

## GOOGLE'S "AUTHORITY SETS"

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MEET THE A-LIST CELEBRITIES IN YOUR NICHE.



By Andy Williams Ph.D.

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## FOREWARD BY MICHAEL CAMPBELL

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Hello and welcome to Dr. Andy Williams' special report entitled "Google's Authority Sets – Meet the A-List Celebrities in Your Niche".

Theming is known by many names including; Themes, Topic, Site Sculpting, Pyramid Linking, Silos, LSI (latent semantic indexing) and NLP (natural language processing). All of which - whether we like it or not - have come to mean the same thing.

What you are about to learn is very controversial, and I don't blame you for being skeptical. What truly matters is, proof of concept, that these strategies and tactics work.

I've been using themes to achieve top search engine rankings since 1997. I wrote and published the first white paper on themes in the year 2000. Then in 2003 Google bought a company called Applied Semantics and said they could use this patented technology to, "Understand the key themes on web pages."

So there it is. Google bought semantic technology and said it could now understand the themes of pages. That's where the confusion comes in. Semantics, LSI, NLP, regardless of whether we want it to or not, have all come to mean the same thing... themes.

Themes are important to Google, because their real goal is to mimic human language understanding. Links may build a reputation for your site and its pages, but ultimately, the understanding of what the page is about, comes down to the on-page factors, the meaning of the words on the page. Semantics if you will.

If you can nail your on-page factors, you can get top search engine rankings with far fewer incoming links. But if you don't get your on-page factors right, all the links in the world won't help with your rankings. That's why I've been theming every page since 1997.

When Dr. Williams' tells me that he can get a #1 listing on Google using themed content, I pay attention to what he has to say. May I suggest that you do so as well, because I have proof that his strategies and tactics work.

Dr. Williams is widely known and respected for his EzSEO Newsletter, KRA Pro, Creating Fat Content and his ability to hold down top search engine positioning for competitive keywords. Now in this special report, Dr. Williams shares little known secrets, on how you can leverage the concept of theming, to boost your search engine rankings.

Enjoy the journey my friends. I'll see you at the top of the search engines.

**Michael Campbell**

**Author of the Internet Marketing Secrets Newsletter.**

**Click to Subscribe:** <http://www.InternetMarketingSecrets.com>

## PREFACE

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Back when the Internet was born, it was easy to get high rankings in the search engines. You just put the phrase you wanted to rank for several times on the page and spammed the hell out of your Meta tags. Bingo, a number one ranking - at least until the next guy added a couple more of the keyword phrases to his Meta tags ☺.

To combat this on-page manipulation, the search engines had to change, and change they did. Meta tags began to be ignored, and the on-page factors became secondary to inbound links, Page Rank and Page/Site "Trust".

As the momentum shifted to off-page factors, webmasters started looking for ways to beat the system. It was quite easy – get as many links as possible to your site, increase your Page Rank, and bingo, you are back at the top. The search engines have been evolving rapidly, responding to the evolutionary factors created by the webmasters in their attempts to "manipulate" their way to the top.

Today it would seem that the on-page factors are on the rise again. For this to happen, the search engines would have to be very certain they could get the wheat from the chaff. They would have to be confident that they could determine exactly which pages in their index provided quality information on any given topic..... And I believe they can.

Not only that, but I believe they are getting better and better at determining the quality of a piece of content. To me, that means on-page factors are going to return as a major force in the ranking algorithm again, and in my view, this is exactly the way it should be – content being judged on the merits of what it says.

But how on earth can Google take a document and determine not only the topic, but also the quality? After all, to do that, Google's algorithm would have to be thinking like a human.

As I discussed some ideas with Michael Campbell, he reminded me of something important - something that could provide the answer to that last question.

*"People may not remember that Google didn't create AdSense. They bought the semantic technology from Applied Semantics back in 2003".*

You can read the press release here:

<http://www.google.com/press/pressrel/applied.html>

Pay particular interest to this paragraph:

*"Applied Semantics is a proven innovator in semantic text processing and online advertising," said Sergey Brin, Google's co-founder and president of Technology. "This acquisition will enable Google to create new technologies that make online advertising more useful to users, publishers, and advertisers alike."*

The press release goes on to say:

*“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”*

Back in 2004/2005 I started looking at the idea of themeing.

I certainly wasn’t the first as Michael Campbell had written a white paper in 2000 on the subject of how search engines were able to determine the theme of a web page based on the words on the page. If they could do that in the year 2000, then the acquisition of Applied Semantics makes perfect sense – it was an evolutionary step towards a better search engine.

In 2004/2005, SEOs were heavily promoting Page Rank as the answer to all things Google, but I wasn’t convinced. While I could see Page Rank as an important part of the equation (and still do, despite other SEOs now saying Page Rank is dead), I think that it’s something that can be far too easily manipulated (and Google know this), and is therefore not something that is the be-all and end-all of search engine rankings.

The search engines want to show the BEST content for any search phrase, and that means they have to pay more attention to the factors that cannot be manipulated – the quality of the content. Of course the quality can be manipulated – you can make it better! However, this type of manipulation the search engines approve of.

Over the years I have carried out a lot of research, analyzing thousands of pages in the Google index to see if I could find evidence that the Applied Semantics technology (or some technology that evolved from Applied Semantics) was being used in the ranking algorithm.

The results of my research were the inspiration for my “Creating Fat Content Course” (which began life in 2006) with the included Fat Content Creator software (the predecessor of Web Content Studio).

Over the years, not everyone has been convinced by my research and those individuals are certainly entitled to their opinions. However, from the research I have done, I still believe that:

*“With all other things being equal, the page that is the best themed for a search term, will rank higher than the less well themed pages”.*

I think that statement was backed up by a report I released in July 2008 called the “[Gestational Diabetes Report](#)”.

It’s funny how things change. You would once have been burnt at the stake for suggesting the earth was round, yet today we all know it’s true.

Today in 2010, I think you’ll find a lot more people have now come to accept the conclusions I came to 5 years ago. These are the same conclusions that some SEOs would rather keep to themselves.

You only have to look at the technology that Google have acquired over the years (like Applied Semantics) to know that page context is determined by the words on the page. Haven't you ever wondered how Google know the most relevant AdSense ads to show on your pages? If they can do that, then wouldn't it be a waste if they did not use a similar technology in their ranking algorithm?

In the Gestational Diabetes report I mentioned earlier, I analyzed around 30 pages. In this report, I'll be analyzing over 300.

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#### DO YOU WANT TO COMMENT ON THIS REPORT?

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Before we start, I just wanted to say that I welcome your feedback on this report. Whether you think it's great or absolute drivel, please leave your feedback as a comment at the end of [newsletter 276](#). That is the newsletter where I released this report.

In addition, you are free to give this report away to your own subscribers or friends as long as you do not change it in any way.

## LATENT SEMANTIC INDEXING

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There is one thing I should mention before we begin and it relates to Latent Semantic Indexing. If you have heard of the term, great, if not, don't let it worry you.

There are a lot of arguments over the term Latent Semantic Indexing (LSI) and its use in search engine technology, but many of the arguments are a result of not everyone being on the same page.

Not long ago, a well respected search engine guru came out and said that search engines did not use LSI (you may have seen the video). This led to a lot of people questioning whether search engines actually used themes to help determine the topic of a web page.

Let me put your mind at rest.

The LSI that this guy talked about was the real, true, original meaning of LSI.

If that is the meaning you want to attribute to LSI, then you can go on believing that search engines do not use LSI.

