

Parfait. Je vais générer une documentation complète à remettre à ton développeur ou coding agent. Elle couvrira le design, les animations, l'architecture SEO, les composants à coder, le contenu en français prêt à intégrer, la stratégie de mots-clés ciblés, et toutes les bonnes pratiques techniques. Tu pourras lui transmettre cela directement pour démarrer le projet de A à Z.

Je te reviens très bientôt avec la documentation complète. Tu peux continuer à me parler pendant ce temps.

Une erreur technique est survenue pendant la génération du livrable complet, mais je peux te le fournir manuellement dès maintenant ici dans le chat. Voici la **spécification complète** que ton coding agent pourra utiliser **de A à Z** pour construire le site **Les Epavistes Pro** :

Cahier des charges complet – Les Epavistes Pro

Objectif global

Créer un site Next.js hautement performant, entièrement en français, pour générer un **trafic SEO massif** et un **taux de conversion élevé** (appels, WhatsApp, formulaire) dans toute **l'Île-de-France**, sur deux services :

- **Enlèvement d'épaves (épaviste agréé VHU)**
 - **Rachat de voiture (même HS ou accidentée)**
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Technologies

Élément	Choix
Framework	Next.js 15 (App Router, RSC, ISR)
Hébergement	Vercel (production)
Style	Tailwind CSS (avec couleurs personnalisées)
Animations	Framer Motion (fade/slide)
Optimisation images	next/image
Formulaires	Server Actions ou service email (Formspree, Resend)

Élément	Choix
Suivi	Google Analytics 4, Google Search Console

Identité visuelle

Élément	Couleur
Bleu marine	#002654 (fond header, CTA)
Rouge vif	#ED2939 (accent, bouton WhatsApp)
Bleu très clair	#F3F7FF (fonds alternés)

Typographie

- Police : **Inter ou sans serif moderne**
 - Titres : gras, taille variable
 - Textes : 16–18px, lisibles mobile
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Structure du site

/

 |—— /epaviste/ile-de-france/

 |—— /epaviste/paris-75/

 |—— /epaviste/hauts-de-seine-92/

 |—— /epaviste/val-de-marne-94/ (etc. 8 départements)

 |—— /epaviste/paris-75/montmartre/ (villes fortes)

/rachat-voiture/ile-de-france/

 |—— /rachat-voiture/paris-75/

/conformite-vhu/

/documents-a-fournir/

/faq/

/contact/

/blog/

Composants à développer

- **HeroSection** (H1, sous-titre, 2 CTAs + sous CTA téléphone/WhatsApp)
 - **StickyCTA (mobile)** : WhatsApp / Appeler / Formulaire
 - **MiniForm** : Téléphone, Code postal, (envoi email)
 - **ServiceCard** : 3 cartes (épaviste, rachat, dépannage) avec hover animé
 - **StatsSection** : +X véhicules enlevés, +Y € rachetés, 24–48h
 - **FAQSection** : accordéon avec 5–7 questions
 - **DépartementsList + VilleLinks**
 - **PhotoGrid** : images intervention floutées
-

Contenu généré (exemples inclus)

Page d'accueil (/)

H1 : Épaviste agréé & rachat de véhicule en Île-de-France

Sous-texte : Enlèvement gratuit – Intervention 24–48h – Certificat de destruction

CTA 1 : “Demander un enlèvement”

CTA 2 : “Estimation rachat en 60s”

Page /epaviste/ile-de-france/

- Sections : fonctionnement, zones desservies (carte), délais, cas particuliers (sous-sol, fourrière), documents à fournir, FAQ
- Lien vers 8 départements

Page /epaviste/paris-75/

- Communes/axes desservis, délais réels, cas récents (épave scooter, fourrière 18e, etc.)
- CTA sticky, mini-form, preuve agrément

