

**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIOFF
2024**

**SEASON 02
EPISODE 01**



SEARCH

INSIDE

DIGITAL MARKETING

WHERE'S WALDO?

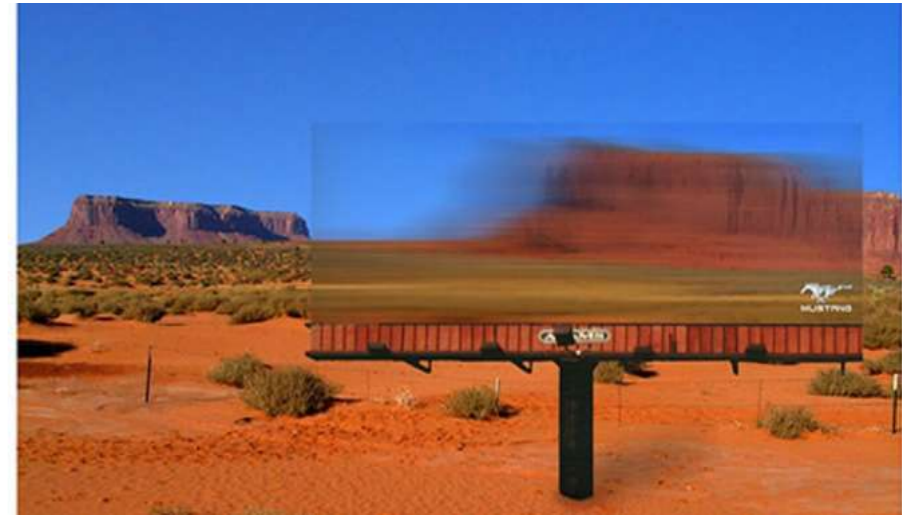




Coca-Cola

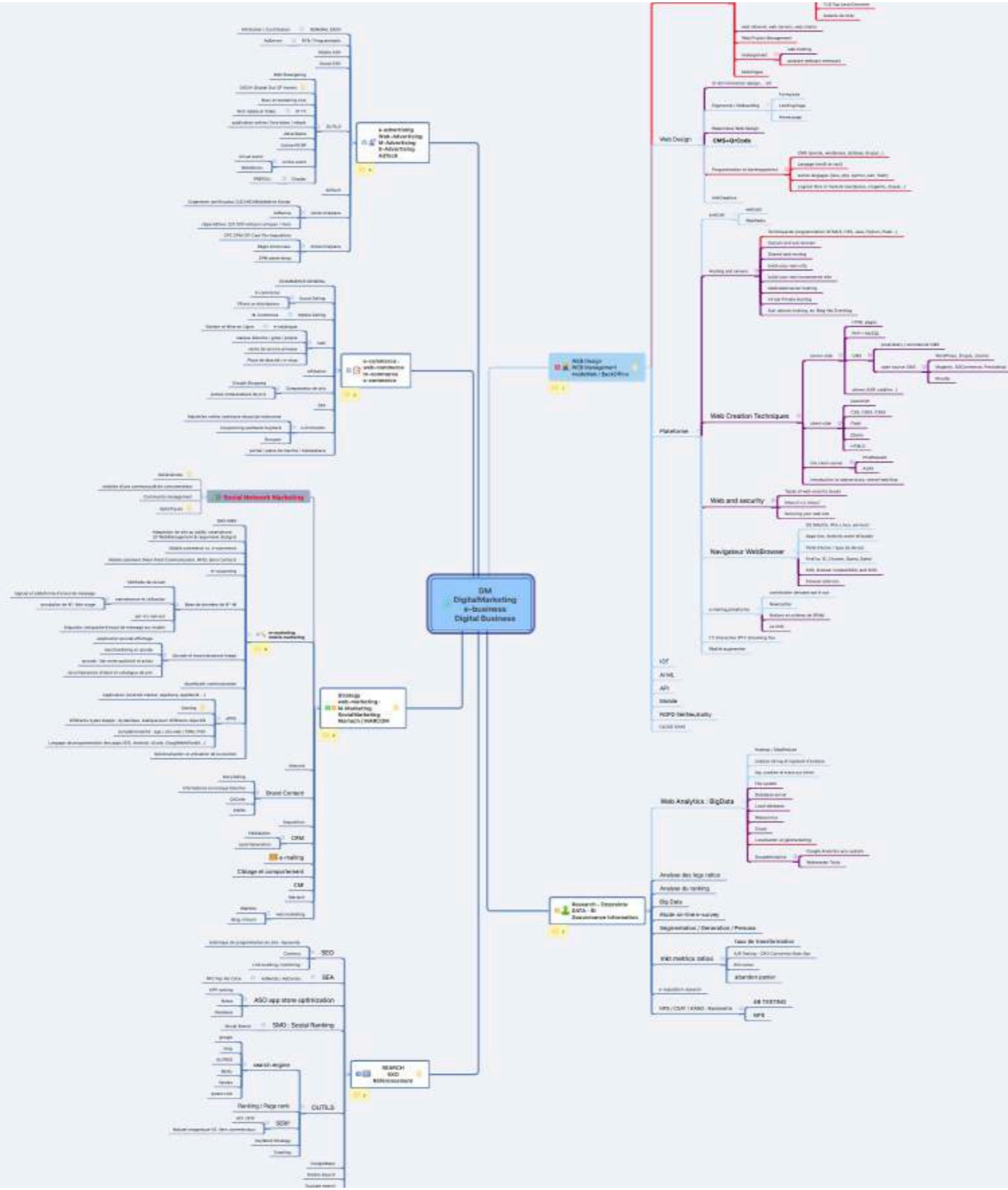
125
AÑOS

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



Digital Marketing







Whimsical



WEB1 : 1992 - 2005

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

WEB3 chacun possède sa communication

UX

physique

web

mobile

sociale

metavers

face à face
téléphone

web1 2

web3

in APP

push

réseaux sociaux

réseau spé

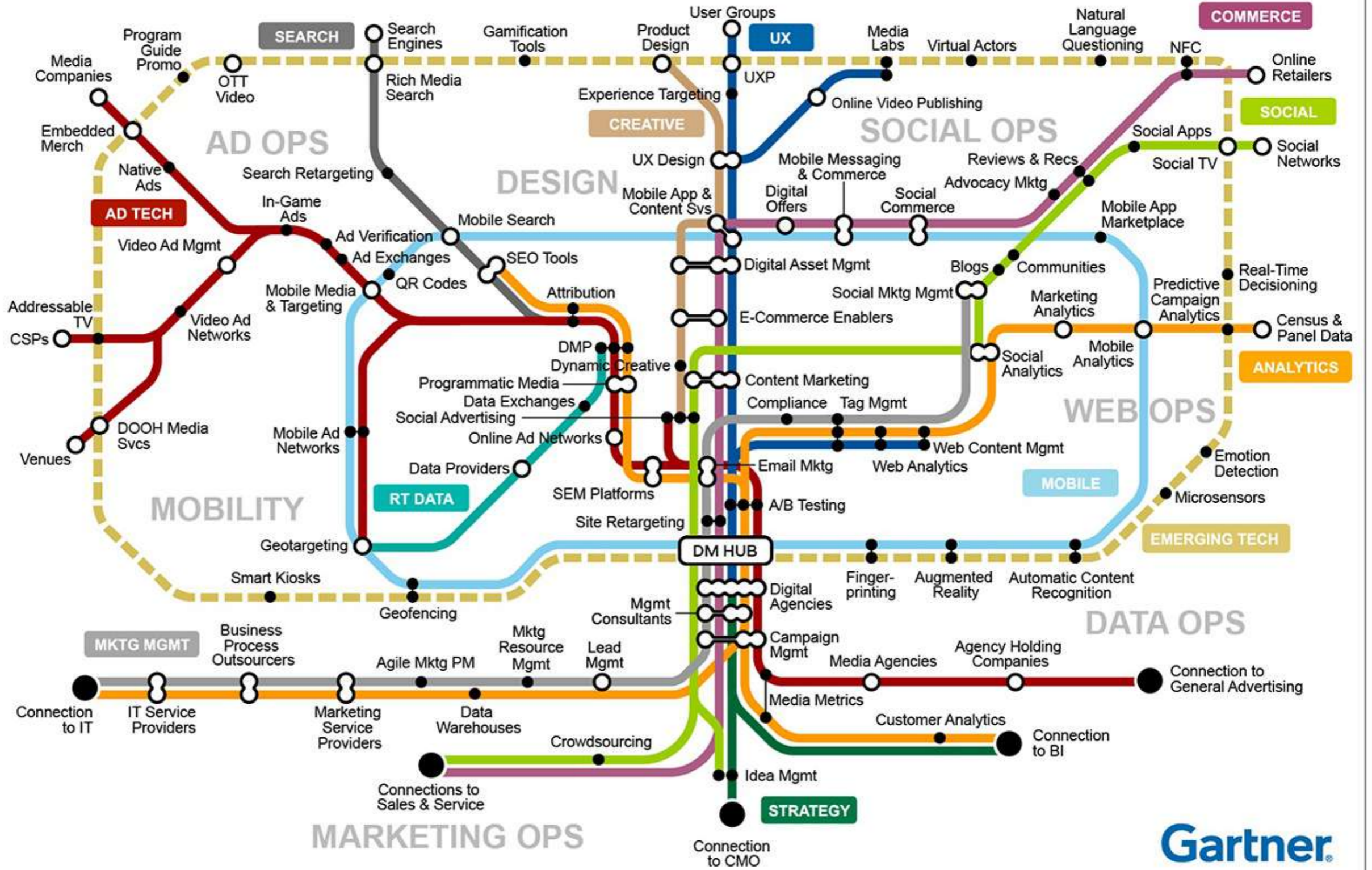
metavers *marque*

meta gén

Arbre du marketing Internet

Mike Robinson

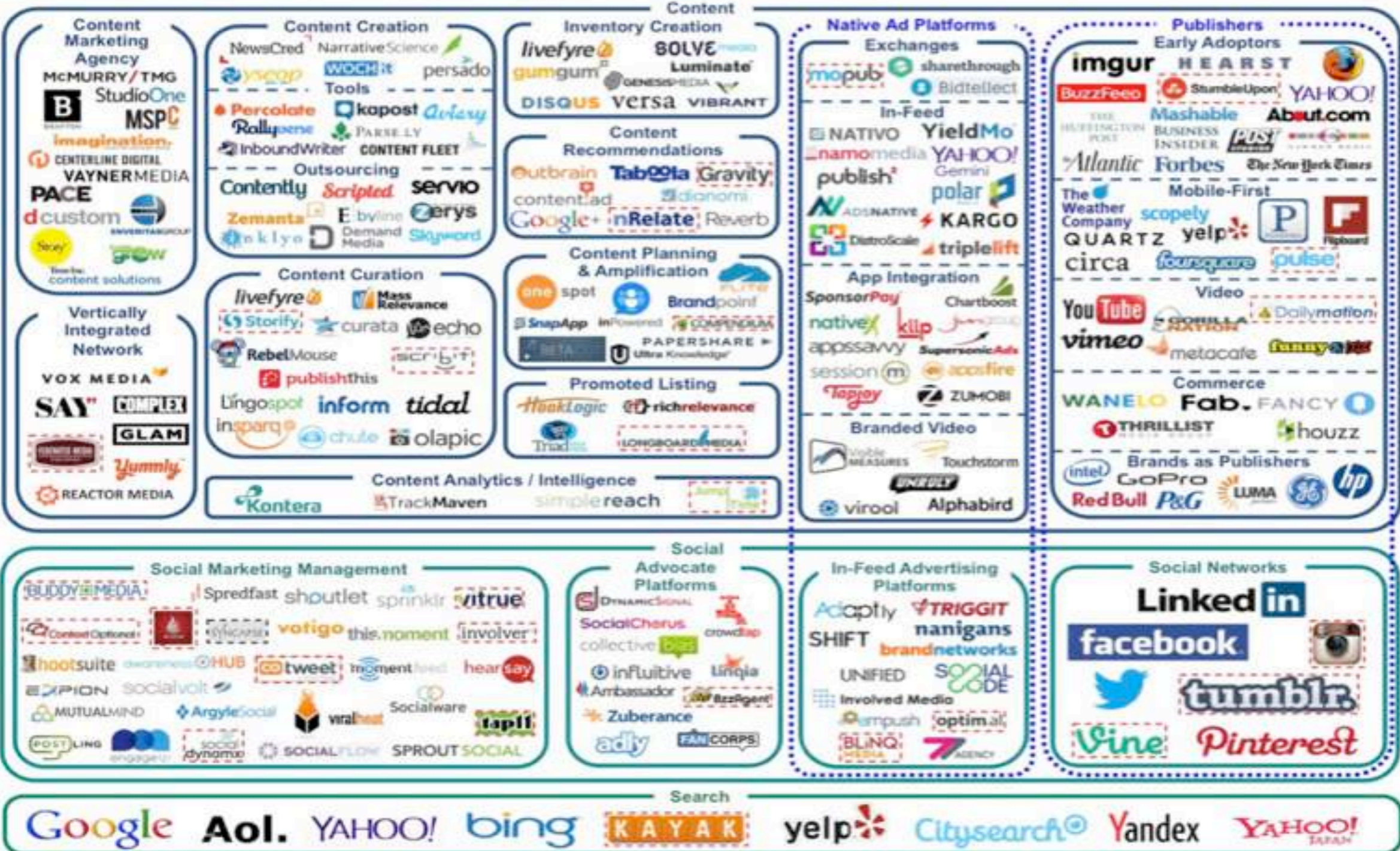




CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

SEARCH 101



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



ACT THINK IMPACT



S e o !

3 first search places
3 first search engines



1

Google!



2



3



NEW & INTERESTING FINDS ON AMAZON

EXPLORE

amazon
Try Prime

All ▾ headphones



HOLIDAY **TOY** LIST Sponsored by Skylanders Imaginators

Departments ▾

Browsing History ▾ Leanna's Amazon.com Today's Deals Gift Cards & Registry Sell Help

Hello, Leanna
Your Account ▾ Try Prime ▾ Lists ▾ Cart

1-16 of 3,406,531 results for "headphones"

Sort by Relevance ▾

Show results for

Electronics >

- Audio Headphones
- Over-Ear Headphones
- Earbud & In-Ear Headphones
- On-Ear Headphones
- Headphone Earpads
- Home Theater Systems
- Headphone Accessories

Cell Phones & Accessories >

- Wired Cell Phone Headsets
- Bluetooth Cell Phone Headsets
- Cell Phone Accessories

Computers & Accessories >

- Computer Headsets
- Computer Audio & Video Accessories



66 Audio BTS Pro Bluetooth Wireless Headphones

A new era in wireless sound [Amazon Exclusives store](#).



Best Seller

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

by Panasonic

\$9.45 ~~\$10.93~~

Get It by **Saturday, Nov 12**

More Buying Choices

\$9.45 new (106 offers)

\$12.17 used (1 offer)

[See newer model of this item](#)

37,356

FREE Shipping on eligible orders

Product Features

Black ultra-soft ErgoFit in-ear earbud headphones conform instantly to your ears

[Cell Phones & Accessories: See all](#)

Sponsored ⁱ



Vomercy Wired Headphones with M...

