LSI REPORT:
"How To Make A Killer List Of Thematically Related Keywords for FREE!"

by John Caviani
[Bookmark Builder](#)

I'm sure most of the so-called "spam site building" world and "site building" world in general has begun to figure out by now that there have been some major changes in the Search Engines and the Adsense program recently. Whether you know it or not, the Search Engines ("SEs") are at war. In order for advertisers to keep paying a premium for user eyeballs and clicks, it is imperative that the SEs deliver results that are as relevant as possible. This quest for relevance has many implications, a few of which, are unexpected side effects and inadvertent casualties.

As far as I can tell, relevance is a quality judgment made by the SEs themselves and there is not much you or I are going to do about influencing their mathematical criterion (i.e., their algorithm) to achieve it. There are a few things, however, you can do to try to meet their implied guidelines and hopefully receive the beneficial SEO results.

Why do I say implied?

Simply because **not even the geniuses at Google can tell you the precise affect many of their mathematical formulas will have on overall SE results**. So, in the SE index purification process, even many web sites that follow Google's written guidelines have become a friendly fire casualty in Google's continual war against spam. I'm not here to discuss the ethics or fairness of their process, but rather, to observe and make the best of it. It is a bit troubling, however, that Google seems to be willing to sacrifice a good percentage of perfectly good web sites to attain their eradication goals.

During the Google Adsense Gold Rush of the last several years, many people have forgotten, or even worse, have never learned the fundamentals of good web site building and marketing (I'll leave the marketing for another day). Most people have simply bought into this idea of the Niche site as being the Holy Grail of web sites and purchased the push button tools to make their production easy and numerous. Then, as they began to see monetary results, they unleashed their short sighted strategies of "build, build, build and see what sticks" on the internet. While the ideas worked for a time, and even made millions for some, they were destined for failure upon conception.

I am here today to tell you without a shred of doubt that the Search Engines have never wanted these Virtual Armies of scraped drivel in their indexes and they never will. The fact that people ever made any money at all was an aberration, and one that has for the most part, (unless you use more sophisticated means and/or ethically questionable tactics) been eliminated.

So, what is the average site builder to do now? You are to do what you should have always been doing in the first place - building thematically related relevant content, and as such, supplying the SEs with the content they are still so desperately seeking.

Several years ago, Michael Campbell released a work called [Revenge of The Mininet](#) in which he espoused building thematically related mininets linked with various linking schemes. Guess what, much of what Michael wrote several years ago is still relevant today – maybe even more so. Moreover, his documented linking schemes require only minute tweaks and they still work.

Why do I bring up Michael Campbell and thematically related sites or mininets? In a phrase - Latent

Semantic Indexing. All of the Search Engines have invested in this technology and if they are not using it now, they will be soon.

The definition for LSI is as follows:

Latent semantic analysis (LSA) is a technique in natural language processing, in particular in vectorial semantics, patented in 1988 [1] by Scott Deerwester, Susan Dumais, George Furnas, Richard Harshman, Thomas Landauer, Karen Lochbaum and Lynn Streeter. In the context of its application to information retrieval, it is sometimes called latent semantic indexing (LSI) - http://www.cs.utk.edu/~lsi/

LSA uses a term-document matrix which describes the occurrences of terms in documents; it is a sparse matrix whose rows correspond to documents and whose columns correspond to terms, typically stemmed words that appear in the documents. A typical example of the weighting of the elements of the matrix is tf-idf (term frequency–inverse document frequency): the element of the matrix is proportional to the number of times the terms appear in each document, where rare terms are up weighted to reflect their relative importance.

This matrix is common to standard semantic models as well (though it is not necessarily explicitly expressed as a matrix, since the mathematical properties of matrix are not always used).

What does all of this mean in English? Well, it's pretty simple for the human brain to comprehend, but complicated to approximate mathematically. Essentially, what all of this means for the average site builder is that instead of thinking exclusively in terms of niches and whole pages based on single keywords, you should think more about organizing whole thematic relationships in contextual hierarchies sometimes called inverted pyramids, Silos or Matrices? Pages and sites should contain thematically related words and subdivisions rather than being completely keyword centric and the linking in general should flow from general to specific.

