

**How To Turn Sites
Into Money...**

Secrets To Niche Mastery

Beyond **Silo Structure and **LSI****

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<http://www.HowToTurnSitesIntoMoney.com>

&

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Bob Willoughby

Introduction & Warning: some of you might not know what Silo Structure or LSI (Latent Semantic Indexing) concepts are. For sure, it's not conventional knowledge and we are only a few underground marketers to dissect the way search engines tend to evolve and rank information. We are even fewer to deliver our latest findings to our subscribers and members...

What you're about to read represents 5% of the content of my new ebook series about "[How-To-Turn-Sites-Into-Money](#)"

I have started experimenting building Silo Structured sites using LSI tools one year ago (april 2006). I have started experimenting more refined and more advanced models (thus the Title of this report "Beyond Silo Structure and LSI concepts") 5 months ago.

I am about to share some of the insights I am developing in this ebook series, inside this special report.

In addition, all these strategies are implemented in my [Niches-In-A-Box membership](#), **as well as in my [AdSense Firesales](#).**

Let's start our journey in Niche Mastery...

1/ Benefits of a Silo Structure?

You've probably heard various things related to these 2 concepts:

- **Silo Structure**
- **LSI (Latent Semantic Indexing)**

One cannot be discussed without the other, as actually they represent two faces of the same coin! The problem is that those 2 words are often discussed – and often together, but not usually as a whole concept about site building and site optimization.

So what is a "Silo Structure"?

To explain, perhaps it's best to look at some examples...

For example, if you have a site covering the "Sailing Boats" niche, you will have keywords and articles relating to this niche - such as sailing boat equipment, sailing boat storage, and so forth.

However, your site is a "standalone" site, meaning it is not linked to any other site you host that would give more information on related niches.

When you get the search engines to index it, they begin to drive traffic to it. In return, your visitors might take some action when they visit the site, (such as subscribe, click on ads, etc.). If your site is tightly targeted and built around some good "niche" keywords, then it will be easily indexed.

Now, imagine if you decide to cover the whole "Boating" industry. Will you simply create a site with some articles and keywords related to boating, or could you try to "structure" your site based on the information your visitor would like to find?

Common sense tells you that you should build your site based on the information your visitor wants to find. For instance, when you're looking for

information on boating using Google, would you type "boat" to find specific information related to "used power boat equipment"?

Of course not! And if a human does not do it, then you can be sure that the search engines are no longer indexing sites like that either! Search engines are using today algorithms which tend to index sites more in the way that humans behave, so that they can return more relevant results.

Now here is the issue. If you have constructed your boating site around a "standalone" structure, then you will never rank highly for "used power boats equipment" - or at least you will have a lower rank than someone who has built a standalone dedicated site for "power boat" in which he will be covering "used equipment" for example.

So, let's go back to visit our "Silo Structure" and see how it will work with our example. Search engines want to find the best sites, also called "authority" sites. This way, they will return quality results to their visitors. Those visitors being their business model feeders.

For around a year, search engines have given high rankings to silo structured sites, as they are the best example of an authority site.

In our boating example, a silo structured site would be a site which covers multiple niches; all related to our main industry (boating) and would have these topics:

- Power Boats
- Sail Boats
- Boat Equipment (see figure 1 for all related niches)

Each of the above topics is a Category that falls under our main segment ("boating"). This category is also called a "SILO", and is in turn covered by a complete "site" (see figure 1 for more details): this means

- ⇒ Relevant keyword content with Navigation menu
- ⇒ Deep internal linking and Cross linking
- ⇒ Link back to the Landing page of the Silo structured site

