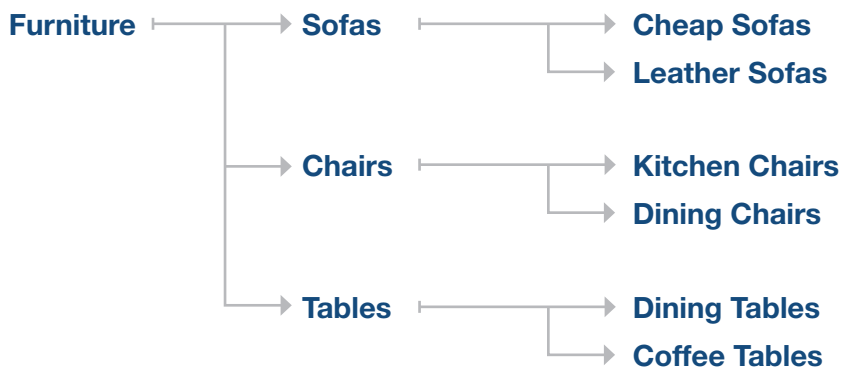


Advansys Fact Card

Themes & Topics

Themes and topics are important when defining keywords, writing and organising content for SEO.

As an example, if you are selling furniture your keywords may include words such as: sofas, cheap sofas, chairs, dining chairs, tables, dining tables, coffee tables etc. We can break these down into topics:



Ensure to use variations of these keywords using LSI (Latent Semantic Indexing) terms. To do this use Google, and search using a ~. For example, search: ~**Chairs** will return pages with terms matching or related to **Chairs** and will highlight some of the related words in the search results.

Once themes and topics are created you can then structure the content of the website, as well as apply these keywords to specific pages throughout the site. For example the main homepage will be relevant to **Furniture**, category pages from this will be **Sofas**, **Chairs** and **Tables**, and then the relevant sub categories will then lie beneath this.

Depending on the amount of keywords and content you're writing you may need to define the themes quite tightly for the most successful SEO. Using large, varied themes won't give the same affect.