\$9.99

41

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

Le Monde

Dimanche 10 - Lundi 11 août 2014

TECHNOLOGIE & MÉDIAS | 9

Wikipédia compte ses fans et s'interroge sur son modèle

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

Londres
Correspondance

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

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

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

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

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



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

#GenX

Depuis 2007,
le nombre de

GenX : web & internet 2000

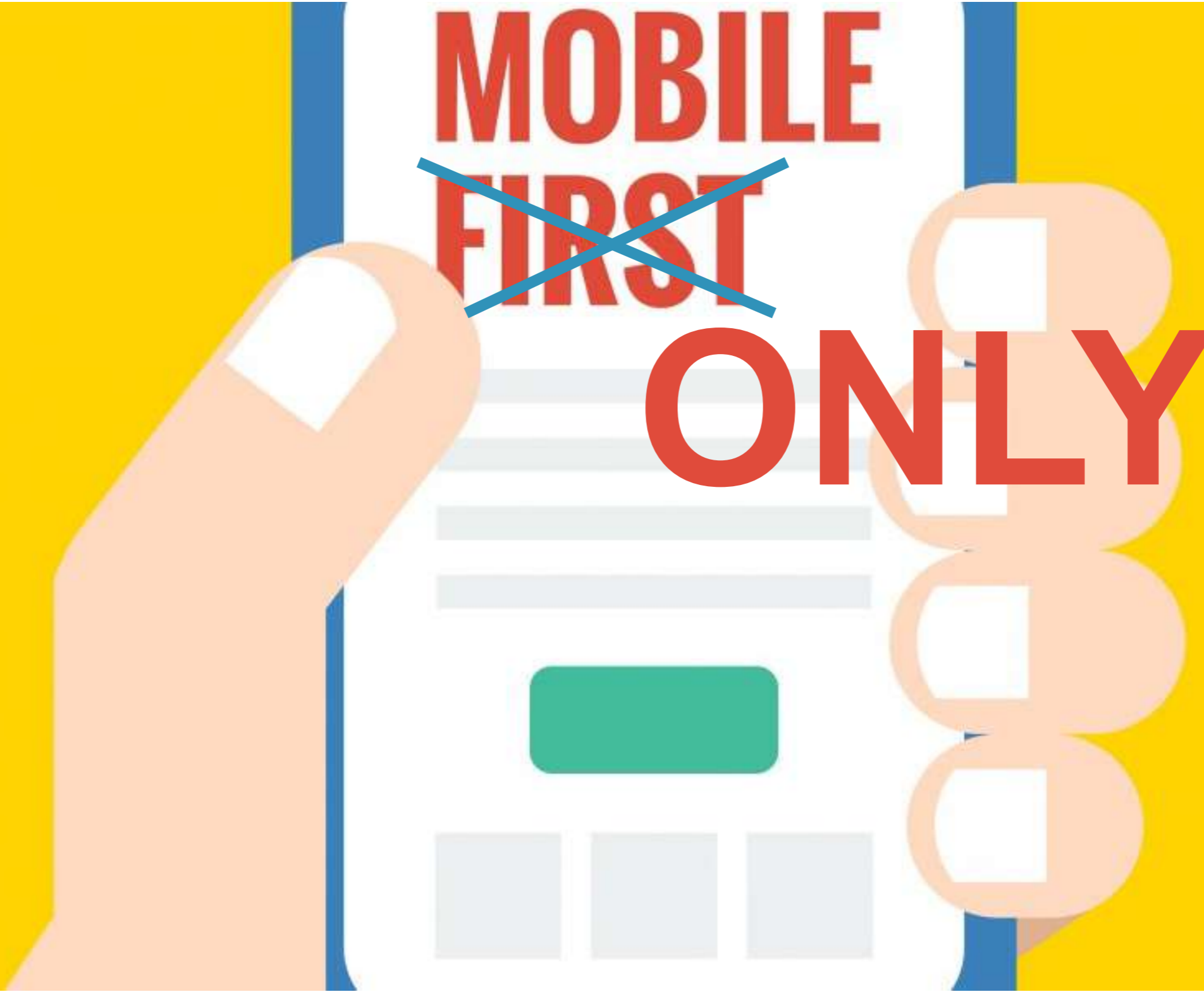
GenY : mobile 2010

GenZ : living services 2020

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

~~MOBILE
FIRST~~

ONLY



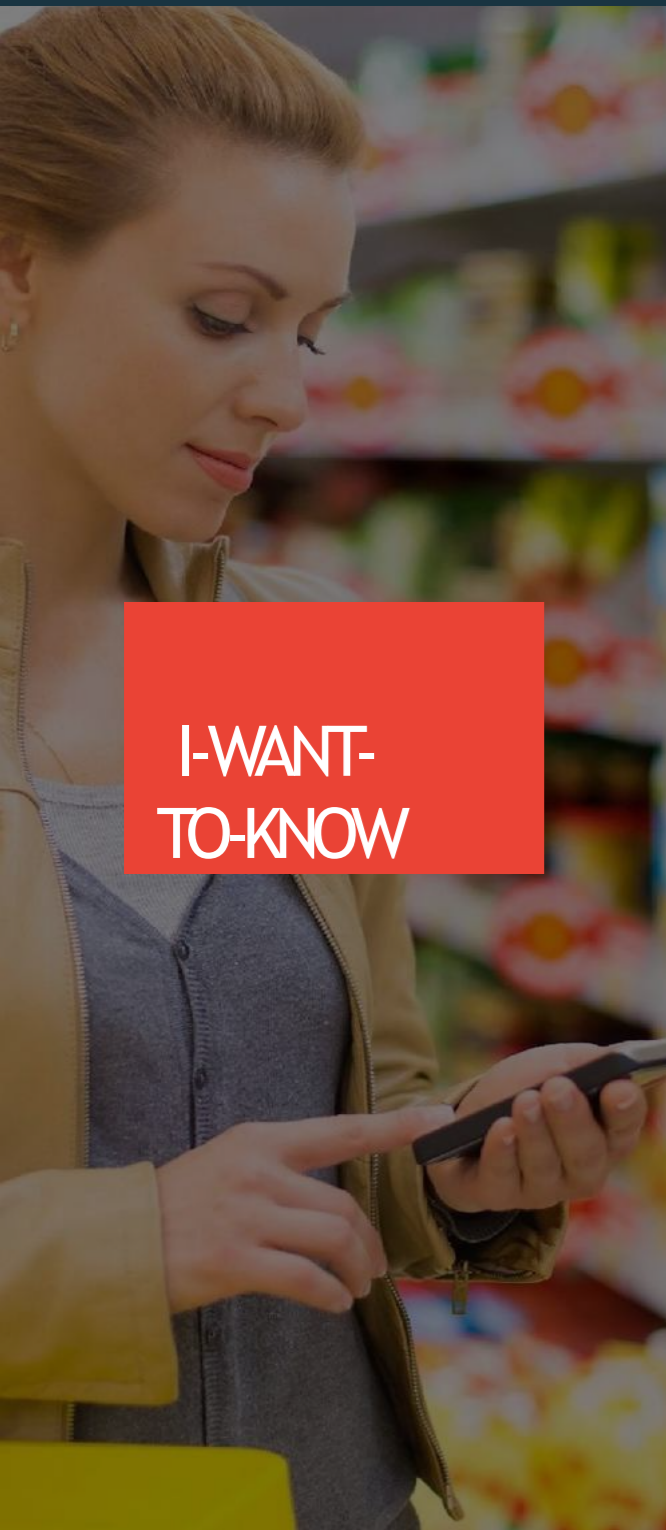
LIQUID EXPECTATIONS

Defend

Differentiate

Disrupt

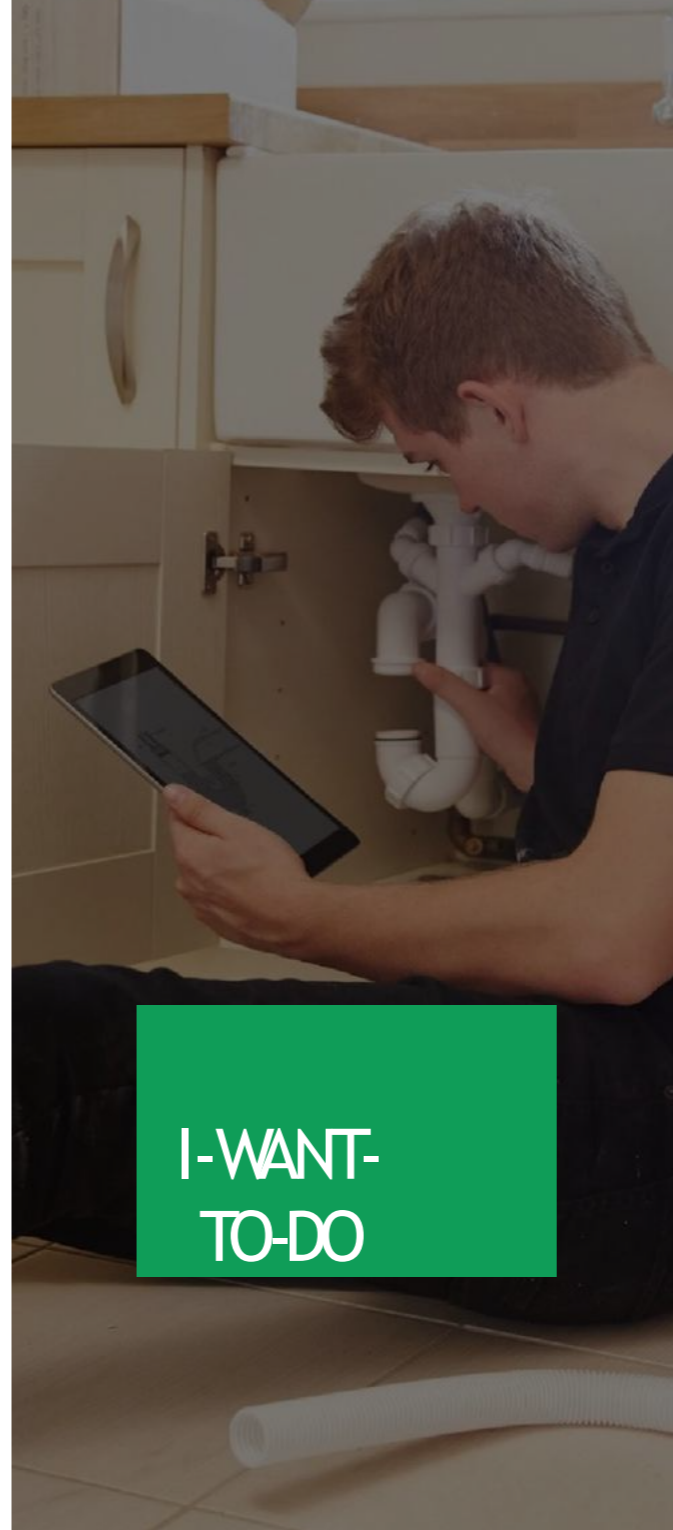
AND LIQUID
OPPORTUNITIES



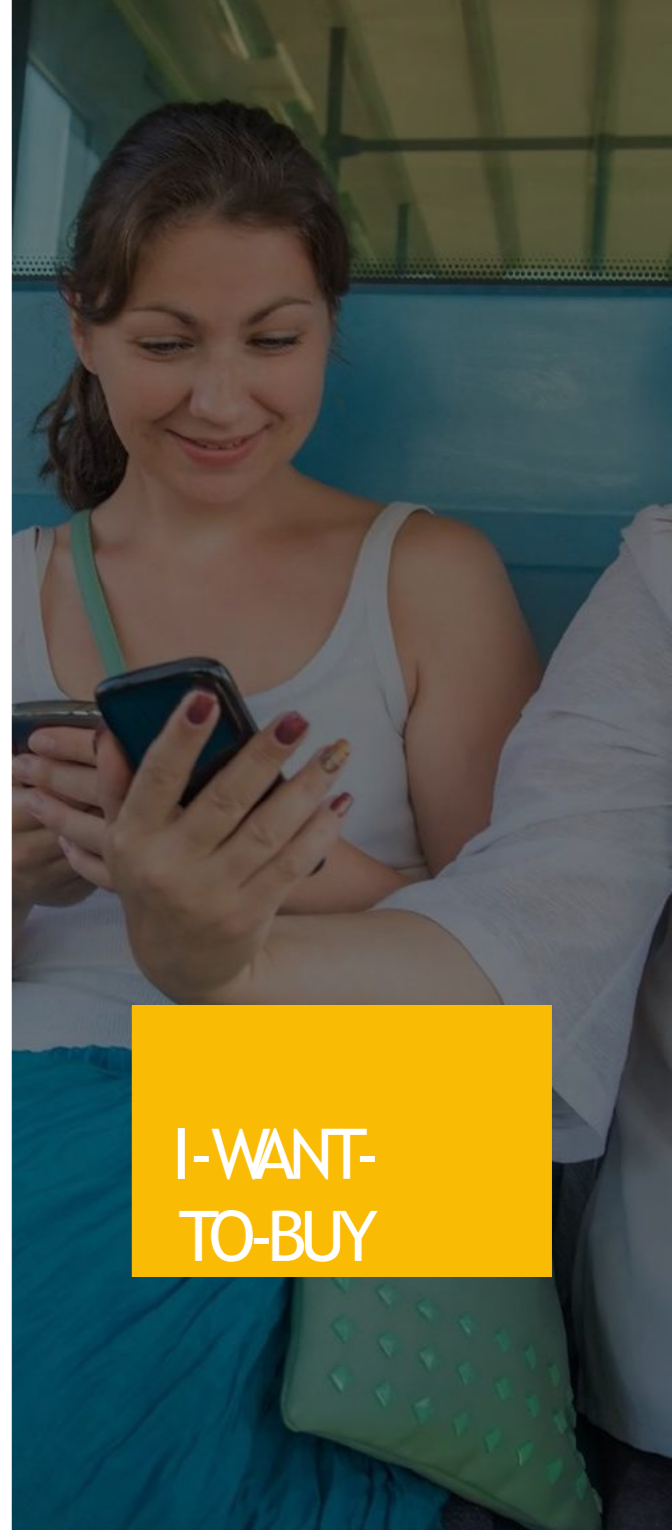
I-WANT-
TO-KNOW



I-WANT-
TO-GO



I-WANT-
TO-DO



I-WANT-
TO-BUY

GOOGLE MISSION STATEMENT

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



SEARCH

INSIDE

DIGITAL MARKETING

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

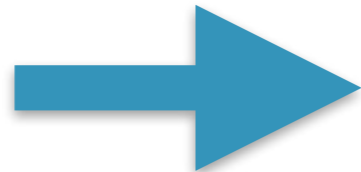
LongTail

MAP

localisation

SEARCH = référencement = SEM =
=

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



SXO / SGE

META

backlink
robots.txt
white hat

SearchConsole
PageRank

MAP

black white hat
knowledge graph

Voyage dans le SEO avec
hubert kratiroff

en 5 questions et 5 parties.
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client : place au FOM (future of
marketing) ... quelle
expérience !!!
Quelle expérience ?

Google Bot Crawl

GA4

Analytics

UX - UI - User Engagement

Keywords

H1 H2... H6

position0

L'environnement et
la concurrence

Le futur du travail : hybride

L'utilisation éclairée des
technologies

Les attentes utilisateurs

Enjeu de l'UX
(expérience utilisateur)

PERSONA

SERP

PendaPingui

sitemap XML

WEBSITE AUDIT

ALT

SEARCH

SEM

ZERO CLIC
link building

rich snippet

core web vitals

OnPage InPage

AMP

Algorithme

local SEO

Visibility

SEO-SEA

SERP

SERP

**Search
Engine
Result
Page**

search engine result page

SERP



"toutsurlemarketing.com" -inurl:toutsurlemarketing.com



"toutsurlemarketing.com" -inurl:toutsurlemarketing.com



All

Videos

Images

News

Maps

More

Settings

Tools

About 623 results (3.73 seconds)

[COURSE : nouveaux marketing & lesnouveauxmarketing](https://www.lesnouveauxmarketing.com/modern-marketing-course.html)

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

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

[GesBox : logiciel de gestion des archives](https://gesbox.com/)

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

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

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

[kratiroff](http://www.kratiroff.com/index2.html)

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

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

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

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



Shopping Ads

Text Ads

Organic results

crème anti ride

All Images Shopping Videos News More Settings Tools

About 2,910,000 results (0.80 seconds)

Shop for crème anti ride on Google Sponsored

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

Internal feedback

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

Dr Pierre Ricaud - Soldes - Soins Visage jusqu'à -70% - ricaud.com
Ad www.ricaud.com/

Crème Anti Ride - Conseils d'experts & avantages - laroche-posay.fr
Ad www.laroche-posay.fr/Soins-Visage/Anti-Rides

Crème anti rides : 37 soins anti-rides efficaces - Diaporama Beauté ...
diaporamas.doctissimo.fr › Diaporama Beauté

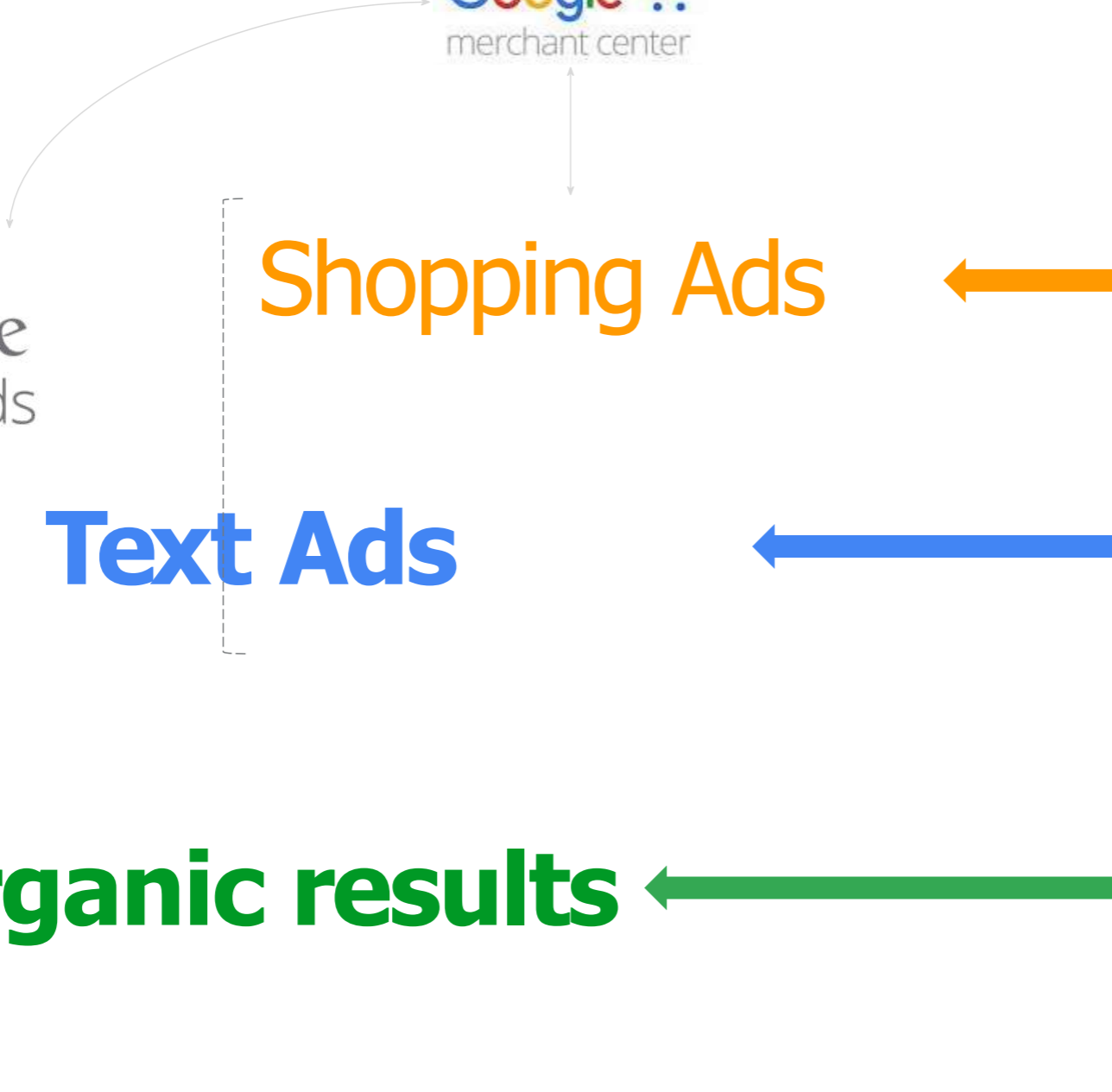
Crème anti rides : La meilleure crème coûte environ 5€ Etude 2016
blog.rue-du-bien-etre.com/la-meilleure-creme-anti-rides/

Anti-âge : le bon soin anti-rides - Marie Claire
www.marieclaire.fr › Beauté › Soins

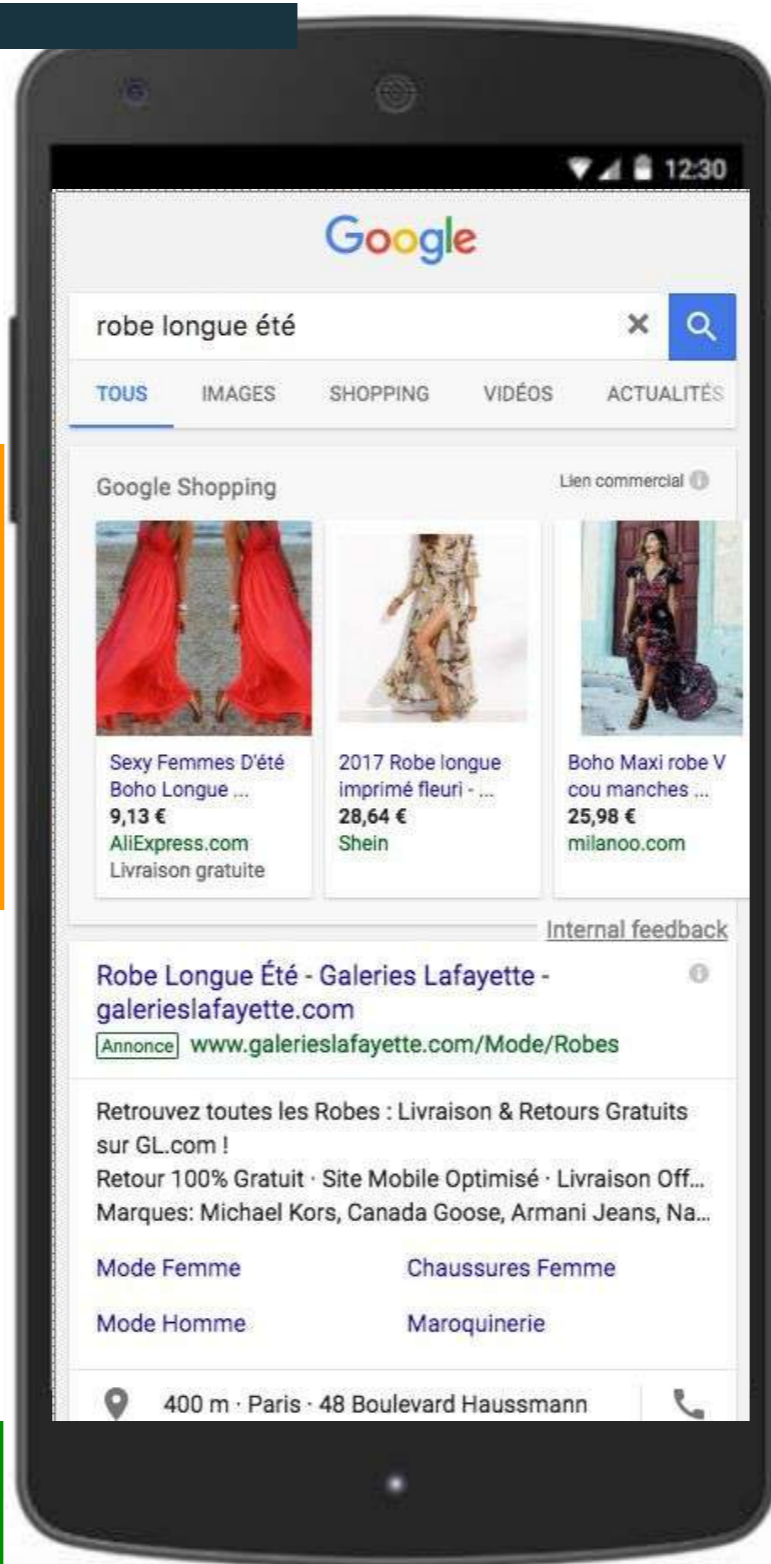
La meilleure crème anti rides 2017: comparatif visage yeux, lèvres ...
forum.sports-sante.com › Forums Santé › Beauté › Visage

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

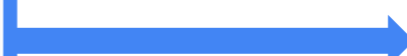
More results from forum.sports-sante.com



Shopping Ads



Text Ads

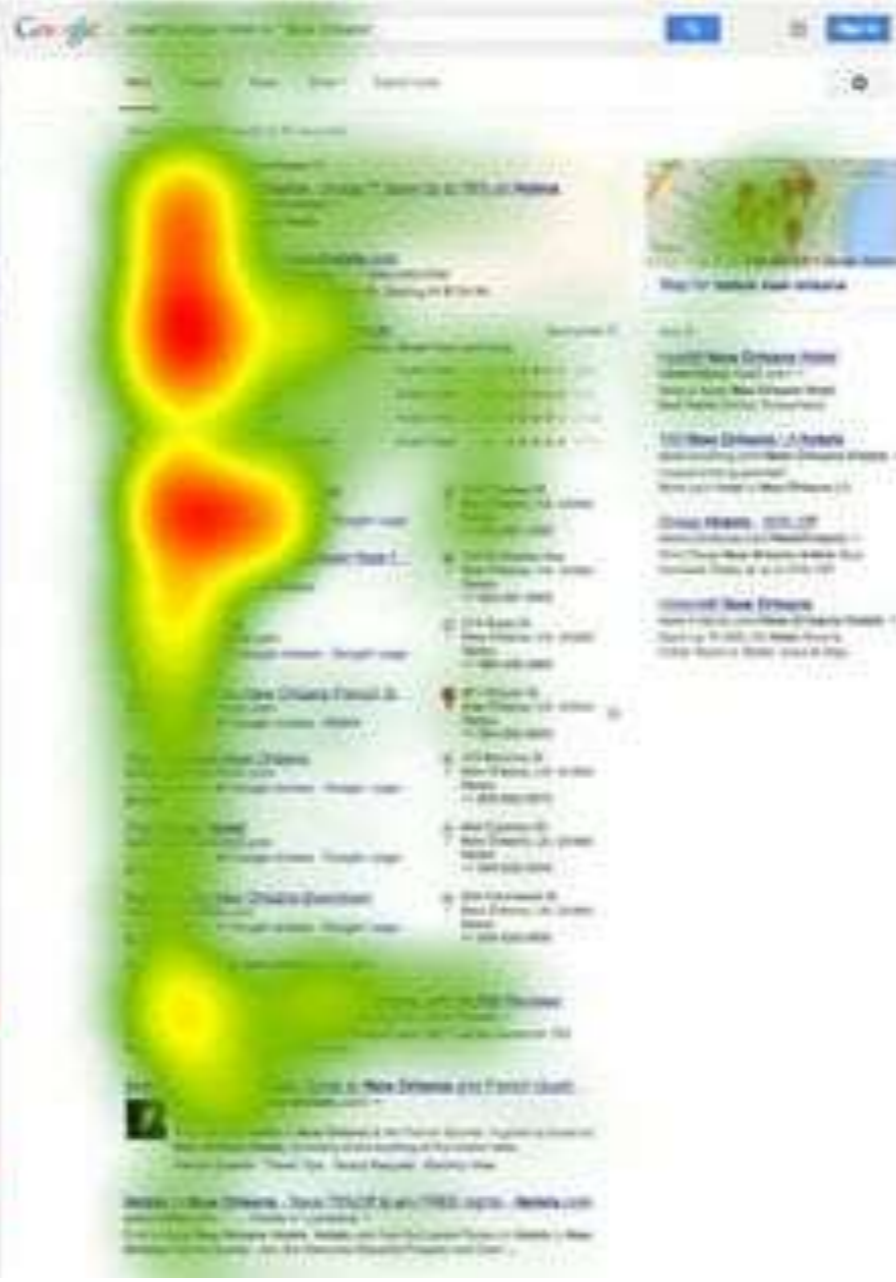
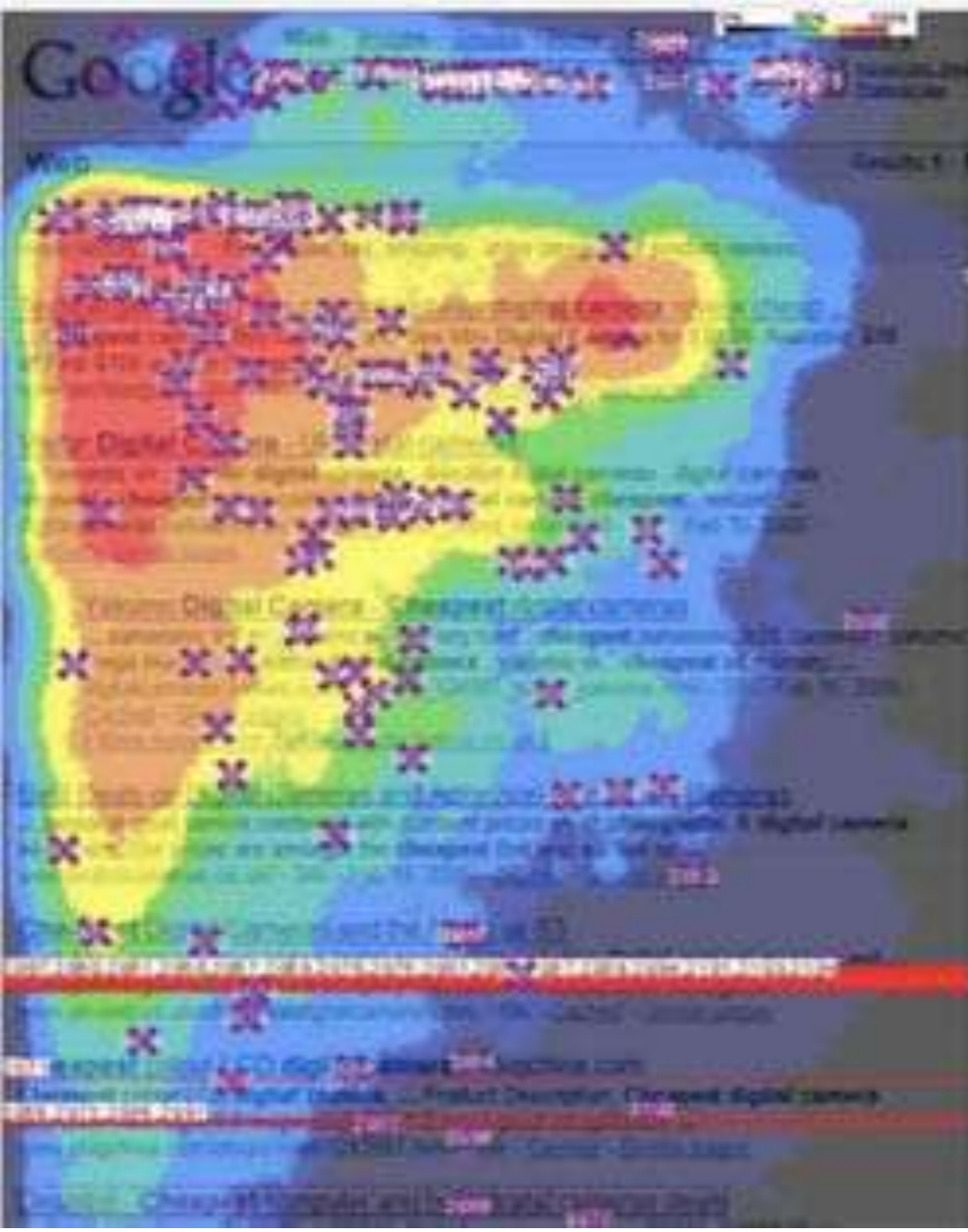


Extensions



Organic results





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

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

10 conseils d'optimisation de contenu pour Google Discover

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

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

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

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

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

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

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

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

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

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

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

META

backlink
robots.txt
white hat

SearchConsole
PageRank

MAP

black white hat
knowledge graph

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H1 H2... H6

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SEARCH

SEM

ZERO CLIC link building

core web vitals

SEO-SEA

position0

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la concurrence

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L'utilisation éclairée des
technologies

Les attentes utilisateurs

Enjeu de l'UX
(expérience utilisateur)

ALT

rich snippet

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

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Visibility

SEO-SEA

Visibility

Key TakeAways

BE
VISIBLE

or die

workshop

hubertkratioff

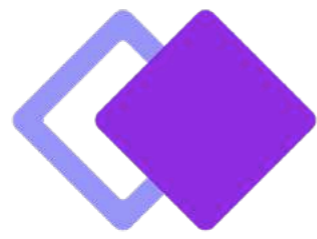
06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff



