

How to get the most relevant zoom analysis results using TZ version 1.5 by omitting polysemes and homonyms during the synonym selection process:

Definition of polyseme and homonym:

Polysemy is an English word of Greek origin. "Poly" means 'many', and "semy" means 'meanings'.

Polysemy is NOT the same as Homonymy. The word "Homonymy" is a mixture of Latin and Greek. "Homeo" means 'same' in Latin, and "nym" means 'name' in Greek.

Polyseme is a word with multiple meanings, but all the meanings come from the same etymology.

Homonyms are spelled the same, but have different meanings from totally separate etymologies.

In Dictionaries and Lexicons, all the polysemes are listed under one heading, while the homonyms are listed as separate words.

Hi folks,

We are making some profound changes to Theme Zoom that will generate targeted keyword results that are even more accurate.

Some of the unrelated market terms that you sometimes see will be reduced to less than 2% even on specific "long-tail phrases" of 2 or more keywords. Sue and Conan are hard at work on the code and will be implementing it over the next week.

We are very excited to be able to offer you more and better keywords within a week, including keywords and phrases taken from websites that rank highly for given keywords . . . both long and short tail phrases!

This will return better results when drilling down into longer tail keywords like "bowling tournament schedule Wisconsin".

This competitive keyword mining allows for the much awaited "quadruple nominated" silo suggestion function. This will all be available in our next release, 1.5.1, due out within the next 10 days!

Extra long tail keywords:

We are adding in Version 1.5.1, a filter function on the “define filter” screen that will allow you to sort keywords according to their length of 1,2,3,4, and 5 words in a phrase. This is important because keywords of different lengths have different purposes and within your website empire.

We will have a special course available in the Theme Zoom private members area called “how to use long tail keywords (expert verbiage) in order to fill out content for you main site and feeder sites”.

Some folks have been confused about the value of long tail keywords because most keyword tools do not have any cost or traffic associated with them. People tend to assume that a keyword phrase is of zero value if the keyword tool does not return traffic or cost for a long tail keyword. Anyone who has ever checked their web log files knows this is not true.

Wordtracker is probably the best tool out there besides Theme Zoom for discovering long tail phrases of 2, 3, 4 and 5 word clusters. In TZ these long tail terms are called “likely expert verbiage”.

Polyseme recognition and the Synonym Verification Screen: (Available in 1.5.2 due out the first week in October)

We will also be making it much easier for you to recognize polysemes on the “synonym verification screen” before you even bother to drill down into them.

Besides providing this information on polysemes, Sue is working to modify the synonym selection screen in order to make it easier for you to choose your synonymic terms. (The exact details of this modification are yet to be determined by our programmers).

In the event that you do not already know the “polysemes” contained within your market, the easiest way to get the cleanest Zoom Analysis results is to choose only those keywords that that contain your “root” or core keyword term. For example, in the term “bowling” several “obvious” polysemes are returned.

[Users Manual Reference](#)
[Problems? Questions? Feedback?](#)

New Parent Theme(s) + Synonyms

	bowling
<input checked="" type="checkbox"/>	bowl
<input checked="" type="checkbox"/>	tournament
<input checked="" type="checkbox"/>	lanes
<input checked="" type="checkbox"/>	bowls
<input checked="" type="checkbox"/>	bowling lanes

To drill or not to drill, that is the question:

In the current released version of Theme Zoom, you are given the option to remove any polysemes. The [“headword”](#) or root word of this particular market is “bowling”. For the cleanest results you would only check the box next to “bowling lanes” because it contains “the head of your long-tail” or your root keyword.

The words “bowl” and “bowls” however are “obvious” polysemes, and may bring up unrelated results on the zoom analysis screen.

The words “lane” and “tournament” do not contain the root keyword (bowling) and are far too broad to deal with. As a result they will bring back terms that are related to every sort of sport tournament on the planet, many of these having nothing to do with bowling.

If the word “bowling tournament” was also available, it would be fine to check this synonymic term. In a future release, additional “root” synonyms will be available for your convenience. For example “bowling” will be pre-pended to “tournament” automatically for you. We are currently giving your raw data from the search engines which require some basic knowledge in specific situations.

Note: It is a good idea to *take note* of terms that could lengthen the tail of your root keyword, because these *search engine proven synonyms* are definitely trying to tell you something!

If you make a mistake:

Don’t worry! In the next release, you can use the “define filter” function to delete any keywords and root keywords not germane to your market interest.

Remove parent theme synonym and associated keywords:

You will be able to delete a “parent theme synonym” and all of its associated keywords in the “define filter” screen. This will be a “whoops” button that allows you to remove a parent synonym and its associated keywords when, after the fact, you become aware that the term is a polyseme.

The parent theme synonyms that you selected on the “synonym selection screen” appear on the zoom analysis screen in blue font.



You may click on the actual keyword and market research the search engine results page for this term. This can help you quickly determine the polysemous nature of a word.

Latent and Obvious polysemous terms:

When you select a "latent tangent polyseme" it will return fewer unrelated market keywords than an "obvious" polysemous term will return.

An example of an obvious polyseme is the word "jaguar". Look at the links below:

[Jaguar is a car](#)

[No, Jaguar is a cat!](#)

Hint: Notice all we did to “zoom in” on the less popular meaning (the rare meaning) was add the “s”.

Trivia: Adding an “s” to polysemous “brand name” keywords will often ZOOM IN to the most uncommon “rarest” market meaning.

Cars versus Cats:

This means there are two distinct “markets” for that keyword; and two different results that for which keywords are returned, cars and cats. In this case, it will be mostly cars, because the internet is strongly influenced by the market, i.e. money.

Zoom In:

You would need to add another keyword to make certain of nailing a single desired market. For example "used jaguars" will most likely to bring back only cars, and not cats. Jaguar cats will bring back zoological terms. Simply adding an “s” brings back zoological terms in this case. (The brand name Jaguar seldom

has a plural “s” tied to it).

Latent Tangent Polysemes and Homonyms:

"Latent Tangent Polysemes" are often: Verbs, Adjectives, Obscure Nouns **OR A COMBINATION**.

These Polysemes will bring back unwanted and often unexpected results. For example a drilldown into the term bicycle brings up the word “cycle”. There are PLENTY of bicycle terms tied to the word “cycle” but there are also the occasional “latent tangent polyseme”. For example the word “water cycle” comes up in association with the “cycle” parent theme. This could bring back some “content suggestions” that are not accurate.

In the term cycle there are less than 1% of the returned terms that are latent tangent polysemes. In the current version of Theme Zoom, we choose to simply delete these “latent tangent polysemes” by hand.

Obvious Polysemes and Homonyms:

Obvious polysemes are an altogether different matter, because they will bring back a ton of keywords from markets that are unrelated to yours.

An example of this is the word “security”.

The seps (search engine proven synonyms) returned for this term include “*secure* computer networking” themes as well as “wall street *securities*” themes.

It is unlikely that you will want to have both market segments returned on a single zoom analysis screen. Another tactic to use if you are unsure of the “context” of a keyword or phrase- in the next release, you will be able to click on the synonym itself, on the synonym selection screen, in order to market research the term on the search engine results page. Sometimes even a quick glance will show you the themes and websites that dominate the high rankings for a suspicious or unknown term.

- Russell