

Theme Zoom 1.5.1 brings major price increase for non-members and lifetime membership gift for current members.

Dear loyal Theme Zoom fans,

This is a long document but you will probably be glad you read it. Once again, thank you for your loyal support. We will do everything possible to make it financially viable for you to remain part of the Theme Zoom family.

In this document we will reveal the lifetime membership gift we will provide our extremely loyal list of Theme Zoom users.

I will also reveal hidden truths about the Theme Zoom agenda . . . why we really built Theme Zoom and where we are going on both the *front-end* and *back-end* of future versions.

Letting the cat out of the bag

These details have never been discussed before because we believed it was too much information for the *non-technical* online beginners in our midst.

We assumed that you would be distracted by the “big picture” and that a larger vision would just overwhelm you. This is what some of the famous internet gurus told us.

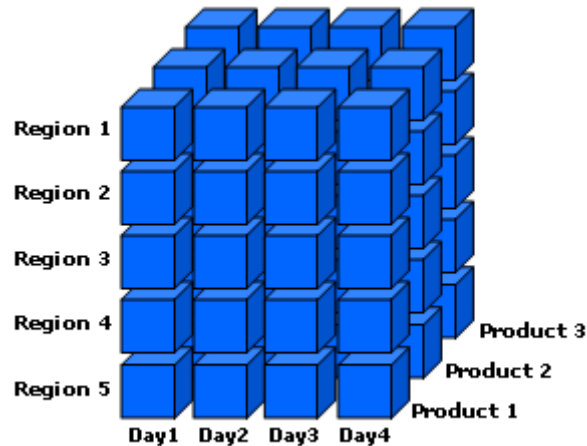
After working side-by-side with many of you I see that a higher perspective in the area of both keyword research and market research is something that you not only want but that you actually *hunger for*. The jury is in because our attrition rate (people leaving Theme Zoom) is less than .5% and our e-mail opt-out rate is even less.

Up to this point we made the decision to provide an industrial strength spreadsheet that reveals an overwhelming amount of information for you to analyze. We have a friend in Australia who works with 5 monitors and claims that the Zoom Analysis screen spreads across 2 of them. We had to tell him that version 1.5.1 will probably add half a screen more. ; -)

You see our philosophy has been to first provide you with industrial sized holographic keyword data . . . and once we have educated you on how to [“spin the data cube”](#) (as Bruce Clay called it) we can start to “dumb it down” into smaller manageable “bite-sized” packets. We can do this with the development of

a Theme Zoom desk-top software. We can then educate you by hiring an elite training staff to hold everyone's hand (including mine).

Spinning the data cube



While participating in the SEO TOOLSET training course provided by Bruce Clay in 2004, I noticed that he was *non-linear* in his thought processes. Only the really smart folks could keep up with him.

When analyzing websites ranking he would look at a website's unique search engine status as a **3-D holograph** . . . and "spin" the massive amounts of data *in his mind* in order to decide the next step to take.

He tried to create tools that would allow anyone to repeat the steps going on inside his head . . . yet it was difficult . . . because he could "see" the whole hologram inside of his mind after many years of practice. He created the SEO TOOLSET in order to make it easier for a web professional to "borrow his brain".

Honestly, the SEO TOOLSET is an industrial strength "data cube" and is not appropriate for the internet beginner. It would have been impossible to learn the "industrial software" he provided without spending lot of time with "the master" himself. ; -)

Bruce had no intention of teaching internet beginners because he knew that they would not be ready for the sheer size of his [data cube](#). (When it comes to data, size DOES matter).

The Zoom Analysis Screen 1.5.1 and beyond

Currently the Zoom Analysis screen is a **flattened data cube**. This is why it contains so much information.

In the process of creating this industrial sized flattened **keyword data cube** we focused on some areas to the detriment of others.

The release of Theme Zoom 1.5.1 (to be released in 5 days at the time of this writing) will contain the following enhancement with a substantial price increase to future members.

New features our beta group is excited about:

1. Website Ranking Column:

You will be able to type in the URL of your website (or a competitors website) and locate your exact ranking in the top 100 of Google for all desired keywords displayed Zoom Analysis screen.

This is useful for several reasons.

A huge [driver behind the conception of Theme Zoom](#) was our desire to create successful Google adwords campaigns that would also drive our natural content strategies- including the integration of [long tail keywords](#) into visible website text.

(Whew, that must sound like a mouthful, but I promise it will make more sense to you as you participate in [Theme Zoom University classes](#)).

