

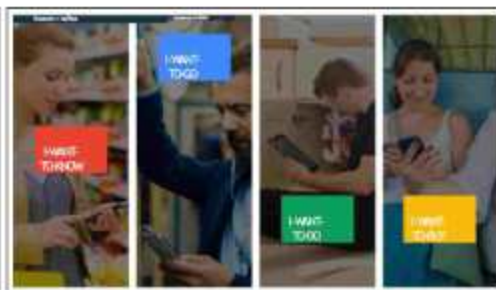


GenX : web & internet 2000
 GenY : mobile 2010
 GenZ : living services 2020

source : Google, Accenture

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

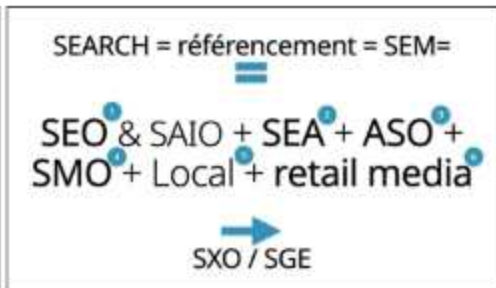
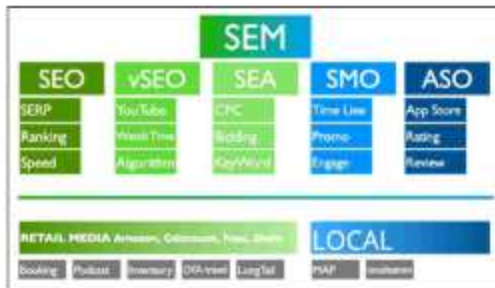
source : Google, Accenture



GOOGLE MISSION STATEMENT

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





« 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.

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



Whimsical 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



Gutenberg

Sensitiv...

Zuckerberg Sandberg

... à l'internet



SEARCH ENGINE

SERP

2025

SGE = RESPONSE ENGINE

Qu'est-ce que le "Crawl Budget" ?

Le crawl budget est le nombre de pages que Google peut visiter sur votre site avant de passer à d'autres sites. Cela dépend de la fréquence à laquelle Google revient sur votre site et du nombre de pages que Google a à visiter.

Comment optimiser son crawl budget ?

1. Éviter les pages vides ou non pertinentes.

2. Éviter les pages avec des contenus dupliqués.

3. Éviter les pages avec des contenus obsolètes.

4. Éviter les pages avec des contenus de faible qualité.

5. Éviter les pages avec des contenus de faible valeur ajoutée.

6. Éviter les pages avec des contenus de faible pertinence.

7. Éviter les pages avec des contenus de faible visibilité.

Crawl Budget

1

INFOBÉSITÉ

1 milliard de sites
2 millions d'apps
10 milliards d'interactions sociales / j
2 millions de e-floutippers
= une affiche dans le désert.

2

SXO

Techno
Contenu
Brand Content
User experience
SEO
Micro Moment
Réputation
Certificats
Backlink
OnPage / OffPage

3

KPI

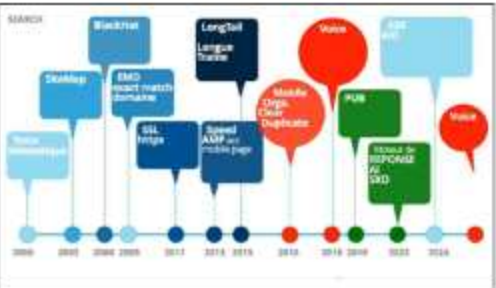
Visateur Unique (VU)
Engagement
Traction
Clic
PDM
ROI

