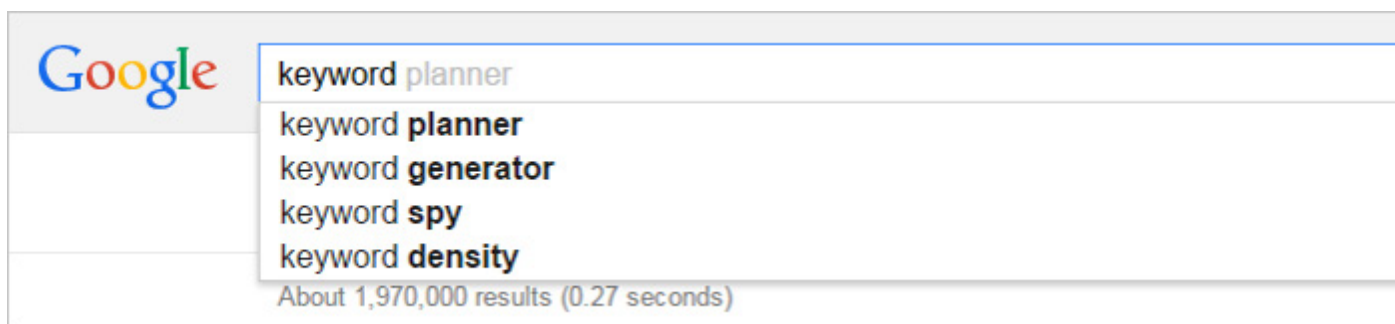
The following are a number of tips that you should take into consideration as you craft your LSI keyword strategy:



Google Search Engine:

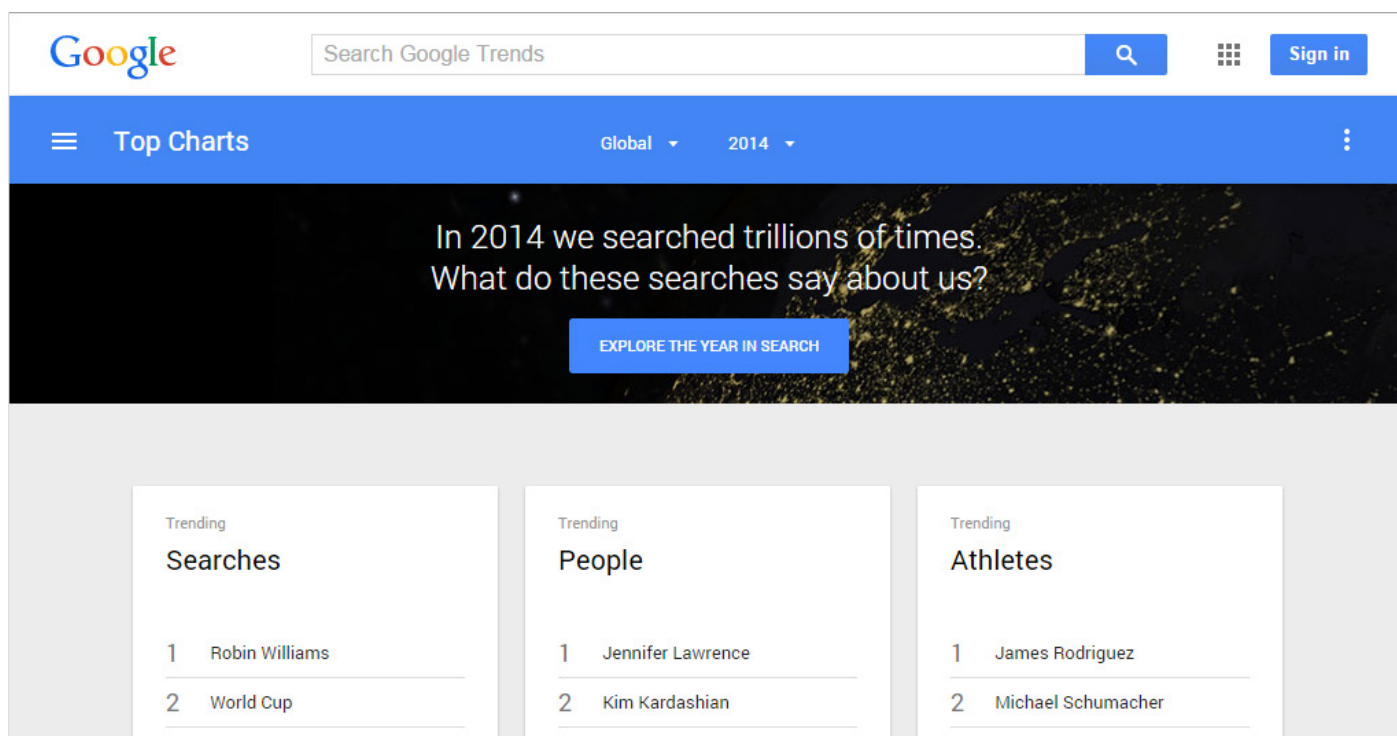
The easiest way to find LSI keywords to use is by picking out one of your keywords and doing a search for it in Google's search bar. As you type out the keyword, Google will automatically provide a list of words or phrases that match your keyword. While these are technically search suggestions, they are actually semantically related keywords that you can use.

