

3.7 Creating great quality content

One of the recurring mantras of SEO is 'Content is King'. This has never been as true as it is today with more emphasis being placed on the content of your website than the backlinks and metatags.

Latent Semantic Indexing

Google uses a variety of measures to determine how good your web content is. One of the ways is to use a mathematical technique called **Latent Semantic Indexing (LSI)**. Essentially, LSI uses natural language processing on the copy of a web page to try to determine the topic or 'theme' of the page. Using LSI, themes and patterns of word relationships are generated. For example, if the word 'mother' appears with the word 'child' then often, then these two concepts are linked. The strength of that relationship is determined by the relative frequency in which these words appear. Also, the distance between the words in the text is important. Although the word 'semantic' is used, this method of classifying content does not mean that the computer knows the meaning of the text.

When a searcher types a keyword into Google, the keyword is evaluated to see how closely related it is to the pages in the index, and this relativity score is used as a factor for ranking pages.

It's all a bit complicated and mysterious really, but if you want to get high rankings in Google for a given keyword, then you need to know which other words are associated with it, and include these in your web page content. This process is actually easier than it sounds. Basically, all you have to do is get a list of maybe a dozen pages that Google thinks are a good match for this keyword, and then extract the more common words from these pages that you think are related to the theme.

Keyword generation

So how do you get a list of semantically related web pages? Simple! Use Google search. The top ten pages in your search results are the ones that Google think are more closely related to the search topic, and helpfully provides you with these pages that you need to gather. Once you have the closely related content, you can then generate your own content using the keyword themes that the top pages use. Note, using keyword themes does not mean writing the same keyword several times in your page. Often, the top ranking pages for a keyword might only include the keyword once or twice, or even not at all, but the other content of the page is deemed sufficiently close to the theme to give it high ranking.

The process of copying and pasting text from high ranking pages is a real chore to do manually. Fortunately there are SEO tools that can do this for you. The best on I have found (and is free) is Ultimate Keyword Hunter by appselorometer. You can download it for free from here:

<http://ultimatekeywordhunter.com/>.

To use UKH, download the software and when you open it, you will see a screen like this:

Type in your keyword in the box and select the number of pages to compare. We use 20 normally, but 10 should be sufficient.

