



seo geo
great decoupling

- 2023
- 2024
- 1- Google

2- YouTube

3- Bing

4- TikTok

5- Duck

6- X

7- ChatGPT



Welcome to the era of zero-click SEO :
The Great Decoupling

Wall Street Journal alerte : Les médias perdent jusqu'à 55 % de trafic à cause de Google : Selon Nicholas Thompson, PDG de The Atlantic, Google n'est plus un moteur de recherche au sens traditionnel, mais un « moteur de réponses ». Cela signifie que : Les réponses générées par l'IA de Google (via les AI Overviews et l'AI mode) s'affichent au sommet des SERP, rendant un clic vers une page web inutile. Les contenus des éditeurs sont utilisés pour formuler des résumés, souvent sans liens sortants ni lien source. Les utilisateurs trouvent l'information sans cliquer, réduisant le trafic redirigé vers les éditeurs à l'origine des informations.

Welcome to the era of zero-click SEO : The Great Decoupling

1. La temporalité et l'actualité
2. La marque de connaissance du modèle
3. La complexité et l'interaction de recherche
4. La demande explicite de l'utilisateur

Comment on s'adresse à un moteur de recherche dans l'omnibox ?

*SEO search engine optimization

Keyword / Mots clés



Générez des contenus SEO performants en un clic grâce à l'IA

Pourquoi nos clients préfèrent Atomis Content à ChatGPT ?

	Bing	ChatGPT
Intégration IA	Non en option	Non en option
Facteur de visibilité	En temps réel	Non
Revue d'actualité	Tous les jours	Non
Revue de contenu	Tous les jours	Non
Optimisation de l'index	Non obligatoire	Obligatoire

Benefits of Letting GPTBot Crawl Your Site

Here's a simple approach:

- Block GPTBot if you prioritize content control, legal compliance, or security.
- Allow GPTBot if you want to boost your AI-seo visibility, brand influence, and relevance across generative platforms.

The web and search are changing fast. Either way, you need to decide where your content fits into that future and act accordingly.

<https://neilpatel.com/blog/what-is-gpt-bot/>



SEO sur WEB

IA* sur Prompt

Comment on s'adresse à un moteur de recherche dans l'omnibox ?

*SEO search engine optimization

Comment on formule sa demande dans une fenêtre de prompt IA ?

*SAIO search AI optimization

Sujet vaste cocon sémantique



SEO

OnPage title / img / H1 / description / keyword / alt

OffPage backlink

OnSite robots.txt / sitemap.xml / 404 / speed / mp4

OffSite https / GoogleAnalytics / WebmasterTool

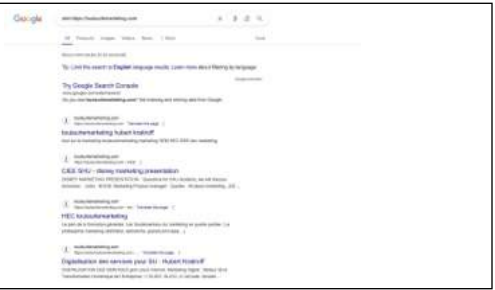
OnSite

How many pages are indexed?

Google

site:https://xxx.com

how many pages / images are indexed and ranked?





OnPage

RWD responsive?

- Few options:
1. CMD+OPT+i
 2. F12
 3. Menu / more tools / developer tools
 4. Simply play with the windows sizes

THEN clic here

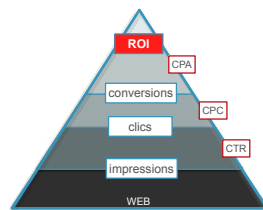
And simulate any device



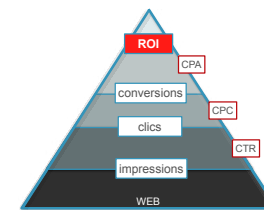
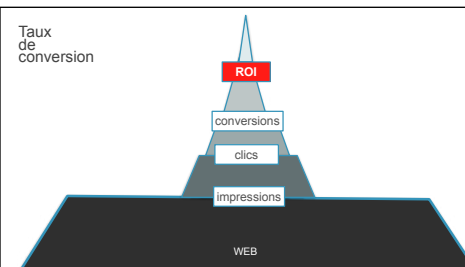
- Few options:
1. CMD+OPT+i
 2. F12
 3. Menu / more tools / developer tools