TECH

semantic
SSL
META CODE
sitemap
EMD
RWD AMP

EXPÉRIENCE

SXO
speed
organisation
duplicate
Mobile
AMP
UX



Ecosystème du search : Luma Partners

2024

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

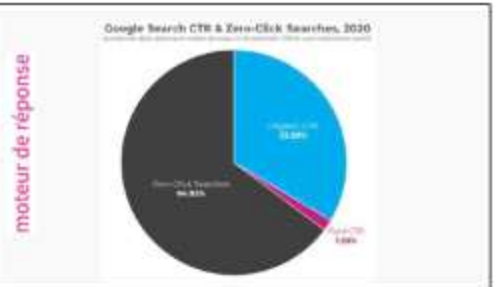
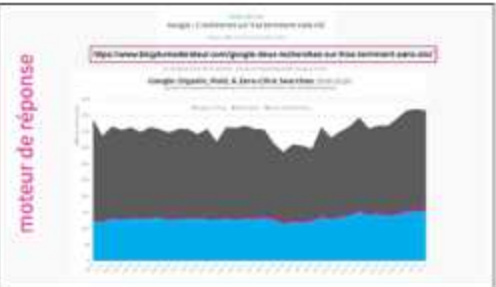
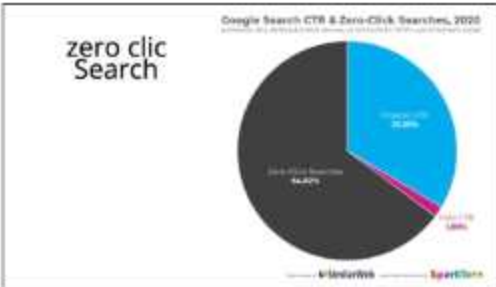
SEARCH

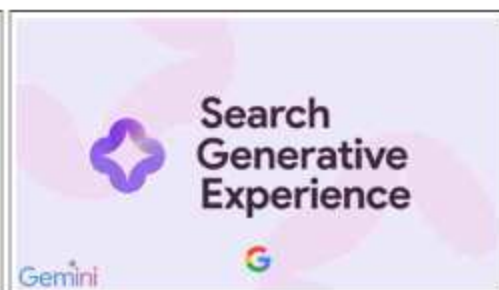
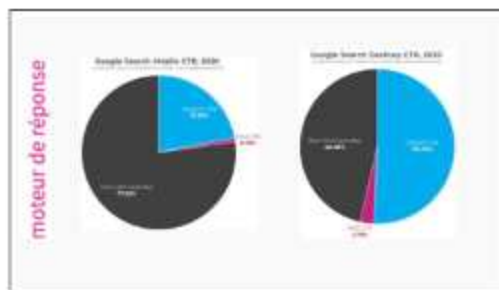
SXO

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

ZERO CLIC





$$SGE + AIO = CC^2$$

SEARCH GENERATIVE EXPERIENCE
AI OPTIMISATION
 $CC^2 = COMPLEXITY +++$



SEARCH
moteur de recherche
texte SERP

VS.

PERSONALISATION
moteur de PUBLICITÉ
\$ annuaire \$

SEARCH
moteur de recherche
texte liste

VS.

FIND
moteur de réponse
voix





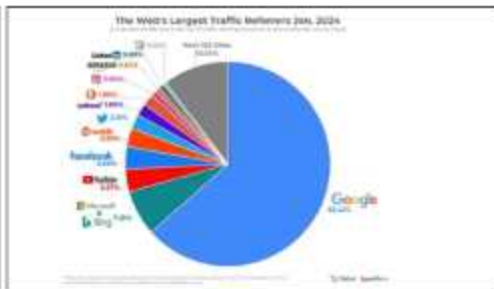
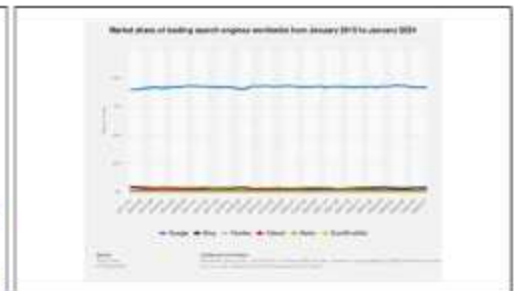
FREE
No payment
but time & work



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



Seo!
95% mobile 91% total
https://www.ahrefs.com/blog/10000-website-traffic-rules-what-is-traffic-organic/
https://www.ahrefs.com/blog/10000-website-traffic-rules-what-is-traffic-organic/



43%
of e-commerce traffic comes
from Google search (organic)
26%
comes from Google Ads.
67%
contribution of search
to revenue

Search drives online sales
E-commerce key benchmarks 2014

Core WebVitals
EEAT experience expertise authority trust
Links UX first

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



Core Web Vitals Metrics

LCP: Largest Contentful Point (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/9206520?hl=en>

