

Bachelor Digital Business & Development
Communication et publicité digitale avancée

**MARKETING
DIGITAL - IMC**

2024-2025 Hubert Kratnost

Bachelor Digital Business & Development
Communication et publicité digitale avancée

MTG

ALL YOU NEED IS
DIGITAL IMC*

5

IMC

DIGITAL-IMC

- 1 New Marketing (IMC-UX)
 - décomposition taxinomie
- 2 New Economy
 - platform - plateformes
- 3 Stratégie - Secret Sauce
 - stratégies digitales
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence

2024-2025 Hubert Kratnost

**BDBD
DIGITAL-IMC**

**EP05
SEARCH**

AI-search

Seo!

Seo!

visibilité

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

Google!

SA PLACE DANS LE
DIGITAL MARKETING

SEARCH

SEARCH = référencement = SEM

SEO + SEA + ASO + SMO + Local + retail media

SXO / GEO / SGE / SAIO

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

SEM

SEO	vSEO	SEA	SMO	ASO
SERP	YouTube	CPC	Time Line	App Store
Ranking	Watch Time	Bidding	Promo	Rating
Speed	Algorithm	KeyWord	Engage	Review

RETAIL MEDIA Amazon, Cdiscount, Fnac, Shein

LOCAL

Booking Podcast Inventory OTA travel LongTail MAP localisation

SGE

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

META SearchConsole, PageRank, backlink, robots.txt, white hat

PERSONA

GEO SERP, PendaPingui, shorng DML

OnPage AMP, Algorithm

InPage SEM

Google Bot Crawl, GA4, Analytics, SERP, WEBSITE AUDIT, SEARCH, SEM, ZERO CLIC link building, local SEO, Visibility

position-zéro SAIO, SGE, ALT, PAA, rich snippet, core web vitals, SEO-SEA

anatomie simplifiée d'une recherche

- 1 le robot du moteur de recherche copie tous les sites de liens en liens
- 2 l'utilisateur utilise son navigateur pour saisir sa requête
- 3 le navigateur envoie la requête au moteur choisi
- 4 le moteur effectue la recherche sur sa base interne et trouve les réponses
- 5 le moteur sélectionne les annonceurs intéressés par les mots-clés et est utilisateur
- 6 le moteur résume une SERP avec les réponses, les publicités et les snippets
- 7 le moteur compte le nombre de clics sur les publicités pour facturer les annonceurs

straight answer

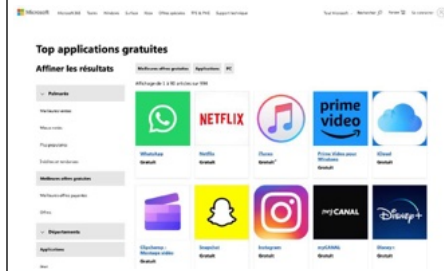
ZERO CLIC

tracking

CookieLess

ASO

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



SMO

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

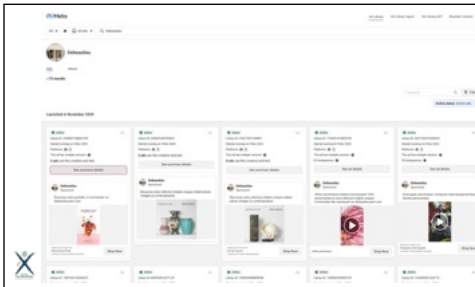
Auteur réputation de l'émetteur (pro/ami)

Moment heure du post

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

Interaction réactions sur ce post et les précédents

Reach nb personnes exposées / followers

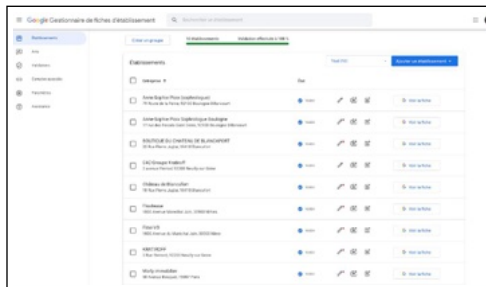


SMO

Maximiser le temps passé sur une APP

Temps de visionnage d'une vidéo

Un partage = 5 like = 3 commentaire



Définition Retail Media

consiste à utiliser les **espaces médias** des détaillants (point de vente, distributeur, retailer...) pour atteindre les consommateurs pendant leur parcours d'achat, que ce soit en magasin physique (off site) ou en ligne (on site)

Définition Retail Media

formats tels que les écrans vidéo, les **étiquettes numériques**, les affiches interactives, les bornes, les bannières sur les sites marchands ou les newsletters.

Le retail media permet aux marques (annonceurs, industriels...) d'atteindre les consommateurs au moment même de l'acte d'achat et de les influencer dans leur choix

Définition Retail Media

Pub financée par les marques (industriel annonceur) et diffusée par les distributeurs (enseigne, détaillant) : ancien stop rayon PLV, leaflet, catalogue, affiche sur le chariot, migre de l'affiche parking au chariot ou rayon au mobile du client.

Infinity : 17e encarté monop Fran ite casino = extension audience = look alike audiences = pour optimiser plan media = open web VOD, video online = display IAB = yt fb snap = precision marketing \ repetition 6 à 8 touchpoint \ persona sur comportement achat \ tjs FPD \

Carrefour links = Criteo : 'retail media plateforme' LiveRamp = plateforme d'insights donc de DATA = accès à la donnée en temps réel avec granularité à l'AN au jour le jour = insight pour affiner les persona et les DSP = accès self service sur les plateformes

ON SITE = sur les websites

uplift = augmentation des ventes = sur carrefour.fr

reach mini 1 million d'impressions pour être statistique bon

construire l'audience

nouvelle forme de adtech inventée par amazon en copiant google en 2010 produit sponsorisés = sponsor search =

mm marketing mix modeling optimisation des investissements media communication marketing

Retail Media

dernier né de la famille
search, publicité,
AdTech, data(FPD)

Au milieu de plusieurs catégories

Différents points de vues du Retail Media

Pour un **retailer** : valorisation des
assets - websites, points de vente,
APP, parking, **data**...
Pour une **marque**/industriel : une autre
façon d'annoncer, de négocier, de se
développer, de connaître
Pour les **consommateurs** :
coupon, remise

BDBD
DIGITAL INC

EP05
SEARCH
AI-search

Seo!

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visibilité

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



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



kratiroff 2024



AI-Platforms Traffic Share Breakdown

Global, 2024



Taxinomie

face à face
web
web 2
web 3
in APP
push
réseaux sociaux
réseau sp
metavers
meta gén

physique
web
mobile
sociale
metavers

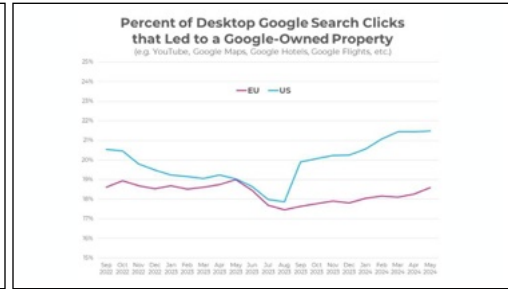
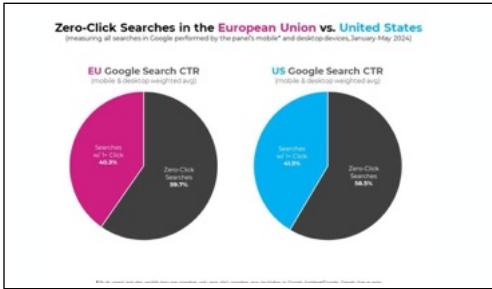
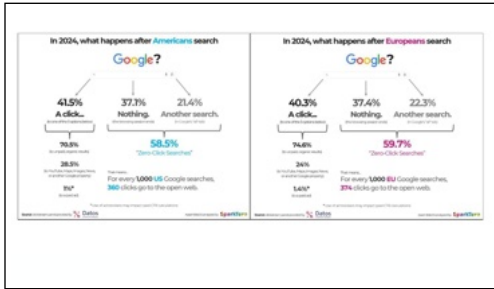
UX

DIGITAL
mindset

Arbre du
marketing
Internet

Mike
Robinson





Devenez le #1 des résultats de recherche Apple & Spotify

Apple et Spotify sont les deux premières applications de recherche sur iPhone et Android. Elles sont les seules à avoir obtenu le statut de 'Top Search' sur ces plateformes.

