



Bachelor Digital Business & Development
Communication et publicité digitale avancée



MKTG

ALL YOU NEED IS
DIGITAL IMC*





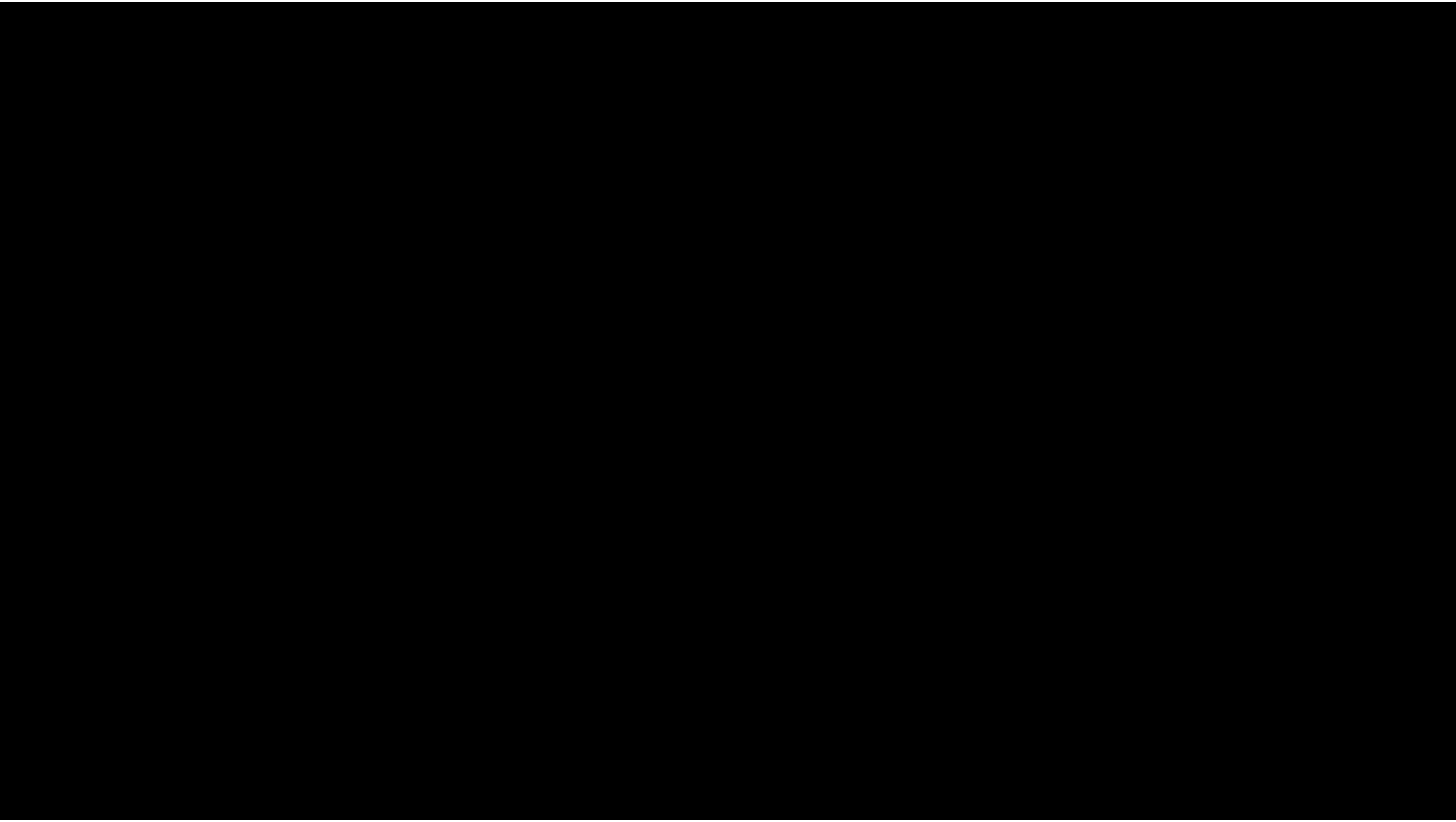
- 1 INTRO - CO2 (commun)
- 2 Digital IMC
- 3 Search Web + IA
- 4 IA & Tech Search
- 5 Social Media
- 6 Influence Marketing
- 7 Content marketing
- 8 ADTech & Innovation
- 9 IA-Chatbot -Mail-WhatsApp
- 10 Plan digital (commun)



- 1 Retail Marketing (UX-CO2)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Funnel
- 5 Social commerce
- 6 Plateforme
- 7 Retail Media
- 8 U-commerce
- 9 GA4 - Data Driven Retail
- 10 Plan digital (commun)



PREVIOUSLY
in 180 sec



EP03

search IA

Search WEB

Seo!

Seo!

visibilité

Capacité à être trouvé sur **1/le web**, **2/dans l'IA**, dans les magasins d'app, sur les réseaux sociaux, dans les eboutiques, sur GoogleMaps-Travel-Shopping, sur les podcast, jobboards ...



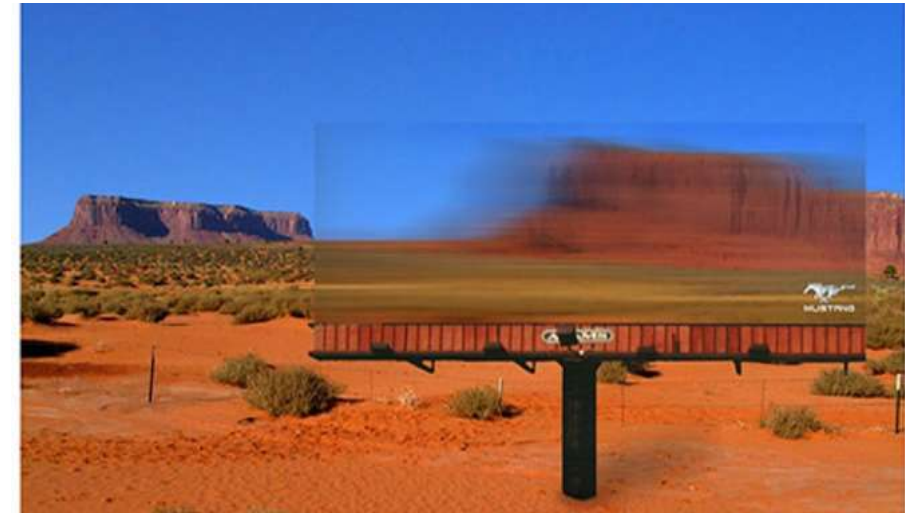
WHERE'S
WALDO?

un monde
sans index



billboards in the desert

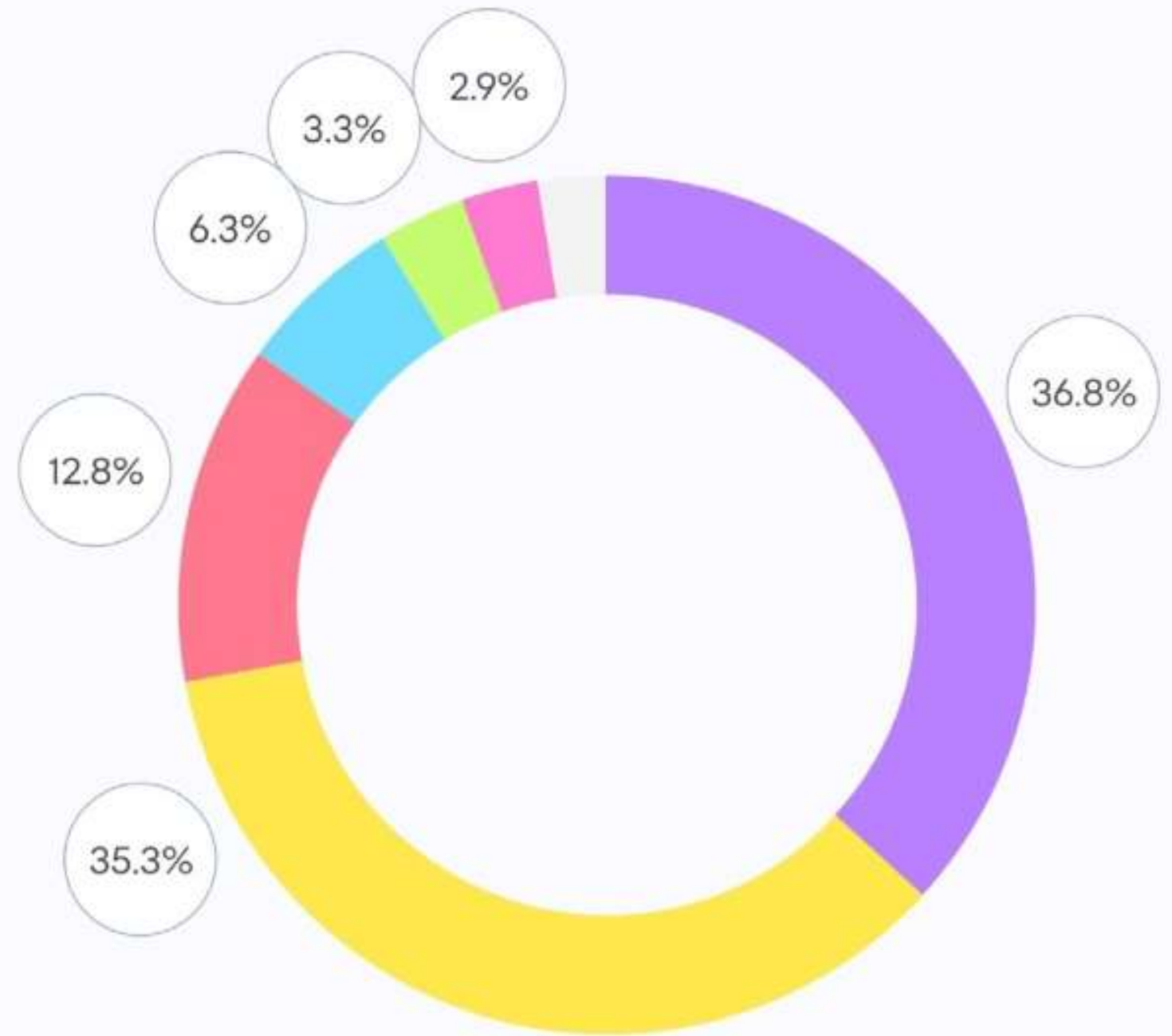
without SEARCH, listing, indexing
your website, posts, white papers
are billboards in the desert



AI-Platforms Traffic Share Breakdown

Global, 2024

- chatgpt.com
- gemini.google.com
- perplexity.ai
- openai.com/chatgpt
- bing.com/chat
- you.com

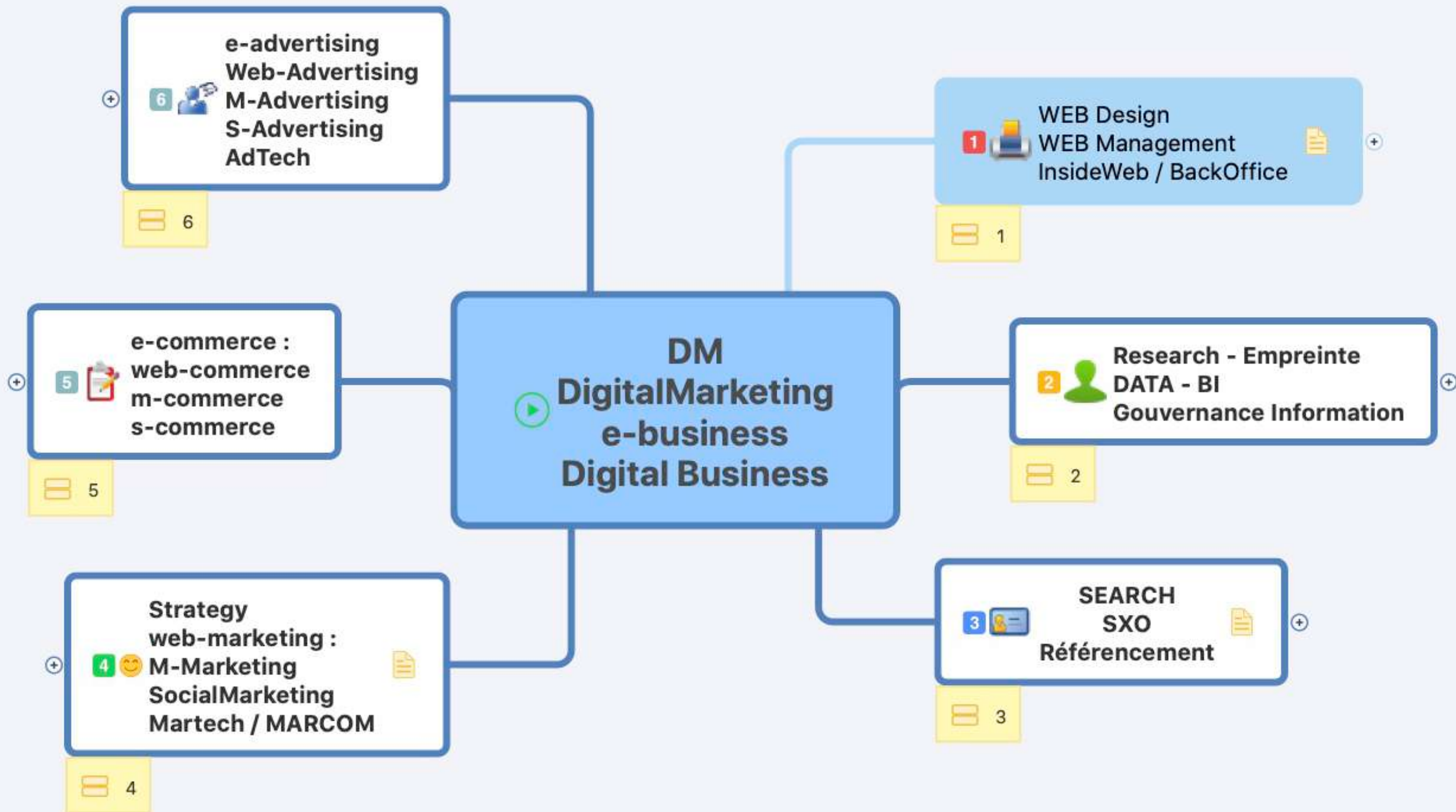


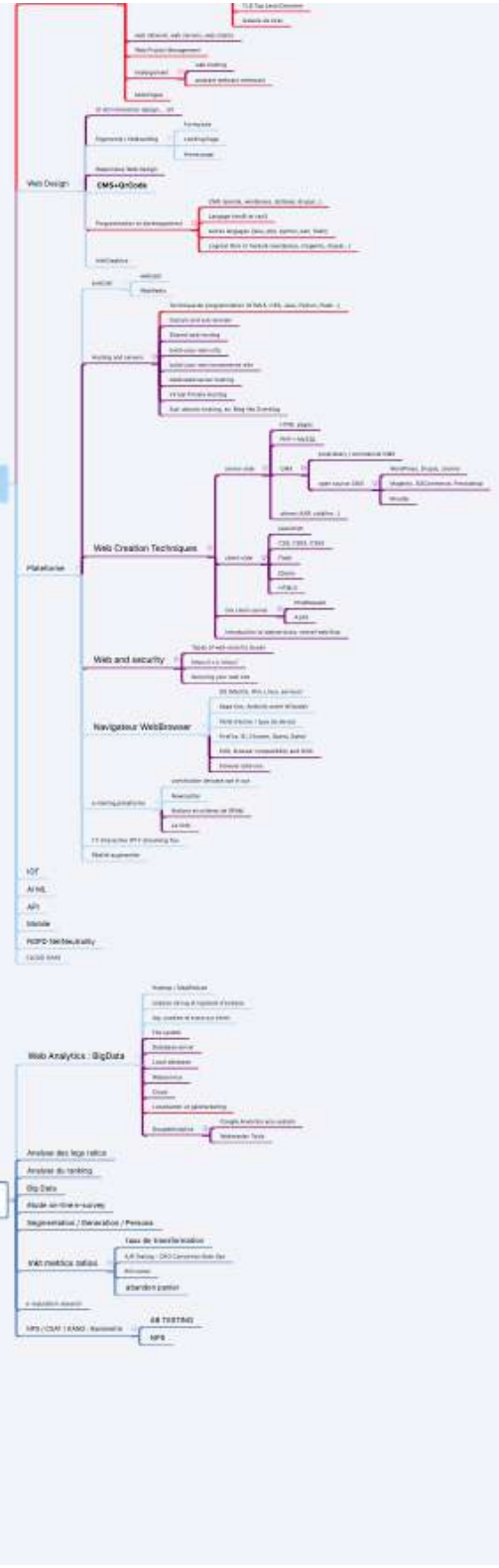
GOOGLE MISSION STATEMENT

**“to organize the world’s information
and make it universally
accessible and useful”**

TAXINOMIE

Digital Marketing





UX

physique

web

mobile

sociale

metavers

face à face

téléphone

web1 2

web3

in APP

push

réseaux sociaux

réseau spé

metavers marque

meta gén

Arbre du
marketing
Internet

Mike
Robinson





Search Engine Land

*Credit: Search Engine Land Periodic Table

An overview of the key elements of content marketing

A seven-step guide to success

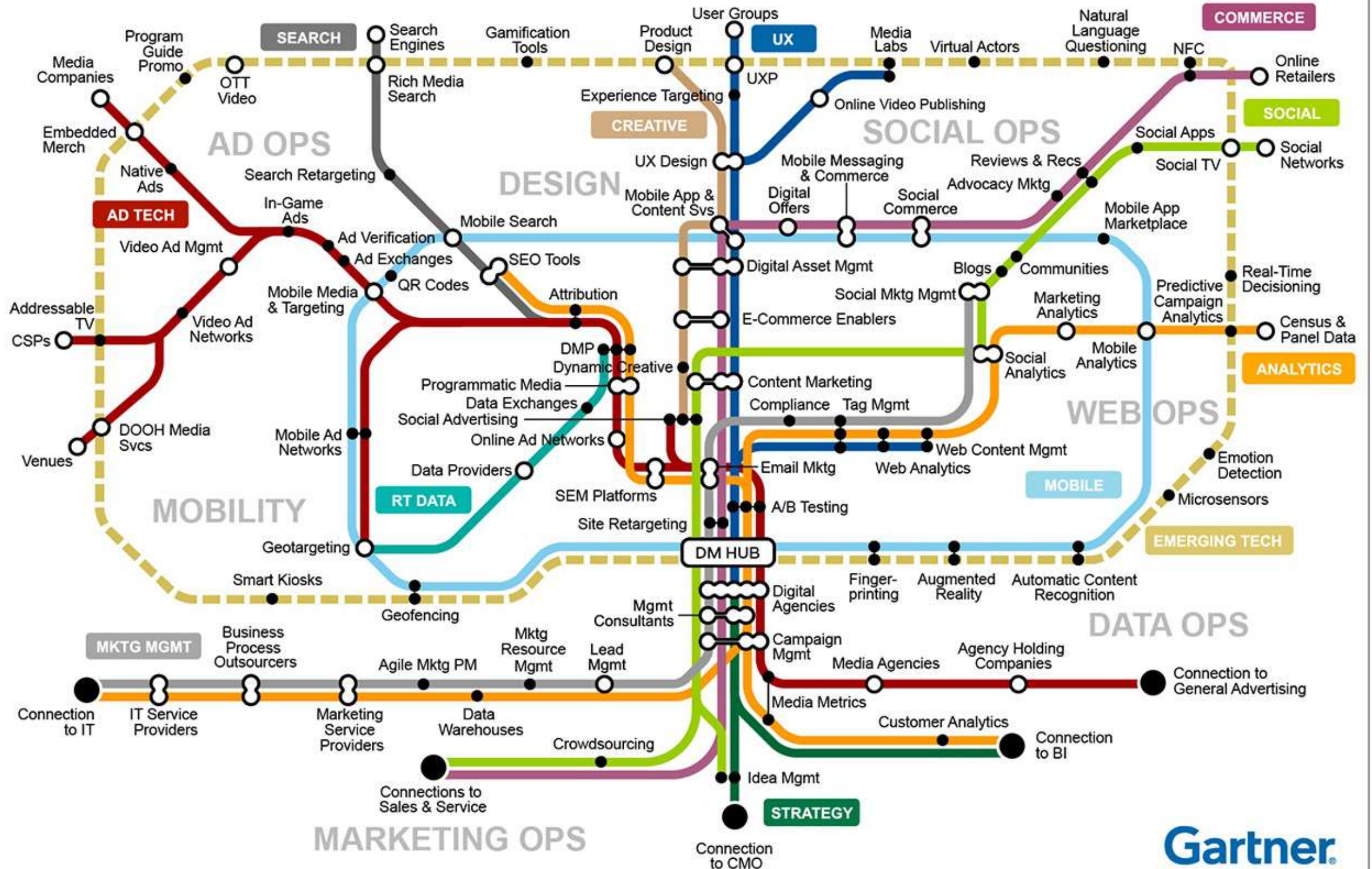
- | | | |
|--|--|--|
|  Strategy |  Platform |  Sharing Triggers |
|  Format |  Metrics |  Checklist |
|  Content Type |  Goals | |

107	108	109	110	111	112	113	114	115	116	117	118	119
Fu Funny	Sx Sexy	Sg Shocking	Mv Moving	Un Unbelievable	Cv Controversial	Co Cool	Ig Illuminating	Rd Random	Zg Zeitgeist	Aw Cute	Up Uplifting	Di Disgusting
120	121	122	123	124	125	126	127	128	129	130	131	132
Sq Search queries	Se Search optimisation	Ce Copy editing	Fm Formatting	Hd Headline optimisation	Tv Tone of voice	Gd Brand guidelines	Pe Plain English	Do Device optimisation	Fc Fact-checking	Cd Credit sources	Ct Calls to action	Fd Invite feedback

You may share it around,
embed it on your website,
print it out or tear it up, with
appropriate credit.

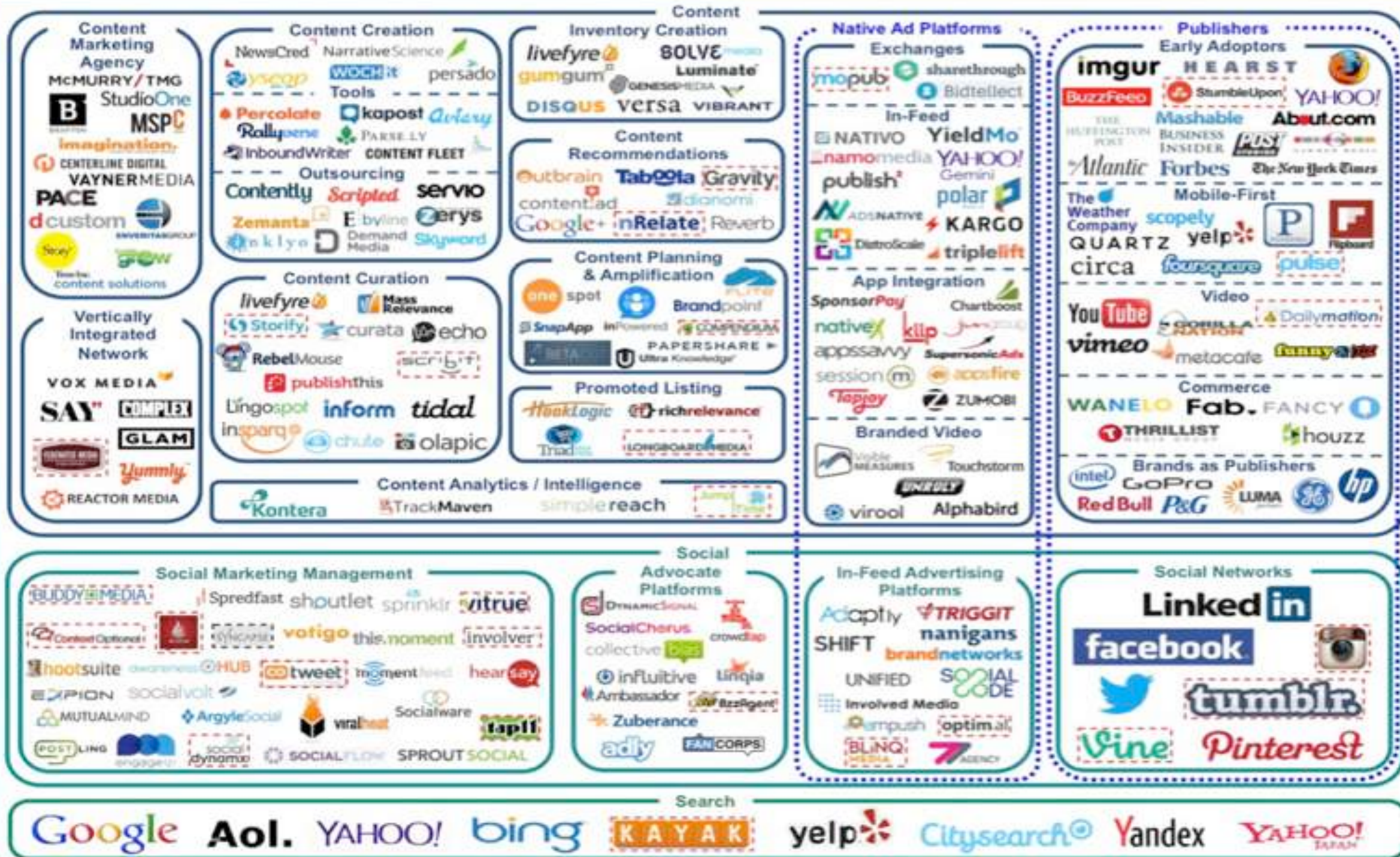
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CONTENT MARKETING / NATIVE LUMAscape

MARKETER



CONSUMER

STAR NURCERY

SEARCH

Seo!