Thematic Keyword Technique - Manual Approach

It seems everyone and their brother sells or promotes a keyword tool. I have bought and used them all. The good news is that the best one is FREE. Now, I said **it is the best not the easiest**.

The best keywords on the internet come not from WordTracker, Keyword Discovery, Overture or the army of keyword tools that get their words from one or all of those sources. The best keywords come from GOOGLE.

How do I know they are the best? Well, I am in a rather unique position in that I have a toolset that allows me to create thousands of top level domains very easily, so I can actually perform a four letter word - test. Moreover, Google is the most used Search Engine on the internet. Consequently, their source of keywords is vast.

If you let them, Google will provide all the tools you need to make money on the internet for FREE

Let me show you how to make a killer list of thematically related words with the Google Adwords Keywords Tool External.

First, copy and paste the following URL into the address bar of your browser:

https://adwords.google.com/select/KeywordToolExternal

The page will open to the following:

Results are tailored to **English, United States** Edit

Keyword Variations | **Site-Related Keywords**

Enter one keyword or phrase per line:

fishing

☑ Use synonyms

Choose data to display: Keyword popularity ▼ [?]

Get More Keywords

2. Put in your keyword - use synonyms and click get more keywords - let's do fishing for an example.

3. At the bottom of the returned list, click add all. The keywords are then transported over to the right side of the page and you have all the words that Google provides for that specific keyword phrase.

4. Pull up another web page window and go to google.com. Do a search for your main theme and just leave that page open showing all the results.

5. Now go back to the Google Keyword Tool and select Site-Related Keywords and your browser should display the following:

Results are tailored to **English, United States** Edit

Keyword Variations | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content on the page. [?]

http://www.fishing.com   Get keywords

Example: http://www.example.com/catalog/product?id=71828

☑ Include other pages on my site linked from this URL

▶ Or, enter your own text in the box below. (optional)

Choose data to display: Keyword popularity ▼ [?]

6. Take the first URL from your Google search (in this case www.fishing.com) and put it into the tool and click get keywords.

You should get a list of words thematically grouped by the words in the Showing keywords grouped by these terms area below:

Results are tailored to **English, United States** Edit

Keyword Variations | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content on the page. [?]

http://www.fishing.com

Get keywords

Example: http://www.example.com/catalog/product?id=71828

☑ Include other pages on my site linked from this URL

▶ Or, enter your own text in the box below. (optional)

Choose data to display: Keyword popularity ▼
[?]

☑ Group keywords by common terms

Showing keywords grouped by these terms:
saltwater fishing (7), fish lures (15), fishing tackle (25), fly (5), fishing rod (16), fishing reel (6), walleye fishing (4), fishing bait (5), fish (71), bass fish (50), trash (10), fishing guide (13), angling (11), pike fishing (5), lure (5), trout fishing (4), charter fishing (4), bass (11), fishing charter (12), rod (5), sportfishing

Continue down the page and you will see the groups and words as follows:

Keywords related to saltwater fishing

saltwater fishing reels
saltwater fishing
saltwater fishing tips
saltwater fishing boat
saltwater fishing videos
saltwater fishing gear
saltwater fishing nc

Keywords related to fish lures

saltwater fishing lures
freshwater fishing lures
fishing lures
rapala fishing lures
pike fishing lures
walleye fishing lures
muskie fishing lures
musky fishing lures
trout fishing lures
walleye fishing lure
fishing lure
fish lures

wooden fishing lures
custom fishing lures
fishing lure kits

Keywords related to fishing tackle

walleye fishing tackle
freshwater fishing tackle
trout fishing tackle
carp fishing tackle
ice fishing tackle
daiwa fishing tackle
fishing tackle
shimano fishing tackle
pike fishing tackle
fishing tackle shops
fishing tackle australia
fishing tackle bags
fishing tackle shop
sea fishing tackle
fosters fishing tackle
drennan fishing tackle
fishing tackle dealers
sport fishing tackle
catfish fishing tackle
crappie fishing tackle
coarse fishing tackle
shakespeare fishing tackle
canada fishing tackle
fishing tackle insurance
striper fishing tackle