<https://whimsical.com/taxinomie-digital-marketing-VYSbhZ1rZcKcL39uuJtnUB>

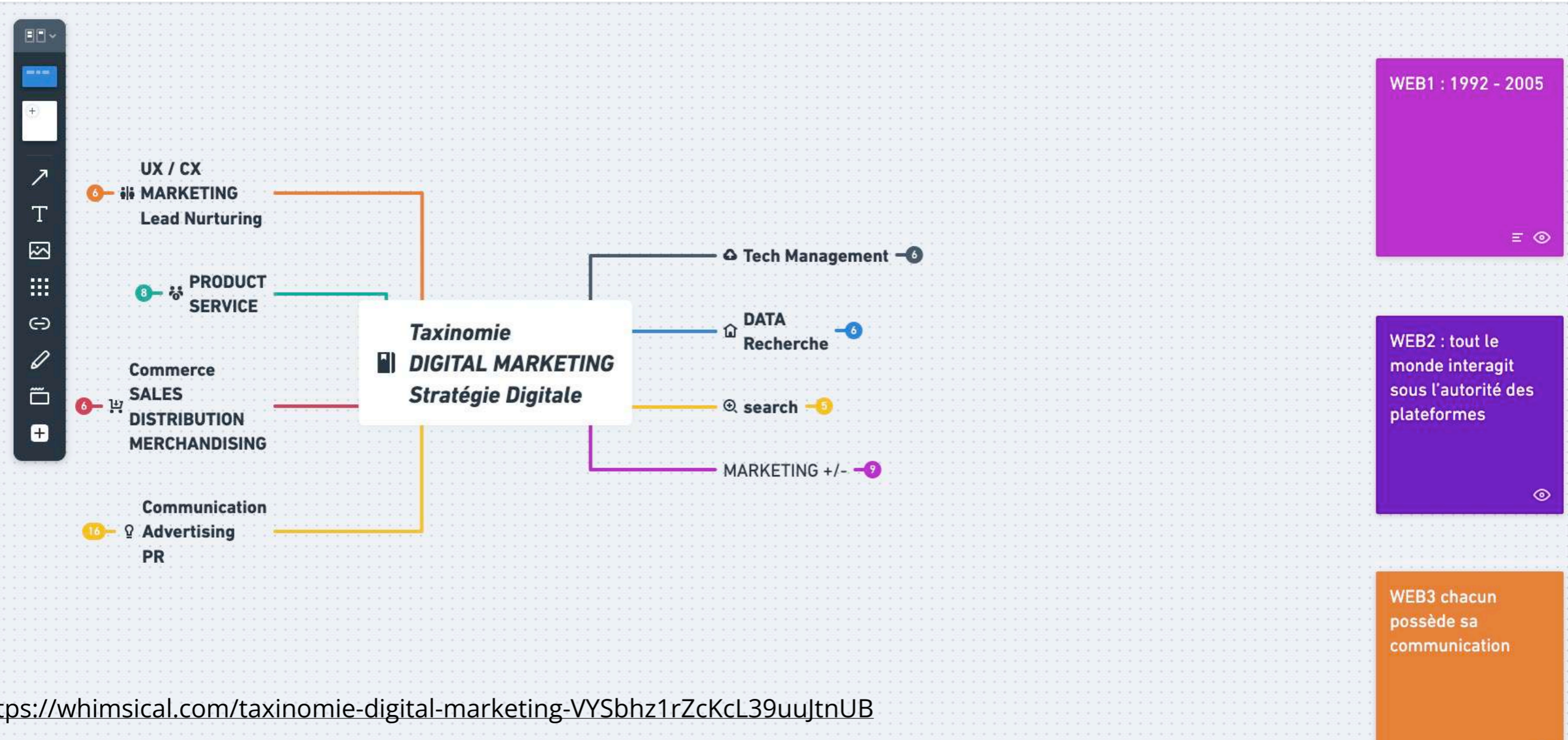
SEM SEO SEA ASO SMO SXO SERP SGE
Backlink PageRank GoogleDiscover
Position Zéro AnswerBox
Snippet - Knowledge Graph
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SEARCH référencement SEM
SEO SAIO SEA ASO SMO Local retail media
PAA «core web vitals» EEAT
GA GSC GoogleUpdate
Search engine - moteur de recherche (réponse)
browser Long Tail KeyWord
No Scroll - Crawl Budget - Visibility
RWD AMP SSL https SiteMap 404



Whimsical

2022 dossier WEB3 / DIGITAL

Share [share icon] [user icon] [thumbs up icon] [copy icon] [comment icon] [share icon] [search icon] [more icon]



Gutenberg



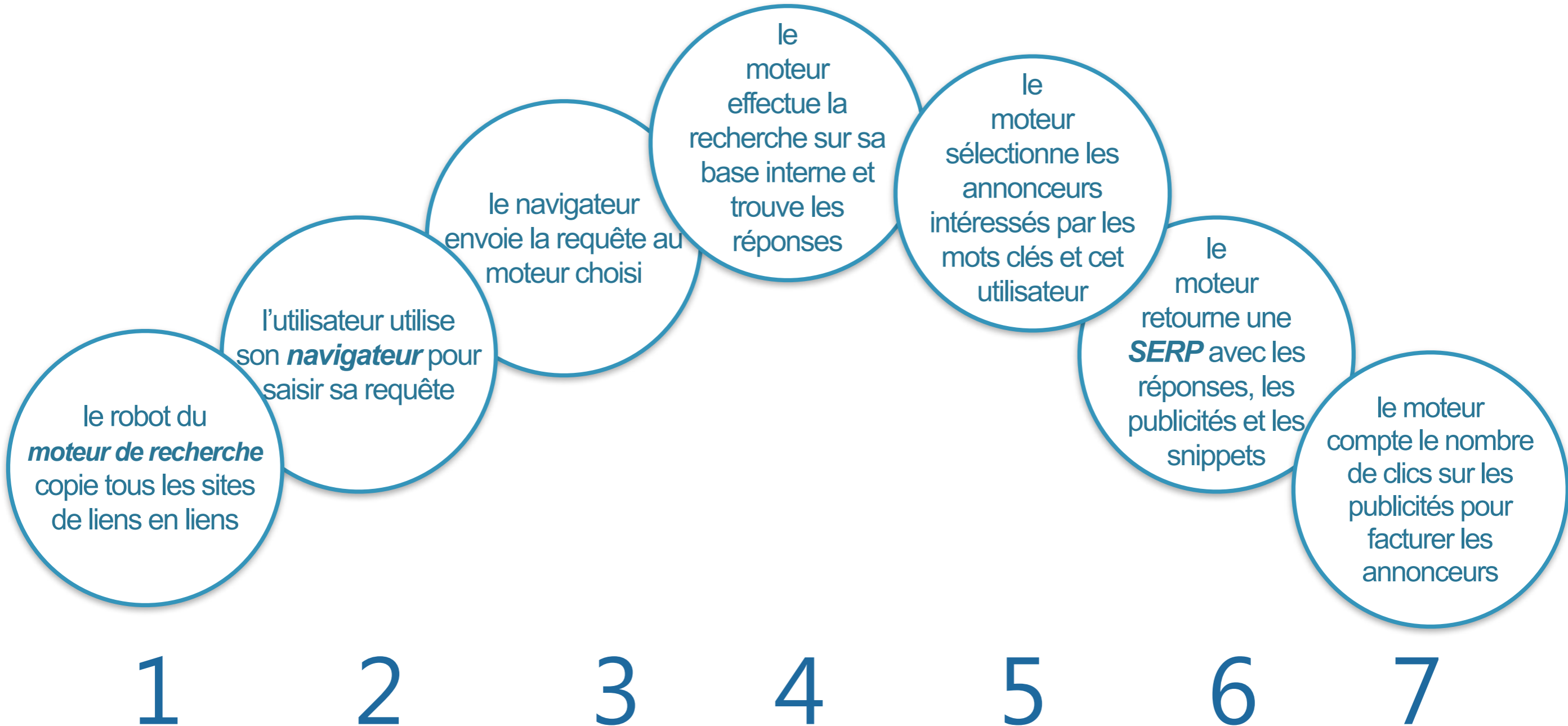
Semantic...

Zuckerberg Sandberg

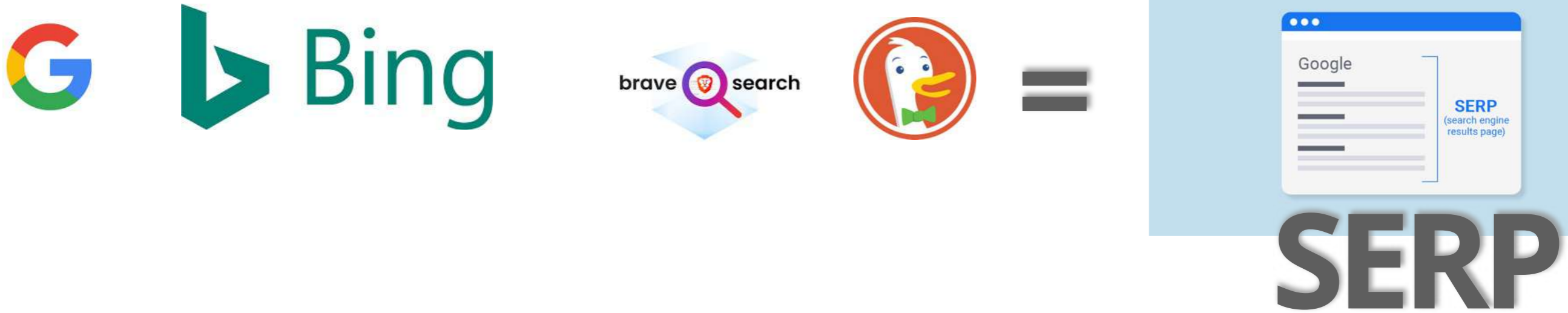


... is Internet

anatomie simplifiée d'une recherche



SEARCH ENGINE



2025

SGE = RESPONSE ENGINE


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



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

Éviter le gaspillage du budget de crawl - Oncrawl

 À propos des extraits optimisés •  Commentaires

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

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

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

[Qu'est-ce qu'une réserve de...](#) · [Pourquoi faut-il se préoccuper...](#)

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

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

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

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

Qu'est-ce que le Budget Crawl ? Définition

Crawl Budget

1

INFOBÉSITÉ

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

=

**une affiche
dans le désert**

2

SXO

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

3

KPI

**Visiteur Unique
(VU)
Engagement
Traction
Clic**

**PdM
ROI**

TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

EXPÉRIENCE

SXO

speed

organisation

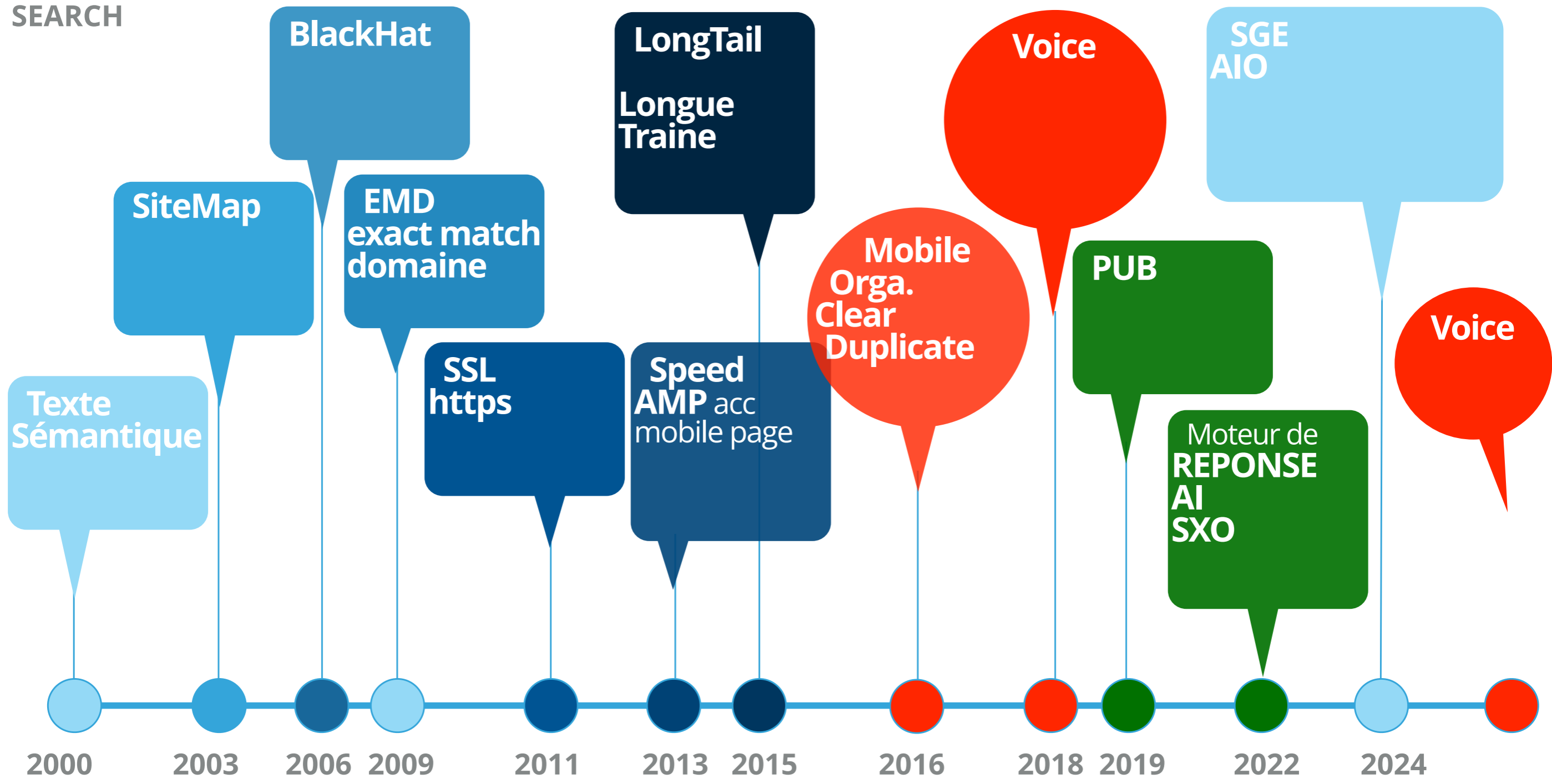
duplicate

Mobile

AMP

UX

SEARCH



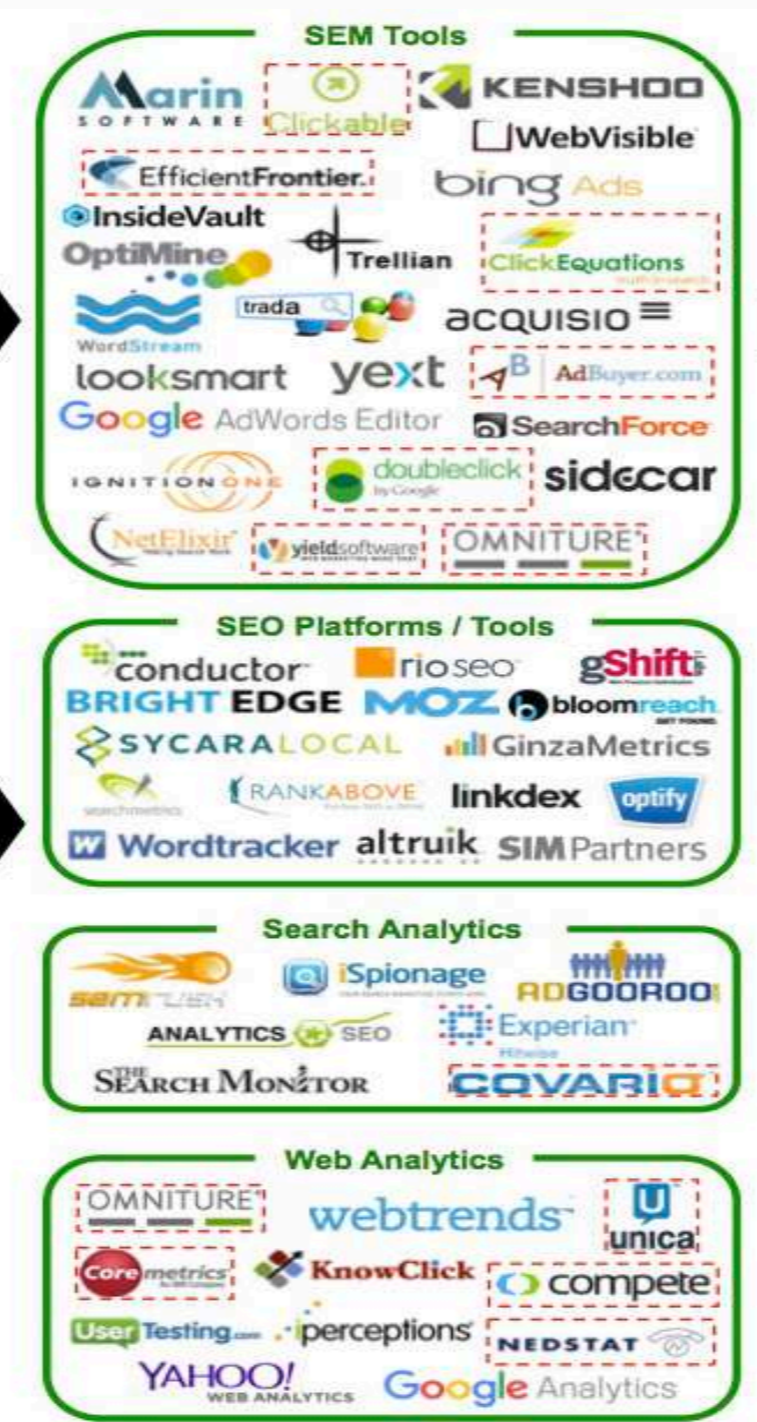
...

Google Search Timeline



Écosystème du search : Luma Partners

MARKETER



CONSUMER

2024

55% Vocal Search

85% Mobile Search

58% Mobile Only

40B IOT + IIOT

SEARCH

SXO

@kratiroff

hubert@kratiroff.com

2024

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

— straight answer —

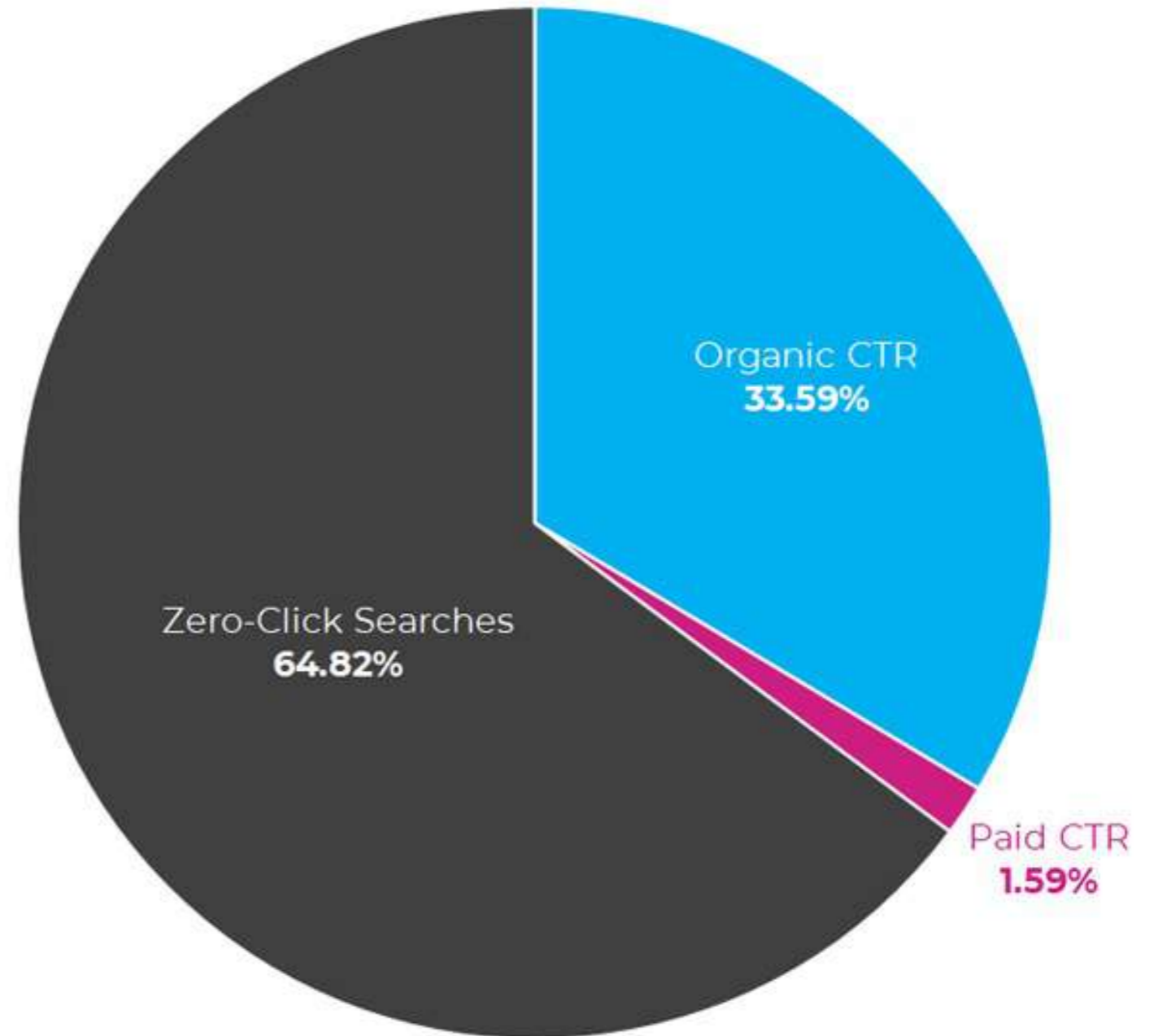
ZERO CLIC



Google Search CTR & Zero-Click Searches, 2020

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

zero clic Search



Google : 2 recherches sur 3 se terminent sans clic

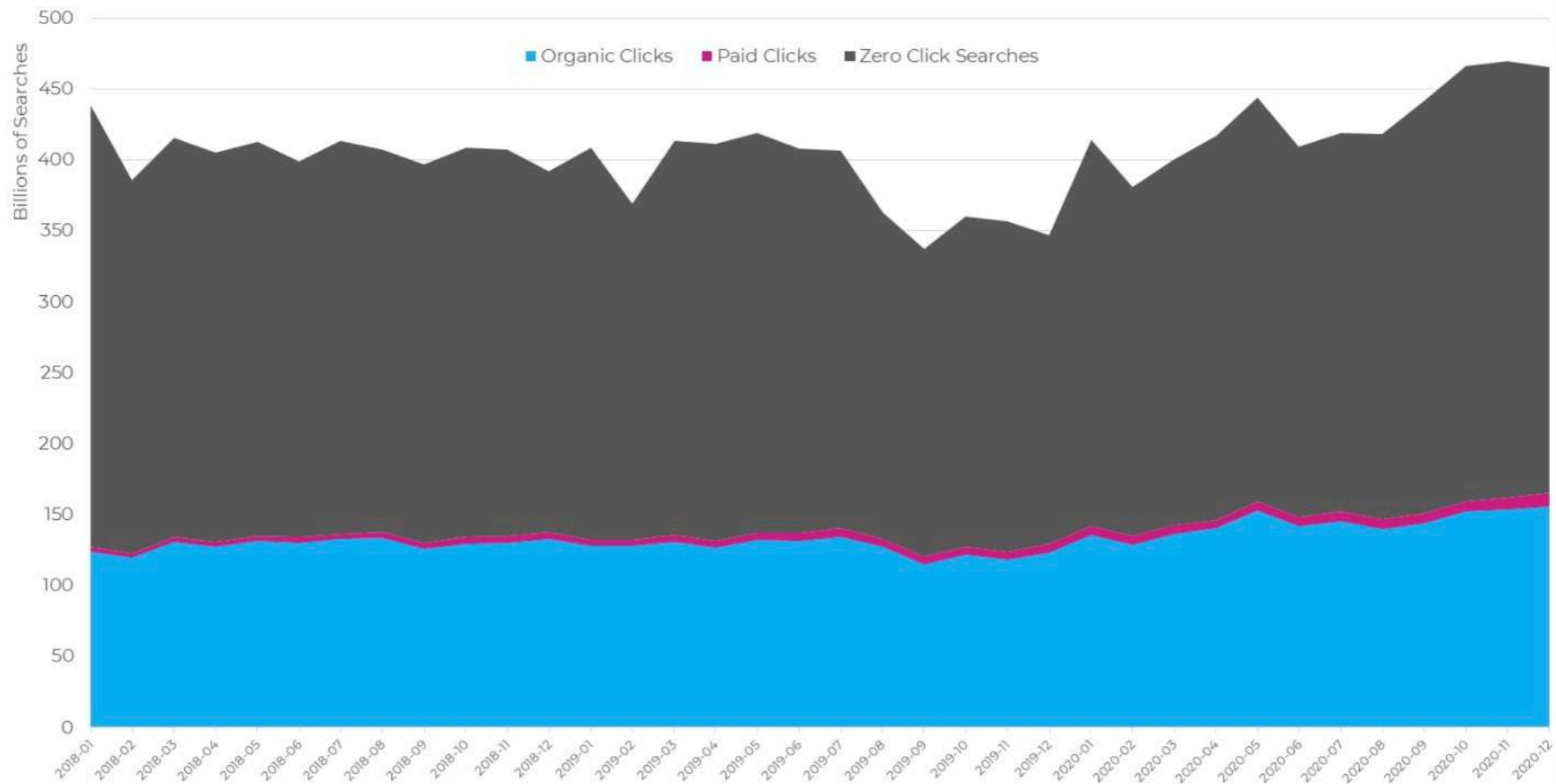
Thomas Coëffé / Publié le 23 mars 2021 à 10h17