5 first search places
5 first search engines ?

1

Google!

GOOGLE MISSION STATEMENT

**“to organize the world’s information
and make it universally
accessible and useful”**

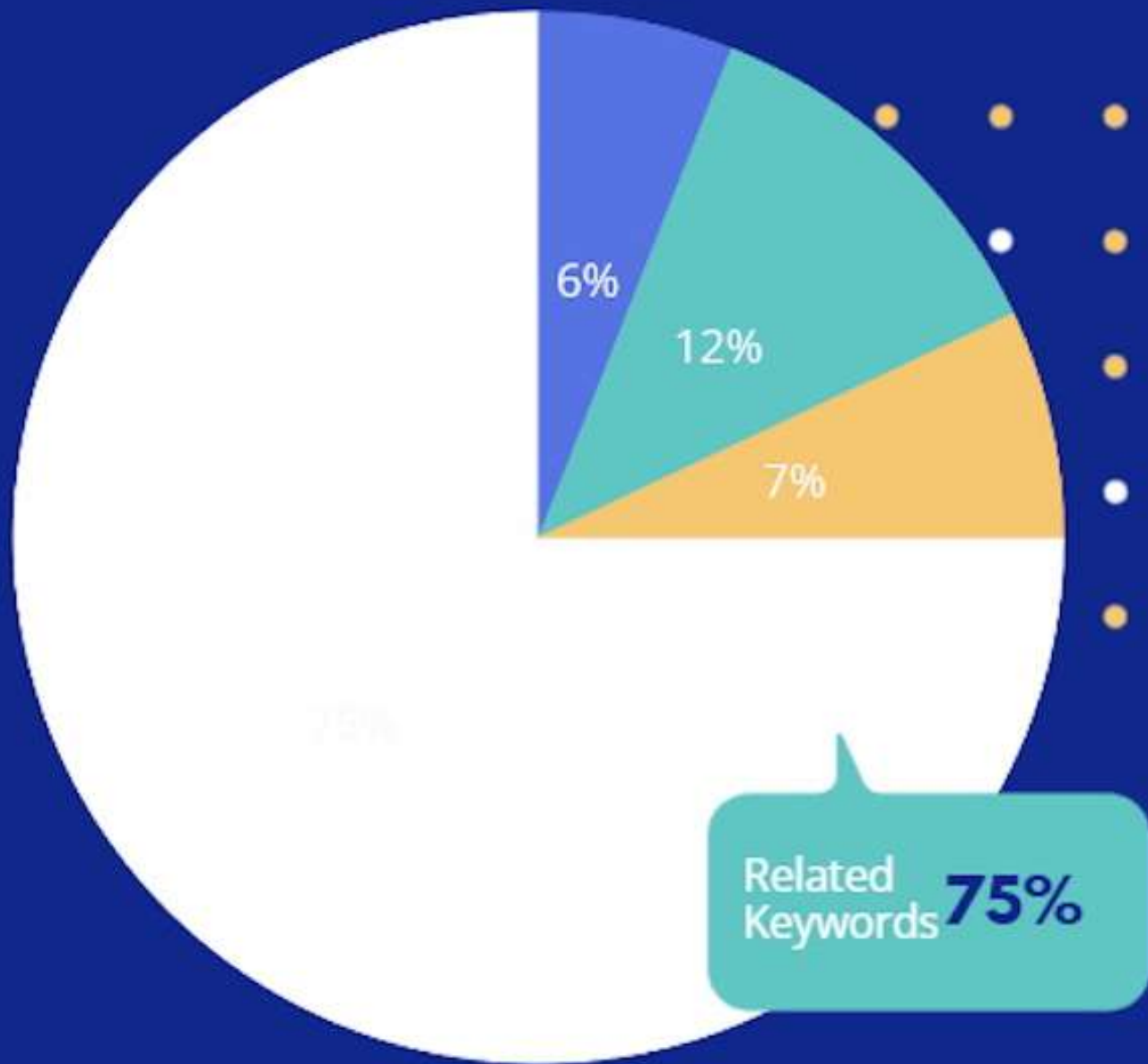
2





Search Keywords In Video Title

FOR YOUTUBE VIDEOS RANKING IN THE TOP 3 POSITIONS



SOURCE: ADILO VIDEO RESEARCH 2025

3



1-16 of 3,406,531 results for "headphones" Sort by Relevance ▾

- Show results for
- Electronics** ▸
- Audio Headphones
 - Over-Ear Headphones
 - Earbud & In-Ear Headphones
 - On-Ear Headphones
 - Headphone Earpads
 - Home Theater Systems
 - Headphone Accessories
- Cell Phones & Accessories** ▸
- Wired Cell Phone Headsets
 - Bluetooth Cell Phone Headsets
 - Cell Phone Accessories
- Computers & Accessories** ▸
- Computer Headsets
 - Computer Audio & Video Accessories



66 Audio BTS Pro Bluetooth Wireless Headphones
A new era in wireless sound [Amazon Exclusives store](#).



Best Seller

Panasonic ErgoFit In-Ear Earbud Headphones RP-HJE120-K (Black)
Dynamic Crystal Clear Sound, Ergonomic Comfort-Fit
by Panasonic

\$9.45 ~~\$10.93~~ 
Get It by **Saturday, Nov 12**

More Buying Choices
\$9.45 new (106 offers)
\$12.17 used (1 offer)
[See newer model of this item](#)

★★★★★ ▾ 37,356
FREE Shipping on eligible orders

Product Features
Black ultra-soft ErgoFit in-ear earbud headphones conform instantly to your ears
[Cell Phones & Accessories: See all](#)

Sponsored 



Vomercy Wired Headphones with M...
\$9.99 
★★★★★ 41

4

 **TikTok**

Search

For You

Explore

Following

Friends

Upload

Activity

Messages

LIVE

Profile

More

Following accounts

hubertkratiroff

Hubert Kratiroff

Edit profile

493 Following

3388 Followers

144 Likes

marketer technology evangelist Writer public speaker trying to be philosopher

[HTTPS://kratiroff.com](https://kratiroff.com)

Videos

Reposts

Favorites

Liked

Latest

Popular

Old

«HI FOLKS»
Les brèves
du digital

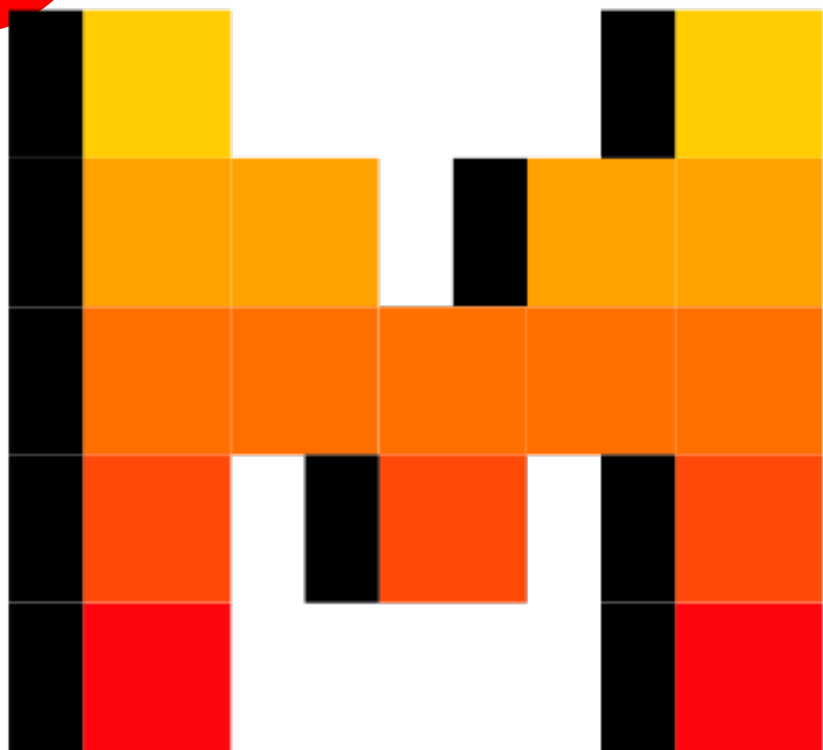
91

100

82

81

5



MISTRAL

AI_

- 
- 1- Google
 - 2- YouTube
 - 3- AMZ
 - 4- TikTok
 - 5- ChatGPT et IA
 - 6- X
 - 7- Bing + Duck

If you're not on Google, You don't exist

Le Monde

Dimanche 10 - Lundi 11 août 2014

TECHNOLOGIE & MÉDIAS | 9

Wikipédia compte ses fans et s'interroge sur son modèle

La conférence annuelle « Wikimania »
se déroule à Londres jusqu'au 10 août

Londres
Correspondance

Il règne ces jours-ci une ambiance de start-up dans le centre de spectacles du Barbican, à Londres. La grande réunion annuelle de Wikipédia, surnommée « Wikimania », s'y déroule jusqu'au dimanche 10 août.

On y croise des jeunes gens en short, certains assis par terre en tailleur, prenant des notes sur leur ordinateur portable, tandis que des volontaires aux tee-shirts rouge vif orientent les participants du mieux qu'ils le peuvent.

Le financement dépend presque exclusivement de donations – en 2013, 52 millions de dollars (39 millions d'euros).

Le contenu de l'encyclopédie en ligne est réalisé par des milliers de volontaires. L'idée, qui pouvait paraître hasardeuse à son lancement en 2001, a fait ses preuves. La qualité des articles est plutôt bonne : en 2012, une étude de l'université britannique d'Oxford a conclu qu'il y a moins d'erreurs dans Wikipédia que dans l'*Encyclopaedia Britannica*, et que les sources y sont plus clairement citées.

Ce succès est dû à des contributeurs comme le Québécois Benoît Rochon. Il a commencé en 2003 parce qu'il estimait qu'il n'y avait



Jimmy Wales, cofondateur de Wikipédia, le 6 août, à Londres. CARIL COURT/AFP

#GenX

Depuis 2007,
le nombre de

GenX : web & internet 2000

GenY : mobile 2010

GenZ : living services 2020

1995 : information in web
2000 : e-commerce
2005 : relation
2010 : mobile / smartphone
2015 : living services & UX
2025 : blockchain (use case NFT)

**MOBILE
FIRST**

ONLY



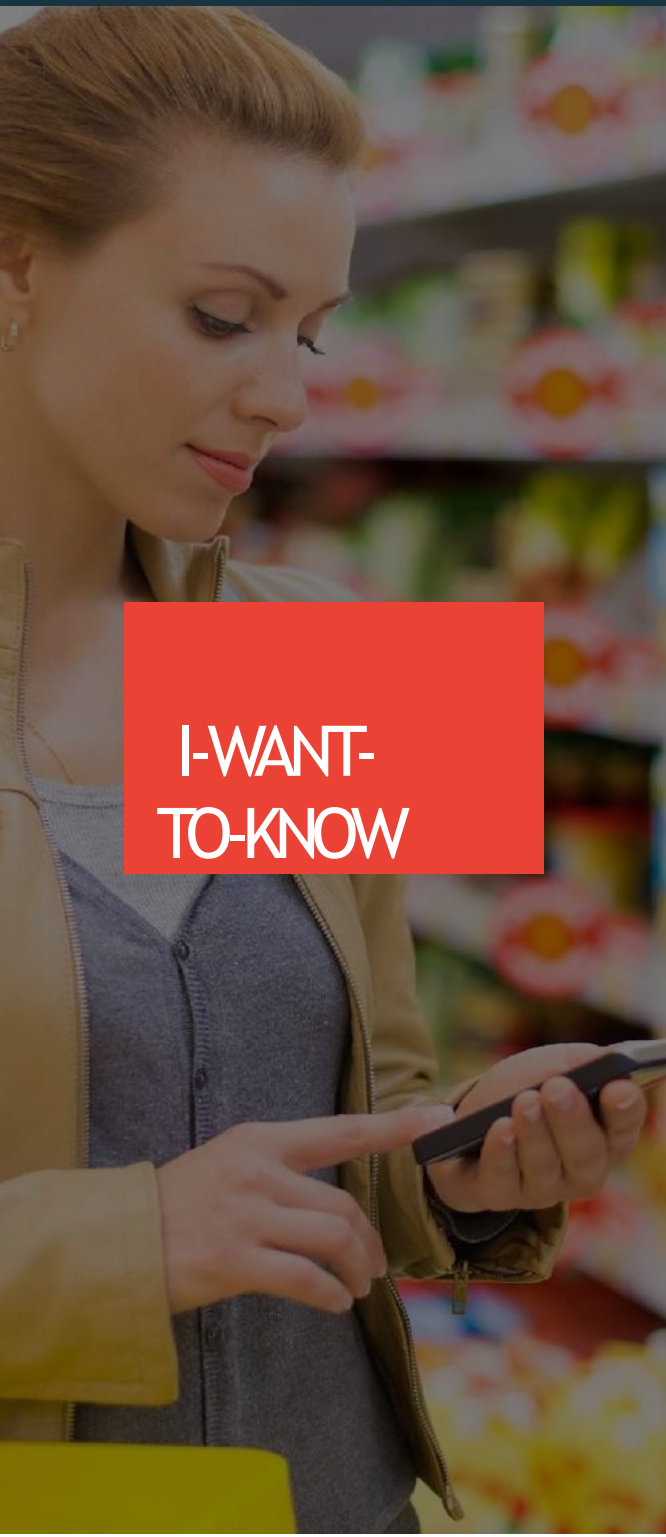
LIQUID EXPECTATIONS

Defend

Differentiate

Disrupt

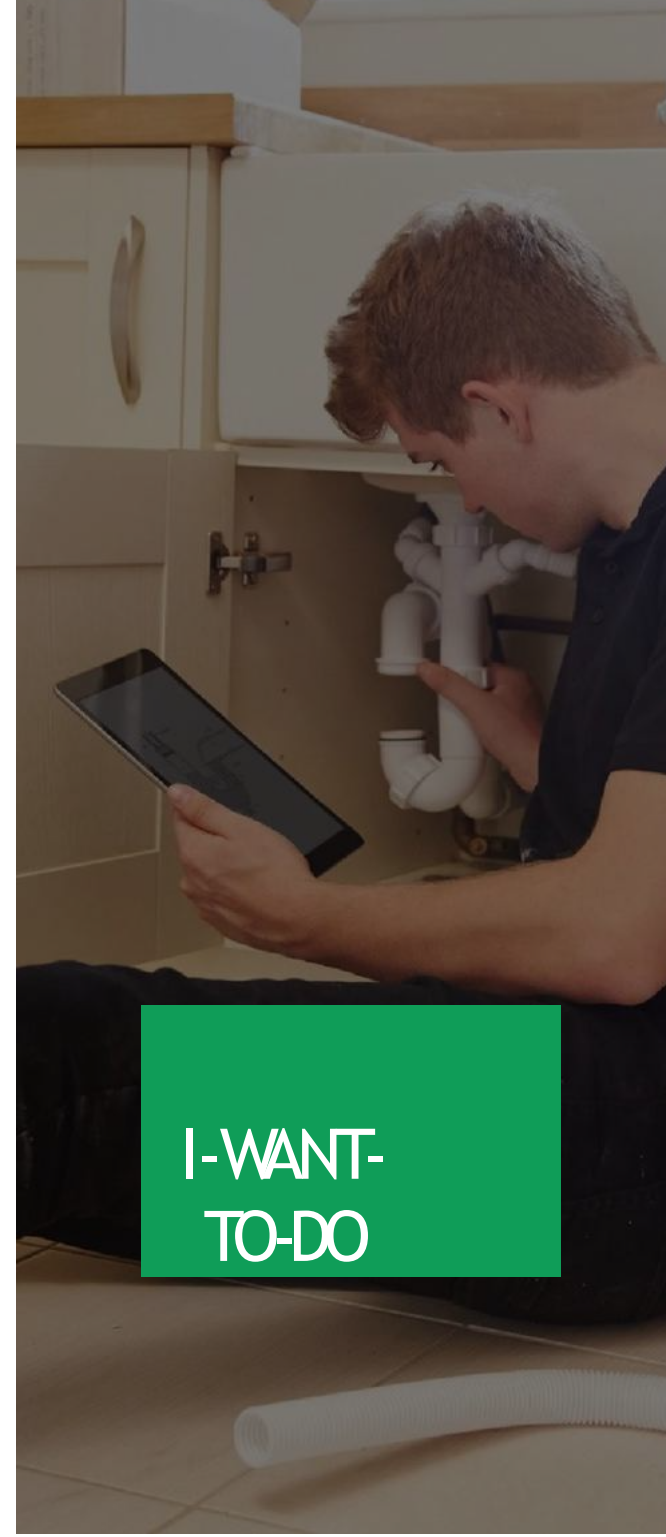
AND LIQUID
OPPORTUNITIES



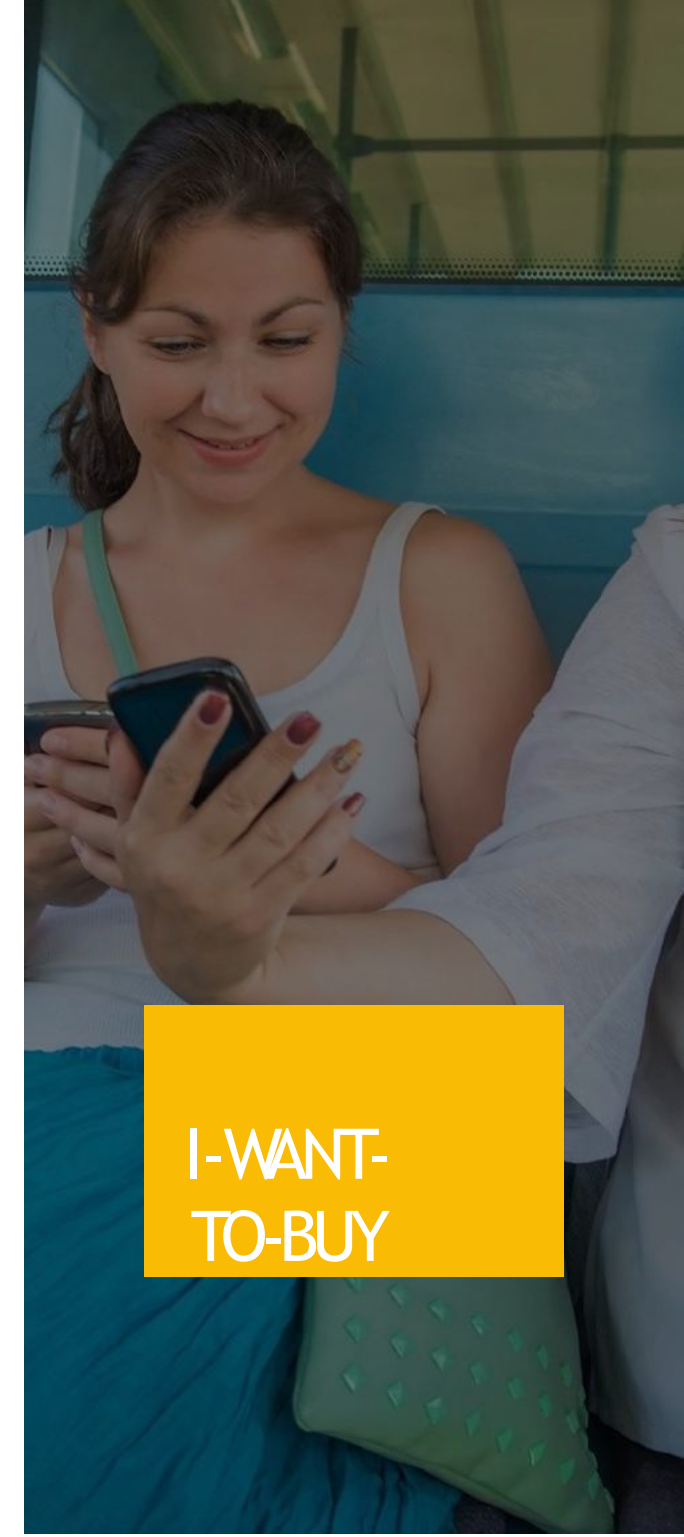
I-WANT-
TO-KNOW



I-WANT-
TO-GO



I-WANT-
TO-DO



I-WANT-
TO-BUY



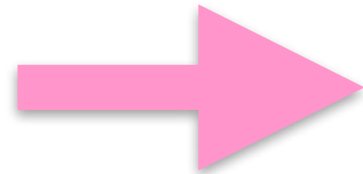
SEARCH

INSIDE
DIGITAL MARKETING

SEARCH = référencement = SEM



SEO¹ + SEA² + ASO³ + SMO⁴ +
Local⁵ + retail media⁶



SXO / GEO / SGE / SAIO

SEM

SEO

SERP

Ranking

Speed

vSEO

YouTube

Watch Time

Algorithm

SEA

CPC

Bidding

KeyWord

SMO

Time Line

Promo

Engage

ASO

App Store

Rating

Review

RETAIL MEDIA Amazon, Cdiscount, Fnac, Shein

Booking

Podcast

Inventory

OTA travel

LongTail

LOCAL

MAP

localisation

...SGE

SEO GEO

SERP
WEB

Google
Search Console

AI

SAIO - SGE



Comment fonctionnent les moteurs pilotés par l'IA?



S'appuient sur des **mots-clés**

Les moteurs de recherche traditionnels s'appuient sur la correspondance entre les requêtes des utilisateurs et les mots-clés pour obtenir des résultats pertinents.



Résultats **basés sur les liens**

Les résultats sont présentés principalement sous la forme d'une liste de liens cliquables dirigeant les utilisateurs vers différents sites web.



Résultats **spécifiques à une source**

Chaque résultat provient d'une source distincte et les utilisateurs doivent visiter les pages individuelles pour rassembler les informations.



Des clics sont nécessaires pour une information précise

Les utilisateurs doivent cliquer sur des liens et visiter des sites pour obtenir des réponses complètes.



Recherche **isolée**

Chaque recherche est traitée comme une requête distincte, sans mémoire des recherches précédentes.

Search Engines (SEO)

VS



Comprennent le **contexte** et le **langage naturel**

Les moteurs pilotés par l'IA utilisent un traitement avancé du langage naturel pour comprendre l'intention et le contexte des requêtes, même en l'absence de mots-clés spécifiques.



réponses **résumées et multi sources**

Les moteurs pilotés par l'IA fournissent des réponses résumées provenant de sources multiples, souvent sans qu'il soit nécessaire de visiter les pages individuelles.



Réponses intégrées à travers plusieurs sources

L'IA intègre et combine des informations provenant de plusieurs sources pour offrir une réponse unique et cohérente.



Réponses dans l'outil

L'IA fournit des réponses directement dans l'interface, donnant souvent toutes les informations nécessaires sans nécessiter de clics supplémentaires.



Interactions contextuelles continues

Les recherches pilotées par l'IA conservent le contexte des interactions précédentes, ce qui permet de poser des questions de suivi qui s'appuient sur les requêtes antérieures.

Generative Engines (GEO)

SGE

SAIO

**key
word**

GEO

**Con
texte**

SAIO

mots-clés plus longs et
conversationnels

plus de langage naturel
pour poser les
questions à Google

GEO
generative engine
optimisation

IA générative comprend
l'intention de recherche et
le contexte d'un utilisateur
(ZMOT, micro-nano
moment)
changements dans les
mots-clés que les
utilisateurs utilisent.

search
artificial
intelligence
optimization

SEO

Keyword

IA

Topic

cocon semantic

search, qui est sans doute l'un des domaines les plus impactés par l'essor de la GenAI

baisse de 25 % des recherches sur les moteurs traditionnels dès 2026 au profit de nouveaux outils, tels que Perplexity, Claude ou Deepsearch. Dans ce nouveau monde du search, comment préparer nos clients au LLMO (Large Language Model Optimization), équivalent IA du SEO

Arriver en haut de la liste des résultats classiques ne sera en effet plus l'unique objectif ; il faudra aussi être le publisher utilisé et cité par les nouveaux outils de search dans leurs résumés. Pour cela, plusieurs tactiques sont déjà à mettre en place, comme l'élargissement de son champ sémantique pour coller au mieux aux modes d'expression utilisés par les consommateurs avec les agents conversationnels.

Par exemple, les requêtes aux agents IA provenant de clients sur le marché automobile auront plus tendance à ressembler à des questions du type « quelle voiture a un coffre assez grand pour accueillir une poussette et 2 labradors » plutôt que « quelle voiture a un coffre de 500 litres minimum ». Ces changements de comportement doivent se refléter sur les pages produit.

Il s'agira également de donner toujours plus de place au rich media, très apprécié à la fois par les consommateurs et par les outils d'IA dans la construction de leurs résultats

LLMO (Large Language Model Optimization) or Generative Engine Optimization (GEO)

How to optimize product content for large language models — Improve your brand discoverability on LLMs like Bard with these tips for how to optimize your product content

SEO will morph into LLMO: large-language-model optimization, the incipient industry of manipulating AI-generated material to serve clients' interests

Guide to LLM SEO, LLMO, and GEO LLMO (Large Language Model Optimization) refers to the specialized strategies used to ensure that content is processed correctly by large language models

LLMO Explained: The New Frontier of Digital Visibility The primary goal of LLM optimization (LLMO) is to enhance the visibility and effectiveness of digital content, specifically for large language models (LLMs).

how brands can optimize their presence in AI-generated responses, much like search engine optimization (SEO) helped brands get visibility on Google search results. This is often called "Brand Optimization for AI" or "AI Content Optimization" — in a sense, it's optimizing your brand's visibility within AI-generated answers or AI-based search systems (like chatbots or virtual assistants).