OR clic here

And read the HTML code



SEARCH MARKETING



SEARCH MARKETING



Il vaut mieux toucher
les gens qui comptent
que de compter les
gens qu'on touche



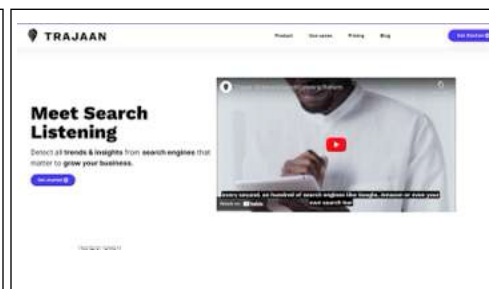
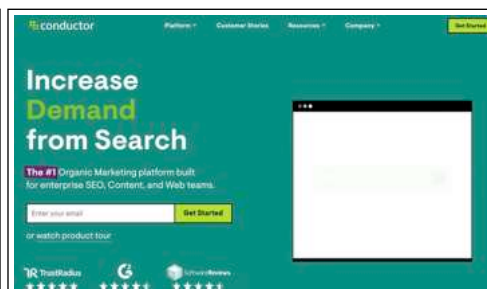
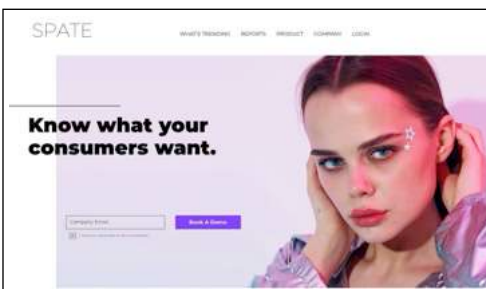
KEYWORDS

words, keywords, keywords, keywords, keywords

QUESTIONS

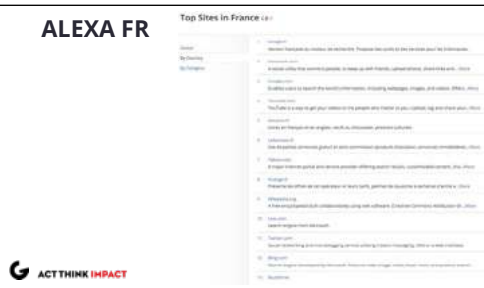
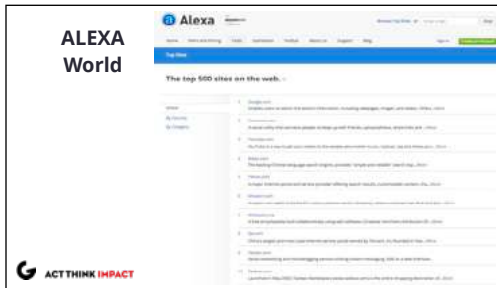
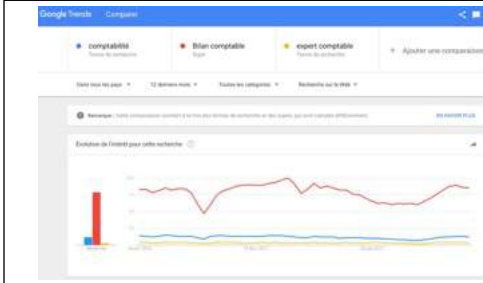
search
listening

search listening :
<https://nvo.ai/>
<https://www.spate.nyc/>
<https://www.conductor.com/>
<https://trajaan.io/>



Choisir un nom de domaine :
C'est l'adresse du site

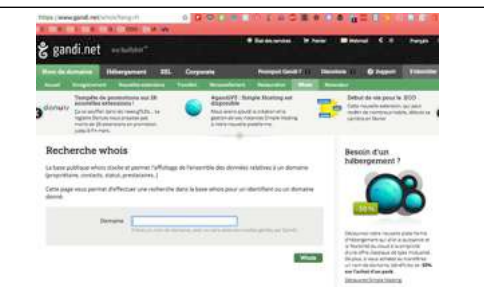
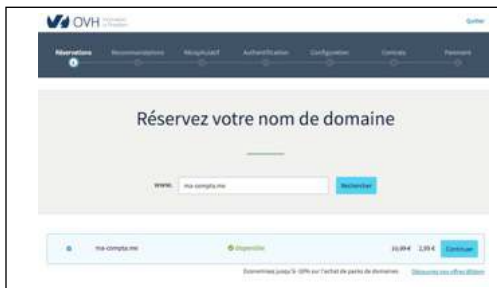
1. Descriptif
2. Facile à retenir
3. Pérenne
4. Autorisé (- dash)