However, when many marketers talk about LSI, we are not referring to that mathematical equation (most of us don't understand the equation anyway and have no intentions of trying to). What we are referring to is "themes". The grouping of certain words on a page to help the search engines determine topic and relevancy of a page in response to a searcher's query.

In the context of this report, if I ever refer to LSI, I am referring to the **themeing** of a page and how that theme can help a search engine determine the topic of a page.

**NOTE:** I spell themeing with an "e" before the "ing" bit to emphasize the theme. I know I should probably drop that extra "e", but please humor me and give me this one extravagance 😊

Now, I know from some emails I have received that some people don't believe that themeing a page is important. I think the evidence is clear enough to see, and I will show you plenty of evidence in this report. However, if you also think logically about this, Google needs to accurately determine the topic of a page if it is going to display Google AdSense on that page, correct?

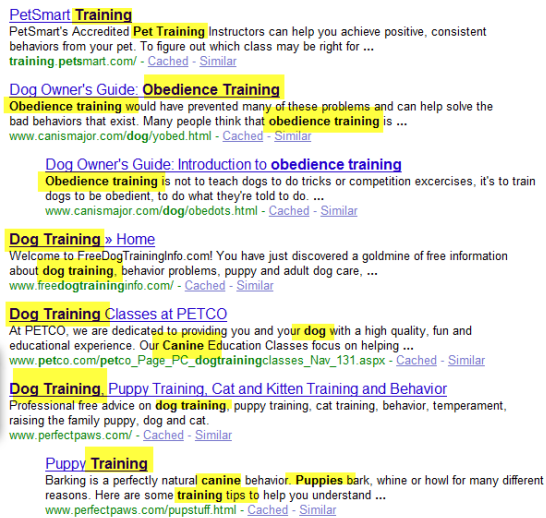
If Google is not determining the theme from the words on the page, where is it getting the theme from?

As a final bit of evidence that themeing your content is important, head on over to Google and do a tilde search (a tilde search is using the "~" character immediately before your search term).

Here is a link to open a tilde search up for the phrase "[dog training](#)"

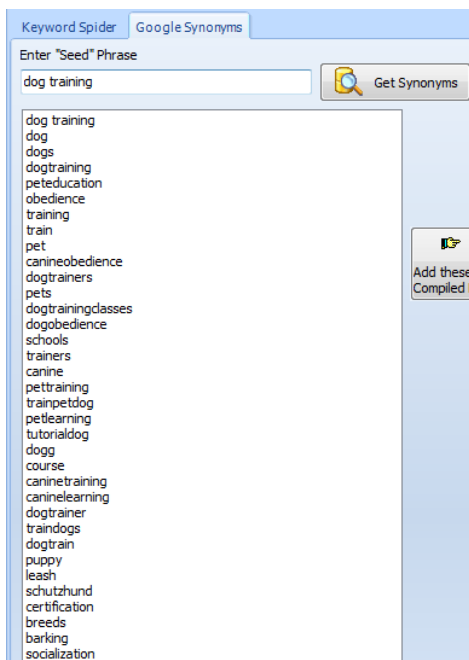
.. And here is a bit of a screenshot.

Do you see how Google puts synonyms in bold?



You can only see a little bit of that, so let me run the same search using the synonym generator in [Web Content Studio](#). This returns the Google synonyms:

As you can see, Google is aware of a number of words and phrases that are related to the term "dog training".



Is it too far-fetched to believe that they are harnessing this knowledge to help them determine relevancy of a page?

Doesn't it make sense that when Google is trying to find relevant pages in its index to show someone who has just searched for "dog training", they will look for pages that contains words like:

dog, dogs, dog training, pet education, obedience, training, train, pet, canine obedience, dog trainers, pets, dog training classes, dog obedience, schools, trainers, canine, pet training, train pet dog, pet learning, tutorial dog, course, canine training, canine learning, dog trainer, train dogs, dog train, puppy, leash, certification, breeds, barking, socialization.

In this report, I want to show you the evidence that themeing is alive and kicking, and that writing well-themed content should be one of your top priorities as you build your own sites. Not only can it help you rank better for your chosen phrase, but it could also help you rank for hundreds of long-tail phrases you hadn't even considered!

## THE PROBLEM

There are billions of web pages out there on a myriad of topics. A search engine needs to be able to retrieve the most relevant pages for ANY search phrase that is typed in, and it needs to provide those pages FAST...

While there are a lot of pieces of the puzzle in achieving this, I want to concentrate on just one aspect – how does a search engine know what is relevant to a search and more importantly, how does it know which pages are the most relevant.

In the White Paper I mentioned earlier, written by Michael Campbell in 2000 and entitled “Themes, Context and Topic How to “Theme Up” Your Web Site - Part 1”, Michael describes the measures that search engines have gone to in their attempts at providing relevant content to their searchers:

*“... search engines tried everything to provide relevant results within a reasonably sized database, while cutting down on duplication and spammers.*

*They tried reducing the importance of META tags, stopped looking in all sorts of html tags filtered out invisible text and keyword repetition.*

*Then they added in link popularity, link quality (Page Rank), counting clicks, even length of visits with temporal tracking (Direct Hit), and yet the spammers kept on coming and the size of the web kept growing. They needed a way to store more pages, into the billions, and still maintain a high degree of relevancy on searches. This is where a new concept called “term vector databases” come in as a foundation, or building block for all these new technologies.”*

**NOTE:** Members of [Michael Campbell's Vault](#) can read the full document if they wish. Also as an aside, you'll notice that this document title says “Part 1”. I asked Michael whether there was a Part 2, and he said “There is a part two. It evolved from a long article into [Revenge of the Mininet](#) in 2003”. *Follow the Revenge link as this book is now free.*

Before we go on, it's important to realize that this document is a good few years old. In Internet time, you could say it is prehistoric. However, this document provides a glimpse of where the search engines were at during the “turn of the century”

The problem of finding the best, most relevant articles for any search term is an evolving battle against spammers who flood the web with poor content. For a search engine to be able to provide good quality results, it MUST be able to analyze a web page and know whether that page is good quality or not.

Different search engines have varying levels of success in achieving this. In my opinion, the most relevant search engine results come from Google – an opinion shared by millions of searchers around the world who have even created a new verb in our language – “to Google”.

Let's take a closer look at the Google search results and see just how good they are at filtering the wheat from the chaff...

## GOOGLE SEARCH RESULTS

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In this section of the report, I want to look at a few specific examples from Google's search results.

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### THE CONTACT LENS EXAMPLE

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The screenshot shows the Google search interface. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. On the right, there are links for Web History, Search settings, and Sign out. The search bar contains the text "contact lens" and a "Search" button. Below the search bar, there is a status bar indicating "Results 1 - 100 of about 29,000,000 for contact lens [definition]. (0.17 seconds)". The first search result is for "Contact Lenses at 1-800 CONTACTS | World's Largest Contact Lens Store®" with a description and a link to "www.1800contacts.com/". To the right of the search results, there is a "Sponsored Links" section with a link for "32 Contact Lenses €5.99" from "www.DaysOfContactLenses.com".

In the screenshot above I have Google setup to show me 100 results at a time. You can see I searched for Contact Lens and that Google returned the results in 0.17 seconds – pretty fast huh?

Google also tells me that it knows of around 29 million pages related to my search phrase “contact lens”.

How on earth does Google return the first 100 results so fast when there are 29 million other results that it could show??

Well, let's take a closer look.

Scrolling to the bottom of the results page I see this:



It's the first 10 pages of results. If I click on the number 10, I should be able to view the results ranking between 900 – 1000.

