

# What Are LSI Keywords & How To Use It Effectively

Chapter	Content
1	What Are LSI Keywords?
2	Why Are LSI Keywords Important For SEO?
3	How Can LSI Keywords Improve Your SERP Ranking?
4	How To Find LSI Keywords
5	How To Use LSI Keywords Effectively
6	Looking For A More Advanced LSI Keyword Tool?

## Chapter 1. What Are LSI Keywords?

Latent semantic indexing (LSI) keywords are essentially **keywords that are semantically related to your main keyword**, used in a search query. These LSI keywords supplement the main keywords to provide more substantial contextual information to the search engines and users. However, it is never intended to be the synonym of the said keyword or keywords similar in meaning.

In short, an LSI keyword is a keyword (or word phrases) that has a high degree of correlation (relevance) to the primary keyword.



*LSI keywords of the primary keyword "bakery."*

Latent semantic indexing was initially developed as a mathematical method in the late 1980s for better information retrieval accuracy. The LSI technology is then widely implemented in various grading and analyzing text to uncover the text's meaning in response to user's queries.

These accompanying words that provide context to the main keywords are what Google understands as LSI keywords. It generally helps to decide which is the correct meaning.

**If Google can understand your content better, then you will have higher chances to rank better.**

## Chapter 2. Why Are LSI Keywords Important For SEO?

Understanding and implementing topical LSI keyword usage is critical today. Strategically integrating them into your content helps your SEO and provides your website with a competitive advantage.

Let's look at its benefits and why they are such an essential aspect of your SEO today.

### **(i) Helps Google's algorithm determine the content quality and relevance to the search term**

LSI keywords supplement stronger contextual information and meaning to a topic. Therefore, by including semantically related search phrases in your content, you give the search engines a better understanding of what your website is about.

The emergence of **LSI was designed to help searchers get answers to what they're looking for.**

All the LSI keywords' recognition encourages website owners and their search engine optimization specialists to create and maintain quality content.

Your website visitors will be happy with what they see. Quality content keeps leads once they are in your funnel and hence increasing the conversion rate.

### **(ii) LSI keyword carries heavier weight than keyword density**

Keyword density is the number of times your keyword occurs in your content and is measured in percentage. There was a time when all Google cared about was keyword density to rank a page. That goes to say, the more keywords you add to your content (whether relevant or not), the higher you will get ranked.

This method is infamously known as "keyword stuffing." This black hat technique was quickly learned by marketers and misused not long after. Using repetitive keywords can put your page at risk of getting a penalty, but with LSI keywords, you can safely add closely related words without worrying.

Use LSI keywords effectively by **sprinkling them throughout your content** and always make **sure these keywords sound natural and make sense to the readers.**

This is the perfect solution to avoid over-optimization of keywords too. We have all witnessed Google constantly enhancing its algorithm to identify and sort the most appropriate content for its users. Slowly but surely, the usage of LSI keywords has remained victorious until today!

### **(iii) LSI keyword empowers other keywords in a content**

When you create a new website or write an article, keywords play a prominent role in SEO. Just so you know, using all three classes of keywords (primary, secondary and tertiary) will help direct organic traffic to your website.

They also add more context to the keywords, making it easier to find results with higher relevancy. Google is avidly focused on building relevance between a category of keywords to a website rather than just a single keyword. Ideally, you will have higher chances to rank if your content includes other relevant terms rather than just repeating a long tail keyword.

## Chapter 3. How Can LSI Keywords Improve Your SERP Ranking?

Understanding LSI is now a requirement for modern SEO professionals and content marketers wishing to rank high in the SERP.