The Idea: Being Present in AI Responses

Just like SEO allowed brands to optimize their websites to appear in Google's search results, the concept you're referring to is about optimizing content so that your brand is featured in responses generated by AI systems — whether it's a chatbot, voice assistant, or AI-driven platforms.

How Can Brands Optimize for AI Answers?

1. Optimizing for AI-Assisted Search (e.g., Chatbots, Virtual Assistants):

- Structured Data: Implementing structured data on your website, such as Schema.org markup, helps AI and search engines better understand your content. This is similar to SEO but with a focus on helping AI systems, like Google's BERT or GPT models, recognize and serve your brand when users ask related questions.

Voice Search Optimization: As voice assistants (like Siri, Alexa, Google Assistant) are becoming more popular, optimizing for voice search is key. Voice search is conversational, so your content should reflect natural language queries. For example, if someone asks, "What's the best eco-friendly brand for shoes?", ensure your website content clearly answers such questions.

2. Branding in AI Models (Training AI with Brand-Specific Data):

Custom AI Models: In some cases, businesses may work with AI providers to train models specifically on their products, services, or industry terms. This ensures that when an AI model is asked about topics related to your brand, it can provide accurate and helpful responses that mention your brand. For example, if you're a car manufacturer, you might want to ensure that the AI knows your brand when asked about specific car features.

- Conversational AI Optimization: Many brands are using AI-driven chatbots and virtual assistants on their websites and apps. Optimizing these bots with relevant keywords, phrasing, and brand-specific responses ensures that the AI gives your brand name as part of its answers.

3. Content Creation for AI Responses:

FAQ Pages: Build out FAQ pages that answer common questions about your brand or product. This not only helps with SEO but also ensures that AI systems (like chatbots or search engines) can use this structured data when users ask similar questions.

- AI-Specific Content: Create content tailored to the way AI systems process and respond to queries. For example, AI answers are often based on concise and direct responses, so having clear and relevant content that answers questions about your brand in a straightforward manner can improve your visibility.

4. Social Media and AI Data Integration:

Social Media as a Source of Truth: Platforms like Twitter, Facebook, and Instagram often feed into AI systems that pull content for responses. Ensure your brand maintains an active and positive presence on these platforms, as social proof and interactions can help shape AI responses, especially for user-generated queries.

- Knowledge Graphs and AI: Google's Knowledge Graph is an AI-powered system that understands relationships between entities (e.g., brands, people, products, etc.). Optimizing for the Knowledge Graph through structured data, reviews, and relevant content can improve how your brand appears in AI-powered search or response systems.

5. AI-Powered Review and Testimonial Content:

[20:36, 3/20/2025] ChatGPT OpenAI: - Reviews and Ratings: AI systems like Google or other platforms often pull reviews and testimonials into their responses. Having positive, high-quality reviews on platforms that are indexed by AI (e.g., Google My Business, Trustpilot, etc.) helps ensure your brand's presence in these AI-generated answers.

- Optimizing for AI Algorithms: Just like SEO algorithms are continuously updated to favor certain ranking factors, the algorithms driving AI responses (like those for virtual assistants or chatbots) evolve too. By consistently producing high-quality content, interacting with customers, and optimizing your website's technical SEO, you increase your chances of appearing in AI-generated content.

Examples of Optimizing for AI Responses:

1. Voice Assistant Responses (e.g., Google Assistant, Siri):

If someone asks a voice assistant, "Which coffee maker is best for home use?" and you're a brand in this market, you want to ensure that your brand is part of the response. You can achieve this by:

- Creating content around common questions.
- Using SEO strategies to focus on long-tail keywords that reflect voice queries.
- Having relevant reviews and data about your coffee maker prominently featured on websites and forums.

2. AI-Powered Chatbots on Websites:

If your brand uses an AI chatbot, optimize the chatbot's responses by ensuring it gives clear, direct, and branded answers. For instance: If a customer asks, "Can I get a discount on your products?", the chatbot can respond, "Yes, we offer a 20% discount on your purchase when you sign up for our newsletter.» - Regularly update the chatbot's knowledge base to ensure it provides relevant and up-to-date answers about your products and services.

Conclusion: Brand Optimization for AI Responses

Much like SEO helped brands rise to the top of Google search results, optimizing for AI responses helps your brand appear in AI-driven conversations (e.g., chatbots, voice assistants, etc.). The key strategies involve optimizing content, using structured data, creating specific responses to FAQs, and leveraging AI models that can learn your brand's nuances.

Avec ChatGPT Search, OpenAI part à l'assaut de Google

what are some great ways to fix up a backyard

 54 Backyard Ideas to Upgrade Your Outdoor Space
thespruce.com · backyard ideas



Transforming your backyard into a welcoming and functional space can be both enjoyable and rewarding. Here are several ideas to enhance your outdoor area:

- 1. Create a Cozy Seating Area:** Arrange comfortable outdoor furniture, such as sofas, chairs, or hammocks, to establish a relaxing spot for reading or entertaining guests. Adding colorful cushions and throw pillows can infuse personality and comfort. [View image](#)
- 2. Incorporate Outdoor Lighting:** Enhance ambiance and extend usability into the evenings by installing string lights, lanterns, or solar-powered fixtures. Soft, warm lighting can create a magical atmosphere. [View image](#)

Citations

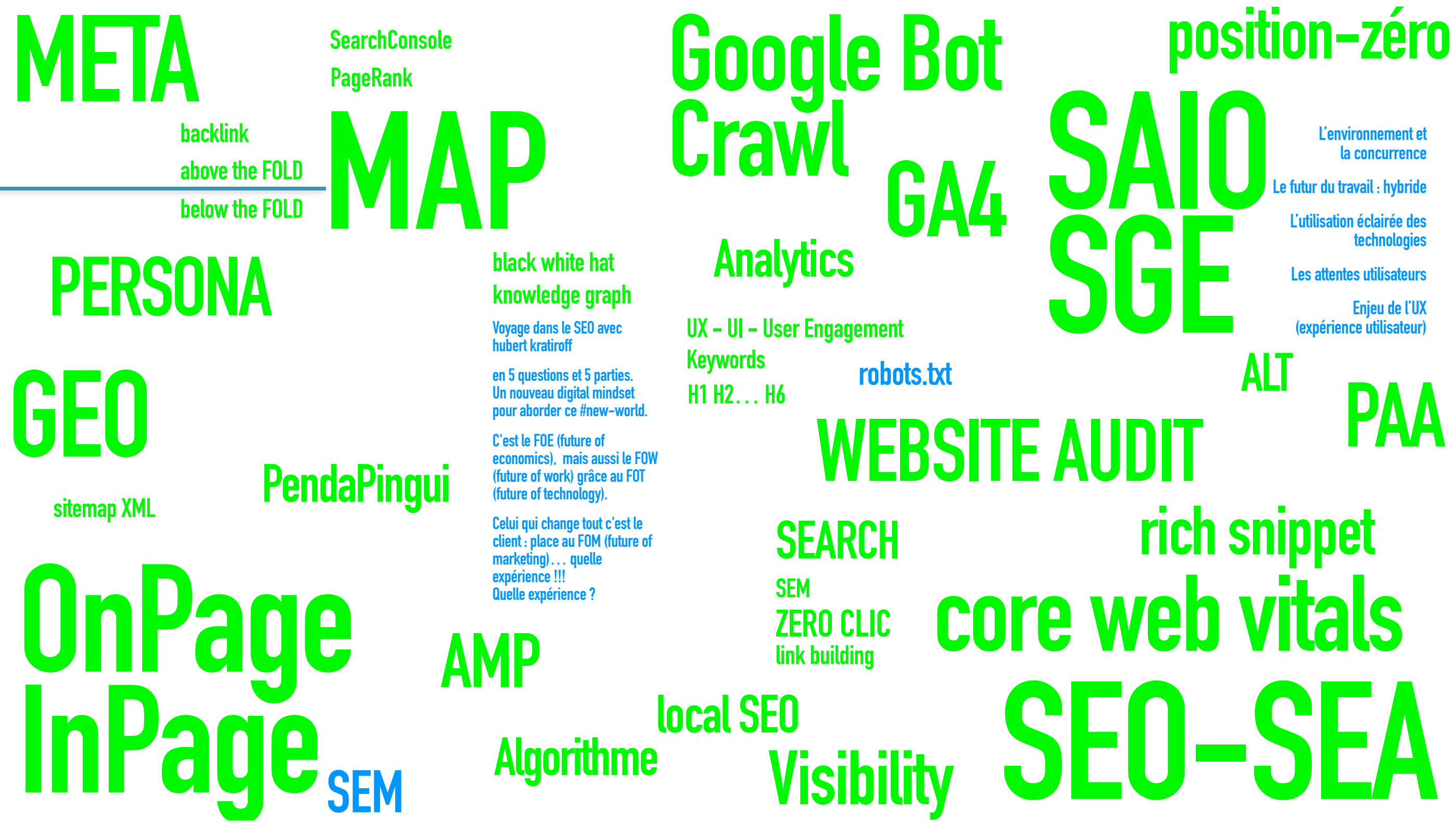
 The Spruce
43 Backyard Ideas on a Budget — The Spruce
August 26, 2024 — Set up a hammock and add some string lighting in trees, blankets, and even a plate or b...

 The Spruce
7 Ways to Refresh Your Backyard This Summer Without Spending a Dime — The Spruce
May 10, 2024 — Power wash the patio. Clean outdoor toys. Wipe down furniture. Wash cushion covers and...

 Family Handyman
50 Brilliant Ways to Spruce Up Your Backyard This Summer
October 6, 2024 — Make Your Own Concrete Bench. Concrete boards are a cheap backyard piece that is...

 Better Homes & Gardens
50 Stunning Backyard Ideas That Fit Every Kind of Space...
May 7, 2024 — Whether you're looking for patio suggestions, outdoor dining, or a fun space to relax w...

 iStock photo
Your DIY Guide to a Backyard Makeover on a Budget
September 24, 2024 — Give your outdoor living space a...



META

SearchConsole
PageRank

MAP

backlink
above the FOLD
below the FOLD

PERSONA

GEO

sitemap XML

PendaPingui

OnPage
InPage

SEM

AMP

Algorithmme

local SEO

Visibility

Google Bot
Crawl

Analytics

UX - UI - User Engagement

Keywords

H1 H2... H6

robots.txt

black white hat
knowledge graph

Voyage dans le SEO avec
hubert kratiroff

en 5 questions et 5 parties.
Un nouveau digital mindset
pour aborder ce #new-world.

C'est le FDE (future of
economics), mais aussi le FOW
(future of work) grâce au FOT
(future of technology).

Celui qui change tout c'est le
client : place au FOM (future of
marketing)... quelle
expérience !!!
Quelle expérience ?

GA4

position-zéro

SAIO
SGE

L'environnement et
la concurrence
Le futur du travail : hybride
L'utilisation éclairée des
technologies
Les attentes utilisateurs
Enjeu de l'UX
(expérience utilisateur)

ALT

PAA

WEBSITE AUDIT

SEARCH

SEM
ZERO CLIC
link building

rich snippet

core web vitals

SEO-SEA

SERP

**Search
Engine
Result
Page**

Marque employeur visible dans les Job Boards

web, appstore, réseaux, podcast, ecommerce,

dans les réponse des IA et API

Épingle visible dans GoogleMaps, OpenStreetMap

visibilité totale, générale, ubiquitaire

Visibility

SGE

ajout de contenu contextuel dès la SERP

Search Generative Experience, by Search Labs de Google

UX et moteur de réponse en mode Zéro-Clic

Google

Search Console

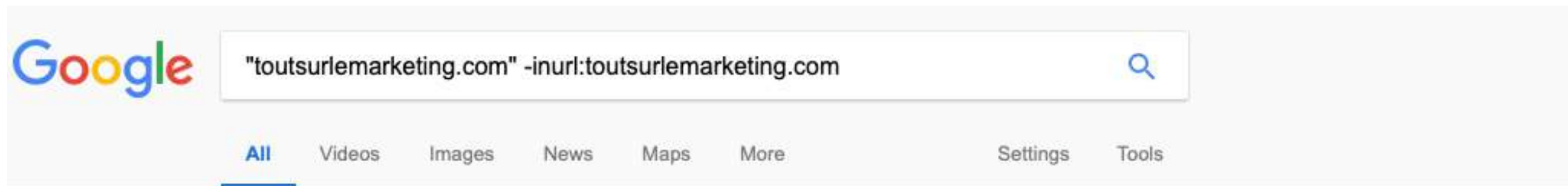


search engine result page

SERP



"toutsurlemarketing.com" -inurl:toutsurlemarketing.com



About 623 results (3.73 seconds)

COURSE : nouveaux marketing & lesnouveauxmarketing

<https://www.lesnouveauxmarketing.com/modern-marketing-course.html> ▼

toutsurlemarketing.com. COURSE POLICIES: Plagiarism and cheating have no place in a community of scholars. Have the confidence in yourself to give your ...

GesBox : logiciel de gestion des archives

gesbox.com/ ▼ [Translate this page](#)

Assistance marketing et commerciale. Général : toutsurlemarketing.com. Spécial vétérinaire : cabinet-veterinaire.com. Spécial SPA et hôtel ... Domaine à vendre.

You've visited this page 2 times. Last visit: 12/3/17

kratiroff

www.kratiroff.com/index2.html ▼ [Translate this page](#)

www.toutsurlemarketing.com ... sont les propriétés de C4C et HK. Kratiroff C4Cgroupe CV 60 av Charles de Gaulle 92200 Neuilly-sur-Seine tél. +33 6 80 43 29 ...

Marketing des Services - tousurlemarketing kratiroff - studylibfr.com

studylibfr.com/.../marketing-des-services---toutsurlemarketing-krati... ▼ [Translate this page](#)

... marketing kratiroff 2 24/03/2017 Quelques informations 4 x 4 = 16 heures www.

toutsurlemarketing.com/supdecomarrakech Digital Generation : PM FaceBook, ...



Shopping Ads

Text Ads

Organic results



crème anti ride

All Images Shopping Videos News More Settings Tools

About 2,910,000 results (0.80 seconds)

Shop for crème anti ride on Google

Sponsored

Crème Cellulaire ... €950.00 Parfumerie d... ★★★★★ (33)	Nuxe Nirvanesque ... €21.79 Shop-Pharma...	Clinique Smart SPF 15 Crème €12.50 Nocibe.fr Special offer	2 Cremes De Jour Antirides €12.00 Showroompri...	EUCERIN Sensi rides ... €19.49 Powersanté	Crème tonus anti-rides Bio - €23.95 Maboutiqueo...

Internal feedback

Crèmes Anti Rides - Retrait Gratuit en Magasin - monoprix.fr
Ad www.monoprix.fr/Cremes/Anti_Rides
Vos Courses Quand Vous Voulez et Où vous Voulez sur Monoprix.fr. Profitez-en !

Dr Pierre Ricaud - Soldes - Soins Visage jusqu'à -70% - ricaud.com
Ad www.ricaud.com/
Profitez-en ! C'est le moment de découvrir les Soins Experts Dr Pierre Ricaud

Crème Anti Ride - Conseils d'experts & avantages - laroche-posay.fr
Ad www.laroche-posay.fr/Soins-Visage/Anti-Rides
Découvrez les soins anti-âge Redermic pour peaux sensibles !

Crème anti rides : 37 soins anti-rides efficaces - Diaporama Beauté ...
diaporamas.doctissimo.fr › Diaporama Beauté › Translate this page
A 30, 40, 50, 60 ans et plus, il y a une chose sur laquelle nous sommes toutes d'accord : il faut prendre soin de sa peau pour qu'elle reste lumineuse et ...

Crème anti rides : La meilleure crème coûte environ 5€ Etude 2016
blog.rue-du-bien-etre.com/la-meilleure-creme-anti-rides/ › Translate this page
La meilleure crème antirides n'est pas la plus chère du marché. Découvrez l'étude 2016 qui a démontré que pour 5 € vous obtenez un bon antirides efficace.

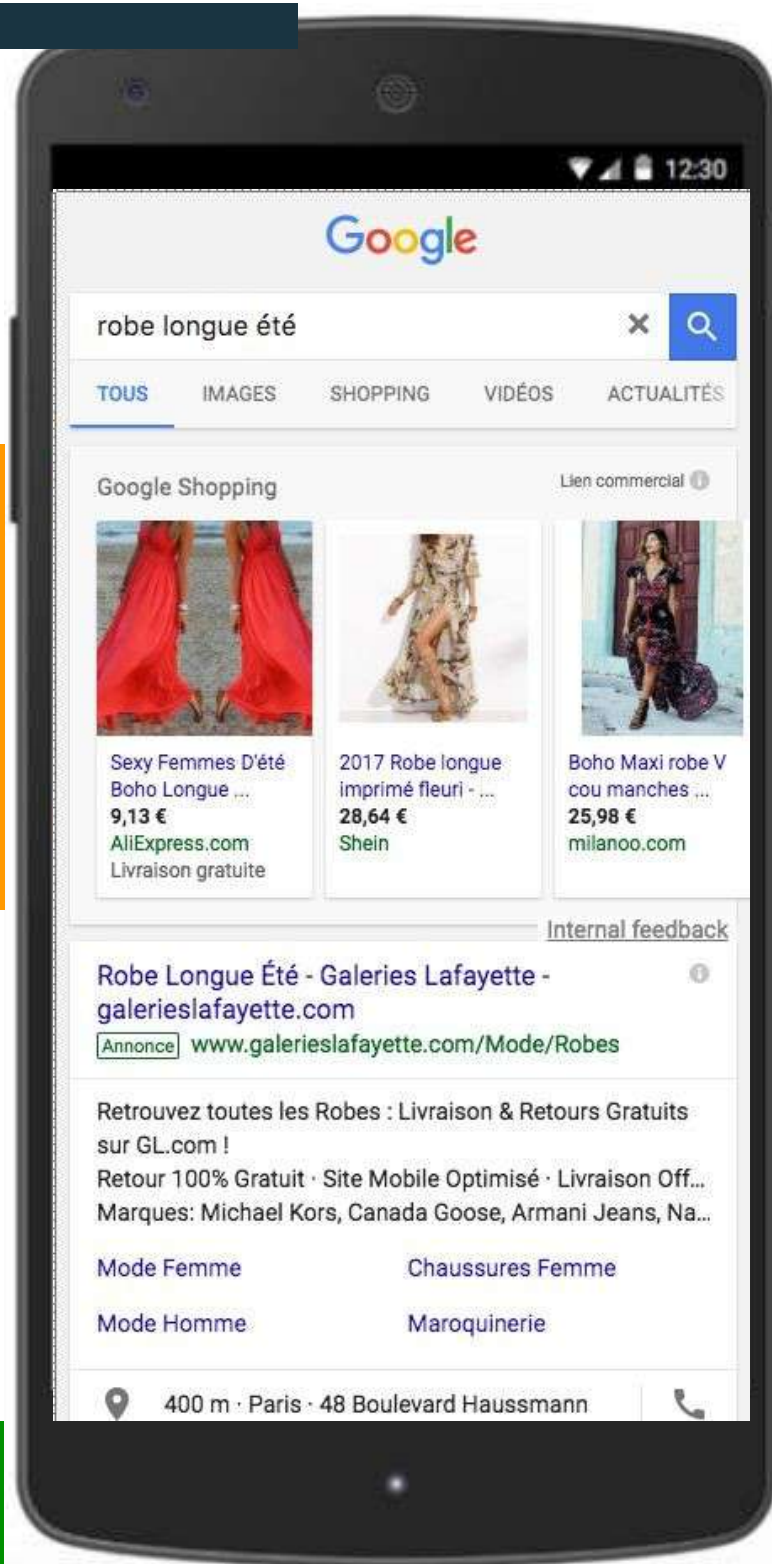
Anti-âge : le bon soin anti-rides - Marie Claire
www.marieclaire.fr › Beauté › Soins › Translate this page
Choisir le bon soin anti-âge ou anti-rides n'est pas si simple ! Il faut d'abord connaître la différence : un soin anti-rides ou une crème anti-rides s'attaque ...

La meilleure crème anti rides 2017: comparatif visage yeux, lèvres ...
forum.sports-sante.com › Forums Santé › Beauté › Visage › Translate this page
2 days ago - 58 posts - 49 authors
Bonjour, Je cherche une très bonne crème contre les rides pour le visage, les yeux et les lèvres.
Crèmes anti rides efficace, quelles sont les ...

Meilleur soin anti age pour visage cou et corps le plus ...	30 posts	14 Feb 2017
Anti rides efficace, quelle est la meilleure solution: avis, prix	14 posts	14 Feb 2017
Crème anti rides efficace pour peau noire ou métissée ...	19 posts	14 Feb 2017
Quelle est la meilleure crème anti-age et antirides pour les ...	26 posts	14 Feb 2017

More results from forum.sports-sante.com

Shopping Ads



Text Ads

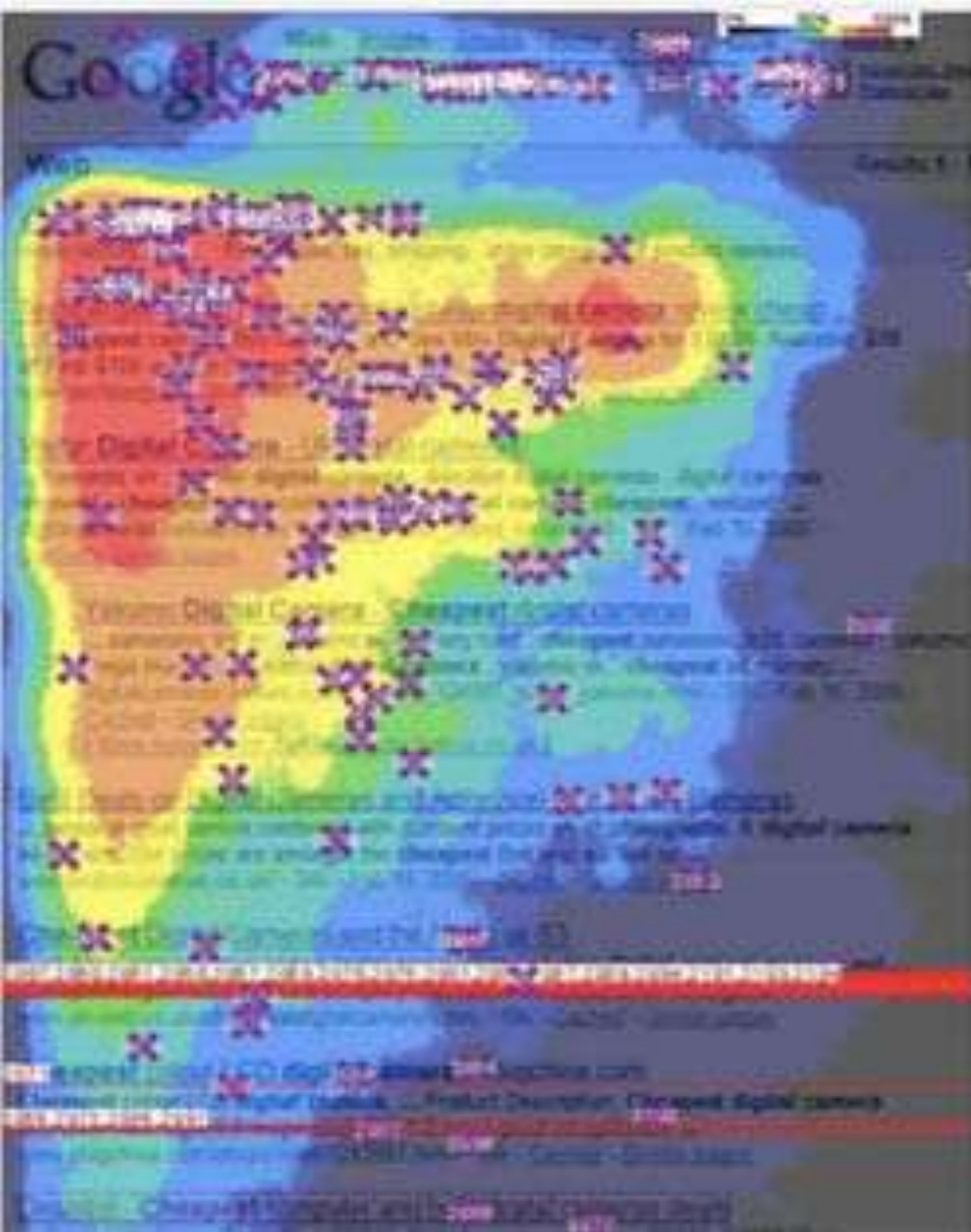


Extensions



Organic results





« Google Discover rassemble une sélection d’articles, qui remontent automatiquement dans la SERP de Google, de manière native sur Android, mais aussi dans l’application Google sur Android et iOS. » Ainsi, il recommande automatiquement du contenu aux utilisateurs en fonction de leurs intérêts, de leur historique de navigation et de leur comportement sur le web.

Avec Google Discover, nous sommes dans l’ère de l’ultra-personnalisation des contenus, où l’internaute reçoit de manière passive des liens d’informations.

10 conseils d’optimisation de contenu pour Google Discover

Pour accroître les chances de voir votre contenu rédactionnel mis en avant via Google Discover, Virginie Clève a délivré 10 conseils pour vous aider dans cette tâche. Voici donc les nouvelles règles d’optimisation de contenu pour Google Discover en 2024, et quelques informations à savoir :

Titre : la longueur idéale d’un titre diffère pour chaque site. Il est conseillé d’éviter absolument les titres de moins de 50 signes. Au-delà de 109 signes, l’experte ne considère pas qu’il s’agit d’un titre trop long pour Discover, mais une telle longueur peut être néfaste pour le référencement.

