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# PROJET 2- 1ER

# PILIER DU SEO : LA

# TECHNIQUE.

Programme D-CLIC – Module SEO

*Le premier aspect du SEO qui n'est pas le plus connu mais qui est très important : l'aspect technique. La technique sert de fondation à un site internet et en SEO c'est également le cas. Si la technique n'est pas bonne, Google ne pourra pas lire le site correctement et donc ne pourra pas bien le classer. Il est donc primordial de respecter plusieurs critères afin de faciliter la lecture du site par Google.*

## I- PRELUDE : IDENTIFICATION D'UN SITE

Capture d'écran du site : <https://www.conseilsmarketing.com/>

**ConseilsMarketing**  
L'expert du Marketing B2B

Vos besoins ▾ Outils ▾ Formations ▾ Cours Gratuits Contact

Q

87 Shares

BLOGS

# 10 conseils pour lancer un Blog Pro et le faire connaître !

© 23 MINUTES DE LECTURE

Fournisseurs Collaborateurs	Presse Partenaires Prescripteurs	Clients Prospects	Concurrents Futurs employés
Plateformes Vidéo Youtube, Dailymotion, Vimeo...	Autres Blogs Commentaires, liens directs guest posting, billets sponsorisés...	Articles de presse Magazine, TV, Radio...	Hébergement d'images Flickr, Picassa, Webhus...
Diffusion Powerpoint Slideshare.net, Slideboom.com	Republique de contenu LePost #, Paperblog #, Blogbang...	Mailing Listes & RSS Internes, location...	Communiqué de presse Categorynet.com, Publicistlog...
Annuaires gratuits / payants Technorati.com, Wikio...	Réseaux sociaux Perso / Pro Facebook, Vadeo, LinkedIn...	Affiliation 1TPE, eAffiliation, NetAffiliation...	Jeux & concours
Achat de Mots clés Google Adwords, Adense...			Google Search (SEO)
			Carte de visite Signature d'e-mails

**BI** **LOG**

Frédéric Canevet – Auteur du Blog



Je suis spécialiste du Marketing B2B depuis plus de 20 ans et rédacteur en chef du Blog ConseilsMarketing.com. Je suis aussi le co-auteur du livre "Le Growth Hacking" et la formation Growth Hacking. Consultez mes derniers livres et formations vidéo. Et gai sur [LinkedIn](#) et ma chaîne [YouTube](#).

Je peux vous aider ?

**Audit SEO gratuit** En quoi puis-je vous aider ? +

## II- LES EXERCICES

## 1) EXERCICE 1 : LES BALISES

## Explorer le code HTML d'une page web et repérer les balises :

The screenshot shows a web browser displaying the [ConseilsMarketing](https://www.conseilsmarketing.com/10-conseils-pour-lancer-un-blog-pro-et-le-faire-connaître) website. The page title is "10 conseils pour lancer un Blog Pro et le faire connaître !". Below the title, there's a note indicating "23 MINUTES DE LECTURE". The main content area features a grid of 12 boxes under four categories: "Fournisseurs Collaborateurs", "Presse Partenaires Prescripteurs", "Clients Prospects", and "Concurrents Futurs employés". These boxes list various marketing channels and partners. A large red "BLOG" button is prominently displayed at the bottom left. A speech bubble with the text "Je peux vous aider ?" is overlaid on the bottom right. On the right side of the screen, the Chrome DevTools are open, showing the "Elements" tab with the HTML code of the page. The "Styles" tab is also visible, showing CSS rules for the "element.style" and "body" selector. The status bar at the bottom right indicates "Highlights from the Chrome 105 update".

- title & meta title

The screenshot shows a blog post titled "10 conseils pour lancer un Blog Pro et le faire connaître !" with the URL <https://www.conseilsmarketing.com/10-conseils-pour-lancer-un-blog-pro-et-le-faire-connaître/>. The page includes a sidebar with links to Presses Prescripteurs, Clients Prospects, Concurrents Future employés, and various marketing resources like Autres Blogs, Articles de presse, Hébergement d'intégration, and Google Search (SEO). A large "BLOG" graphic is at the bottom left, and a call-to-action box in the center says "Je peux vous aider ?". The DevTools panel on the right displays the HTML source code for the page, highlighting specific meta tags and comments related to SEO optimization.

- h1, h2, h3...

