

IV.2 - Exercice 1 :

Taper une requête sur Google et identifier :

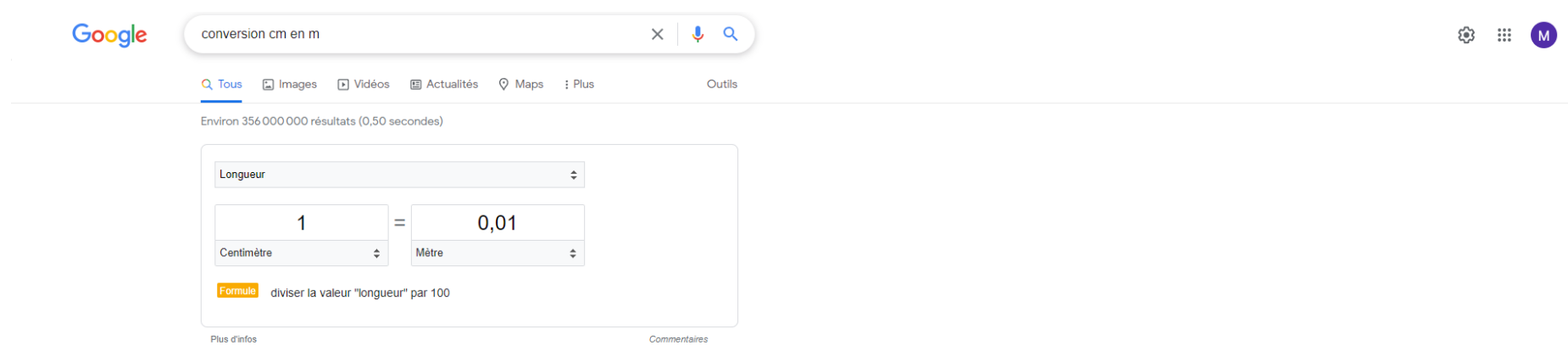
- Un rich snippet

The screenshot shows a Google search for "cuisine méditerranéenne". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are tabs for "Tous", "Images", "Vidéos", "Maps", "Actualités", and "Plus". The search results show "Environ 19 100 000 résultats (0,53 secondes)". A "Recettes" section is highlighted, featuring three recipe cards. The first card is titled "Recettes méditerranéennes" by "Elle" with a 4.2-star rating and 49 reviews. The second card is titled "Du soleil dans les assiettes avec nos recettes de..." by "Chef Simon" with a 4.3-star rating and 7 reviews. The third card is titled "Recettes méditerranéennes : poisson, végétariennes,..." with a 5.0-star rating and 383 reviews. To the right of these cards is a large image of a Mediterranean dish with the title "Cuisine méditerranéenne" and a description: "La cuisine méditerranéenne est la nourriture et les méthodes de préparation des habitants de la région".

- Un featured snippet

The screenshot shows a Google search for "comment positiver". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are tabs for "Tous", "Vidéos", "Images", "Actualités", "Maps", and "Plus". The search results show "Environ 850 000 résultats (0,43 secondes)". A featured snippet is displayed with the title "5 techniques pour positiver son stress". The snippet contains a list of five techniques: 1. Savoir reconnaître son stress et en identifier les causes. 2. Se concentrer sur le moment présent. 3. Changer sa perception de l'environnement. 4. Travailler ses objectifs. 5. Se projeter de manière positive. The snippet is dated "14 sept. 2020" and includes a link to "https://www.cadremploi.fr > Conseils > Conseils carrière". Below the link, the text "5 techniques pour positiver son stress - Cadremploi" is displayed.

- Un Google Onebox



IV.3 - Exercice 2 :

Vous êtes un webmaster chargé d'un site internet spécialisé dans les articles de sport : sport-univers.fr

Listez une quinzaine de mot-clé par thématique et classez-les par ordre d'importance, c'est-à-dire en première position le mot-clé principal, et en dernier celui qui génèrerait le moins de trafic. Pour chaque mot, donnez la source (SEMrush, Keywordtool, votre propre idée...), ainsi que les données chiffrées permettant de le sélectionner (quand c'est disponible) : estimation du trafic, volume de recherche...

