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Focus on overarching digital growth Succeeding in SEO in 2017 will require brands to put SEO at the core of their organization and Digital Centers of Excellence .

### **SEO in 2017: Seizing opportunity, evangelizing success**

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### **Search Engine Optimization - SEObook: We Love SEO**

In 2016, Phil and John Jantsch, of Duct Tape Marketing, co-wrote, SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs. SEO for Growth is an Amazon bestseller and has been listed as a top marketing book by Mashable, Oracle and The Huffington Post.

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### **Best SEO Books 2018 - SEO Books for All Levels**

In 2017, brands will need to place value on optimizing their digital content based on intent rather than specific keywords. For your SEO strategy, it will be critical to: Investigate.

### **SEO trends to prepare for in 2017 - Search Engine Land**

Whether youâ€™re a search engine optimization expert or in charge of overall digital strategy, knowing the top SEO trends for 2017 is critical for the improvement and maintenance of your brandâ€™s Google rankings now and in future.

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