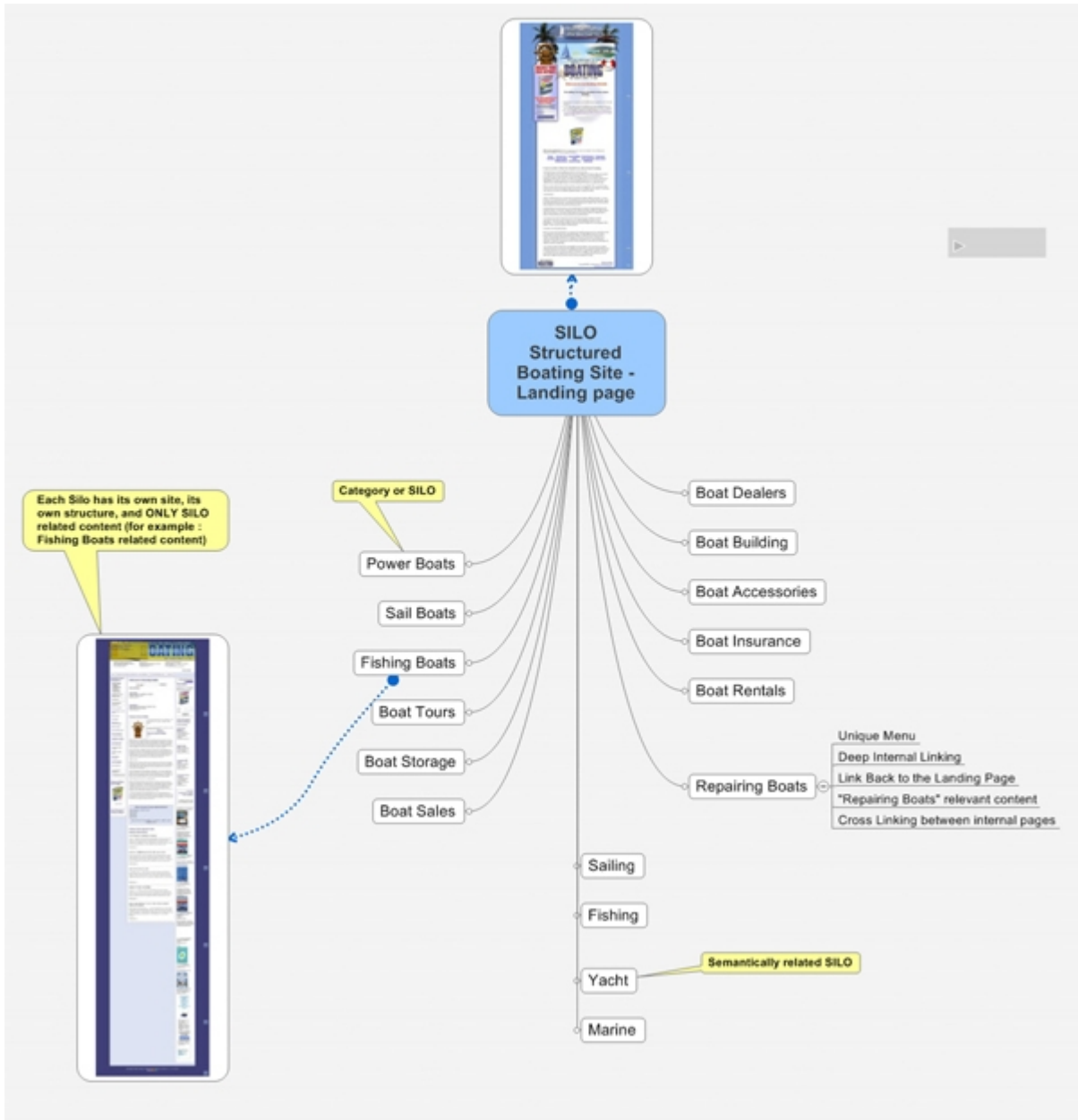


Figure 1 : Silo Structured Website

In a logical way, a search engine such as Google for example will consider such a site as an authority site, because it is well structured, and it is able to bring a useful experience to the visitor looking for specific information on boating.

To complete a silo structure, you will need to tell Google that your site is indeed silo structured (we all know that search engines follow links to index and analyze pages). You can achieve this by simply creating a landing page which in turn links to all of your "Silos".