However, here is the screenshot of the 10<sup>th</sup> page. Look specifically at the highlighted bit of the screenshot:



Web Show options... Results 801 - 811 of about 29,000,000 for contact lens [definition]. (1.49 seconds)

- buysm.d2g.com/2009/09/buy-contact-lens-line | details | folkd.com ...
BUY CONTACT LENS LINE. All-inclusive data regarding buy contact lens line.
www.folkd.com/.../buysm.d2g.com%2F2009%2F09%2Fbuy-contact-lens-line - Cached
Cheapest Contact Lens Online | Company Listings at b2bYellowpages.com

What's going on?

Google is actually only listing the top 811 pages for the term contact lens.

We can get an answer if we scroll to the bottom of the page. There Google tells us:

Contact Lens Facts - Contact Lens Care
Contact Lens Care, - discount contact lenses from contactlensconnection.com.
www.contactlensconnection.com/coleca.html - Cached

In order to show you the most relevant results, we have omitted some entries very similar to the 811 already displayed. If you like, you can repeat the search with the omitted results included.

Searches related to contact lens

- colored contact lens contact lens coupons contact lens review proclear contact lens
halloween contact lens history of contact lens discount contact lens bausch & lomb



There you have it. Google has somehow managed to narrow down those 29 million pages into just 811 of the best, most relevant pages. Any page that was similar to these 811 documents was omitted.

They have done this to avoid showing you duplicate content.

At the same time, it probably makes their lives a lot easier having to only deal with 811 documents rather than 29 million!!

You could think of this as a duplicate content penalty, since if your content does not add anything new to the "chosen few pages", it will be relegated to a lower division - a division that rarely gets to play with the big boys.

The fact that Google has narrowed down 29 million pages into just 811 should tell us that Google thinks these 811 are valuable and add something to the overall knowledge relating to the search phrase. But how does Google know this?

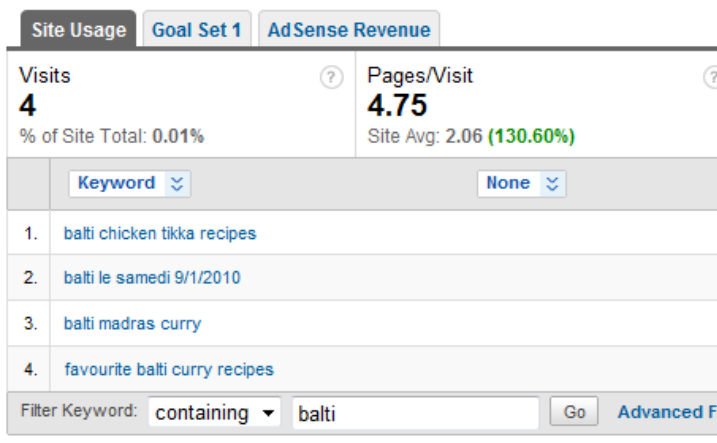
These 811 documents are what I call Google's Authority Set for the term "contact lens", and as you'll see, no matter what search phrase you type in, Google has an Authority Set for each phrase.

So how does Google decide which documents to include in the authority set for a given search phrase?

In Michael Campbell’s white paper, he discussed something called the “vector database”. While I am not suggesting that the systems used in the year 2000 are still used today, it still gives us a valuable insight into how search engines could categorize your content. Michael gives a nice example:

“One fellow in the discussion boards noticed that he was top in the search engines for "exotic car engines". What happened was, his site talks about search engines, but he also had an ad on his site for exotic cars. The vector database examined his site and determined that it was not about search engines, but about exotic car engines.”

Hopefully search engines are better than 10 years ago at discerning the correct theme of a page, but I did find my own ezseonews.com site (about search engines and affiliate marketing) being found for a few curry related phrases after I used Balti food as an example in one section of a particular newsletter (despite not having any inbound links pointing to the page with link text related to Indian cuisine).



The screenshot shows the Google Analytics 'Site Usage' report. It displays metrics for 'Visits' (4) and 'Pages/Visit' (4.75). Below these metrics is a table of search terms. The search terms are: 1. balti chicken tikka recipes, 2. balti le samedi 9/1/2010, 3. balti madras curry, and 4. favourite balti curry recipes. The search filter is set to 'containing' and the keyword is 'balti'.

Keyword	None
1. balti chicken tikka recipes	
2. balti le samedi 9/1/2010	
3. balti madras curry	
4. favourite balti curry recipes	

Since then, Google has dropped my newsletter page from the “Balti authority set”, which further goes to show that Google are on the ball, since this page really was not useful to the general curry enthusiast.

It is clear that the words on the page are very important.

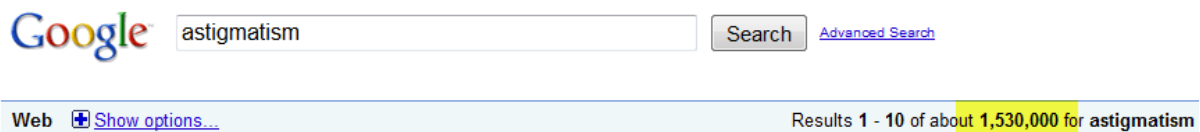
Let's take a topic that should contain a lot of niche-specific phrases. A medical term is a good one to use as an illustration.

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## THE ASTIGMATISM EXAMPLE

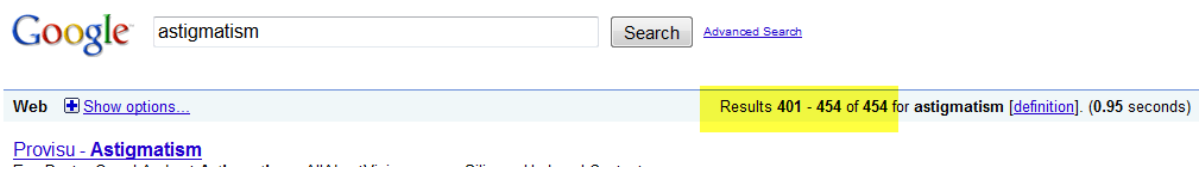
---

If I type the word “astigmatism” into Google and hit the search button, at this very moment, Google finds just over 1.5 million documents on this condition:



If I scroll to the end of the search results, that number shrinks to just 454 documents that Google think are worthy to include.

To have any chance of coming up for the search term “astigmatism”, a page needs to be in that authority set of 454 documents.



Turning out attention to the words on the page, is it just a coincidence that all of the top 10 pages that rank for the term “astigmatism” have the following words within their content:

Astigmatism, contact, causes, vision, cornea, right, eye

That should not really be a surprise, but what if I told you that the following words appeared on at least 9 of the top 10 results for the search phrase Astigmatism:

Refractive, treatment, distance, special, surgery, person, health, lenses, light, focus, care, test

Also, the following words appear on 8 of the top 10 pages:

Information, sightedness, corneal, provide, glasses, retina, point, order, shape, cause, link, near, part, term, ear

.. And at least 7 of the top 10 pages had these words:

Procedure, corrected, problems, medical, correct, degree, treat, ratio, exam

I think it is safe to say that these top ranking pages are themed around a set of niche-specific keywords.

Here is the complete list of words that appear on at least 7 of the top 10 pages for the term astigmatism:

astigmatism, eye, ear, cornea, vision, lenses, correct, focus, contact, cause, shape, light, sightedness, ratio, treat, refractive, glasses, test, term, distance, health, surgery, treatment, information, part, provide, retina, corrected, person, degree, order, point, care, exam, near, causes, corneal, link, medical, procedure, right, special, problems

OK; so that is for a good article.