Ultimately, your SEO strategies need to mirror the sophistication of Google's ever-changing search engine algorithm. With that, here are three reasons how LSI keywords can improve your SERP rankings:

### (i) Google better understands the context of your page

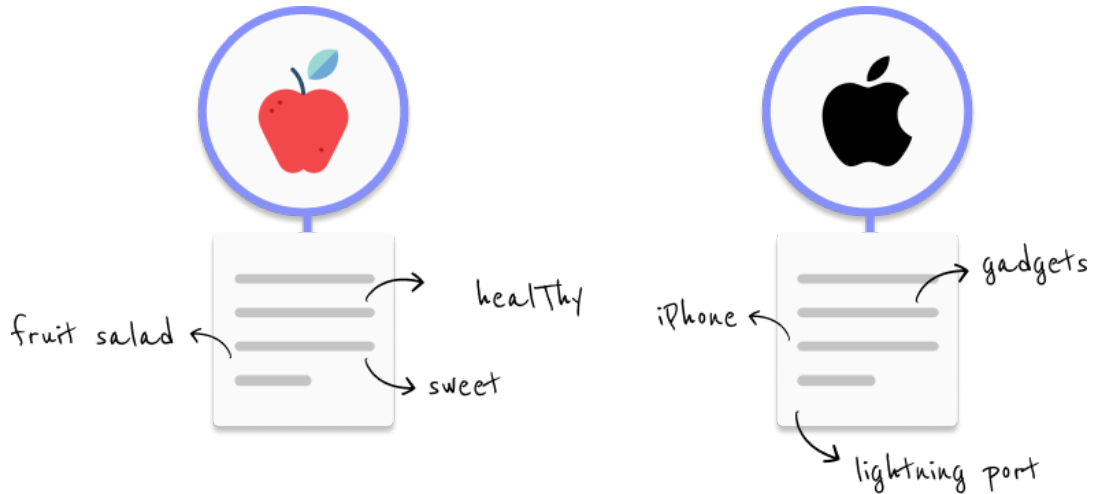
Using LSI keywords gets searchers to the most relevant information and phrases that they are looking for. Similarly, it also helps Google to understand the context of the content better.

Since Google is constantly trying to provide users with better search results, it focuses on the whole context rather than just its density. With that, your page containing LSI keywords will rank better because Google understands your page better now.

Let's take "apple" as an example to illustrate. If words such as **"healthy," "sweet," or "fruit salad"** appears in the content, it's safe to say that the word **"apple"** means the fruit.

On the other hand, if the following **words contain phrases like "lightning port," "iPhone," or "gadgets,"** it stands clear that **"apple"** in that context means the giant tech company.

To put it briefly, the proper usage of LSI keywords helps Google assign the correct search ranking. When you make Google's job easier by including related keywords, you'll see your rankings go up too!












*LSI keywords tell Google the right "Apple" users are searching for.*

## **(ii) LSI Keywords helps you to understand user intent better**

Understanding what users want is better known as user intent. It has become a driving force in SEO and search marketing to bring relevant people to your site. Since everyone searches differently or has a different goal in mind, using LSI keywords will benefit.

When you search for 'warriors' in LSI Graph, it will return with a list of LSI keywords. These keywords provide insights into what other questions people have in their minds when searching for 'warriors.'

LSI Keywords	Trend	Volume	CPC	Comp	LSV
golden state warriors players		12,100	\$0.00	1.93%	
golden state warriors record		14,800	\$1.01	1.63%	
golden state warriors team		0	\$0.00	0.00%	
golden state warriors logo		14,800	\$0.19	81.55%	
golden state warriors jersey		6,600	\$0.47	100.00%	
warriors news		90,500	\$1.67	0.41%	
golden state warriors schedule		33,100	\$0.00	0.62%	
golden state warriors injuries		2,400	\$0.00	1.74%	
warriors roster		60,500	\$1.04	1.66%	
warriors schedule		165,000	\$0.00	0.46%	

2 searches left.

[ADD TO PROJECT](#) [EXPORT KEYWORD](#)

*As a non-NBA fan, little did we know when people are looking for “warriors,” they are looking for the NBA team.*

