

# DOM

Dartboard Optimization Matrix



Proprietary SEO Methodology from Mosaic Services

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# INTRODUCTION TO DOM

Tired of SEO (Search Engine Optimization) Companies claiming to take your business, traffic and earnings through the roof? Indeed their promises are attractive but as always devil lies in the detail. These self proclaimed SEO companies promise rankings & results that are not only unrealistic but downright impossible to achieve.

It reminds us of that classic story of the king & his royal garb:

The story goes that a wicked emperor appeared nude before his subjects, as he could not decide on what to wear. He did so after first announcing that he would be appearing in a new suit of clothing. His subjects, greatly afraid of his power, all complimented him on his new "suit" of clothing, as each was afraid to say this truth, **"His Majesty had no clothes."**

(Einstein used it once to disprove the existence of ether)

Similarly for quite some time now, we have seen the tyranny of marketing punch lines of SEO companies that claim a top listing for 5 keywords & so on, for throwaway prices. However, both the SEO companies and their clients have realized that these claims **just don't work** in the long term.

At Mosaic, realizing this, we have devised a unique methodology (DOM) which is LSI (Latent Semantic Indexing) driven to facilitate the Search Engine Rankings for our clients.

With the number of Web pages increasing voluminously on the Web, your site might lose itself in the vastness of the web.

LSI fused Dartboard Optimization Matrix (DOM) methodology helps to build the overall theme structure of the website to qualify it for relevant and innumerable searches. Latent Semantic indexing is a methodology involving statistical probability and correlation that helps understanding the semantic relation of the keywords with the context of the words on the web page. Some of the major search engines have adopted LSI to index web pages and return the most relevant results pertaining to the search query.

Dartboard Optimization Matrix (DOM) is based on Latent Semantic Indexing and the time tested techniques of:

- ➔ Dartboard Keyword Research
- ➔ Themed Canonical Implementation
- ➔ Topical Back linking

DOM is a powerful optimization methodology that delivers consistently across the board. Employing DOM we have delivered reliable results to clients each time.

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# THE GENESIS

How do you find information on the net?

Simple..... put your query into the search engine, press search button & vroom.... the results come in. Then, you scan the results for appropriate information.

Traditionally that's how business and information on the net is searched for & found: by using certain keywords or key phrases through the search engines where the search results are obtained by exact words or phrase matching of the searcher query with the text in your web site. This means that the web sites, which use the words that the user is searching for, at appropriate places, will get better rankings & consequently better sales.

Latent Semantic Indexing or LSI has changed the world of search engine optimization. LSI is a methodology involving statistical probability and correlation that helps deducing the semantic distance between words.

It is applied to understand the relation between certain words in a paragraph or in a document. The process finds out which other documents include or makes use of these semantically close words. The resultant documents are indexed to be related or closely relevant to a context, according to latent semantic indexing.

What does this mean to you as a web site owner?

The LSI algorithm doesn't understand anything about the meaning of a word in a document. It just reads through the pattern of the usage of particular words and calculates the correlation of their occurrence and hence their correlation with a particular context.

DOM employing its Dartboard Keyword Research methodology builds the overall theme structure of the website improving upon its relevancy factor in relation to context of the page. Therefore, LSI driven DOM methodology helps your site to rank well consistently across major search engines.



**Before, we go ahead with the DOM process, let us understand about the user behavior on the search engines.**

Your prospective client can search for your product or service in thousands of ways. He can search using the name of your product, a property of the product, or maybe get into a price related or geographical search for that product.....the possibilities are infinite. To make this more interesting, he can use any word from his vocabulary; employ singular-plurals or any other grammatical gymnastics. And of course he is as human as you and me and quite capable of making spelling mistakes.

Therefore, if your site is not visible on all (or maximum) of these variations that means one less visitor to your site & probably one lost sale.

The above discussion clearly points to the fact that your website's visibility is closely associated with semantic relationship of the keywords with the context of the pages and the linguistic skills of the user.

**Now, the question arises how can the site gain visibility for so many permutations & combination of searcher query words?**

To exactly do that, MOSAIC SERVICES (MS) has pioneered Latent Semantic Indexing -LSI Based Dartboard Optimization Matrix (DOM)

### **DARTBOARD OPTIMIZATION MATRIX (DOM)**

DOM, simply stated, is a proprietary methodology of concentric keyword identification & implementing themed canonicals into a web site for insightful business optimization.

The absolute & unique advantage of Dartboard Optimization Matrix (DOM) is that it fetches good rankings for your business, across search engines, for 100s of relevant keywords & search phrases. In essence, DOM ensures that your business is never out of sight of your prospective customers regardless of the word structures used in the search engine queries. In other words your business ranks well, for any & all user language constructs.



# ESSENTIAL COMPONENTS OF DOM

DOM ensures a thorough optimization of the web based businesses. The optimization technique is so profound that we sometimes end up restructuring the entire web site.

DOM is essentially implemented in 3 steps on a web site.