Keywords related to fly

saltwater flies
trout flies
flies
bonefish flies
salt water flies

Keywords related to fishing rod

saltwater fishing rods
ice fishing rods
loomis fishing rods
shimano fishing rods
fishing rods
sea fishing rods
bamboo fishing rods
rhino fishing rods
surf fishing rods
walleye fishing rods

custom fishing rods
fenwick fishing rods
okuma fishing rods
drennan fishing rods
fishing rod blanks
fishing rod equipment

Keywords related to fishing reel

fishing reels
shimano fishing reels
sea fishing reels
abu garcia fishing reels
okuma fishing reels
electric fishing reels

Keywords related to walleye fishing

walleye fishing tips
walleye fishing
spring walleye fishing
ontario walleye fishing

Keywords related to fishing bait

fishing bait tackle
carp fishing bait
carp fishing baits
fishing baits
fishing bait

Keywords related to fish

fishing
fishing saltwater tackle
fishing flies
saltwater flats fishing
how to fishing
fishing angling
fishing for northern pike
freshwater fishing
carp fishing
fishing for smallmouth bass
fishing hooks
fishing gear trout
recreational fishing
about fishing
carp fishing rigs
avet fishing
bow fishing
florida freshwater fishing
cod fishing
fish hooks

biloxi fishing
offshore fishing
charleston sc fishing
fishing knives
belize fishing
cape cod fishing
washington fishing salmon
saltwater connecticut fishing
saltwater sport fishing
saltwater kayak fishing
steelhead float fishing
washington fishing reports
fishing gear
fish for bass
michigan muskie fishing
guided fishing
sc fishing
fishing expo
fishing trips
fishing shows
cape cod freshwater fishing
sport fishing
fishing alaska
fish northern pike
fish
ontario muskie fishing
mazatlan sport fishing
coarse fishing
canada fishing trout
fishing hook
fishing club
salmon fishing
canada fishing muskie
bone fish flies
fishing dvd
oregon fishing club
montauk fishing
british columbia fishing lodge
striper fishing
fishing wisconsin
canada carp fishing in
jug fishing
fishing industry
canada fishing
crappie fishing
montauk shark fishing
fishing products
leeda fishing
wychwood fishing

map fishing
fishing florida keys

Keywords related to bass fish

bass fishing tackle
striped bass fishing
striped bass fishing tips
nj striped bass fishing
smallmouth bass fishing
largemouth bass fishing
bass fishing baits
bass fishing
ontario smallmouth bass fishing
arizona bass fishing
bass fishing lures
bass fishing bait
bass fishing trip
largemouth bass fish
canada smallmouth bass fishing
largemouth bass fishing tips
bass fishing trips
wisconsin bass fishing
maine bass fishing
bass fishing guide
alabama bass fishing
bass fishing orlando
kissimmee bass fishing
ma bass fishing
tips bass fishing
bass fishing shirts
mexico bass fishing
florida bass fishing
peacock bass fishing
bass fishing charters
bass fishing technique
bass fishing texas
okeechobee bass fishing
bass fishing t shirts
bass fishing information
bass fishing techniques
bass fishing magazine
ontario bass fishing
bass fishing idaho
bass fishing lodge
bass fishing lodges
bass fishing guides
florida bass fishing guide
striper bass fishing
everglades bass fishing

florida peacock bass fishing
florida bass fishing guides
peacock bass fishing brazil
pa bass fishing
bass fish

Keywords related to trash

trash receptacle
cans trash wooden
outdoor trash receptacle
can cart trash
trash cans
kitchen trash cans
trash receptacles
outdoor trash receptacles
stainless steel trash cans
stainless trash cans

Keywords related to fishing guide

fishing guide saltwater
saltwater fishing guides
fishing guides
charleston fishing guides
fishing guides florida
islamorada fishing guides
new york fishing guides
naples fishing guides
alaska fishing guides
orlando fishing guides
florida keys fishing guides
fishing guide service
texas saltwater fishing guides

Keywords related to angling

angling
angling tackle
essex angling
harris angling
cheshire angling
angling supplies
glasgow angling
angling insurance
map angling
irish angling
scientific anglers mastery