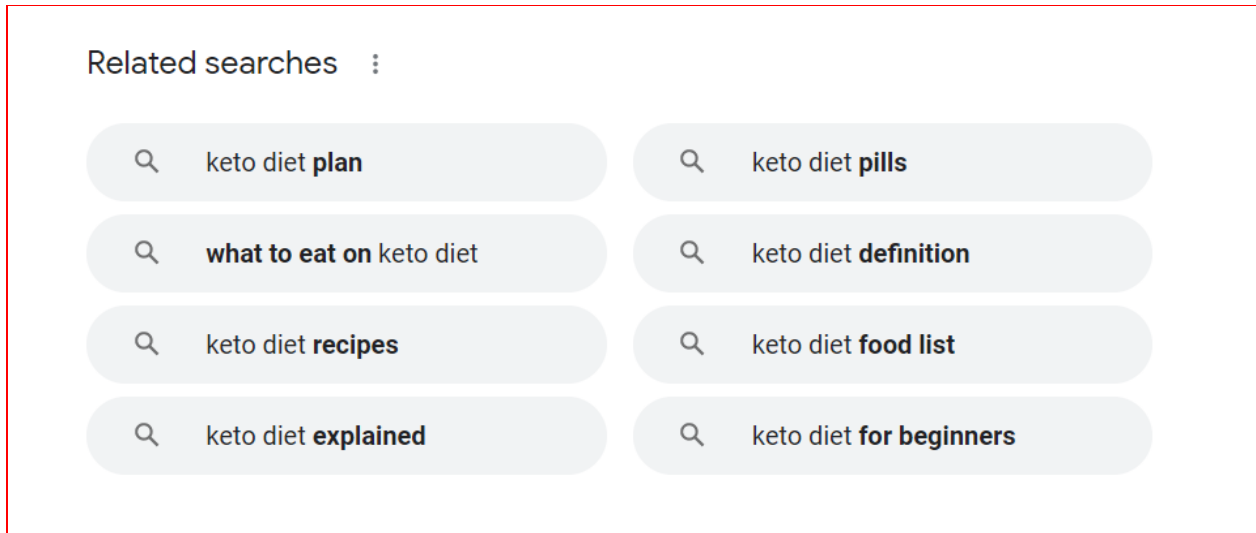
From the results, we can see that when people type in ‘warriors,’ there is a possibility of including the American professional basketball team ‘Golden State Warriors’ rather than the commonly known ‘warriors’ (soldiers or fighters).

So, if you are planning to write a blog post on the basketball team “Warriors,” these are probably the things that you may want to talk about; *golden state warriors, warriors schedule, golden state warriors score*, and so on.

Knowing your user’s intent will aid you in doing keyword research accurately. As an online marketer, it’s our job to discover what our potential customers are searching for and provide them with the best answers possible.

### (iii) Your page will appear on SERP for “keyword variations.”

Since LSI keywords are closely related to your main keyword, this also means your page will come up in the search results for your main keyword and those keyword variations.



By going through these variations, it shows you what other people are searching for too. Adding the related searches found at the bottom of the SERP makes your content LSI-friendly if you include them naturally in your content.

And there you have it, more relatable topics to scribble on!

