

THIS IS HOW TO SUPERCHARGE Your Keyword Research With Latent Semantic Indexing

What is Latent Semantic Indexing?

Latent Semantic Indexing describes the process that search engine algorithms use to understand the context of your content, and the relationships between keywords. Understanding LSI can help your content rank higher for more long tail keywords and drive more traffic.

Why is LSI Important?

LSI is what allows search engines to understand that a search for “fish recipes” is not the same as a search for “goldfish food” or “fish bait.”

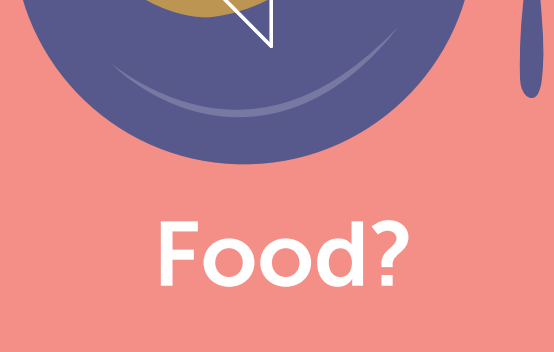
Fish Recipes



Pet?



Activity?



Food?

What Are LSI-Driven Keywords?



LSI keywords are semantically-related words and phrases. They may be synonyms or just keywords related to the same topic.

Benefits Of LSI-Driven Keyword Research



#1

Higher Rankings



Targets Topics



More Traffic

5 WAYS TO FIND LSI Keywords

Use The LSI Keyword Generator

Visit lsigraph.com and enter a keyword to generate several LSI variations quickly.

Look At Related Searches In Google

Enter a keyword, and scroll down to “Related Searches” at the bottom of the page.

Use The Google Keyword Planner

It's free, fast, and easy.

Use The New Ubersuggest

This classic (and recently revamped) keyword research tool uses Google autocomplete data to surface real search terms related to a given keyword.

Use The SERPS Keyword Database

Visit <https://serps.com/tools/keyword-research>, enter a keyword, and get tons of related keywords quickly.

3 STEPS TO SELECTING YOUR LSI Keywords

STEP ONE

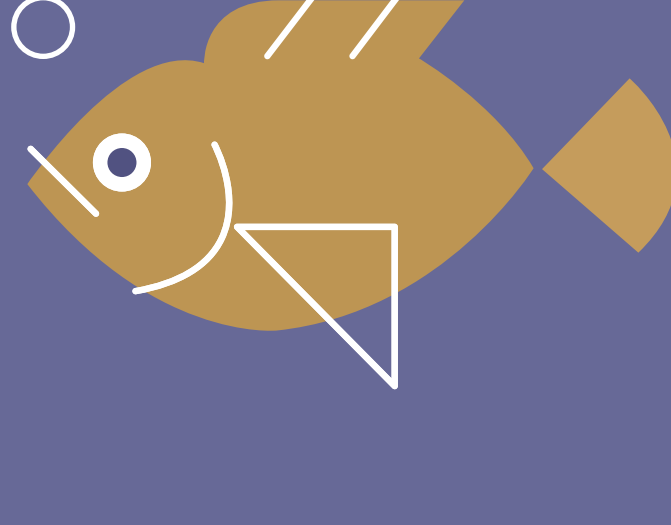
Understand the Searcher Intent Behind Keywords

Fishing Hats

Gone Fishin'

Fish & Chips

Goldfish



STEP TWO

Narrow Your Options Through Process Of Elimination

Fishing Hats

~~Gone Fishin'~~

Fishing Hats

~~Gone Fishin'~~

Gone Fishin'

Fishing Hats

Gone Fishin'

Fishing Hats

STEP THREE

Include Your Best Options In Your Content

Where Should Web Pages Include LSI Keywords?

Once you've selected your LSI keywords, it's time to determine where they'll go in your post.

How To Catch 3 Types Of Game Fish

[body text will go here]

LSI #1: How To Catch Walleye

[body text will go here]

LSI #2: How To Catch Trout

[body text will go here]

LSI #3: How To Catch Bass

[body text will go here]

3 LSI Keyword Tips

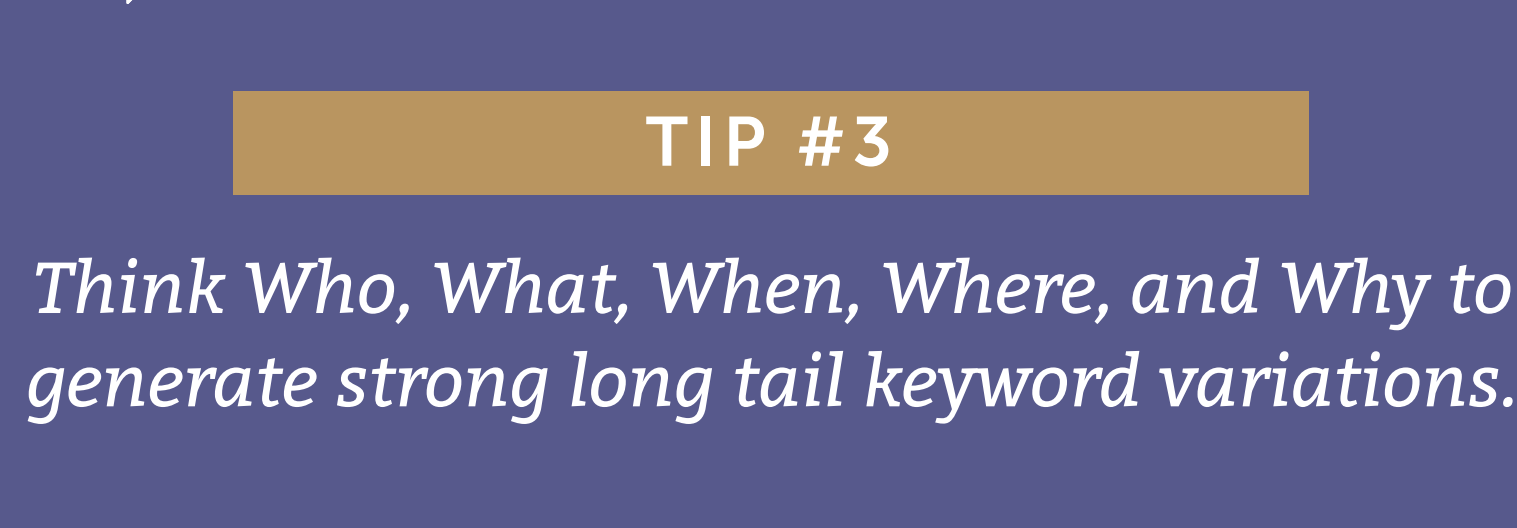
TIP #1

Don't use an excessive number of keywords.



TIP #2

Make sure the LSI Keywords relate to one another.



TIP #3

Think Who, What, When, Where, and Why to generate strong long tail keyword variations.

Now you know how to supercharge your keyword research with latent semantic indexing. Next, supercharge your content planning with CoSchedule. Sign up now and get a free 14-day trial.



Resources:
<https://serps.com/tools/keyword-research/>
<https://ubersuggest.io/>
<http://lsigraph.com/>
<http://www.sempo.org/?page=glossary#l>