Domain = URL
 Exact match Domain (EMD)

TLD

website.com
website.fr
website.xyz



PageRank

PageRank = algorithm in thesis of Mr Page (Larry) Google Founder

Ranking = Visibility inside a SERP via PageRank

DNS ZONE

IP adresse
 FTP connexion by FileZilla
 WordPress installation
 Other CMS installation

subdomain

123.abc.web-site.com

gouv.fr (<https://passeport.ants.gouv.fr/demarches-en-ligne>)

phishing : regarder URL

Toujours chercher le dernier mot avant la TLD

Directory

website.com/xyz

=

website.com/xyz/

=

website.com/xyz/index.html

Directory

website.com/0/ : demo

website.com/1/ for group1

website.com/2/

...

website.com/9/

CMS vs. **Template**

Wordpress
 Drupal
 SPIP
 Prestashop

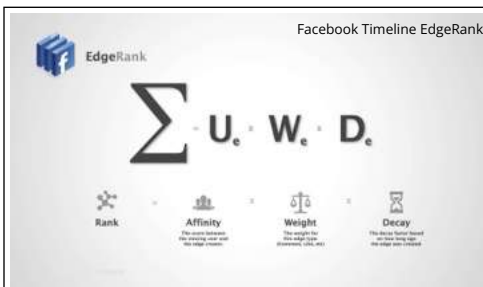
Non maîtrisable
 Non .com
 Installation dur

html CSS js
 1000 sites dynamiques gratuits

Facile à maîtriser
 No installation
 CODE !!!



inlink: The Best Link Is No Link (all inside)



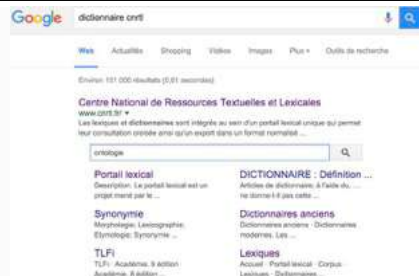
SEO : Calcul de la place de chaque domaine par un algorithme inconnu et secret qui tient compte de nombreux facteurs :

PageRank
NetLinking
BackLink
Mise à jour / récence
Rapidité
EMD
SSL
https



SEO : Calcul de la place de chaque domaine par un algorithme inconnu et secret qui tient compte de nombreux facteurs :

Responsive AMP accelerated mobile pages
Meta de Head de html (title, keyword, description)
Balise du body du html (structuration du texte)
Texte du html
Page unique sans duplication
Occurrence des termes de recherche dans le texte
Récence de la mise en page
Distance entre les mots
Fréquence d'apparition

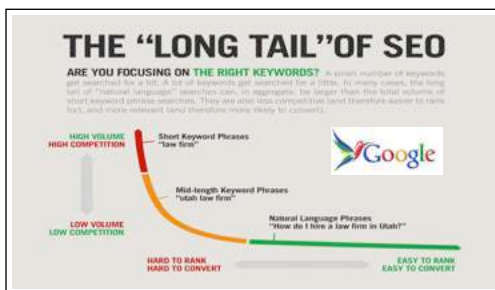


Indexation

Premiers pas du SEO
HEAD META : <title> <description>
BODY : <balise>
Recherche dans index Google : Spider + GoogleBots
PageRank (outside link)
robots.txt + sitemap.xml

Indexation

« détails » technique pour un bon crawl
SSL
https
Responsive
AMP de Google
Search console de Google
vérification : « site:abc.xyz »



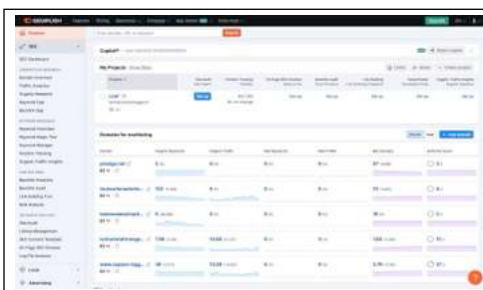
Contenus par personas

Exploitez les PAA, car ils sont voués à disparaître pour être remplacés par le mode discussion !

On entre dans l'ère de l'ultra-personnalisation : la longue traîne devra être mieux adressée en multipliant les contenus pour chaque persona.

Derrière SGE, c'est pas seulement PALM2, MUM est aussi présent. Pensez contenu multimodal : image, audio et vidéo comptent !

Les blogs qui ressortent pour le moment sont ceux qui ont un contenu riche.