Vous souhaitez vous positionner sur différentes thématiques que sont :

- le football

N°	Mots clés																																				
1	Football streaming	<div>Possibilités de mots clés</div> <div>Possibilités de backlinks</div> <div>RECHERCHE DE MOTS CLÉS</div> <div>Vue d'ensemble des mots clés</div> <div>Keyword Magic Tool</div> <div>Keyword Manager</div> <div>Suivi de position</div>	<div>Par numéro</div> <div>Par volume</div> <div>Tous les m... 1010925</div> <div>> manageme... 63667</div> <div>> club 61410</div>	<div>Tous les mots clés: 1010925 Volume total: 7,3M</div> <div>+ Ajouter à la liste de mots clés</div> <div>Mettre à jour les métriques</div> <div>Exporter</div> <table><thead><tr><th></th><th>Mot clé</th><th>Inte...</th><th>Volume</th><th>Ten...</th><th>KD %</th><th>CPC (USD)</th><th>Con.</th><th>Fonctionnalités...</th><th>Résultats</th><th>Dernière m...</th></tr></thead><tbody><tr><td><input type="checkbox"/></td><td>football</td><td>I</td><td>165 000</td><td></td><td>90</td><td>0,63</td><td>0,02</td><td>+4</td><td>38</td><td>il y a 1 mois</td></tr><tr><td><input type="checkbox"/></td><td>football streaming</td><td>C</td><td>74 000</td><td></td><td>59</td><td>0,29</td><td>0,04</td><td>+4</td><td>407M</td><td>il y a 1 mois</td></tr></tbody></table>		Mot clé	Inte...	Volume	Ten...	KD %	CPC (USD)	Con.	Fonctionnalités...	Résultats	Dernière m...	<input type="checkbox"/>	football	I	165 000		90	0,63	0,02	+4	38	il y a 1 mois	<input type="checkbox"/>	football streaming	C	74 000		59	0,29	0,04	+4	407M	il y a 1 mois
	Mot clé	Inte...	Volume	Ten...	KD %	CPC (USD)	Con.	Fonctionnalités...	Résultats	Dernière m...																											
<input type="checkbox"/>	football	I	165 000		90	0,63	0,02	+4	38	il y a 1 mois																											
<input type="checkbox"/>	football streaming	C	74 000		59	0,29	0,04	+4	407M	il y a 1 mois																											
2	Equipe de France de football	<div>Backlink Audit</div> <div>Link Building Tool</div>	<div>> match 24148</div>	<div><input type="checkbox"/> équipe de france de football</div> <div>I 49 500</div> <div></div> <div>66</div> <div>0,58</div> <div>0,00</div> <div>+6</div> <div>86</div> <div>il y a 1 mois</div>																																	
3	Football en direct	<div>Keyword Manager</div> <div>Suivi de position</div> <div>Organic Traffic Insights</div>	<div>> france 43 000</div>	<div><input type="checkbox"/> football en direct</div> <div>C 49 500</div> <div></div> <div>71</div> <div>0,00</div> <div>0,00</div> <div>+6</div> <div>514M</div> <div>il y a 1 mois</div>																																	
4	Football ligue	<div>Organic Traffic Insights</div> <div>CONSTRUCTION DE LIENS</div>	<div>> 2019 28 898</div>	<div><input type="checkbox"/> football ligue 1</div> <div>I 49 500</div> <div></div> <div>74</div> <div>0,65</div> <div>0,01</div> <div>+8</div> <div>85</div> <div>il y a 1 mois</div>																																	
5	Paris saint Germain	<div>CONSTRUCTION DE LIENS</div> <div>Analyse de backlinks</div> <div>Backlink Audit</div>	<div>> 2018 25 680</div>	<div><input type="checkbox"/> paris saint-germain football club</div> <div>I 49 500</div> <div></div> <div>74</div> <div>0,56</div> <div>0,01</div> <div>+5</div> <div>52,4M</div> <div>il y a 1 mois</div>																																	
6	Football euro	<div>ON PAGE & TECH SEO</div> <div>Audit de site</div>	<div>> team 19 735</div>	<div><input type="checkbox"/> football euro</div> <div>I 40 500</div> <div></div> <div>62</div> <div>0,00</div> <div>0,01</div> <div>+4</div> <div>373M</div> <div>il y a 1 mois</div>																																	
7	Football	<div>Vue d'ensemble des mots clés</div> <div>Keyword Magic Tool</div>	<div>> manageme... 63 667</div>	<div><input type="checkbox"/> football</div> <div>I 165 000</div> <div></div> <div>90</div> <div>0,63</div> <div>0,02</div> <div>+4</div> <div>38</div> <div>il y a 1 mois</div>																																	
8	Football match	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football&network=2&search_type=1&time=1663999708&signature=95bdf3c237596e5e6ad67c9e9bee5fbfb3f85853a61e5baf133afa7ee8d9e45c																																			
9	Football féminin	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football&network=2&search_type=1&time=1663999708&signature=95bdf3c237596e5e6ad67c9e9bee5fbfb3f85853a61e5baf133afa7ee8d9e45c																																			
10	Football manager 2023	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football&network=2&search_type=1&time=1663999708&signature=95bdf3c237596e5e6ad67c9e9bee5fbfb3f85853a61e5baf133afa7ee8d9e45c																																			