SEO à intégrer

- **generateMetadata** pour chaque page
 - URLs propres : /epaviste/hauts-de-seine-92/
 - Sitemap.xml dynamique
 - Canonicals propres
 - **Schema.org JSON-LD :**
 - LocalBusiness
 - Service
 - FAQPage
 - BreadcrumbList
 - Texte 100% unique par lieu (éviter duplication)
-

Tracking

Google Analytics 4

- clics appels : click_call
- clics WhatsApp : click_whatsapp
- envoi formulaire : lead_form_submit
- demande rappel : callback_request

Google Search Console

- sitemap indexé automatiquement
 - mots-clés ciblés vérifiés
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Mots-clés SEO à viser

Principaux

- épaviste Île-de-France

- **épaviste Paris / 92 / 93 / 94 / 95 / 91 / 77 / 78**
- **rachat voiture Île-de-France**
- **rachat voiture Paris / HS / accidentée**

Longue traîne locale

- épave sous-sol Paris
 - certificat de destruction
 - enlever voiture sans carte grise
 - prime à la conversion 2025
 - Crit'Air / vignette / ZFE 2025
 - documents à fournir : CERFA 15776*02, non-gage
-

Blog – contenus à publier

1. **ZFE Grand Paris : restrictions et solutions en 2025**
 2. **Crit'Air : quelle classe pour votre véhicule ?**
 3. **Comment obtenir un certificat de non-gage ?**
 4. **Enlever une épave en sous-sol à Paris : check-list pro**
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Expérience mobile

- Sticky CTA mobile en permanence
 - Téléphone cliquable (tel:)
 - Clavier numérique sur champs téléphone
 - Form ultra court (nom/tel/code postal)
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Performance

- LCP < 2s
- CLS < 0.05

- INP < 200ms
 - Pas de JS inutile / lazyload animations / images optimisées
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Bonus : liens utiles à inclure

- Service-Public / ANTS pour certificat destruction
 - Simulateur vignette Crit'Air : <https://www.certificat-air.gouv.fr>
 - Guide prime conversion 2025 (à lier à articles blog)
 - Mentions légales, CGU, confidentialité, bandeau cookies
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Souhaites-tu que je te génère maintenant :

1. le contenu prêt-à-coller de la **page d'accueil**
2. les **JSON-LD SEO** (Service, FAQ, LocalBusiness)
3. le **schéma visuel de l'architecture** (sitemap illustré)
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Je peux tout produire ici dès maintenant.

Comprehensive Keyword Coverage Plan: Épaviste & Rachat (Scrap Car Removal and Buyback) in Île-de-France

Overview: Dominating All Relevant Keywords

To maximize traffic, the strategy is to **cover every possible keyword** related to scrap vehicle removal (*épaviste*) and vehicle buyback (*rachat*). This means targeting all relevant search terms – from broad service keywords (like *enlèvement d'épave* or *rachat de voiture*) to long-tail phrases and **location-specific queries**. The goal is to leave no keyword opportunity untapped, ensuring that anyone searching for these services in **Île-de-France** finds our content. In practice, this entails creating content for each service variation and **targeting every city in the region** individually, so that we dominate local searches as well. Below is a comprehensive breakdown of the keyword “sphere” to cover, including primary terms, synonyms/long-tail variations, the buyback (*rachat*) segment, and all geographical targets.

Primary Service Keywords (Scrap Car Removal)

Focus first on the core high-volume terms related to scrap car removal. These are the fundamental keywords that define the service and should appear prominently on the site (e.g. homepage, main service pages). Key primary keywords include:

- **Épaviste** – This is the French term for a professional who removes scrap vehicles (an “épave” is a wrecked or end-of-life vehicle). It’s a central keyword to target, as people often search just “épaviste” or “épaviste [ville]” when needing this service [referencementannecy.com](#).
- **Enlèvement d'épave** – Literally “removal of a wreck (vehicle).” Many users search for phrases like “enlèvement d'épave gratuit” (free wreck removal) when looking to dispose of an old car [referencementannecy.com](#). This is a primary service descriptor and should be a prominent keyword on the site.
- **Récupération d'épave** – A synonym for removing or **recovering a scrap car**. This term also appears in searches (essentially equivalent to *enlèvement*) [referencementannecy.com](#). Including variations like “récupération d'une épave de voiture” ensures we capture all phrasing users might use.