2. Phrase Match Versus Broad Match Column:

Phrase Match CPC	Phrase Match CPD	Broad Match CPC	Broad Match CPD
2.74	17,109	3.16	17,814

You will be able to easily distinguish the difference between phrase match and broad match keyword prices which will

3. Competitor nominated silos

You will be able to see the keywords used as silos and themes of highly ranking websites for keywords you are researching. These will appear as “*competitor*”

nominated silos” within the Architectural Comments column of Theme Zoom version 1.5.1

4. Quadruple nominated silos

With the addition of “competitor nominated silos” there is the accumulative value for the current “triple nominated silo” category. A quadruple nominated silo will be the most interesting and important keyword to look at within the Architecture drill down because it will rate highly across all four categories of the Theme Zoom value system. TRI TM nominated, PPC Nominated, and Traffic Nominated comprise the current “triple nominated silo”. The fourth category will be keywords contained in your competitors theme or silo.

5. More and better quality keywords

Conan (aka “I just write the code”) has improved the speed of the “get remaining data” column to be much faster . . . which is a good thing because version 1.5.1 returns a much higher volume of quality keyword. Here is a testimonial from one of our beta users:

Russell,

The results I'm getting from the test site are really good. This is the closest I've seen so far to the research that I've done on my own. So . . . nice job! I am really hammering the test site while drilling into the xyz market.

Let me know if there is anything you want me to be looking for while I'm hammering the site. I've had returns of over 40,000 words on some drill downs . . .

Wes

6. More powerful filtering options

You may now filter your Zoom Analysis screen by the number of keywords:

Longtail keyword filters

Keyword contains *at least* this many words:

1 word 2 words 3 words 4 words 5 words 6 words 7 words

Keyword contains *no more than* this many words:

1 word 2 words 3 words 4 words 5 words 6 words unlimited

7. A more powerful synonym selection screen:

Before you press the “Big Red Button” it is important to select the best synonyms

in order to avoid keywords that are not related to your market of interest. Information about how to do this is contained in the TZ document called [how to get the most relevant zoom analysis results](#).

The new Synonym Verification Screen has each search engine proven synonym hyperlinked to the Google SERP (search engine results page). This will allow you to quickly look at the market as relevant to your parent topic or theme. For example, you could click on the keyword “PCS” in order to see if it was related to your parent theme “computers”.

Additionally the competing number of websites (not pages) is displayed next to each keyword. Some people use these numbers to help determine the value of drilling into the synonym for more keywords.

Remember, the more keywords you select . . . the more time it takes to complete the Zoom Analysis process.

		# Comp. Websites
	computers	539,000,000
<input checked="" type="checkbox"/>	software	2,110,000,000
<input checked="" type="checkbox"/>	computer	1,300,000,000
<input checked="" type="checkbox"/>	systems	1,120,000,000
<input checked="" type="checkbox"/>	pc	888,000,000
<input checked="" type="checkbox"/>	hardware	615,000,000
<input checked="" type="checkbox"/>	computing	220,000,000
<input checked="" type="checkbox"/>	laptop	151,000,000
<input checked="" type="checkbox"/>	pcs	118,000,000
<input checked="" type="checkbox"/>	computer hardware	56,700,000
<input checked="" type="checkbox"/>	computer software	44,500,000
<input checked="" type="checkbox"/>	motherboards	35,600,000
<input checked="" type="checkbox"/>	computer systems	29,100,000
<input checked="" type="checkbox"/>	pc hardware	19,700,000
<input checked="" type="checkbox"/>	laptop computer	13,200,000
<input checked="" type="checkbox"/>	laptop computers	9,350,000

8. (coming soon to Theme Zoom Gold Version) **A Google Adwords Pay Per Click management system:**

This should be pretty self explanatory. This will NOT be released with version 1.5.1 but we wanted to make sure to mention it here. We are basically creating a [perpetual keyword-traffic motion machine](#) that will show you how to take the positive results of your Google adwords campaign and include them in your natural content which will then help you drive even more successful PPC

campaigns. This is beyond the scope of this document.

