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There's no doubt about it, Search Engine Optimisation is one of the most essential processes for any website that wants to make money online, and it's even essential for all physical businesses as Google searches are increasingly dominating customer's habits for finding their services.

One of the key points to successful SEO is finding the right key phrase. This key phrase forms the core of any SEO strategy, every backlink is based around the key terms and much of the on page content of a website will be based around highlighting the key phrase for Google's algorithms. Therefore it is essential to find the right phrase to optimise your search results, it turns out to be a very tricky business though, trying to find the right words.

There are many traps a website owner might easily fall into if they approach SEO unprepared. First of all a web owner must make sure their key phrase is popular. You might choose a key phrase that seems really relevant to the specific website but if customers aren't already searching for it then, no matter how well optimised the phrase is, there will be no search volume anyway. So it is important to make checks to ensure a key phrase is relevant, high search volumes represent high demand for that service and if you can build the strongest possible links to that phrase, then you will get lots of customers searching and finding your website.

Equally however there is the crafty trap of trying to compete for a phrase dominated by unassailable competition. However you will always have at least some competition, there are thousands of companies out there all trying to optimise their websites in the same manner as you and therefore each phrase will be subject to varying levels of competition. For example a car dealership might sell lots of Ferraris and therefore think it's the cleverest idea to aim for the key phrase Ferrari. The problem with that plan though is that the actual huge firm Ferrari will also be targeting it with all their mega resources, as well as the plethora of other major companies all vying for the most searched for phrases, it might therefore not be worth competing with so much competition. Instead settling for a phrase that is less in demand.

So there is therefore a balance to find for key phrases. They must be in demand enough to be worth targeting, but then they must also have a low enough search volume that they won't be overly competitive.

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