1 1	Football ce soir	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football+ce+soir&etwork=2&search_type=1&time=1664088757&signature=90da70065dd70ed3780b256fe0d71fc07eb0d8d223428f07332b9f422c99bdf0
1 2	Football national	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football+national&etwork=2&search_type=1&time=1664088757&signature=90da70065dd70ed3780b256fe0d71fc07eb0d8d223428f07332b9f422c99bdf0
1 3	Football manager 2022	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football+manager+2022&etwork=2&search_type=1&time=1664088757&signature=90da70065dd70ed3780b256fe0d71fc07eb0d8d223428f07332b9f422c99bdf0
1 4	Football américain	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football+am%C3%A9ricain&etwork=2&search_type=1&time=1664088757&signature=90da70065dd70ed3780b256fe0d71fc07eb0d8d223428f07332b9f422c99bdf0
1 5	Football aujourd'hu i	https://keywordtool.io/fr/search/keywords/google/result/892259?category=web&country=FR&country_language=fr&country_location=2250&keyword=football+aujourd'hui&etwork=2&search_type=1&time=1664088757&signature=90da70065dd70ed3780b256fe0d71fc07eb0d8d223428f07332b9f422c99bdf0

- le rugby

N°	Mots clés	Sources											
1	All rugby	<div><div>POSSIBILITÉS DE BACKLINKS</div><div>RECHERCHE DE MOTS CLÉS</div><div>Vue d'ensemble des mots clés</div><div>Keyword Magic Tool</div><div>Keyword Manager</div></div> <div><div>Tous les mots-clés</div><div>870 495</div><div><div>france</div><div>91 206</div></div><div><div>match</div><div>58 009</div></div></div> <div><div><div><div></div><div>Mot clé</div><div></div></div><div>Inten...</div><div>Volume</div><div>Facile</div></div><div><div><div></div><div>rugby</div><div>>></div></div><div><div></div><div>all rugby</div><div>>></div></div></div><div><div>1,11</div><div>0,01</div><div>+6</div><div>714M</div><div>il y a 1 mois</div></div><div><div>27</div><div>1,06</div><div>0,00</div><div>+2</div><div>58</div><div>il y a 1 mois</div></div></div>											
2	Rugby France	<div><div>Suivi de position</div><div>Organic Traffic Insights</div></div> <div><div><div></div><div>coupe</div><div>42 252</div></div></div> <div><div><div></div><div>rugby france</div><div>>></div></div></div> <div><div><div></div><div>rugby france</div><div>>></div></div><div><div>I</div><div>N</div><div>90 500</div><div></div><div>60</div><div>0,56</div><div>0,02</div><div>+6</div><div>88</div><div>il y a 1 mois</div></div></div>											
3	Rugby fédéral	<div><div>Analyse de backlinks</div><div>Backlink Audit</div><div>Backlink Audit</div><div>Link Building Tool</div><div>Signature over links</div></div> <div><div><div></div><div>monde</div><div>36 735</div></div></div> <div><div><div></div><div>rugby federal</div><div>>></div></div></div> <div><div><div></div><div>rugby federal</div><div>>></div></div><div><div>I</div><div>N</div><div>60 500</div><div></div><div>35</div><div>0,00</div><div>0,00</div><div>+3</div><div>89</div><div>il y a 1 mois</div></div></div>											
4	Rugby top 14	<div><div>Backlink Audit</div><div>Backlink Audit</div><div>Link Building Tool</div><div>Signature over links</div></div> <div><div><div></div><div>equipe</div><div>30 310</div></div></div> <div><div><div></div><div>rugby top 14</div><div>>></div></div></div> <div><div><div></div><div>rugby top 14</div><div>>></div></div><div><div>I</div><div></div><div>60 500</div><div></div><div>68</div><div>0,29</div><div>0,00</div><div>+4</div><div>75</div><div>il y a 1 mois</div></div></div>											