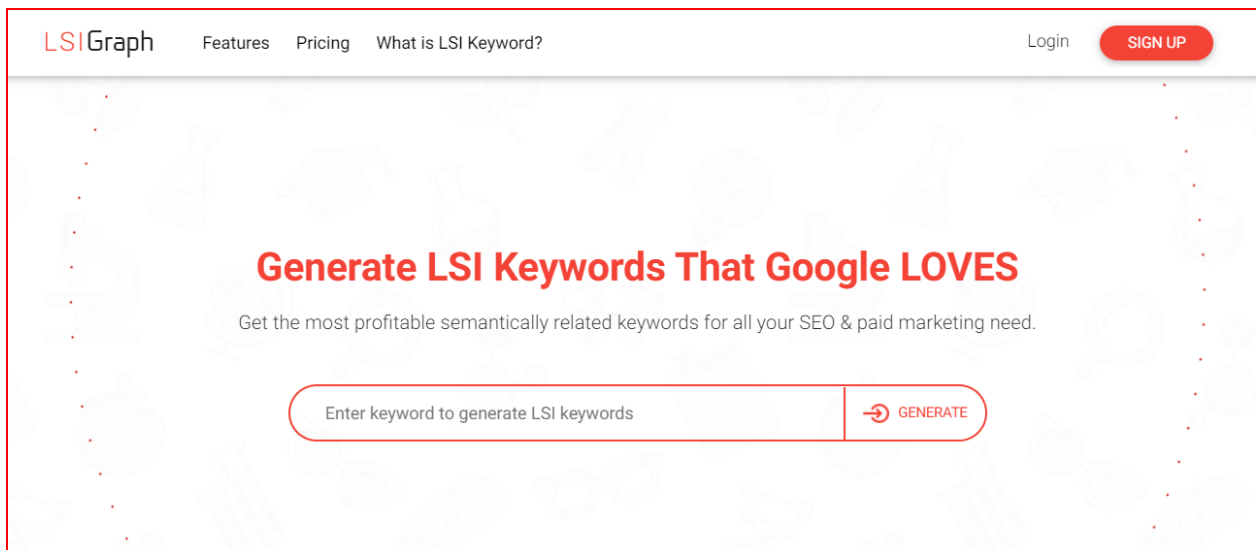


## 4. How To Find LSI Keywords

At this point, you should have fully understood the importance of LSI keywords in doing keyword optimization.

Now let's look into how you can find them easily using this free keyword tool.

### Use LSI**Graph!**



*Use LSI**Graph** to get relevant LSI keywords.*

LSI**Graph** is a simple-to-use tool that gives you hundreds of LSI keywords within a second. Currently, it has a database of over 36 million keywords (and counting) for you to benefit from.

Using the free version of the LSI keyword tool will enable you to generate a list of LSI keywords. Go ahead and try it out!

For instance, type in the keyword "plumbing services." You will see a list of LSI keywords ready to be used, such as "plumbing services near me," "types of plumbing services," and the list goes on.

LSI Keywords	Trend	Volume	CPC	Comp	LSV
list of residential plumbing services		140	\$25.89	79.55%	
plumbing services near me		14,800	\$31.55	64.43%	
types of plumbing services		50	\$22.66	44.47%	
plumbing services 24 hours		1,900	\$42.67	82.67%	
plumbing services list		140	\$38.38	71.26%	
plumber		368,000	\$27.26	49.70%	
plumbing services price list		50	\$17.52	77.49%	
plumbers near me		550,000	\$27.06	62.37%	
plumbing service near me		9,900	\$46.60	76.19%	
plumbing services free estimates		40	\$14.81	99.74%	

*LSIGraph generates hundreds of LSI keywords for you.*

From the LSI keywords list, choose those keywords relevant to your content and apply them to your content.

Let's look at the following scenarios:

Seed keyword	LSI Keywords Found in LSI Graph
Plumbing service	<ul style="list-style-type: none"> <li>• 24-hour emergency plumbing service</li> <li>• 24-hour plumbing services</li> <li>• 24-hour plumber service</li> <li>• list of local plumbers</li> <li>• sewer cleaning services</li> <li>• best local plumbers</li> <li>• affordable drain cleaning</li> <li>• cheap plumbers near me</li> </ul>

**Assuming the keyword** that you want to target is “**plumbing service.**”

By using LSIGraph, you have a list of LSI keywords that you can use in your content. But you cannot simply include them in your content.

If your plumbing service offers a 24-hour plumbing service, **you should include the LSI keywords “24-hour emergency plumbing service” or “24-hour plumber service” in your content.**

Are you looking for a reliable local plumbing service today? You’ve come to the right place. We dispatch our plumbers quickly, guaranteed!

*Before adding the LSI keyword*

Are you looking for a reliable local plumbing service today? You’ve come to the right place. We dispatch our plumbers quickly, guaranteed! We also offer a **24-hour emergency plumbing service** to our customers.

*After adding the LSI keyword*

If it is not offering a 24-hour plumbing service but at an affordable rate, then you may include the LSI keywords “affordable drain cleaning” or “cheap plumbers near me.”

We will look into this on a deeper scale next.

## 5. How To Use LSI Keywords Effectively?

Now, I'm sure you've already known the benefits of using LSI keywords, proceeded to try out the great LSIGraph tool, and got your best LSI keywords. So what's next? You'd want to implement them in your content, so it reads well, right?

But where and how are you going to do that? Theoretically, you should sprinkle them throughout the body of your article, as long as it sounds natural and appropriate. Allow me to explain to you in detail.