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

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

Google Organic, Paid, & Zero-Click Searches 2018-2020

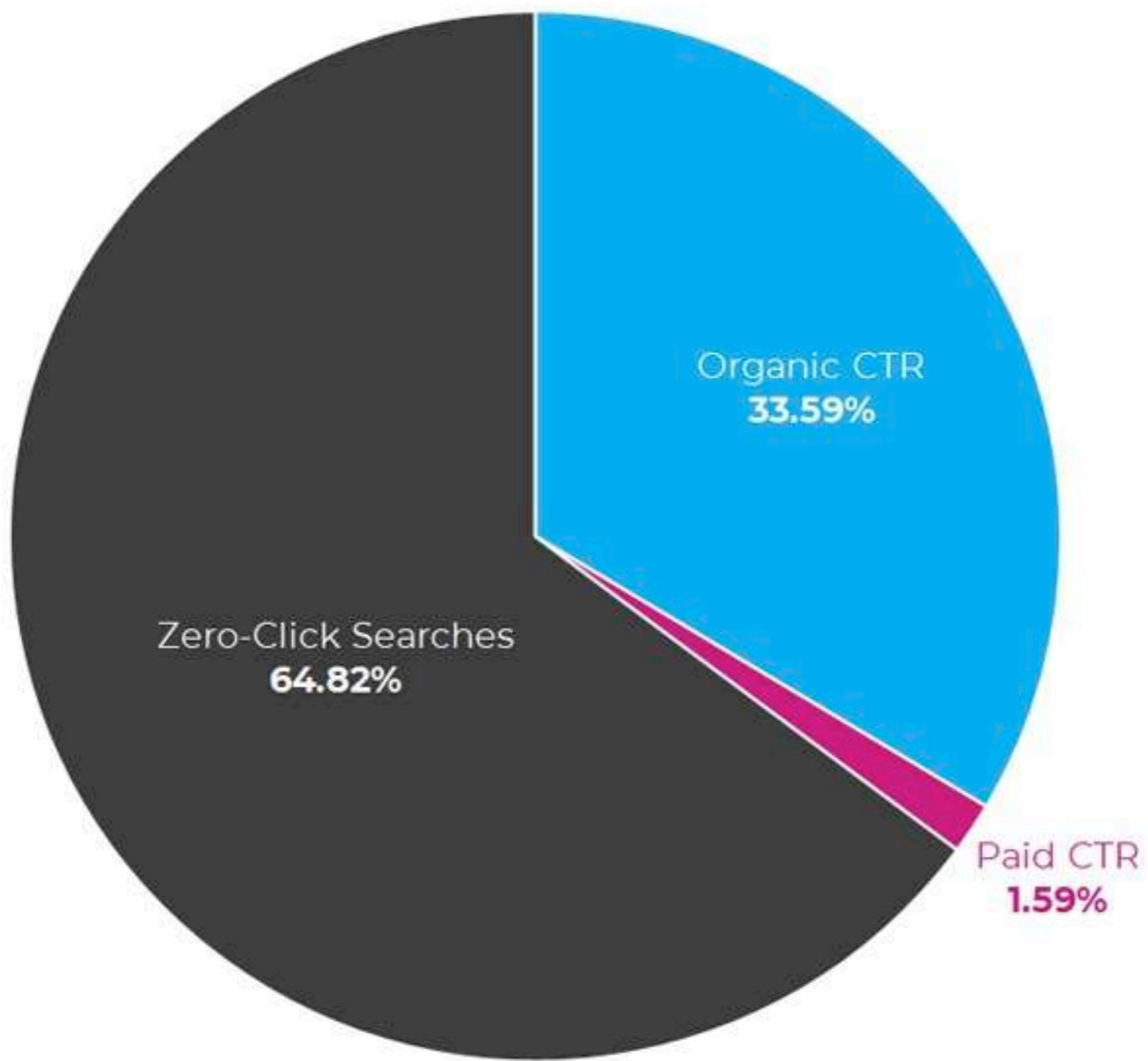
(worldwide data, mobile+desktop, via SimilarWeb's 100M+ user clickstream panel)



moteur de réponse

Google Search CTR & Zero-Click Searches, 2020

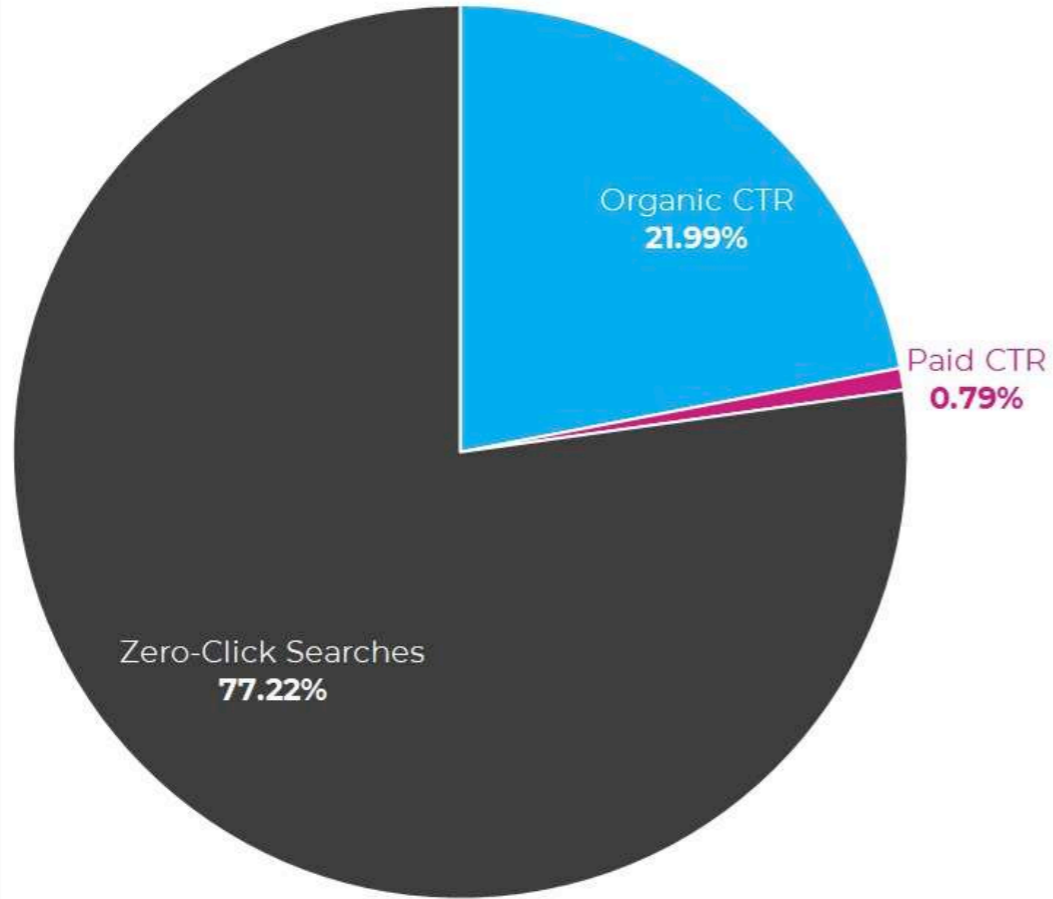
(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



moteur de réponse

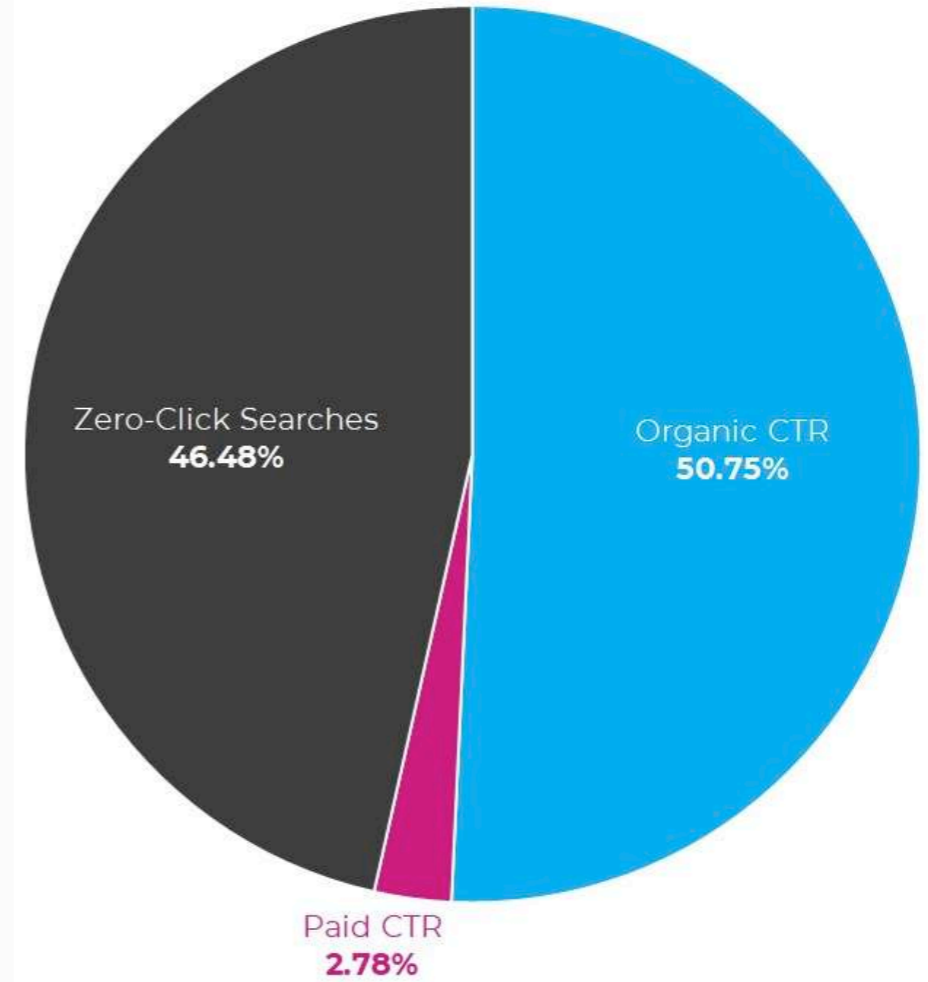
Google Search Mobile CTR, 2020

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



Google Search Desktop CTR, 2020

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





tangential



All Images Books News Videos More Settings Tools

About 8,410,000 results (0.28 seconds)

Dictionary

tangential



tan·gen·tial

/tan'jen(t)SHəl/

adjective

relating to or along a tangent.
"a tangential line"

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

Translations, word origin, and more definitions

Feedback

Tangential | Define Tangential at Dictionary.com

www.dictionary.com/browse/tangential

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

Tangential motion · Tangential-velocity · Tangentially

Nouveau Featured Snippet étendu pour Google

Publié le 20 août 2018 à 8:07 par Olivier Andrieu In english - machine translation



5 (100%) 3 votes

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

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



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

Aujourd'hui est certain nombre requête [quart: votre plan de tr

Google Knowledge Panel : Tout sur le processus de validation !

Publié le 11 juillet 2018 à 8:09 par Olivier Andrieu In english - machine translation



4.6 (92.5%) 8 votes

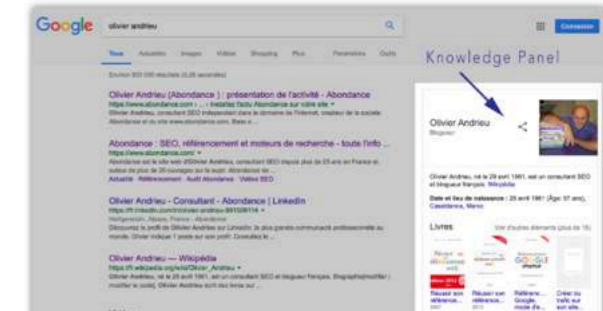
Google propose dans ses SERP le Knowledge Panel pour fournir des informations sur une

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



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

Exemple pour la requête [Olivier Andrieu] :



knowledge box

Featured Snippets + PAA (people also ask)

Google internet marketing for small business owners

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

All News Videos Images Shopping More Settings Tools

About 457,000,000 results (0.78 seconds)

According to [fundera.com](#)

gle SHEE We Er yelp

Google TSheets Yelp
My
Busin...

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

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

More items... • Dec 31, 2018

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

About this result Feedback

People also ask

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

Feedback

[23 Amazing Online Marketing Tactics for Small Businesses With Low ...](#)
<https://neilpatel.com> » [Blog](#) » [Online Marketing](#)

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

Featured Snippets



online marketing for small business



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

Yell Business Advertising | Market Your Business

Ad business.yell.com/Digital/Portfolio

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

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

10 digital marketing tips for small businesses

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

More items... • 7 Aug 2018

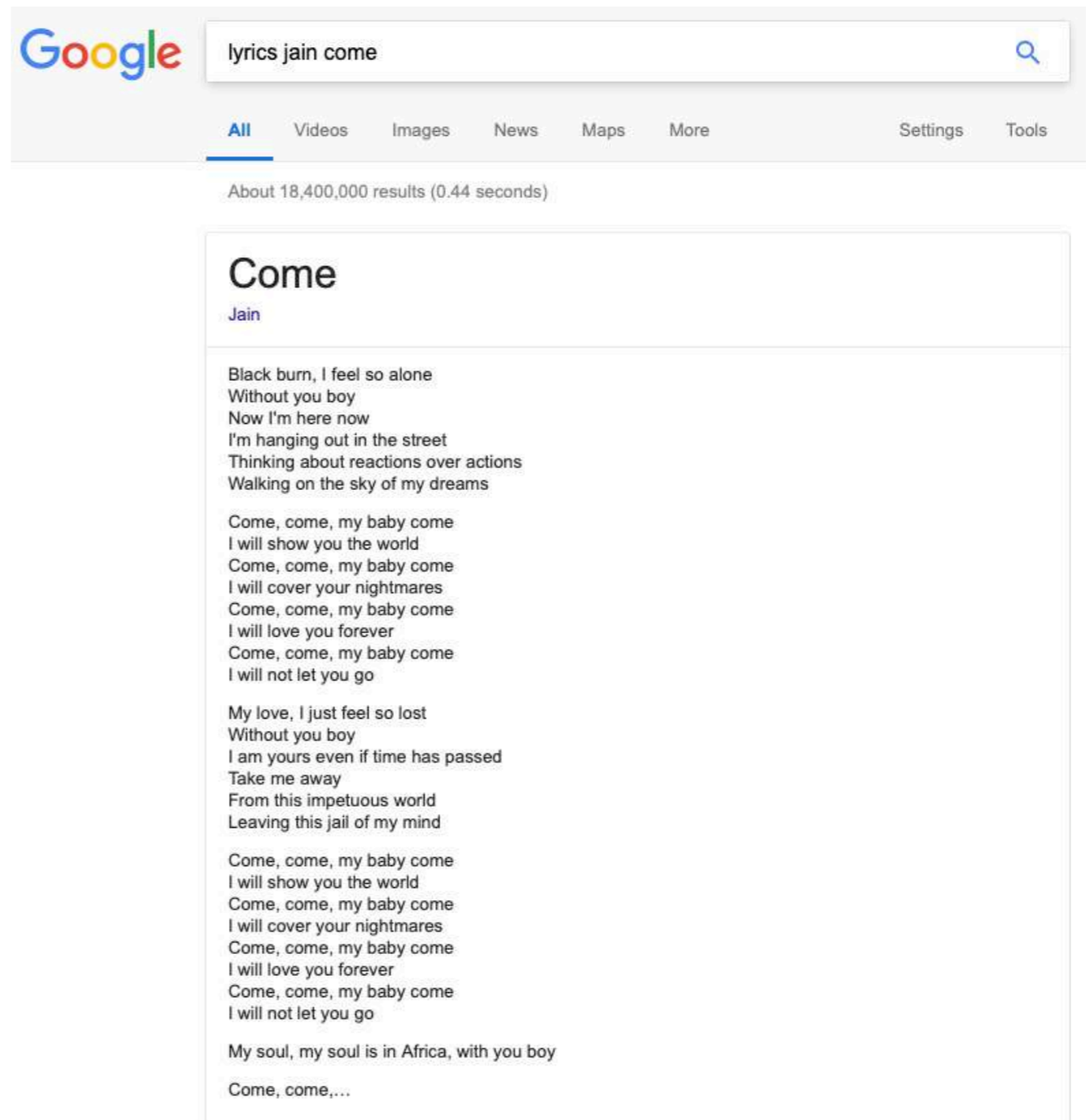
10 digital marketing tips for small businesses | Hallam Internet

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



ACT THINK IMPACT

ZERO CLIC



Google lyrics jain come

All Videos Images News Maps More Settings Tools

About 18,400,000 results (0.44 seconds)

Come

Jain

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

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

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

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

My soul, my soul is in Africa, with you boy
Come, come,...



age macron



All Images News Videos Maps More Settings Tools

About 18,200,000 results (0.58 seconds)

Emmanuel Macron / Age

40 years

December 21, 1977



People also search for



Brigitte Macron
65 years



Justin Trudeau
46 years



Marine Le Pen
50 years

Feedback

Brigitte Macron - Wikipedia

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

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

President: Emmanuel Macron **Occupation:** High school teacher

Children: 3

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

[Early life and education](#) · [Career](#) · [Politics](#) · [Personal life](#)

Emmanuel Macron



President of France

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

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

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

Residence: [Élysée Palace, Paris](#)

Party: [La République En Marche!](#)

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

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

Profiles



Instagram



YouTube



Facebook



Twitter

[Claim this knowledge panel](#)

Feedback

ZERO CLIC



ACT THINK IMPACT



1 bitcoin euros



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About 99,800,000 results (0.70 seconds)

1 Bitcoin equals

5,436.48 Euro

Sep 17, 2:28 PM UTC · Disclaimer

1

Bitcoin



5436.48

Euro



1D 5D 1M 1Y 5Y Max



DATE ?



ACTTHINK IMPACT



google answer box



All

Images

Videos

News

Maps

More

Settings

Tools

About 403,000,000 results (0.50 seconds)

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

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

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

People also ask

What is the Google answer box? ▼

Can Google answer all questions? ▼

How do I add a featured snippet? ▼

[Feedback](#)

Optimize Your Site for Google Answer Box | SEJ

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

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

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

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

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

PAA



~~SEARCH ÉVOLUTION~~

SGE AIO





Search Generative Experience



Gemini



Search Gemini Experience



SGE + AIO = CC²

SEARCH GENERATIVE EXPERIENCE

AI OPTIMISATION

C² = COMPLEXITY +++

**Helpful
Content
Update**

**Search
Generative
Experience**

**Core
Update**

SEARCH

moteur de
recherche

texte SERP

VS.

PERSONALI SATION

moteur de
PUBLICITÉ

\$ annuaire \$

SEARCH

moteur de
recherche

texte liste

vs.

FIND

moteur de
réponse

voix

tracking

CookieLess



Publicité sur Amazon

Ciblez par mot-clé ou produit

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

Commencer

Votre annonce



AMZ = AWS + AMS

2018

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

Sort by Featured

Show results for

- Any Product
- Beauty & Personal Care
 - Personal Groomers
 - Tweezers
 - Sets & Kits
 - Shave & Hair Removal
 - Nail Clippers
 - Beard & Mustache Trimmers
 - Men's Shaving & Grooming Sets
 - Body Groomers
 - Nose & Ear Hair Trimmers
 - Beard & Mustache Combs
 - Hair Care
 - Skin Care
 - Tools & Accessories
 - See more

Refine by

- AmazonFresh
 - fresh
- Subscribe & Save
 - Subscribe & Save Eligible
- Delivery Day
 - Get It by Tomorrow
- Amazon Prime
 - prime
- Eligible for Free Shipping
 - Free Shipping by Amazon
- Brand

PHILIPS NORELCO

SPONSORED BY PHILIPS NORELCO A trimmer to fit all your grooming needs Shop now



Philips Norelco Multi Groomer MG3750/60 - 13 piece, beard, face, nose, and ear hair trim... 4,869 reviews prime



Philips Norelco Beard and Hair Trimmer BT5215/41 - cordless grooming, rechargabl... 869 reviews prime



Philips Norelco Beard and Hair Trimmer BT5210/42 - cordless grooming, rechargabl... 869 reviews prime

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

Best Seller



See Style Options

Sponsored Remington PG6025 All-in-1 Lithium Powered Grooming Kit... 3,769 reviews \$18.99 \$20.99 prime Get it by Tomorrow, Oct 16



See Size Options

Sponsored MR.GREEN Manicure Set, Pedicure Sets, Nail Clipper Gift... 38 reviews Save 5% with coupon \$38.99 prime



Sponsored Professional 15 Pcs Stainless Manicure... 10 reviews \$15.99 prime Get it by Wed, Oct 17 FREE Shipping on eligible orders



Ad feedback

Seeo!

FREE

No payment
but time & work



SEO

SCIENCES - ART

The art of SEO

no clear, ≠ rules

but UX is key

Google!



Seo!

95% mobile

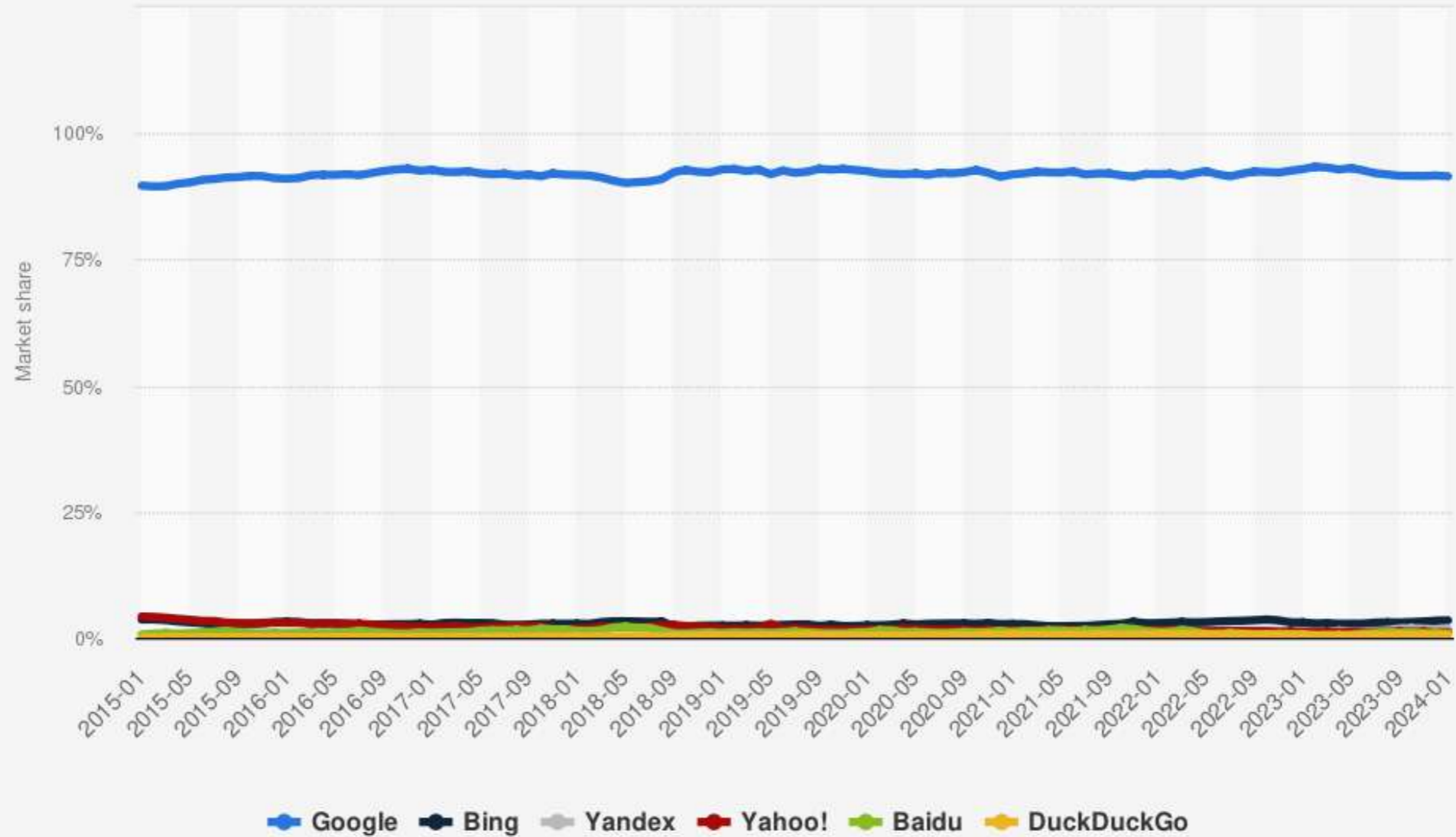
91% total

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

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

Seo!

