

## What the hell is? Latent Semantic Indexing

Contributed by The SEO Guys :: Web Design & SEO  
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Latent semantic indexing (LSI) is a concept whereby your site is also assessed on content other than the keywords that you are obviously targeting in the on-page and off-page elements of the site. Partly, this is to combat using keywords to draw traffic to content unrelated to the keywords - as porn, gambling and pharmacy [...]

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Read more at: <http://www.comauth.co.nz/the-seo-guys-blog/34>.