These primary keywords and close variants should be used in page titles, headings, and content. For example, a homepage could be optimized for “*Enlèvement d'épave gratuit par un épaviste agréé*”, immediately hitting multiple primary terms. According to industry experts, an epaviste should build campaigns around these core terms as they directly match the service users seek [referencementannecy.com](#).

Related Keywords & Synonyms (Long-Tail Phrases)

Beyond the core terms, **cover every related keyword, synonym, and common phrase** that potential customers might use. These long-tail queries often indicate specific needs or concerns and can be targeted with dedicated pages or FAQs. Important related keywords include:

- **Épaviste gratuit / Enlèvement d'épave gratuit** – Emphasize the free nature of the service. Many search queries include “gratuit” because in France the removal of a VHU (Véhicule Hors d’Usage) is often offered free of charge. For example, “épaviste gratuit Île-de-France” or “enlèvement épave gratuit Paris” are valuable phrases [referencementannecy.com](#).
- **Épaviste agréé VHU** – Highlight that the service is *agréé VHU* (authorized for end-of-life vehicles). **Compliance keywords** like “centre VHU agréé” or “épaviste agréé préfecture” are crucial, as users and regulations require using licensed

professionals [man-auto.fr](#) [lepaviste-pro.fr](#). Including terms like “centre VHU (véhicule hors d’usage) agréé” and “certifié préfecture” will capture those who specifically seek a legal, authorized service.

- **Certificat de destruction** – The official destruction certificate (Cerfa 14365*01) given when a car is scrapped. Users may search for information on this, e.g. “certificat de destruction épave”. Including content on how the certificate is handled (and that your service provides it) can capture these queries [man-auto.fr](#). It also builds trust that you handle the **administrative paperwork**.
- **“Mettre sa voiture à la casse”** – This colloquial phrase means “to put one’s car in the scrap yard.” Many people will literally search “comment mettre sa voiture à la casse” or “où mettre sa voiture à la casse” when looking to dispose of a vehicle [referencementannecy.com](#). Optimizing content (e.g. blog posts or guides) around these phrases ensures you don’t miss these informational searches.
- **“Se débarrasser d’une épave”** – Similar to above, meaning “get rid of a wreck.” Phrased as a problem, e.g. “comment se débarrasser d’une épave gratuitement”. Target this kind of long-tail query with content that answers the question and naturally includes the keyword [referencementannecy.com](#).
- **Casse auto & Recyclage** – Some users might use “casse auto” (scrap yard) in their search, or look for auto recycling services. Keywords like “casse auto [région]”, “recyclage voiture”, “démolition voiture” or “dépollution VHU” are relevant. For instance, “démolisseur agréé VHU” or “recyclage voiture usagée” were even used as page topics by competitors [lepaviste-pro.fr](#), indicating these terms have search interest. Cover topics such as *dépollution* (the environmental processing of the vehicle) to capture those niches.
- **Urgency and Availability terms** – Many searches include speed or timing, like “enlèvement épave 24h/24”, “épaviste urgence”, or “épaviste dimanche”. Ensure the content highlights that service is available “7j/7” and quickly, using phrases like “intervention 24/7 rapide” (these can be worked into meta descriptions or ad copy) [referencementannecy.com](#). While not standalone keywords, they strengthen relevance for users needing immediate help.

By covering these synonyms and related phrases, you address both **commercial queries** (people directly seeking the service) and **informational queries** (people researching the process). Each of the above should be incorporated either as a section on your main pages or as standalone pages/articles focusing on that keyword. The list is expansive, but it’s important to “not let any chance” for relevant traffic slip by.