Syntaxe optimale : Discover semble de plus en plus mettre en avant les titres proches de « ce qui fonctionne sur les réseaux sociaux », avec un ton plus « émotionnel », sans faire la course aux mots clés.

Photo : il est important d’uploader « un beau et fort visuel leader de grande taille ». Si celui-ci fait moins de 1200 pixels de large, il sort alors des guidelines non seulement de Discover, mais aussi de Google News, Facebook et X. Cela entraîne « une baisse du taux de clic (CTR) et donc de l’audience potentielle ».

EEAT : les critères EEAT (pour Experience, Expertise, Authority et Trust) restent particulièrement importants. « Les sites ayant un bon EEAT sont privilégiés : ayez de véritables auteurs, c’est un vrai plus, avec une fiche consacrée à chacun d’entre eux », précise Virginie Clève. « Évitez les contenus non signés et les dépêches », ajoute-t-elle.

Articles payants : les articles payants, avec paywall comme chez de nombreux médias, « sont autant visibles que les contenus gratuits », fait remarquer la spécialiste, et génèrent, dans Discover, plus d’audience en général.

Longueur du contenu : évitez les articles de moins de 1 200 signes, a recommandé Virginie Clève, tout en précisant que la « longueur optimale est différente selon le site ».

Mise à jour d’articles : « vous pouvez mettre à jour vos articles, cela vous donnera un petit boost de fraîcheur », note la consultante.

Taux de clic : pour percer dans Google Discover, « un très bon CTR est requis. Pour cela, titre, image et horaire de publication sont des éléments clés qu’il faut travailler. Le chiffre de ce très bon CTR dépend de votre site ».

Durée de vie : la durée de vie d’un article dans Discover « dépend d’un site à l’autre. Un article peut remonter sur Discover plusieurs années après sa publication », remarque Virginie Clève.

Optimisation du site : il est nécessaire d’avoir un site web techniquement au point et optimisé pour Discover, afin d’éviter au maximum les rejets techniques.

SEM SEO SEA ASO SMO SXO SERP SGE

Backlink PageRank

Position Zéro AnswerBox

Snippet - Knowledge Graph

Largest Contentful Paint (LCP)

Interaction To Next Paint (INP)

Cumulative Layout Shift (CLS)

SEARCH référencement SEM

SEO SAIO SEA ASO SMO Local retail media

PAA «core web vitals» EEAT

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser Long Tail KeyWord

No Scroll - Crawl Budget - Visibility

RWD AMP SSL https SiteMap 404

Key TakeAways

BE VISIBLE

or die

workshop

hubert**krati**off

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/krati**off**
@krati**off**



SEM SEO SEA ASO SMO SXO SERP SGE
Backlink PageRank GoogleDiscover
Position Zéro AnswerBox

Snippet - Knowledge Graph

Largest Contentful Paint (LCP)

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PAA «core web vitals» EEAT

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser Long Tail KeyWord

No Scroll - Crawl Budget - Visibility

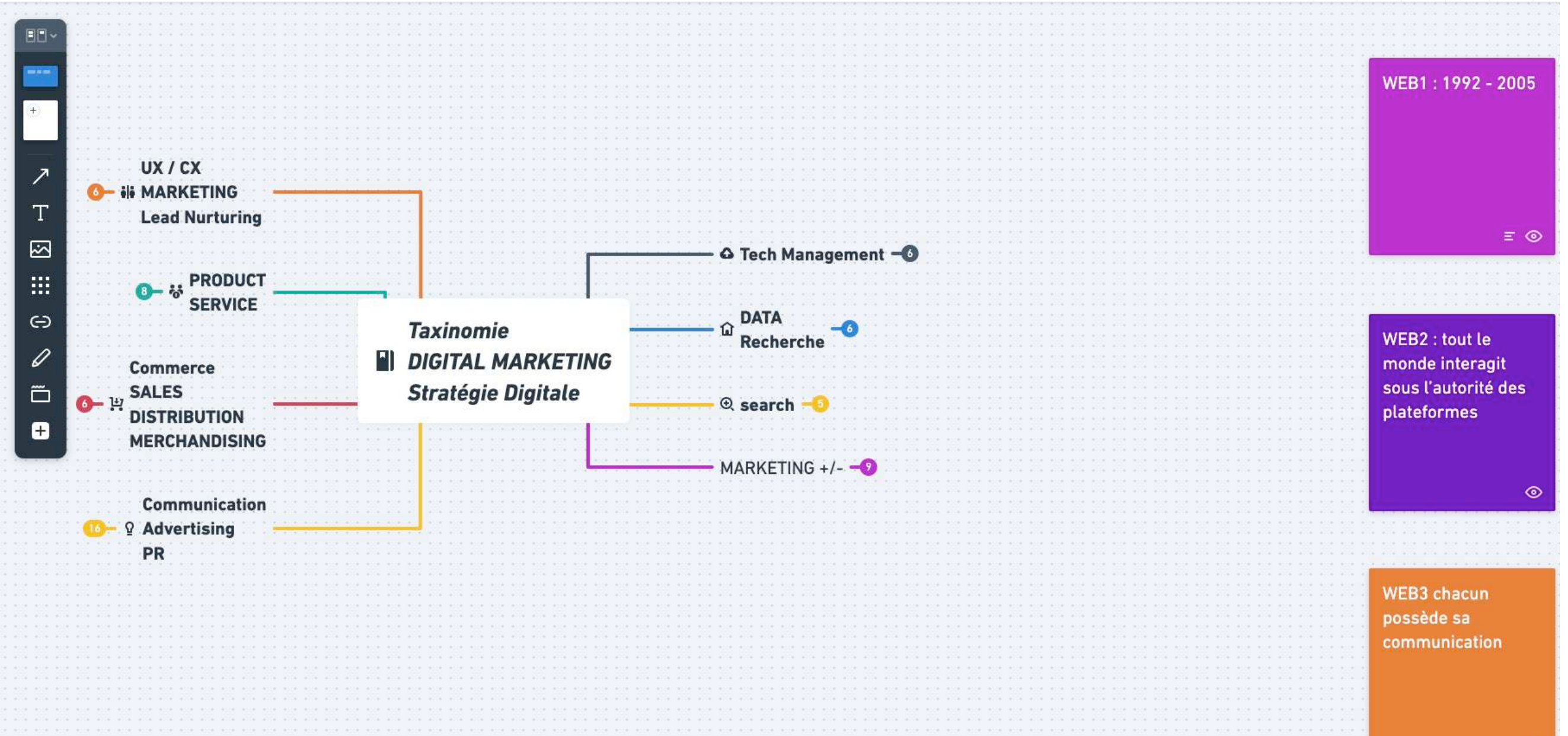
RWD AMP SSL https SiteMap 404



Whimsical

→ ... / 2022 dossier WEB3 / DIGITAL

Share [icon] [icon] [icon] [icon] [icon] [icon] [icon]



Taxinomie
DIGITAL MARKETING
Stratégie Digitale

UX / CX

MARKETING
Lead Nurturing

PRODUCT SERVICE

Commerce
SALES
DISTRIBUTION
MERCHANDISING

Communication
Advertising
PR

Tech Management

DATA
Recherche

search

MARKETING +/-

WEB1 : 1992 - 2005

WEB2 : tout le monde interagit sous l'autorité des plateformes

WEB3 chacun possède sa communication

Gutenberg



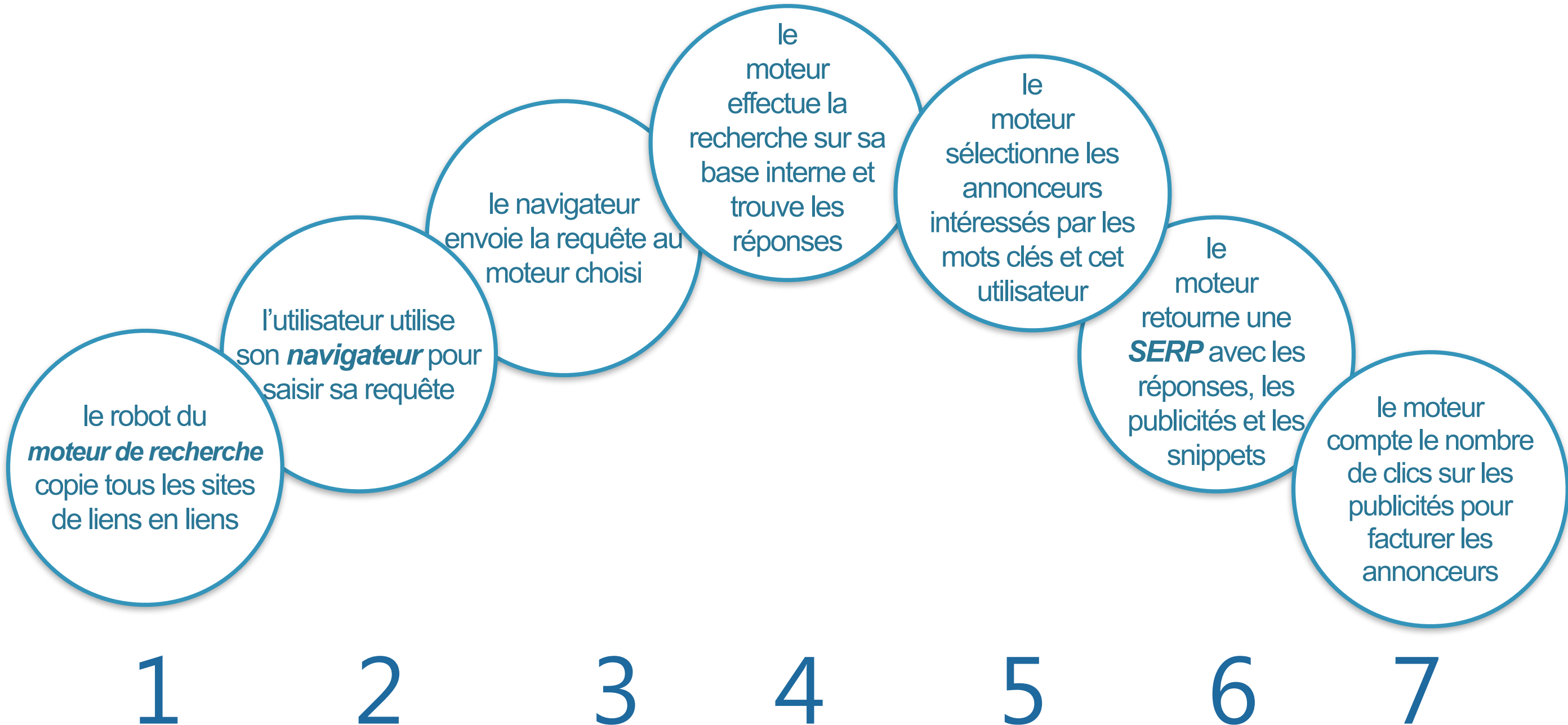
Semantic...

Zuckerberg Sandberg

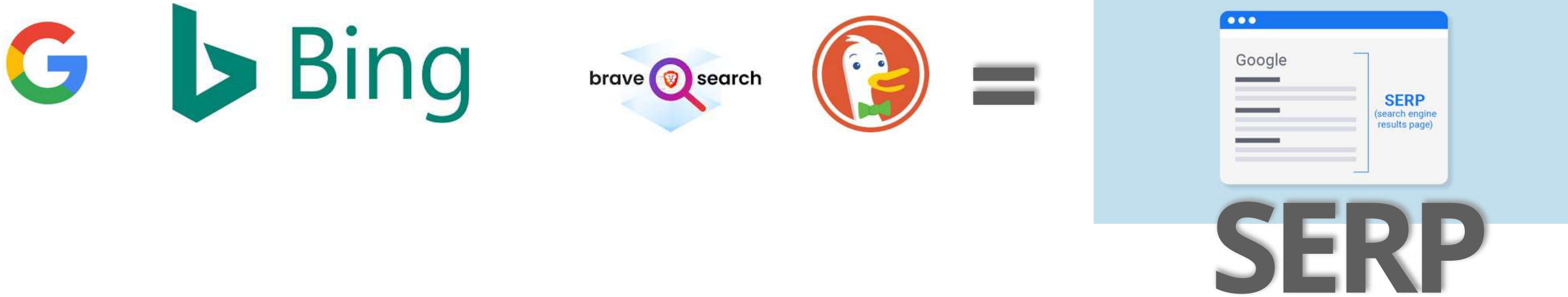


... is Internet

anatomie simplifiée d'une recherche



SEARCH ENGINE



2025

SGE = RESPONSE ENGINE



Choose Your Search Engine

These are shown in random order. You can change your default anytime. [Learn more](#)



Ecosia

Plant trees as you search, for free. 200 million trees planted already.



Qwant

Search engine and web browser which protect your privacy



DuckDuckGo

Private. Fast. Fewer Ads. DuckDuckGo never tracks you.



Microsoft Bing

Powered by ChatGPT's GPT-4



Lilo

Your internet searches fund for free social and environmental proje...



Yahoo Recherche

Search the web and answer life's daily questions with Yahoo.



Brave

Block ads while you browse, trackers while you search. Better priva...



Google

Find what you need with Google



Qu'est-ce que le "crawl budget" ? Le budget de crawl est le nombre maximum de pages qu'un moteur de recherche peut parcourir sur un site web en un temps donné. En somme, il s'agit de l'attention que Google accordera à votre site web.



Oncrawl

<https://fr.oncrawl.com> › Solutions › Enjeux SEO

Éviter le gaspillage du budget de crawl - Oncrawl

À propos des extraits optimisés • Commentaires



Semji

<https://semji.com> › Semji › SEO › Translate this page

Qu'est-ce que le budget de Crawl en SEO pour Google

Le fait de crawler un site mobilise une certaine quantité de ressources sur le serveur. Au même titre qu'un nombre important de visiteurs présents en simultané ...

Qu'est-ce qu'une réserve de... • Pourquoi faut-il se préoccuper...



abondance.com

<https://www.abondance.com> › cra... › Translate this page

Qu'est-ce que le crawl budget et comment l'optimiser ?

Le **budget de crawl** représente le nombre maximum de pages que les robots d'un moteur de recherche peuvent parcourir en un temps donné.



Redacteur.com

<https://www.redacteur.com> › blog › Translate this page

Qu'est-ce que le Budget Crawl ? Définition

Crawl Budget

1

INFOBÉSITÉ

**1 milliard de sites
2 millions d'APPs
10 milliards
d'interactions
sociales / j
2 millions de
e-boutiques**

=

**une affiche
dans le désert**

2

SXO

**Texte
Contenu
Brand Content
User eXperience
ZMOT
Micro Moment
Réputation
Confiance
Backlink
OnPage / OffPage**

3

KPI

**Visiteur Unique
(VU)
Engagement
Traction
Clic

PdM
ROI**

TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

EXPÉRIENCE

SXO

speed

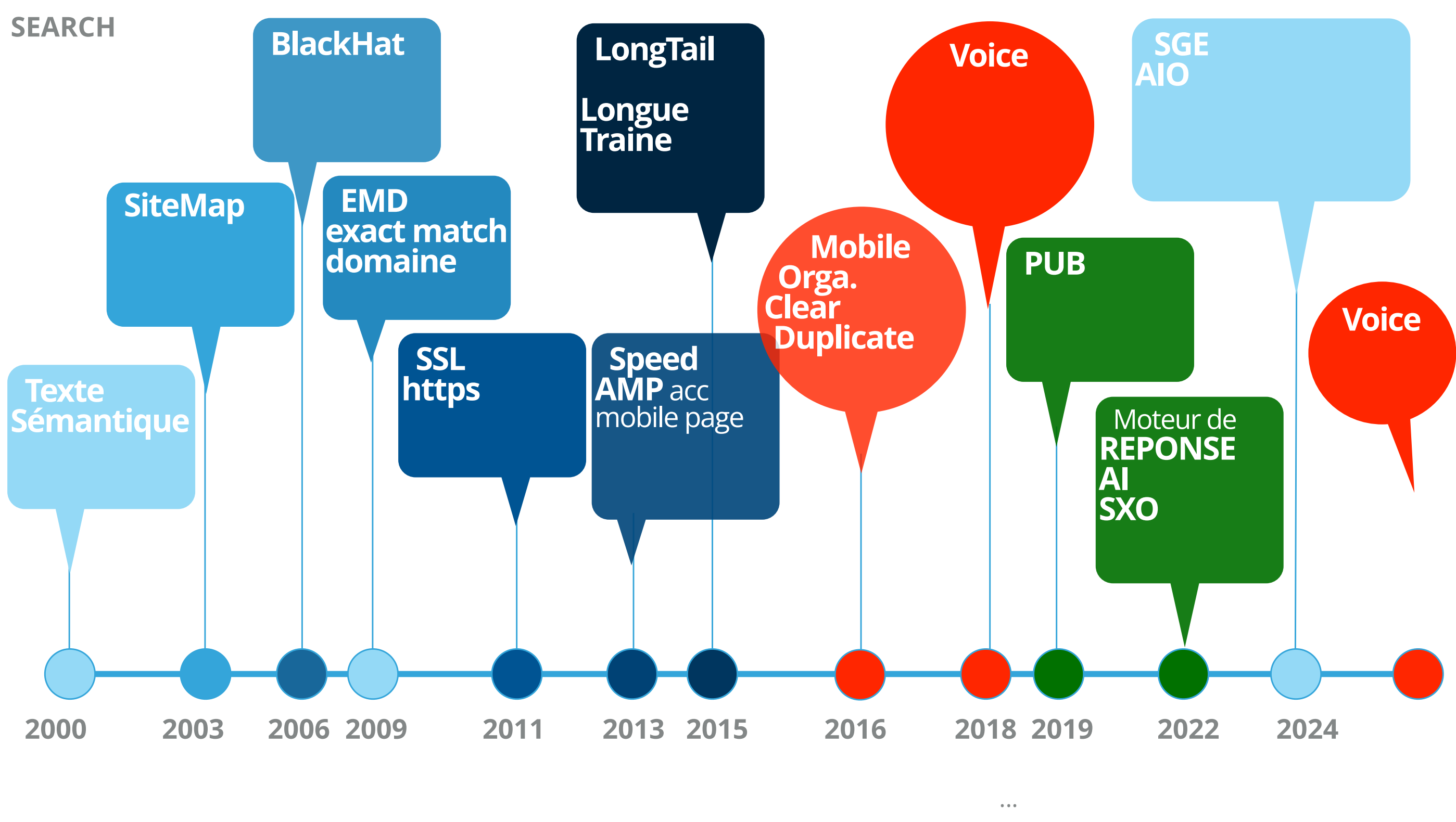
organisation

duplicate

Mobile

AMP

UX



Google Search Timeline



Écosystème du search : Luma Partners

MARKETER



CONSUMER

2024

55% Vocal Search

85% Mobile Search

58% Mobile Only

40B IOT + IIOT

SEARCH

SXO

@kratiroff

hubert@kratiroff.com

2024

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

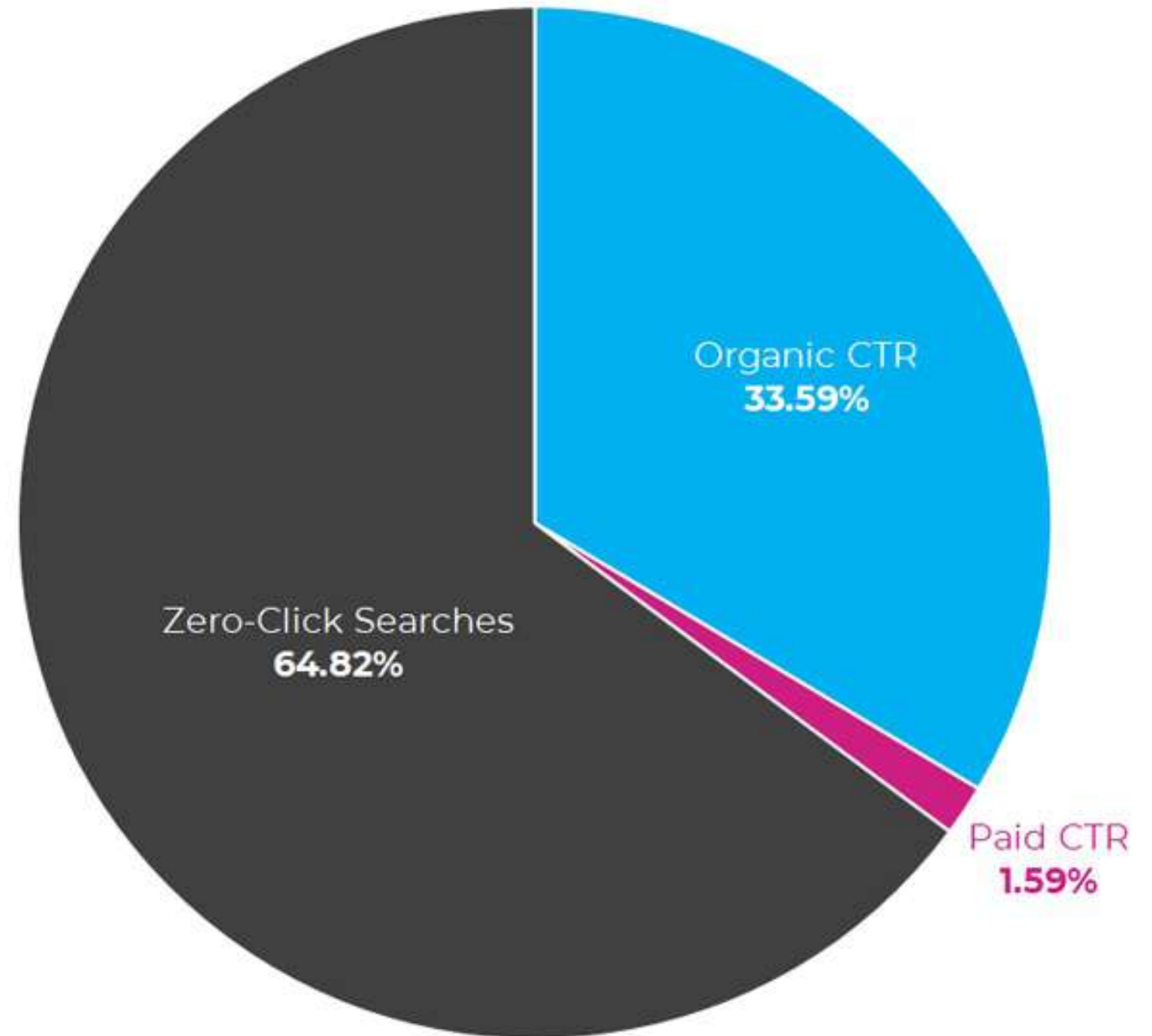
—straight answer—

ZERO CLIC

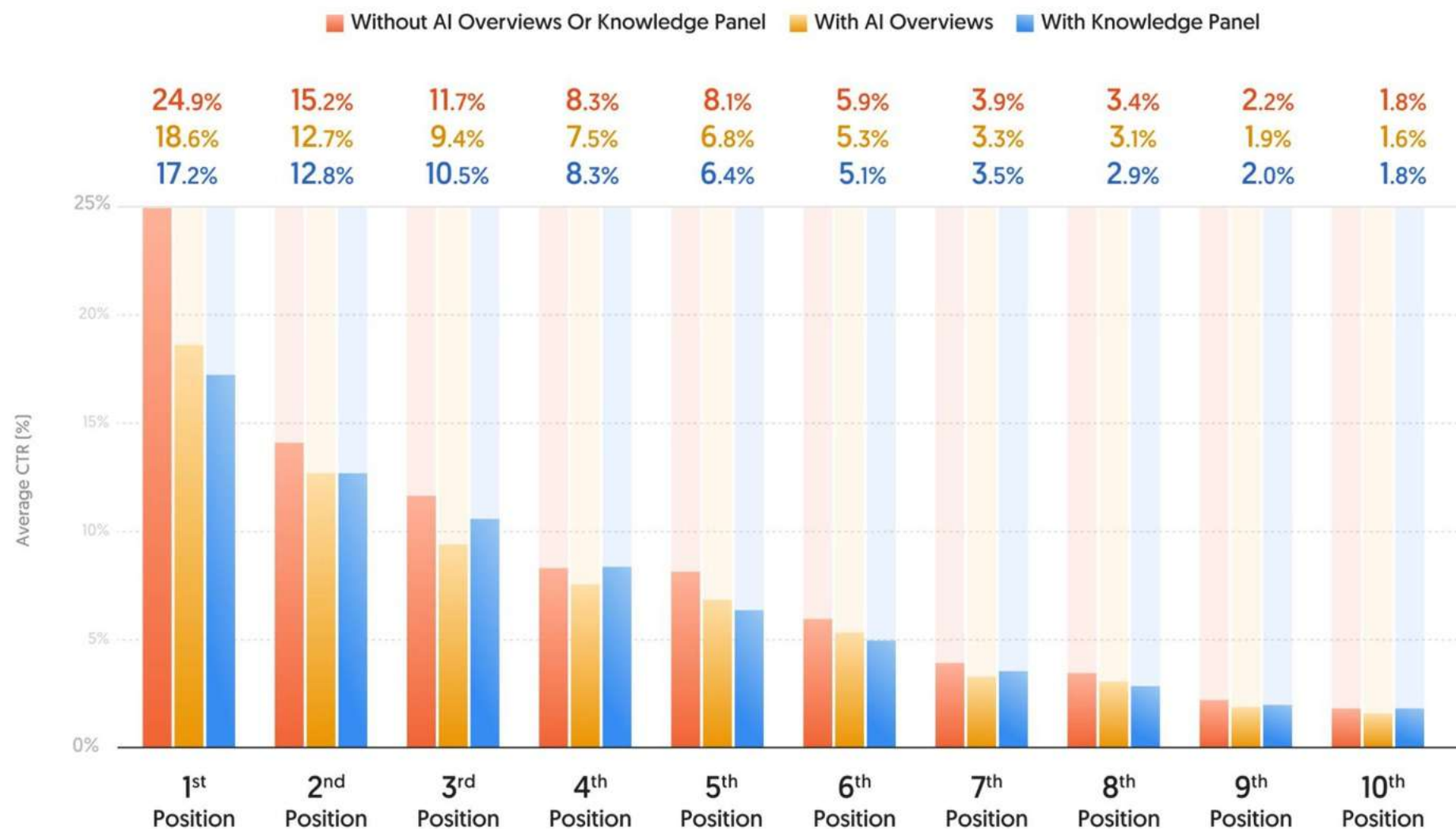


zero clic Search

Google Search CTR & Zero-Click Searches, 2020
(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