**LEVEL I - CONCENTRIC KEYWORD IDENTIFICATION**

**LEVEL II - THEMED CONONICAL IMPLEMENATATION**

**LEVEL III - TOPICAL BACKLINKS CREATION**

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# LEVEL I - CONCENTRIC KEYWORD IDENTIFICATION

## Objective:

To arrive at the set of keywords which

- ➔ Describe business correctly (are relevant)
- ➔ Attract traffic (are popular & are searched for)
- ➔ Have less competition (are relatively un-optimized for)

## Steps:

Dartboard keyword selection strategy revolves around two central steps:

- ➔ Theme determination
- ➔ Word selection to represent those themes

### Step I:

With Google's move towards adopting and using LSI while indexing a page in its database. Determining and building the overall theme of the website has absolutely essential to garner top search engine placement for a combination of keywords and keyphrases which helps to maximize search engine visibility and accelerate traffic to your website.

Therefore, the keywords should be generated which are in sync with the theme structure of the website to achieve the desired results. DOM ensures this, as we will see later.

The home pages & the other higher level pages should target more specific and main theme keywords. While, the inner pages (embedded in subdirectories or sub domains) should target general theme related keywords.

Using subject centric keywords, we build the overall theme of the site. So it may qualify for more searches over the search engines.

## Step II:

The finalization of the keywords for any given site is done in DOM as follows:

Generation of the seed keywords for the site (theme keywords).

Expansion of the seed keywords into key-phrases by adding qualifiers (sub theme keywords)

Generating a larger set of keywords by word play on the key-phrases generated in previous step. (sub theme targeting)

Let's take them one by one:

### **SEED Keywords/Primary keywords:**

The seed keywords can be generated by either of the ways mentioned below:

The client provides the terms he feels are relevant to his business.

Outside domain consultant can also provide them.

Another way of generating seed keywords is to look for the Meta tags of the competition web sites.

Typically, seed keywords are single word.

A good number of seed Keywords that we generate are between 10 and 12.

We at Mosaic generate the seed words by understanding the business domain & the business model of the client.

### **SUB theme Keywords (Qualifiers)**

Now using DOM, we add qualifiers to these seed keywords.

These qualifiers can be anything: location/sub-product/color/part no./activity/singular etc.

By utilizing these qualifiers we expand the list of the seed keywords which may be anywhere between 20 and 30.

Typically a sub theme key phrase is 2 to 3 or even 4 words long.

Recent study suggests that the typical searcher often uses longer queries which are a combination of two to three words.

Within three different search engines, keyword distribution data tells a compelling story:

Words in Query	Look Smart (%)	Ask.com (%)	Teoma (%)
1	27.00	12.76	38.04
2	33.00	22.46	29.59
3	23.00	19.34	18.13
4	10.00	11.89	8.00
5	7.00*	7.86	3.51
6		6.19	1.39
7		5.47	0.63
8		4.59	0.30
9		3.40	0.15
10		2.29	0.08

**Look Smart does not report beyond 5 search terms. Instead, it groups five or more terms into one category.**

Approximately 40 percent of queries in Look Smart have three or more words. About 32 percent of queries in Teoma have three or more words. Ask Jeeves has even higher skew, nearly 62 percent, because of its natural language focus. Within FAST, the database that powers Lycos and others, the average is 2.5 terms. That suggests a similar frequency distribution to Look Smart and Teoma.

The above discussion clearly implies that we can keep the average length of sub theme



keywords at around 3.

### **Variations on sub- theme words:**

This is the word-play to get into the mind of the user.

Now, our set of 25 to 30 keywords is expanded using DOM to include singular-plural word combinations juxtaposing the same words in a different combination. We use synonyms to further build on the list of words using DOM keyword tools. However, in future LSI driven search engines will be able to deliver results by exploring the semantic relationships within a text to decide on the relevance and consistency in the component parts.

Employing our proprietary method (DOM) we arrive at the ideal set of 70 – 100 keywords/ key phrases. This also represents possible ways of looking up for that web site on the search engines.

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## LEVEL II - THEMED CONONICAL IMPLEMENATATION

The keywords once finalized, as in level one of DOM, need to be ranked so that they can be implemented across the web site. For doing so, we will first need to understand their relative popularity & then find appropriate places to target them.

Since, Google is the most popular and has the largest market share over the web. It is natural for us to test the keywords for its popularity and competitiveness on Google and other major search engines.

The data given below clearly suggests that Google has the largest piece of the pie of search market share. The figures reflect the share of searches received by the search engines.

### Search Engine Market Share:

- ➔ Google - 48%
- ➔ Yahoo - 32%
- ➔ MSN Search - 16%
- ➔ Ask - 2%
- ➔ Others – 2%

*Source: comScore Media Matrix Search Engine Ratings, December 2004*

Now the million-dollar question is that what should be the optimum way to measure the keyword popularity? And how to use Google to assess for keyword popularity?

Unfortunately, Google is not very forthcoming on these figures. However, there is an indirect way. We can always make an estimation based on the number of pages returned on Google blue toolbar for any search term. The more the pages returned, the more generic is the search & hence more the likelihood of its getting searched.