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

SEARCH 101

GREYSCALE
ECOLE DE MANAGEMENT

Seo!

3 first search places?
3 first search engines?

1

2

3

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

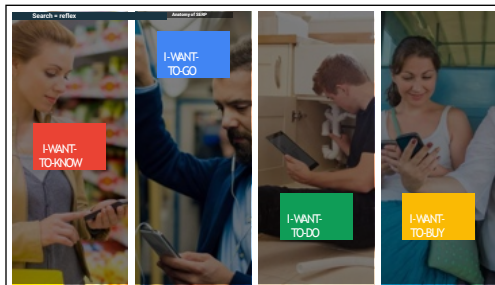
#GenX

GenX : web & internet 2000
GenY : mobile 2010
GenZ : living services 2020

source : Google, Accenture

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

source : Google, Accenture



GOOGLE MISSION STATEMENT

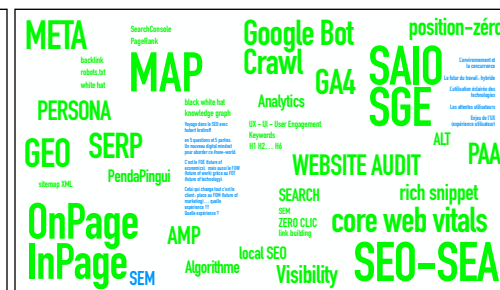
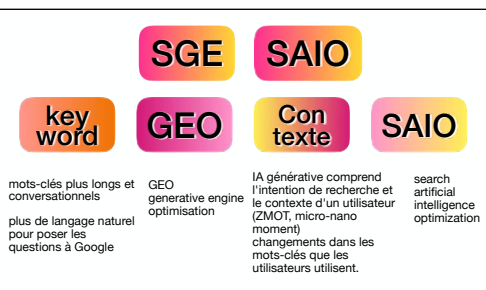
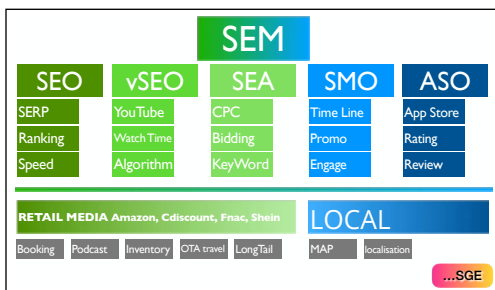
"to organize the world's information and make it universally accessible and useful"



SEARCH = référencement = SEM

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SXO / GEO / SGE / SAIO



SERP

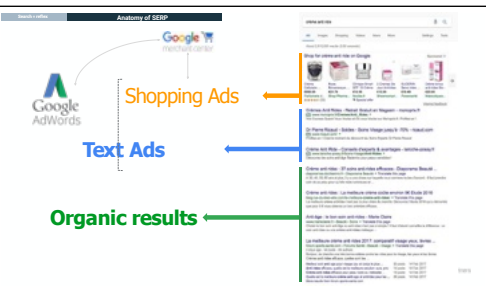
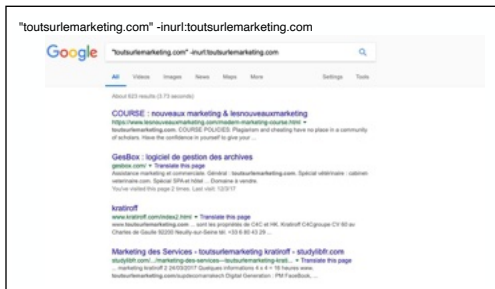
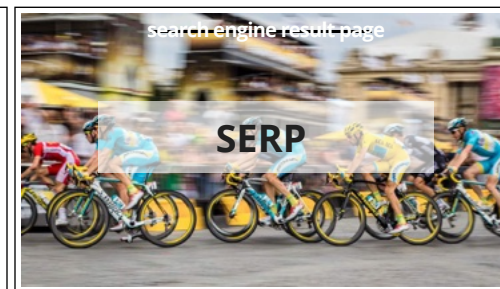
Search Engine Result Page

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-Click



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.

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 bon et fort visual leader de grande taille. Si celui-ci fait moins de 1200 pixels de large, il sortira 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 payés : les articles payés, avec *paywall* contre ceux de nombreux médias, « sont autant visibles que les contenus gratuits », fait remarquer la spécialiste, et génèrent, da

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 ».

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

Search engine - moteur de recherche (réponse)
browser Long Tail KeyWord
No Scroll - Crawl Budget - Visibility
RWD AMP SSL https SiteMap 404

GREEN BUILDING
INSTITUTE
www.gbi.org

UNIVERSITY OF MICHIGAN PRESS

4

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

<https://whimsical.com/taxonomie-digital-marketing-VY5bhZ1rZcKci39uajtnlUE>

[illegible]

Semantic



... is Internet

Diagramme illustrant le processus de recherche en 7 étapes :

1. le robot du moteur de recherche copie tous les sites de liens en liens
2. l'utilisateur utilise son navigateur pour saisir sa requête
3. le navigateur envoie la requête au moteur choisi
4. le moteur effectue la recherche sur sa base interne et trouve les réponses
5. le moteur sélectionne les annonces intéressantes par les mots clés et l'utilisateur
6. le moteur retourne une SERP avec les réponses, les publicités et les snippets
7. le moteur compte le nombre de clics sur les publicités pour facturer les annonces

A diagram showing a sequence of 7 steps in LLM development, represented by blue circles connected by a line, numbered 1 to 7 at the bottom. The steps are:

1. le robot du moteur d'IA copie tous les sites de l'ars en ligne
2. LLM Training
3. LLM x billion paramètres
4. Stat Probs
5. Prompt ou API
6. Réponse avec ou sans source = statistiques
7. ...

SGE = RESPONSE ENGINE

Éviter le gaspillage du budget de crawl - Oncrawl

Le fait de créer 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...

 [abundance.com](http://www.abundance.com)
<http://www.abundance.com> - or - [Twitter this page](#) |

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

Qu'est-ce que le Budget Crawl ? Définition

Crawl
Budget

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

SXO

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

KPI
Visiteur Unique
(VU)
Engagement
Traction
Clic

PdM
ROI

+

EXPERIENCE
SXO
speed
organisation
duplicate
Mobile
AMP
UX

A horizontal timeline from 2000 to 2024 showing the evolution of AI search trends. The timeline is marked with years: 2000, 2003, 2006, 2009, 2011, 2013, 2015, 2016, 2018, 2019, 2022, 2024. Various colored circles represent different trends, with callout boxes providing details:

- 2000:** Recherche (blue circle)
- 2003:** SiteMap (light blue bubble)
- 2006:** BlackHat (dark blue bubble)
- 2009:** EMD (exact match domaine) (light blue bubble)
- 2011:** SSL https (dark blue bubble)
- 2013:** Speed AMP & mobile page (dark blue bubble)
- 2015:** LongTail Longue Trainee (dark blue bubble)
- 2016:** Mobile Orga, Clear Duplicate (red bubble)
- 2018:** Voice (red bubble)
- 2019:** PUB (green bubble)
- 2022:** Moteur de REPONSE AI SKO (green bubble)
- 2024:** SGE AIO (light blue bubble), Voice (red bubble)

A graphic titled "Google Search Timeline" showing the evolution of Google products from 1997 to 2013. The timeline is represented by a grey bar with a stepped profile, indicating the growth of Google's services over time. Various Google products are shown as icons connected to the timeline by lines, indicating their launch year. The products include:

- 1997:** BackRub (later PageRank), AdWords, and AdSense.
- 1998:** Google.com, Google Maps, and Google Scholar.
- 1999:** Google News, Google Books, and Google Earth.
- 2000:** Google Translate, Google Analytics, and Google AdWords.
- 2001:** Google Maps, Google Scholar, and Google Earth.
- 2002:** Google Maps, Google Scholar, and Google Earth.
- 2003:** Google Maps, Google Scholar, and Google Earth.
- 2004:** Google Maps, Google Scholar, and Google Earth.
- 2005:** Google Maps, Google Scholar, and Google Earth.
- 2006:** Google Maps, Google Scholar, and Google Earth.
- 2007:** Google Maps, Google Scholar, and Google Earth.
- 2008:** Google Maps, Google Scholar, and Google Earth.
- 2009:** Google Maps, Google Scholar, and Google Earth.
- 2010:** Google Maps, Google Scholar, and Google Earth.
- 2011:** Google Maps, Google Scholar, and Google Earth.
- 2012:** Google Maps, Google Scholar, and Google Earth.
- 2013:** Google Maps, Google Scholar, and Google Earth.