SEO is KEY

Rank	Score
1	0.15%
2	0.08%
3	0.05%
4	0.03%
5	0.02%
6	0.01%
7	0.01%
8	0.01%
9	0.01%
10	0.01%

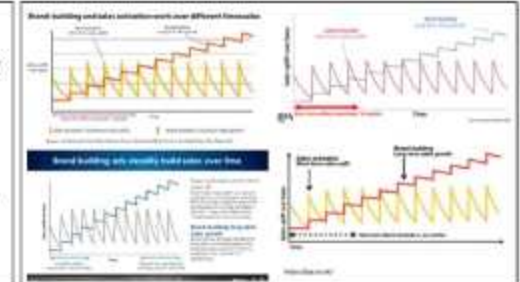
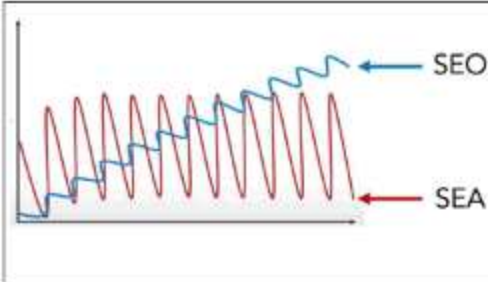
<https://www.seoanality.net/>

Score E-E-A-T

"Experience"
"Expertise"
"Authoritativeness"
"Trustworthiness"



Compte
Double



© 2021 Hubert & Hubert



SEO

OnPage title / img / H1 / description / keyword / alt
OffPage backlink
OnSite robots.txt / sitemap.xml / 404 / speed / mp4
OffSite https / GoogleAnalytics / WebmasterTool

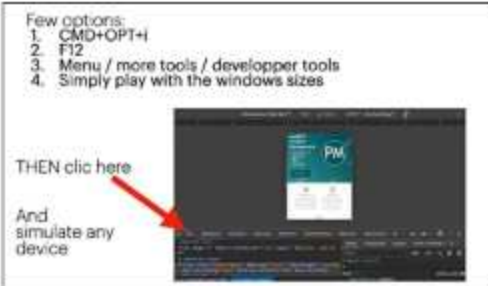
OnSite

How many pages
are indexed?



OnPage

RWD responsive?





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

WORDS

words, keywords, keywords, keywords, keywords

QUESTIONS

search
listening

The screenshot shows a presentation slide with a white background. In the top left corner is the Oracle logo. The top right corner contains navigation icons and the text 'Oracle | Technology | About | Resources | [Contact Us](#)'. The main title is 'Identify consumer signals before they become exponential'. Below the title is a subtitle: 'How to predict consumer behavior patterns and optimize your marketing for maximum impact'. Under the subtitle are two links: 'Download Brochure' and 'Watch the Video'. At the bottom left, it says 'Oracle is the leader in providing solutions'. On the right side, there is a large, stylized graphic of a blue, textured, curved shape resembling a wave or a fan, composed of many small, overlapping circles or dots.

[illegible]

The screenshot shows a Google search results page for the query "Marketing Strategy". The search bar at the top contains the text "Marketing Strategy". Below the search bar, the URL "https://www.fitterbitting.co.uk/marketing-strategy/search" is displayed. The search results are organized into a grid of cards. The first card on the left features a photograph of a man in a suit sitting at a desk, with the text "Marketing Strategy" and "A comprehensive guide to marketing strategy" below it. To the right of this card is a blue card with a gear icon and the text "Marketing Strategy". Below the first card is a smaller card with a photograph of two people, with the text "Marketing Strategy" and "A comprehensive guide to marketing strategy" below it. To the right of this card is a smaller card with a photograph of a person, with the text "Marketing Strategy" and "A comprehensive guide to marketing strategy" below it. The overall layout is clean and professional, with a focus on providing a comprehensive guide to marketing strategy.

8 steps to innovation
 (developed with permission from the author)

- Set a problem statement or issue**
 Set a problem statement or issue that is relevant to the business.
- Develop a solution**
 Develop a solution that addresses the problem statement.
- Develop a business model**
 Develop a business model that is sustainable and scalable.
- Develop a marketing strategy**
 Develop a marketing strategy that is effective and efficient.
- Develop a financial model**
 Develop a financial model that is realistic and achievable.
- Develop a legal model**
 Develop a legal model that is compliant with all relevant laws and regulations.
- Develop a social model**
 Develop a social model that is aligned with the values and mission of the business.
- Develop a business plan**
 Develop a business plan that is comprehensive and actionable.