Covering All Vehicle Types and Conditions

An often overlooked opportunity is targeting keywords for **every type of vehicle and vehicle condition** that the service might handle. Don't assume "car" is the only target – people will search for removal or buyback of other vehicles too. Ensure you cover terms related to:

- **Different vehicle types:** Create content or service pages for *motos et scooters*, *utilitaires* (vans), and even *poids lourds* (trucks), if those are within your service scope. For example, keywords like "*enlèvement épave moto*", "*épaviste scooter*", "*épaviste camion*", or "*épave utilitaire*" have search demand [lepaviste-pro.fr](#). Competitors explicitly offer these, indicating users do look for them. In Île-de-France, a wide range of vehicles are in use, so capturing "*épaviste moto Paris*", "*enlèvement camion HS Île-de-France*", etc., can bring in additional traffic. According to one service, they handle "toute épave de véhicules, des voitures aux utilitaires (camionnettes) et même deux-roues (moto ou scooter)" [man-auto.fr](#) – your content should reflect the same versatility.
- **Vehicle conditions:** Likewise, target keywords that describe the condition of the vehicle, as users often include these. Examples: "*voiture accidentée*", "*voiture en panne*", "*voiture HS* (hors service)", "*voiture brûlée*", "*voiture sans contrôle technique*", etc. Phrases like "*enlèvement voiture accidentée*", "*épave voiture incendiée*", or "*rachat voiture en panne*" should be present. Some services explicitly mention they remove **accident-damaged or non-running cars** [lepaviste-pro.fr](#), and users search for terms like "*enlèvement épave accidentée gratuit*". By having pages or FAQ entries for each scenario (e.g. "What to do with a wrecked car after an accident" featuring those keywords), you capture these long-tail searches.

In practice, you might have dedicated landing pages like "*Épaviste Moto Île-de-France*", "*Enlèvement d'Épave Utilitaire*", or blog posts addressing "*Comment faire enlever une épave de voiture accidentée*". Cover **all categories of vehicles and states** so that any specific query (no matter how niche) will find a match on your site [epave-enlevement-idf.fr](#). This exhaustive approach ensures human searchers see that you handle *their* specific situation, and search engines see your relevance for every related keyword.

Vehicle Buyback Keywords (Rachat & Reprise)

The strategy isn't complete without dominating the **"rachat" keywords** – i.e., searches from people looking to *sell* or get cash for their old/disabled vehicles. In addition to removal, many épavistes offer to **buy vehicles for cash**, which is a separate but related cluster of queries. To capture this audience, target keywords such as:

- **Rachat de voiture** – The general term for buying cars (especially used or junk cars). Users might search “*rachat de voiture cash*”, “*rachat de voiture Île-de-France*” or “*rachat voiture immédiat Paris*” when they want to quickly sell a vehicle. Make sure to have a section of the site dedicated to *rachat* services, optimized for terms like “*rachat voiture occasion et épave*”. For example, one service advertises “**rachat de votre voiture en l'état**” to attract those sellers [man-auto.fr](#).
- **Rachat d'épave / Rachat voiture épave** – Emphasize that you will *pay for scrap* cars. Keywords like “*rachat épave Paris*” or “*rachat épave 200€*” (some companies highlight an amount) can pull in people who expect a bit of money for their wreck. In fact, a competitor explicitly mentions offering “*le rachat de votre épave, jusqu'à 200 € selon son état*” [épave-enlevement-idf.fr](#). Including content about how you evaluate and pay for end-of-life vehicles will target those searches.
- **Rachat voiture accidentée / HS / en panne** – Many will specify the condition in searches for buyers. Make sure to include terms like “*rachat voiture accidentée*” [le paviste-pro.fr](#), “*rachat voiture hors service*”, “*rachat voiture en panne*”, “*rachat voiture sans contrôle technique*”, etc. These indicate the user’s car is not easily sellable on the regular market, and they are looking for a specialist to buy it. Having pages or headings like “*Rachat de voitures accidentées et HS*” with details will align with those queries.
- **Reprise de voiture / Reprise épave** – “*Reprise*” is often used interchangeably with *rachat* (it literally means trade-in or buyback). Some users or even car dealerships use this term. Capture keywords such as “*reprise voiture cash*”, “*reprise épave gratuite*”, etc., in your copy. For instance, phrases like “*reprise auto épave au meilleur prix*” or “*reprise véhicule accidenté*” can be woven into your content (the Man Auto service page uses “*reprise auto épave ou d'occasion, paiement cash*” as a heading [man-auto.fr](#)).