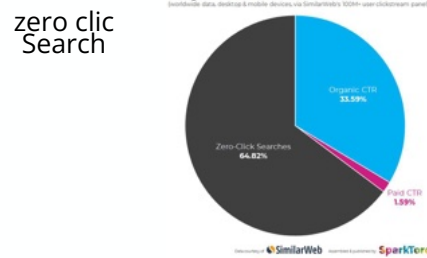
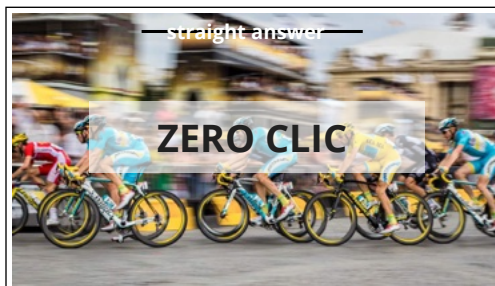
2024
 55% Vocal Search
 85% Mobile Search
 58% Mobile Only
 40B IOT + IIOT

SEARCH SXO

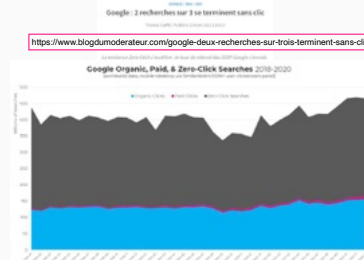
@kratoff
 hubert@kratoff.com
 2024

SEO + UX = SXO

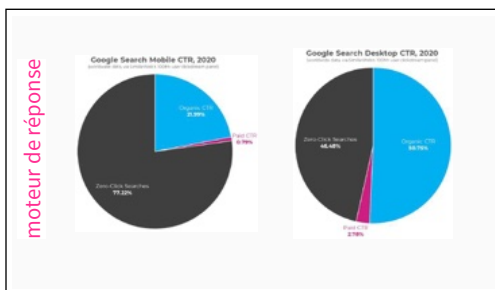
SEARCH EXPERIENCE OPTIMISATION



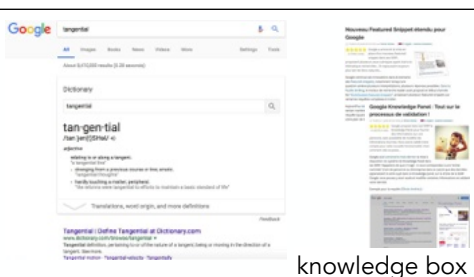
moteur de réponse



moteur de réponse

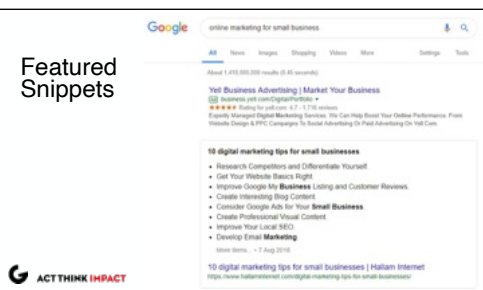


moteur de réponse



Featured Snippets
 +
 PAA (people also ask)

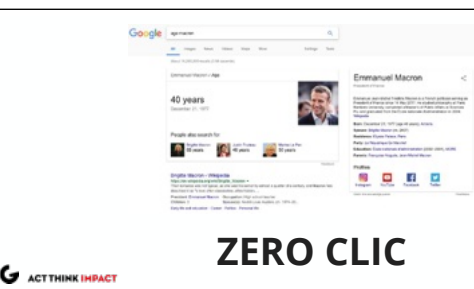
ACTTHINK IMPACT



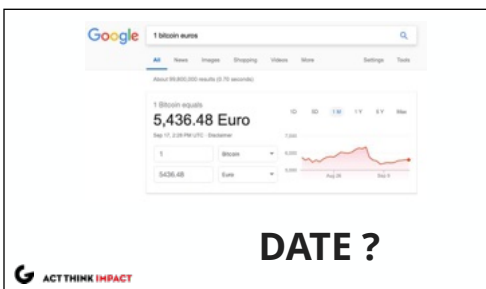
ACTTHINK IMPACT



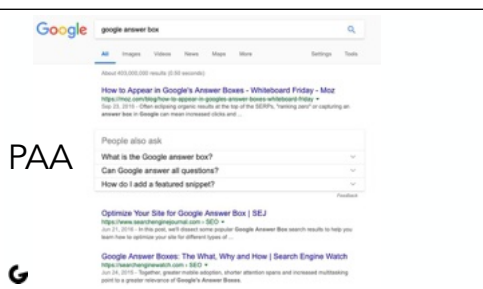
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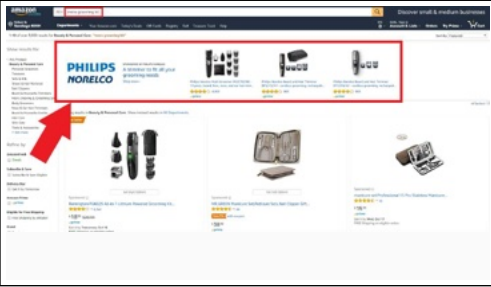
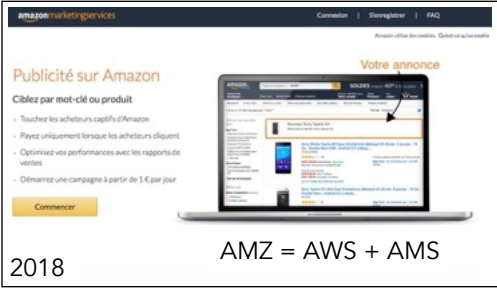
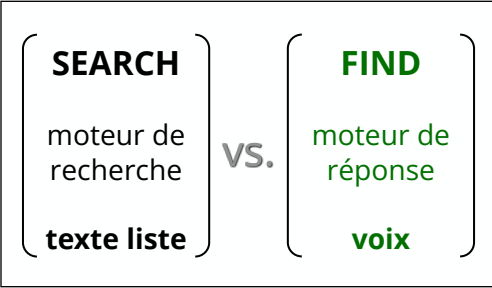
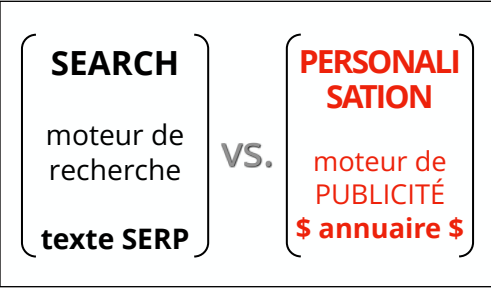
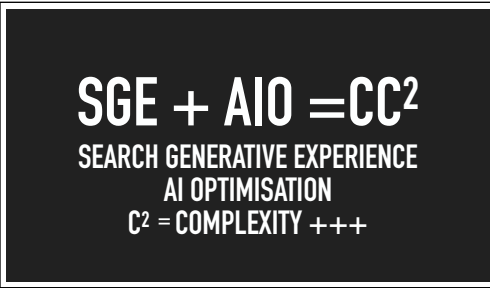
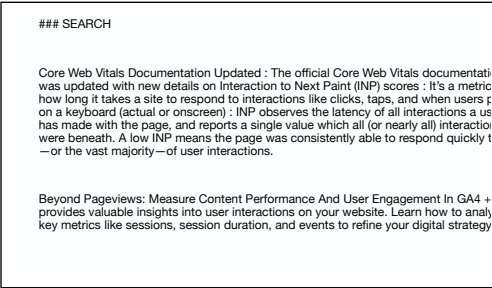
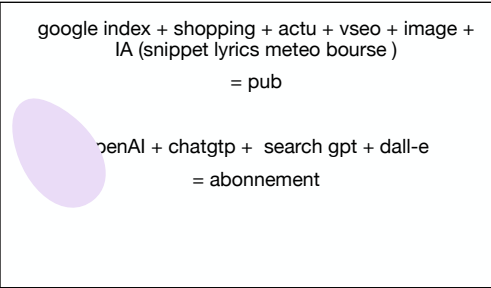
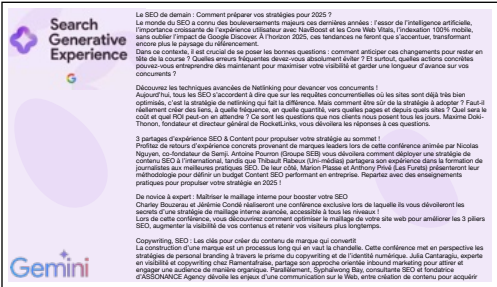
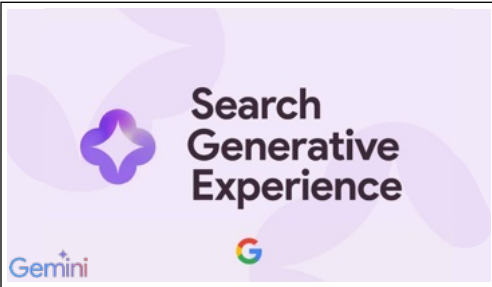
ACTTHINK IMPACT