5	Live rugby	<div><div>CONSTRUCTION DE LIENS</div><div>Vue d'ensemble des mots clés</div><div>Keyword Magic Tool</div><div>Keyword Manager</div></div> <div><div><div></div><div>2019</div><div>39 576</div></div></div> <div><div><div></div><div>live rugby</div><div>>></div></div></div> <div><div><div></div><div>live rugby</div><div>>></div></div><div><div>N</div><div></div><div>74 000</div><div></div><div>77</div><div>1,17</div><div>0,00</div><div>+6</div><div>448M</div><div>il y a 1 mois</div></div></div>											
6	Rugby	<div><div>CONSTRUCTION DE LIENS</div><div>Vue d'ensemble des mots clés</div><div>Keyword Magic Tool</div><div>Keyword Manager</div></div> <div><div><div></div><div>france</div><div>91 206</div></div></div> <div><div><div></div><div>rugby</div><div>>></div></div></div> <div><div><div></div><div>rugby</div><div>>></div></div><div><div>C</div><div></div><div>201 000</div><div></div><div>81</div><div>1,11</div><div>0,01</div><div>+6</div><div>714M</div><div>il y a 1 mois</div></div></div>											
7	France Angleterre	<div><div>Listing Management</div><div>SEO Content Template</div></div> <div><div><div></div><div>resultat</div><div>22 681</div></div></div> <div><div><div></div><div>france angleterre rugby</div><div>>></div></div></div> <div><div><div></div><div>france angleterre rugby</div><div>>></div></div><div><div>I</div><div></div><div>33 100</div><div></div><div>51</div><div>0,00</div><div>0,00</div><div>+4</div><div>87</div><div>il y a 1 mois</div></div></div>											
8	Asm rugby	<div><div>ON PAGE & TECH SEO</div><div>Audit de site</div><div>On Page SEO Checker</div></div> <div><div><div></div><div>final</div><div>22 720</div></div></div> <div><div><div></div><div>asm rugby</div><div>>></div></div></div> <div><div><div></div><div>asm rugby</div><div>>></div></div><div><div>I</div><div>N</div><div>33 100</div><div></div><div>55</div><div>0,00</div><div>0,01</div><div>+4</div><div>71</div><div>il y a 1 mois</div></div></div>											
9	La rochelle rugby	<div><div>On Page SEO Checker</div></div> <div><div><div></div><div>2018</div><div>21 602</div></div></div> <div><div><div></div><div>la rochelle rugby</div><div>>></div></div></div> <div><div><div></div><div>la rochelle rugby</div><div>>></div></div><div><div>I</div><div>N</div><div>33 100</div><div></div><div>55</div><div>0,21</div><div>0,01</div><div>+6</div><div>86</div><div>il y a 1 mois</div></div></div>											
10	Coupe du monde rugby	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664001196&signature=eea9962ec28dbef84e77b2313c11a87b613ee0e4f5c00883b089d9a76f266f18											
11	Rugbyrama	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea											
12	Rugby aujourd'hui	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea											

		uage=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea
1 3	Rugby a 7	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea
1 4	Rugby africa cup	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea
1 5	Rugby a 13	https://keywordtool.io/fr/search/keywords/google/result/3681420?category=web&country=FR&country_language=fr&country_location=2250&keyword=rugby&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089010&signature=f15a36a709b5ff34c633f97d7d6ae790c4a8b724e21d6f41fae070eb3ee2e0ea