The Future of Theme Zoom:

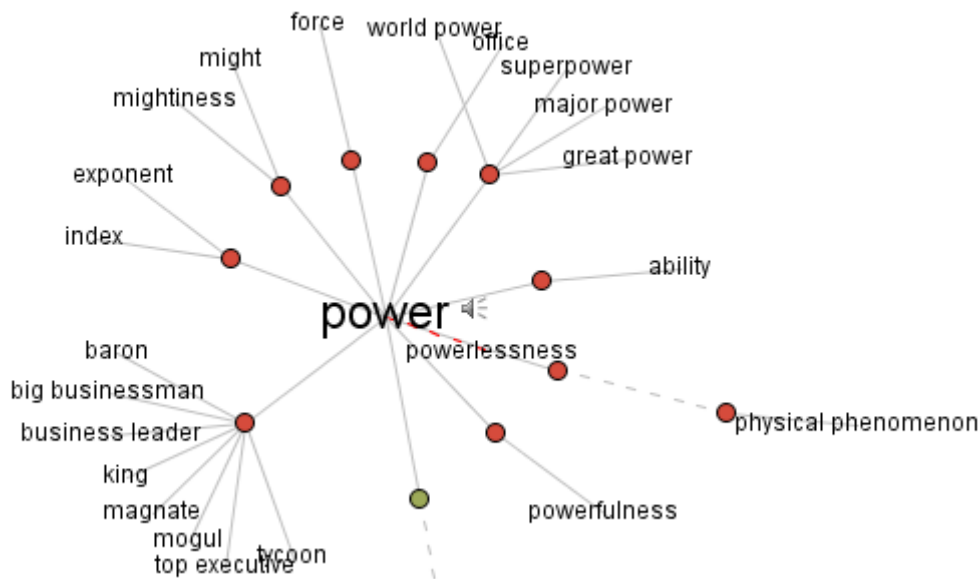
The Behavioral Research Driven Keyword Research data cube:

In order to understand where we are really going, you only need to read (or listen to) [The Long Tail](#) by Chris Anderson. Sue and I have spend hours of discussion about this book and what it means to the future of Theme Zoom. Many of the things contained within this book already point to features currently under development . . . so the publication of The Long Tail is real validation.

Russell is to interview Chris Anderson within the next 3 months exclusively for the Theme Zoom membership. Currently we discuss The Long Tail in more depth within the [TZ private university](#).

The ultimate purpose of Theme Zoom's "keyword research data cube" is to allow you to see from a high level how your niche *keywords, products and market behaviors* interconnect **within the overall online market place**. (Chris Anderson calls this "the head" of a market segment).

Filtering and analyzing such an overwhelming amount of data will seem difficult at first, but will become less overwhelming once you can "visualize" it as a holograph or "data cube". Theme Zoom's user interface will transform the present Zoom Analysis screen into a visual thesaurus or mind map-like display. Yeah . . . we are working on it!



Consumer Cross-Purchasing data: The Holy Grail of Niche Research?

The inspiration behind Theme Zoom has always been to combine market research behavior with online keyword research behavior. Loyal TZ members will have access to some of the most powerful consumer-level niche research on the planet. We are developing a system called LBI (latent behavioral indexing) combined with LSI (latent semantic indexing).

Not sure what cross-purchasing data is?

Ever purchased a book from Amazon.com?

Customers who bought this item also bought

[Mental Training for Skydiving and Life](#) by John Derosalia

[Freefall Extreme - Ultimate Skydiving Rush DVD](#) ~ Freefall Extreme

[JUMP! : Skydiving Made Fun & Easy](#) by Tom Buchanan

[Understanding the Skydive](#) by Erik Johnson

[Adrenaline Rush \(Large Format\) \(2 - Disc WMVHD\) IMAX Microsoft DVD](#) ~ Marc Fafard

▶ [Explore similar items](#) : [Books](#) (26) [DVD](#) (6) [Magazines](#) (1)

People who purchased “X” (long tail product) also purchased “Y” (long tail product):

Our current system under development combines LBI (latent behavioral indexing) with LSI (latent semantic indexing) in order to provide the MRI (market relevance indexing). That's all I can say about this specific feature at this time.

Latent Behavioral Indexing:

The problem with keyword research, *even latent semantic indexing*- is that it doesn't always tell you about **profitable market behaviors and related long tail markets**.

Here is an example:

When searching for keywords for a website about "freefall skydiving" I drilled into hundreds of keyword. I discovered hundreds of latent semantic phrases and keywords related to skydiving, and the TRI TM looked fantastic on many of them. I got some double and triple nominated silos and created the most diverse semantic website on the web for skydiving. Using Theme Zoom I uncovered a HUGE list of pay per click keywords and discovered new marketing strategies based on these terms alone. Yet, *most of these terms were still pretty much directly or tangently related to skydiving as a phenomenon*.

But . . .

When I went to Amazon and started to research beyond the keywords to what people were actually buying, I discovered long tail niches that were not directly related to skydiving. At Theme Zoom we have started calling this LBI (latent behavioral indexing) and BRI (behavioral relevance indexing).