I had a ghost written article on the topic of astigmatism written for me. I checked it against this list of theme words. Here are the words that my ghost written article DID NOT:

**Theme words not found:**

information  
sightedness  
procedure  
corrected  
treatment  
problems  
distance  
special  
medical  
corneal  
provide  
surgery  
causes  
retina  
health  
right  
point  
order  
ratio  
cause  
link  
near  
exam  
care  
part  
term  
test

That's 27 missing from my original list of 43 theme words.

If you read my ghost written article, it's total rubbish.

Here's a thought.

If only I had given my ghost writer a list of theme words to include, they would have found it a lot more difficult to write such drivel, and I would have probably gotten a half decent article in return.

So, what is there about my article that would make Google include it in the authority set for this topic?

Absolutely nothing, nada, diddly squat! So where does my article rank for the phrase astigmatism? Here's a screenshot of the rank checker in [Market Samurai](#):

**Rank Tracker: Keywords**

Last Checked: February 12, 2010  
Primary Domain: [blurred]  
Search Engines:  Google  Yahoo  Bing  Phrase Match Results  
Search Depth: top 1000  
Buttons: Add Domains, Add URLs, Show Domain Details, Update Rank Data

Keyword	Broad Position	Ranking Page	BL	PR
	G			
astigmatism	-	not found	0	0

Bet you are not surprised by that.... Google doesn't think my page is important enough to include in the main index for this particular search phrase. Just in case you are wondering, it's an old page as well, first published a few years ago.

If I do a site search in Google, my page is found, so Google does know about the page. It's just buried with the other 1.5 million pages that just didn't cut the mustard.

Ranking for a single word is quite difficult anyway and often not a very good plan of attack since even if you did rank in the top 10, you would attract very untargeted visitors. Maybe we should look at a longer phrase.

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## THE INSULIN EXAMPLE

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Google search for "how does insulin work". The search bar contains the text "how does insulin work" and the search button is labeled "Search". The results bar shows "Results 1 - 10 of about 1,470,000 for how does insulin work. (0.13 seconds)". The first result is titled "How does insulin work?" and is from the website "bloodsugardiabetic.com". The snippet reads: "Insulin is a small hormone released from the pancreas that helps control sugar levels in your blood. Here we look at the mechanism of insulin's blood ...". To the right, there is a "Sponsored Links" section with a link to "ISIS Insulin Simulations" from "www.simation.us".

How does insulin work has close to 1.5 million matches, similar in number to the astigmatism example. If we look at some theme words for this search phrase, 7 or more web pages in the top 10 of Google contain the following 29 words:

insulin, glucose, cell, body, blood, sugar, energy, pancreas, level, diabetes, fat, hormone, store, levels, eat, low, liver, form, test, age, gene, rate, muscle, sign, amount, release, site, acid, inject

If we look at the page ranking #1 from my bloodsugardiabetic.com site, that page includes all 29 of these words and more. Scrolling to the end of the search results, Google actually only lists 613 pages for that phrase.

Google search for "how does insulin work". The search bar contains the text "how does insulin work" and the search button is labeled "Search". The results bar shows "Results 601 - 613 of about 1,470,000 for how does insulin work. (0.89 seconds)". The 613th result is titled "insulin - 'how to store insulin when traveling' | 'insulin ...'" and is from the website "csdeptju.info". The snippet reads: "making insulin work is insulin a hormone how does insulin work ... how does regular insulin work insulin concentration insulin hovenstine ...". To the right, there is a "Sponsored Links" section with a link to "Fundación Diabetes" from "Ayúdanos a prevenir la diabetes".

So Google chose an authority set of 613 out of 1.5 million pages on the topic.

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## THE SUGAR SPIKE EXAMPLE

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Let's look at another example from the same site. The search phrase "blood sugar spikes" has over 48 million matching pages.

The screenshot shows a Google search for "blood sugar spikes". The search bar contains the text "blood sugar spikes" and a "Search" button. Below the search bar, the results are displayed. The first result is "Strike the Spike :: Diabetes Self-Management" with a snippet: "Today's the big day! After months of working hard to achieve tight blood glucose control and actually succeeding most of the time, you're about to get the ...". The second result is "What is a sugar spike when you have diabetes" with a snippet: "5 Nov 2008 ... Sugar spikes affect everyone, but they are not something normal, healthy people have to worry about unnecessarily. However, in diabetics it ...". The third result is "How to Lower a Blood Sugar 'Spike'" with a snippet: "23 Aug 2009 ... If, however, your blood sugar spikes near 500-600 mg/dl, you should definitely call your doctor. He or she might well recommend you go to ...". A yellow highlight is visible on the right side of the page, indicating the total number of results: "Results 1 - 10 of about 48,400,000 for blood sugar spikes."

However, scrolling to the end of the search results, Google actually only rates 562 articles.

The screenshot shows a Google search for "blood sugar spikes". The search bar contains the text "blood sugar spikes" and a "Search" button. Below the search bar, the results are displayed. The first result is "What Are Normal Glucose Levels?" with a snippet: "Normally, a person's blood sugar levels would spike after drinking the sugar water, then return to their normal glucose levels soon after. ...". The second result is "Blood Sugar : Men's Health" with a snippet: "This slows the digestion of carbohydrates, which helps prevent spikes in blood sugar. Go whole grain. Shop carefully for carbs. Make sure any bread, pasta, ...". A yellow highlight is visible on the right side of the page, indicating the total number of results: "Results 501 - 562 of about 48,300,000 for blood sugar spikes". There is also a "Sponsored Links" section on the right with a link to "Fundación Diabetes" and a "See your ad here" link.

So of 48 million pages, Google only finds 562 worth listing – at the time of writing this report, mine is at #2.

What about the theme words for this search phrase.

Are there any?

Well 7 or more of the top 10 pages all have the following 38 words in them:

diabetic, foods, meals, after, food, test, diet, diabetes, disease, control, effect, eating, spikes, treat, spike, hour, care, help, body, own, information, medical, insulin, weight, health, levels, lower, sugar, rate, low, use, eat, glucose, cause, blood, high, ice, age

My page is currently second in Google and has all of these EXCEPT the word “hour”.

Before we go on, I am not for one minute suggesting that the only reason a page ranks well is because of the theme.

Google uses a lot of different metrics to come up with its search results.

We can see that if we analyze the #1 ranked page in Google for the term “blood sugar spikes”.

That page does not include the following words:

spikes  
sugar  
foods  
body  
diet  
food

The first two of those words are actually in the search phrase.

Google will use a number of factors to decide relevancy including the usual inbound links, link text and site authority.

The number 1 ranked page has a Page Rank of 2 whereas my page has a Page Rank of 1.

The number 1 ranked site also has proved itself to Google, with its homepage having a great Page Rank of 6 (whereas my homepage only has a Page rank of 3).

However my page is competing with the big boys, despite not having quite the authority of the other players in the top 10.

My Site: Page Rank 3. Here is an indication of the authority of the other sites in the top 10 for that phrase:

<http://www.diabetesselfmanagement.com/> PR 6

<http://ezinearticles.com/> PR 6

<http://www.restoreunity.org/> PR 3

<http://www.carbs-information.com/> PR 4

<http://www.articlesbase.com/> PR 6

<http://bodyshapingtips.com/> PR 2

<http://lowcarbdiets.about.com/> PR 5

<http://www.diabetesincontrol.com/> PR 5

<http://www.nytimes.com/> PR 9

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## A NOTE ABOUT PAGE RANK

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BTW; I have received personal emails from people saying that “Guru X says Page Rank is not important”.

