



Google engineer Anna Lynn Patterson strikes the final blow to traditional keyword research.

Hi folks,

A new [patent released by Google](#) confirms the truth.

Latent semantic indexing, “sparse matrix” and “co-occurrence” algorithms are here to stay.

The use of latent semantic indexing in Google’s main index is no longer a myth peddled by search engine optimization experts in order to scare you into submission.

LSI is “real” and it is here to stay.

Our friends at Portal Feeder sent us an article by [William Slawski](#) which attempts to explain latent semantic indexing in terms of co-occurrence matrixes. US Patent Application 20060294155 will provide Google with the means to eliminate duplicate content and web spam- otherwise known as “keyword stuffing”.

Theme Zoom programmers are thrilled about the idea of co-occurrence algorithms because they have used a similar math to configure the (LSI) keyword algorithm for the TZ application. This means that Theme Zoom members will be in a position to benefit from the new patent when they create content that is diverse in search engine proven synonyms and co-occurring phrases.

To read the complete article visit <http://www.seobythesea.com/?p=413>

I have interviewed Theme Zoom mathematician Leroy Diener about the new patent, and the audio is located here:

http://206.216.156.254/themezoom/public_media/leroy_interviews/co_occurrence_matrix_part_1.mp3

Or:

<http://tinyurl.com/33u6c9>

Or if this link is too cumbersome for you to use, you may stream this audio on our blog located at <http://www.theme-zoom.com>

- Russell Wright

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