For example, if you type in the word “keyword” into Google, it will bring up suggestions such as “keyword planner,” “keyword generator,” and “keyword density.” You can go through all of your keywords using this method in order to build up your LSI keyword options.



Another way to obtain a list of valuable LSI keywords is by doing a search for your keyword, then scrolling all the way down to the bottom of the first page of results. There you will find a small section titled “searches related to keyword.” Type in “keyword” again and you’ll find a list of related searches that include “keyword spy,” “keyword research,” “keyword synonym” and more. All of these related searches are excellent LSI keywords that you can use.

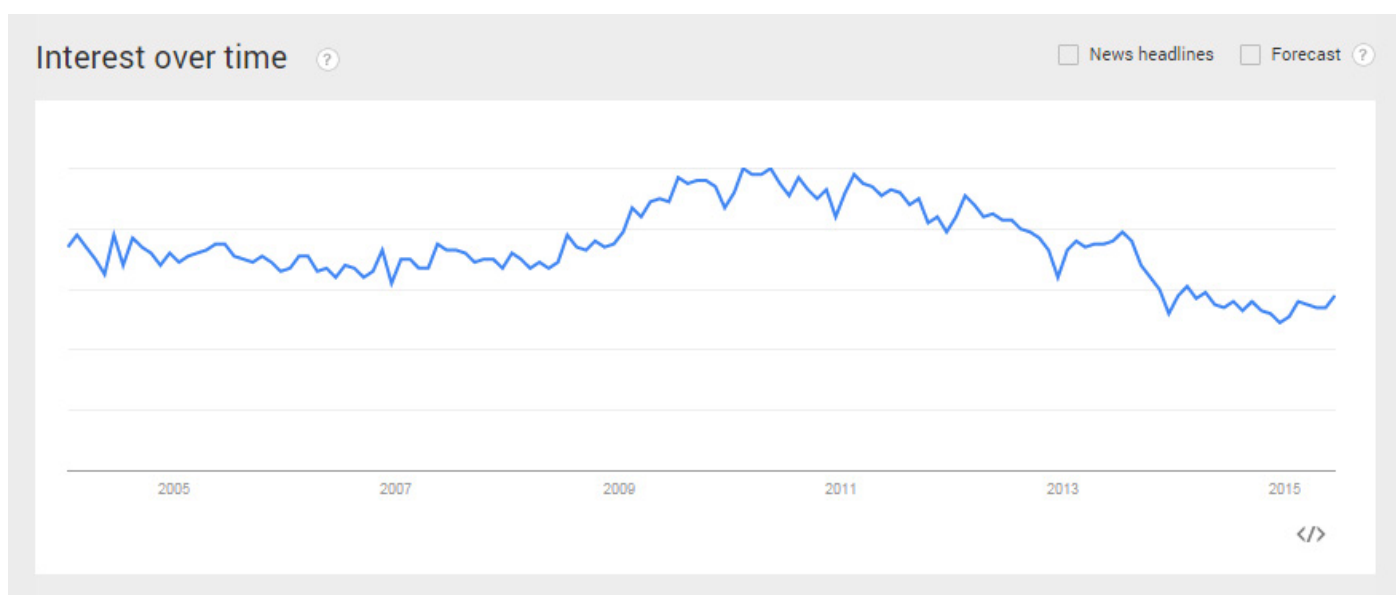




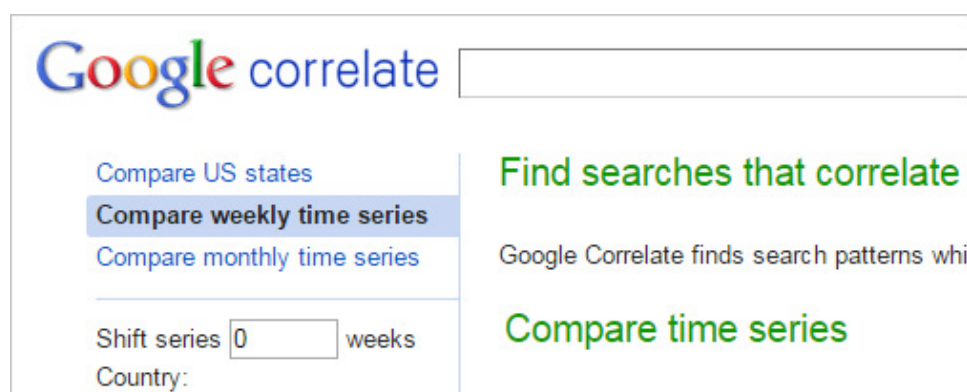
Google Trends:

Here's yet another useful tool provided by Google for free. Google Trends allows you to type in a keyword and see how it's trending over a certain period of time.

This way you can see whether the LSI keywords (as well as your main keywords) are popular amongst users or whether they are trending up or down.



In addition to showing you how your keywords are trending, Google Trends also provides you with a regional interest chart and popular related searches, making it a fine way to not only judge how effective the LSI keywords may be, but also to obtain more potential LSI keywords.



Google Correlate:

Google Correlate is a tool that lets you find search patterns which correspond with real-world trends and obtain related keywords that you can use as LSI keywords. For example, type in “ebooks” and you’ll get a list of correlations that include “ebooks free,” “read pdf,” “download for mac” and more. You even have the option of excluding terms containing the keyword you searched for. Each result also has a number beside it that indicates the level of correlation - meaning the higher the number is, the more often that word is used alongside the keyword you entered in searches.

LSI Graph / LSI Keywords Generator

Start generating Latent Semantic Indexing (LSI) Keywords for your SEO needs with our free LSI Keyword Generator tool.