To answer this, let me ask you a couple of questions.

**Question:** How is Page Rank is formed?

**Answer:** Inbound links

**Question:** What does a high Page Rank mean to Google?

**Answer:** It’s a measure of “Authority

Therefore, anyone that says Page Rank is not important is saying that inbound links and authority are not important, which they very clearly are.

With a well themed article, you should be able to beat higher PR / authority pages simply by having better content, since Google is very aware that good content is naturally themed.

## THE GOOD, THE BAD & THE THEME

---

I thought it would be fun to extend the research we have seen so far by looking at how well themed the content is in the top, middle and bottom of the Google search results.

As you have seen, Google may know about 10 million pages on a topic, but you might only get to see 500 of those because Google values those 500 above the other 10 million pages in the index.

If the idea of themeing is correct, I would expect to see that all 500 in the authority set were themed to a degree (because for Google to value them, most should be good content), though obviously I would expect the theme to drop off as we moved down from the top 10, towards the 490 – 500 range.

This isn't an exact science because as we have seen, pages can outrank others based on authority of the site and other factors that Google keeps close to its chest. However, we can work with several sites in each group and take an average.

Let's do it...

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### ANALYSIS OF PAGES RANKING FOR THE TERM ASTIGMATISM

---

Remember the Astigmatism example mentioned earlier?

Let's use that.

As I check today, there are 442 results in the main Google index. For the test, I want to take several "batches" of URLs, some from the top, some lower down, some at the end, etc.

Here are the groups of URLs I chose for the test:

**Top 10** - In the test I picked 9 of the top 10 results for this test, excluding position #2 because it was a second listing from the site in top slot.

**Around the 100 position** - I selected URLs in position 101 – 110 inclusive

**Around the 200 position** - I selected URLs 201 – 210 excluding 203 which was a PDF file.

**Around the 300 position** - I selected URLs 301 – 310 excluding 309 which was a PDF file.

**Around the 400 position** - I selected URLs 401 – 410 excluding 409 which was a second entry from the domain in position 408.

OK; drum roll please....

Here are the results of the theme analysis carried out by [Web Content Studio](#).

Remember the numbers in the table are averages rounded to the nearest 0.1.

Google Position of pages	Theme Score Average	Quality Theme Score Average	Average number of the original 43 theme words that were used	% of theme words used
1 - 10	100	87.3%	36.6	85%
101 - 110	68.5	59%	24.7	57.4%
201 - 210	51.3	43.8%	21.7	50.4%
301 - 310	62.5	49.1%	21	48.8%
401 - 410	58.1	45.6%	25	58.1%

**NOTE:**

1. As we move down the rankings towards the bottom of the “authority set, the Quality theme score awarded by Web Content Studio drops. It’s not exact, but the trend is there.
2. Even the web pages that rank at the bottom of the “chosen few” have a good level of themeing including an average of about 50% + of the theme words we identified earlier. No wonder my astigmatism ghost written article was not selected to be in the authority set – it only had 37% of the important theme words in it.

We can also look at a couple of other factors:

Position in Google	Average Number of Words Per Page	Frequency of theme words – one theme word every X words, where X is shown below
1 - 10	1063	5.5
101 - 110	1373	8.3
201 - 210	1282	15.2
301 - 310	752	7.4
401 - 410	1179	10.4

Be aware that while the average number of words per page looks very large, this is not equivalent to the number of words in the article. The words on the page will include navigation bars and other text.

I’ll leave you to draw your own conclusions from this table 😊

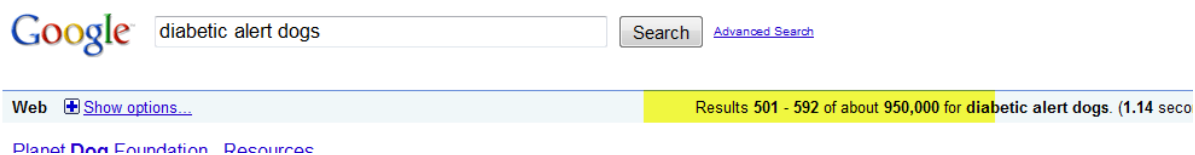
This example used a single word, “astigmatism”, and trying to rank for single words is much more difficult. Common sense tells me that if we choose a longer phrase, true competition will be less, so we’ll see less of this dramatic themeing.

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## THE DIABETIC ALERT DOGS EXAMPLE

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The phrase I have chosen is “**diabetic alert dogs**”, and this search term has 950,000 known pages in Google, with 592 making up the authority set.



For this search phrase, there were less theme phrases to choose from. In fact, I had to rely on just 20 theme words which were found on 6 or more of the top 10 pages.

Here is the summary table for that phrase, with all data squashed into a single table.

Position In Google	Theme Score Average %	Quality Theme Score Average %	% chosen theme words used	Average Words per page	Theme Word Frequency
1-11	78.1	67.1	81.9	1274	10.3
101-110	34.9	33.3	68.9	1627	17.8
201-210	29.5	29.5	56.5	1146	14
301-310	12.2	12.2	46	850	21.8
401-411	38.2	21.4	54	1382	7.1
501-510	15.7	15.7	49.5	944	25.4

**NOTE:** Averages we based on 10 pages in each section but some pages were skipped if they were either PDFs or a site had a second listing in that section of results. That is why some of the positions are the 11<sup>th</sup> place in that set.

I think that the % of chosen theme words used is a telling metric in the rankings of these pages.

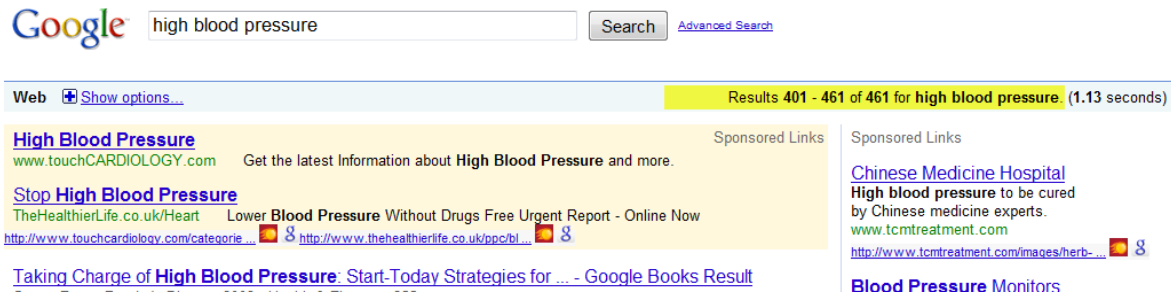
---

## THE HIGH BLOOD PRESSURE EXAMPLE

---

Let's look at one final table for a really competitive search phrase – high blood pressure.

Google reports over 41 million pages for this term, although it only rates 461 of these pages:



I set the Keyword Spider going in Web Content Studio and it came back with a list of 758 potential theme words. A quick sort through these and I had my list narrowed down to 157.

I then ran a report in Web Content Studio to compare those 157 words against the top 10 in Google. When that came back with the results, I got Web Content Studio to delete any theme words that did not appear in at least 8 out of the top 10 results in Google, and so my theme word list was cut to just 38 theme words.

Here is the table of results based on those 38 in-demand theme words.

Position In Google	Theme Score Average %	Quality Theme Score Average %	% chosen theme words used	Average Words per page	Theme Word Frequency
1-13	100	63.3	85.3	2290	5.5
101-111	80.1	48.8	67.5	1527	5.6
201-210	92.8	60.9	66.1	938	6
301-310	86.6	67.8	68.2	1148	6.4
401-411	71.6	57.8	64.8	1717	8

OK, what can we conclude from this table?