### 1. Main places where you should include your LSI keywords

#### i. In headings

A content's headings (H1, H2, H3 tags) should contain keywords. Google pays special attention to the headers of pages that they crawl. LSI keywords may then help you decide how to break your content into smaller sections.

```
<h1> How Can LSI Keywords Help You To Boost SEO Traffic? </h1>
```

```
- Explanation
```

```
<h2> What Are LSI keywords? </h2>
```

```
- Explanation
```

```
<h2> Why Are LSI Keywords Important For SEO </h2>
```

```
- Explanation
```

```
<h2> How Can LSI Keywords Improve Your SERP Ranking? </h2>
```

```
- Explanation
```

*Use LSI keywords in your content's headings.*

#### ii. In the link anchor text

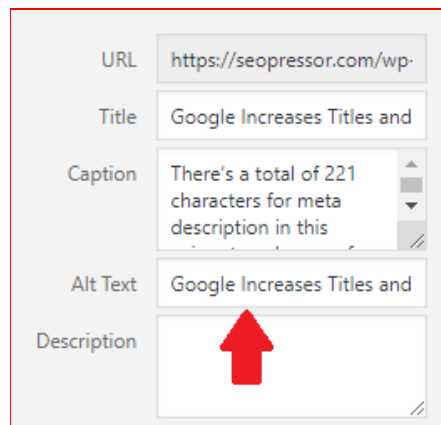
Texts that link to another location or document on the web are referred to as anchor text. For instance, "[LSIGraph](#) generates unlimited LSI keywords for free." LSIGraph (highlighted in blue) is the anchor text. You can include the keywords "LSI SEO," "keyword tool," and so on. It's advisable to vary and diversify your anchor text, as failing to do so will tell Google that you are forcing them in.

[LSIGraph](#) generates unlimited LSI keywords for free. LSI Keyword is a keyword that is semantically related to the main keyword.

*Use LSI keywords in your content's headings.*

### iii. In the alt text, file names and titles of images

When you upload an image online (in this case, WordPress), you'll see the alternate text like the screenshot below.



The screenshot shows the metadata fields for an image upload in WordPress. The fields are: URL (https://seopressor.com/wp-), Title (Google Increases Titles and), Caption (There's a total of 221 characters for meta description in this), Alt Text (Google Increases Titles and), and Description. A red arrow points to the Description field.

*The best practice for using alt text with an image is making it descriptive; don't just stuff keywords in as Google will deem it an unnatural optimization.*

### iv. In the page title to support your target keyword

Use semantic keywords and craft a new title for your blog post. A good practice that you can emulate when writing page titles is to use your targeted SEO keywords or keyword phrases at the start of the page title. This ensures that your page title doesn't get cut off in mobile SERPs if you include these essential phrases in front.

### v. Use closely-related LSI keywords side by side (naturally) on the page

Nobody wants to read keyword-stuffed content, right? It can be pretty hard to read the same word repeatedly. What you can do is to use your primary keyword within the first paragraph. Next, use your seed keyword and its variations throughout the content for best effects. Always remember to write for *humans first*.

## 2. How many LSI Keywords should you use?

You should use LSI keywords at designated places within the content of your article. But more doesn't necessarily mean better. The question lies in: How many LSI keywords should you be using in your 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 your content, make sure that they are in the same paragraph of the keyword they are supporting, as this will help provide more context of your primary keyword to Google.

## 6. Looking For A More Advanced LSI Keyword Tool?

### Use LSIgraph Premium!

If you are using the premium version of LSIgraph, you will be unlocking all the essential metrics that are not available in the free version.

Let's look at the results returned in the premium version with the same keyword that was previously used; "plumbing service."

The screenshot displays the LSIgraph Premium interface. At the top, there are navigation links: LSIgraph, Keyword Research, Manage Projects, Bulk Keyword Data, and Semantic Writer. The user's name, Winnie Wong, is in the top right corner. The main search area shows the keyword "plumbing service" with filters for "United States" and "Language". Below the search bar, there are buttons for "Quick results search", "Advanced Filter", "Export", and "Add to Project".