Do the basics right

Capture the click work on the metadata that matter...

«title»

- Include keyword
- All characters count
- Be succinct
- Be readable
- Be unique (no duplicate)

«description»

- Select compelling + better CTR
- Be succinct in the past
- Highlight benefits
- Call to action
- Avoid too many, not too big priority

URL rewriting

- Readable by human (string)
- Include keyword
- Prioritize by low CAC platform
- Consider full URL structure flow

The "semantic cocoon"

Strategize your content and their hierarchy / think "Themes"

Themes to do

Answer all user questions

Internal link (parent / sister / child)

alt

formula:

alt="keyword"

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

ACT THINK INTRA

AB testing

A B

ACT THINK INTRA

ACT THINK INTRA

How to choose a domain name ?

BLACK HAT

- Duplicate content
- Hidden text and hidden keywords
- Cloaking or misleading the user to attract site in page
- Links from sites with low-reputation content

WHITE HAT

- Repeat content
- Rich relevant images
- Relevant links and references
- Consistent experience with good looking and genuine
- Generate long-term CTR
- Unique and relevant page title

Choisir un nom de domaine :

C'est l'adresse du site

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

WHOIS ?

OVH

Cloud PaaS Web hosting

Whois d'un domaine

Whois du nom de domaine

www

Cliquez sur le bouton

REVEALS

Powering Outstanding Search Experiences

Techniques pour Outliers, Robots, IoT et SEO

ALEXA World

The top 100 sites on the web...

ACT THINK INTRA



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

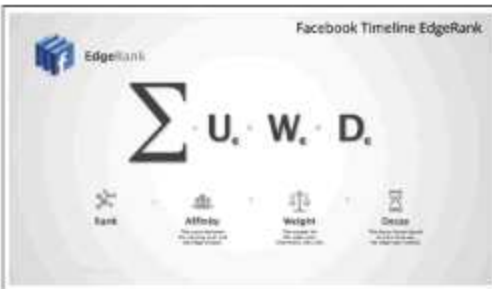
Non maîtrisable
Non .com
Installation dur

html CSS js
1000 sites dynamiques gratuits

Facile à maîtriser
No installation
CODE !!!



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

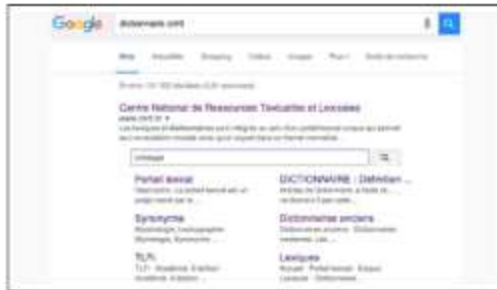


SEO : Calcul de la place de chaque domaine par un algorithme inconnu et secret qui tient compte de nombreux facteurs :

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

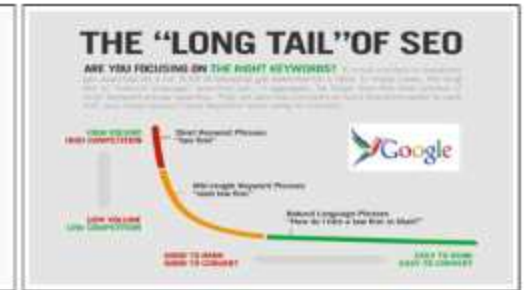
https

Responsive

AMP de Google

Search console de Google

vérification : « site:abc.xyz »



Contenus par personas

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 RALM2, 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.

The screenshot shows a Google Analytics dashboard with various metrics and charts, including a bar chart and a line graph.

The screenshot shows a Google Analytics dashboard with various metrics and charts, including a bar chart and a line graph.

The screenshot shows a Google Analytics dashboard with various metrics and charts, including a bar chart and a line graph.

Buy Guest Posts & Backlinks on High Quality domains

More than 20,000 unique websites & 70,000 premium backlinks available

<https://seferer.com/>

The essential guest posts platform

Seferer is the essential guest posts platform

<https://seferer.com/>

Make the news. Get the sale.