Well, look at the theme score. For this high competition phrase, theme scores range from 100 down to 71.6% on average. That is much higher than we have seen so far, but don't forget that this is a much more competitive phrase than we have seen so far (in terms of pages Google knows about). We would therefore expect it to be more difficult to be included in the authority set for this phrase. I would suggest here that Google is selecting the better themed pages to include in the authority set, and because of the higher number pages competing for this phrase, the average theme score is therefore higher than we have seen so far.

Look also at the % chosen theme words used.

Even the worst ranking pages in this group of 461 (that Google has chosen to represent the best information on this topic) include 65% of the important theme words or higher.

You can draw your own conclusions from this, but my own conclusion is that it appears Google is making an initial selection based on how well themed an article is.

For less competitive phrases, there will be fewer articles competing and therefore not as many articles with a high percentage of important theme words included.

As competition for a phrase increases, there will be more articles competing, and therefore more articles that potentially include more of the important theme words.

Make sense?

I would therefore suggest that if you write your articles based around a core set of relevant theme words, you are more likely to get noticed by Google and included in the authority set for your chosen phrases.

Where do you get the relevant theme words from? Well why not let Google tell you?

[Web Content Studio](#) can analyze the top ranking pages and return suggestions for important theme words. Once you have made your selection from the suggestions, get Web Content Studio to check them against the top 10 in Google. That way you can be sure that the theme words you are targeting are the theme words that are most commonly found on the top 10 of Google. You can see this process in [this tutorial](#) I created for Web Content Studio owners.

OK, enough of the stats already. In the appendix of this report, I'll take three more search phrases in as random a selection process as I can think of, and analyze those search phrases. For now though, let's look at another reason why you should be themeing your content.

Think of it as an additional bonus....

## IF YOU “THEME”, YOU DON’T NEED TO TARGET THE LONG-TAIL

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In the past, when I was setting up a new site, I would tend to write articles that targeted the long-tail phrases. The long-tail is something I am sure you have heard of, but if not, just be aware that these are the phrases that have more words in them, and are more specific. They also tend to have lower competition, and are therefore easier to rank for. The downside of the long-tail phrases is that they also tend to have fewer searches.

---

### HOW I USED TO TARGET THE LONG-TAIL

---

To give you an example, if I was building a golfing site, I might want to have a section to sell Ping golf clubs. Rather than target “ping putter”, “ping driver”, “ping woods”, etc, I would look at long-tail phrases like this:

ping piper g 2 putter

ping zing 2 putter specs

ping g2i my day putter us golf

ping custom made golf clubs

used ping karsten i golf clubs

dot used ping eye2 golf clubs

ping golf clubs s 59 irons

ping golf isi becu irons & silver dot

left hand ping copper golf irons

used ping golf club driver

ping darby f isoforce putter

collegiate putter cover golf free shipping

See how these phrases are related to Ping clubs, but they have more words per phrase? These are long-tail phrases that I could easily rank in the top 10 for, but I wouldn’t get too much traffic because some of these may only get one or two searches a day.

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## WHY I NO LONGER TARGET THE LONG TAIL

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OK, with the long-tail understood, what do I mean by the title of this section - If you “Theme”, you don’t need to target the long-tail?

Firstly I want to make an exception to this statement. When I am writing product reviews, I like to concentrate on the product name (which is often a buyer keyword rather than an info-seekers keyword), in the title, Meta description, h1 header and at least the opening paragraph. This ensures that my long-tail buyer phrase is on the page and stands out. The themeing that goes on around this phrase helps to build the picture of the page as one that is an authority on the product. The product review will still be themed, so still benefit from the themeing.

OK; with that proviso, let’s get back to the idea of themeing and the long-tail.

By its very nature, themeing an article will incorporate many of the words found in these long tail phrases into your article. That means, while your article may concentrate on “ping drivers”, your page would have a chance of ranking for a very wide number of long-tail phrases. Let’s look at some examples on some of my own sites.

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## GOOGLE ANALYTICS OF MY BLOOD PRESSURE SITE

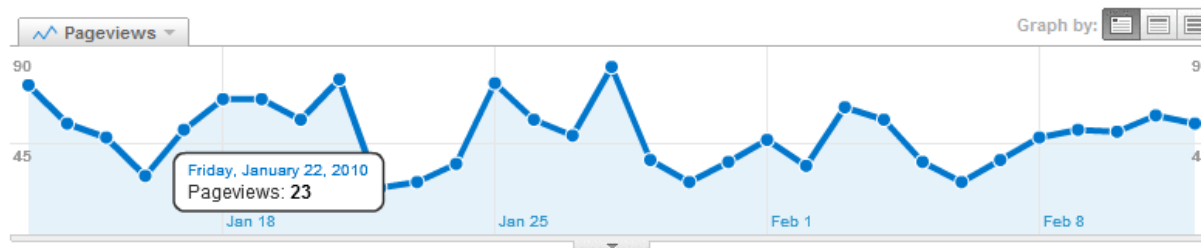
---

I have a site on blood pressure. I have written all of the content myself using the techniques of themeing that I have been refining over the last few years. Here are a few of the pages as seen in Google Analytics:

This first page is the most visited page on my site, and as you can see, in the last month, this page has been found 1538 times for 809 different keyword phrases.

### Entrance Keywords:

Jan 13, 2010 - Feb 12, 2010



This page was viewed **1,538 times via 809 keywords**

Visit this page Analyze: Entrance Keywords Content Show: total | paid | non-paid

Here is another page on the same site which was found 117 times in one month for 86 different keyword phrases:

### Entrance Keywords:

Dec 1, 2009 - Dec 31, 2009



### This page was viewed 117 times via 86 keywords

Visit this page Analyze: Entrance Keywords Content Show: total | paid | non-paid

While this is a site that I want to keep private, I do have a site that I use for experimenting and teaching in my newsletter – [bloodsugardiabetic.com](http://bloodsugardiabetic.com).

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## GOOGLE ANALYTICS OF MY BLOOD SUGAR DIABETIC SITE

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Blood Sugar Diabetic is the site that I build in my [Wordpress for Affiliate Sites course](#) (that course shows every step of the process in creating this site). I can show you more details of the keyword stats on this site.

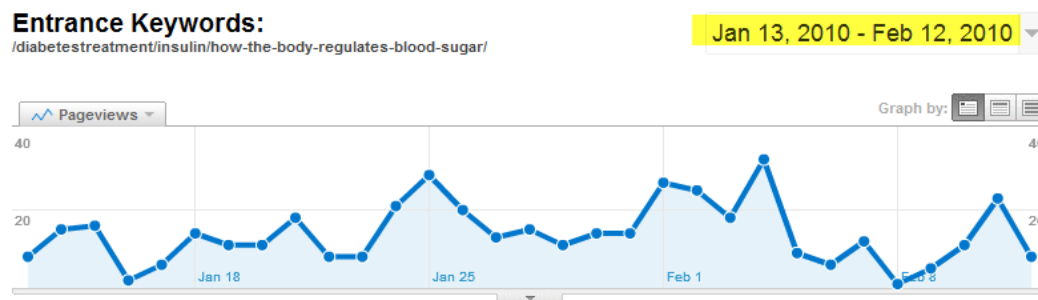
Here is one of its popular pages:



**This page was viewed 1,196 times via 147 keywords**

As you can see, this page has been found 1196 times in the last month, by 147 different keywords.

