

LSO: Latent Semantic Optimization

External ranking factors are easy to manipulate and will lose the future more and more important. The actual content of a site will gain contrast in the assessment of importance and a crucial factor for the success of search engine optimization.

Already, the popular search engines have begun to analyze the contents of a page, and in particular to carefully contained text on its relevance. Where there has previously served yet to mention the particular keyword a few times, now rank among other factors.

The keyword is **Latent Semantic Optimization** or **LSO**. This type of optimization is based on the indexing method used by Google **LSI (Latent Semantic Indexing)**, which analyzes a text in relation to the occurrence of the keyword located in related concepts and evaluated. The LSO will attempt to determine these terms and thereby to make them more relevant texts.

Latent Semantic Indexing is the extent to advanced, can be difficult to say. Many services can be offered by Google, however, to conclude that the algorithm can already see the relationship between concepts fairly well.

For the relationship between two words there are fixed rules. Any synonyms are probably aware, i.e. in meaning terms. 'Wife 'is for example a synonym for 'wife '. The opposite of synonyms, antonyms are, therefore, important differences. So 'sad' is the antonym of 'happy'. For the LSO, it may be interesting that both **synonyms** and also **antonyms** always from the same part of are derived.

Although currently the use of antonyms, the thematic range of a text reflects particularly well the algorithm of the search engine Google is likely at least for now still have difficulty reading conflicting concepts. For the optimization of a text, this means that you should use is currently more similar than contrasting terms.

In addition to directly opposing or standing relationship terms, is the occurrence of so-called hyponymy important? Hyponymy generic words hyponymy are narrower. The fact that Google now recognizes this relationship very well, can be as recognize the alternative search suggestions. Some of these terms are hyponymy, i.e. the search term actually subordinate concepts. We obtain the search for 'recipes' the proposal 'Party Recipes'.

For the LSO, this means that you in finding the 'intuitive 'can take in relation concepts we are hardly a tool to rate. Rather, one must be able to understand the habits of searchers, so we know in this case that more and more people are flying on holiday.

LSO summary is not the recognition of possible algorithms, and share what terms syntactically or semantically related, but the adaptation and early detection of the search habits. Who attends both elements of a successful semantic optimization, so logically related and 'intuitive 'similar terms used by his side will rise in search results ...