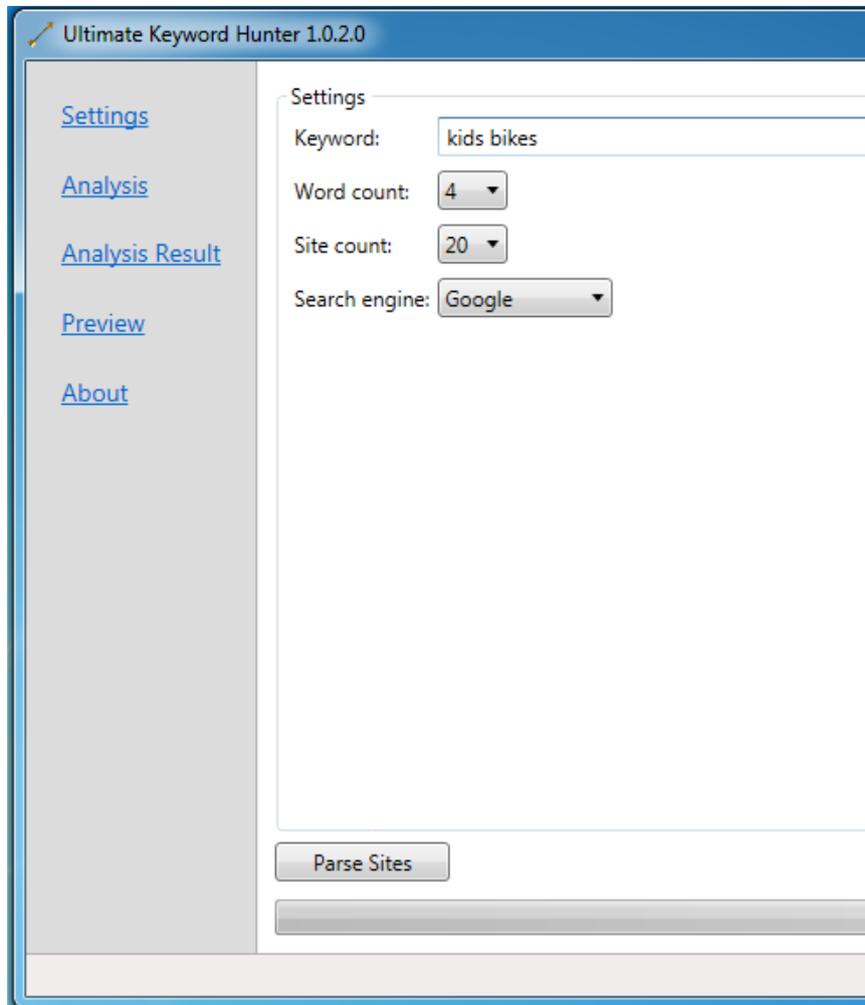


Fig 5: Adding keywords in Ultimate Keyword Hunter

Click on 'parse sites' and the software will read the top results in Google for your keyword. Note, Google uses your location to generate search results, so if you are in the UK, you will get more UK sites at the top, and if you are in the US then you are more likely to get US websites.

After the program has finished parsing the sites, click on 'analysis' in the left menu and it will show you the list of web pages that Google provided:

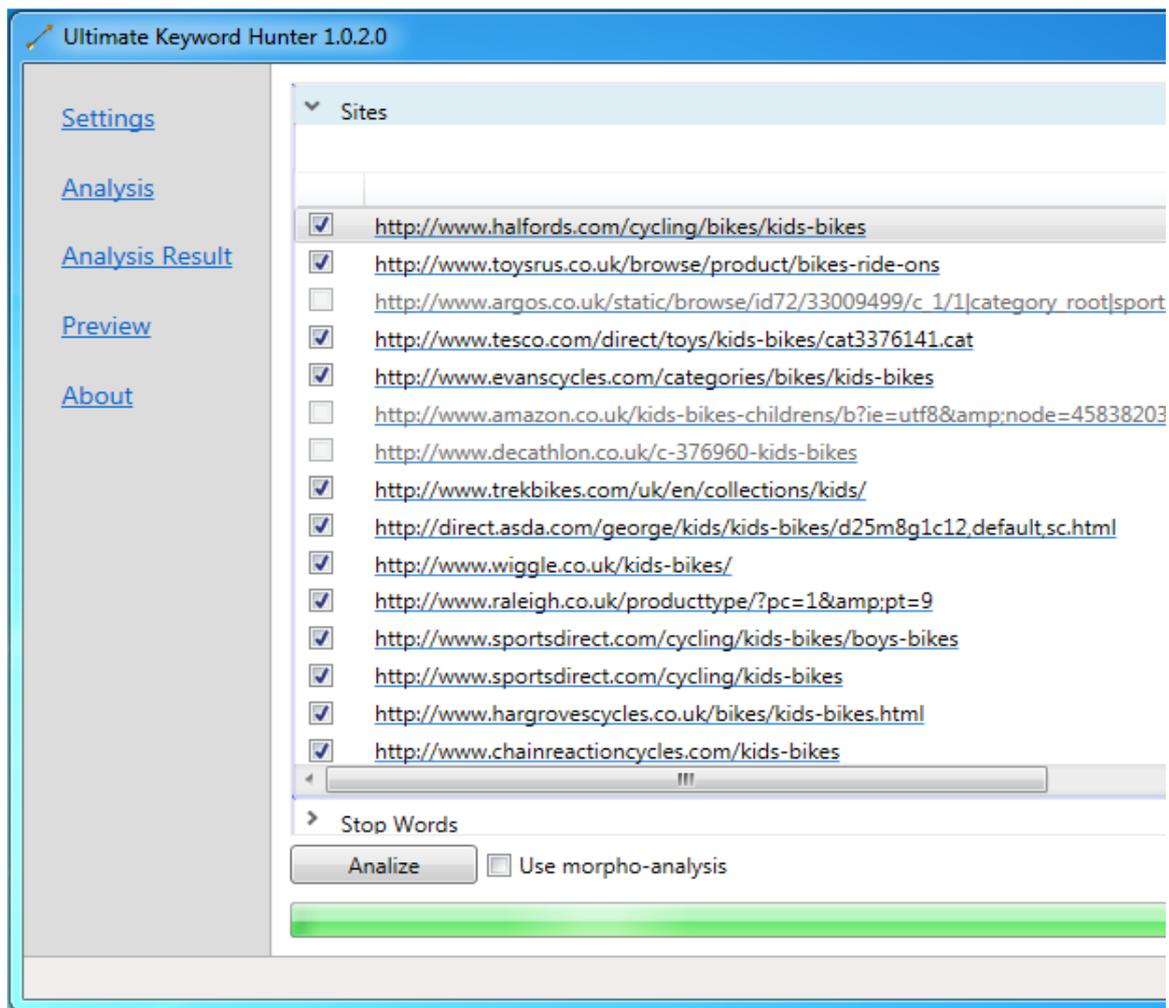


Fig 6: List of sites to analyse in Ultimate Keyword Hunter

Sometimes the pages that Google returns could not be parsed, for example if they return 404 page not found errors, so you cannot select the checkbox for these sites. If there are any pages returned which appear to be irrelevant you can deselect them by clicking on the checkbox next to them. Once you have selected the sites you want to analyse, click on the 'Analyze' button. This will then tell the program to spider all the selected pages and get the most common words used in each page.

The 'stop words' link just above the analyze button allows you to modify the list of words that will not be used in the analysis. Common words like 'and', 'is', and 'are' should be excluded as they are not useful content words. The program comes prepopulated with a pretty good list of stop words out of the box so you should not need to modify them.

Once the process of collecting the content is completed, a message box will appear saying 'analysis complete'. You can then click on 'Analysis Result' to see what words were found.

Ultimate Keyword Hunter 1.0.2.0

1 word (3293 total) | 2 words (6310 total) | 3 words (7755 total) | 4 words (8373 total)

Total count greater Sites count greater Contains text:

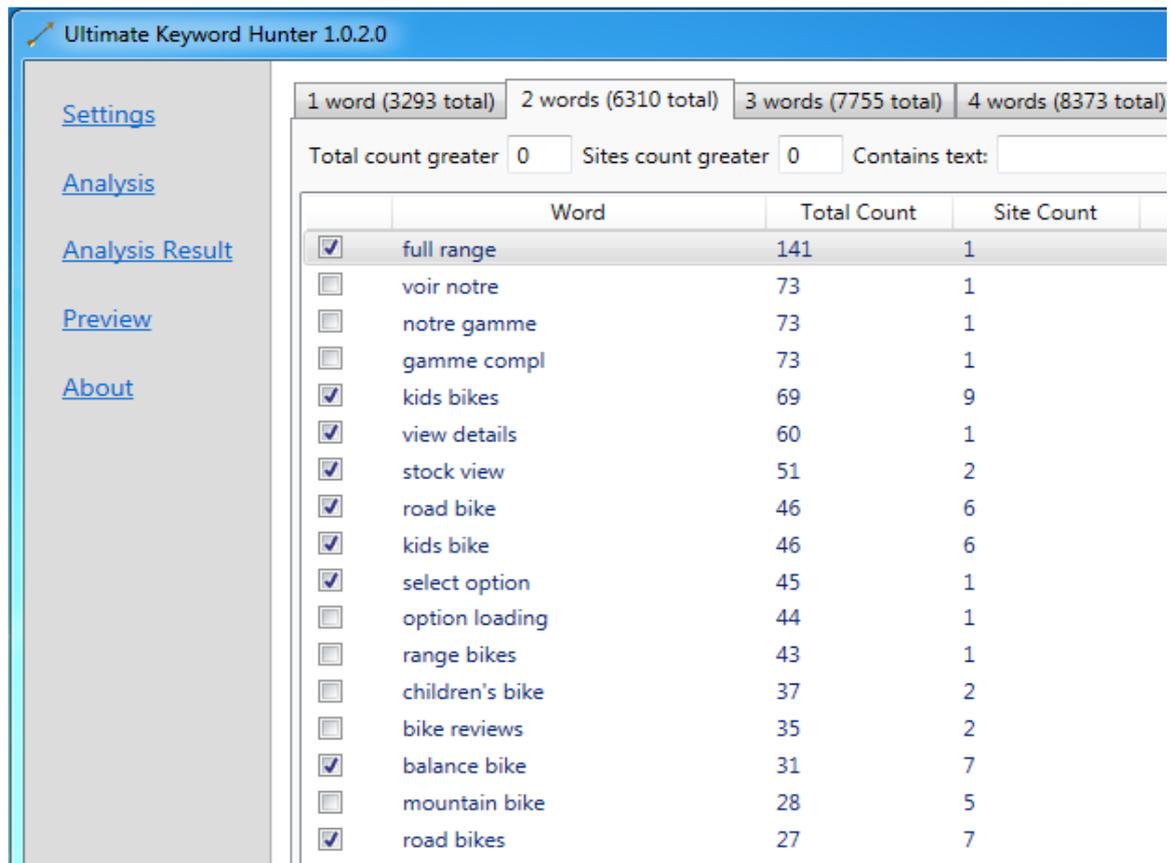
	Word	Total Count	Site Count
<input checked="" type="checkbox"/>	bike	567	13
<input checked="" type="checkbox"/>	bikes	408	15
<input checked="" type="checkbox"/>	range	156	8
<input checked="" type="checkbox"/>	accessories	152	15
<input checked="" type="checkbox"/>	full	150	3
<input checked="" type="checkbox"/>	kids	147	13
<input checked="" type="checkbox"/>	mtb	127	3
<input checked="" type="checkbox"/>	view	117	12
<input checked="" type="checkbox"/>	road	111	11
<input checked="" type="checkbox"/>	option	111	2
<input type="checkbox"/>	cycling	106	8
<input type="checkbox"/>	stock	105	6
<input type="checkbox"/>	select	95	4
<input type="checkbox"/>	clothing	93	10
<input type="checkbox"/>	compare	85	4
<input type="checkbox"/>	inch	83	5
<input type="checkbox"/>	save	78	7
<input type="checkbox"/>	website	76	9
<input type="checkbox"/>	.	72	1

Fig 7: Retrieved keywords list from Ultimate Keyword Hunter

The analysis shows that, unsurprisingly, the most common word used on these pages is 'bike'. However, it also shows a list of other keywords that you might not have thought of such as 'road' and 'clothing'. These words are likely to be semantically related in Google's index so is useful to include.

Single keywords are handy, but when you look at the 2 and 3 word phrases, these tend to be powerful theme words.