In this way:

- You have a complete coverage of a given industry.
- Information is always categorized and relevant (you don't have information on power boats at hand when discussing sailing boat equipment).
- You provide information your visitors are likely to look for.
- A silo (one of the sites) could be "considered" as a standalone site, but it mostly contributes to the building of a much bigger structure (the silo structure), thus giving more weight to the overall structure.

A given silo is not linked to the other silos. But a silo can link (and should link) to the landing page, thus letting visitors and search engines follow the information flow in a natural way.

Results have proven that this type of structure is highly effective for these reasons:

- Search engines will index silo structured sites very quickly.
- You give a lot of information to search engines on how your information is structured. Search engines will love you for that.

- It's a robust structure that lasts long in search engines.

Can you now see the point about silo structure? **So what's the deal with LSI, and how is the concept connected to silos?**

It's simple...but not really well known.

LSI is a way to find "related" topics. For example, if you want to create a site on "weight loss", semantically related words would be "obesity", "diet", and so forth.

In their quest to both index according to relevancy, and to fight keyword stuffing, search engines started to analyze sites using the LSI concept. They tend to favor naturally built sites. A naturally built "weight loss" site would discuss obesity, diet, healthy eating, natural herbal supplements, and other related words, and so won't only use the words "weight loss".

Finally, just remember that humans are way ahead of bots when it comes to analyzing content, and that search engines (bots) will always tend to copy our brain. :-)

So what's the connection between Silo Structure and LSI?

LSI is a way to get the topics that your silo structure site will cover. It's the "tool" you will use to build your set of silos.

If you want to build a silo structured website covering the "fitness" industry, you might want to cover some of the following topics:

- Aerobics
- Wellness
- Training
- Weight Loss

Of course you NEED to cover directly related terms such as "fitness equipment", "fitness programs", and so forth.

But the point is that you need to include some of the "semantically related" niches into your silo structured site to give it more weight in the search engines.

It's a way to combine the power of Silo Structure with LSI (latent semantic indexing).

Now everything I have just spoken about above was purely for the purpose of giving an introduction.

If you remember, the subject line was **"Going beyond the Silo Structure concept"**.

The above gives an overview of what Silo Structure is, and how it should be used along with the LSI concept. (FYI, no one in the online marketing niche today currently sells sites using these concepts...apart from me and my <http://www.nichesinabox.com> concept)

Now, going beyond the Silo Structure concept means we will need to understand how the search engines will evolve. If a silo structured website has a high value in search engine indexes (and even greater if built utilizing LSI tools), we then need to ask ourselves what would be an even more effective scheme?

A silo structure is indeed a natural scheme, and you will find this everywhere throughout nature. Our universe is built upon this basis.

So, given this fact, then our next performing or effective scheme should be...Silo of Silos. Yes, adding 1 additional level to the structure to make it even more categorized and effective.

You may want to re-read the above carefully. It may seem obvious, and it is, but it's also HIGHLY important.

It will give more structure and this will allow even more relevancy, both for search engines, and for your visitors.

Imagine the following:

- You build a Silo Structure site covering the Camping Industry (the NIAB topic in February)

- You then build a Silo Structured site covering the Fishing Industry (by the way, it's the NIAB topic for May)

- You then build a Silo structured covering the Hunting industry (which will be our NIAB topic for July)

Wouldn't you then be tempted to inform visitors to your camping site that you have a really good site about fishing, or about hunting?

What if Google does the following?