ACTTHINK IMPACT



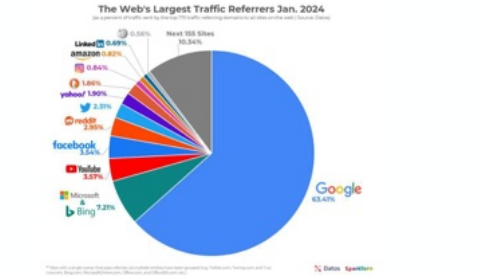
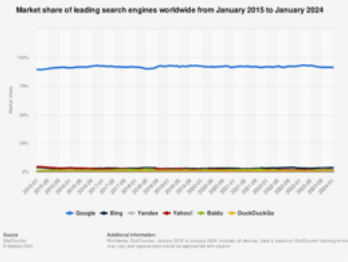
ACTTHINK IMPACT



The art of SEO
no clear, ≠ rules
but UX is key



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/>



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

Search engine	Search volume	Conversion rate	Revenue
Google	1,000,000	2.5%	\$1,000,000
Bing	100,000	2.5%	\$100,000
Yahoo	100,000	2.5%	\$100,000
Search engines	100,000	2.5%	\$100,000

Core WebVitals
EEAT experience expertise authority trust
Links
UX first

UX KPI ???
speed
clear
EEAT experience expertise authority trust

Core Web Vitals

Understanding Core Web Vitals and Google search results

Core Web Vitals metrics

- 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.
- Interaction To Next Paint (INP): Measures responsiveness. To provide a good user experience, strive to have an INP of less than 200 milliseconds.
- 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/92055207hi-en>

Core Web Vitals Metrics

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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/92055207hi-en>

SEO is KEY

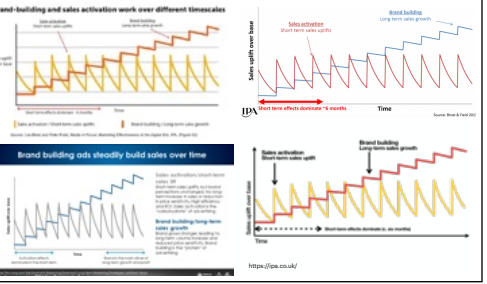
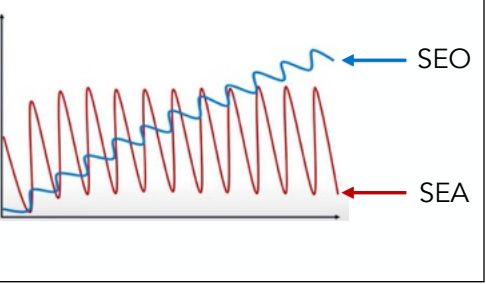
Position	CTR
1	8.17%
2	3.82%
3	2.43%
4	1.83%
5	1.11%
6	0.84%
7	0.67%
8	0.54%
9	0.52%
10	0.44%

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

Score E-E-A-T
"Experience"
"Expertise"
"Authoritativeness"
"Trustworthiness"



Compte Double



e-commerce comportements-francais-2021
recherche-produits

Quels des 40% des jeunes, lorsqu'ils recherchent un produit, ne vont pas sur Google ? Ils vont sur TikTok ou Instagram.

workshop

huberkratiroff

SURVIVAL KIT

huberkratiroff.com @huberkratiroff

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?

kratiroff 2024

Google

site:https://xxx.com

how many pages / images are indexed and ranked?

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

BROWSER

The browser that puts you first

ROI

CPA

conversions

clics

CPC

impressions

CTR

WEB

SEARCH MARKETING

Taux de conversion

ROI

conversions

clics

impressions

WEB

ROI

CPA

conversions

clics

CPC

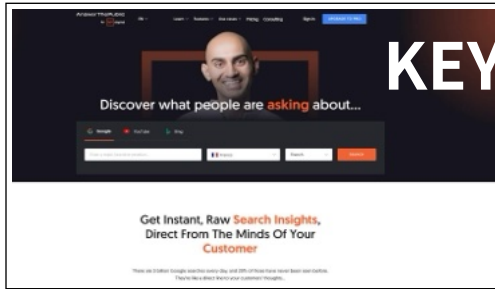
impressions

CTR

WEB

SEARCH MARKETING

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



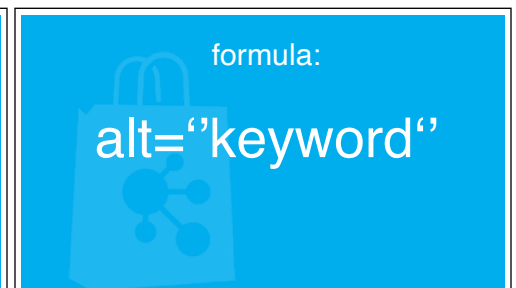
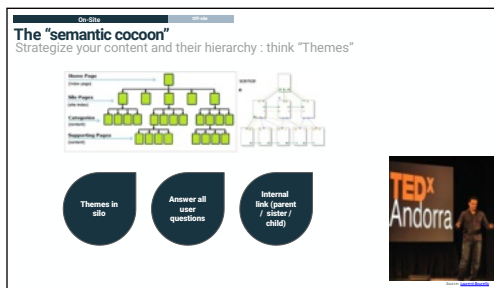
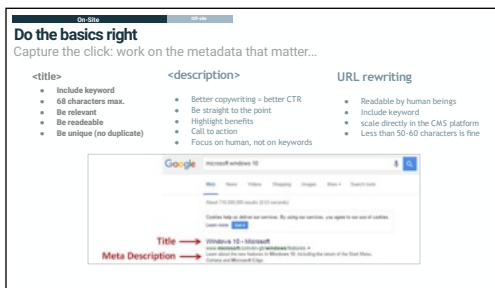
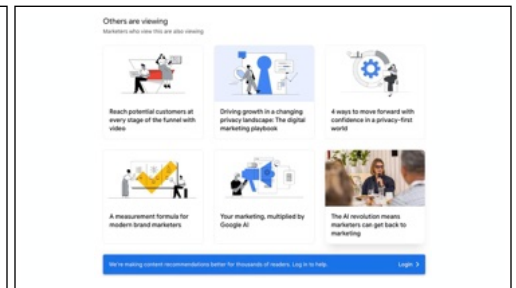
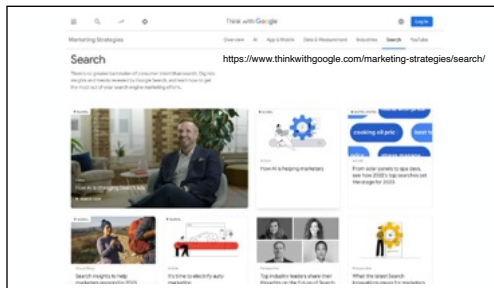
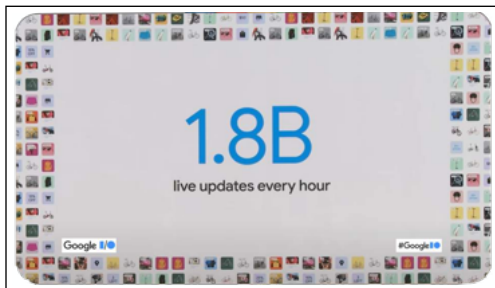
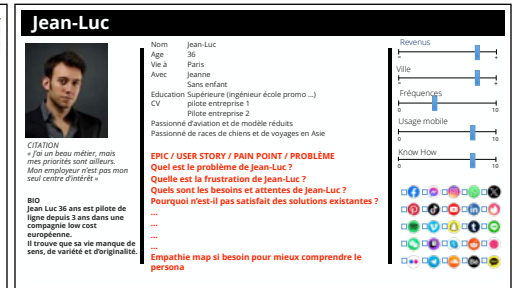
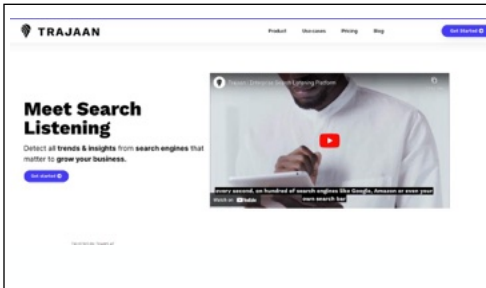
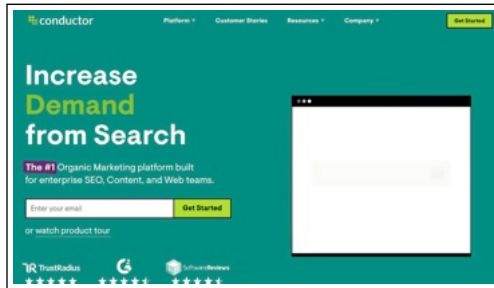
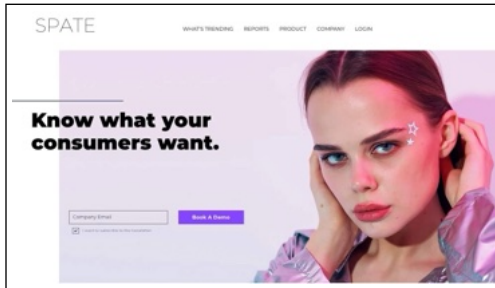
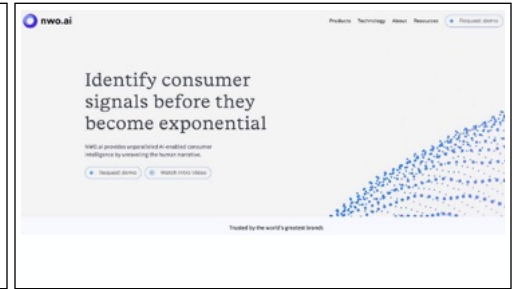
KEYWORDS