The main results table has columns for LSI Keywords, Trend, Volume, CPC, Comp, and LSV. The data is as follows:

LSI Keywords	Trend	Volume	CPC	Comp	LSV
plumbing service	[Bar Chart]	22,200	\$46.01	66.24%	15
list of residential plumbing services	[Bar Chart]	140	\$25.89	79.55%	8
plumbing services near me	[Bar Chart]	14,800	\$31.55	64.43%	16
types of plumbing services	[Bar Chart]	50	\$22.66	44.47%	8
plumbing services 24 hours	[Bar Chart]	1,900	\$42.67	82.67%	2
plumbing services list	[Bar Chart]	140	\$38.38	71.26%	8
plumber	[Bar Chart]	368,000	\$27.26	49.70%	20
plumbing services price list	[Bar Chart]	50	\$17.52	77.49%	8
plumbers near me	[Bar Chart]	550,000	\$27.06	62.37%	16
plumbing service near me	[Bar Chart]	9,900	\$46.60	76.19%	16
plumbing services free estimates	[Bar Chart]	40	\$14.81	99.74%	8
plumbers near me	[Bar Chart]	673,000	\$34.69	69.19%	14

Summary statistics on the right: LSI Keywords: 300, Total Search Volume: 4,034,110, Average CPC: \$14.99, Average Comp: 46.26%. Semantic Classification: Home & Garden > Home Improvement > Plumbing. A "Top Performing Content" section lists various plumbing-related pages with "View Page" links.

### *What you'll be getting on LSIgraph Premium*

Based on the keyword "plumbing service," the tool will generate a complete list of LSI keywords together with the data metrics such as trend, volume, CPC, Competition, and Latent Semantic Value (LSV). These are important metrics that allow you to do your keyword research more accurately.

Latent Semantic Value is a measurement of how valuable the LSI keyword is in a context or topic. It is a value computed and formulated by our data analyst specialist who has experience in LSI keyword research and SERP competition.

The LSV value considers the keyword search volume, keyword competitiveness, and the keywords' traffic potential in a particular niche. The number ranges from 0 to 100, with 100 being the best and 0 the worst.

That means to say that the higher the LSV, the more valuable the keyword is. For instance, it is better to have keywords with an LSV score of 100 than those with 54.

In saying so, always consider the relevancy of your topic when choosing LSI keywords. A high LSV value keyword does not mean you should force it in your content if it does not fit well.

The rule of thumb is **to choose LSI keywords with higher LSV scores closely related to your topic.**

### **What Is LSI Graph?**

LSI Graph is an advanced keyword search tool specifically designed to generate LSI keywords for you.

The tool is powered by more than 36 million semantic LSI keywords (and counting) in its database. Having an extensive database enables LSI Graph to generate many LSI keywords relevant to your seed keywords.

Besides that, LSI Graph provides keyword metrics such as keyword trend, search volume, cost per click (*CPC*), as well as the competition (*Comp*) of your primary keyword. What's even better is, it also tells you which LSI keyword you should use in your content based on its Latent Semantic Value (*LSV*), a measurement of how valuable an LSI keyword is.

Without a doubt, LSI Graph is the *all-you-need tool* to perform thorough keyword research. It gives you the exact LSI keywords you'll need to optimize your content for a more robust SEO!

If you navigate to the semantic writer tab, you will see an all-new intelligent semantic writer that guides you in crafting expert-level content. With this feature in place, you can create content that is search-engine and human-friendly.

This editor's functionalities are like Google Docs, where you can create the perfect SEO content that ranks on search engines.



Normal : B I U G [Export]

b2b vs b2c marketing United States

Overview LSI Keywords Top Performing Content Popular Questions Frequently Linked

**Total Keyword Data**

Search Volume: **1,485,270 (US)** Trend: [Bar Chart] CPC: **\$5.06** Comp: **16.51%** Semantic Classification: **Business & Industrial > Business Services**

**Content Analysis**

LSI Used: **93** Word Count: **2,048** KW Density: **0.20%** Smt. Density: **2.70%** Sentiment Analysis: **joy** [Analyze Content]