ConseilsMarketing  
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BLOGS

# 10 conseils pour lancer un Blog Pro et le faire connaître !

23 MINUTES DE LECTURE

Fournisseurs Collaborateurs

Presse Particuliers Prescripteurs

Clients Prospects

Concurrents Futurs employés

Platelormes Vidéo YouTube, Dailymotion, Vimeos

Autres Blogs Commentaires, liens directs dans certains blogs Webzine

Diffusion Powerpoint SlideShare.net, Dailouge.com

Reputation de contenu LinkedIn, Headline, Doppler

Articles de presse Magazine, TV, Radio, Internet

Commerce en ligne E-commerce, Prestashop, BigCommerce

Mailing Listes & RSS Feeds, Newsletters

Réseaux sociaux Personnels / Pro Facebook, Twitter, LinkedIn

Achat de Mots clés Google Adwords, AdSense

Affichage publicitaire Facebook, Adwords, Instagram

Digital Likes & Social Bookmarking Scoop.it, Digg, Delicious

## BLOG

Je peux vous aider ?

in

En quoi puis-je vous aider ?

DevTools is now available in French! Always match Chrome's language Switch DevTools to French Don't show again

Elements Console Sources Network Performance Memory

Styles >

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: :FFF

+:c-

color- secon

:#E8E

-c- palett

color- secon

: ■ #81E

-c- color-

>svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>

>svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>

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>svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>

... body-post-template-default-single-single-postpostid-205single-format-standardwp-embed-responsive.cs-page-layout ...

Console What's New Search X

Aa h1

custom.css chrome-extension://aeognopqebbbjheigajnifnlhikkjgb/css/custom.css

1 ... \_edt-section-#f-bt-wrapper.\_display:none\_#f-bt-wrapper.\_settings\_#f-bt-wrapper.\_upgrade-to-pro(display:none)@font-face{...}

ed1c24.css d1wgclp1pmxc26.cloudfront.net/4.8/widget/css/\_ultra/packed/ed1c24.css

