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LSI keywords (Latent Semantic Indexing keywords) are terms and phrases that are conceptually related to the main keyword in a piece of content. They help search engines understand the context and meaning of your content, improving its relevance and ranking.

For example, if your main keyword is "digital marketing", LSI keywords might include:

online marketing

SEO strategies

social media advertising

PPC campaigns

email marketing

Why Are LSI Keywords Important?

Improves SEO: They make your content more contextually rich.

Avoids Keyword Stuffing: You don't have to repeat the same keyword excessively.

Enhances Search Engine Understanding: Helps search engines determine the topic and intent of your content.

How to Find LSI Keywords?

Google's "Related Searches" at the bottom of search results.

Google Autocomplete suggestions.

SEO Tools: SEMrush, Ahrefs, Ubersuggest, LSIGraph.

Action Point

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PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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