Seferer is the essential guest posts platform

<https://seferer.com/>

Exceed your brand awareness goals with our marketplace

Seferer is the essential guest posts platform

<https://seferer.com/>

Some KPI

Les clics, Les impressions, Les conversions, Les ventes, L'indice de ROI, Le ROAS

Social listening

Listen to what people are saying about your brand

SEM RUSH

SEO Fundamentals Course with Greg Gifford

SEMRUSH

8 sources pratiques pour optimiser le SEO de vos images

Mettre à jour le contenu existant

L'optimisation du contenu existant est la tâche la plus rapide à effectuer de SEO de votre site.

Optimiser les images

Des images optimisées peuvent contribuer à améliorer le trafic de votre site web lorsqu'elles sont correctement utilisées.

Assurez-vous que votre site est adapté au mobile

Simple et efficace, assurant un site qui se présente en version qui se présente mobile est un site qui, grâce à la facilité d'utilisation, rendra pour votre site un site qui sera plus facile à utiliser.

Évaluez les temps de chargement

La vitesse de chargement d'un site web est un facteur de classement de Google. Plus un site se charge vite, plus il est facile à utiliser pour les visiteurs, et plus il est facile à utiliser pour les moteurs de recherche.

Utilisez des liens internes

Chaque lien interne apporte une certaine autorité à une page d'un site. Utilisez des liens internes de manière stratégique pour augmenter la visibilité des pages qui en ont le plus besoin.

Comment améliorer votre stratégie SEO

1. Recherchez des mots-clés pertinents
2. Créez du contenu de qualité
3. Optimisez votre site pour le mobile
4. Améliorez la vitesse de chargement
5. Utilisez des liens internes
6. Créez des liens externes
7. Surveillez les performances
8. Adaptez votre stratégie

Comment améliorer votre stratégie SEO

1. Recherchez des mots-clés pertinents
2. Créez du contenu de qualité
3. Optimisez votre site pour le mobile
4. Améliorez la vitesse de chargement
5. Utilisez des liens internes
6. Créez des liens externes
7. Surveillez les performances
8. Adaptez votre stratégie

Viser les Featured Snippets

Les Featured Snippets sont ces grandes boîtes qui sont mises en avant des résultats de recherche de Google. Elles sont souvent destinées pour servir de réponse à une question.

Obtenir des backlinks de sites faisant autorité

Obtenir des backlinks à partir d'un site de confiance est une tâche importante. Une fois que vous avez obtenu un backlink d'un site de confiance, il est important de surveiller les performances de ce backlink.

Suivre les statistiques avec Google Analytics

Il est important de surveiller les statistiques de votre site. Google Analytics est un outil puissant pour surveiller les performances de votre site.

Optimiser les facteurs de SEO on-page

Assurez-vous que votre site est optimisé pour le SEO. Cela inclut l'optimisation des balises meta, des liens internes, et des liens externes.

Analyser le SEO local

Si vous avez une entreprise locale, il est important d'optimiser votre site pour le SEO local. Cela inclut l'optimisation des balises meta, des liens internes, et des liens externes.



Stratégie et marketing intelligent en e-commerce

Il est important d'avoir une stratégie de marketing en e-commerce. Cela inclut l'optimisation du site, la création de contenu, et la promotion de ce contenu.

Cocon Sémantique

Le Cocon Sémantique est un outil qui permet de créer un site web qui est optimisé pour le SEO. Il permet de créer un site web qui est facile à utiliser et qui est optimisé pour les moteurs de recherche.

All-in-one Marketing Toolkit

For digital marketing professionals.

See what's inside

See what's inside

A complete workflow for my SEO professional.

- Technical SEO audit
- Keyword research
- Content strategy
- Link building
- Reporting and analytics

See what's inside

Improve the results of your PPC efforts.

- Ad strategy analysis
- Keyword research and management
- Conversion rate optimization
- Ad creative and landing page design
- Competitive analysis

See what's inside

Build your most effective email marketing strategy.

- Segmentation and targeting
- Content creation and design
- Automation and personalization
- Analytics and reporting

See what's inside

Create content that helps you succeed.