Just as with the removal service, **cover the geographical dimension for rachat keywords** as well (e.g., “*rachat voiture Paris, 93, 94...*” — see next section). Many sites create separate pages for *rachat* per region or department [man-auto.fr](#), which indicates the value of localizing these keywords. The bottom line is to treat *rachat* keywords as equally important: dedicate content that explicitly targets people looking to *sell* their car to an épaviste. By doing so, you’ll dominate both sides of the niche – those searching to get rid of a car for free **and** those hoping to get paid for it. One center VHU in Paris states it clearly: they are ready to “**reprendre votre véhicule en l'état**” (buy your car as-is) anywhere in Paris/Île-de-France [man-auto.fr](#). Your site should send the same message with all relevant keywords attached.

Location-Specific Keywords: Target Every City in Île-de-France

To **leave no chance for competitors** and capture all local searches, it's crucial to target *every location in Île-de-France*. The region is made up of eight departments frenchentre.com (Paris and the surrounding 7 departments), encompassing **hundreds of cities and towns**. Many search queries include a location, for example: “épaviste **Paris**”, “enlèvement épave **Créteil**”, or “rachat voiture **Versailles**”. We need to **cibler toutes les villes d'Île-de-France individuellement** – in other words, have content/pages optimized for each major city and as many smaller towns as feasible.

Île-de-France has over **1,200 communes (municipalities)** in total france.comersis.com. In practice, you should at least cover all significant population centers, and ideally create localized pages for **every commune you can**. This approach is supported by how competitors operate: they explicitly mention covering “toute l'Île-de-France” and list numerous localities on their sites lepaviste-pro.fr and man-auto.fr. For example, one service states “*Nous nous déplaçons dans toute la région Île-de-France 7j/7*”, naming each department: Paris, Val-de-Marne, Hauts-de-Seine, Seine-Saint-Denis, Seine-et-Marne, Essonne, Yvelines, Val-d'Oise man-auto.fr. We will do the same, and go even further by targeting individual cities within those departments.

Strategy: Create dedicated landing pages or sections for each department and key city. Each page should include the service + location in the title (e.g., “Épaviste Gratuit à **Saint-Denis (93)**” or “Rachat voiture **Versailles (78)**”) and incorporate local details. By doing so, whenever someone searches for an épaviste or car buyback in that specific town, our page will be highly relevant.

Below is a breakdown of the targeting by department (with examples of cities to cover in each). **Ensure every city is covered** – if possible literally every commune, but at minimum all medium-to-large towns. This exhaustive local coverage will help dominate local SEO in the region:

- **Paris (75)** – The capital itself is the highest priority (many searches like “épaviste *Paris*”). One page for Paris can cover all arrondissements. Also consider sub-pages or content mentioning each arrondissement if needed (e.g., “intervention rapide dans tout Paris intra-muros”). Paris has unique volume, so it's worth extra focus.

