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## SILO SEO

- [What is Silo SEO?](#)

Today, I would like to discuss silos and how they can improve your **search engine optimisation strategy**. No, I don't mean silos that you would find on a farm. As we know, search engines (and people!) want information to be structured in a logical and best way to understand. By using silos within any SEO strategy you are developing a strategy that will be directly search engine and user friendly at the same time. It will improve your rankings by using **semantic related key phrases** such as the unique words from search engine optimisation Sydney SEO packages, search engine marketing Sydney, no contract seo and search engine optimisation marketing Sydney or search engine optimization Sydney.

- **Silos explained**

In order to provide the user experience, search engines want to serve users with the most relevant, authoritative content that best suits their query. To locate this information the search engines will review the keywords and content of each page on your website, they will determine the theme of this information and the level of relevancy to potential search queries.

Often specific themes and keywords are scattered throughout a website, and not focused in one central location. This dissemination of content and keywords can hinder the search engines from determining the theme of each page/section of your website. And this can negatively affect your web rankings. The idea behind "siloeing" is the creation of keyword-relevant content and themes for each page/section of your website.

### **How do the search engines pull this information together to determine the overall theme of each page?**

The search algorithm that culls together the keywords and phrases within a block of content and determines the overall theme of the information is called Latent Semantic Indexing (or LSI). Once a search engine deciphers the keywords and themes of a particular page, it will determine the relevance of the website for these particular terms. The LSI algorithm compares your content with other websites that are targeting keywords similar to yours and creates a ranking system for which page is most relevant.

- **Why use silos?**

There are a few reasons to use the silo method when conducting your keyword research and planning your content creation and site structure.

Search engine friendliness: Since search engines want to quickly determine the theme and relevancy of each



page on your site, using silos allows you to add (and even guide) the search engines to understand what each page on your site is talking about. Silos SEO will improve your rankings for any long-tail key phrases, because search engines like Google can easily recognise any authority for your targeted subjects.

**User friendliness: Silos SEO** let your customers easily understand your own written topics of your articles. This makes sense, because Internet users spend only a small time on your subject or content, you have to convince your prospects that they are at the right place. Silos SEO can easily break down your subjects so that people can easily understand what you have to say, in this way, your call-to-action can be improved as well.

**Authority positioning:** By creating individual pages that provide great, relevant content, the search engines will view your website as an authority on your topic/product. Remember, search engines are looking for keywords, and the relevancy of your content to these keywords.

**In-bound link focusing:** When you have pages/sections of your site devoted entirely to one topic, you can focus your inbound links to the appropriate content on your site. This way, you can target and distribute your links to the content that will get the most benefit.

**Increased rankings:** The big advantages of siloing your website are to improve your rankings for primary and long-tail key phrases.

- **How to use Silo SEO?**

The way SILO SEO can increase your rankings and benefits in search engines, SILO SEO strategy is the answer...There is a number of SEO strategies your website: for your website



**Keyword silos:** Before you even write one piece of content, you should take a step back and create silos, or themes, for your keywords. If you are going to create highly-relevant content with targeted keywords, you first need a plan as to where each of your keywords will go. After conducting your keyword research, go ahead and group your keywords according to topic/theme.



## SEO Siloing: How to Build Website Silo Architecture

Search engines award top keyword rankings to the site that proves that it the best fit for the relevancy of a subject or theme that matches the user query. As a result the primary goal of SEO is to improve the website so that the site is about more than targeted keyword phrases it is about the themes matching those keywords.

The term siloing originated as a way to identify the concept of grouping related information into distinct sections within a website. Much like the chapters in a book, a silo represents a group of themed or subject-specific content on your site. The reason this grouping is such a high SEO priority is that search engines award “keyword” relevancy within their index based on the page and then the rest of the site with the most supporting relevant content. Well ranked websites are founded upon the concept that a website should physically be organized like a doctoral dissertation. A dissertation has a clearly identified title, abstract, table of contents, then content laid out to reinforce the overall theme of the dissertation as a whole, all with references and footnotes supporting the subject.

### A sample of SILO SEO structure:

- [Yoursite.com/marketing/sydney.html](#)
- [Yoursite.com/marketing/melbourne.html](#)
- [Yoursite.com/marketing/brisbane.html](#)
- [Yoursite.com/marketing/gold-coast.html](#)
- [Yoursite.com/marketing/perth.html](#)
- [Yoursite.com/marketing/darwin.html](#)
- [Yoursite.com/marketing/canberra.html](#)
- [Yoursite.com/marketing/hobart.html](#)

As you can see in the example above, the name of each page lends to my over theme of the section to this site (and the theme of this section is poetry). This naming convention helps to establish that these pages of my site are about poetry and conveys this information to the search engines.

These are three examples of silos that you can employ within the content on your website. The goal of these tactics is to create a site that is theme-focused, keyword-relevant, search engine friendly, and user friendly. Tune in next week when I’ll discuss how your internal linking strategy can help further define your themes and silos.



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