Keywords related to pike fishing

trophy northern pike fishing
northern pike fishing

pike fishing
canada pike fishing
manitoba pike fishing

Keywords related to lure

saltwater lures
trolling lures
muskie lures
walleye lures
lures

Keywords related to trout fishing

trout fishing
trout fishing bait
trout fishing idaho
washington trout fishing

Keywords related to charter fishing

walleye charter fishing
duluth charter fishing
biloxi charter fishing
ohio charter fishing

Keywords related to bass

smallmouth bass charters
smallmouth bass
alabama largemouth bass
largemouth bass
striped bass
bass bait
florida bass guides
brazil peacock bass
bass guide
bass guides
bass scent

Keywords related to fishing charter

fishing charters cape cod
saltwater fishing charter
walleye fishing charters
islamorada fishing charters
salmon fishing charters
fishing charters
fishing charter
nc fishing charters
north carolina fishing charters
sport fishing charters
massachusetts fishing charters
costa rica fishing charters

Keywords related to rod

g loomis rod
rod building components
trolling rod
muskie rods
trout rod

Keywords related to sportfishing

alaska sportfishing
cape cod sportfishing
costa rica sportfishing
sportfishing guatemala
sportfishing venezuela

Miscellaneous keywords

saltwater tackle
saltwater
saltwater flyfishing
tackle
terminal tackle
mustad hooks
shark hooks
tuna hooks
hooks
carp waters
trailerable houseboat
bowfishing
abu garcia reels
reels
shimano reels
avet reels
boundary waters canoe trips
boundary waters canoe

Send all the keywords over to the right side of the page and repeat the process with all of the URLs on the first and second pages of Google. **Then, edit, filter and hand select your words as needed and you're done**.

Take a look at all the words that are returned by Google and think about what is really going on here. You are essentially getting Google to give you all the words they determine are thematically relevant to the content on each of the sites on the first and second pages of results. **It is not simply a drill down to the useless and obscure**. It is relevance by thematic relationship and these word sets contain the perfect building blocks for their Latent Semantic Indexing algorithms. If you create sites with these word sets, provide good content, properly construct your site and linking architectures and execute some well thought out promotion, your sites should rank very well.

The part that may be somewhat hidden or elude some of you is that in the process of extracting related terms, Google also returns thematic subdivisions that can form the basis for a fully themed website. **You may have to pick and choose a bit**, but I think you get the basic idea. You can also get a good idea of how to section your web site by using a tilde (~) in front of a Google search term inside the

search box. Those features return all the words that are related to the original word and they can also be used as the basis to formulate web site sections or subdivisions for proper site theming.

Thematic Keyword Technique – The "One-Click" LSI Automated Approach

I realize the procedure outlined above can be extremely tedious and requires some manual labor. And believe me, I am no fan of extra work! To that end, I have some really good news.

So let me ask you…

What if you can do exactly what I say above in such a way that requires you to **enter your root keyword phrase, press one button and all your keywords are collected in one keyword list**? Better yet, the list can be sorted automatically in various columns.

Would that be powerful or what?

Also imagine the time savings alone and the zero hassle.

Now – let's kick it up a notch and take it to the next step. Once you have the keyword list in a database ready to manipulate, what if you could instantly and automatically filter out all the words you do not want in your keyword list or even have a filter to input a list of only those keywords you want to show up in your combined keyword list!

All within a few clicks of your mouse.

Considering some of the sites providing those complicated, high learning curve, hard to figure out systems that go for as much as $197 a month, would it **be worth 10 pennies out of your pocket for each keyword list** that you can **automatically** generate? I'm sure it would be with the time savings alone, let alone the simplicity of it.

There are places on the Internet to do LSI keyword research. And quite frankly, using keyword tools is really second nature to me. But unless you are ready to face an incredibly steep learning curve and you are really advance at doing keyword research, what I've outlined is simple, basic and a great starting point for someone.

To date, the only service that completely automates the above process and makes it totally hands-free automatic and powerful with the filtering, it is NicheBOT 2!

Current Members may login here to begin using the tool which URL is located **right here**.

Start doing your LSI keyword research the manual way above or do it the easy, automatic way with the click of a mouse button through NicheBot. Utilizing just this one method, I guarantee you that you will be whipping 95% of your competition and they will be left scratching their head wondering what just hit them. Plus, you'll be able to skip a steep learning curve with those other services.

Best,

John Caviani ("Vito")

http://www.bookmarkbuilder.com