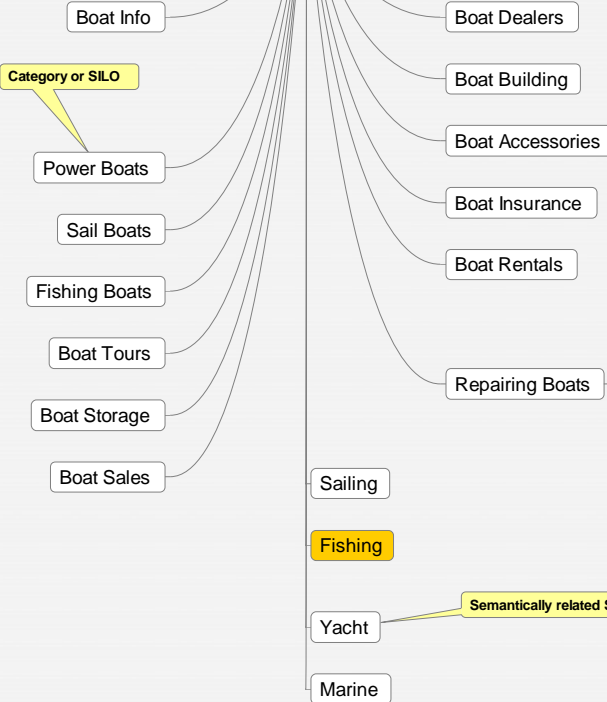
- Their bots find a link to one of your silo sites, specifically say the "used hooks" page of your "fishing equipment" silo (inside the Fishing silo structured site)

- Their bots then follow links on your fishing equipment silo, and find that you have a more generic site on "fishing equipment" with a lot of useful information on it about fishing equipment.

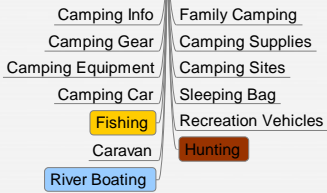
SILO Of Silos
 "Outdoor
 Activities"
 Niche Portal



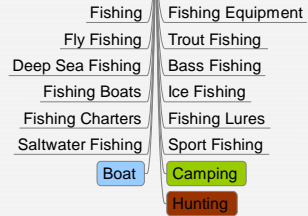
SILO Structured Boating Site - Landing page



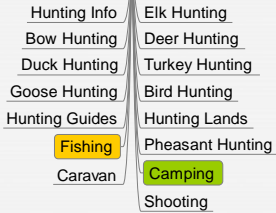
SILO Structured Camping Site - Landing page



SILO Structured Fishing Site - Landing page



SILO Structured Hunting Site - Landing page



Each Silo has its own site, its own structure, and ONLY SILO related content (for example : Fishing Boats related content)



Unique Menu
 Deep Internal Linking
 Link Back to the Landing Page
 "Repairing Boats" relevant content
 Cross Linking between internal pages

Semantically related SILO

- Then these bots follow links from your fishing equipment site to your "fishing" website's landing page.
- And from this landing page the bots follow links to your other "fishing" related silos. (Fishing Boats, Fishing Wears, etc.)
- From the fishing landing page, these bots "also" follow a link to your "upper" landing page.
- From this "Niche Portal (Outdoor Activities) landing page" the bots follow links to your camping related "silo structured" site.
- And the cycle continues as they follow link to your "hunting" silo structured site.