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



Source

StatCounter
© Statista 2024

Additional Information:

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

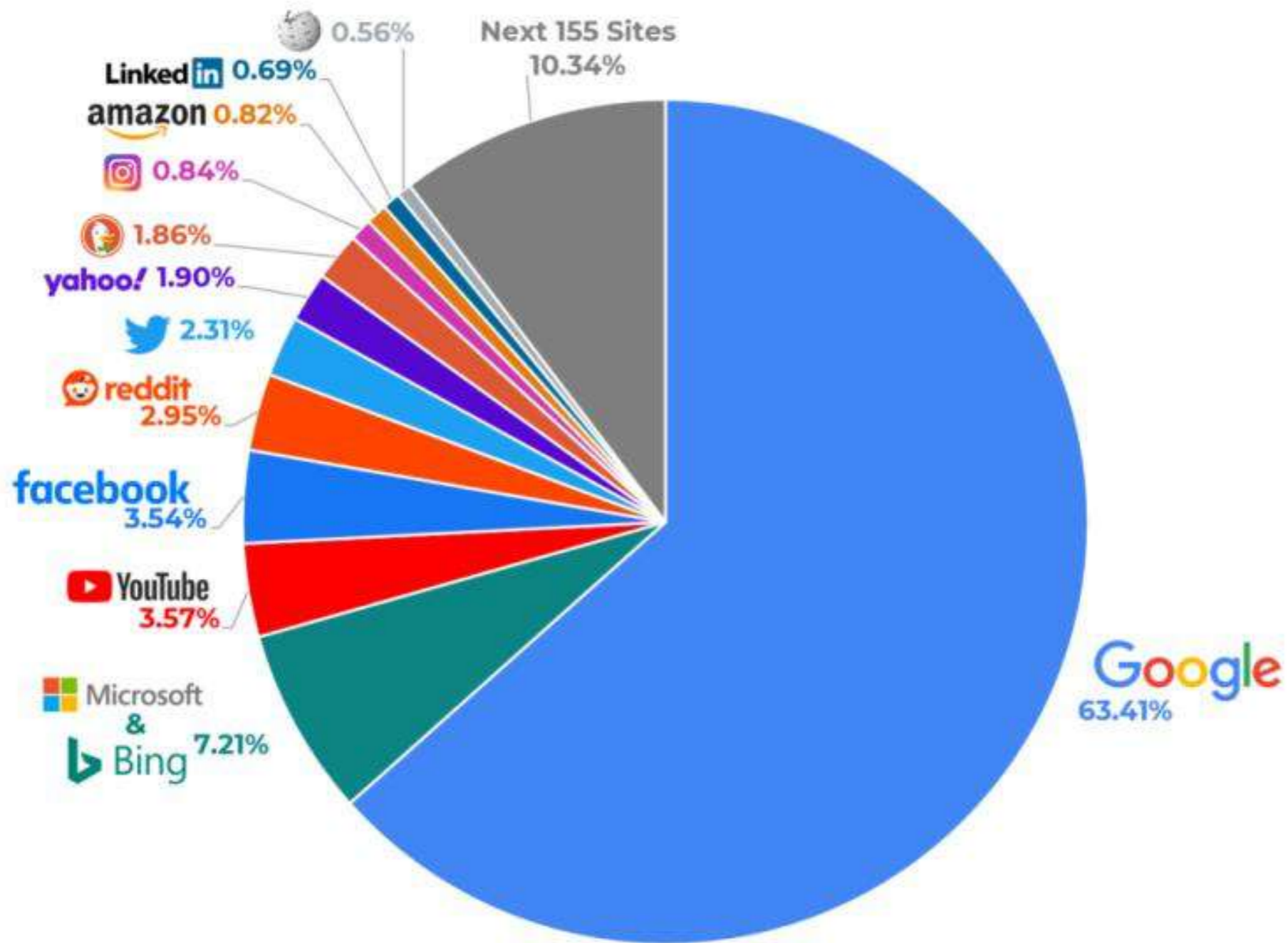
GOOGLE WORLD

Google's current holdings and ongoing projects



The Web's Largest Traffic Referrers Jan. 2024

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



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

43%

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

26%

comes from Google Google Ads.

67%

contribution of search to revenue

Search drives online sales

E-commerce kpi benchmarks 2016

"Google makes the world wide web go round"

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

Core WebVitals

EEAT

experience expertise authority trust

Links

UX first

UX KPI ???

speed
clear

E E A T experience expertise authority trust

Core Web Vitals

The screenshot shows the Google Search Central documentation page for Core Web Vitals. The page is titled "Understanding Core Web Vitals and Google search results" and is part of the "Documentation" section. The left sidebar contains a navigation menu with categories like "SEO fundamentals", "Crawling and indexing", and "Ranking and search appearance". Under "Ranking and search appearance", the "Page experience" section is expanded, and "Core Web Vitals" is highlighted. The main content area includes a breadcrumb trail (Home > Search Central > Documentation), a title, a brief introduction to Core Web Vitals, a list of three metrics (LCP, INP, CLS), and a section for optimizing Core Web Vitals with a list of resources.

Google Search Central Documentation

Home > Search Central > Documentation

Understanding Core Web Vitals and Google search results

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

Core Web Vitals metrics

- **Largest Contentful Paint (LCP)**: Measures loading performance. To provide a good 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 of less than 200 milliseconds.
- **Cumulative Layout Shift (CLS)**: Measures visual stability. To provide a good user ex score of less than 0.1.

Optimizing your Core Web Vitals

Here are some resources that can help you measure, monitor, and optimize your Core We

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

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

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

Core Web Vitals Metrics

LCP

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

INP

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

CLS

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

Check the Core Web Vitals report in Search Console

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

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

SEO is KEY

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

Score E-E-A-T

"Experience"

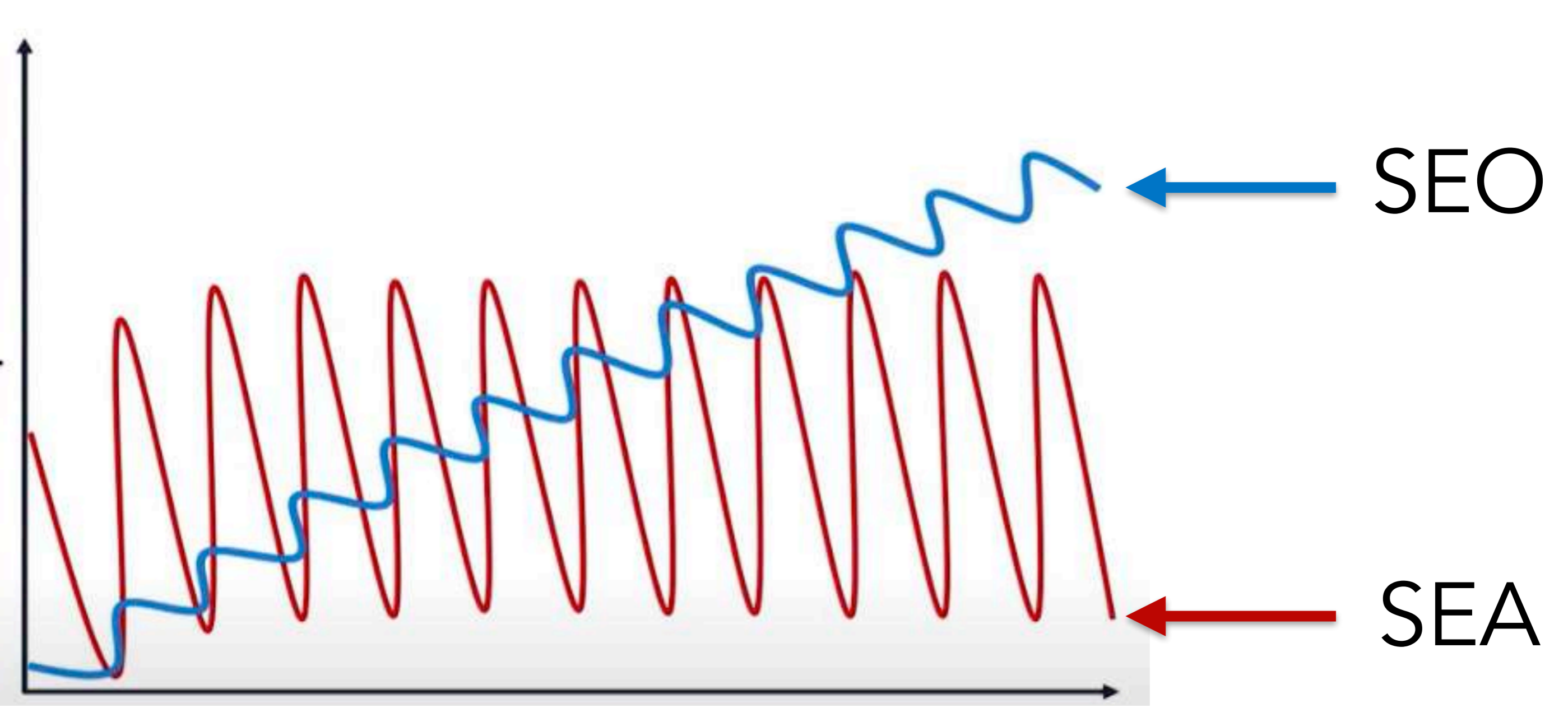
"Expertise"

"Authoritativeness"

"Trustworthiness"



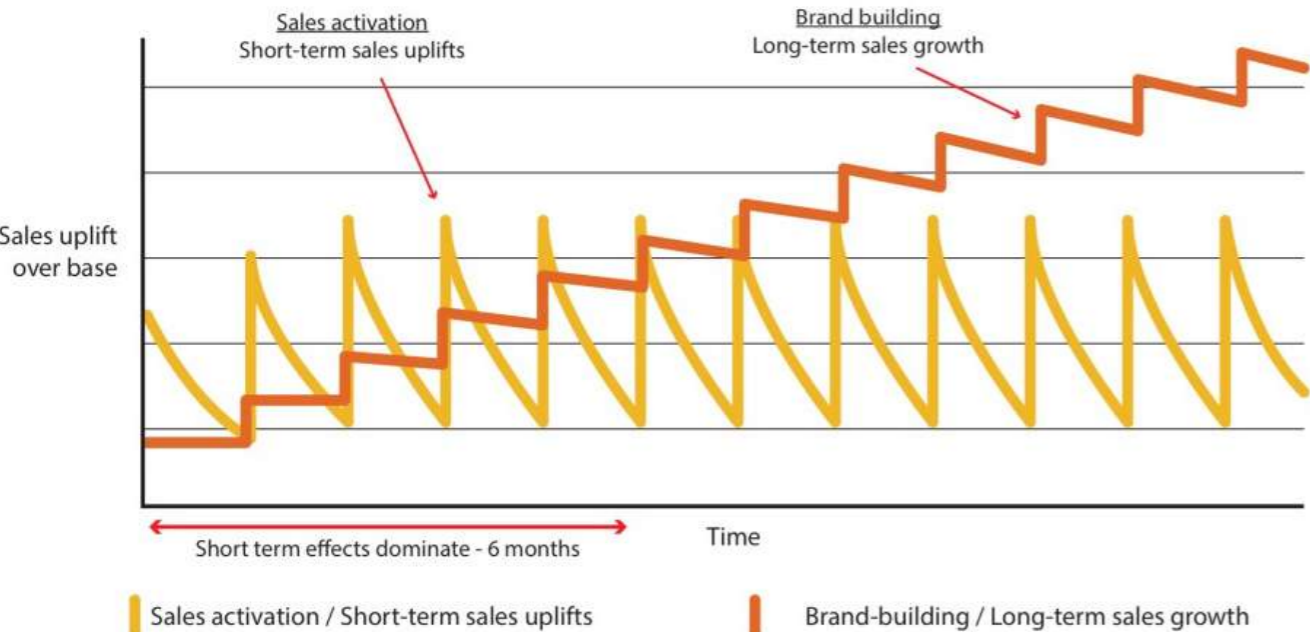
**Compte
Double**



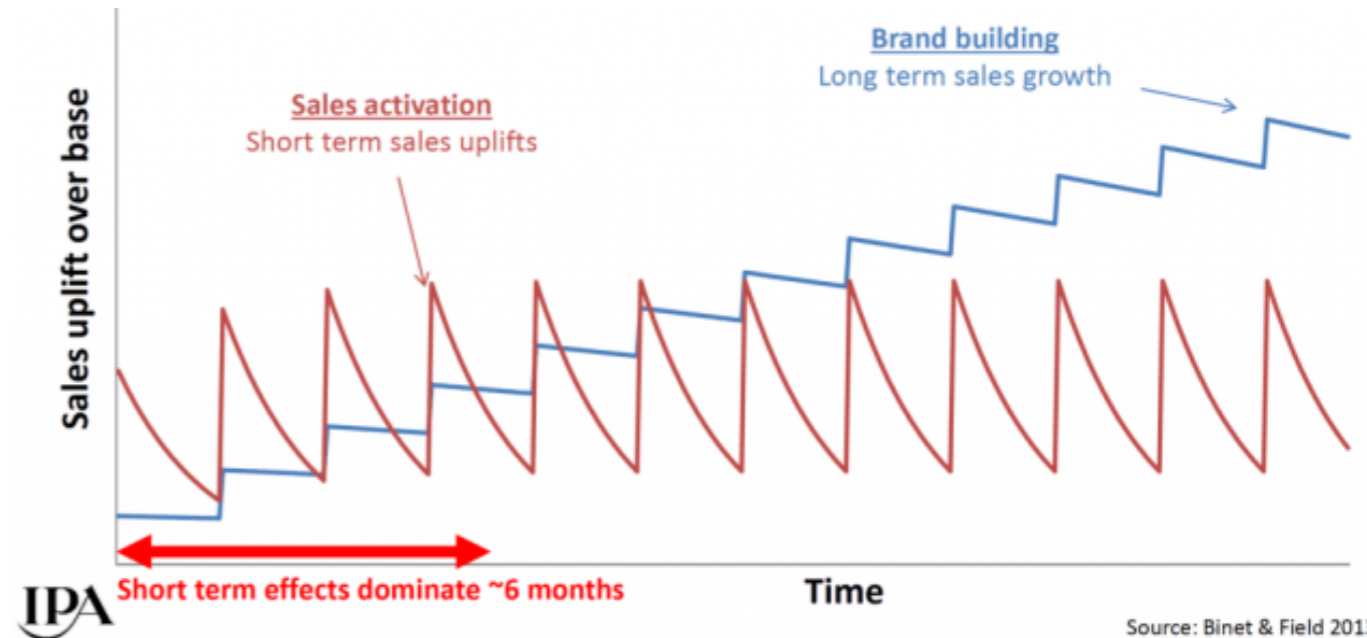
SEO

SEA

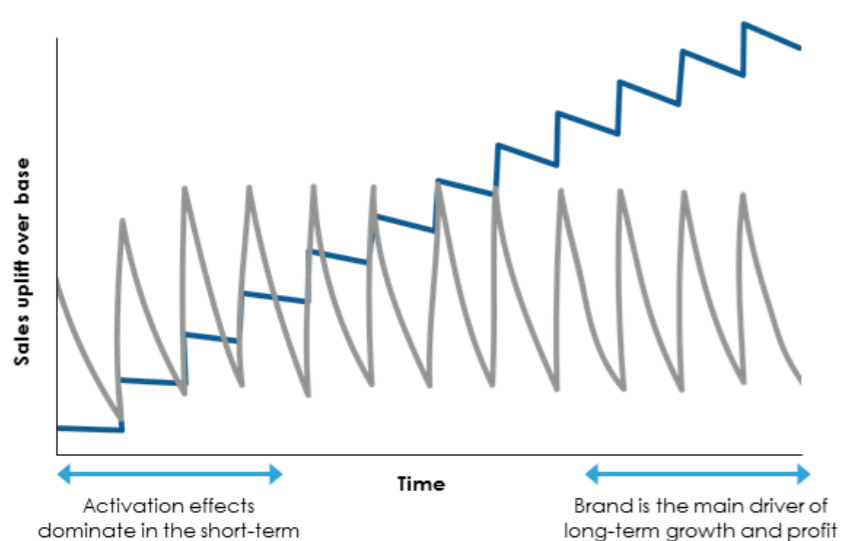
Brand-building and sales activation work over different timescales



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



Brand building ads steadily build sales over time

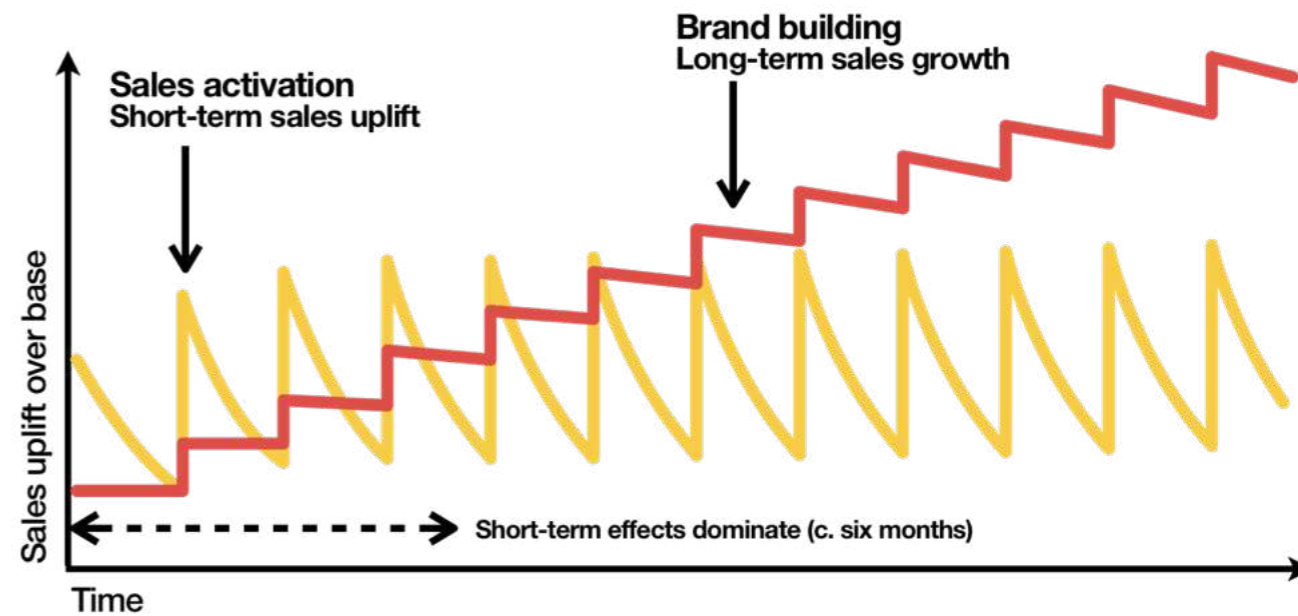


Sales activation/short-term sales lift

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

Brand building/long-term sales growth

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



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

e-commerce-comportements-francais-2021
recherche-produits



“Près de 40% des jeunes, lorsqu'ils recherchent un resto, ne vont pas sur Google [...] Ils vont sur TikTok ou Instagram.”

Prabhakar Raghavan
Senior VP de Google
Juillet 2022

m Tech 2022
s/watch/Brainstorm-Tech-2022-Organizing-The-Worlds-Information/934585a6-7fb6-41a5-8ef3-e497f8ca2986

workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff



SURVIVAL KIT

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?



site:https://toutsurlemarketing.com

Google Search

I'm Feeling Lucky

Google offered in: Français



site:https://toutsurlemarketing.com

site:https://xxx.com

how many pages / images are indexed and ranked?

About 444 results (0.26 seconds)

Tip: Limit this search to **English** language results. [Learn more about filtering by language](#)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own **toutsurlemarketing.com**? Get indexing and ranking data from Google.



toutsurlemarketing.com

<https://toutsurlemarketing.com> · [Translate this page](#) · [More](#)

toutsurlemarketing hubert kratiroff

tout sur le marketing toutsurlemarketing marketing GEM HEC EBS hec marketing.



toutsurlemarketing.com

<https://toutsurlemarketing.com> · [CIEE](#) · [More](#)

CIEE SHU - disney marketing presentation

DISNEY MARKETING PRESENTATION · Questions for SHU students, we will discuss tomorrow: · [Links](#) · [BOOK: Marketing Product manager](#) · [Quotes](#) · [All about marketing...220](#) ...



toutsurlemarketing.com

<https://toutsurlemarketing.com> · [hec](#) · [Translate this page](#) · [More](#)

HEC toutsurlemarketing

Le plan de la formation générale. Les fondamentaux du marketing en quatre parties : La philosophie marketing (définition, démarche, grands principes...)

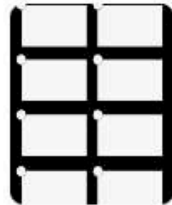


toutsurlemarketing.com

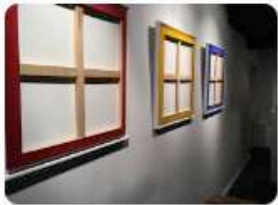
<https://www.toutsurlemarketing.com> · [...](#) · [Translate this page](#) · [More](#)

Digitalisation des services pour SU - Hubert Kratiroff

DIGITALISATION DES SERVICES gem cours internet. Marketing Digital : Moteur de la Transformation Numérique de l'Entreprise. 1/ SLIDO. SLIDO. 2/ QrCode. Qrcode ...



Hubert Kratiroff MTI GEM DIGITAL



www.toutsurlemarketing.com ICART Cours formation marketing



Hubert Kratiroff syllabus et plan 2019



www.toutsurlemarketing.com NoLimit



Hubert Kratiroff SYLLABUS MARK



Hubert Kratiroff Les acronymes du



www.toutsurlemarketing.com Les 150 définitions



www.toutsurlemarketing.com Lexique Digital



Data Driven Lexique : les acronymes



Data Driven Survie agile en Dig



toutsurlemarketing.com profs ennuyeux



www.toutsurlemarketing.com MANAGEMENT T



Hubert Kratiroff SYLLABUS MAST



www.toutsurlemarketing.com TOOLS / DEMO



www.toutsurlemarketing.com TIME TEXTE IMA



www.toutsurlemarketing.com Dossier de présélection



www.toutsurlemarketing.com tableau persona et user story pour



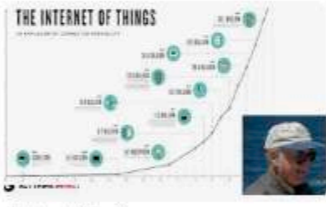
Hubert Kratiroff SLIDE DECK



www.toutsurlemarketing.com 4 Commentaires



Hubert Kratiroff SLIDE DECK



Hubert Kratiroff SLIDE DECK



www.toutsurlemarketing.com Penn Station Reborn - The New York



www.toutsurlemarketing.com Customer Journey Map



Hubert Kratiroff SLIDE DECK



www.toutsurlemarketing.com Penn Station Reborn - The New York



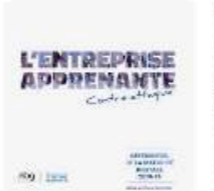
www.toutsurlemarketing.com The 30 Elements o



www.toutsurlemarketing.com Model Canvas Nespresso's Rec



www.toutsurlemarketing.com Penn Station Reborn - The New York



www.toutsurlemarketing.com Rédigé par Pierre-Hen



www.toutsurlemarketing.com Penn Station Reborn - The New York



Hubert Kratiroff EPISODE 04 SAISON 01



Hubert Kratiroff NoLimit conférence di



toutsurlemarketing.com Curation by myconnecting



Hubert Kratiroff GEM MMC digital 1



Hubert Kratiroff Working Backwards Colle



Hubert Kratiroff SEASON 01 EPISODE 10



Hubert Kratiroff Act Think Impact



Hubert Kratiroff EPO2



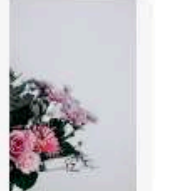
Hubert Kratiroff SLIDE DECK



Hubert Kratiroff YAHOO! JAPAN



Hubert Kratiroff systèmes d'informations



Hubert Kratiroff LEXIQUE by tsm



Hubert Kratiroff Mesurer ce qui est mesurable et rendre mesurable ce qui ne l'est pas



Hubert Kratiroff #DigitalMarketing MBAESG



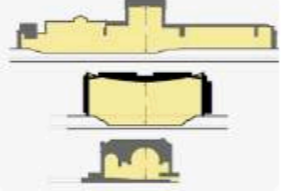
Hubert Kratiroff Stratégie Marketing F



Hubert Kratiroff EBS DIGITAL MARKE



Hubert Kratiroff NoLimit conférence digitale par K



www.toutsurlemarketing.com Penn Station Reborn - The New York



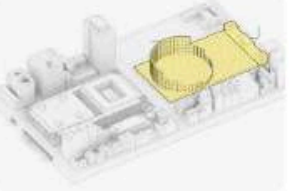
Hubert Kratiroff GEM-MMC Marketing



Hubert Kratiroff Sciences-U EFAB #M



www.toutsurlemarketing.com Penn Station Reborn - The New York



www.toutsurlemarketing.com Penn Station Reborn - The New York

OnPage

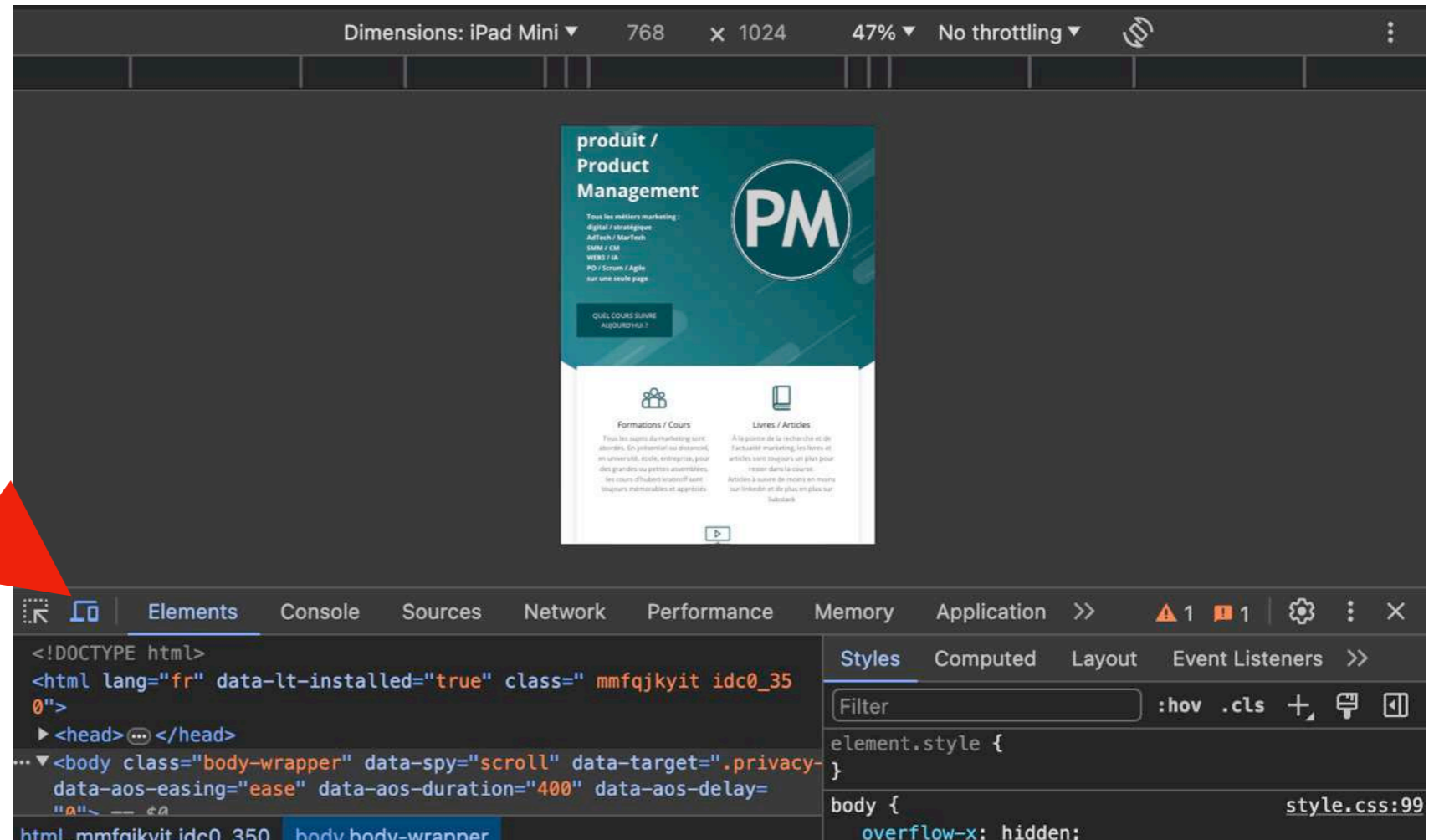
RWD responsive?