How AI Overviews And Knowledge Panels Affect CTR

**WHAT TO DO NEXT:**

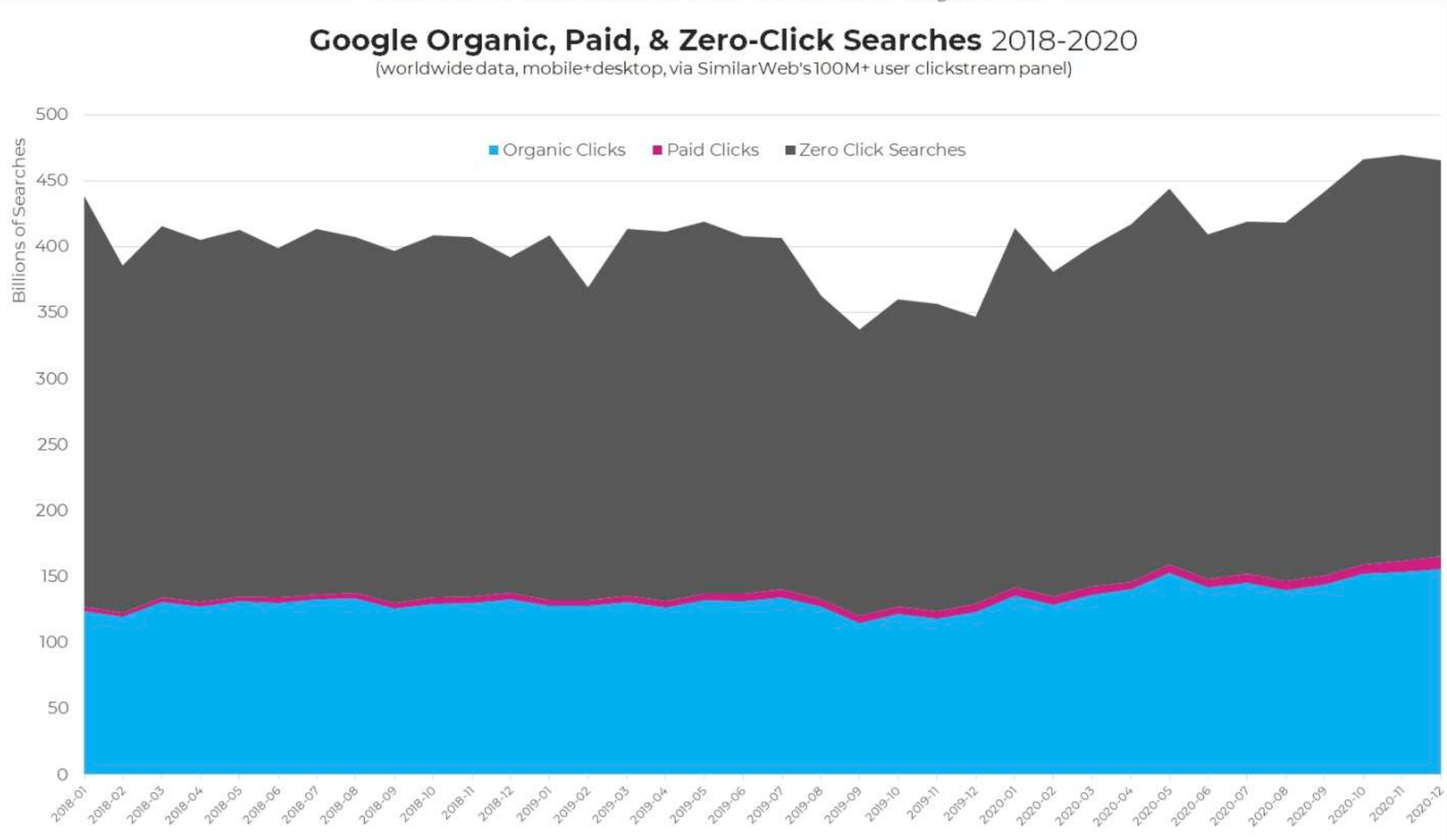
Optimize to be included in the AI Overviews and Knowledge Panels, it can help you gain more clicks.

Google : 2 recherches sur 3 se terminent sans clic

Thomas Coëffé / Publié le 23 mars 2021 à 10h17

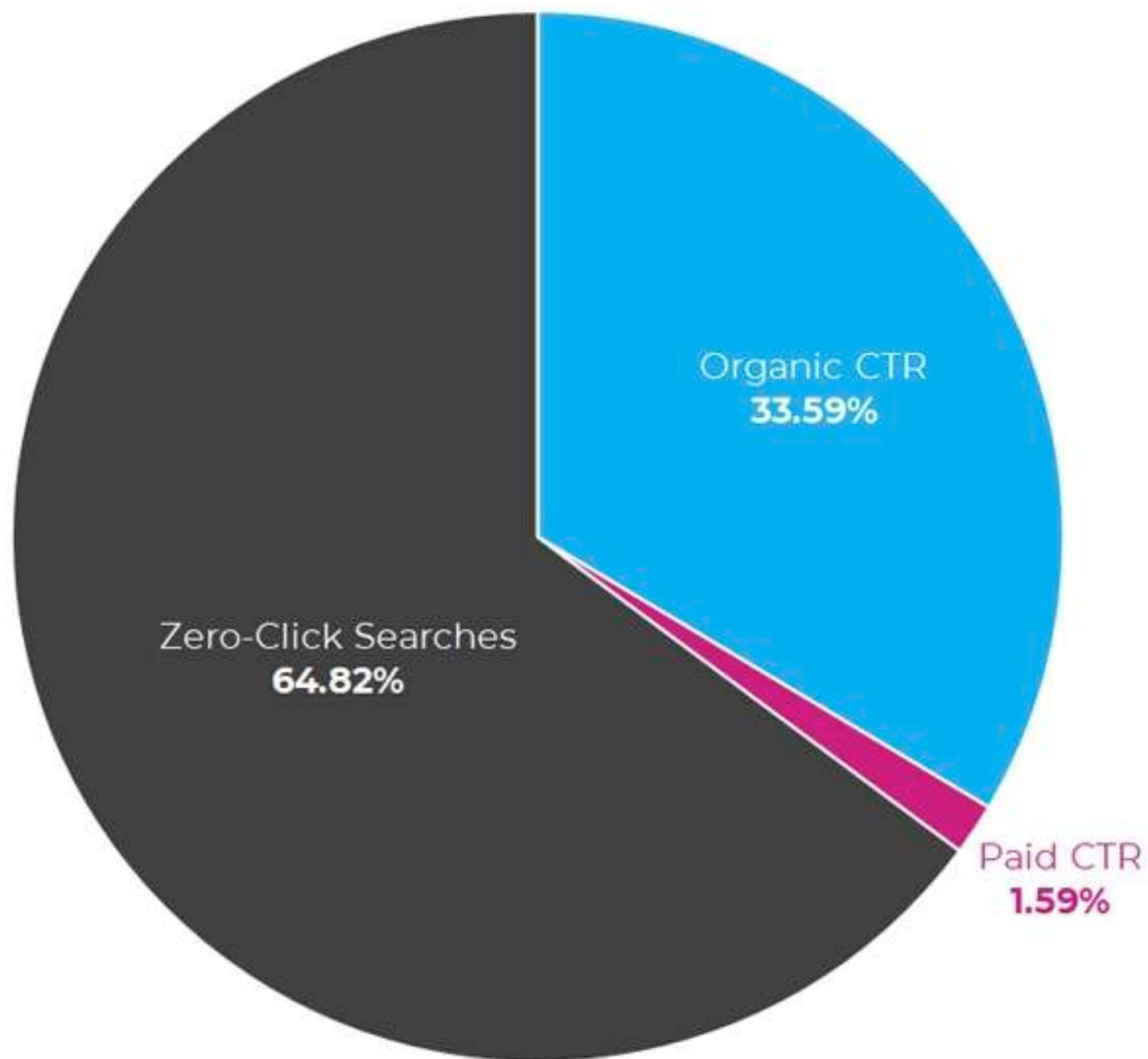
<https://www.blogdumoderateur.com/google-deux-recherches-sur-trois-terminent-sans-clic/>

La tendance Zero-Click s'accélère : le taux de rebond des SERP Google s'envole.



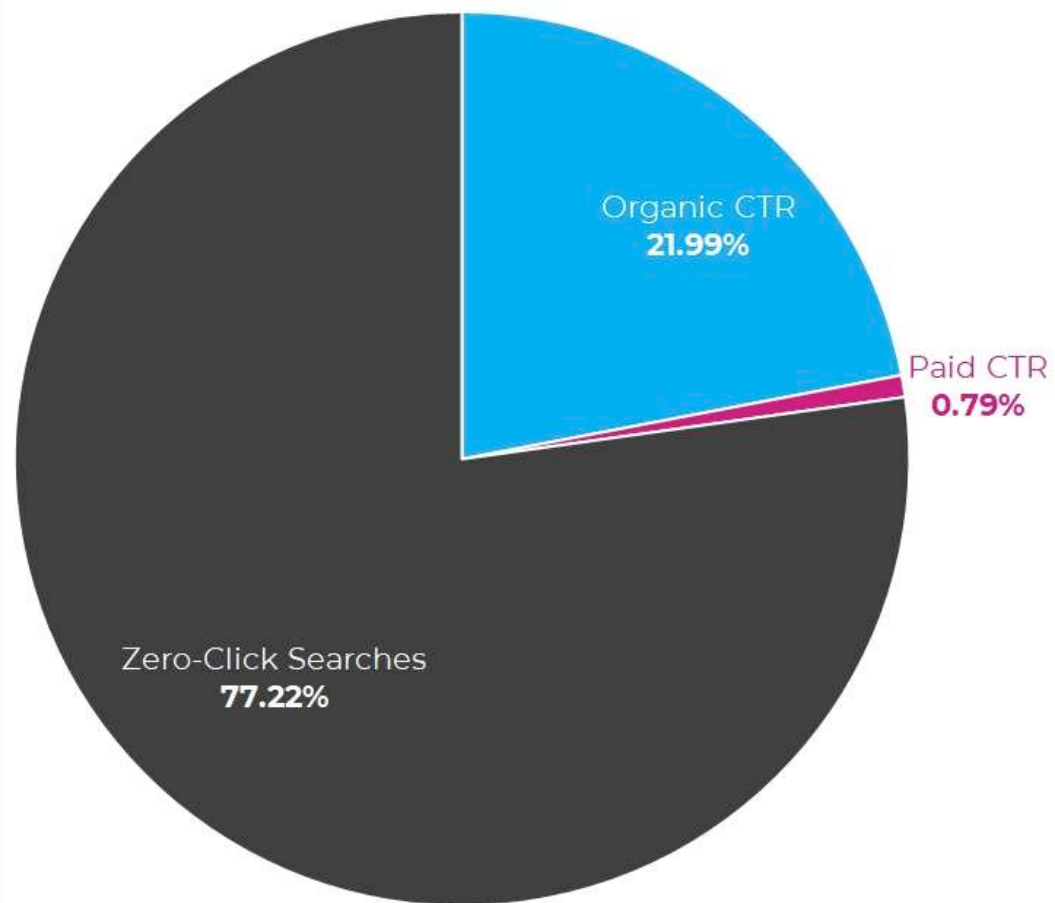
Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



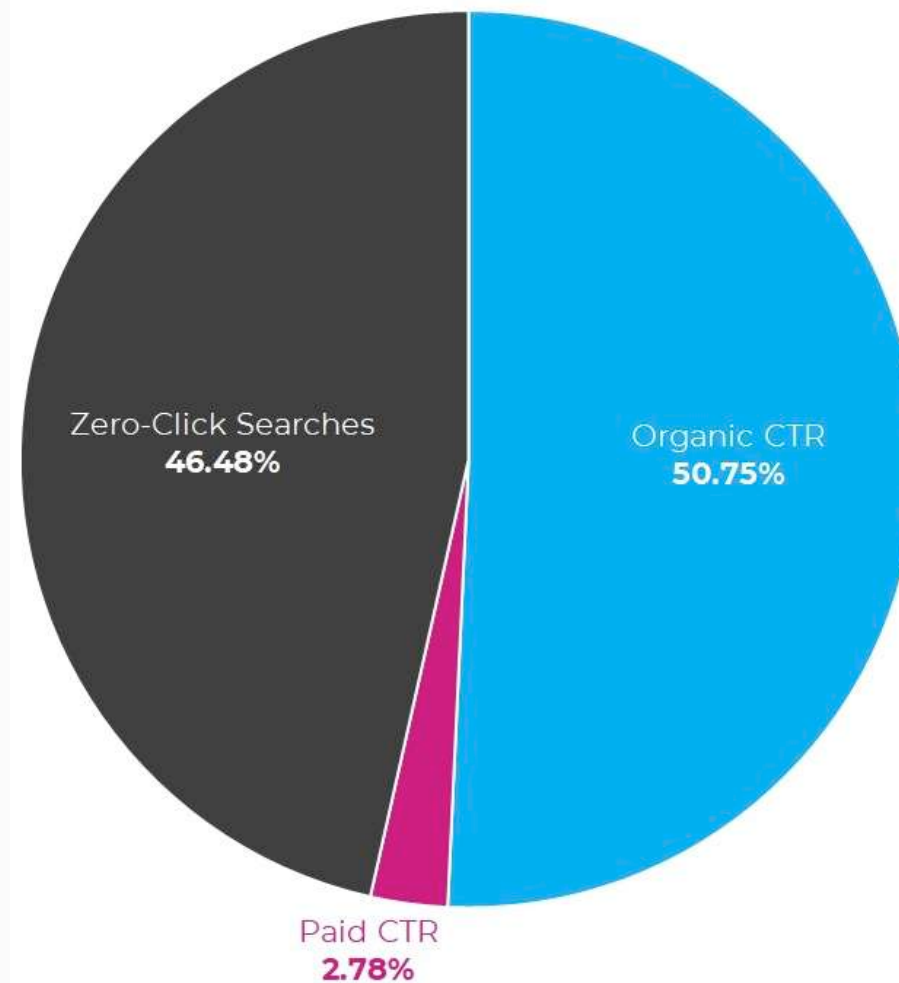
Google Search Mobile CTR, 2020

(worldwide data, via SimilarWeb's 100M+ user clickstream panel)



Google Search Desktop CTR, 2020

(worldwide data, via SimilarWeb's 100M+ user clickstream panel)





tangential



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About 8,410,000 results (0.28 seconds)

Dictionary

tangential



tan·gen·tial

/tan'jen(t)SHəl/

adjective

relating to or along a tangent.

"a tangential line"

- diverging from a previous course or line; erratic.
"tangential thoughts"
- hardly touching a matter; peripheral.
"the reforms were tangential to efforts to maintain a basic standard of life"

Translations, word origin, and more definitions

Feedback

Tangential | Define Tangential at Dictionary.com

www.dictionary.com/browse/tangential ▼

Tangential definition, pertaining to or of the nature of a tangent; being or moving in the direction of a tangent. See more.

[Tangential motion](#) · [Tangential-velocity](#) · [Tangentially](#)

Nouveau Featured Snippet étendu pour Google

Publié le 20 août 2018 à 8:07 par [Olivier Andrieu](#) In english - machine translation



Google a annoncé la mise en place d'un nouveau featured snippet dans ses SERP,

proposant plusieurs sous-rubriques ayant trait à la thématique recherchée... Et repoussant toujours plus loin les liens naturels...



Google continue ses innovations dans le domaine des featured snippets, notamment lorsqu'une question amène plusieurs interprétations, plusieurs réponses possibles. Dans la foulée de Bing, le moteur de recherche leader avait proposé en début d'année les "Multifaceted Featured Snippets", proposant plusieurs featured snippets sur certaines requêtes complexes à traiter.

Aujourd'hui est certain nombre de requêtes [quart] votre plan de tr

Google Knowledge Panel : Tout sur le processus de validation !

Publié le 11 juillet 2018 à 8:09 par [Olivier Andrieu](#) In english - machine translation



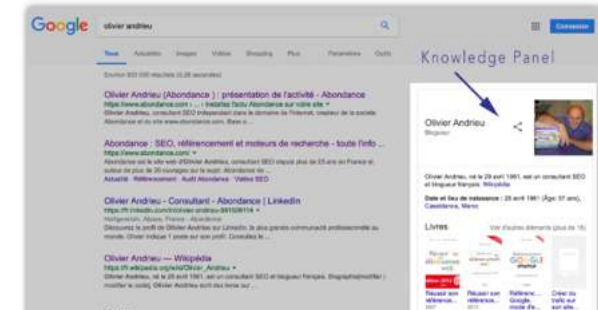
Google propose dans ses SERP le Knowledge Panel pour fournir des informations sur une

personne, avec possibilité de modifier les informations fournies. Nous avons validé notre compte pour cette nouvelle fonctionnalité. Voici comment cela se passe...



Google *avait annoncé le mois dernier* la mise à disposition du système de Knowledge Panel dans ses SERP. Rappelons de quoi il s'agit : si vous correspondez à une "entité nommée" (nom de personne ou d'entreprise dans ce cas) et que des données apparaissent à votre sujet dans le Knowledge panel, sur la droite de la SERP Google, vous pouvez y avoir accès et modifier certaines informations en validant votre identité.

Exemple pour la requête [\[Olivier Andrieu\]](#) :



knowledge box

Featured Snippets + PAA (people also ask)

Google

internet marketing for small business owners

Volume: 40/mo | CPC: \$9.11 | Competition: 0.57 ★

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About 457,000,000 results (0.78 seconds)

According to [fundera.com](#)

Google TSheets Yelp
My
Busin...

Here are 10 essential digital marketing tips for small business owners.

- Start with Your Website. ...
- Don't Forget the Basics. ...
- Think Local. ...
- Test, Test, and Test Again. ...
- Follow the Rule of Three. ...
- Use Content **Marketing**. ...
- Use Social Media to Be Social. ...
- Encourage **Online** Reviews.

More items... • Dec 31, 2018

10 Digital Marketing Tips for Small Business Owners in 2019 - Fundera
<https://www.fundera.com/blog/digital-marketing-tips>

About this result Feedback

People also ask

- How do I market my small business online? ▾
- How can I promote my business online for free? ▾
- Why marketing is important for small business? ▾
- What are the best online marketing strategies? ▾

Feedback

23 Amazing Online Marketing Tactics for Small Businesses With Low ...
<https://neilpatel.com> » Blog » Online Marketing ▾

Targeted Google and Facebook Ads have their place, but there are plenty of free ways to market online. If you're a small business owner trying to compete in the ...

Featured Snippets



online marketing for small business



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About 1,410,000,000 results (0.45 seconds)

Yell Business Advertising | Market Your Business

Ad business.yell.com/Digital/Portfolio

★★★★★ Rating for yell.com: 4.7 - 1,716 reviews

Expertly Managed Digital Marketing Services. We Can Help Boost Your Online Performance. From Website Design & PPC Campaigns To Social Advertising Or Paid Advertising On Yell.Com.

10 digital marketing tips for small businesses

- Research Competitors and Differentiate Yourself.
- Get Your Website Basics Right.
- Improve Google My **Business** Listing and Customer Reviews.
- Create Interesting Blog Content.
- Consider Google Ads for Your **Small Business**.
- Create Professional Visual Content.
- Improve Your Local SEO.
- Develop Email **Marketing**.

More items... • 7 Aug 2018

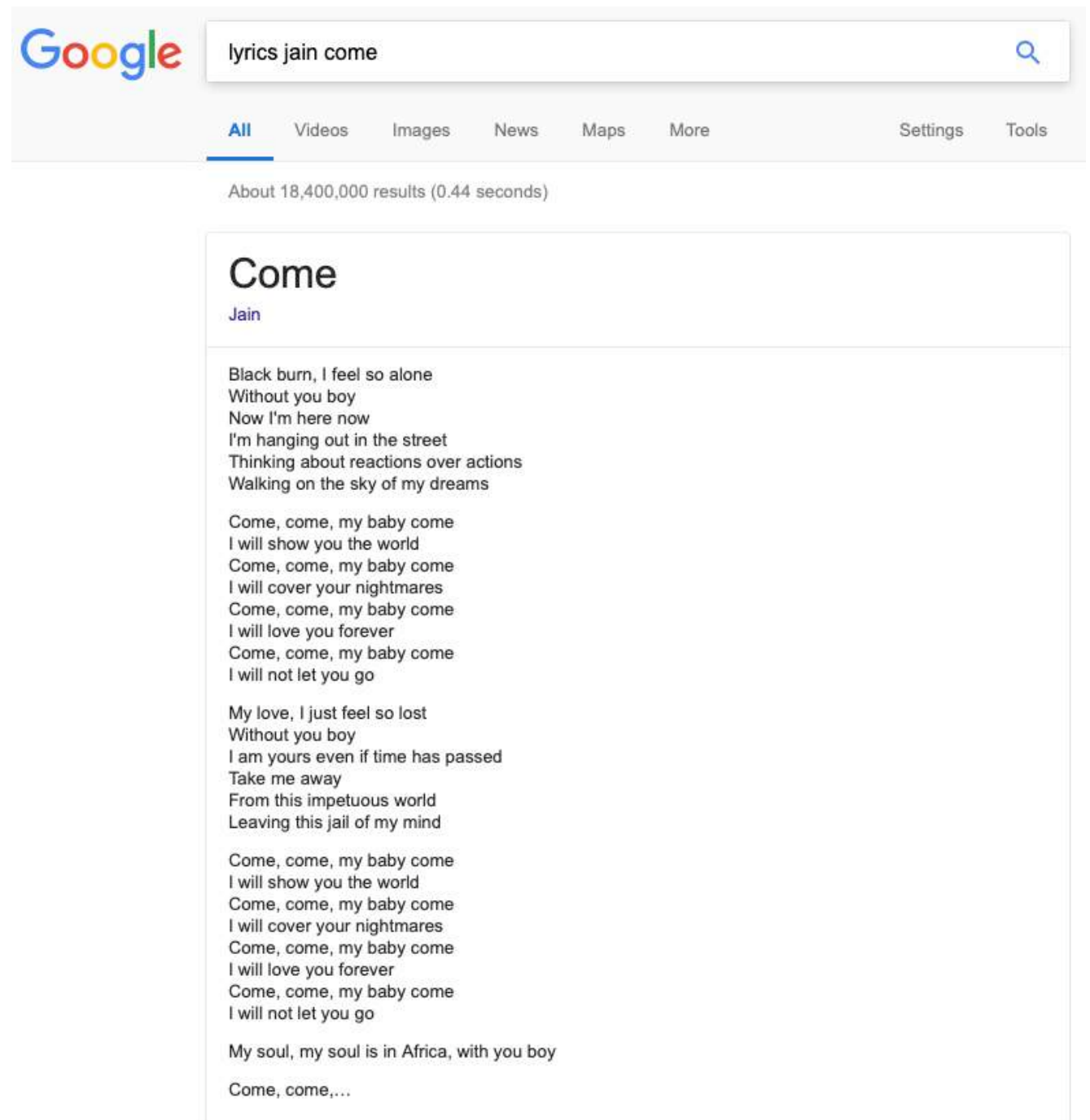
10 digital marketing tips for small businesses | Hallam Internet

<https://www.hallaminternet.com/digital-marketing-tips-for-small-businesses/>



ACT THINK **IMPACT**

ZERO CLIC



Google lyrics jain come

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About 18,400,000 results (0.44 seconds)

Come

Jain

Black burn, I feel so alone
Without you boy
Now I'm here now
I'm hanging out in the street
Thinking about reactions over actions
Walking on the sky of my dreams

Come, come, my baby come
I will show you the world
Come, come, my baby come
I will cover your nightmares
Come, come, my baby come
I will love you forever
Come, come, my baby come
I will not let you go

My love, I just feel so lost
Without you boy
I am yours even if time has passed
Take me away
From this impetuous world
Leaving this jail of my mind

Come, come, my baby come
I will show you the world
Come, come, my baby come
I will cover your nightmares
Come, come, my baby come
I will love you forever
Come, come, my baby come
I will not let you go

My soul, my soul is in Africa, with you boy

Come, come,...