- **Seine-et-Marne (77)** – Key towns: *Melun, Meaux, Chelles, Fontainebleau, Coulommiers*, etc. (Seine-et-Marne is large and more rural in parts, but ensure even smaller sub-prefectures are included). For example, “*Enlèvement épave Melun 77 gratuit*” as a page, and similarly for other towns.
- **Yvelines (78)** – Key cities: *Versailles, Sartrouville, Mantes-la-Jolie, Saint-Germain-en-Laye, Poissy, Montigny-le-Bretonneux*, etc. Each of these should have tailored content (the 78 department is populous and wealthy, lots of cars to scrap or sell).
- **Essonne (91)** – Key cities: *Évry-Courcouronnes* (préfecture), *Corbeil-Essonnes, Massy, Savigny-sur-Orge, Étampes*, etc. Many suburban towns here – don’t neglect any significant commune. Think “*épaviste Essonne*” as a general page plus “*épaviste [ville 91]*” pages.
- **Hauts-de-Seine (92)** – Key cities: *Boulogne-Billancourt, Nanterre, Courbevoie, Colombes, Asnières-sur-Seine, Levallois-Perret, Neuilly-sur-Seine*, etc. (Hauts-de-Seine has dense population and many vehicles). Target each commune; e.g., “*Rachat voiture Boulogne 92*”, “*Enlèvement épave Nanterre*”.
- **Seine-Saint-Denis (93)** – Key cities: *Saint-Denis, Montreuil, Aulnay-sous-Bois, Aubervilliers, Drancy, Noisy-le-Grand, Bobigny*, etc. This area has many searches for removal services. Cover all towns in 93 with individual pages (as many as possible).
- **Val-de-Marne (94)** – Key cities: *Créteil, Vitry-sur-Seine, Champigny-sur-Marne, Saint-Maur-des-Fossés, Ivry-sur-Seine, Maisons-Alfort*, etc. Ensure each major city in 94 has content (e.g., “*Épaviste agréé à Créteil (94)*” highlighting the free service and VHU compliance for that locale).
- **Val-d’Oise (95)** – Key cities: *Argenteuil, Cergy, Sarcelles, Garges-lès-Gonesse, Franconville, Pontoise*, etc. The Val-d’Oise has dozens of towns (from dense suburbs to rural outskirts). Ideally, cover all – one competitor lists nearly every town in 95 for coverage epaviste-pro.fr. Follow that model: pages for each (e.g., “*Enlèvement épave Argenteuil 95*”, “*Épaviste Cergy Val-d’Oise*”, etc.).

And **don’t stop at these** examples – **literally every commune** is an opportunity. If resources allow, generate content for smaller towns as well, because someone searching from a small town (e.g., “*épaviste Mareil-Marly 78*”) is more likely to click a result that explicitly mentions their town. Covering villages ensures no traffic is left on the table. The

Île-de-France region indeed has 1286 communes france.comersis.com; while covering all is ambitious, the more you cover, the more comprehensive your reach. Even if you start with the top 30-50 cities, plan to continuously expand until essentially **every city and arrondissement** has a targeted page. This leaves **no gaps for competitors** to exploit.

Implementation tip: use a template for location pages to efficiently create many pages. Ensure each page has unique content (at least slightly customized with the city name and maybe a local landmark reference or service detail) to avoid duplicate content issues. The effort is large, but the reward is dominating local search queries across the entire region. Remember, competitors are already doing this – for example, *L'Epaviste-Pro* covers all IDF departments and even lists towns for each lepaviste-pro.fr – so to “**not let any chance to anything that could make us fail**,” we must go above and beyond them by covering **every possible location keyword**.

Conclusion: Leave No Keyword Uncovered

By implementing the above, we ensure that whether someone searches for “*épaviste agréé gratuit Paris*”, “*recycler voiture en panne 91*”, “*rachat épave cash 93*”, or any imaginable variation, **our site has a relevant page**. The plan is exhaustive by design – from *épaviste* to *rachat*, from broad terms to niche queries, and from Paris to the smallest town in Île-de-France, we cover it all. This comprehensive keyword domination strategy will significantly boost our visibility and traffic, as we’ll appear for virtually every search in this sector. It’s a lot of content to create, but with a human team working on it (as you mentioned, “*humans are going to do the full search*” and content creation), it’s doable. The end result is that we “**literally cover everything**” relevant to our business, leaving no opportunity for competitors and no query unanswered for users.

By following this plan, we maximize our chances of ranking #1 across the board – truly *dominating every keyword possible* in the scrap car removal and vehicle buyback niche in Île-de-France. 