Few options:

1. CMD+OPT+i
2. F12
3. Menu / more tools / developper tools
4. Simply play with the windows sizes

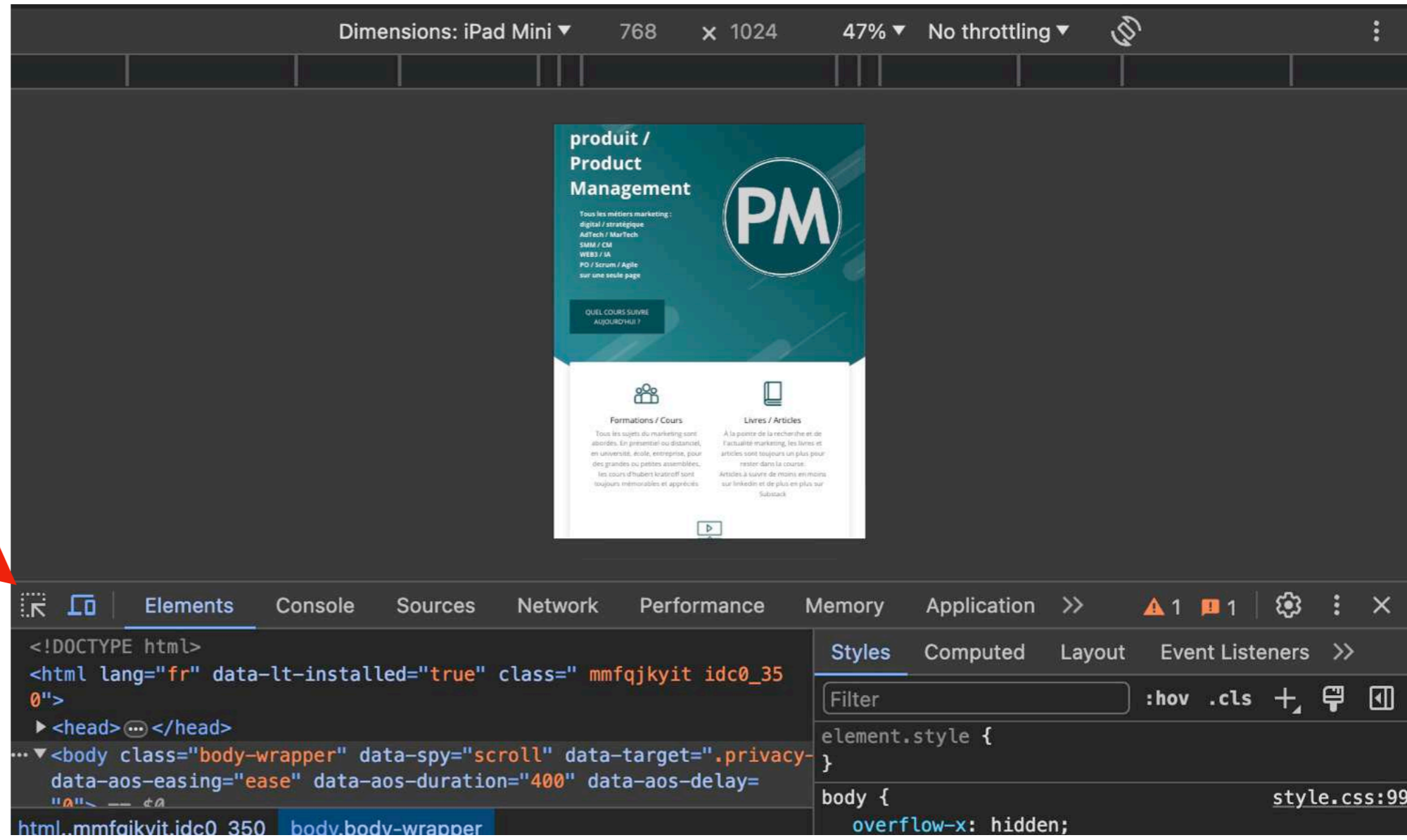
THEN clic here

And
simulate any
device

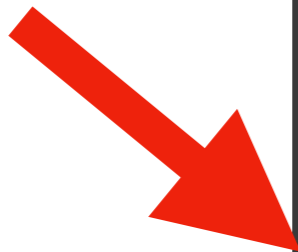


Few options:

1. CMD+OPT+i
2. F12
3. Menu / more tools / developer tools



OR clic here



And read the HTML code



Download Brave 

Try Brave Search

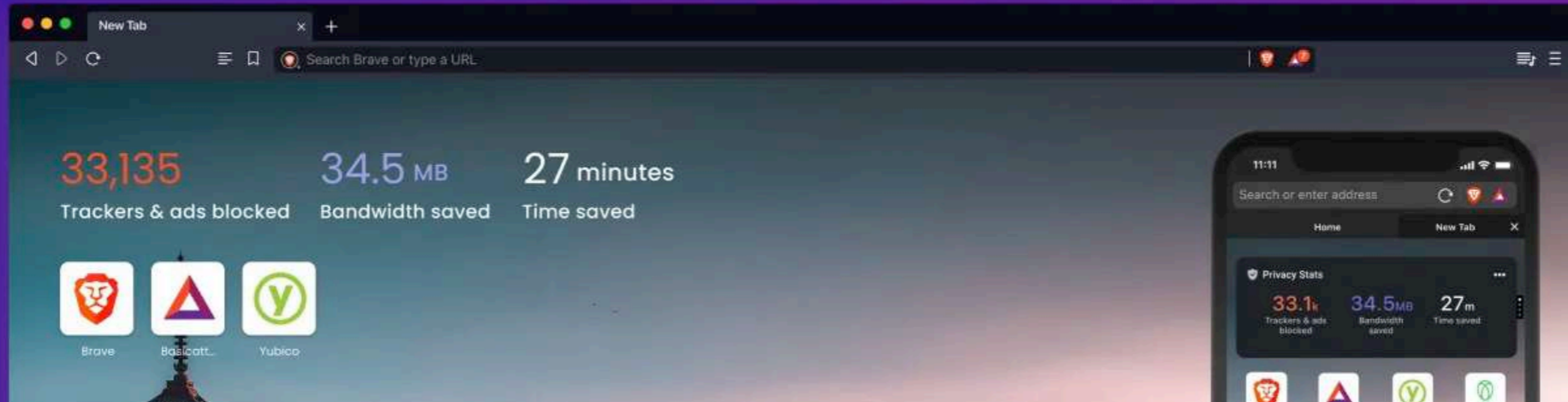
BROWSER

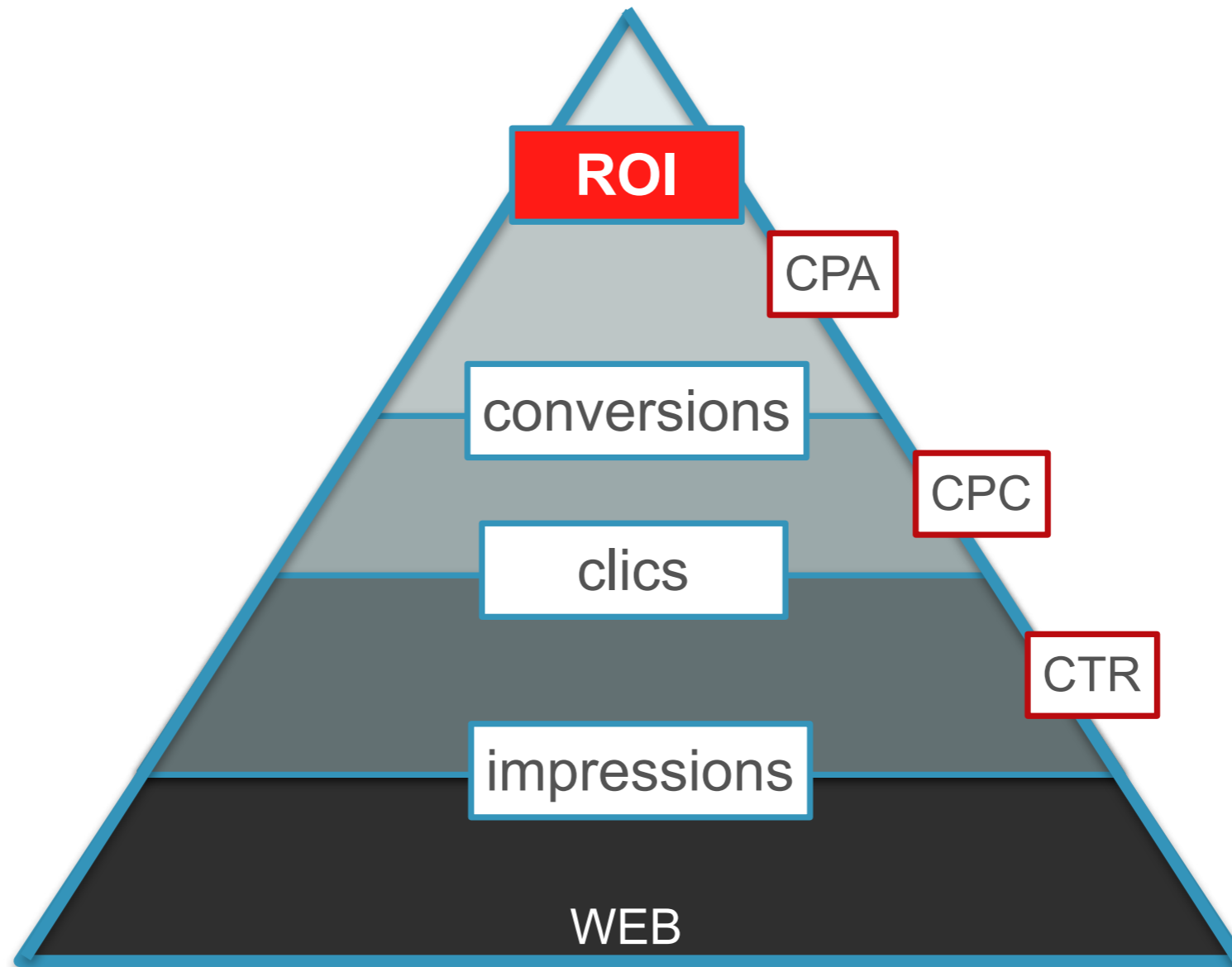
The browser that puts you first

Block ads. Save data. And get way faster websites.

Just by switching your browser.

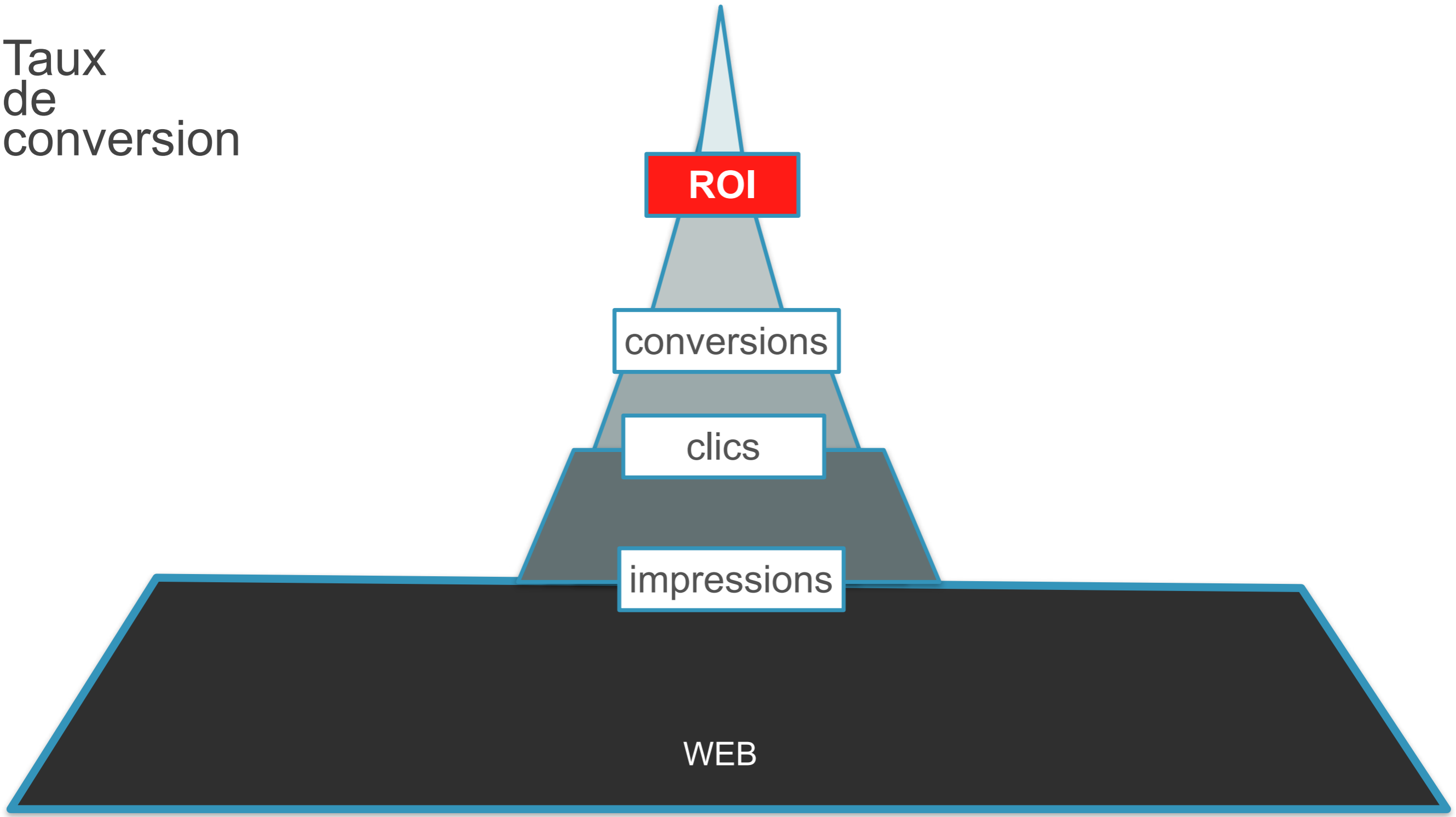
 Download for free

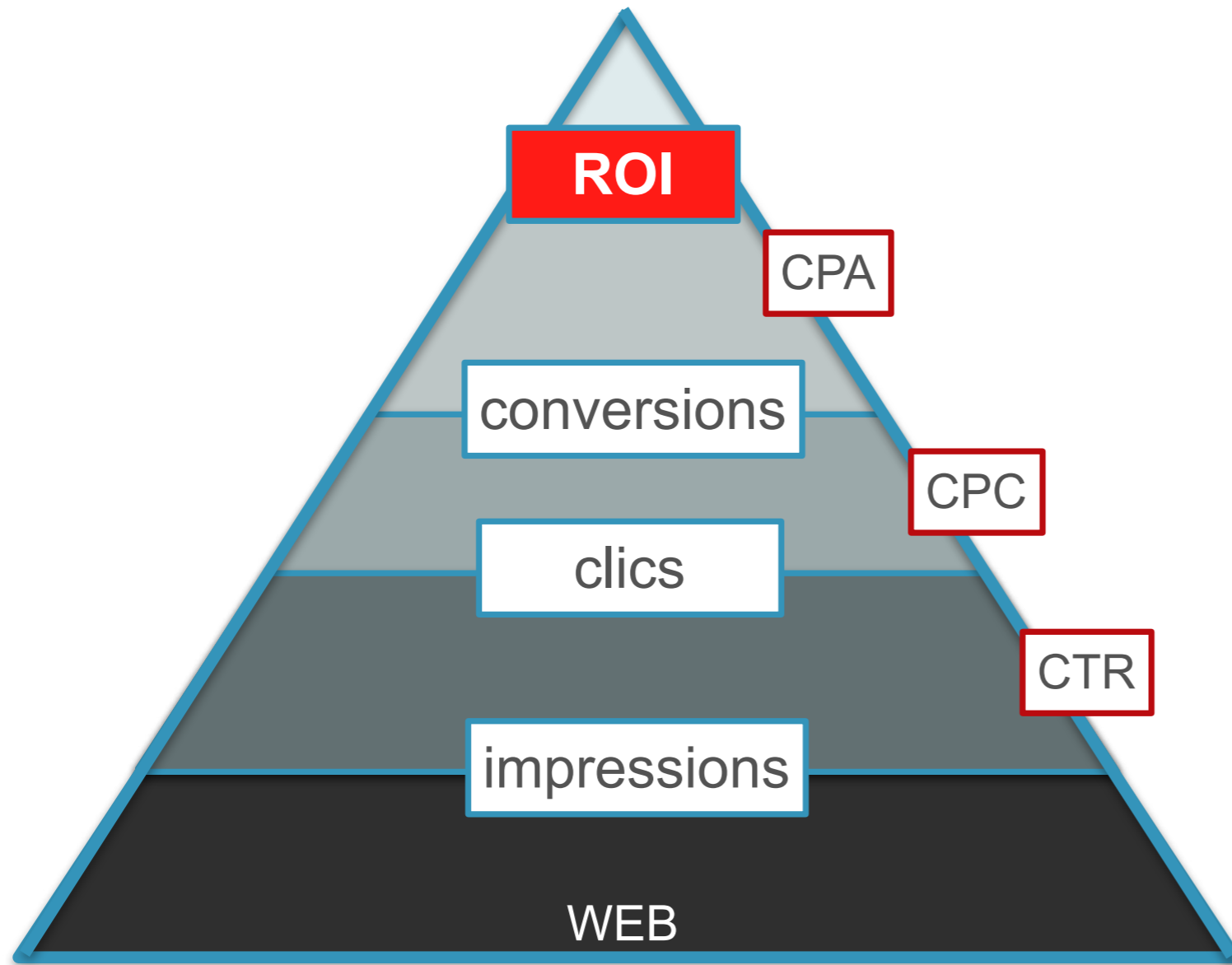




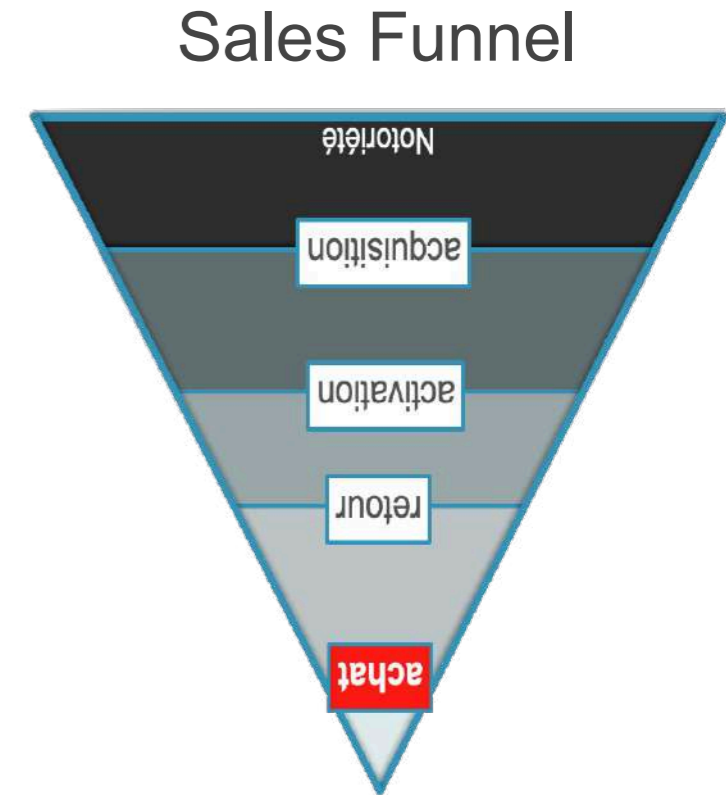
SEARCH MARKETING

Taux
de
conversion





SEARCH MARKETING



Il vaut mieux toucher
les gens qui comptent

que de compter les
gens qu'on touche



KEY

Discover what people are **asking** about...

Google YouTube Bing

Enter a topic, brand or product...

France

French

SEARCH

Get Instant, Raw **Search Insights**,
Direct From The Minds Of Your
Customer

There are 3 billion Google searches every day, and 20% of those have never been seen before.

They're like a direct line to your customers' thoughts...

WORDS

KEY

words, keywords, keywords, keywords, keywords, keywords

QUESTIONS

search listening

search listening :

<https://nwo.ai/>

<https://www.spate.nyc/>

<https://www.conductor.com/>


<https://trajaan.io/>

Identify consumer signals before they become exponential

NWO.ai provides unparalleled AI-enabled consumer intelligence by unraveling the human narrative.