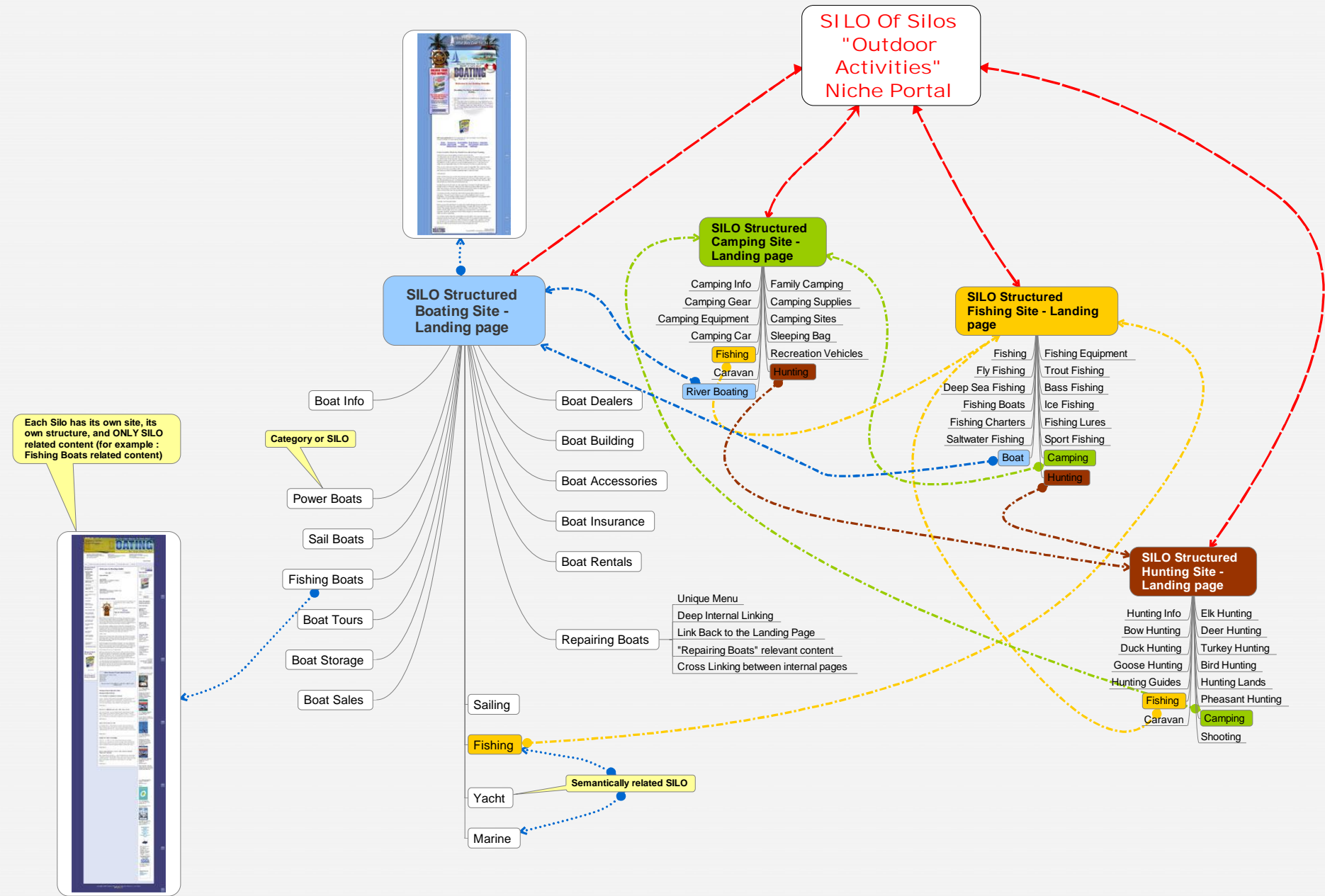
Are you beginning to get the picture?

Bots will never stop scraping your site! And I can guarantee that you will receive tons of free traffic for this!

Silo Structure + LSI have been part of my site building strategies for over a year now (those who are members of <http://www.nichesinabox.com> know what I am talking about).

The above strategy (Silo of Silos) has been a part of my site building strategy for 3 to 4 months now. Results so far have been great - with steady rankings, a higher traffic volume, and best of all, more targeted visitors which are staying a lot longer on my sites and doing a lot more things such as subscribing to my lists, buying e-books, etc.

I hope you're still here reading this. The above facts are not well known; in fact I have not seen them anywhere else as they are a result of my own testing.



It's important you always remember why you build sites. And what are the main issues you face when you want these sites to get traffic, and above all, when you want to monetize this traffic...

Jean-Philippe Schoeffel



The above report is a short abstract of my new ebook series :

<http://HowToTurnSitesIntoMoney.com>

Get a complete Niche each and every month (constantly improved using my own testing)

<http://www.nichesinabox.com>



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