GENERATE



I'm not a robot

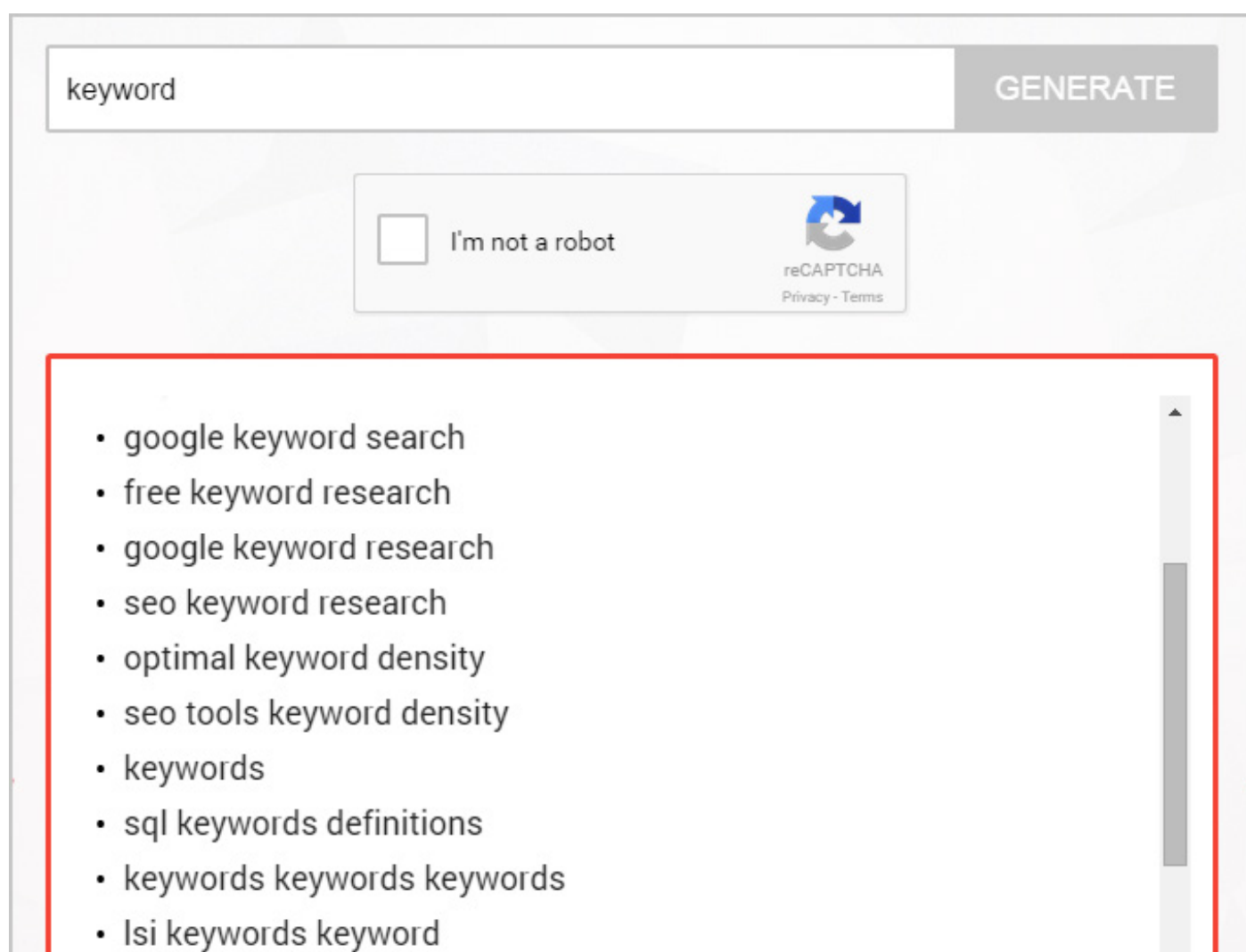


reCAPTCHA
Privacy - Terms

LSIGraph.com

LSIGraph is a website tool that is very simple in its use. There's a single search bar on its homepage in which you type the keyword for which you want to discover LSI keywords for. It will then load up dozens of relevant LSI keywords that you can use.

For example, if you type in the word “keyword,” the list will contain LSI keywords such as “keyword definition,” “free keyword generator,” “keyword rank checker,” and “SEO tools keyword density,” just to name a few.



The image shows a web interface for generating LSI keywords. At the top, there is a text input field containing the word "keyword" and a grey button labeled "GENERATE". Below the input field is a reCAPTCHA verification box with a checkbox and the text "I'm not a robot", along with the reCAPTCHA logo and "reCAPTCHA Privacy - Terms" link. Below the reCAPTCHA box is a scrollable list of LSI keywords, enclosed in a red border. The list contains the following items:

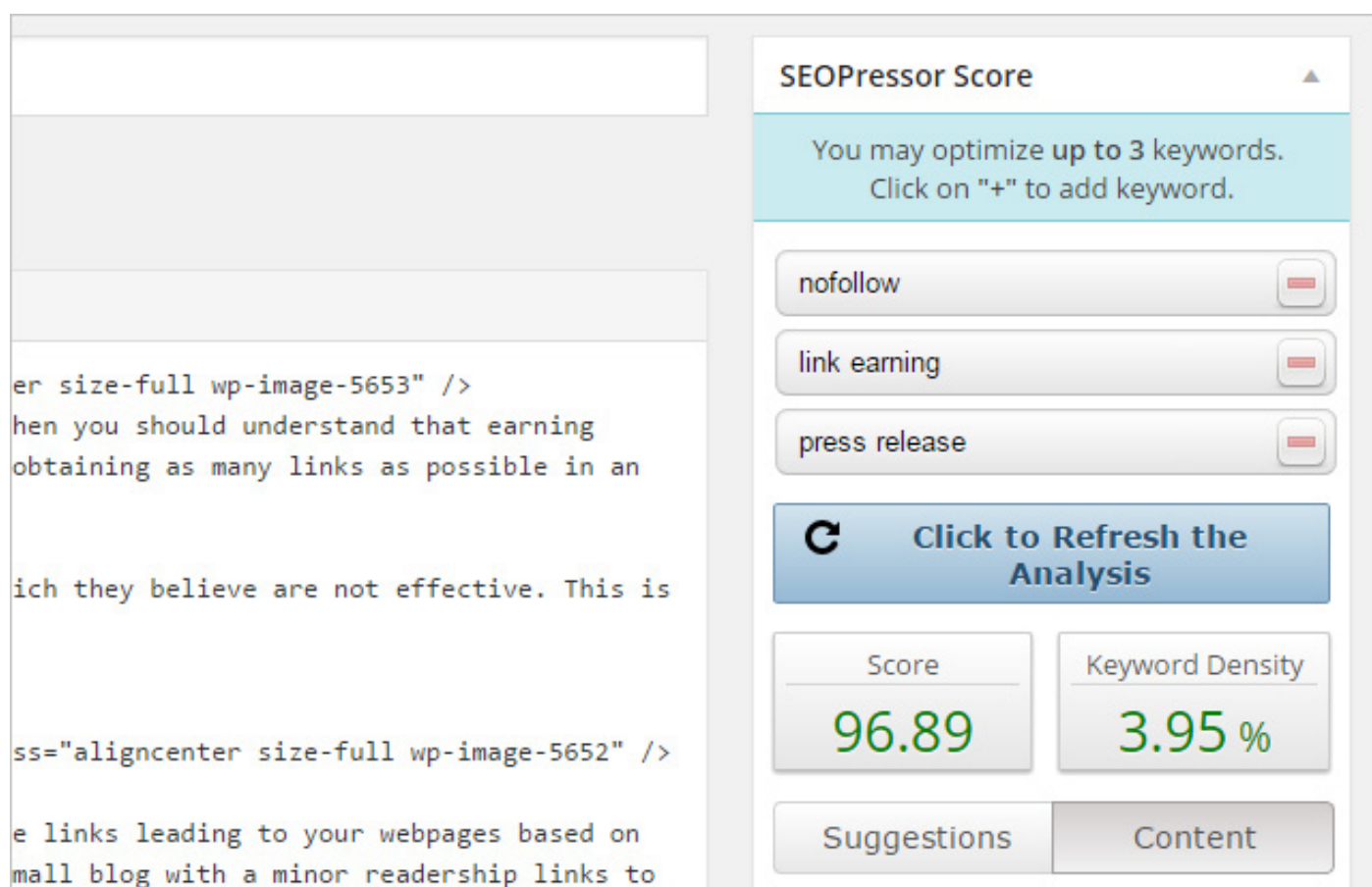
- google keyword search
- free keyword research
- google keyword research
- seo keyword research
- optimal keyword density
- seo tools keyword density
- keywords
- sql keywords definitions
- keywords keywords keywords
- Isi keywords keyword



SEOPressor Plugin:

There are a number of plugins out there that can be quite helpful in helping you find keywords. However, SEOPressor is one of the most popular plugins for the purpose of finding LSI keywords.

SEOPressor boasts a number of helpful features, including social SEO, on-page SEO and multiple keyword analysis, automatic smart linking, over-optimization and, last but not least, LSI recommendations. The great thing about SEOPressor is that it displays your keyword density of your content in addition to providing you with LSI keyword suggestions.



The screenshot displays the SEOPressor plugin interface. On the left is a content editor with the following text: `er size-full wp-image-5653" />`, `hen you should understand that earning`, `obtaining as many links as possible in an`, `ich they believe are not effective. This is`, `ss="aligncenter size-full wp-image-5652" />`, and `e links leading to your webpages based on`, `mall blog with a minor readership links to`. On the right is the SEOPressor Score sidebar. It features a light blue header with the text "SEOPressor Score" and a small upward arrow. Below the header is a light blue box containing the message: "You may optimize up to 3 keywords. Click on '+' to add keyword." Underneath are three input fields with minus signs on the right: "nofollow", "link earning", and "press release". A blue button with a refresh icon and the text "Click to Refresh the Analysis" is positioned below these fields. At the bottom of the sidebar are two boxes: "Score" with the value "96.89" and "Keyword Density" with the value "3.95 %". At the very bottom are two buttons: "Suggestions" and "Content".

Using these tactics it shouldn't be too difficult to find a ton of high quality LSI keywords that you can use in your content. But how exactly are you supposed to use your LSI keywords?

How do you use LSI Keywords?

Now you should have a pretty good understanding of what LSI keywords are and what they can do for your content. However, you don't want to just start stuffing your content with LSI keywords as this will end up having the same effect as stuffing your content with regular keywords - your content will become unreadable.

So let's go over how you should implement your LSI keywords and how you should pick the right LSI keywords to use.