Let's look at another page:



**This page was viewed 432 times via 185 keywords**

This page has fewer visitors, but was found 432 times in the last month for 185 different keyword phrases.

Can you see the power of themeing?

Not only does it seem to give your page a better chance of making it into the real search results for the more competitive phrases, but it means your page becomes visible to lots and lots of long tail phrases that you couldn't possibly work into a page if you tried.

## THE LINK BETWEEN THEMEING, QUALITY & RANKING

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In this report I have tried to show you a relationship between well-themed articles and their inclusion in an elite set of web pages that Google considers to be the “authority set” in response to a searchers query.

However, one thing I am not suggesting here is that the authors of the pages that appear in the top 10 (or in fact anywhere in the authority set) sat down and intentionally themed their article (although they might have if they had been following my newsletter for the last few years 😊).

The thing is, when an expert in any field writes a quality article on a topic they know, they will automatically use a group of niche specific words to explain their ideas.

E.g. a doctor writing about high blood pressure will automatically use words like:

hypertension, pressure, blood, men, age, high, disease, man, heart, risk, health, treatment, kidney, systolic, control, people, diagnosis, diastolic, medication, test, condition, lifestyle, stroke, symptoms, years, information, medical, causes, doctor, prevent, diabetes, problem, arteries, attack

These words are NECESSARY to write a quality article about high blood pressure. It’s not a case of the doctor sitting down and finding the theme words and then writing the article. The doctor uses the theme words WITHOUT thinking, NATURALLY.

Following on from this argument, articles written by experts will be themed with a set of niche-specific words and phrases – something that would not have been missed by those PhD’s at the Googleplex. It just makes sense, doesn’t it?

Think about this.

If you were a search engine, how would you determine which articles were quality (and written by experts) and which were spammy?

I would suggest that the answer is simple.... Think like a human!

You would look for a range of niche-specific keywords in the articles that you know are relevant to the searchers query. Any article worth their salt should contain a core set of niche-specific keywords, and any that don’t simply cannot be covering the topic with any depth.

So how could Google possibly be able to determine core sets of theme words for any search term?

Remember that Google acquired Applied Semantics in 2003.

*“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”*

I think that quote tells us all we need to know.

The technology “extracts knowledge” in a way that “mimics human thought” for “more effective information retrieval”.

**So the Good News:**

If you are an expert in your field, the content you write is likely to be automatically themed as you write, and therefore much more likely to be deemed quality by Google and included in the authority set for your chosen topic.

**Even More Good News:**

If you are not an expert in your field, you can easily extract a set of niche specific theme words for any search phrase, and create your content around that core set of words and phrases. These theme words will guide you and push you towards writing better content as long as you use the words in the correct context, and all the time remembering – write for humans, not for search engines.

## APPENDIX – THREE “RANDOM” CASE STUDIES

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I wanted to show you that the results shown in this report are typical and the topics were not handpicked by me or anyone else. To prove this, I wanted to select three random search phrases and do the same keyword theme analysis on the three.

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### PICKING THE RANDOM TOPICS

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To randomly pick the topics, I went to the [free Wordtracker tool](#) and typed in “How”.

Here are the top 3 results returned:

<b>how</b> 382,901 searches (top 100 only)		<a href="#">Want more how keywords?</a>
<b>Keyword</b>		<b>Searches (?)</b>
1	how to cook a turkey ( <a href="#">search</a> )	49,406
2	how to carve a pumpkin ( <a href="#">search</a> )	25,702
3	how do hurricanes form ( <a href="#">search</a> )	16,477

So, there are my three search phrases:

How to cook a turkey

How to carve a pumpkin

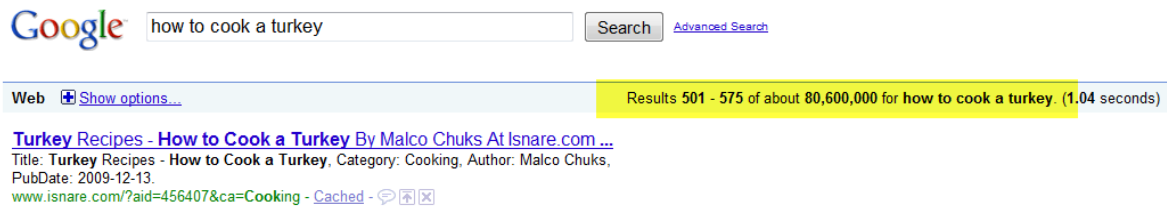
How do hurricanes form

While I like to think of myself as a bit of a cook and I have carved the odd pumpkin, I am no expert in any of these three topics, so let's see what happens as we select the phrases and analyze the pages in the “authority set” within Google's search results.

---

## 1. HOW TO COOK A TURKEY

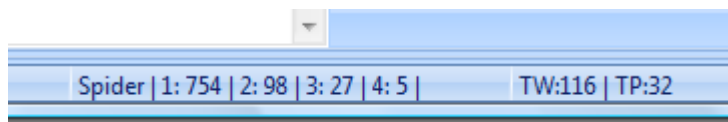
---



The screenshot shows a Google search interface. The search bar contains the text "how to cook a turkey". To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, there is a status bar that reads "Web Show options..." on the left and "Results 501 - 575 of about 80,600,000 for how to cook a turkey. (1.04 seconds)" on the right. Below the status bar, the first search result is displayed: "Turkey Recipes - How to Cook a Turkey By Malco Chuks At Isnare.com ...". The title of the result is "Turkey Recipes - How to Cook a Turkey", the category is "Cooking", and the author is "Malco Chuks". The publication date is "2009-12-13". Below the title, there is a link to the website "www.isnare.com/?aid=456407&ca=Cooking - Cached" and icons for speech, print, and share.

For this search phrase, Google tells us it knows about 80.6 million pages, yet it only rates 575 of those pages.

The keyword spider in Web Content Studio returned the following keywords and phrases:



One word phrases: 754

Two word phrases: 98

Three word phrases: 27

Four word phrases: 5

For the purpose of testing the theme, I am only concerned with the single theme words.

While theme phrases are great to get into your article (and that is why Web Content Studio returns phrases as well as words), the words that make up the phrases are the important thing in terms of themeing. If a phrase is important, then the words that make up the phrase will be there in the single theme word reports.

From the list of theme words, I selected the ones I felt were the best for this topic. I ended up with a selection of 116 theme words.

After getting Web Content Studio to check these against the top 10, I got Web Content Studio to remove any word that was not found in at least 7 of the top 10 pages. I ended up with the following 55 theme words:

turkey, cook, eat, ave, tin, cooking, recipe, time, oven, over, roast, breast, bird, meat, side, pan, stuffing, thin, cooked, minutes, pound, every, roasting, recipes, temperature, hours, water, family, stuffed, hot, heat, thanksgiving, thermometer, table, turkeys, butter, fresh, frozen, thaw, remove, dinner, friend, taste, tips, air, dish, thigh, giblets, holiday, serve, test, carving, check, carve, wrap

Here is the analysis of the pages that rank in Google:

Position In Google	Theme Score Average %	Quality Theme Score Average %	% chosen theme words used	Average Words per page	Theme Word Frequency
1-12	100	84.9	83.5	2508	5.7
101-112	88.2	82.1	64	1301	8.1
201-210	66.6	62.7	50.2	1514	8.3
301-310	73.8	59.2	53.3	828	6.7
401-411	54.5	38.5	40.5	1070	9.5
501-511	76.8	63.4	56	858	7.1