**LSI Keywords** [VIEW ALL LSI KEYWORDS]

Rank	Keyword	Volume	CPC	Percentage	Score
7	b2b marketing	6,600	\$30.82	46.73%	21
11	b2c marketing	1,300	\$8.23	12.95%	20
1	difference between b2b and b2c marketing	90	\$6.56	30.87%	11
39	b2b	33,100	\$11.98	21.05%	48
31	b2c	0	\$0.00	0.00%	0

**Top Performing Content** [VIEW ALL TOP PERFORMING CONTENT]

B2B vs B2C Marketing: 5 Differences Every Marketer Needs to ...  
<https://www.wordstream.com/blog/ws/2019/05/20/b2b-vs-b2c> [View Page]

We Break Down B2B vs. B2C Marketing - HubSpot Blog  
<https://blog.hubspot.com/agency/differences-b2b-b2c-marketing> [View Page]

Differences Between B2B and B2C Marketing You Should ...  
<https://www.digitalauthority.me/resources/6-main-differences-between-b2b-and-b2c-marketing/> [View Page]

You will find five main tabs that offer insightful content optimization suggestions: Overview, LSI Keywords, Top Performing Content, Popular Questions, and Frequently Linked.

## 1. Overview

(i) Target keyword data - Provides important keyword information on search volume, trend, Cost Per Click, Competition, Semantic Classification

(ii) Content analysis - Provides essential information about your content on LSI used, word count, keyword density, semantic density, and sentiment analysis

(iii) LSI keywords - Suggested LSI keywords found in your content

(iv) Top performing content - Websites that are performing well based on your primary keyword (in terms of ranking and engagement)

## 2. LSI Keywords

Keywords and phrases that are relevant to your topic

## 3. Top Performing Content

Websites that are performing well based on your primary keyword (in terms of ranking and engagement)

## 4. Popular Questions

Identify the exact questions your target audience is asking online in a matter of seconds.

## 5. Frequently Linked

Websites that are frequently linked to based on your primary keyword

## \*Special Mention\*

# LSIGraph x BiQ

In collaboration with BiQ, LSIGraph is giving you (our VIPs) a **chance to sign up for a free account.**

BiQ is an AI-powered SEO suite that helps you rank higher and get more traffic. This SEO suite has had great feedback from the public since its launch, and the team from LSIGraph is proud to have forged a partnership with them.

BiQ covers all SEO aspects that are deemed necessary for rank and traffic generation, namely:

**Welcome to BIQ!**

- KI**
  - Generate Semantically Related Keywords
  - Conduct Research for Local SEO
  - Uncover Content Ideas, Popular Questions, and Trending Searches.
  - And many more.[Access Keyword Intelligence](#)
- CI**
  - Analyze 25 Crucial Ranking Factors Instantly
  - Conduct WordVector SEO Analysis
  - Measure the SEO Value of Each & Every Of Your Paragraph
  - And many more.[Access Content Intelligence](#)
- RI**
  - Discover Ranking That You Don't Even Know
  - Reveal Your Hidden Ranking
  - Identify Featured Snippet Opportunities Of Your Website
  - Accurate Ranking & Traffic Data[Access Rank Intelligence](#)
- RT**
  - Track Ranking of Your Pages
  - Track Ranking of Your Keywords
  - Tracking of Position Zero & Extra SERP Features
  - Custom Tagging for Extra Flexibility[Access Rank Tracking](#)

The best thing is you'll be working on your SEO cost-effectively while making use of this All-in-one SEO tool!

In other words, having mastered the art of SEO with BiQ's features means you won't need to be paying for different tools specializing in different functions elsewhere.

**Grab the special access and discover the growth opportunities** your website is missing!

**Sign Up For A Free Account**

<https://biq.cloud>

## Conclusion

Understanding what LSI keywords are is as important as knowing how to use them effectively. Using LSI keywords in your content naturally helps search engines to understand your context better and rank it higher for your targeted search query.

Using LSI keywords will improve your content reach by mapping the highly targeted and relevant user search queries and content quality.

The strategies of LSI keywords play a huge role in the success of many of our sites today. If you're new to this, be sure to follow our emails closely to help you get started. We hope you are ready to dive deeper into mastering LSI keywords to empower your website and succeed after that.

See you inside!