Google

age macron

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About 18,200,000 results (0.58 seconds)

Emmanuel Macron / Age

40 years

December 21, 1977



People also search for

 **Brigitte Macron**
65 years

 **Justin Trudeau**
46 years

 **Marine Le Pen**
50 years

Feedback

Brigitte Macron - Wikipedia

https://en.wikipedia.org/wiki/Brigitte_Macron

Their romance was not typical, as she was his senior by almost a quarter of a century, and **Macron** has described it as "a love often clandestine, often hidden, ...

President: [Emmanuel Macron](#)

Occupation: High school teacher

Children: 3

Spouse(s): [André-Louis Auzière](#); (m. 1974–20...

Early life and education · Career · Politics · Personal life

Emmanuel Macron

President of France

Emmanuel Jean-Michel Frédéric Macron is a French politician serving as President of France since 14 May 2017. He studied philosophy at Paris Nanterre University, completed a Master's of Public Affairs at Sciences Po, and graduated from the École nationale d'administration in 2004.
[Wikipedia](#)

Born: December 21, 1977 (age 40 years), [Amiens](#)

Spouse: [Brigitte Macron](#) (m. 2007)

Residence: [Élysée Palace, Paris](#)

Party: [La République En Marche!](#)

Education: [École nationale d'administration \(2002–2004\)](#), [MORE](#)

Parents: [Françoise Noguès](#), [Jean-Michel Macron](#)

Profiles

 [Instagram](#)

 [YouTube](#)

 [Facebook](#)

 [Twitter](#)

[Claim this knowledge panel](#)

[Feedback](#)

ZERO CLIC

 ACT THINK IMPACT



1 bitcoin euros



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About 99,800,000 results (0.70 seconds)

1 Bitcoin equals

5,436.48 Euro

Sep 17, 2:28 PM UTC · Disclaimer

1

Bitcoin



5436.48

Euro



1D

5D

1 M

1 Y

5 Y

Max

7,000

6,000

5,000

Aug 26

Sep 9

DATE ?



ACT THINK IMPACT



google answer box



All

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Maps

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About 403,000,000 results (0.50 seconds)

How to Appear in Google's Answer Boxes - Whiteboard Friday - Moz

<https://moz.com/blog/how-to-appear-in-googles-answer-boxes-whiteboard-friday> ▼

Sep 23, 2016 - Often eclipsing organic results at the top of the SERPs, "ranking zero" or capturing an **answer box** in **Google** can mean increased clicks and ...

People also ask

What is the Google answer box? ▼

Can Google answer all questions? ▼

How do I add a featured snippet? ▼

[Feedback](#)

Optimize Your Site for Google Answer Box | SEJ

<https://www.searchenginejournal.com> › [SEO](#) ▼

Jun 21, 2016 - In this post, we'll dissect some popular **Google Answer Box** search results to help you learn how to optimize your site for different types of ...

Google Answer Boxes: The What, Why and How | Search Engine Watch

<https://searchenginewatch.com> › [SEO](#) ▼

Jun 24, 2015 - Together, greater mobile adoption, shorter attention spans and increased multitasking point to a greater relevance of **Google's Answer Boxes**.

PAA



~~—SEARCH ÉVOLUTION—~~

SGE AIO





Search Generative Experience



14430

Search
em
Experiences



SGE + AIO = CC²

SEARCH GENERATIVE EXPERIENCE

AI OPTIMISATION

C² = COMPLEXITY +++



Helpful
Content
Update

Search
Generative
Experience

Core
Update

SEARCH

moteur de
recherche

texte SERP

vs.

**PERSONALI
SATION**

moteur de
PUBLICITÉ
\$ annuaire \$

SEARCH

moteur de
recherche

texte liste

vs.

FIND

moteur de
réponse

voix

tracking

CookieLess



Publicité sur Amazon

Ciblez par mot-clé ou produit

- Touchez les acheteurs captifs d'Amazon
- Payez uniquement lorsque les acheteurs cliquent
- Optimisez vos performances avec les rapports de ventes
- Démarrez une campagne à partir de 1 € par jour

Commencer

Votre annonce



AMZ = AWS + AMS

2018



1-48 of over 3,000 results for Beauty & Personal Care: "mens grooming kit"

Sort by Featured

Show results for

< Any Product

Beauty & Personal Care

Personal Groomers

Tweezers

Sets & Kits

Shave & Hair Removal

Nail Clippers

Beard & Mustache Trimmers

Men's Shaving & Grooming Set

Body Groomers

Nose & Ear Hair Trimmers

Beard & Mustache Combs

Hair Care

Skin Care

Tools & Accessories

See more

Refine by

AmazonFresh

☐ fresh

Subscribe & Save

☐ Subscribe & Save Eligible

Delivery Day

☐ Get It by Tomorrow

Amazon Prime

☒ prime

Eligible for Free Shipping

☐ Free Shipping by Amazon

Brand

**PHILIPS
NORELCO**

SPONSORED BY PHILIPS NORELCO

A trimmer to fit all your
grooming needs

Shop now

Philips Norelco Multi Groomer MG3750/60 -
13 piece, beard, face, nose, and ear hair trim...

★★★★☆ 4,869

prime

Philips Norelco Beard and Hair Trimmer
BT5215/41 - cordless grooming, rechargabl...

★★★★☆ 869

prime

Philips Norelco Beard and Hair Trimmer
BT5210/42 - cordless grooming, rechargabl...

★★★★☆ 869

prime

Ad feedback

Showing results in Beauty & Personal Care. Show instead results in All Departments.

Best Seller



See Style Options

Sponsored ⓘ

Remington PG6025 All-in-1 Lithium Powered Grooming Kit...

★★★★☆ 3,769

\$18⁹⁹ \$20.99

prime

Get it by Tomorrow, Oct 16

FREE Shipping on eligible orders



See Size Options

Sponsored ⓘ

MR.GREEN Manicure Set, Pedicure Sets, Nail Clipper Gift...

★★★★☆ 38

Save 5% with coupon

\$38⁹⁹

prime



Sponsored ⓘ

manicure set Professional 15 Pcs Stainless Manicure...

★★★★☆ 10

\$15⁹⁹

prime

Get it by Wed, Oct 17

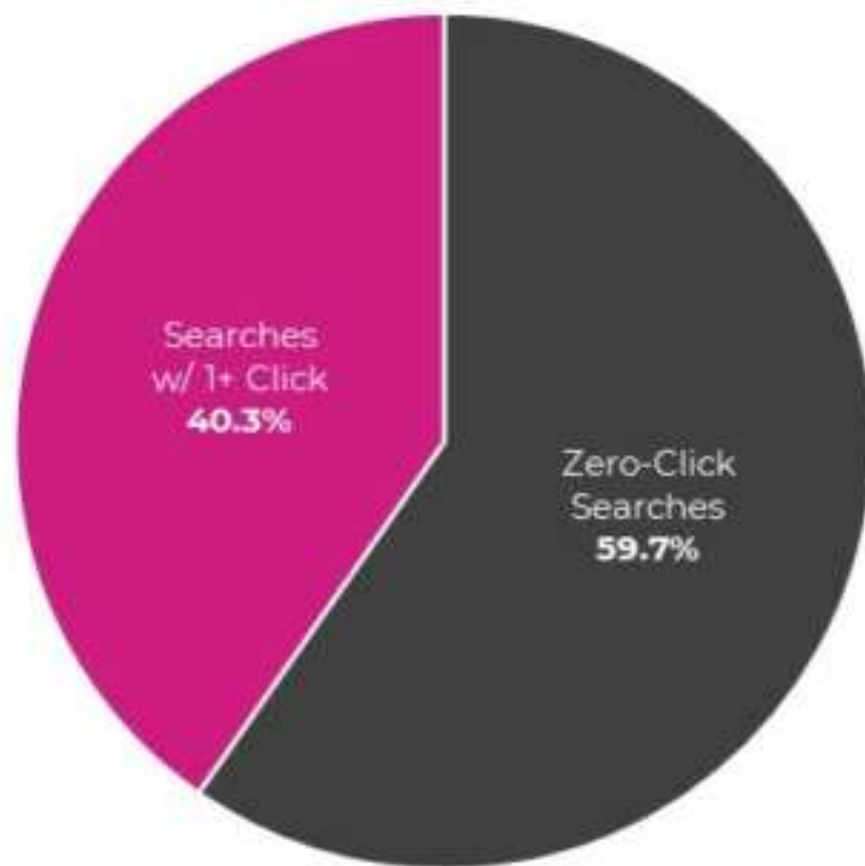
FREE Shipping on eligible orders

Zero-Click Searches in the **European Union** vs. **United States**

(measuring all searches in Google performed by the panel's mobile* and desktop devices, January-May 2024)

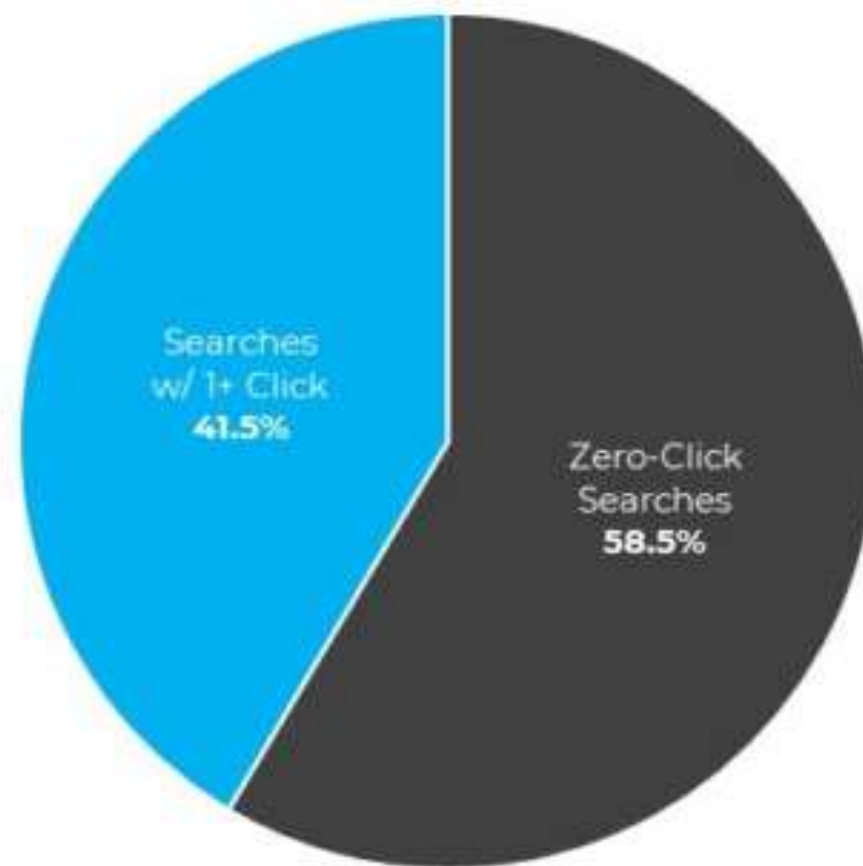
EU Google Search CTR

(mobile & desktop weighted avg)



US Google Search CTR

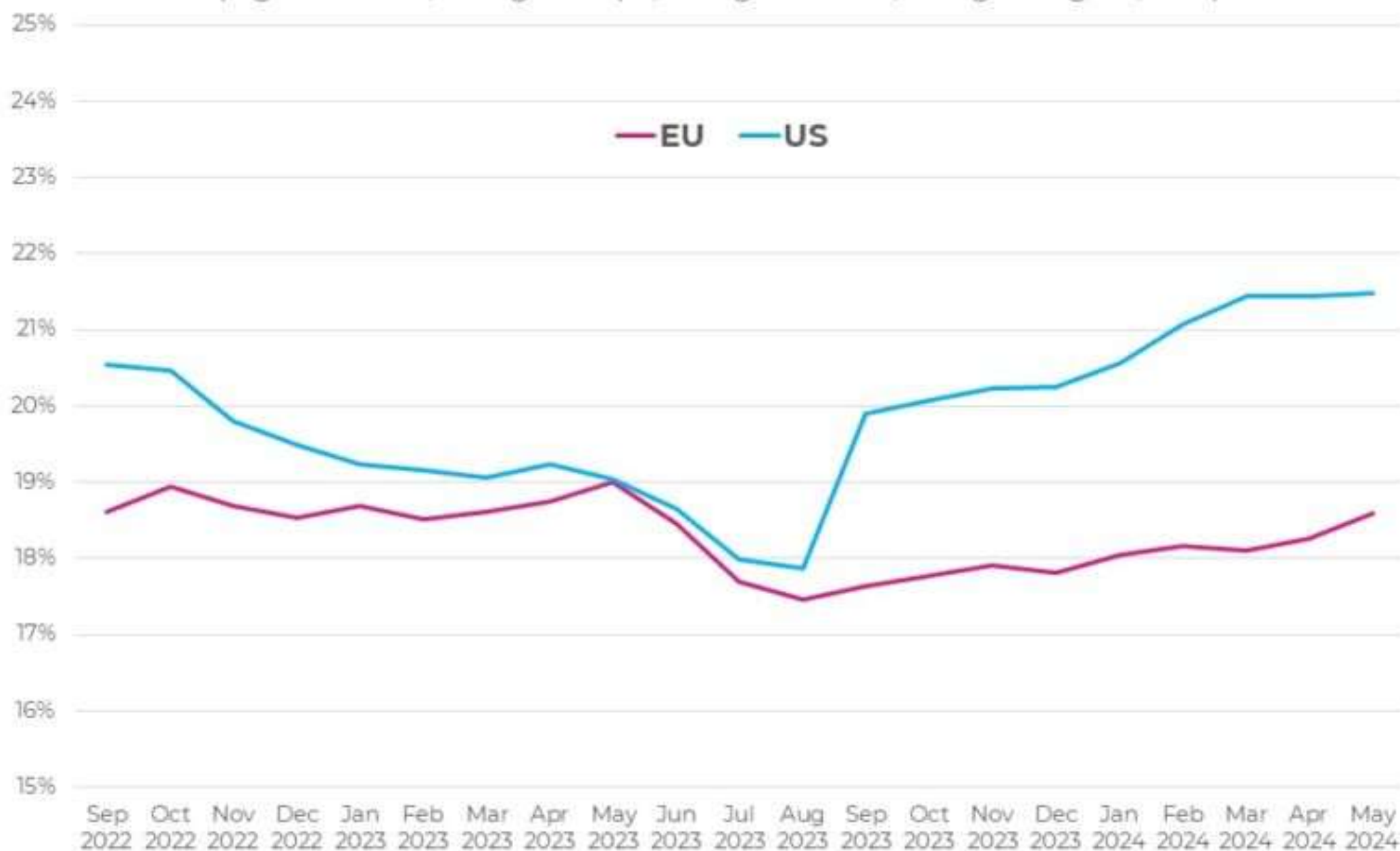
(mobile & desktop weighted avg)



* On this panel, link clicks on mobile browser searches only. Search results may be higher in Google Assistant/Google Search App on mobile.

Percent of Desktop Google Search Clicks that Led to a Google-Owned Property

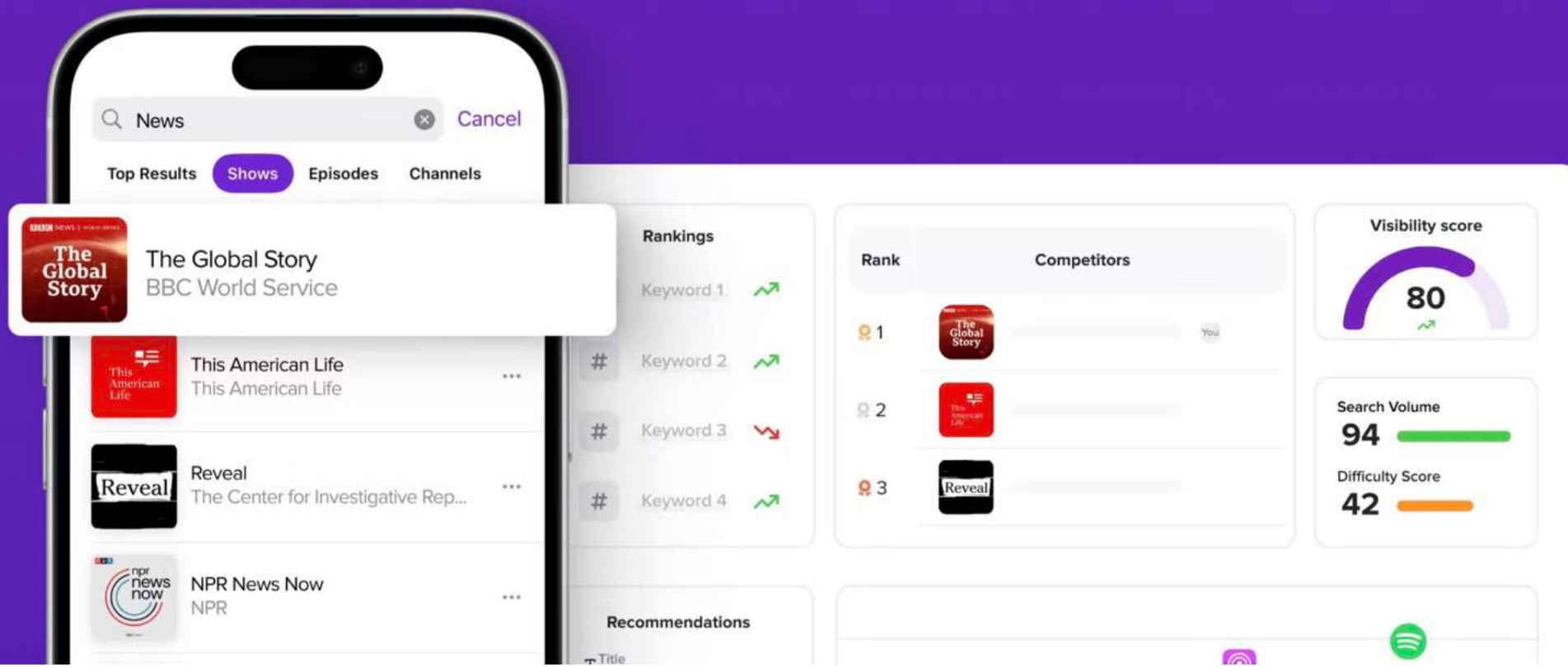
(e.g. YouTube, Google Maps, Google Hotels, Google Flights, etc.)



Devenez le #1 des résultats de recherche Apple & Spotify

Identifiez vos mots-clés les plus percutants et suivez leur évolution dans les classements de recherche Apple Podcasts et Spotify grâce au PSO (Podcast Search Optimization) Control Panel.

Exclusivité pour Ausha PRO : Désormais accessible à TOUS les podcasteurs, Peu importe où vous hébergez !





YouTube



Display



Search



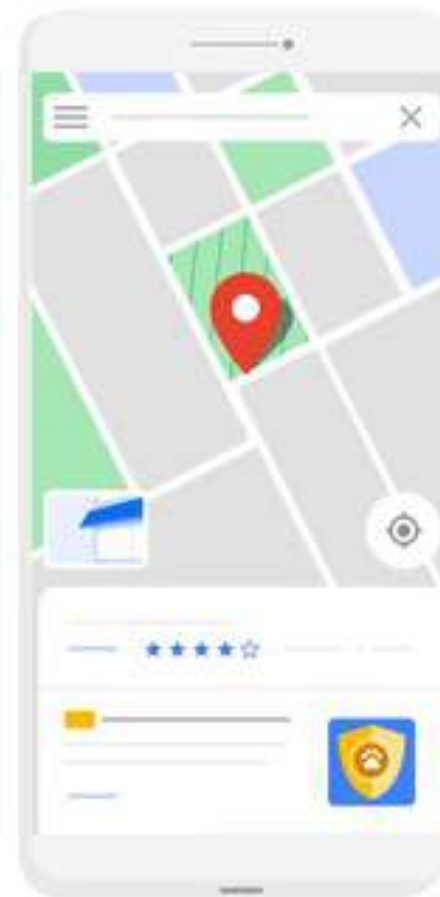
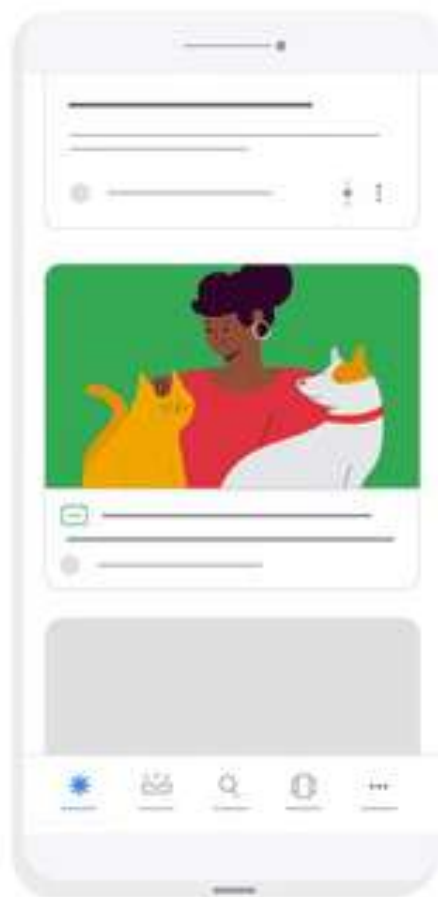
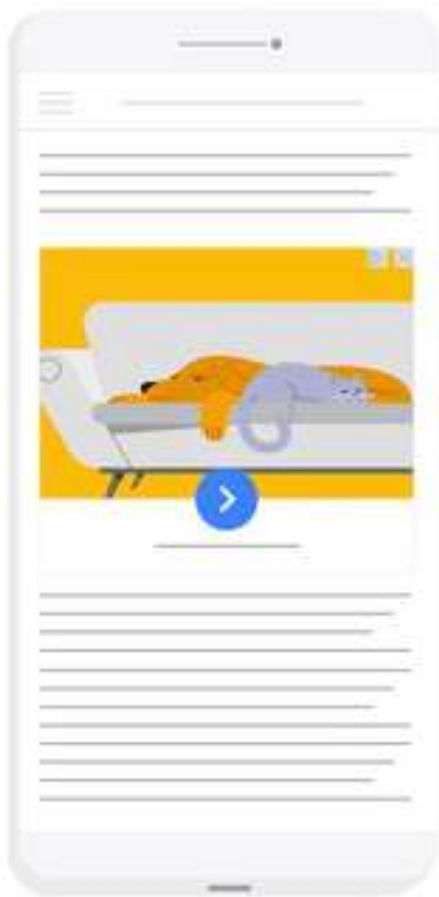
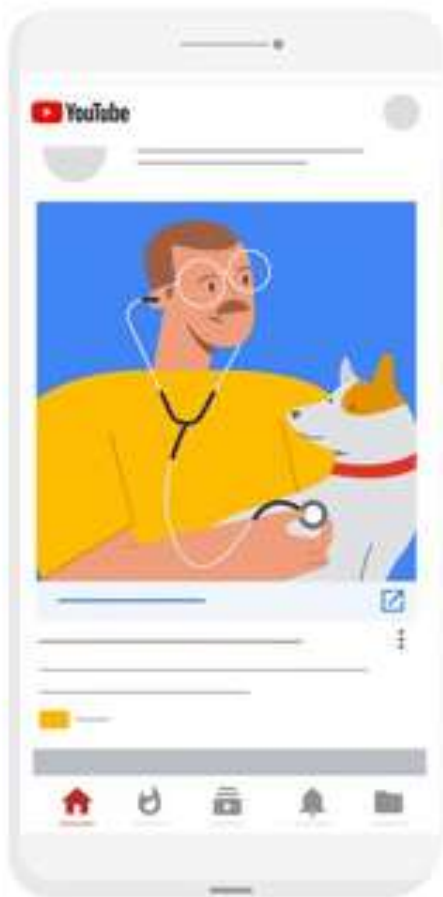
Discover



Gmail



Maps



PMAX

Seo!

FREE

No payment
but time & work



SEO

SCIENCES - ART

The art of SEO

no clear, $\neq$ rules

but UX is key

Google!

Seo!

