



# How to Create a Killer SEO Plan for 2017

## Put more attention on local search

The first thing you should do is check out this other [article from Search Engine Land](#). And put more attention on local search in 2017 by doing the following:

- Diversify the local keywords you're trying to rank for. For instance, instead of targeting "pet store albuquerque," also aim for phrases such as "pet store albuquerque NM" and "albuquerque pet store"
- Update your Google My Business listing if you haven't done so in a while.
- Be aware that Google is using IP addresses when generating results.

## Put mobile first

2017 is the tipping point where SEOs should have a mobile-first mindset. So do the below things to make your website mobile friendly:

- Use responsive web design (RWD) if you haven't done so already
- Get rid of interstitials (these will actually be penalized in 2017)
- Simplify your web design
- Minimize redirects

## Go warp speed

- It's very important to have a fast site in 2017, because mobile users expect a fast and fluid experience.
- Use [Accelerated Mobile Pages](#) to speed up your website's and increase load time dramatically.

## Address voice search

- Google voice search is growing trend that's only going to continue to grow.
- The point here is that focusing on longtail phrases involving questions is a logical strategy.
- Writing content using a conversational tone. It should flow naturally almost like you're having a dialogue with your audience.

## Think scannable content

- Scannable or “snackable” content kills two birds with one stone.
- So improve user experience by quickly moving through a large volume of content and find the little nuggets of information they’re looking for.
- Also improve engagement levels, increase shares, maximize your CTR, and so on.
- Add plenty of whitespace to breaking up a wall of text.
- Include plenty of sub-headers, bullet points, bold text, etc., to help search engine bots decipher your content and figure out what it’s all about.