Choosing the right LSI Keyword

When you begin using some of the LSI keyword tools that we have recommended, you're going to be getting tons of results. The amount of options you have can even be a little bit overwhelming. Obviously, you can't use them all - nor should you. So how exactly do you choose which LSI keywords to use?

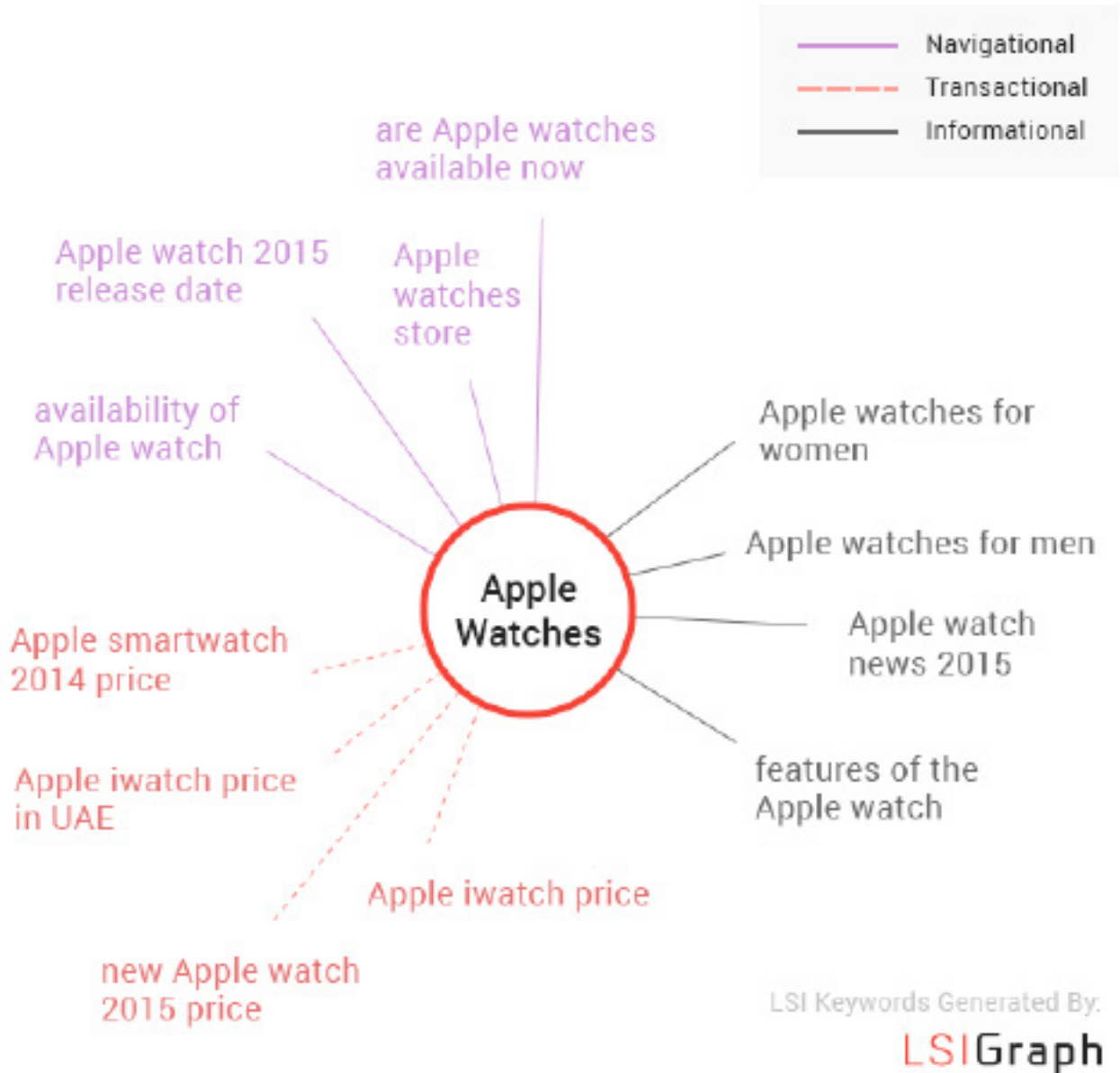
The first thing you need to do is put yourself in the shoes of the user. What would a user be searching for in order to find your content? Keeping user intent in mind is important since it will help keep you from straying away too far from your main keywords.

Your LSI keywords need to be relevant to not just the keyword you are using but the context of the keyword.