N °	Mots clés															
1	Handball I Jo	<div><div>Suivi de position</div><div>Organic Traffic Insights</div><div>> 2019</div><div>12 275</div><div><input type="checkbox"/> handball jo >></div></div>														
2	France pays-bas hand ball	<div><div>Keyword Magic Tool</div><div>Keyword Manager</div></div>	> match	12 543	<div><input type="checkbox"/> france pays-bas handball >></div>	<div><div>I</div></div>	49 500		50	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+2</div></div>	91	<div><div></div></div>	il y a 1 mois
3	handball	<div><div>Vue d'ensemble des mots clés</div><div>Keyword Magic Tool</div></div>	> france	31 518	<div><input type="checkbox"/> handball >></div>	<div><div>I N</div></div>	110 000		76	<div><div></div></div>	0,35	0,12	<div><div>⌂</div><div>+3</div></div>	126M	<div><div></div></div>	il y a 1 mois
4	France-Pays-Bas handball	<div><div>Organic Traffic Insights</div><div>CONSTRUCTION DE LIENS</div></div>	> feminin	10 641	<div><input type="checkbox"/> france - pays-bas handball >></div>	<div><div>I</div></div>	40 500		50	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+2</div></div>	93	<div><div></div></div>	il y a 1 mois
5	France - Russie	<div><div>Analyse de backlinks</div><div>Backlink Audit</div></div>	> final	10 031	<div><input type="checkbox"/> france-russie handball >></div>	<div><div>I</div></div>	27 100		51	<div><div></div></div>	0,00	0,01	<div><div>⌂</div><div>+3</div></div>	90	<div><div></div></div>	il y a 1 mois
6	Handball féminin	<div><div>Backlink Audit</div><div>Link Building Tool</div></div>	> club	9 511	<div><input type="checkbox"/> handball féminin >></div>	<div><div>I N</div></div>	27 100		60	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+5</div></div>	3,2M	<div><div></div></div>	il y a 1 mois
7	Handball I france	<div><div>Analyse par lots</div><div>ON PAGE & TECH SEO</div></div>	> equipe	8 510	<div><input type="checkbox"/> handball france >></div>	<div><div>I N</div></div>	27 100		70	<div><div></div></div>	0,43	0,02	<div><div>☆</div><div>+6</div></div>	97	<div><div></div></div>	il y a 1 mois
8	Euro handball france	<div><div>Audit de site</div><div>Audit de site</div></div>	> club	9 511	<div><input type="checkbox"/> euro handball 2022 >></div>	<div><div>I T</div></div>	22 200		44	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+3</div></div>	71	<div><div></div></div>	il y a 1 mois
9	Handball I euro	<div><div>Audit de site</div><div>Listing Management</div></div>	> coupe	8 028	<div><input type="checkbox"/> handball euro >></div>	<div><div>I</div></div>	18 100		45	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+3</div></div>	60	<div><div></div></div>	il y a 1 mois
10	France handball euro	<div><div>SEO Content Template</div><div>On Page SEO Checker</div></div>	> monde	7 852	<div><input type="checkbox"/> france danemark handball >></div>	<div><div>I</div></div>	14 800		50	<div><div></div></div>	0,00	0,00	<div><div>⌂</div><div>+3</div></div>	81	<div><div></div></div>	il y a 1 mois
11	Handball I TV	https://keywordtool.io/fr/search/keywords/google/result/2781438?category=web&country=FR&country_language=fr&country_location=2250&keyword=handball&work=2&search_type=1&time=1664089246&signature=986640a2ee97af4da650beca710fc5bfb5a03deac4aca8d4d6f6da6ff45e6092														

1 2	Handbal l store	https://keywordtool.io/fr/search/keywords/google/result/2781438?category=web&country=FR&country_language=fr&country_location=2250&keyword=handball&work=2&search_type=1&time=1664089246&signature=986640a2ee97af4da650beca710fc5bfb5a03deac4aca8d4d6f6da6ff45e6092
1 3	Euro handball 2022	https://keywordtool.io/fr/search/keywords/google/result/2781438?category=web&country=FR&country_language=fr&country_location=2250&keyword=handball&work=2&search_type=1&time=1664089246&signature=986640a2ee97af4da650beca710fc5bfb5a03deac4aca8d4d6f6da6ff45e6092
1 4	Psg handball	https://keywordtool.io/fr/search/keywords/google/result/2781438?category=web&country=FR&country_language=fr&country_location=2250&keyword=handball&work=2&search_type=1&time=1664089246&signature=986640a2ee97af4da650beca710fc5bfb5a03deac4aca8d4d6f6da6ff45e6092
1 5	Equipe de France handball	https://keywordtool.io/fr/search/keywords/google/result/2781438?category=web&country=FR&country_language=fr&country_location=2250&keyword=handball&work=2&search_type=1&time=1664089246&signature=986640a2ee97af4da650beca710fc5bfb5a03deac4aca8d4d6f6da6ff45e6092