- Content strategy
- Content creation and design
- Content distribution and promotion
- Content analytics and reporting

See what's inside

Improve the results of your PPC efforts.

- Ad strategy analysis
- Keyword research and management
- Conversion rate optimization
- Ad creative and landing page design
- Competitive analysis

command

filetype:pdf
filetype:png

8.3

Those SEO tools you should know about

1. Google Command
2. Google Search Console
3. Alexa Rank
4. Moz Site Explorer
5. SEMrush
6. Screaming Frog
7. Keyword Planner
8. Ubersuggest
9. Answer the Public

Google Commands

Unlock Google secrets for your (or your competitor's) website.

Basic Google Search Commands

- site:example.com
- filetype:pdf
- intitle:keyword
- link:keyword
- related:example.com
- example.com

Google Search Console

Free service offered by Google that helps you monitor and maintain your SEO.

Monitor Google's discovery of your website pages and backlinks.

See how your website is performing in Google search results.

Alexa Rank

How a website is doing relative to all other sites on the web.

- 1. Alexa Rank is a metric that measures the popularity of a website.
- 2. The lower the rank, the more popular the website is.
- 3. Alexa Rank is calculated based on the number of unique visitors to a website.
- 4. Alexa Rank is updated daily.

Moz Site Explorer

Evaluate domain and page authority (a measure to rank a website in SERP).

Overview

Domain Authority: 41

Page Authority: 1.5k

Trust Flow: 17.2%

Citation Flow: 89

Moz Toolbar

Key SEO insights directly in the browser, each time you visit a website



SEM Rush

Monitor in detail your organic & paid search performance (and your competitors one)



Ahrefs

Challenger of SEM Rush, powerful backlinks analysis



Screaming Frog

Crawl, capture and extract all SEO elements of any website



Google Google Ads Keyword planner

Powerful to make your keyword research for free



Keyword shitter / Ubersuggest

Generate thousands of keywords ideas in a second...



AnswerThePublic.com

Get content idea for a specific keyword



BuzzSumo

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





4/ SEA

Adwords / GoogleAds
Enchère / Bid
Capper / Capping



Ad	Ad Group	Ad Type	Ad Status	Ad Score	Ad Rank	Ad Position	Ad Impressions	Ad Clicks	Ad Conversions
Ad 1	Ad Group 1	Text	On	10	10	10	10	10	10
Ad 2	Ad Group 2	Text	On	9	9	9	9	9	9
Ad 3	Ad Group 3	Text	On	8	8	8	8	8	8
Ad 4	Ad Group 4	Text	On	7	7	7	7	7	7
Ad 5	Ad Group 5	Text	On	6	6	6	6	6	6
Ad 6	Ad Group 6	Text	On	5	5	5	5	5	5
Ad 7	Ad Group 7	Text	On	4	4	4	4	4	4
Ad 8	Ad Group 8	Text	On	3	3	3	3	3	3
Ad 9	Ad Group 9	Text	On	2	2	2	2	2	2
Ad 10	Ad Group 10	Text	On	1	1	1	1	1	1



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.
- ☐ \$1.
- ☐ \$10.
- ☐ \$100.

Google Ads certification preparation

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

- ☐ Accelerated ad delivery.
- ☐ Fewer ad impressions shown.
- ☐ Higher average cost-per-click (CPC).
- ☐ More controlled ad transactions.

Google Ads certification preparation

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

- ☐ Create a campaign structure for the structure of her client's website.
- ☐ Create one campaign for all the products in her catalog.
- ☐ Create one campaign with all the keywords of her products.
- ☐ Create multiple campaigns, each with a set of related keywords.

Google Ads certification preparation

Chandra, a senior account manager at a large digital agency, has been asked to manage a Google Ads campaign. What can she do with a campaign structure that she can't do with an individual account?

- ☐ Use a single ad group for all products.
- ☐ Create a single ad group for all products.
- ☐ Create a single ad group for all products.
- ☐ Create a single ad group for all products.

Google Ads certification preparation

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

- ☐ Reduce the keyword and use a more relevant ad for the keyword.
- ☐ Use an ad group bid adjustment of 10% for that keyword.
- ☐ Modify the ad associated with that keyword to include a higher relevant landing page.
- ☐ Lower the keyword's bid to a percentage of the keyword's bid.