In the example below, it looks like we might have accidentally spidered a French language website, so these keywords can probably be disregarded:



Ultimate Keyword Hunter 1.0.2.0						
1 word (3293 total) 2 words (6310 total) 3 words (7755 total) 4 words (8373 total)						
Total count greater		0	Sites count greater	0	Contains text:	
	Word	Total Count	Site Count			
<input checked="" type="checkbox"/>	full range	141	1			
<input type="checkbox"/>	voir notre	73	1			
<input type="checkbox"/>	notre gamme	73	1			
<input type="checkbox"/>	gamme compl	73	1			
<input checked="" type="checkbox"/>	kids bikes	69	9			
<input checked="" type="checkbox"/>	view details	60	1			
<input checked="" type="checkbox"/>	stock view	51	2			
<input checked="" type="checkbox"/>	road bike	46	6			
<input checked="" type="checkbox"/>	kids bike	46	6			
<input checked="" type="checkbox"/>	select option	45	1			
<input type="checkbox"/>	option loading	44	1			
<input type="checkbox"/>	range bikes	43	1			
<input type="checkbox"/>	children's bike	37	2			
<input type="checkbox"/>	bike reviews	35	2			
<input checked="" type="checkbox"/>	balance bike	31	7			
<input type="checkbox"/>	mountain bike	28	5			
<input checked="" type="checkbox"/>	road bikes	27	7			

Fig 8: Retrieved 2 word key phrases in Ultimate Keyword Hunter

Now that we have a good list of themed keywords to use in our content, we can probably generate some quite rich text. An UKH will help us do this too! Click on 'Preview' in the left hand side and you will see a screen something like this:

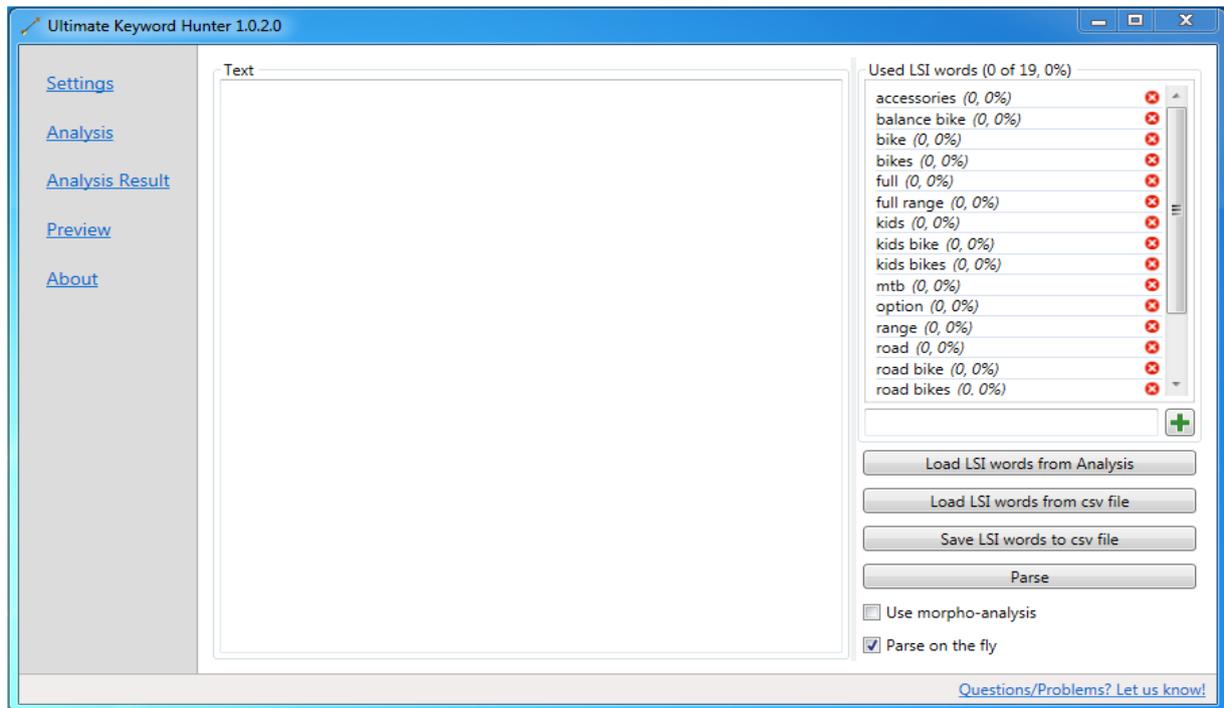


Fig 9: Generating rich text in Ultimate Keyword Hunter using LSI word list

Click on 'load LSI words from Analysis' and this will populate the keywords list on the right hand side, listed in order of occurrence (and by implication, semantic relevance).