[Request demo](#)[Watch Intro Video](#)

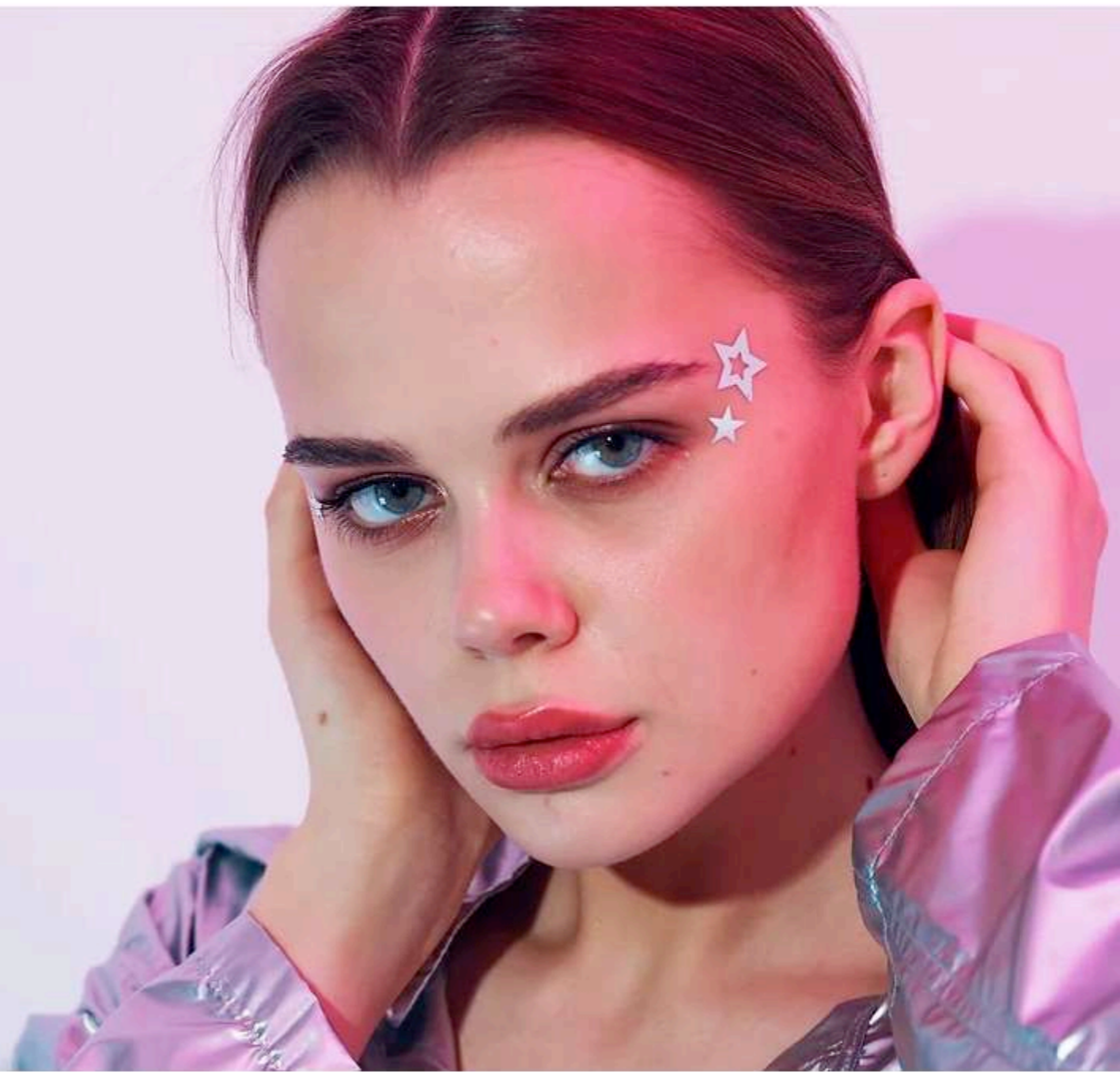
Trusted by the world's greatest brands



Know what your consumers want.

[Book A Demo](#)

I want to subscribe to the newsletter.



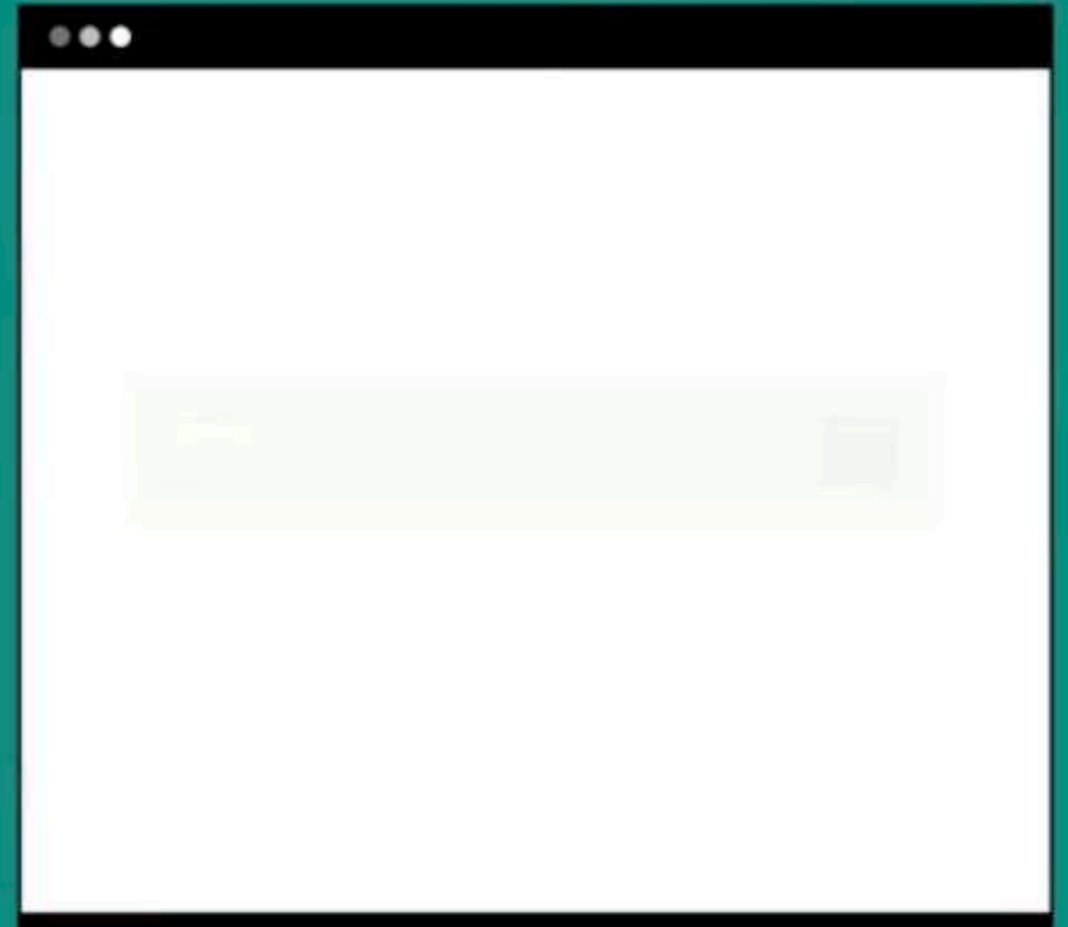
Increase Demand from Search

The #1 Organic Marketing platform built for enterprise SEO, Content, and Web teams.

Enter your email

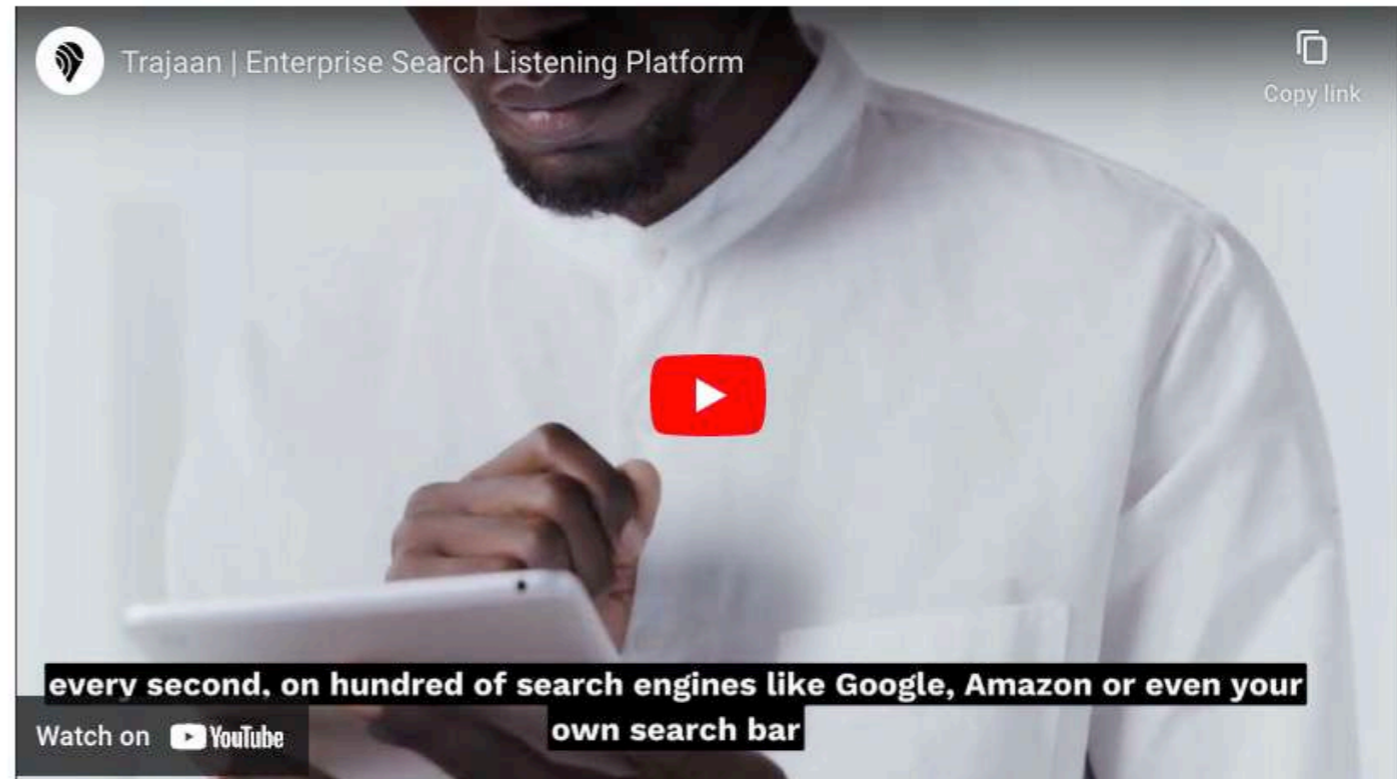
Get Started

or [watch product tour](#)



Meet Search Listening

Detect all **trends & insights** from **search engines** that matter to **grow your business**.

[Get started ↗](#)

TRUSTED BY TEAMS AT

Jean-Luc



CITATION

« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

BIO

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne.

Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?

Quelle est la frustration de Jean-Luc ?

Quels sont les besoins et attentes de Jean-Luc ?

Pourquoi n'est-il pas satisfait des solutions existantes ?

...

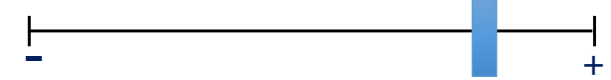
...

...

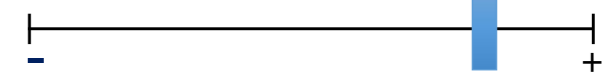
...

Empathie map si besoin pour mieux comprendre le persona

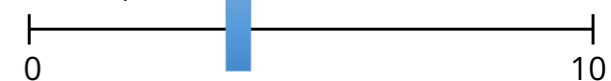
Revenus



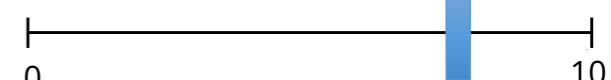
Ville



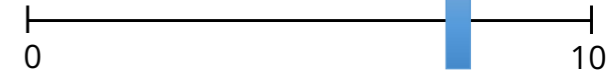
Fréquences



Usage mobile




Know How





1.8B

live updates every hour

Google 

#Google 



Search

<https://www.thinkwithgoogle.com/marketing-strategies/search/>

There's no greater barometer of consumer intent than search. Dig into insights and trends revealed by Google Search, and learn how to get the most out of your search engine marketing efforts.

GLOBAL



Video

How AI is changing Search ads

▶ Watch now


GLOBAL



Article

How AI is helping marketers

UNITED STATES



Article

From solar panels to spa days, see how 2022's top searches set the stage for 2023

GLOBAL



Visual Story

Search insights to help marketers respond in 2023

GLOBAL



Article

It's time to electrify auto marketing

Perspective



Top industry leaders share their thoughts on the future of Search

Perspective



What the latest Search innovations mean for marketers

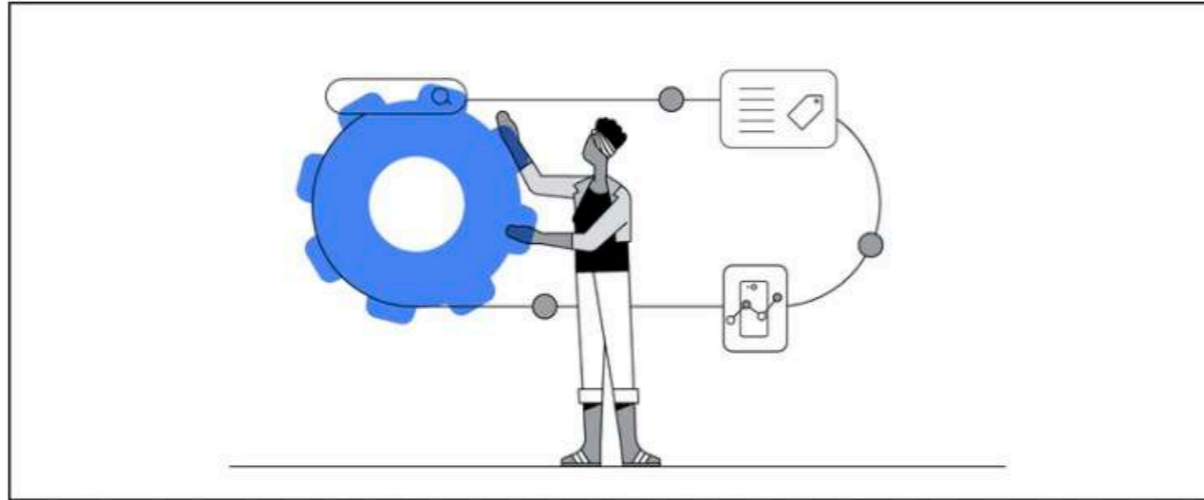


GLOBAL

What 2021 Search trends mean for your digital strategy

Brian Burdick / December 2021

Share



The [2021 B2B Year in Search report](#) shows us a world still navigating uncertainty and redefining what normal looks like.

Insights uncovered from the report, an analysis of millions of high-growth searches from around the globe, suggest that while we may be cautiously embracing relaxed restrictions in some areas, in others we're not yet ready to let go of habits forged the last two years.

<https://www.thinkwithgoogle.com/marketing-strategies/search/2021-year-in-search-digital-strategy/>
So what does all this mean for marketers?

Others are viewing

Marketers who view this are also viewing



Reach potential customers at every stage of the funnel with video



Driving growth in a changing privacy landscape: The digital marketing playbook



4 ways to move forward with confidence in a privacy-first world



A measurement formula for modern brand marketers



Your marketing, multiplied by Google AI



The AI revolution means marketers can get back to marketing

We're making content recommendations better for thousands of readers. Log in to help.

Log in >

Do the basics right

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

<title>

- Include keyword
- 68 characters max.
- Be relevant
- Be readable
- Be unique (no duplicate)

<description>

- Better copywriting = better CTR
- Be straight to the point
- Highlight benefits
- Call to action
- Focus on human, not on keywords

URL rewriting

- Readable by human beings
- Include keyword
- scale directly in the CMS platform
- Less than 50-60 characters is fine



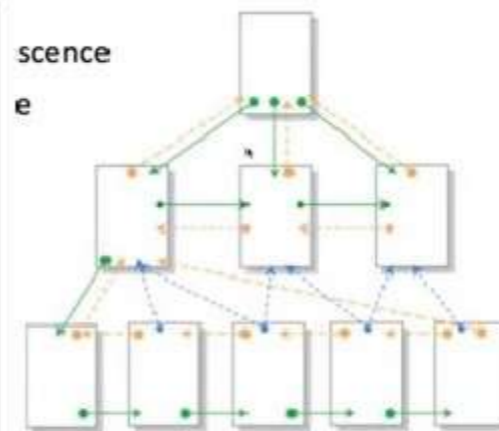
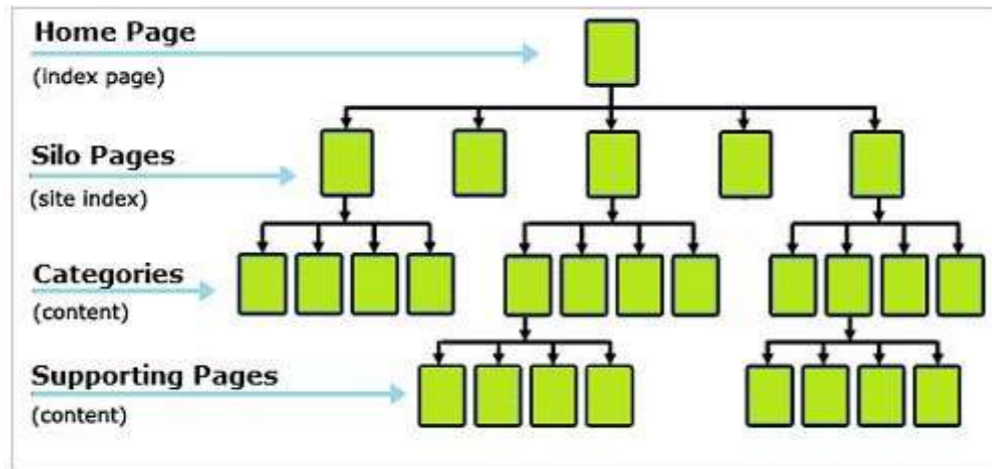
The image shows a Google search interface with the query "microsoft windows 10". Below the search bar, there are tabs for "Web", "News", "Videos", "Shopping", "Images", "More", and "Search tools". The search results show "About 710,000,000 results (0.53 seconds)". A cookie notice is displayed: "Cookies help us deliver our services. By using our services, you agree to our use of cookies." Below the notice are "Learn more" and "Got it" buttons. At the bottom, two red arrows point to the search results: "Title" points to "Windows 10 - Microsoft" and "Meta Description" points to "Learn about the new features in Windows 10, including the return of the Start Menu, Cortana and Microsoft Edge."

Title → Windows 10 - Microsoft
www.microsoft.com/en-gb/windows/features ▼

Meta Description → Learn about the new features in Windows 10, including the return of the Start Menu, Cortana and Microsoft Edge.

The “semantic cocoon”

Strategize your content and their hierarchy : think “Themes”



Themes in silo

Answer all user questions

Internal link (parent / sister / child)



alt



formula:

`alt="keyword"`

A light blue shopping bag is positioned on the left side of the image. On the front of the bag, there is a network diagram consisting of several interconnected nodes of varying sizes, representing a data structure or a social network.

alt is

alternate text 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 55 Actionable Tips So You Can Achieve Similar Results



ACTTHINK IMPA

HubSpot

AB testing

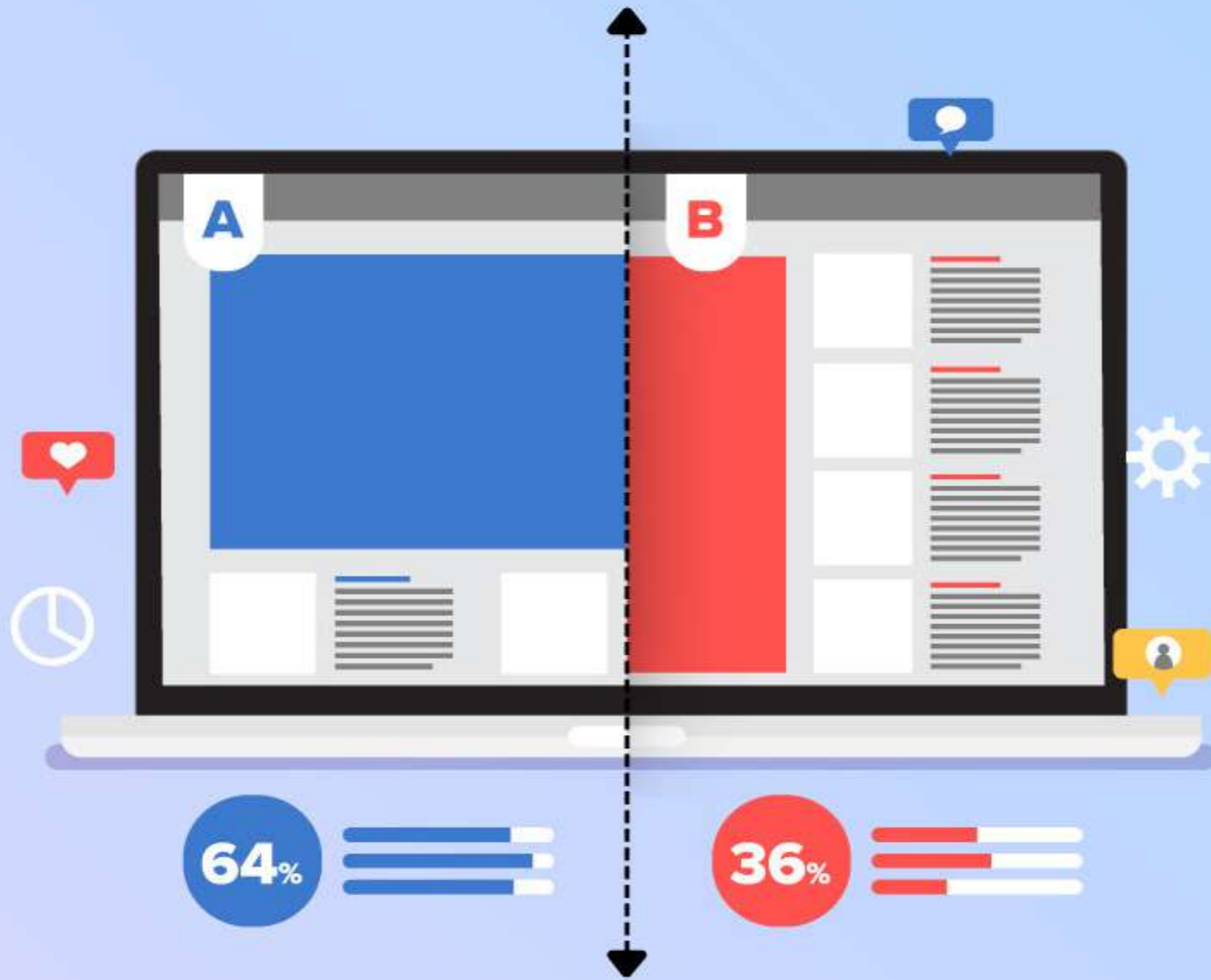
A **B**

Version A:

- THE ALL-NEW ANGIE CAREY
- new! cotton bra 2 for \$40
- New! active, convertible bra
- new! undies 5 for \$25
- TODAY ONLY!** \$10 OFF \$50+ PLUS FREE SHIPPING ON \$100+ Details and offer ends below.

Version B:

- new! undies 5 for \$25
- new! cotton bra 2 for \$40
- FREE SPRING'S BEAUTY ESSENTIALS with any \$40 beauty purchase
- find us on facebook



How to choose a
domain name ?

BLACK HAT



BLACK HAT STRATEGIES

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

WHITE HAT



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 ?



Cloud

Platform

Web Hosting



Whois d'un domaine

Whois du nom de domaine

www.

Code de Sécurité :



Recopiez le code :

Whois

 **comptabilité**
Terme de recherche

 **Bilan comptable**
Sujet

 **expert comptable**
Terme de recherche

+ Ajouter une comparaison

Dans tous les pays ▼


12 derniers mois ▼

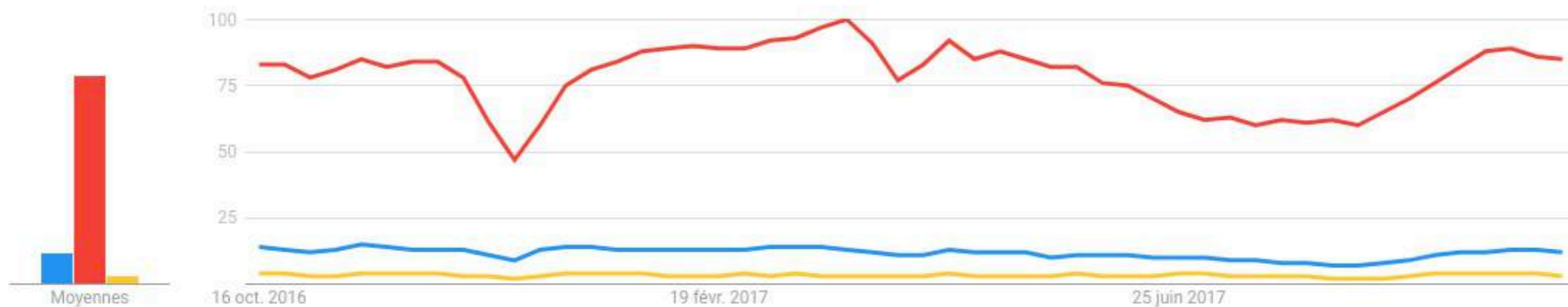
Toutes les catégories ▼

Recherche sur le Web ▼

 **Remarque :** Cette comparaison contient à la fois des termes de recherche et des sujets, qui sont calculés différemment.

[EN SAVOIR PLUS](#)

Évolution de l'intérêt pour cette recherche 



Powering Outstanding Search Experiences

Technologie pour Chatbots, Robots, IoT et SEO

ALEXA World

The screenshot shows the Alexa website interface. At the top left is the Alexa logo with the text "An amazon.com company". To the right is a search bar with "Browse Top Sites" and "or" followed by "Enter a site" and a "Find" button. Below the search bar is a navigation menu with links: Home, Plans and Pricing, Tools, Dashboard, Toolbar, About Us, Support, Blog, Sign In, and a green "Create an Account" button. A blue banner below the navigation menu says "Top Sites". The main heading is "The top 500 sites on the web." with a help icon. On the left side, there are three filter options: "Global" (selected), "By Country", and "By Category". The main content area displays a list of the top 10 sites with their rank, domain name, and a brief description followed by a "More" link.