However, this tale has one twist.



If this theory is true than one letter words should be the most searched words, as they will return the highest number of pages. For example:

- ➔ **News: 1,670,000,000**
- ➔ **Product: 560,000,000**
- ➔ **Security: 710,000,000**

However, it is unlikely that these words are being used by searchers to obtain any relevant information.

Let us expand this search further. We ran a search to compare results for Google to understand the relative frequency of searches for two – word keyphrases.

- ➔ **Online promotion: 30,000,000**
- ➔ **Search engines: 46,300,000**
- ➔ **Web designer: 31,000,000**
- ➔ **Cartoon network: 4,890,000**
- ➔ **Advertising agency: 20,000,000**

As these can be considered general search terms, let us go one step ahead & examine 3 word long keyterms.

- ➔ **Advertising agency USA: 3,220,000**
- ➔ **Cartoon network channel: 768,000**
- ➔ **Web designer Michigan: 11,700,000**
- ➔ **Search engine marketing: 29,400,000**

Online promotion consultant **2,360,000** (Incidentally our website <http://www.mosaic-service.com> is at No 1 spot for this).

With this data available, we employ DOM to make an evaluation, as to which out of these, will be more fiercely fought rankings.

At the end of this exercise we draw a list of keywords, which we can start optimizing for.

Having thus understood the relative rankings, we move on to implement these keywords into the site structure using DOM.

With DOM the single-two word keywords (Branding Theme Keywords) are targeted at the root level pages, while the three & over word keywords (Selling Theme Keywords) are implemented using themed canonicals where each sub directory or canonical page is used to target specific keywords.

The canonicals in DOM are implemented using appropriate sub-domains or directory structure.

The canonicals thus created are linked vertically from the home page downwards but are not linked horizontally. This is to reinforce the theme throughout the canonical. Horizontal linking dilutes this theme.

Vertical linking also throws up another advantage that it sets up the site as an authority on the branding theme words thus ensuring rankings across hundreds of theme related keywords.

DOM ensures that the site ranks well across 100s of keywords/keyphrases and not just 5-10 generic keywords. DOM helps to accelerate measurable traffic, leads and conversions on your website.

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## LEVEL III - TOPICAL BACKLINKS CREATION

Before we run away with the grand finale of DOM, one thing needs to be done & that is creating backlinks into the site structure.

Quality link network boosts search engine positioning and empower your site with long-term qualified traffic and leads.

For achieving this, DOM mandates a monthly format for link creation instead of guaranteed links from PR (PageRank) 4, 5, 6, 7 websites.

Let's explain why it is needed?

Taking example of [www.abc.com](http://www.abc.com) lets outline the technique. Assuming that the current PR of [www.abc.com](http://www.abc.com) is 3. So, employing DOM, we undertake a two pronged campaign for creating backlinks of the website.

Firstly, we create around 100-150 incoming quality links for the website per month. This includes links from all PR pages (0, 1, 2, 3...). We have a resident database of Quality Websites/Directories for this, which we constantly keep updating.

Our link building managers manually scour for premium links which are industry centric and theme related to build a network of quality link partners for your website.

Secondly, we do a Reciprocal Link campaign with other sites having PR of 3.

The endeavor is always to create around 50 confirmed quality theme based links per month. We try not to secure too many links too soon and trigger Google's Link burst Filter in the process.

Let's say in a month, enough links are created for [www.abc.com](http://www.abc.com) to take the PR 3 to PR 4.

To further improve its search engine visibility and traffic, we continue with the reciprocal link exchange program targeting sites with a higher PageRank (PR) of 4. Similarly, we

raise the bar even higher in the following months targeting sites with PageRank (PR) 5.

This typical backlinking methodology of DOM ensures that your website achieves long term staying power on the search engines.

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## CONCLUSION

**DARTBOARD OTIMIZATION METHODOLOGY (DOM)** thus ensures a lean site structure, a well thought out optimized site with the right keywords targeting across it & the site optimally integrated into the democratic structure of the World Wide Web.

DOM is Mosaic Services proprietary SEO methodology that helps to generate formidable rankings on the SERP's (search engine ranking pages) for 100s of keywords thus impacting your online brand, traffic, leads, revenues & overall business profitability.

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## About Mosaic Services:

Mosaic Services is a premier Latent Semantic Indexing- LSI based Search engine marketing firm with practiced expertise in search engine optimization and marketing services. Over the years, we have provided specialized search engine optimization services to client spanning across a vast spectrum of Industries. We consistently evolve our practices to provide our clients maximum visibility over the web.

Mosaic Services team comprises of search engine marketing specialists and professionals which are a part of this on-going endeavor.

Contact us now to get your website checked for LSI readiness NOW! [sales@mosaic-service.com](mailto:sales@mosaic-service.com)

**G-68, EAST OF KAILASH,  
NEW DELHI-110065 INDIA**

**+91-11-51623530**

**+91-11-51623531**

**[www.sem.mosaic-service.com](http://www.sem.mosaic-service.com)**