words, keywords, keywords, keywords, keywords

QUESTIONS

search listening

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



alt is
alternate texte for
image, video, link...

Landing Pages vs. Home Page

Une par action
CTA
A/B test

Conversion : 50%
TAG

8 WORLD CLASS
LANDING PAGES
WITH AN OVER 50% CONVERSION RATE

Includes 12 Actionable Tips for You Can Achieve Similar Results

ACTTHINK IMPACT HubSpot

AB testing

A **B**

2640 5625 2640 5625

RIGHT ONE! FREE SHIPPING ON \$100 and over

ACTTHINK IMPACT

ACTTHINK IMPACT

How to choose a domain name ?

BLACK HAT vs WHITE HAT

BLACK HAT STRATEGIES

- Duplicate content
- Invisible text and stuffed keywords
- Cloaking or redirecting the user to another site or page
- Links from sites with non-relevant content

WHITE HAT STRATEGIES

- Relevant content
- Well-labeled images
- Relevant links and references
- Complete sentences with good spelling and grammar
- Standards compliant HTML
- Unique and relevant page titles

Choisir un nom de domaine :

C'est l'adresse du site

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

WHOIS ?

OVH Innovation in Freedom

Cloud Platform Web Hosting

Whois d'un domaine

Whois du nom de domaine

www:

Code de Sécurité: **mV58u**

Recevez le code:

Whois

Google Trends

comptabilité Bilan comptable expert comptable

Evolution de l'intérêt pour cette recherche

Powering Outstanding Search Experiences

Technologie pour Chatbots, Robots, IoT et SEO

ALEXA World

Alexa

The top 500 sites on the web

1. Google.com

2. Facebook.com

3. Amazon.com

4. YouTube.com

5. Bing.com

6. Twitter.com

7. LinkedIn.com

8. eBay.com

9. Microsoft.com

10. Yahoo.com

11. Instagram.com

12. Pinterest.com

13. Tumblr.com

14. SoundCloud.com

15. Dribbble.com

16. DeviantArt.com

17. 500px.com

18. Foursquare.com

19. Last.fm

20. SoundCloud.com

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ACTTHINK IMPACT

ALEXA FR

Top Sites in France

1. Google.fr

2. Facebook.fr

3. Amazon.fr

4. YouTube.fr

5. Bing.fr

6. Twitter.fr

7. LinkedIn.fr

8. eBay.fr

9. Microsoft.fr

10. Yahoo.fr

11. Instagram.fr

12. Pinterest.fr

13. Tumblr.fr

14. SoundCloud.fr

15. Dribbble.fr

16. DeviantArt.fr

17. 500px.fr

18. Foursquare.fr

19. Last.fm

20. SoundCloud.fr

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50. SoundCloud.fr

ACTTHINK IMPACT

Domain = URL

Exact match Domain (EMD)

TLD

website.com

website.fr

website.xyz

Réservez votre nom de domaine

www:

Rechercher

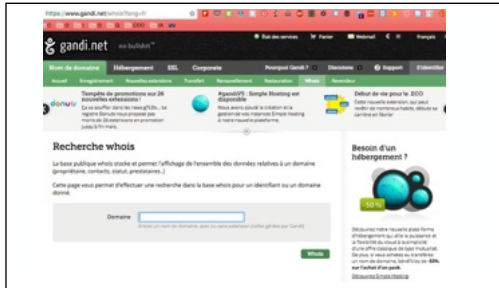
ma-compta.me

disponible

10,00€ 2,00€

Continuer

Économisez jusqu'à 90% sur l'achat de packs de domaines. [Sélections des offres d'achat](#)



PageRank

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

Ranking = Visibility inside a SERP via PageRank

How many qualitative BACKLINKS?

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

Wordpress
Drupal
SPIP
Prestashop

Non maîtrisable
Non .com
Installation dur

vs.

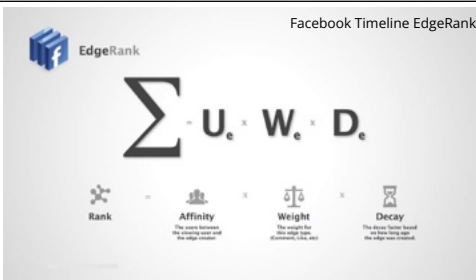
Template

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
Recence de la mise en page
Distance entre les mots
Fréquence d'apparition

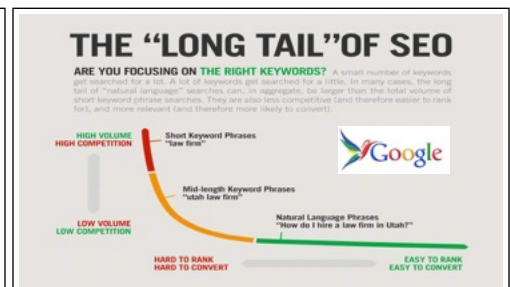
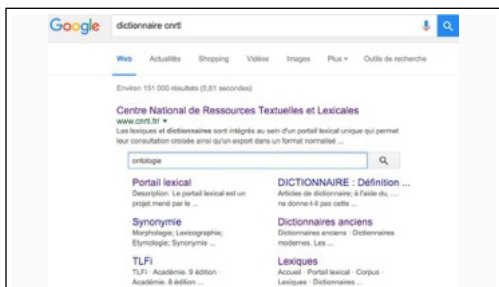


Indexation

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

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

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

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.

A screenshot of a digital marketing dashboard. It features a sidebar with navigation options like 'Dashboard', 'Reports', 'Tools', and 'Settings'. The main area displays several charts and tables, including a 'Top Performing Content' table with columns for content type, title, and performance metrics. There are also sections for 'Social Media Engagement' and 'Website Analytics'.

A screenshot of a social media management tool interface. It shows a grid of social media posts with various icons and text. The interface includes a sidebar with navigation options and a main area displaying a list of posts with their respective engagement metrics and status.