Google Ads certification preparation

2 advertisers have the same account. 2 different ad groups. The advertiser in a given ad group has a low CTR.

- ☐ Increase the keyword's bid.
- ☐ Increase the keyword's bid.
- ☐ Increase the keyword's bid.
- ☐ Increase the keyword's bid.

Google Ads certification preparation

You have a product with 100 SKUs. You want to create 100 ad groups. How would you structure the account to create 100 ad groups?

- ☐ Create 10 ad groups, each with 10 SKUs.
- ☐ Create 10 ad groups, each with 10 SKUs.
- ☐ Create 10 ad groups, each with 10 SKUs.
- ☐ Create 10 ad groups, each with 10 SKUs.

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

Google Ads certification preparation

You're in luck if you're familiar with the Google Ads interface. What's the first step in getting ready for the exam?

- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam
- ☐ Take the exam

THIS PAGE IS INTENTIONALLY LEFT BLANK



ASO

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/>



Top applications graphiques

Afficher les résultats

ASO

APP STORE OPTIMISATION

Gratuit payant rentable
Notation avec étoile
Mise à jour pour annuler commentaire



Top applications graphiques

Afficher les résultats

[illegible]ASO                      

Mise en avant de vos APP dans les appstores :

Google Play Android

Raspberry Pi Store

Amazon Store

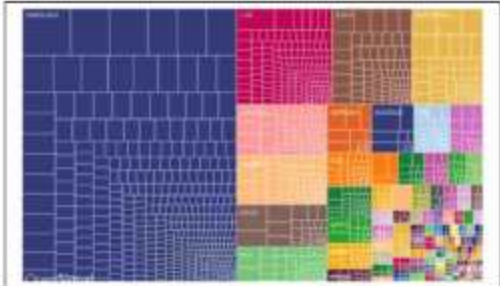
[illegible]

The screenshot shows the App Annie website with a blue header and a large blue hero section. The main headline reads "Build a better app business." followed by the subtext "App Annie delivers data and insights to succeed in the app economy." Below this is an orange button that says "Get up to \$5,000". At the bottom, there are four statistics presented in a grid:

\$46,000+ App using insights Learn more	90% Top 100 publishers Learn more	101+ billion Downloads installed Learn more	\$33+ billion Revenue produced Learn more
--	--	--	--

The image shows the top portion of the App Annie website. At the top is a navigation bar with the App Annie logo and links for Home, Data, Analytics, Insights, Store, Pricing, and About. Below the navigation bar is a large blue banner with the headline "Build a better app business." and the subtext "App Annie delivers data and insights to succeed in the app economy." A red button with the text "Start at \$15/mo" is positioned below the subtext. At the bottom of the banner, four statistics are displayed in a row, each with a large number and a description: "866,000+ Apps using Analytics", "90% Top 100 publishers", "101+ billion Downloads tracked", and "\$33+ billion Revenue tracked". Each statistic has a corresponding link below it.

Statistic	Value
Apps using Analytics	866,000+
Top 100 publishers	90%
Downloads tracked	101+ billion
Revenue tracked	\$33+ billion

[illegible][illegible]

	
APPLE STORE	GOOGLE PLAY
TIRAS DE LAMP MIGUE ELAS CATEGORIAS TIRAS DE LAMP CAPTURA DE PANTALLA PANTALLA DE COMPARTIR VOLANTE DE NAVEGACION DESCARGAR DE VOLANTE DE NAVEGACION OPCIONES DE ACCION	TIRAS DE LAMPULACION DESCARGAR DE LAMPULACION CATEGORIAS TIRAS DE LAMP CAPTURA DE PANTALLA PANTALLA DE COMPARTIR VOLANTE DE NAVEGACION DESCARGAR DE VOLANTE DE NAVEGACION OPCIONES DE ACCION

The diagram illustrates the App Marketing Loop as a continuous cycle of four steps:

- 1. Inbound traffic: paid ads, PR and etc. (ASO)** - This step feeds into App Downloads.
- 2. App Downloads** - This step leads to App Rankings.
- 3. App Rankings (ASO keywords)** - This step leads to ASO on-page Conversions.
- 4. ASO on-page Conversions** - This step feeds back into Inbound traffic, completing the loop.