## 2. HOW TO CARVE A PUMPKIN

The screenshot shows a Google search for "how to carve a pumpkin". The search bar contains the text "how to carve a pumpkin" and the "Search" button is visible. Below the search bar, the results indicate "Results 501 - 564 of about 439,000 for how to carve a pumpkin." Two search results are visible:

- How to carve a pumpkin**  
 How to carve a Halloween pumpkin. Halloween is not the same without a pumpkin just like Christmas is not the same without the three. ...  
[www.halloweencostumeideas.tv/How-to-Carve-a-Halloween-Pumpkin.html](http://www.halloweencostumeideas.tv/How-to-Carve-a-Halloween-Pumpkin.html) -  
 Cached -
- One Cool Picture After Another: How to carve a pumpkin!**  
 27 Oct 2007 ... Here is an in depth visual tutorial showing how to carve a pumpkin. That looks easy enough... (when somebody else is doing it) How about it? ...  
[wavconlincs.blogspot.com/2007/10/how-to-carve-pumpkin.html](http://wavconlincs.blogspot.com/2007/10/how-to-carve-pumpkin.html) -

For this term, Google tells us that it knows of 439,000 pages on this topic, yet only 564 are rated.

Using a similar procedure as outlined above, I ended up with this list of 36 theme words:

lid, pumpkin, art, carving, carve, tin, cut, eat, how, sign, lantern, light, make, jack, pumpkins, knife, pattern, face, sit, large, thin, book, halloween, place, cat, draw, paper, stem, seeds, tool, video, carved, lines, clean, pieces, tradition

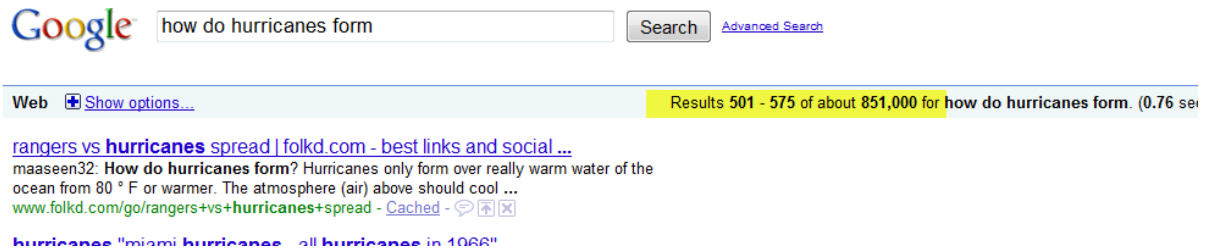
.. And here is the analysis of the pages that rank in Google:

Position In Google	Theme Score Average %	Quality Theme Score Average %	% chosen theme words used	Average Words per page	Theme Word Frequency
1-12	95.5	66.8	81.7	1171	5.5
101-112	98.9	83.5	75.6	1024	6.2
201-210	74.2	57	67	868	6.5
301-310	66.5	51.3	55.3	826	8.5
401-411	71.1	41.8	57.2	1278	7.2
501-511	63.2	54	59.4	999	7.5

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### 3. HOW DO HURRICANES FORM

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For this search term, Google tells us that it knows of 851,000 web pages, but just 575 are selected for the search results.

I know nothing about hurricanes, but the Spider in Web Content Studio does.

It returned 494 potential theme words plus some theme phrases.

Looking through the lists, I selected 89 theme words.

Here they are:

#### **Theme Words:**

hurricane, form, storm, air, wind, tropical, warm, low, weather, ocean, water, pressure, winds, land, cyclone, sea, storms, red, area, cloud, moist, heat, met, move, cause, energy, rise, surface, high, clouds, earth, east, miles, mph, north, speed, atlantic, cyclones, south, develop, formation, national, atmosphere, eye, rises, space, system, west, atmospheric, category, equator, reach, astronomy, cool, feet, force, meteor, region, temperature, term, answers, call, coast, effect, help, hour, level, pacific, rain, science, warming, conditions, depression, higher, hit, hot, island, large, long, moisture, rising, satellite, disturbance, global, typhoon, universe, upper, vapor, waters

Also, the **theme phrases** that Web Content Studio suggested included these:

how do hurricanes form, national hurricane center, low pressure area, miles per hour, warm ocean waters, tropical cyclone, tropical storm, low pressure, moist air, wind speed, tropical cyclones, warm ocean, air rises, ocean water, global warming, pressure area, tropical depression, storm surge, per hour, wind speeds, warm water, hurricane center

These are the types of phrases I would look to incorporate into my article, and by including the phrases, I am including the theme words 😊.

I got Web Content Studio to compare the theme words against the top 10 results, and again selected only those words that appeared on at least 7 of the top 10. Here is my final list of theme words:

hurricane, form, storm, air, wind, tropical, warm, low, weather, ocean, water, pressure, winds, land, sea, storms, red, area, heat, met, move, cause, energy, surface, clouds, earth, east, north, speed, atlantic, south, atmosphere, eye, rises, system, west, atmospheric, equator, reach, cool, meteor, term, call, rain, science, long

.. And the analysis of the ranking pages in Google:

Position In Google	Theme Score Average %	Quality Theme Score Average %	% chosen theme words used	Average Words per page	Theme Word Frequency
1-13	99	77.2	81.5	841	5.1
101-110	71.1	58.9	60.4	2446	6.7
201-210	79.3	70.9	63.9	1276	8.8
301-311	59.2	51.3	52.4	1051	7.5
401-410	51.6	49.4	54.3	1896	11.5
501-512	52.4	47.8	48	1198	7.7

## SUMMARY

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I would like to leave one thought with you.

In all of the cases we have looked at in this report, the articles that Google has chosen as their “authority set” all include a core set of theme words related to the search term. Put another way, these pages include a lot of the words and phrases that Google would expect an authority article to include in that niche.

While the top pages include more of the theme words (80% + in the examples we have looked), even those pages that rank at the end of the main index have a relatively high number of those phrases included in the pages (around 50% + in the examples we have seen).

You can think of these authority sets as the A-List celebrities in your niche. They are the pages that have been chosen by Google to represent their niche.

What makes them different from those pages not found in the main index?

Quite simple, they have put the work in to achieve their status, and while outward appearances can be deceptive, these a-listers certainly pass the theme test.

If you want to join the a-list, you too need to put the ground work in too.

## HOW WEB CONTENT STUDIO CAN HELP YOU WRITE QUALITY THEMED CONTENT

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1. Find Google synonyms by directly querying Google using the tilde search.
2. Find hundreds of potential theme words by querying Google's top ranked pages for any search term you specify using the Keyword Spider built into Web Content Studio. You can see this in action in "[Tutorial 1: Using the Keyword Spider to Find the Most Important Theme Words](#)".
3. Evaluate your selected theme words against the top 10, and optionally auto-deleting those that do not appear on a minimum number of those top 10 pages. You can see this in the video tutorial mentioned in part 2.
4. Article editor with full WYSIWYG, meaning this is the perfect editor for html sites, blogs etc. You can see an overview of the editor in "[Tutorial 3 : WYSIWYG Article Editor](#)".
5. Use the built in Researcher to help you find relevant information, facts etc for your content. You can see the Researcher in action in the "[Tutorial 4 – Researching Information for your Article](#)".
6. Analyze your finished article against your chosen theme words, to make sure it is well-themed. You can watch this in the "[Tutorial 2 : Using and interpreting the Theme Reports](#)".

To read more about Web Content Studio, visit the [Web Content Studio Homepage](#).

This report was researched and compiled by Dr. Andy Williams

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