Domain	Rank	PageRank	Backlinks	Keywords	Domain Authority	Page Authority	Trust Flow	Citation Flow
example.com	1	0.95	1000	100	90	85	95	90
example2.com	2	0.85	800	80	80	75	85	80
example3.com	3	0.75	600	60	70	65	75	70
example4.com	4	0.65	400	40	60	55	65	60
example5.com	5	0.55	300	30	50	45	55	50

Ereferer

Buy Guest Posts & Backlinks on High Quality domains

More than 30,000 english websites & 50,000 worldwide websites available

Free price of a website per hour - from \$0.10

100% white hat
Always good posts in the most natural way to get backlinks

41,000 blogs and media
More than 100,000 websites in 10 languages: French, English, Spanish, Italian and Russian

https://ereferer.com/

Ereferer

Trusted by over 20,000 SEO agencies and professionals
The essential guest posts platform

An extensive catalog
All the relevant sites open to Guest Posts are listed on Ereferer

Maximum of profiles
A very powerful filter to quickly find opportunities that match your website

Unbeatable prices!
Unbeatable prices guaranteed by many partners

Group purchase
A group purchasing system to share your guest posts cost by two

https://ereferer.com/

Ereferer

Make the news. Get the sale.

Improve your brand awareness, e-reputation and SEO

Release the full power of your website and get the most relevant content. The content is then shared with the most relevant digital media, to increase your visibility and awareness.

Get started

The screenshot shows the SEMrush website. At the top, there's a navigation bar with the SEMrush logo and links for 'Log in', 'Sign up', and 'Get demo'. Below this is a large orange banner featuring a video thumbnail of Greg Gifford, a man with a beard and glasses, pointing upwards. The text on the banner reads 'SEO Fundamentals Course with Greg Gifford'. Below the banner, there are three icons representing different course topics: '171 keywords', '4 hours', and '100% Pass'. Each icon has a brief description of the course content.

[illegible]

See what's inside

SEO [Paid Traffic](#) Social Media Content & PR

Improve the results of your PPC efforts:

- Ads strategy analysis
- Keyword grouping and management
- Cross-group negatives optimization
- Ad keywords and creatives research
- Competition analysis

A laptop is shown from a slightly elevated angle, displaying a sophisticated PPC management software interface. The screen is filled with data visualizations, including a line chart at the top, several horizontal bar charts, and a large table with multiple columns of data. The interface has a clean, modern design with a light blue and white color scheme. The laptop itself is dark-colored and sits on a plain white surface.

```
command
filetype:pdf
filetype:png
...
```

SEA

Unboxing Google Ads

SEARCH

DISPLAY

VIDEO

ALL NETWORKS

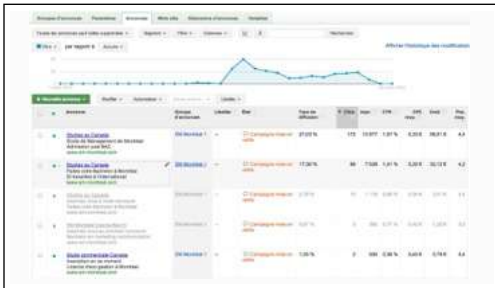
Website del marketing Trasforma le tue pubblicità in campagne per web personalizzate che arrivano a chi è più interessato.	Website, Display Effettiva ottimizzazione rispetto al conversion rate e al CTR.	Shopping Esporta le performance di una campagna in Google Adwords Shopping.	Video Trasforma le tue campagne in video YouTube e su tv. Take your content to the next level.
Apparelle Esporta le performance delle campagne su app e desktop e mobile.	Intelligenza Integrazione tra algoritmi, automazione e ottimizzazione per il conversion rate e il CTR.	Local Effettiva per attività sul web e offline.	Documenti Effettiva con documenti della YouTube, Google+, Blogger e altro.

4/ SEA

Adwords / GoogleAds
Enchère / Bid
Capping / Capping

A blue square icon with a white monitor and stand graphic, and the word "Agenda" in white text at the bottom.