This is what Amazon refers to in the category called: "What do customers ultimately buy after viewing this item" or "customers who bought this item also bought". This category allows you to see what long tail niches are related to other long tail niches. Sometimes the results are very surprising.

Once I discovered that 7% of the Amazon visitors who were buying or viewing Extreme Skydiving were ultimately buying a book called Beyond Co-dependency (or a similar title).

I thought there was an error in the Amazon database.

When I dug deeper I realized that the skydiving long tail niche is ultra-rich in [latent tangent themes](#). Many of these niches are about mental training, mental healing, mind training, mental discipline as well as self-help therapy.

In other words, money flows out of the skydiving niche and into the "mental healing and self-help" niche . . . and vice versa.

The bottom line is that people jump out of airplanes to feel better!

An enthusiast culture has evolved around this trend increasing as two market segments form a single long tail enthusiast niche.

Jumping out of airplanes is one market segment.

Feeling better is another market segment.

One long tail niche market is interlaced with another long tail niche market . . . and therefore straight forward keyword research or basic latent semantic indexing *may not* have revealed this information efficiently.

Part of this is because the TRI™ data and even LSI technology is only as good as the data it “swallows” or interprets. Very few skydiving websites on the internet make the keyword connection between mental training and self-help. ***Or if they do they are not using enough long tail “self help” keywords within their website content to make the relationship obvious in an LSI extraction.***

Customer purchase behavior data not only *trumps* keyword research behaviors, but a hybrid combination of ***both data sets*** can be used to give you an unfair advantage in the market place! That is where Theme Zoom is going. ; -)

In essence, using Theme Zoom’s LBI (latent behavioral indexing) function you will be able to immediately publish content in response to new and emerging markets, themes and *long tail niches* . . . in real time.

Old School Market Research Meets the Super-Geeks

My partners [Elliot Gluskin](#) and [Jay Townley](#) have been planting the long tail behavioral marketing ideas into my brain for the last 3 years . . . before the word “long tail” even existed. When Chris Anderson’s book was finally published we launched [Niche Trends Radio](#) and have redirected our Theme Zoom Software strategies to automate a hybrid system of [theme research](#), *long tail keyword research*, and *product research*.

As a partner in a [market research company](#) I am able to gain access to information that no keyword research tool ever could. Working with Jay and Elliot has inspired even more ideas about how to integrate long tail niche behaviors into keyword research and content website development.

These traditional market research processes can be combined with keyword research in order to dominate online and offline niches.

Currently the Zoom Analysis screen is a ***flattened data cube***. This is why it contains so much information. The “stardust” version of the Theme Zoom

application will provide you with a holographic perspective of your [niche market research driven long tail keyword strategy](#). Sounds a bit like Star Trek, right? The future is [weirder than you think!](#)

Lifetime Membership Gift for current and past Theme Zoom members

The decision to offer current and past members a lifetime monthly membership price came from a traditional problem of *economics*.

Demand for Theme Zoom has exceeded our ability to manage our current membership base.

Additionally the current Theme Zoom software has really been a playground used to receive feedback and build the “stardust” edition of our Latent Semantic Indexing and Latent Behavioral Indexing mega-software.

If you purchase Theme Zoom for 97.00 monthly before Tuesday, October 17 you will NEVER be subjected to the consumer retail price-points. You will remain at the 97.00 per month price while the rest of the world (finally having discovered Theme Zoom) is paying 197.00 per month for Basic and 299.00 – 350.00 for TZ Blue Print edition.

This price point (97.00 dollars per month) will NOT extend towards Theme Zoom Gold Version (the blue-print edition). It will also not be extended to the 2 week membership rate which will also go up after October 16.

However, members that are grandfathered in as Theme Zoom lifetime recurring members of TZ 1.0 versions will receive **a substantial price break when version 2.0 is released in a few months**. Substantial meaning: “Oh boy am I glad that I accepted the lifetime membership offer”, not “wow, what a cute little 10% off, gee thanks”.

Theme Zoom Gold Version (the blue-print edition) will be priced at the 299.00 per month range. I am currently discussing with our programmers if it is possible to offer a “one time” Big Blue Button product, where a member could generate and print a blue-print for a set price of 48.00 dollars or so. We have currently not figured out how this is possible because it requires a costly reworking of our code in order to make this happen.

Who is Qualified for the Lifetime Membership Price Point?

1. Current Theme Zoom Subscribers
2. Former Theme Zoom Subscribers at any level of membership
3. Anyone who signs up for Theme Zoom at the 97.00 per month recurring rate before Monday, October 16th.

Thank you for your loyal support.

Russell Wright and the Theme Zoom Staff