95% mobile

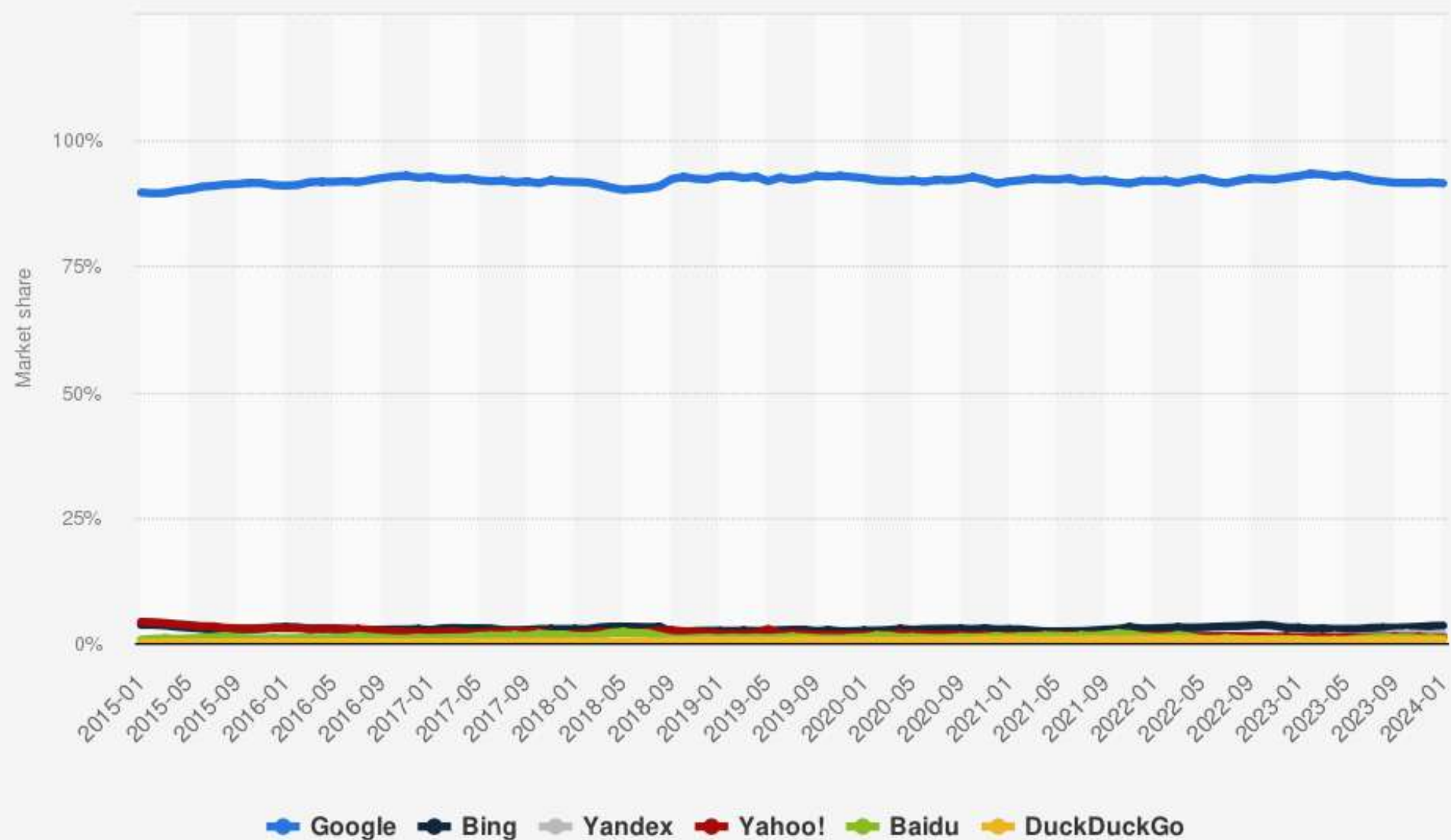
91% total

<https://www.statista.com/statistics/1381664/worldwide-all-devices-market-share-of-search-engines/>

<https://www.statista.com/statistics/1358006/worldwide-mobile-market-share-of-search-engines/>

Seo!

Market share of leading search engines worldwide from January 2015 to January 2024



Source

StatCounter
© Statista 2024

Additional Information:

Worldwide; StatCounter; January 2015 to January 2024; includes all devices; data is based on StatCounter tracking environment; data may vary and regional data should be approached with caution

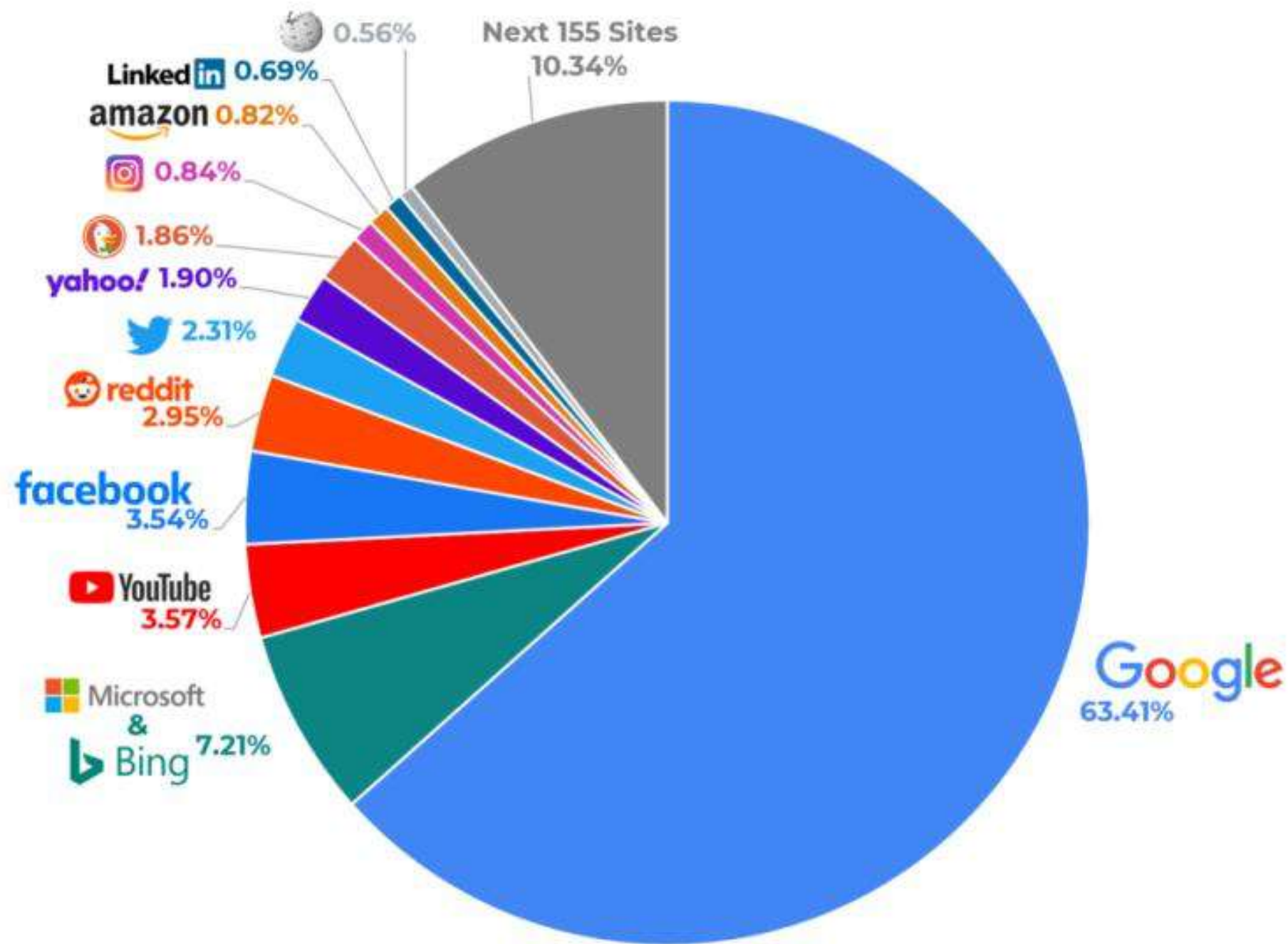
GOOGLE WORLD

Google's current holdings and ongoing projects



The Web's Largest Traffic Referrers Jan. 2024

(as a percent of traffic sent by the top 170 traffic-referring domains to all sites on the web | Source: Datos)



** Sites with a single owner that pass referrals via multiple entities have been grouped (e.g. Twitter.com, Twimg.com, and T.co; Live.com, Bing.com, MicrosoftOnline.com, Office.com, and Office365.com; etc.)

43%

of e-commerce traffic comes
from Google search (organic)

26%

comes from Google Google Ads.

67%

contribution of search
to revenue

Search drives online sales

E-commerce kpi benchmarks 2016

"Google makes the world wide web go round"

	Google Organic	Google CPC	Direct	Email	Facebook Organic	Facebook CPC	Bing Organic	Yahoo Organic	Others
Retail	41%	25%	17%	6%	2%	0%	2%	1%	12%
- Multichannel	45%	22%	15%	7%	2%	0%	2%	1%	13%
- Online Only	31%	32%	21%	5%	2%	0%	2%	2%	12%
Travel	46%	27%	16%	-%	0%	0%	2%	2%	6%
Overall	42%	25%	17%	6%	2%	0%	2%	2%	11%

Core WebVitals

EEAT

experience expertise authority trust

Links

UX first

UX KPI ???

speed
clear

EEAT experience expertise authority trust

Core Web Vitals

The screenshot shows the Google Search Central documentation page for Core Web Vitals. The page has a top navigation bar with links for Documentation, Support, Blog, What's new, Events, and Case studies. A left sidebar contains a navigation menu with categories like SEO fundamentals, Crawling and indexing, and Ranking and search appearance. Under 'Ranking and search appearance', the 'Page experience' section is expanded, and 'Core Web Vitals' is highlighted. The main content area features the title 'Understanding Core Web Vitals and Google search results', a breadcrumb trail (Home > Search Central > Documentation), and a paragraph explaining that Core Web Vitals are metrics for user experience. Below this, a section titled 'Core Web Vitals metrics' lists three key metrics: Largest Contentful Paint (LCP), Interaction To Next Paint (INP), and Cumulative Layout Shift (CLS). The final section, 'Optimizing your Core Web Vitals', provides resources for measuring and optimizing these metrics.

Google Search Central

Documentation Support Blog What's new Events Case studies

Documentation

SEO fundamentals

Crawling and indexing

Ranking and search appearance

Overview

Byline dates

Favicons

Featured snippets

Flexible Sampling

Google Discover

Images

Local features

Notes

Page experience

Understanding page experience

Core Web Vitals

Interstitials and dialogs

Get started with signed exchanges on Google Search

Ranking systems

Site names

Sitelinks

Snippets

Structured data

Title links

Translated features

Videos

Visual Elements gallery

Web Stories

Early Adopters Program

Home > Search Central > Documentation

Understanding Core Web Vitals and Google search results

Core Web Vitals is a set of metrics that measure real-world user experience for loading performance, visual stability of the page. We highly recommend site owners achieve good Core Web Vitals and to ensure a great user experience generally. This, along with other page experience factors, is a core ranking system that Google Search seeks to reward. Learn more in [Understanding page experience in Google Search](#).

Core Web Vitals metrics

- Largest Contentful Paint (LCP):** Measures loading performance. To provide a good user experience, LCP should occur within the first 2.5 seconds of the page starting to load.
- Interaction To Next Paint (INP):** Measures responsiveness. To provide a good user experience, INP should be of less than 200 milliseconds.
- Cumulative Layout Shift (CLS):** Measures visual stability. To provide a good user experience, CLS should be a score of less than 0.1.

Optimizing your Core Web Vitals

Here are some resources that can help you measure, monitor, and optimize your Core Web Vitals:

- Check the [Core Web Vitals report in Search Console](#). This shows how your pages perform.
- Learn more about [Core Web Vitals](#), a guide about Core Web Vitals, including how to optimize.

<https://developers.google.com/search/docs/appearance/core-web-vitals>

<https://support.google.com/webmasters/answer/9205520?hl=en>

Core Web Vitals Metrics

LCP

Largest Contentful Paint (LCP): Measures loading performance. To provide a good user experience, strive to have LCP occur within the first 2.5 seconds of the page starting to load

INP

Interaction To Next Paint (INP): Measures responsiveness. To provide a good user experience, strive to have an INP of less than 200 milliseconds

CLS

Cumulative Layout Shift (CLS): Measures visual stability. To provide a good user experience, strive to have a CLS score of less than 0.1

Check the Core Web Vitals report in Search Console

<https://developers.google.com/search/docs/appearance/core-web-vitals>

<https://support.google.com/webmasters/answer/9205520?hl=en>

SEO is KEY

Position	CTR
1	8.17%
2	3.82%
3	2.43%
4	1.63%
5	1.11%
6	0.84%
7	0.67%
8	0.54%
9	0.52%
10	0.44%

<https://www.seoclarity.net/>

Score E-E-A-T

"Experience"

"Expertise"

"Authoritativeness"

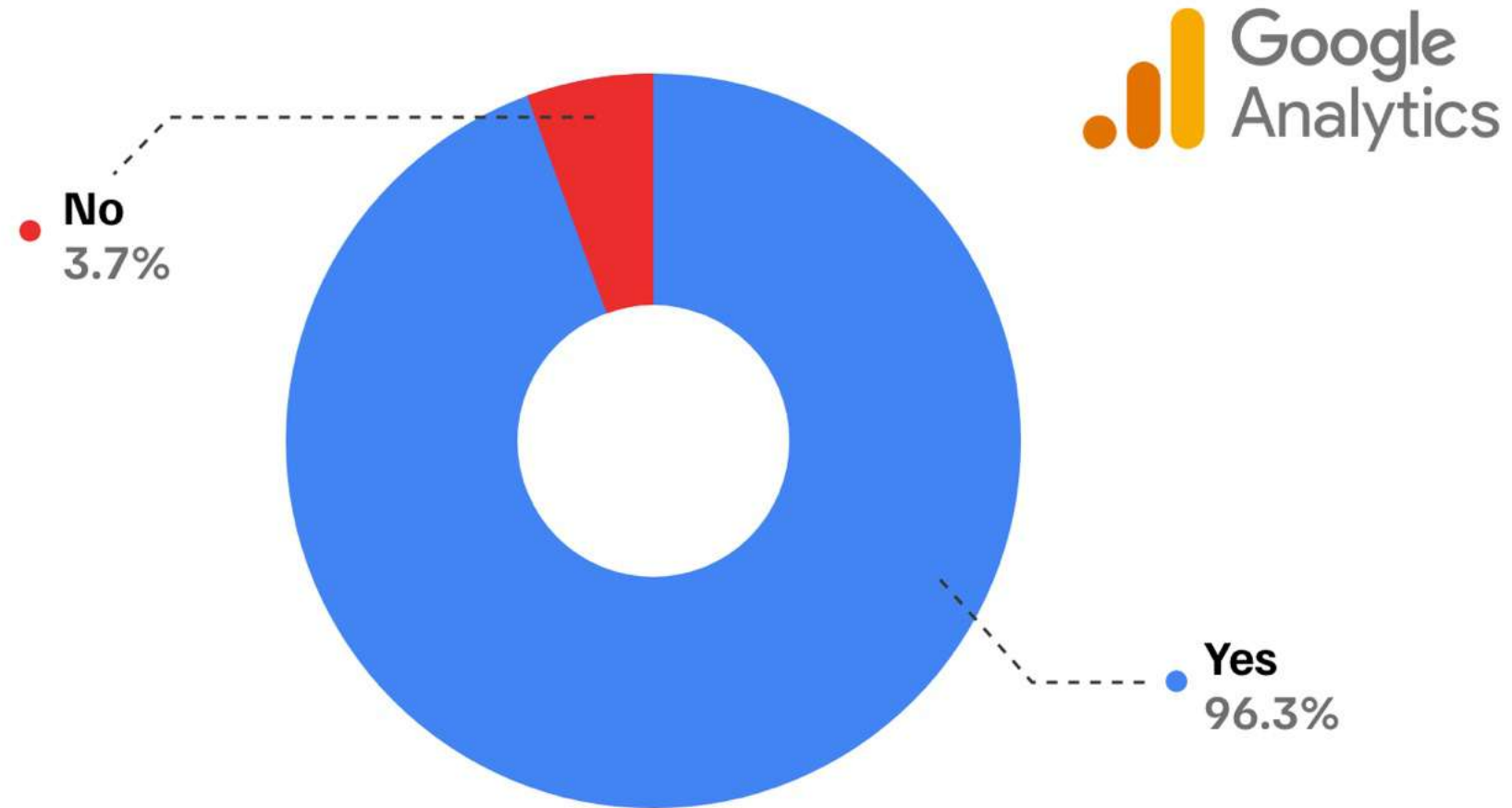
"Trustworthiness"

Google

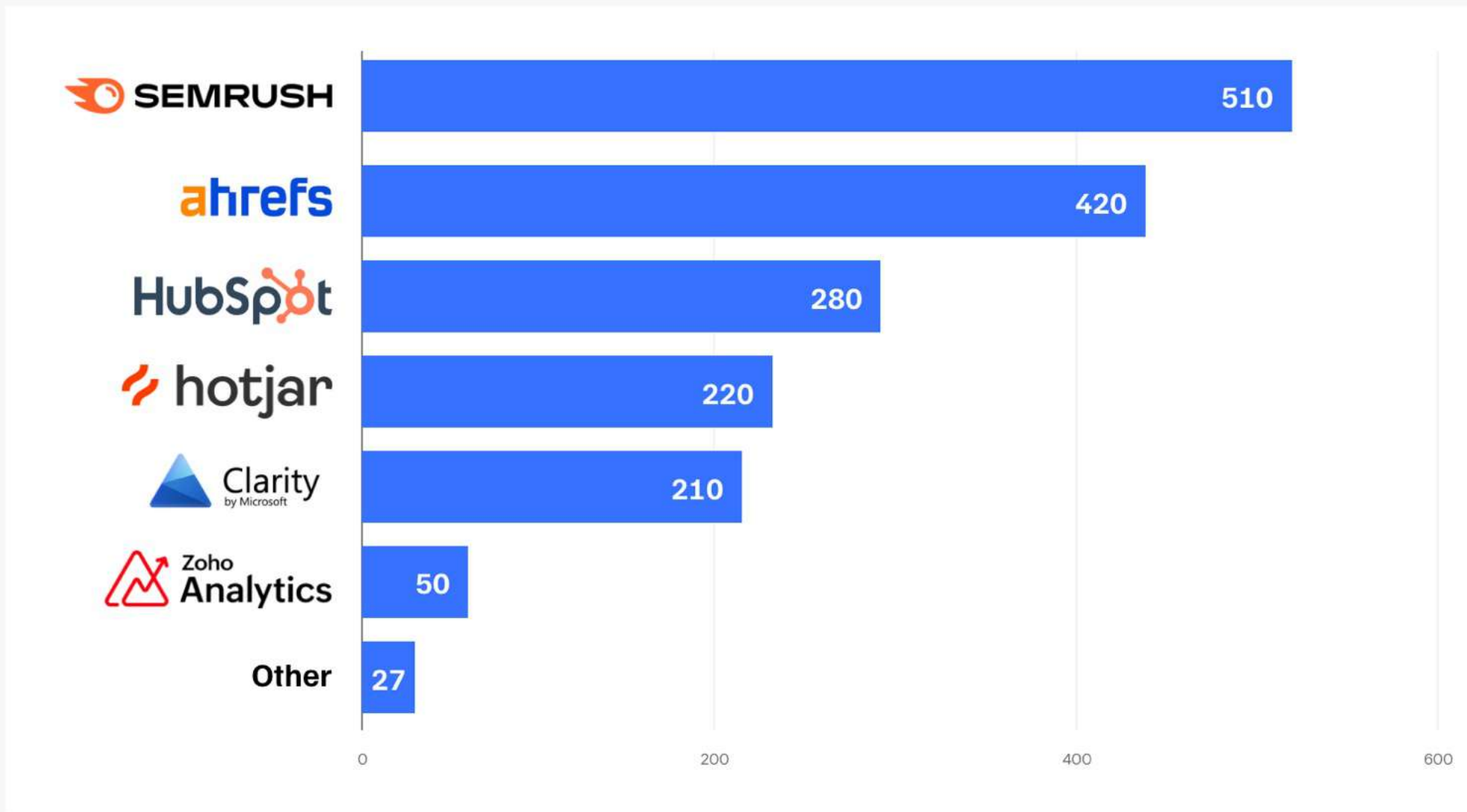
Search Console



Do you currently use Google Analytics?



Which tracking have you moved to other analytics tools instead of Google Analytics?



Measurement



Google Ads Data Manager

Tap into your data's full potential

Performance Max

Experiments to A/B test specific features

Retail & Commerce

Video generation in Product Studio

Transform existing product images into dynamic videos

YouTube

YouTube Select Creator Takeovers

Creative Solutions

AI models tuned with performance data across industries

Apps

SKAdNetwork enhancements

Display

Image animation

Creative Solutions



Improved image editing capabilities

Highlight products, add or remove objects, extend backgrounds, and more!

Retail & Commerce



Virtual try-on in Shopping ads

YouTube



Format buying controls in Video View Campaigns

Google Ads Top Launches of 2024

Apps



Enhanced Asset Reporting

Performance Max

Asset-level conversion reporting

Creative Solutions

Language expansion for asset generation

Demand Gen

Google video partners launch

Search Ads



Shopping ads in Lens

Search Ads

Ads in AI Overviews

Measurement



Confidential matching

Securely manage first-party data

Demand Gen

Creative preferences

Pin your video assets to control where they show.



Performance Max



Brand guidelines



Local promotions

Show ads that feature in-store promotions.

 Launch

Detailed demographics on audience insights

 Launch

Third-party verification with YouTube brand safety partners and third-party measurement implementation for Display

 Launch

Asset coverage reporting

 Launch

YouTube placement reporting

 Launch

Search Partner Network exclusions and placement reporting

 Launch

Budget pacing insights

 Launch

Google Ads Top Launches 2024

Performance Max

New and improved Ad Strength

 Improvement

Asset-level conversion reporting

 Launch

AA
aa

Brand guidelines

 Launch

New customer acquisition goal with high value optimization

 Launch

Impression share reporting

 Launch

Segment and download asset group performance

 Launch

IP exclusions

 Launch

Experiments to A/B test specific features

 Launch

Consent Management Platform setup

New streamlined solution to deploy your consent banner and consent mode through CMP partner integrations.



Tag Diagnostics



Google Ads Top Launches 2024

Measurement

Confidential matching

Securely manage first-party data



Google Ads Data Manager

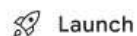
Tap into your data's full potential



2 new parameters in consent mode API for better customization



Shareable
previews



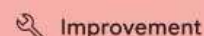
Launch

Video
enhancements: Flip
and shorten your
video ads



Launch

AI models tuned with
performance data
across industries



Improvement



Improved
image
editing
capabilities

Highlight products, add or remove
objects, extend backgrounds, and more!