Rank	Domain	Description
1	Google.com	Enables users to search the world's information, including webpages, images, and videos. Offers... More
2	Facebook.com	A social utility that connects people, to keep up with friends, upload photos, share links and ... More
3	Youtube.com	YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More
4	Baidu.com	The leading Chinese language search engine, provides "simple and reliable" search exp... More
5	Yahoo.com	A major internet portal and service provider offering search results, customizable content, cha... More
6	Amazon.com	Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc... More
7	Wikipedia.org	A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh... More
8	Qq.com	China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov... More
9	Twitter.com	Social networking and microblogging service utilising instant messaging, SMS or a web interface.
10	Taobao.com	Launched in May 2003, Taobao Marketplace (www.taobao.com) is the online shopping destination of... More

Global

By Country

By Category

- [1 Google.fr](#)
Version française du moteur de recherche. Propose des outils et des services pour les internautes.
- [2 Facebook.com](#)
A social utility that connects people, to keep up with friends, upload photos, share links and ...[More](#)
- [3 Google.com](#)
Enables users to search the world's information, including webpages, images, and videos. Offers...[More](#)
- [4 Youtube.com](#)
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...[More](#)
- [5 Amazon.fr](#)
Livres en français et en anglais, neufs ou d'occasion, produits culturels.
- [6 Leboncoin.fr](#)
site de petites annonces gratuit et sans commission (produits d'occasion, annonces immobilières...[More](#)
- [7 Yahoo.com](#)
A major internet portal and service provider offering search results, customizable content, cha...[More](#)
- [8 Orange.fr](#)
Présente les offres de cet opérateur et leurs tarifs, permet de souscrire à certaines d'entre e...[More](#)
- [9 Wikipedia.org](#)
A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh...[More](#)
- [10 Live.com](#)
Search engine from Microsoft.
- [11 Twitter.com](#)
Social networking and microblogging service utilising instant messaging, SMS or a web interface.
- [12 Bing.com](#)
Search engine developed by Microsoft. Features web, image, video, local, news, and product search.
- [13 Buzzfil.net](#)



Domain = URL

Exact match Domain (EMD)

TLD

website.com

website.fr

website.xyz

Réservations

Recommandations

Récapitulatif

Authentification

Configuration

Contrats

Paiement

1

2

3

4

5

6

7

Réservez votre nom de domaine

www.

Rechercher



ma-compta.me


✔ disponible

~~11,99€~~ 2,99 €


Continuer

Economisez jusqu'à -50% sur l'achat de packs de domaines

[Découvrez nos offres Alldom](#)

 **Tempête de promotions sur 26 nouvelles extensions !**
Ça va souffler dans les news gTLDs... Le registre Donuts nous propose pas moins de 26 extensions en promotion jusqu'à fin mars.

 **#gandiV5 : Simple Hosting est disponible**
Nous avons ajouté la création et la gestion de vos instances Simple Hosting à notre nouvelle plateforme.

 **Début de vie pour le .ECO**
Cette nouvelle extension, qui peut revêtir de nombreux habits, débute sa carrière en février

Recherche whois

La base publique whois stocke et permet l'affichage de l'ensemble des données relatives à un domaine (propriétaire, contacts, statut, prestataires..)

Cette page vous permet d'effectuer une recherche dans la base whois pour un identifiant ou un domaine donné.

Domaine

Entrez un nom de domaine, avec ou sans extension (celles gérées par Gandi)

Whois

Besoin d'un hébergement ?



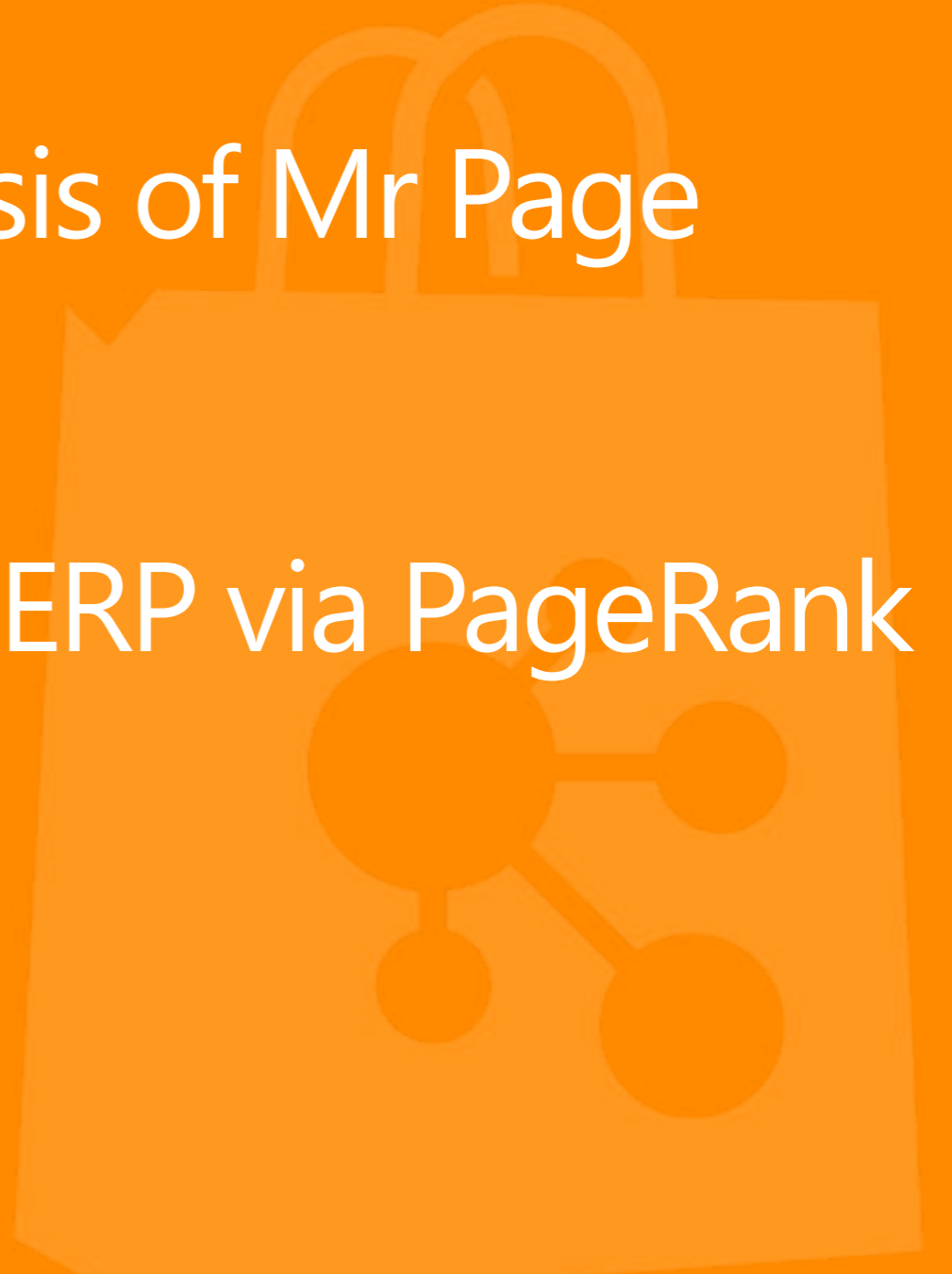
Découvrez notre nouvelle plate-forme d'hébergement qui allie la puissance et la flexibilité du cloud à la simplicité d'une offre classique de type mutualisé. De plus, si vous achetez ou transférez un nom de domaine, bénéficiez de **-50% sur l'achat d'un pack.**

[Découvrez Simple Hosting](#)

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



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

une école
 CCI GRENOBLE

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 !!!

```
index.html — toutsurlemarketing
index.html x
index.html
FOLDERS
  toutsurlemarketing
    _PRIVATE
    AB
    acronyme-marketing
    badge
    biblio
    CIEE
    css
    dbs
    digiday
    digital
    DOC
    doc1
    doc10
    doc11
    doc12
    doc4
    doc7
    doc8
    doc9
    EBS
    EFAP4
    emp3
    ESG
    growthhacking
    hec
    ICART
    image
    img
    ip
    js
    lexique-digital
    marketingveterinaire
    mastersciencesu
    MBA
    modernmarketingfactory
      _3A GEM RIVET ALT alias
      christian.rivet.png
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <meta charset="utf-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
6 <meta name="description" content="ROAD TO MARKET christian rivet Modern Marketing Model Factory GEM kratiroff">
7 <meta name="keywords" content="ROAD TO MARKET christian rivet cours Modern Marketing Model Factory GEM kratiroff christian
  rivet digital master marketing chef de projet master ">
8 <meta name="author" content="Hubert Kratiroff">
9 <link rel="icon" href="../DOC/favicon.ico">
10 <title>Modern Marketing Model Factory GEM kratiroff Road to Market christian rivet </title>
11 <link href="../css/bootstrap.min.css" rel="stylesheet">
12 <link href="../css/narrow-jumbotron.css" rel="stylesheet">
13 <link rel="canonical" href="https://toutsurlemarketing.com/index.html">
14 <meta name="author" content="Hubert Kratiroff">
15 <meta property="og:url" content="http://kratiroff.com/">
16 <meta property="og:type" content="article">
17 <meta property="og:title" content="ROAD TO MARKET">
18 <meta property="og:description" content="ROAD TO MARKET">
19 <meta property="og:updated_time" content="2018-08-14T17:20:50">
20 <meta property="og:image" content="gem-modern-marketing">
21 <meta name="twitter:card" content="gem-modern-marketing.png">
22 <meta name="twitter:site" content="@kratiroff">
23 <meta name="twitter:creator" content="@kratiroff">
24 <meta name="twitter:title" content="FORMATION">
25 <meta name="twitter:description" content="Lexique">
26 <meta name="twitter:image" content="gem-modern-marketing.png">
27 <link rel="shortcut icon" sizes="16x16" href="../DOC/favicon.ico">
28 <link rel="shortcut icon" sizes="16x16" href="../DOC/favicon.png">
29 <link rel="shortcut icon" sizes="32x32" href="../DOC/favicon.png">
30 <link rel="apple-touch-icon icon" sizes="76x76" href="../DOC/favicon.png">
31 <link rel="apple-touch-icon icon" sizes="120x120" href="../DOC/favicon.png">
32 <meta name="mobile-web-app-capable" content="yes"> <!-- Android -->
33 <meta name="theme-color" content="#333333"><!-- Android -->
34 </head>
35
36 <body>
37 <div class="container">
38 <div class="header clearfix">
```

inlink:

**The Best Link Is
No Link
(all inside)**



EdgeRank

$$\Sigma = U_e \times W_e \times D_e$$



Rank

=



Affinity

The score between the viewing user and the edge creator.

x



Weight

The weight for this edge type. (Comment, Like, etc)

x



Decay

The decay factor based on how long ago the edge was created.

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

PageRank

NetLinking

BackLink

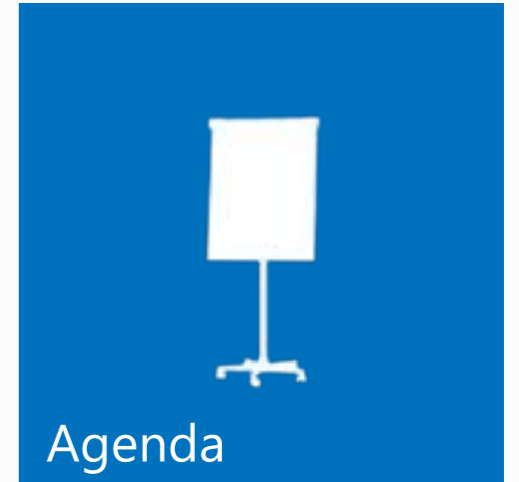
Mise à jour / récurrence

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

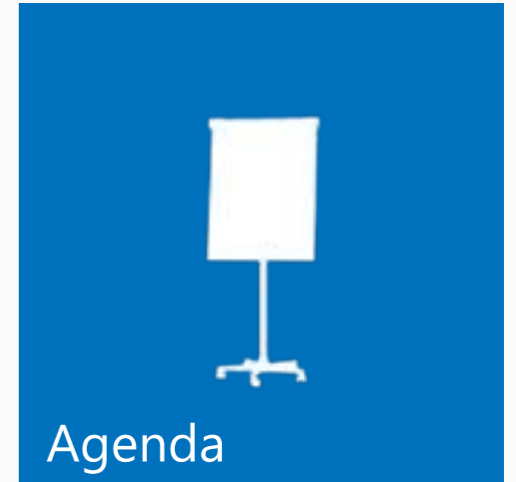
Page unique sans duplication

Occurrence des termes de recherche dans le texte

Recence de la mise en page

Distance entre les mots

Fréquence d'apparition



[Web](#)[Actualités](#)[Shopping](#)[Vidéos](#)[Images](#)[Plus ▾](#)[Outils de recherche](#)

Environ 151 000 résultats (0,61 secondes)

Centre National de Ressources Textuelles et Lexicales

www.cnrtl.fr/ ▾

Les lexiques et **dictionnaires** sont intégrés au sein d'un portail lexical unique qui permet leur consultation croisée ainsi qu'un export dans un format normalisé ...



Portail lexical

Description. Le portail lexical est un projet mené par le ...

Synonymie

Morphologie; Lexicographie;
Etymologie; Synonymie ...

TLFi

TLFi · Académie. 9 édition ·
Académie. 8 édition ...

DICTIONNAIRE : Définition ...

Articles de dictionnaire; à l'aide du,
ne donne-t-il pas cette ...

Dictionnaires anciens

Dictionnaires anciens · Dictionnaires
modernes. Les ...

Lexiques

Accueil · Portail lexical · Corpus ·
Lexiques · Dictionnaires ...

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

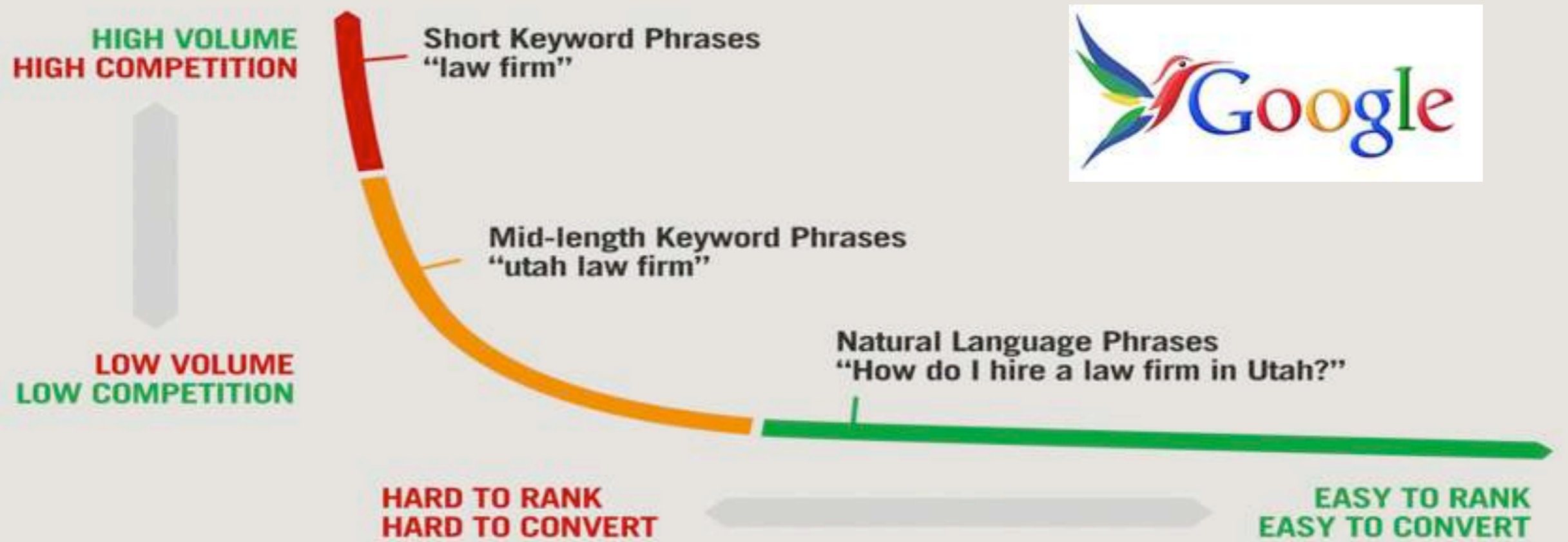
AMP de Google

Search console de Google

vérification : « site:abc.xyz »

THE “LONG TAIL” OF SEO

ARE YOU FOCUSING ON THE RIGHT KEYWORDS? A small number of keywords get searched for a lot. A lot of keywords get searched for a little. In many cases, the long tail of “natural language” searches can, in aggregate, be larger than the total volume of short keyword phrase searches. They are also less competitive (and therefore easier to rank for), and more relevant (and therefore more likely to convert).



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**.

workshop

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hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff

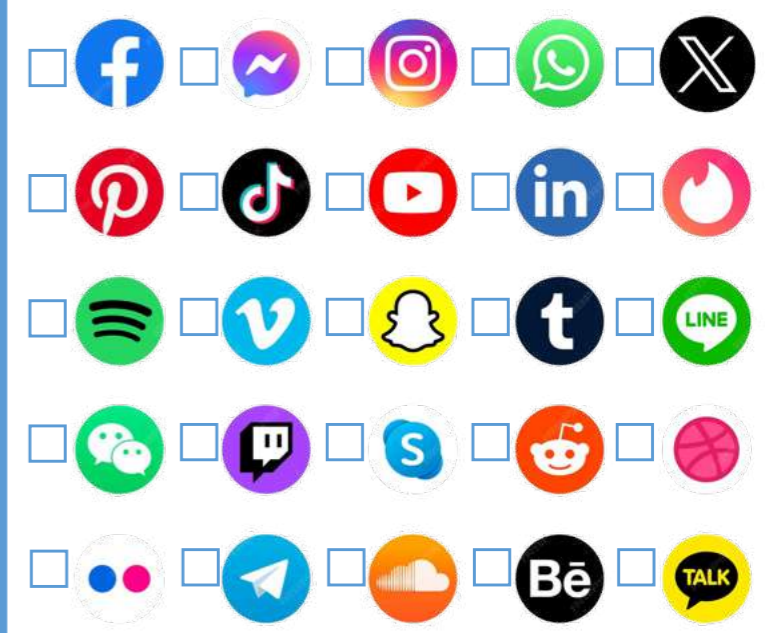
this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

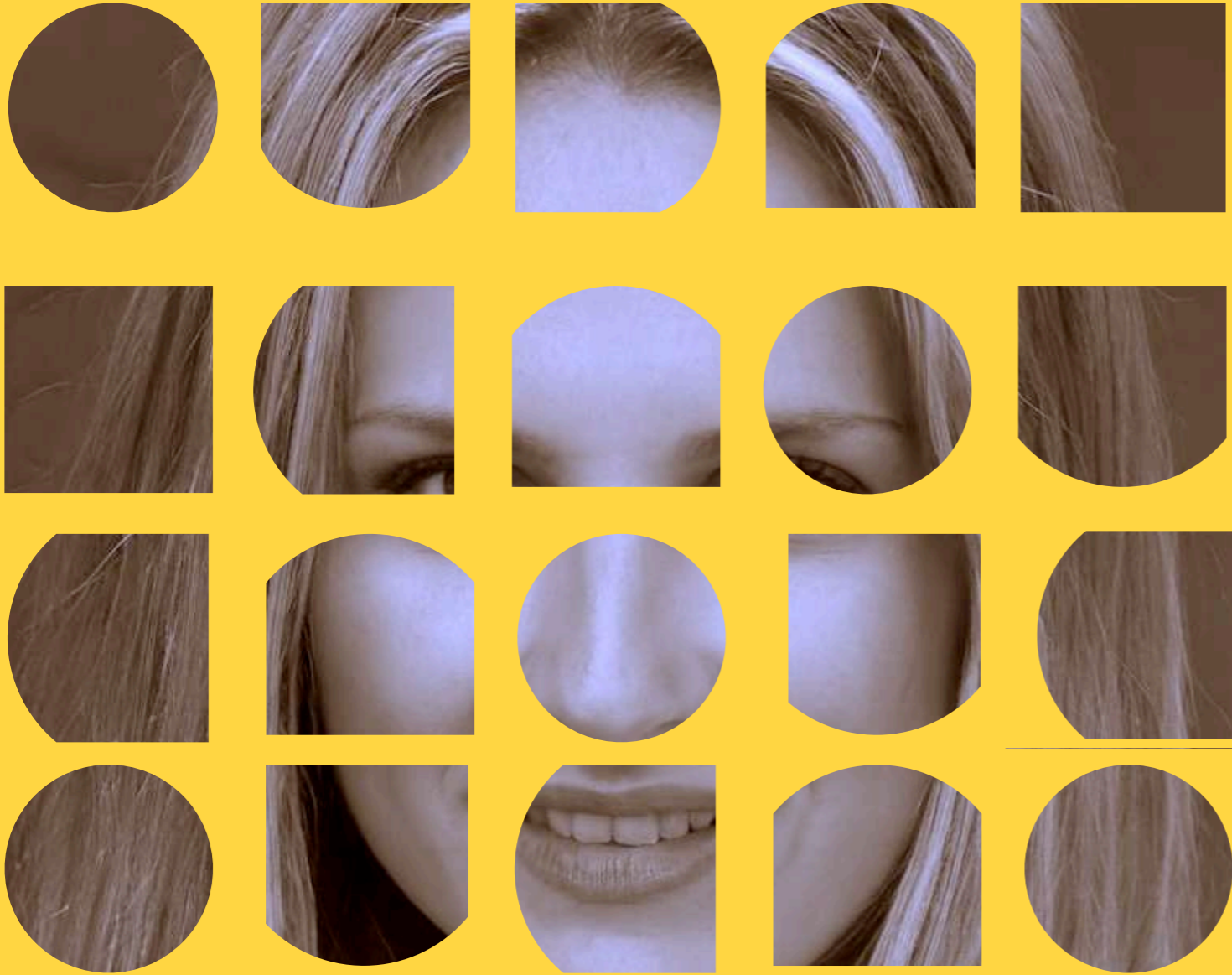
Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?
...
...
Empathie map si besoin pour mieux comprendre le persona



PERSONA

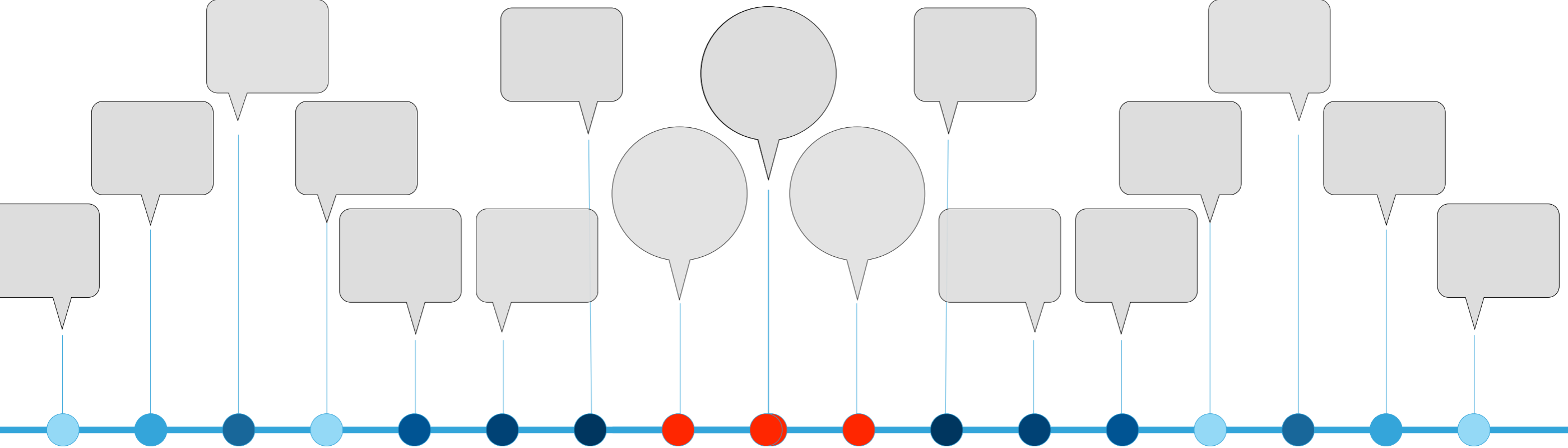


PERSONA
20 max



PERSONA
ICP
ideal customer profil

Customer Journey



...



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CAST
Software intelligence for Digital Leaders

CAST



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