A screenshot of a link management tool interface. It displays a table with columns for 'Source', 'Destination', 'Status', and 'Date'. The table contains several rows of data, including links to various websites and their corresponding status and dates.

The landing page for Ereferer, a platform for buying and selling guest posts and backlinks. It features a clean, modern design with a blue and white color scheme. The main headline reads 'Buy Guest Posts & Backlinks on High Quality domains'. Below this, there are several sections highlighting key features: 'More than 20,000 english websites & 50,000 worldwide websites available', 'Guest posts of a wide variety of topics - from SEO to finance', '100% white hat', and '48,000 blogs and media'. The page also includes a 'Sign up' button and a 'Log in' button.

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A landing page for a news website. It features a yellow background with a large, bold headline 'Make the news. Get the sale.' Below this, there is a sub-headline 'Improve your brand awareness, reputation and SEO'. The page includes a 'Subscribe' button and a small image of a person's face.

A landing page for a brand awareness goals website. It features a white background with a large, bold headline 'Exceed your brand awareness goals with our marketplace'. Below this, there are several sections highlighting key features: 'Improve my awareness', 'Improve my reputation', 'Gain SEO positions', and 'Press relations with guaranteed results'. The page also includes a 'Sign up' button and a 'Log in' button.

Some KPI

- Les clics**: Le nombre de fois où une annonce est cliquée sur une annonce. Cet indicateur est utilisé pour mesurer l'efficacité d'une campagne publicitaire.
- Les impressions**: Le nombre de fois où une annonce est affichée sur les pages consultées par les internautes. Cet indicateur est utilisé pour mesurer la visibilité d'une campagne publicitaire.
- Les dépenses**: Le montant que vous avez dépensé pour une campagne publicitaire. Cet indicateur est utilisé pour mesurer le coût d'une campagne publicitaire.
- Les ventes**: Le montant généré par les ventes réalisées à partir des annonces. Cet indicateur est utilisé pour mesurer le retour sur investissement d'une campagne publicitaire.
- L'indicateur ACOS**: Le Advertising Cost of Sale est le ratio entre les dépenses affichées et le chiffre d'affaires généré. Il mesure de l'efficacité de votre campagne.
- Le ROAS**: Le Return on Ad Spend est l'inverse de l'ACOS. C'est le ratio entre les revenus et les dépenses. Il indique le montant potentiel généré par la campagne.

A landing page for a social listening tool. It features a green and white color scheme with a large, bold headline 'Social Listening'. Below this, there is a sub-headline 'Smart social media monitoring across all major, micro, and niche sites'. The page includes a 'Sign up' button and a small image of a person's face.

A landing page for SEM Rush, a digital marketing tool. It features a red and white color scheme with a large, bold headline 'SEM RUSH'. Below this, there is a sub-headline 'SEO Fundamentals Course with Greg Gifford'. The page includes a 'Sign up' button and a small image of a person's face.

A landing page for SEMRUSH, a digital marketing tool. It features a red and white color scheme with a large, bold headline 'SEMRUSH'. Below this, there is a sub-headline '8 bonnes pratiques pour optimiser le SEO de vos images'. The page includes a 'Sign up' button and a small image of a person's face.

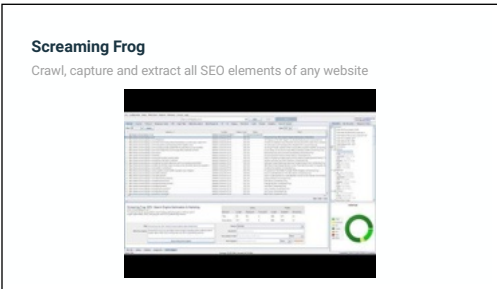
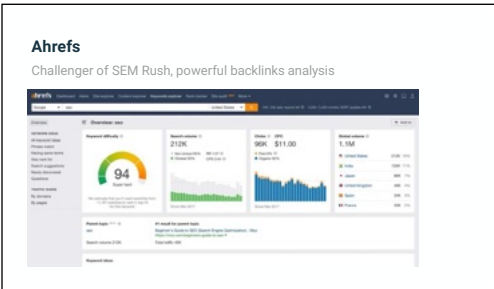
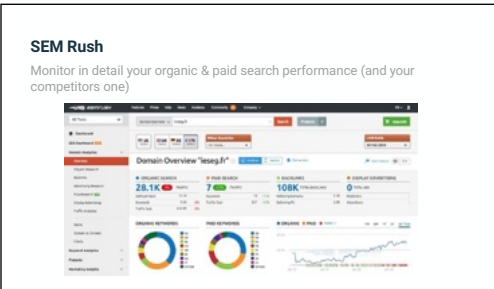
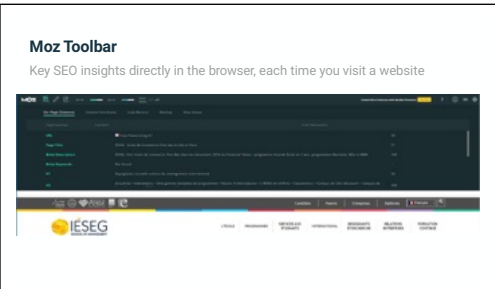
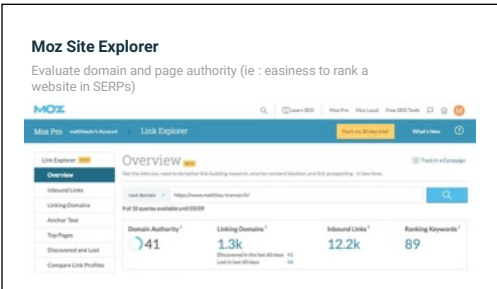
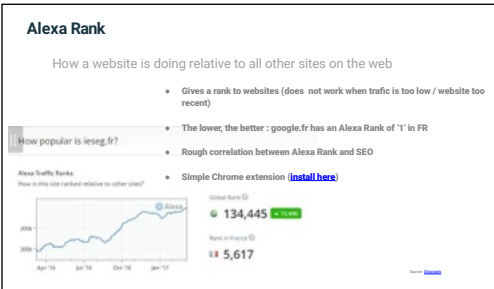
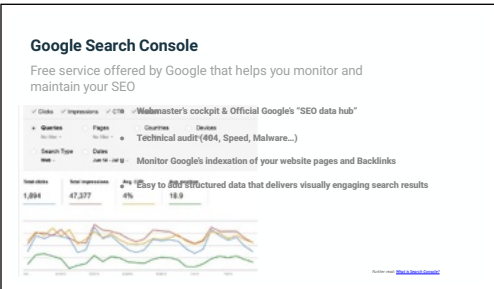
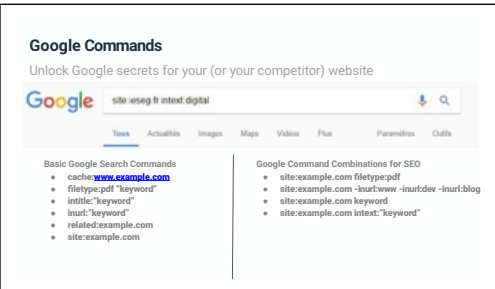
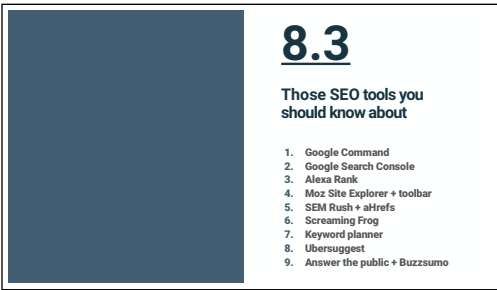
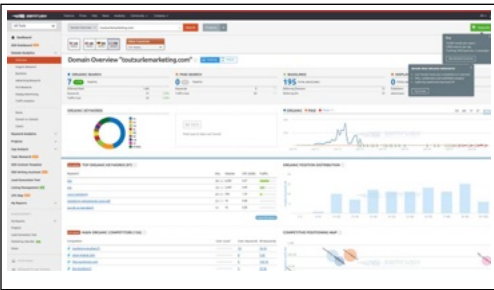
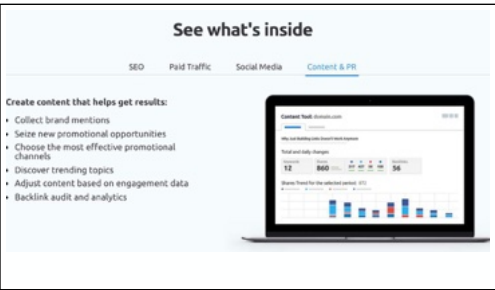
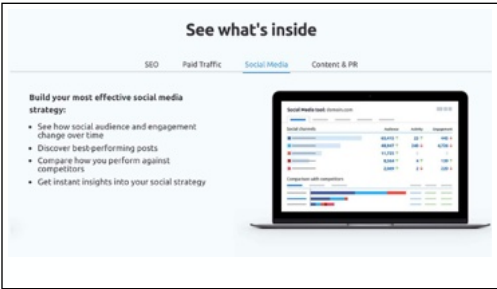
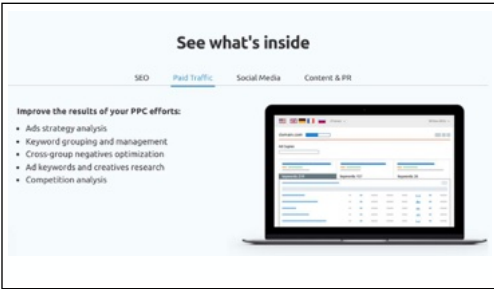
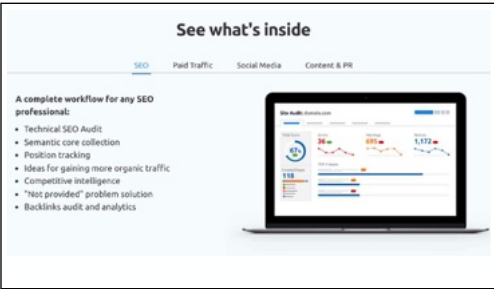
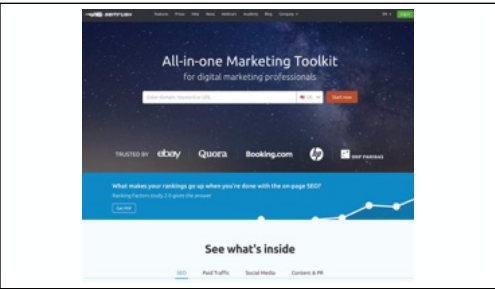
An infographic titled 'Comment améliorer votre stratégie SEO'. It provides a comprehensive overview of various SEO strategies and their benefits. The infographic is divided into several sections, each focusing on a different aspect of SEO, such as 'Cibler les mots clés à faible concurrence', 'Optimiser les images', 'Assurez-vous que votre site est adapté au mobile', 'Diminuez les temps de chargement', and 'Utilisez des liens internes'. Each section includes a brief explanation of the strategy and a list of key points to remember.