Let's take Apple for example again. Say you're writing a review about the new Apple watches. LSI keywords that could support the keyword "Apple watches" could include "men's watch," "features of the Apple watch", "newest Apple technology," or "latest Apple product."

The first two are solid LSI keywords to match user intent. However, the last two could easily be applied to other Apple products, such as their Macbooks or their iPhones, which could confuse Google and result in your content being displayed to users interested in Apple product reviews but not necessarily Apple watches.

To better illustrate the example, let's take a look at LSI Graph's generated keywords for the keyword "Apple Watches" next page:



Visit this page here for more information about "Search Intent Keyword": [Search Intent Keyword](#)

The example above illustrates that even LSI keywords that are generated from the same keyword can be hugely different when it comes to “search intent/keyword intent”.

Search Intent in a Nutshell

Informational: The searcher’s goal is to learn something by visiting a web page.

Navigational: The searcher is looking for specific piece of information.

Transactional: The searcher is looking to make transaction. They are the ready buyers.

Depending on the target of your article, you would want to make sure you are using only the most relevant LSI keywords in your article. If your article is supposed to answer “transactional intent”, make sure you utilize LSI keywords that fit into it.

The bottom line is, use LSI keywords that are relevant to the context of your content.

Implementing the right LSI Keyword

Finding LSI keywords to use is actually the most difficult part of the process - implementing them throughout your content won't be too difficult.

First of all, you can use your LSI keywords almost anywhere within the content of your article. Here are some places where it is suitable for you to use your LSI Keywords:

- **Title tag**

In most cases, you actually want to use your main keyword here (main keyword tends to describe your content better) instead of any other LSI keywords. But if you do want to use one here, make sure it is a synonym or highly relevant LSI keyword.

- **Description tag**

Description tag is a good place for you to use your LSI keywords. Choose LSI keywords that strengthen/complement your core message instead of just using a synonym.

- **Header tags**

Use LSI keywords that will help to describe your paragraphs in your header tags. Make sure the LSI keywords used fit in naturally.

- **Permalinks**

Similar to title, you actually want to use your main keyword here (main keyword tends to describe your content better) instead of any other LSI keywords. But if you really want to diversify your permalink, make sure it is a highly relevant LSI keyword.

- **Anchor texts**

Anchor text is a perfect place for you to use your LSI keywords. Instead of anchoring your main keyword, anchoring a LSI keyword tends to make an anchor text much more believable. For instance, “Apple watch price for 2015” is much more natural than “buy Apple watch”.

- **Beginning and ending of article (paragraph)**

Using a highly related LSI keywords at the beginning/ending of your article is also a good idea. Besides strengthening your core message, it is also a natural and interesting way to start/end your article.

Another trick for using LSI keywords is to replace any of the regular keywords you are ranking for with LSI keywords if your keyword density has exceeded 2 percent. As far as the keyword density of your LSI keywords go, stick between 2 and 4 percent, which means you should only be using 2 to 4 LSI keywords for every 100 words of content. A good rule of thumb is to maintain a 2 to 1 ratio of LSI keywords to your main keywords.

When using LSI keywords in the actual content of your article, make sure that they are in the same paragraph of the keyword they are supporting as this will help provide more context of your main keyword to Google.

So for example, say your article is entitled something like “5 important car maintenance tasks.” The keyword you are ranking for is “tire rotation in Denver.” Your LSI keyword is “how often to rotate tires.” This LSI keyword should appear in the same section as your keyword and not in a section about oil changes.

Conclusion

Make sure that LSI keywords are a part of your SEO keyword strategy. The use of LSI keywords can help improve your web ranking and your web traffic by helping to provide context to your content.

Use them naturally and LSI keywords will be a great asset for your SEO/Content marketing strategy.

Why LSIGraph?

We Generate Search Engine Recognized LSI Keywords

Unlike most “LSI Tools”, LSIGraph do not provide randomly generated ‘synonym’. Instead, LSIGraph is programatically built to serve only search engines recognized LSI keywords.

We Are Powering Major SEO Luminaries In The Industry

Our home grown LSI Keywords formula is highly praised by major SEO luminaries in the industry such as SEOPressor and RankReveal.

We Can Help You Rank Better

LSIGraph provides you with semantically related keywords for your SEO needs. Use them in your article to increase the semantic strength of your article.

[Generate LSI Keywords](#)