1 a.clickdesk-ultra h1.clickdesk-ultra h2.clickdesk-ultra h3.clickdesk-ultra h4.clickdesk-ultra h5.clickdesk-ultra h6.clickdesk-ultra h7.clickdesk-ultra h8.clickdesk-ultra h9.clickdesk-ultra h10.clickdesk-ultra h11.clickdesk-ultra h12.clickdesk-ultra h13.clickdesk-ultra h14.clickdesk-ultra h15.clickdesk-ultra h16.clickdesk-ultra h17.clickdesk-ultra h18.clickdesk-ultra h19.clickdesk-ultra h20.clickdesk-ultra h21.clickdesk-ultra h22.clickdesk-ultra h23.clickdesk-ultra h24.clickdesk-ultra h25.clickdesk-ultra h26.clickdesk-ultra h27.clickdesk-ultra h28.clickdesk-ultra h29.clickdesk-ultra h30.clickdesk-ultra h31.clickdesk-ultra h32.clickdesk-ultra h33.clickdesk-ultra h34.clickdesk-ultra h35.clickdesk-ultra h36.clickdesk-ultra h37.clickdesk-ultra h38.clickdesk-ultra h39.clickdesk-ultra h40.clickdesk-ultra h41.clickdesk-ultra h42.clickdesk-ultra h43.clickdesk-ultra h44.clickdesk-ultra h45.clickdesk-ultra h46.clickdesk-ultra h47.clickdesk-ultra h48.clickdesk-ultra h49.clickdesk-ultra 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h30117.clickdesk-ultra h30118.clickdesk-ultra h30119.clickdesk-ultra h30120.clickdesk-ultra h30121.clickdesk-ultra h30122.clickdesk-ultra h30123.clickdesk-ultra h30124.clickdesk-ultra h30125.clickdesk-ultra h30126.clickdesk-ultra h30127.clickdesk-ultra h30128.clickdesk-ultra h30129.clickdesk-ultra h30130.clickdesk-ultra h30131.clickdesk-ultra h30132.clickdesk-ultra h30133.clickdesk-ultra h30134.clickdesk-ultra h30135.clickdesk-ultra h30136.clickdesk-ultra h30137.clickdesk-ultra h30138.clickdesk-ultra h30139.clickdesk-ultra h30140.clickdesk-ultra h30141.clickdesk-ultra h30142.clickdesk-ultra h30143.clickdesk-ultra h30144.clickdesk-ultra h30145.clickdesk-ultra h30146.clickdesk-ultra h30147.clickdesk-ultra h30148.clickdesk-ultra h30149.clickdesk-ultra h30150.clickdesk-ultra h30151.clickdesk-ultra h30152.clickdesk-ultra h30153.clickdesk-ultra h30154.clickdesk-ultra h30155.clickdesk-ultra h30156.clickdesk-ultra h30157.clickdesk-ultra h30158.clickdesk-ultra h30159.clickdesk-ultra h30160.clickdesk-ultra h30161.clickdesk-ultra h30162.clickdesk-ultra h30163.clickdesk-ultra h30164.clickdesk-ultra h30165.clickdesk-ultra h30166.clickdesk-ultra h30167.clickdesk-ultra h30168.clickdesk-ultra h30169.clickdesk-ultra h30170.clickdesk-ultra h30171.clickdesk-ultra h30172.clickdesk-ultra h30173.clickdesk-ultra h30174.clickdesk-ultra h30175.clickdesk-ultra h30176.clickdesk-ultra h30177.clickdesk-ultra h30178.clickdesk-ultra h30179.clickdesk-ultra h30180.clickdesk-ultra h30181.clickdesk-ultra h30182.clickdesk-ultra h30183.clickdesk-ultra h30184.clickdesk-ultra h30185.clickdesk-ultra h30186.clickdesk-ultra h30187.clickdesk-ultra h30188.clickdesk-ultra h30189.clickdesk-ultra h30190.clickdesk-ultra h30191.clickdesk-ultra h30192.clickdesk-ultra h30193.clickdesk-ultra h30194.clickdesk-ultra h30195.clickdesk-ultra h30196.clickdesk-ultra h30197.clickdesk-ultra h30198.clickdesk-ultra h30199.clickdesk-ultra h30100.clickdesk-ultra h30101.clickdesk-ultra h30102.clickdesk-ultra h30103.clickdesk-ultra h30104.clickdesk-ultra h30105.clickdesk-ultra h30106.clickdesk-ultra h30107.clickdesk-ultra h30108.clickdesk-ultra h30109.clickdesk-ultra h30110.clickdesk-ultra h30111.clickdesk-ultra h30112.clickdesk-ultra h30113.clickdesk-ultra h30114.clickdesk-ultra h30115.clickdesk-ultra h30116.clickdesk-ultra h30117.clickdesk-ultra h30118.clickdesk-ultra h30119.clickdesk-ultra h30120.clickdesk-ultra h30121.clickdesk-ultra h30122.clickdesk-ultra h30123.clickdesk-ultra h30124.clickdesk-ultra h30125.clickdesk-ultra h30126.clickdesk-ultra h30127.clickdesk-ultra h30128.clickdesk-ultra h30129.clickdesk-ultra h30130.clickdesk-ultra h30131.clickdesk-ultra h30132.clickdesk-ultra h30133.clickdesk-ultra h30134.clickdesk-ultra h30135.clickdesk-ultra h30136.clickdesk-ultra h30137.clickdesk-ultra h30138.clickdesk-ultra h30139.clickdesk-ultra h30140.clickdesk-ultra h30141.clickdesk-ultra h30142.clickdesk-ultra h30143.clickdesk-ultra h30144.clickdesk-ultra h30145.clickdesk-ultra h30146.clickdesk-ultra h30147.clickdesk-ultra h30148.clickdesk-ultra h30149.clickdesk-ultra h30150.clickdesk-ultra h30151.clickdesk-ultra h30152.clickdesk-ultra h30153.clickdesk-ultra h30154.clickdesk-ultra h30155.clickdesk-ultra h30156.clickdesk-ultra h30157.clickdesk-ultra h30158.clickdesk-ultra h30159.clickdesk

- ...

- strong

ConseilsMarketing  
L'expert du Marketing B2B

Q

Always match Chrome's language Switch DevTools to French! Don't show again

Elements Console Sources Network Performance Memory

```
> <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>
> <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>
> <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>
> <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;"></svg>
...
body.post-template-default.single.single-post.postid-205.single-format-standard.wp-embed-responsive.cs-page-layout ...
```

Styles

:how\_.cls

color:#FFF

--cs-color-second:#81E

--cs-palette-color-second:#81E

--cs-color-color:#81E

Console What's New Search x

Aa : strong

ed1c24.css d1gwolp1pmzk26.cloudfront.net/4-8/widget-css/ultra/packed/ed1c24.css

1 ...clickdesk-ultra h1.clickdesk-ultra h2.clickdesk-ultra h3.clickdesk-ultra h4.clickdesk-ultra h5.clickdesk-ultra h6.clickdesk-ultra p.click...