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Cocon Sémantique



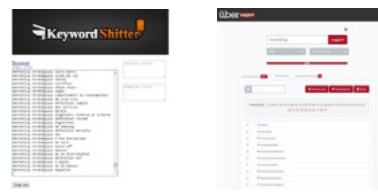
Powerful to make your keyword research for free

Powerful to make your keyword research for free

-
- The screenshot shows the Amazon SageMaker console interface for a Linear Learner model. The 'Model' tab is selected, and the 'Metrics' section is expanded. A bar chart displays the training loss over 10 epochs, with the loss decreasing from approximately 0.00015 to 0.00005. Below the chart, a table lists the training metrics for each epoch, including Loss, Training Loss, and Validation Loss.
- | Epoch | Loss | Training Loss | Validation Loss |
|-------|---------|---------------|-----------------|
| 1 | 0.00015 | 0.00015 | 0.00015 |
| 2 | 0.00012 | 0.00012 | 0.00012 |
| 3 | 0.00010 | 0.00010 | 0.00010 |
| 4 | 0.00008 | 0.00008 | 0.00008 |
| 5 | 0.00006 | 0.00006 | 0.00006 |
| 6 | 0.00005 | 0.00005 | 0.00005 |
| 7 | 0.00004 | 0.00004 | 0.00004 |
| 8 | 0.00003 | 0.00003 | 0.00003 |
| 9 | 0.00002 | 0.00002 | 0.00002 |
| 10 | 0.00001 | 0.00001 | 0.00001 |

Generate thousands of keywords ideas in a second...

Generate thousands of keywords ideas in a second...



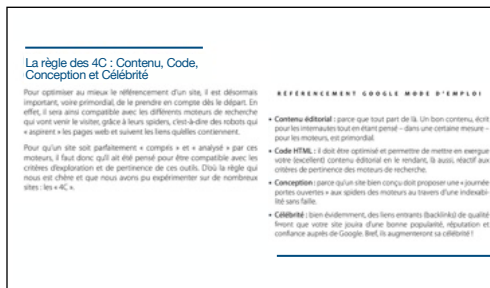
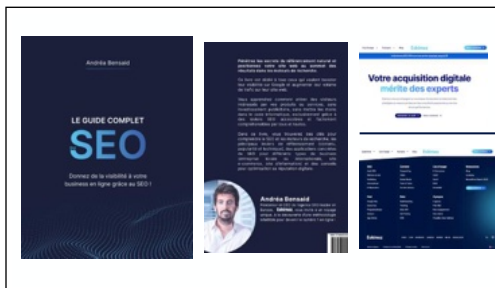
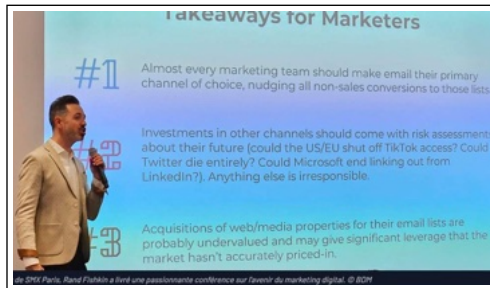
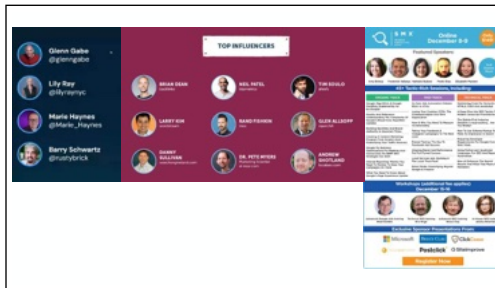
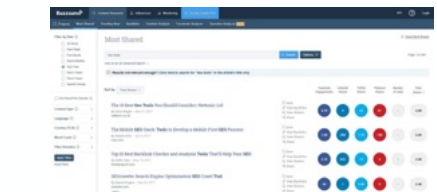
Get content idea for a specific keyword

Get content idea for a specific keyword



What's the most shared pieces of content for a given topic?

What's the most shared pieces of content for a given topic?



[SEARCH](#)
[DISPLAY](#)
[VIDEO](#)
[ALL NETWORKS](#)

[SEARCH](#)
[DISPLAY](#)
[VIDEO](#)
[ALL NETWORKS](#)

[illegible]

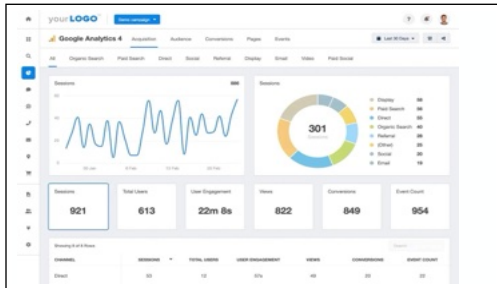
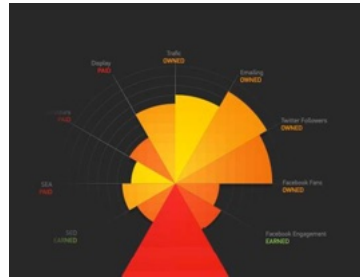
4 Business Models

CPC => clics

Impression => CPM

Lead => CPL

Performance / Action => CPA



Google Ads certification preparation

An advertiser wants to know the minimum amount of money that she must spend on a Google Ads campaign. What should you tell her?

- ☐ There is no minimum
- ☐ \$5
- ☐ \$2
- ☐ \$100.00

Google Ads certification preparation

What happens as a result of a search campaign consistently meeting its daily budget?