Agenda

[illegible]

4 Business Models

CPC => clics

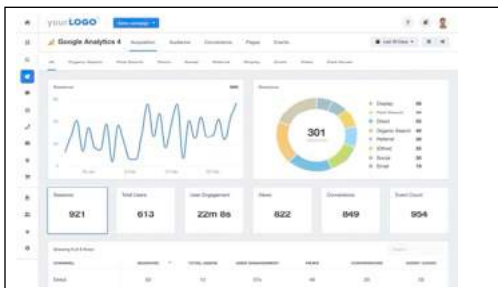
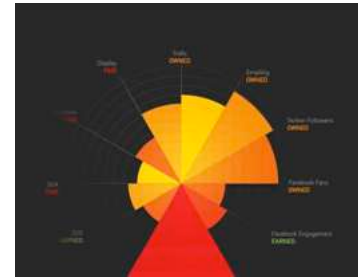
Impression => CPM

Lead => CPL

Performance / Action => CPA

A faint, stylized illustration of a shopping bag with a handle, positioned on the right side of the slide. The bag features a graphic of a central circle connected to three smaller circles, resembling a network or a molecular structure.

Performance / Action => CPA



ASO

Ranking depends on :

- App name ou App title
- App URL
- App subtitle ou Short description ou Long description
- Keyword field
- In-app purchase
- In-app events
- Ratings and reviews
- Updates
- Downloads and engagement
- Informations diverses et parfois cachées aux utilisateurs

Update & Comment

ASO

App radar : <https://appradar.com/>
App annie → data.ai
Download Stats : <https://www.data.ai/en/>

[illegible]

A diagram illustrating the ASO (App Store Optimisation) process. It features a central blue square with a white icon of a document on a stand. Below the icon, the word "Agenda" is written in white. To the left of the square, the text "ASO" is written in large, bold, black letters. Below "ASO", the text "APP STORE OPTIMISATION" is written in smaller, bold, black letters. To the right of the square, the text "Gratuit payant rentable" is written in large, bold, black letters. Below this, the text "Notation avec étoile" is written in smaller, bold, black letters. At the bottom, the text "Mise à jour pour annuler commentaire" is written in smaller, bold, black letters.



Agenda





Market	Q1 2021	Q4 2021	Quarter-over-Quarter Growth	Q1 2022	Q4 2022	Quarter-over-Quarter Growth	Q1 2023	Q4 2023	Quarter-over-Quarter Growth
Android	1,170,000,000	1,220,000,000	4.3%	1,280,000,000	1,380,000,000	7.8%	1,500,000,000	1,700,000,000	13.3%
iOS	280,000,000	290,000,000	3.6%	300,000,000	310,000,000	3.3%	320,000,000	330,000,000	3.1%
Windows Phone	100,000,000	100,000,000	0.0%	100,000,000	100,000,000	0.0%	100,000,000	100,000,000	0.0%
Raspberry Pi	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Amazon	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Windows Store	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Windows Phone	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Windows Store	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Windows Phone	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%
Windows Store	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%	10,000,000	10,000,000	0.0%

ASO

APP STORE OPTIMISATION

Mise en avant de vos APP dans les appstores :

Apple AppStore (iOS et OSX 10)
Google Play Android
Windows store (phone et 10)
Raspberry Pi Store
Amazon Store



SMO

EdgeRank algorithme qui décide l'affichage sur le fil d'acte des fans et friends (FaceBook)

Auteur réputation de l'émetteur (pro/ami)

Moment heure du post

Contenu type de publication (texte, statut, photo, event, live, vidéo...)

Interaction réactions sur ce post et les précédents

SMO

Maximiser le temps passé sur une APP

Temps de visionnage d'une vidéo

Un partage = 5 like = 3 commentaire

SOCIAL SEARCH

Rendre votre interaction sociale visible

lutter contre le temps

lutter contre le EDGE RANK (ou autres algorithme de sélection)

SMM : Social média marketing : SOCIAL SEARCH

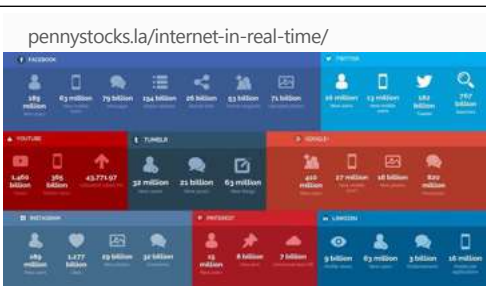
Twitter : pendant votre absence

Tweet promotionnnel

Timeline facebook

LinkedIn actualité et pulse

Edge rank : légende et mythe



Des interactions sociales visibles

Tweet engagements

What your audience sees

Where they see it

How it's optimized

Des ir

Attirez plus de trafic vers votre site Web

BOULVARD BERNI MONTREAL

Outils internes / Outils externes

https://socialblade.com/

Meta ADS MANAGER

Linkedin CAMPAIGN MANAGER

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