▼ [index] – www.conseilsmarketing.com/mailings/comment-lancer-un-blog-pro-et-le-faire-connaître/([index])

437 ...p.a, .entry-content p>a, .entry-content figcaption.a, .entry-content a, .entry-content>ul li>a, .entry-content>p>strong, Veuillez vous pouvez toujours trouver votre positionnement, il suffit de bien définir votre cible et ses attentes.

1627 ...xiste des techniques pour gagner plus rapidement de la visibilité **en s&gt;#217;appuyant sur les blogs et carrefours &#8217;...**

1645 ...participer à un carnaval de blogs

1646 ...à des acteurs d&#8217;une thématique écrits tous un article sur m...

1647 ...strong>#2121; Faire du guest posting

1648 ...strong>#2121; Mettre en place une campagne d&#8220;affiliation<strong>, auprême de blogs, forums&#8230; existants en pro...

1649 ...strong>#2121; Créez un livre blanc

1650 ...strong>#2121; Participer à un Top Blog

1651 ...strong>#2121; Réaliser un dossier / livre blanc référencé dans le secteur

1652 ...strong>#2121; Avoir une liste de prospects.

- alt img

The screenshot shows a web browser window with the following details:

- Page Title:** ConseilsMarketing - L'expert du Marketing B2B
- Content Area:** A large banner with the text "ils pour lancer un Blog Pro à connaître !". Below it is a "BLOG" section featuring a photo of a person and the text "Je peux vous aider ?".
- DevTools Panel:** An open DevTools window titled "Always match Chrome's language". It displays the page's HTML structure, including various `<svg>` elements and a `body` element with a long class name. The "Elements" tab is selected.
- Address Bar:** Shows the URL "www.conseilsmarketing.com/mallings/comment-lancer-un-blog-pro-et-le-faire-connaître/".
- Search Bar:** Contains the text "alt".

## 2) EXERCICE 2 : ROBOT.TXT

Rendez-vous sur le fichier robots.txt du site web de Nike ici : <https://www.nike.com/robots.txt>.

- Le site permet-il au robot Google de lire ses pages ? **OUI**

- Quelles sont les pages que Nike interdit aux robots des moteurs de recherche de lire ?

```
Disallow: */member/inbox
Disallow: */member/settings
Disallow: */p/
Disallow: */checkout/
Disallow: /*.swf$
Disallow: /*.pdf$
Disallow: /pdf/
Disallow: /ar/help/
Disallow: /br/help/
Disallow: /hk/help/
Disallow: /kr/help/
Disallow: /uy/help/
Disallow: /xf/help/
Disallow: /xl/help/
Disallow: /xm/help/
```

- Quelles sont les pages que Nike autorise au robot Baiduspider de lire ?

```
Allow: /cn$
Allow: /cn/
Allow: /CN$
Allow: /CN/
Allow: /assets/
Allow: /static/
Allow: /styleguide/
```

- Quelles sont les pages que Nike interdit au robot HaoSouSpider de lire ?

```
Disallow: */w?q=
Disallow: */w/?q=
Disallow: /
```

- Quels sont les liens vers les sitemap du site ?

```
Sitemap: https://www.nike.com/sitemap-us-help.xml
Sitemap: https://www.nike.com/sitemap-landingpage-index.xml
Sitemap: https://www.nike.com/sitemap-pdp-index.xml
Sitemap: https://www.nike.com/sitemap-launch-index.xml
Sitemap: https://www.nike.com/sitemap-wall-index.xml
Sitemap: https://www.nike.com/sitemap-article-index.xml
Sitemap: https://www.nike.com/sitemap-locator-index.xml
```

### 3) EXERCICE 3 : RAPIDITE DES PAGES

 PageSpeed Insights Docs

Analyser

Améliorez la vitesse de chargement de vos pages Web sur tous les appareils

[EN SAVOIR PLUS](#)

[Nouveautés](#)

[Documentation](#)