- ☐ Accelerated ad delivery
- ☐ Fewer sites targeted at once
- ☐ Higher average cost-per-clicks (CPCs)
- ☐ Missed potential ad impressions

Google Ads certification preparation

Cliff just started working with a client who has a very disorganized Google Ads account. What's an effective way for him to begin restructuring his client's account?

- ☐ Create campaigns based on the structure of his client's website
- ☐ Create one campaign for all the products his client offers
- ☐ Create one campaign with a broad selection of keywords
- ☐ Create multiple campaigns, each with a set of related keywords

Google Ads certification preparation

Chanara, a senior account manager at a large digital agency, likes having a Google Ads manager account. What can she do with a manager account that she can't do with an individual account?

- ☐ Use a single sign-in for all accounts
- ☐ Upgrade each individual Google Ads account
- ☐ Upgrade multiple manager accounts
- ☐ Access the Google Ads Application Programming Interface (API)

Google Ads certification preparation

An advertiser wants to increase the Quality Score of a low-performing keyword. Which approach would you recommend?

- ☐ Delete the keyword and use Keyword Planner to find more relevant keywords
- ☐ Set an ad group bid adjustment of +20% for that keyword
- ☐ Modify the ad associated with that keyword to direct to a highly-relevant landing page
- ☐ Delete the keyword and add a synonym of the keyword to the campaign

Google Ads certification preparation

If an advertiser has the same keyword in 2 different ad groups, the one entered in a given auction will have the:

- ☐ highest cost-per-acquisition (CPA) bid
- ☐ lowest maximum CPC bid
- ☐ highest Ad Rank
- ☐ highest maximum cost-per-click (max. CPC) bid

Google Ads certification preparation

Your client's product costs US\$50 to produce, and it sells for US\$150. She's sold 10 units and spent US\$700 on her Google Ads campaign. How would you calculate her return on investment (ROI) to help her understand the benefit of using Google Ads?

- ☐ $\frac{\$150 (\text{sales price}) - \$50 (\text{cost})}{\$700 (\text{Google Ads spend})}$
- ☐ $\frac{\$1500 (\text{revenue})}{\$1200 (\text{cost} + \text{Google Ads spend})}$
- ☐ $\frac{\$100 (\text{revenue}) - 10 (\text{number of products sold}) \times \$50 (\text{cost} + \text{Google Ads spend})}{\$700 (\text{revenue}) - \$1200 (\text{cost} + \text{Google Ads spend})}$
- ☐ $\frac{\$100 (\text{revenue}) - \$1200 (\text{cost} + \text{Google Ads spend})}{\$1200 (\text{cost} + \text{Google Ads spend})}$

Google Ads certification preparation

True or false: If you'd prefer to reach as many people as possible, use exact match or phrase match keywords.

- ☐ False
- ☐ True

Google Ads certification preparation

An ad group contains the phrase-matched keyword "underwater camera" which search query may trigger an ad in this ad group to be shown?

- ☐ underwater camera case
- ☐ underwater digital camera
- ☐ camera for use under water
- ☐ underwater lens camera

Google Ads certification preparation

Hannah is having a sale. In her ads, she wants to include the amount of time left in the sale. What's the best way to do this?

- ☐ Use the "Countdown" function
- ☐ Note the sale end date in the text
- ☐ Use the "Sale duration" function
- ☐ Insert the Google Ads clock icon in each ad

Google Ads certification preparation

With call extensions, a customer who searches for Thai food on her mobile phone can see an ad for a Thai restaurant, along with a phone number, and make the call with one click. How is that priced?

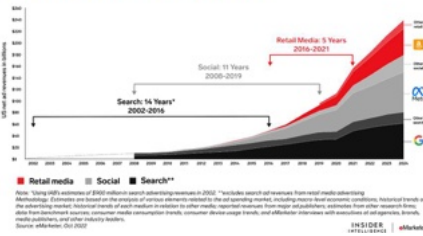
- ☐ Flat fee, based on the caller's phone model
- ☐ Negotiated in advance, with bulk discounts
- ☐ The same as when someone clicks on an ad
- ☐ By the minute, based on the length of the call

DCR data clean room

Retailers, broadcasters and walled garden platforms are among the first movers. In some cases they're partnering with independent third-party clean rooms and in others they're using clean rooms built within a walled garden. Some clean rooms enable only measurement and analytics, while others can be used to target ads.

At their most basic, data clean rooms are privacy-based technologies that allow companies to merge and match two or more first-party data sets in order to create a new audience or analytics segment informed by both data sets – but without ever allowing either side's personally identifiable information to be exposed to the other.

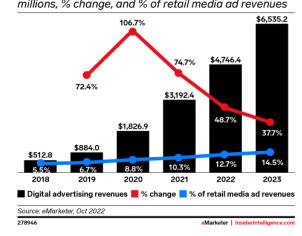
Years For Search, Social, and Retail Media Advertising Markets to Grow From \$1 Billion to Over \$30 Billion



Companies With Over \$10 Billion in Net Digital Ad Revenues Worldwide, 2022



US Retail Media Off-Site Digital Advertising Revenues, 2018-2023

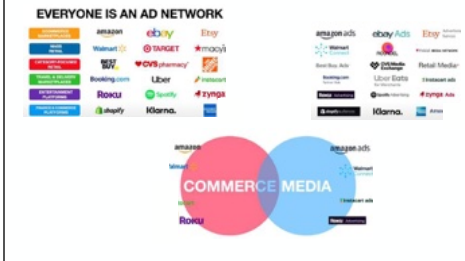


US Connected TV (CTV), Retail Media, TV, Social Network, and Search Ad Spending, 2023

Search	\$108.48
Social network	\$71.05
TV	\$62.42
Retail media	\$45.05
CTV	\$26.92

Note: search ad spending includes contextual text links, paid inclusion, paid listings, and SEO; social network ad spending includes paid advertising appearing within social networks, social network games, and social network apps; TV ad spending includes broadcast TV (network, syndication, and spot) and cable TV (excludes digital); retail media ad spending includes digital advertising that appears on websites or apps that are primarily engaged in retail commerce or is bought through a retailer's media network or demand-side platform (DSP); CTV ad spending includes digital advertising that appears on CTV devices

Source: eMarketer, Oct 2022



- GROUP WORKSHOP
1. Qrcode

19. SAM vs SOM

36. JTBD
2. Slido

20. Audience Interaction

37. KOL
3. LTV vs. CAC

21. 3 digital pillars

38. FOMO - JOMO
4. Exemple de phygital

22. POC

39. Lovemarks
5. MVP

23. GTM

40. POEM
6. digital=?

24. Deming Wheel in startup

41. Curation
7. UX ≠ CX?

25. CES?

42. ZMOT
8. SEO

26. Rifkin

43. Brand content vs. Content marketing
9. NPS

27. NATU?

44. DNVB
10. BATX?

28. Csat

45. GAFA?
11. MicroMoment (Google)

29. YC Business Model

46. Copyleft
12. VOC

30. POC

47. Peter Thiel
13. Zero to ... ? (book)

31. SERP

48. NVIDIA
14. Def. marketing

32. Unicorn (licorne)

49. Taxinomie
15. Formula for NPS

33. Sales funnel

50. Positionnement
16. Full Stack

34. AAARRR

51. JMC (CMI)
17. EX ????????

35. PMF

52. UE ??????
18. TAM vs. SAM

GROUP WORKSHOP

«Connect the dots» entre les 3 concepts de la liste et proposer votre point de vue sur les convergences et divergences en 2 à 3 paragraphes (min 150 words).

It's a group work, you can use any tool, including AI, to prepare but during the exercise-test just a single sheet of paper (handwriting only) is allowed.

- GROUP WORKSHOP
1. Strategy

2. SAAS

3. Zero to One

4. Persona

5. Lead Nurturing

6. Gafam

7. AAARRR

8. VUCA

9. Positioning

10. LTV

11. Lovemarks

12. POEM

13. Brand Content

14. Sales Funnel

15. TAM
- AAARRR

- Cloud

- Wearable

- Market Pull

- Sales

- Batx

- VU

- BI

- Difficult

- Rule

- Different

- Distribution

- Content strategy

- Lead nurturing

- SAM
- Lead

- UX

- Health-tech

- Techno Push

- Email

- Next

- Cookieless

- SWOT

- Target

- CAC

- Persona

- 50%

- Attention

- Awareness

- SOM