THIS PAGE IS INTENTIONALLY LEFT BLANK.



SMO	
EdgeRank	algorithme qui décide l'affichage sur le fil d'acte des fans et friends (FaceBook)
Auteur	réputation de l'émetteur (pro/amis)
Moment	heure du post
Contenu	type de publication (texte, statut, photo, event, live, vidéo...)
Interaction	réactions sur ce post et les précédents

algorithme qui décide l'affichage sur
es fans et friends (FaceBook)

Moment	heure du post
--------	---------------

event, live, vidéo...)

SMO

Maximiser le temps passé sur une APP

Temps de visionnage d'une vidéo

Un partage = 5 like = 3 commentaire

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)

Rendre votre interaction sociale visible

lutter contre le EDGE RANK (ou autres

SMM : Social média marketing : SOCIAL SEARCH

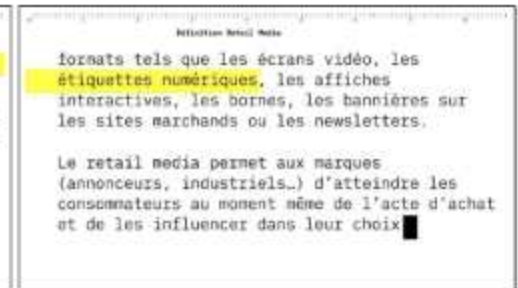
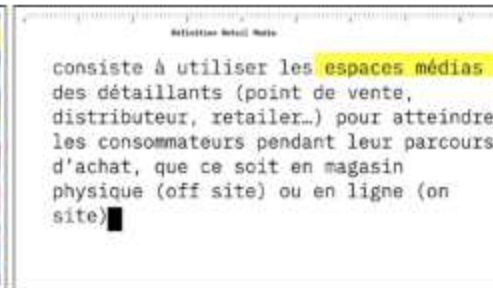
Twitter : pendant votre absence
Tweet promotionnel
Timeline facebook
LinkedIn actualité et pulse
Edge rank : légende et mythe



Tweet promotionnel

LinkedIn actualité et pulse





initially, the security group from the casino + business audience + low price segment + poor
 information plan was - used as a VA, drove sales + financial IM + pt. to new + existing
 marketing, recruitment + B & B expansion, primary for recruitment sales + the 500 +

[illegible]

DE RITT = une les notation
 SPLIT = superposition des centres - des riveuses de
 pour voir à l'issue d'impression plus être statistique son

Source: Terms of privacy provided by Amazon to Google on 2018-08-01. Generated by Google.

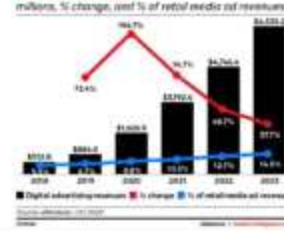
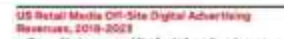
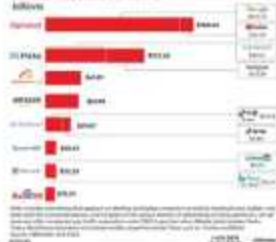
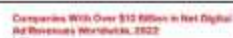
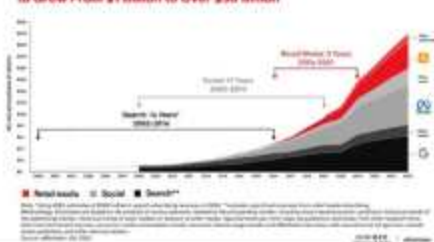
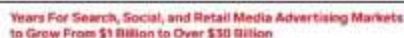
```
dernier né de la famille
search, publicité,
AdTech, data(FPD)
```

Au milieu de plusieurs catégories

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

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

At their most basic, data-sharing 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 showing either side's personally identifiable information to be exposed to the other.



**Act
Think
Impact**

SUITE

featuring@rationale.it

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

www.elsevier.com/locate/jmb

Received 12 November 2003; accepted 12 November 2003

L'école en quelques chiffres

8 implantations internationales.

Year	Value
2006	06
2010	25
2014	50

Indicator	Value
Indicator 1	8000
Indicator 2	33000
Indicator 3	4000
Indicator 4	50

Value
143
125
46%
500

[illegible]

10

7