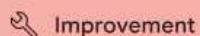


Improvement

Creative Solutions

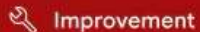
Google Ads Top Launches 2024

Asset generation
expansion to other
campaign types



Improvement

Language expansion for
asset generation



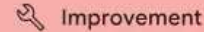
Improvement

Reference images to inspire
new generation



Launch

Image editing
expansion to other
campaign types



Improvement



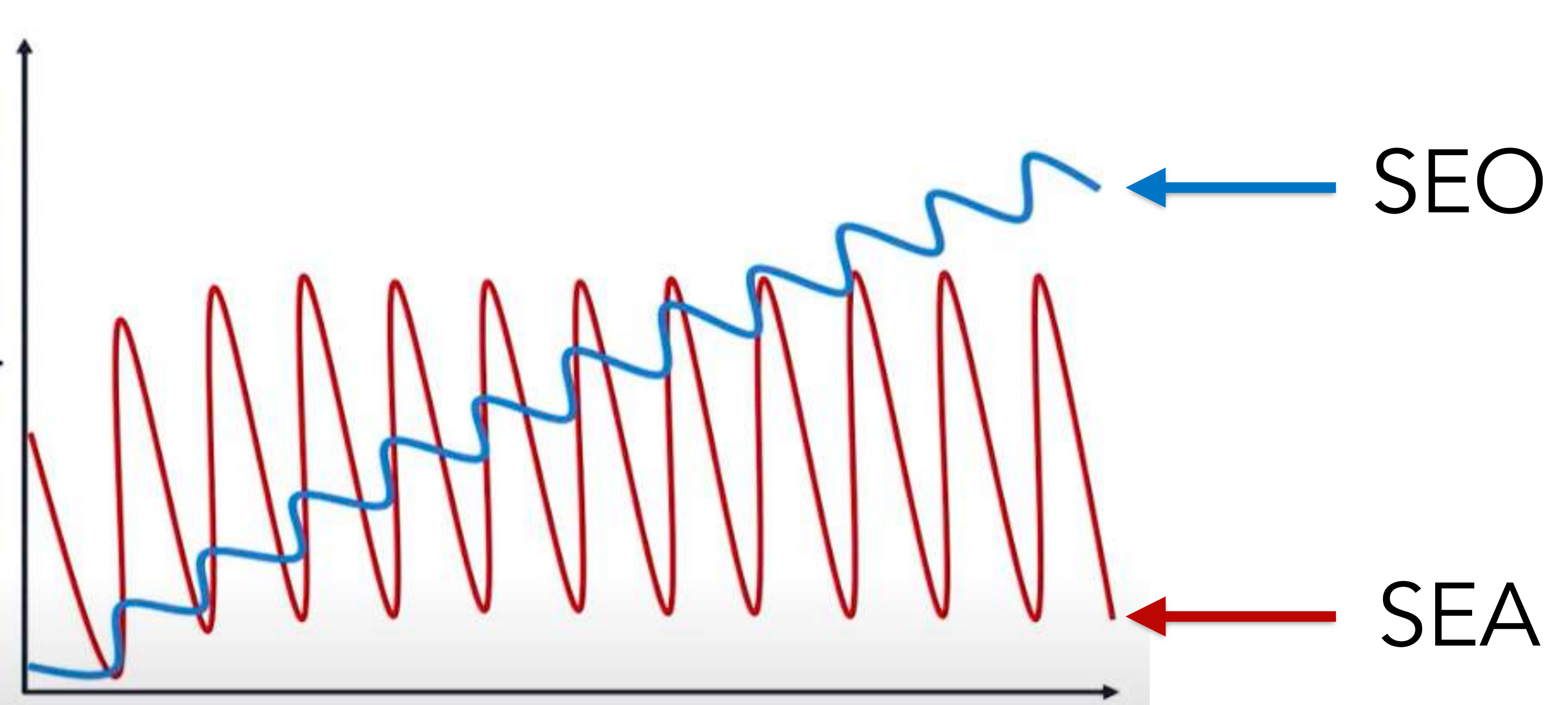
Third-party creative partnerships



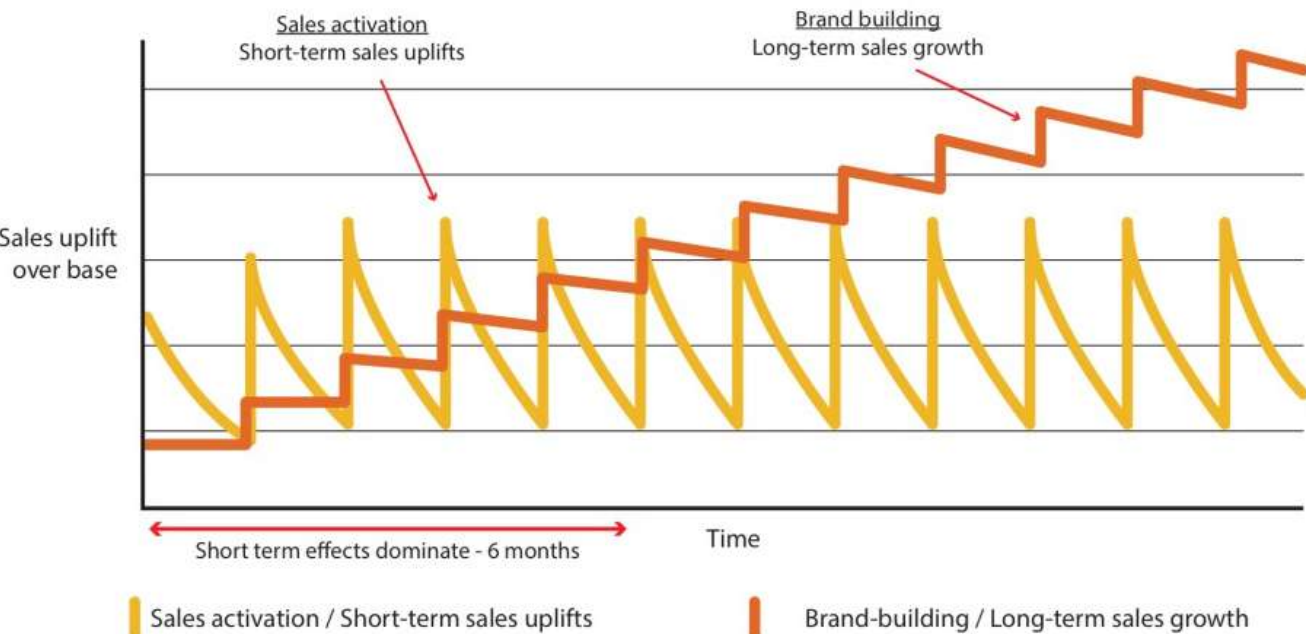
Launch



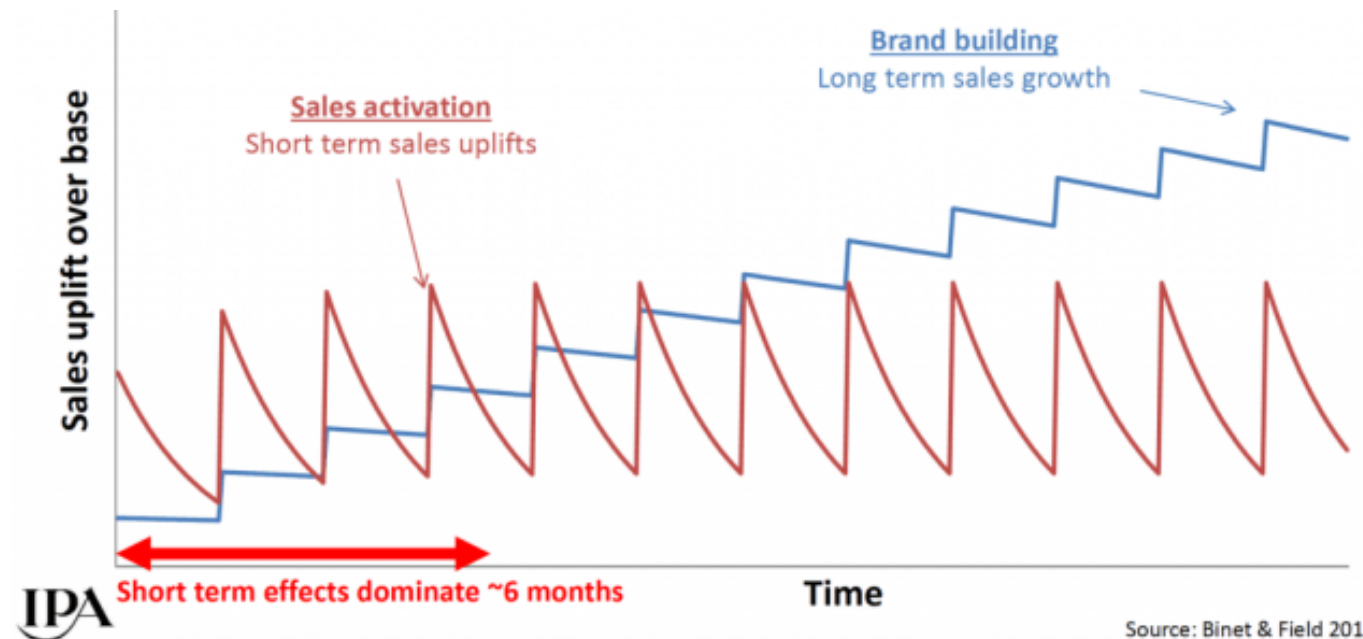
**Compte
Double**



Brand-building and sales activation work over different timescales

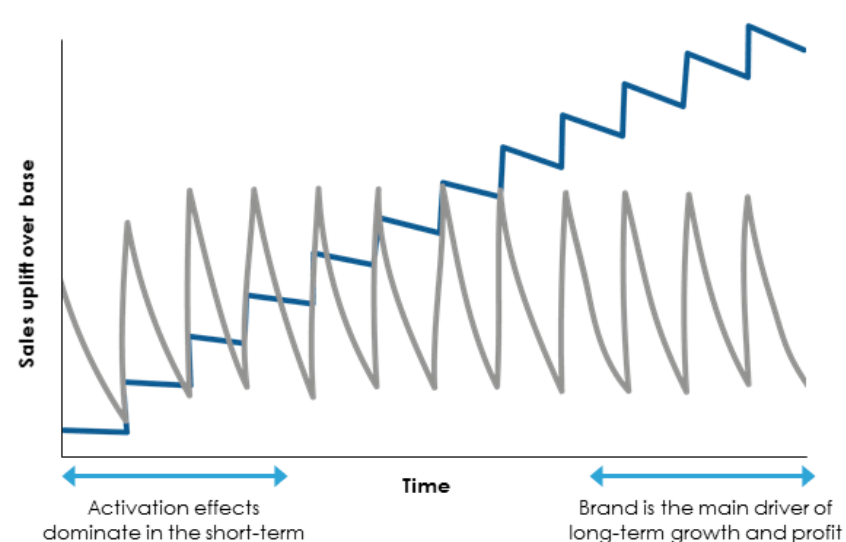


Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)



Source: Binet & Field 2013

Brand building ads steadily build sales over time

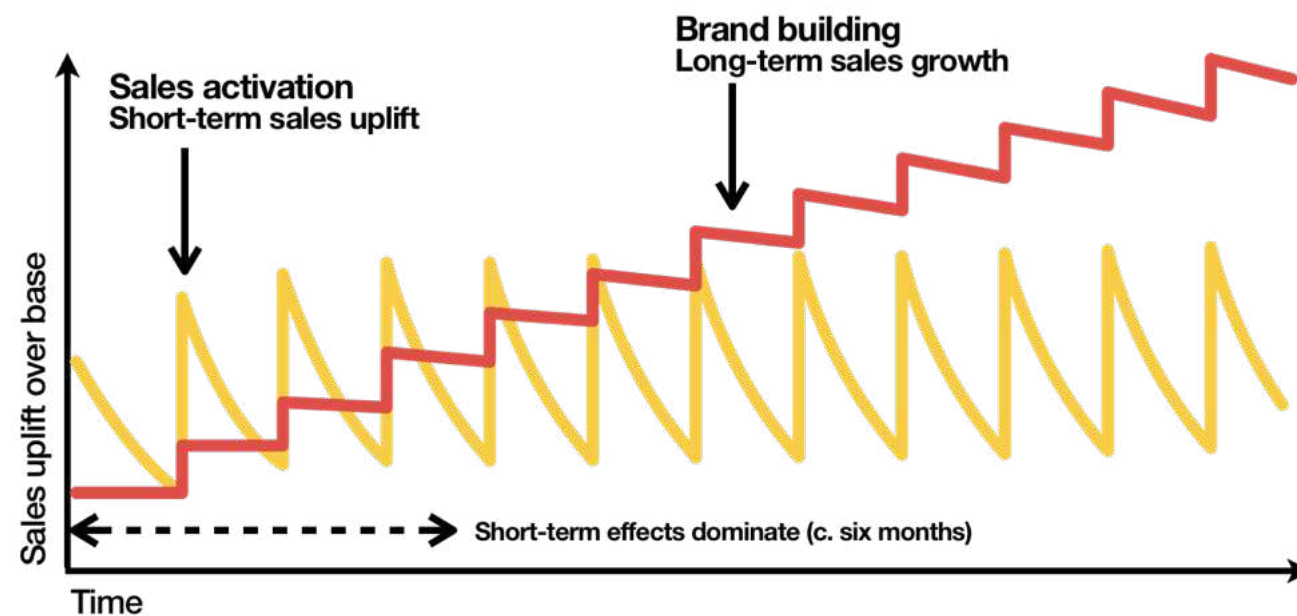


Sales activation/short-term sales lift

Short-term sales uplifts, but brand perceptions unchanged. No long-term increase in sales or reduction in price sensitivity. High efficiency and ROI. Sales activation is the "carbohydrate" of advertising.

Brand building/long-term sales growth

Brand grows stronger, leading to long-term volume increase and reduced price sensitivity. Brand building is the "protein" of advertising.



<https://ipa.co.uk/>

e-commerce-comportements-francais-2021

recherche-produits



workshop

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linkedin.com/in/krati**off**
@krati**off**

SEO CHECKLIST

1/ KEYWORD RESEARCH

1.1 - Competitive research Steal keywords from competitors using the Keyword Density Checker or Ahrefs' Organic Keywords report. Resource : https://www.seooverviewtools.com/keyword-density-checker/ https://ahrefs.com/	
1.2 - Brainstorm a master list of keywords Brainstorm your own master list by sketching out a grid of words your target customer might use. Split the words into different prefixes and suffixes. Then combine them into one giant list using the free Mergewords tool. Resource : http://mergewords.com https://chat.openai.com/auth/login	
1.3 - Find traffic data and additional suggestions for your keyword list Sign up to a free Google Adwords account and access the Keyword Planner tool to get information on how much traffic your keywords receive in Google. Resource : https://adwords.google.com/home/ https://kwfinder.com/ https://answerthepublic.com/ https://buzzsumo.com/	
1.4 – Find keywords for easy rankings Using a paid tool such as KWFinder's SEO Difficulty report, simply enter your keyword into their tool, click "check difficulty," and it will show vital stats for pages appearing in the top 10. Resource : https://kwfinder.com/ https://ahrefs.com/	
1.5 – Check your site's overall SEO strength Using Ahref's Site Explorer tool, you can see the same stats for your site, and set targets for beating the competition. Armed with this knowledge, you can hunt around to find keywords with reasonable levels of traffic, weak competition, and set targets for how many links you need for a top listing. Resource : https://ahrefs.com/	

ON PAGE SEO

2.1 – Enable search engine friendly URLs Enable this option in your site settings. If your site doesn't have search engine friendly URLs, talk to your web developer to fix this up.	
2.2 - Ensure site navigation is made of real text links – not images If you do not have the main navigation featured in text, your internal pages will almost be invisible to Google and other search engines.	
2.3 - Add links to pages you want visible to search engines and visitors on the home page By placing links on the home page, Google's search engine spider can quickly understand which pages are important & worth including in the results.	
2.4 - Ensure that your chosen keywords are on your page and your page is relevant to the topic Simplest approach is to create relevant content around your chosen keywords. Then also make sure keywords appear naturally in places like the meta tags, h1 tags, image alt tags, etc. Don't overdo it!	
2.5 - Ensure that you have related phrases in your content along with your main keywords Use a tool like LSIGraph to find related keywords you can add in your content. Resource : https://lsigraph.com/	
2.6 - Fill out the meta tags on your site Fill out the meta title and meta description tags for all pages on your site, using the software your site is built on. If there's none, use a plugin or have your developer fix it. Character limit: 160 for meta description, 70 for meta title tags.	
2.7 Analyze your website for easy win load speed improvements Resource : https://tools.pingdom.com/ https://developers.google.com/web/tools/lighthouse/	
2.8 - Improve load speed - By compressing images over 200kb - Enable browser caching, and server compression (ask your developer if you don't know how to do this) - Work on improving recommendations from reports from previous load speed tools.	
2.9 - Add sitemaps.xml in the main directory of the site WordPress, Magento and Shopify has this automatically added. Resource : https://www.xml-sitemaps.com/	
2.10 Add robots.txt in the main directory of the site The robots.txt file is a simple file that exists so you can tell the areas of your site you don't want Google to list in the search engine results. You may skip this if there are no pages on your site you want excluded from search engines.	

2.11 Add canonical tag for duplicates If you have duplicate content, add a canonical tag to original version so Google determines which page you want listed in the search results. As a general rule, include this tag on every page on your site, shortly before the </head> tag in the code.	
2.12 Check if your site is mobile friendly Resource : https://search.google.com/test/mobile-friendly https://www.browserstack.com Make sure that the site is responsive which means that it automatically resizes across all devices and has mobile-friendly navigation for mobile users. As an alternative, you may need to setup a separate mobile subdomain or subfolder for mobile and tablet users, i.e. m.yoursite.com. Responsive websites are the simplest method. The above tools make suggestions on how to make your site more mobile friendly.	
2.13 User clean code in your site and fix any code errors By using the Web Standards Validator, you or your developer, can identify code errors, to clean and fix from your website Resource : https://validator.w3.org/	
2.14 Avoid using too much ads Sites with spammy and aggressive ads are often ranked poorly in search results.	
2.15 Fix any 404 errors in your site By finding them in Google Search Console, click on the error and then click 'Linked From' to find the pages with the broken links. Resource : https://www.google.com/webmasters/tools/home	
2.15 Improve the readability score on your website and make it readable for a wide audience https://readable.com/	
2.16 If you have lots of user created links or ads on your site, tell your developer to add the following tags on new outgoing links on your site. You can disregard this if you only have a small site for a small business. And you only need to do this for new outgoing links, altering these tags is not necessary for old outgoing links on your site. Official guide from Google published September, 2019, listed below. rel="sponsored": Use the sponsored attribute to identify links on your site that were created as part of advertisements rel="ugc": UGC stands for User Generated Content, and the ugc attribute value is recommended for links within user generated content rel="nofollow": Use this attribute for cases where you want to link to a page but don't want to imply any type of endorsement. https://developers.google.com/search/blog/2019/09/evolving-nofollow-new-ways-to-identify	

LINKBUILDING

3.1 – Add your site to high-quality business directories Directories are websites that list information about local businesses. Resources https://www.linkedin.com/ https://www.bingplaces.com/ http://www.yelp.com/ https://www.mapquest.com/ https://www.yellowpages.com/ https://www.manta.com/ https://www.local.com/ https://www.citysearch.com/ https://www.merchantcircle.com/	
3.2 - Check your competitor's backlinks Find link opportunities to build links pointing to your site Resource : http://www.ahrefs.com https://majestic.com https://moz.com/link-explorer	
3.3 - Create videos and post on YouTube and other video sites Make sure to have your targeted keyword or relevant keywords occurring on the page somewhere Resource : https://www.youtube.com/ https://www.youtube.com/ https://www.dailymotion.com/ https://www.vimeo.com https://www.archive.org/	
3.4 - Reach out to quality sites with broken links on their pages - Convince the site admin to provide an updated link to your site - Use the formulas below to find potential pages with broken links, replacing 'keyword' with the keyword you are targeting: keyword useful links keyword useful resources keyword useful sites keyword recommended links keyword recommended resources keyword recommended sites keyword suggested links keyword suggested resources	

3.5 - Link outreach Conduct an email outreach campaign for link opportunities and guest post opportunities. Make sure emails are personalized, unique, relevant and do not spam a large number of sites with the same email template. Use some of the following resources to find contact info, and reach out for unique opportunities. - Decide on a strategy, whether it's broken links, guest post opportunity or perhaps you have a more helpful resource, such as a whitepaper or infographic, the site owner would be work mentioning. - Find contact information with a tool like Hunter. - Note personalization information for each opportunity individually in a spreadsheet. - Use outreach platforms to schedule emails and manage relationships. Search queries for guest post opportunities keyword "guest post by" keyword "guest post" keyword "guest article" keyword "guest author" keyword "contributor" keyword "guest contributor" Resource : https://tinyurl.com/link-clump-chrome https://hunter.io/ https://mailshake.com/ https://www.buzzstream.com/ https://ninjaoutreach.com/ https://pitchbox.com/	Y/N
3.6 - Track mentions of your brand If you see a mention of your brand without a link, send a quick email to the author, and this is often an easy opportunity to get a link back to your site. Resource : https://www.google.com/alerts https://mention.com/en/	
3.6 – Offer donation to charities and non-profits Search for "site:.org + donors" or "site:.org + sponsors" in Google for a list of organizations that have these pages, offer a donation, and request a listing on the page.	
3.7 – Sign up to Better Business Bureau Check your BBB listing to see if you are already linking back to your site, and if you're not already a member, then consider signing up. Resource : https://www.bbb.org/	

3.8 Create your own authority links By buying a previously owned website or domain, you can turn it into a blog and unlimited source for powerful, highly relevant links back to your site. Make sure you link to other authoritative and relevant resources and don't do anything spammy with links pointing back to your site, such as site-wide footer links. Resource : https://flippa.com - Market place for buying and selling websites https://sedo.com - Buy and sell domains	
3.9 Build relationships with other bloggers in your industry Try creating or curating popular blog posts into a top-level summary, then send a quick email to the bloggers mentioned, let them know, and very politely ask for a mention or linkback.	
3.10 Give out testimonials to earn high quality, relevant links Look for businesses or services with a testimonials page already, or a testimonials carousel or widget on their homepage. Speed up your search with a couple of Google search queries: "keyword" + testimonials "keyword" + recommendations "keyword" + "client testimonials" "keyword" + "what customers say" "keyword" + "what our customers say"	
3.11 Use HARO to get free links from major news outlets, publications and blogs Sign up for HARO, reply to relevant expert requests from reporters daily and use email templates to speed up your results. While you might not get featured in the New York Times or Time Magazine on your first day or first week even, it's a numbers game, so keep at it. https://www.helpareporter.com/ - Help A Reporter Out https://support.google.com/mail/answer/6579?hl=en - Create Rules to Filter Your Emails - Gmail https://support.google.com/a/users/answer/9308990?hl=en - Create Email Templates – Google Workspace Learning Center	

SOCIAL MEDIA

4.1 - Create a Facebook business profile

Resource :
<https://www.facebook.com/>

4.2 - Create a Twitter business profile

Resource :
<https://www.twitter.com/>

4.3 - Create a LinkedIn business profile

Resource :
<https://www.linkedin.com/>

4.4 - Create a Pinterest business profile

Resource :
<https://www.pinterest.com/>

4.5 - Create a Instagram business profile

Resource :
<https://www.instagram.com/>

LOCAL SEO

5.1 – Verify your business profile on Google My Business

Fill out as much information as possible on your Google My Business profile, including description, category associations, images and videos

Resource :
<https://www.google.com/business/>

5.2 – Put NAP info on your site

Include your business name and location somewhere on your website in a H1 or H2 tag, this could be your contact page or home page. Also include your full business name, address and phone number somewhere on your site.

5.3 – Add schema.org tags in your website markup

Follow the schema.org tag specification for local businesses

Resource :
<https://schema.org/LocalBusiness>

5.4 - Build reviews for your business

By including links to your business Google My Business page on your site, email signatures, flyers, and business cards, prompting customers to leave a review. Encourage customers at the end of each sale or transaction to leave a review.

<https://marketingkit.withgoogle.com/>

5.5 - Submit your website to the major business directories

Examples: Yelp, Yellow Pages, CitySearch and so on. You can use tools like Moz Local to submit your business to all of the major directories in one go.

5.6 - Cross-check your business listings for correct NAP data

NAP stands for name, address and location. These details need to be consistent across your Google My Business listing, website contact page, and external business listings.

5.7 Add photos and videos to your business profile

You should have a handful of professional-looking photos uploaded to your profile at a bare minimum.

workshop

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SEM SEO SEA ASO SMO SXO SERP SGE
Backlink PageRank GoogleDiscover
Position Zéro AnswerBox

Snippet - Knowledge Graph

Largest Contentful Paint (LCP)

Interaction To Next Paint (INP)

Cumulative Layout Shift (CLS)

SEARCH référencement SEM

SEO SAIO SEA ASO SMO Local retail media

PAA «core web vitals» EEAT

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser Long Tail KeyWord

No Scroll - Crawl Budget - Visibility

RWD AMP SSL https SiteMap 404



Whimsical

→ ... / 2022 dossier WEB3 / DIGITAL

Share



WEB1 : 1992 - 2005



WEB2 : tout le monde interagit sous l'autorité des plateformes



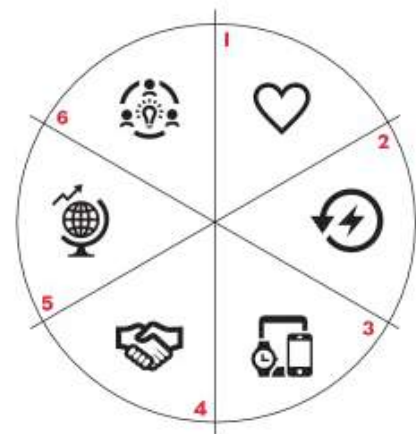
WEB3 chacun possède sa communication



**Act
Think
Impact**



L'école en quelques chiffres.

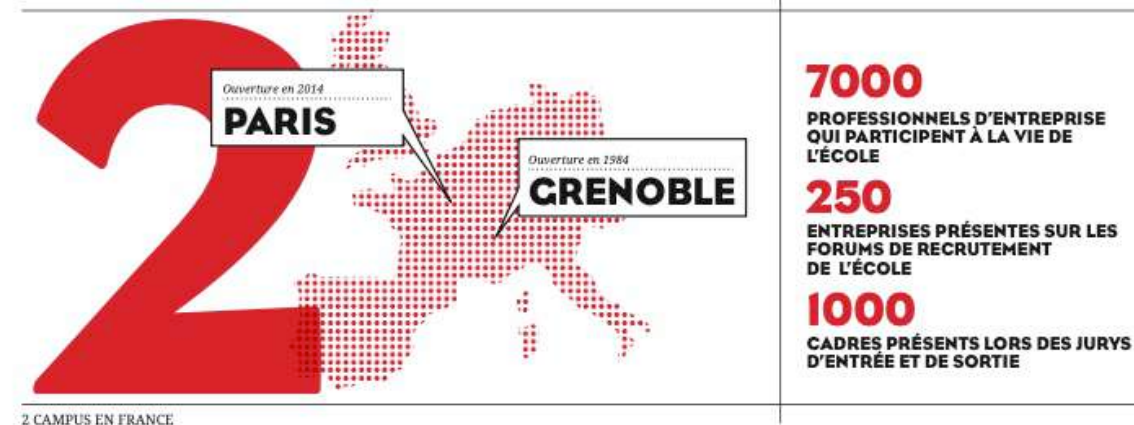
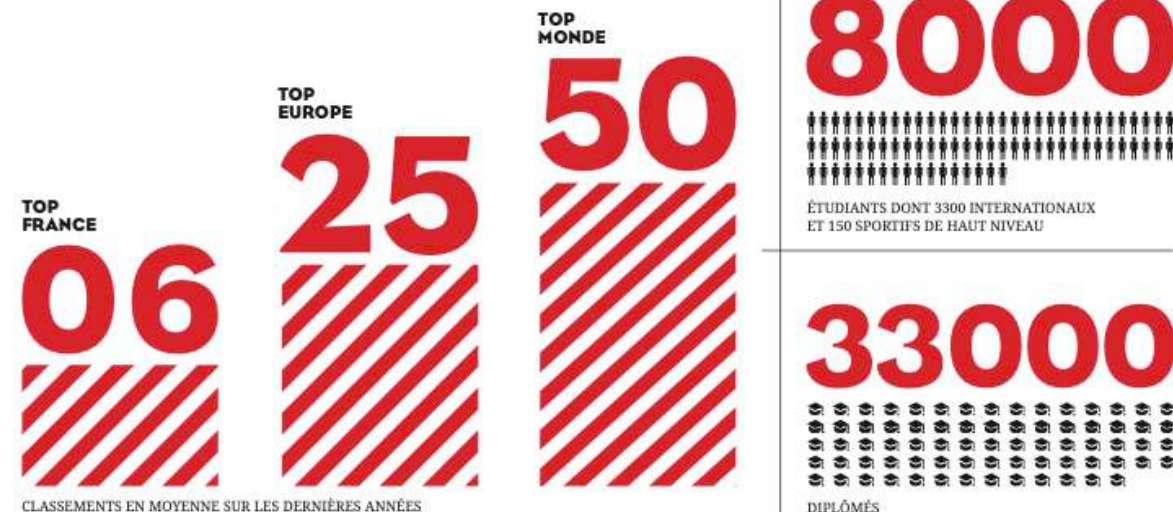


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

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Act
Think
Impact

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