



# MOSAIC SERVICES Launches LSI Ebook

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*LSI is a methodology evolved from Ad sense ( googles' contextual advertising program) involving statistical probability and correlation that helps in deducing the semantic distance between words.*

PR9.NET October 07, 2005 - Google and some other search engines either have adopted LSI or are in various stages of its adoption.

So what is this LSI (Latent Semantic Indexing)?

LSI is a methodology evolved from Ad sense ( googles' contextual advertising program) involving statistical probability and correlation that helps in deducing the semantic distance between words. In Latent Semantic Indexing, not only the keywords contained in a document would be recognized, Search Engines would see the document collection as a whole, to establish which other documents contain some of those same words. In LSI, documents that have words in common is considered semantically close, and ones with few words in common to be semantically distant.

In Mosaic's LSI Ebook, you will find, all, in one write-up on LSI technique and their origin from Applied Semantics. You won't put the highlighter down and would be torn between designing your site based on LSI or keep reading the book.

The book is an amazing read from beginning to end. We have beautifully covered all the important aspects of LSI and Applied Semantics. This book is useful from SEO Experts to newbie's or to anyone with an interest to generate huge traffic even from a single keyword.

Mosaic's LSI Ebook provides the whole story of the origin of LSI and its relation with SEO. The book also focuses on AdSense and Applied Semantics and Google's acquisition of Applied Semantics.

Latent semantic indexing helps search engines to find out what a web page is all about. It basically means to you that you shouldn't focus on a single keyword when optimizing your web pages and when getting links.

LSI is an extremely methodical technique that needs high amount of monotonous precision, one that a computer can do efficiently and is better explained by 'LSI grid method" in the ebook.

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## About Mosaic Services

MOSAIC, established in 2002, is an India based outsourcing, software solutions & online promotions company. Mosaic is a network of dedicated web development and software professionals whose mission is to collaborate with international clients. Mosaic is business focused, technology centered, and success oriented company. Mosaic renders professional Internet Marketing and SEO services to the clients based on LSI based Proprietary Ranking Methodology called Dartboard Optimization Matrix (DOM).

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