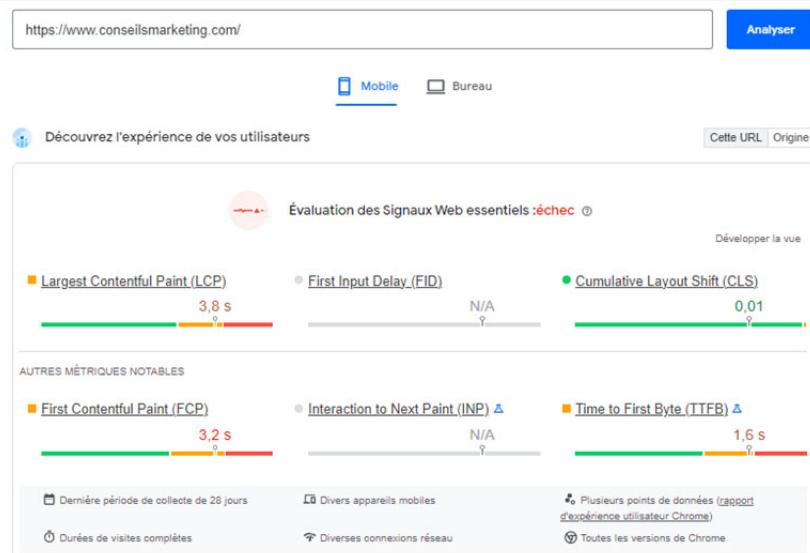
[En savoir plus sur les performances Web](#)



Vérifiez la rapidité d'une page web grâce à l'outil de Google Page Speed Insight.  
Quel est le résultat ?

### Sur Mobile

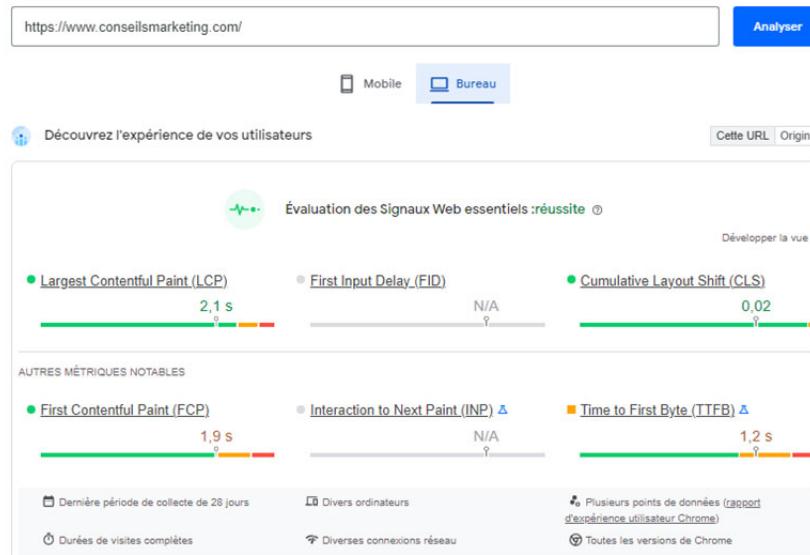
PageSpeed Insights



Nb : La performance est moyenne

### Sur Bureau Ordinateur

PageSpeed Insights

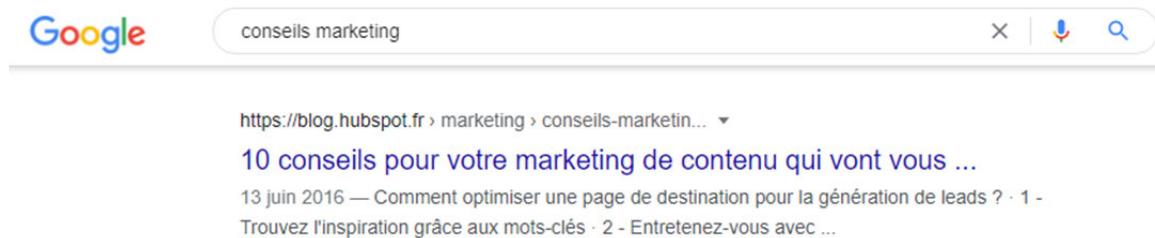


Nb : la performance est assez bonne

Recommandations : Réduire le nombre de dépendances ; Compresser le CSS

#### 4) EXERCICE 4 : OPTIMISATION DES METADESCRIPTION

Rendez-vous sur Google et tapez une requête afin de sélectionner une meta description qui n'est pas optimisée. Faites ensuite des recommandations et proposez une meta description plus optimisée.



The screenshot shows a Google search results page. The search query "conseils marketing" is entered in the search bar. The top result is a link from HubSpot's blog: "10 conseils pour votre marketing de contenu qui vont vous ...". The snippet below the title includes the date (13 juin 2016), a brief description of the article, and a call to action ("Trouvez l'inspiration grâce aux mots-clés").

Recommandation d'optimisation de la Metadescription :

Faire en sorte que la description de la page soit en accord avec le titre et le contenu de la page. Que le mot clé apparaisse au moins une fois dans la description.