

# SEO Content That Works



*A Short Report on the Power of Themed Content*

by Luis Reginaldo Medilo

**Copyright 2014-2016, Luis Reginaldo Medilo.**

You are free to distribute or give away this report as long as you don't sell it or modify it in any way.

## **DISCLAIMER**

The author assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a direct or indirect result of using this report. While I am confident in this product and strategy, I cannot guarantee your future results and/or success, as there are unknown risks in business that I cannot foresee. The use of this information should be based on your own due diligence, and you agree that the author is not liable for any success or failure of your business, either directly or indirectly related to the purchase and use of this information.

# INTRODUCTION

I'm sure you have already heard of the "Panda" and "Penguin" algorithm updates from Google that have become the scourge of webmasters everywhere. Countless websites that used to enjoy page one rankings were suddenly pushed deep down the search engine results. Numerous webmasters lost their cash cows overnight. The landscape of the SEO industry was changed forever.

For the proper webmaster or Internet marketer, those Google algorithm updates can be considered a blessing in disguise. It's now easier to rank high in the search engine results pages (SERPs) as long as you know how to meet Google's standards for content.

Before Panda, high rankings were achieved through keyword stuffing and other "black hat" techniques. Nowadays, such practices can get your website penalized or even de-indexed.

With correct SEO techniques and through the use of "themed content," you will get a massive advantage over the competition. In fact, even if you hardly perform any backlinking at all, you can still achieve respectable rankings for your website, as long as you know how to properly theme your content.

## WHY THEMED CONTENT IS SO POWERFUL

In 2003, Google bought a technology called Latent Semantic Indexing (LSI). Here is the definition of LSI as announced by Google after the purchase;

*"Applied Semantics' products are based on its patented CIRCA technology, which understands, organizes, and extracts knowledge from websites and information repositories in a way that mimics human thought and enables more effective information retrieval."*

LSI, in simple terms, is a technology that mimics how the human mind thinks, so that we (humans) will be given results that we are more comfortable with. Themed content using LSI gives people the results that they want because those results are compatible with

their way of thinking. In the end, it's a win-win proposition for both search engine users (people) and Google.

If you try searching for a specific topic on Google, you will soon realize that the websites on page 1 or 2 of the SERPs **use more theme words** than the websites found in page 3 and lower. Those websites that were omitted (pushed into the supplemental index) were, more often than not, poorly themed or not themed at all.

For example, if you type the keyword phrase "certified nursing assistant" (without the quotation marks) into Google, you will see 8,980,000 results. Of course, it's impossible and impractical for Google to display all 8,980,000 results.

So what Google does is to show only a very small percentage of that amount on its SERPs. In this case, only 292 results are shown. The rest are omitted or pushed to the supplemental index.

Try going to the last page of the results for "certified nursing assistant" and you will see a message like this:

*"In order to show you the most relevant results, we have omitted some entries very similar to the 292 already displayed. If you like, you can repeat the search with the omitted results included."*

What does this mean for you and me?

The 292 results are what we call the "inner circle" of Google's results for that particular keyword or keyword phrase. Those 292 websites or documents are considered as the ones that are most relevant to the keyword "dog training" and Google will prioritize them in its search results.

Examples of keywords and keyword phrases that are semantically related to "dog training" are:

*cna, nurse, nurse assistant, nursing assistants, assistant training, assistant cna, cna nurse, cna classes, nursing programs*

# HOW THEMED CONTENT CAN HELP YOUR BUSINESS

By using themed content on your website, it will have a bigger and better chance of ranking higher in the SERPs. Think about it. Themed content is what Google really wants to maintain the quality of its search results. Google prefers themed content with LSI keywords over plain ol' SEO'd articles that have keywords repeated over and over again. Themed content also sounds more natural; it doesn't look "forced" unlike keyword-stuffed content.

So for the meantime, forget about keyword density, keyword placement, primary keywords, and secondary keywords. Concentrate more on theme words and LSI keywords, and you will see the difference it makes in your online marketing efforts.

If you are looking for properly themed content, then look no further than the author of this report. I own a few tools that can help me write themed content and I also make sure that your articles will flow naturally and doesn't sound "robotic" (which is the problem with ordinary SEO articles).

**Drop me a message at my email address: [writer@exquisitecontent.com](mailto:writer@exquisitecontent.com). You can also visit my website: <http://exquisitecontent.com>.**

Thank you for downloading and reading my short report. Have a nice day!