Now you can type the content of your page in the middle text box and each time you use a keyword from the left hand side, it is indicated by a strike-through style and the percentage of used words at the top increases.

In this example, I've just used the keywords to generate some generic text, focussing more on the keywords at the top:

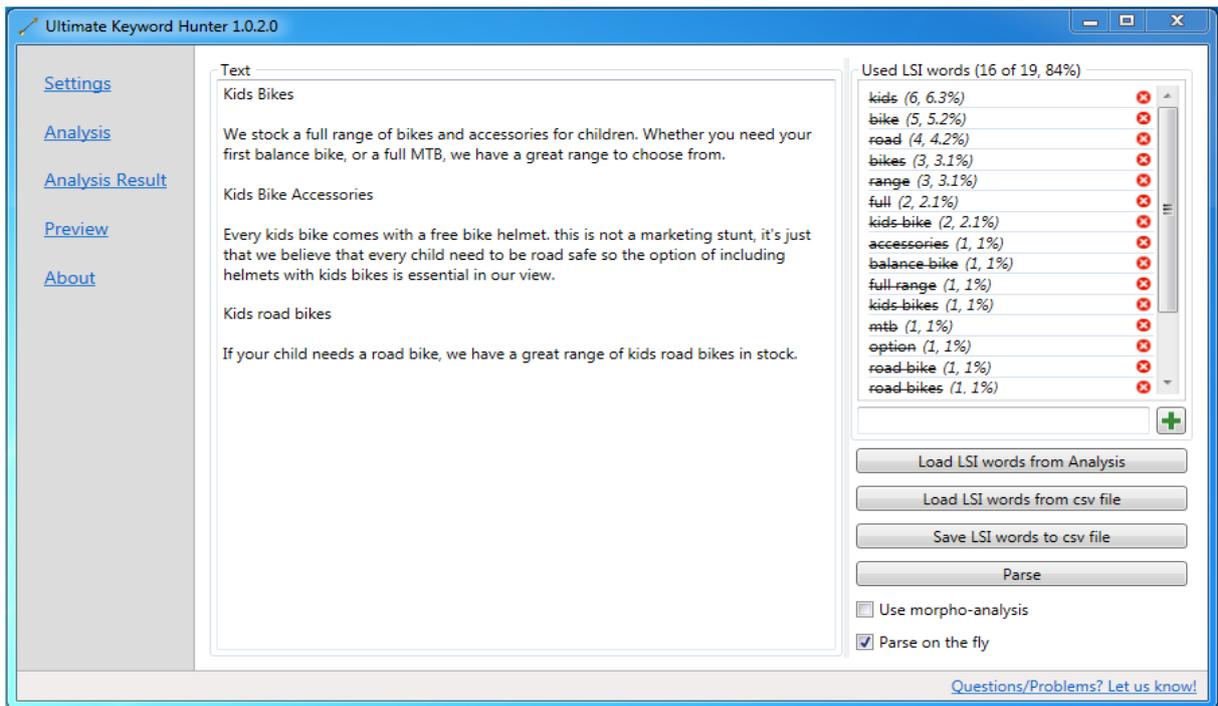


Fig 10 – Example rich text generated using Ultimate Keyword Hunter

Reading back through the generated text, it sounds like it was written by an SME (subject matter expert) But in reality we are just forming natural English sentences using the keywords provided.

Using this method of creating content is a very powerful way to getting good rankings in Google. With a bit of practice, you can be a great content writer in a very short space of time.