[illegible]

	streams reddit	
7	Basketball Jo 2021	<div>ON PAGE & TECH SEO</div> <div>Audit de site</div> <div>> ncaa</div> <div>4193</div> <div><input type="checkbox"/> basketball jo 2021 >></div> <div>I T</div> <div>5400</div> <div>34</div> <div>0,00</div> <div>0,00</div> <div>±3</div> <div>91</div> <div>il y a 1 mois</div>
8	Basketball Jeux Olympiques 2021	<div>Link Building Tool</div> <div>Analyse par lots</div> <div>> court</div> <div>4339</div> <div><input type="checkbox"/> basketball jeux olympiques 2021 >></div> <div>I T</div> <div>5400</div> <div>40</div> <div>0,00</div> <div>0,00</div> <div>☆ +4</div> <div>79</div> <div>il y a 1 mois</div>
9	Chaussures de basketball	<div>Listing Management</div> <div>SEO Content Template</div> <div>> player</div> <div>4199</div> <div><input type="checkbox"/> chaussure de basketball >></div> <div>C</div> <div>5400</div> <div>41</div> <div>0,19</div> <div>1,00</div> <div>±6</div> <div>76</div> <div>il y a 1 mois</div>
10	Final Basketball Jo	<div>SEO Content Template</div> <div>On Page SEO Checker</div> <div>Log File Analyzer</div> <div>> player</div> <div>4199</div> <div>> ncaa</div> <div>4193</div> <div><input type="checkbox"/> final basketball jo >></div> <div>I</div> <div>5400</div> <div>49</div> <div>0,00</div> <div>0,00</div> <div>±4</div> <div>80</div> <div>il y a 1 mois</div>
11	Basketball	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1

	fem me	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1
1 2	Bask etbal l diari es	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1
1 3	Bask etbal l refer ence	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1
1 4	Bask etbal l Fran ce	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1
1 5	Bask etbal l worl d cup	https://keywordtool.io/fr/search/keywords/google/result/12068905?category=web&country=FR&country_language=fr&country_location=2250&keyword=basketball&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089449&signature=83a4f8c5a92019972658fac2c71ff93256c24756a793f64a810aac034efa63d1

- le tennis

N°	Mots clés	Sources														
1	Tennis Temple	Keyword Magic Tool	> club	48 703												
		<input type="checkbox"/> 🔍 tennis temple >>			N	135 000		42	●	0,00	0,00	☆ +4	61	il y a 1 mois		
2	tennis	RECHERCHE DE MOTS CLÉS	Tous les m...	1204 888												
		Vue d'ensemble des mots clés	> table	86 061	<input type="checkbox"/> 🔍 tennis >>	C	246 000		75	●	0,30	0,01	🕒 +5	1,5B	il y a 1 mois	
3	Tennis roland garros	Suivi de position	> tournoi	32 482												
		Organic Traffic Insights			<input type="checkbox"/> 🔍 tennis roland garros >>	I T	74 000		69	●	0,12	0,01	☆ +6	60,3M	il y a 1 mois	
4	Tennis en direct	Analyse de backlinks	> comment	23 900												
		Backlink Audit			<input type="checkbox"/> 🔍 tennis en direct >>	C	60 500		60	●	0,38	0,00	🔄 +3	40	il y a 1 mois	
5	Tennis direct	Organic Traffic Insights	> top	27 847												
		CONSTRUCTION DE LIENS			<input type="checkbox"/> 🔍 tennis direct >>	C	60 500		62	●	0,53	0,07	☆ +3	52	il y a 1 mois	
6	Résultat tennis	Analyse par lots	> raquette	19 400												
		ON PAGE & TECH SEO			<input type="checkbox"/> 🔍 resultat tennis >>	I	40 500		66	●	0,38	0,00	🔄	82	il y a 1 mois	
7	Euro sport	Backlink Audit	> 2019	21 525												
		Link Building Tool			<input type="checkbox"/> 🔍 eurosport tennis >>	N T	40 500		74	●	0,66	0,00	☆ +3	32	il y a 1 mois	

	tennis	
8	Ten'up	<div> <div> <div>Listing Management</div> <div>SEO Content Template</div> </div> <div>> open</div> <div>18 131</div> <div> <input type="checkbox"/> <div>ten'up >></div> </div> <div>N</div> <div>33 100</div> <div></div> <div>33</div> <div>0,94</div> <div>0,00</div> <div>☆ +5</div> <div>97</div> <div>il y a 1 mois</div> </div>
9	Tennis pro	<div> <div> <div>SEO Content Template</div> <div>On Page SEO Checker</div> <div>Les Etc Analyse</div> </div> <div>> faire</div> <div>17 931</div> <div> <input type="checkbox"/> <div>tennis pro >></div> </div> <div>N</div> <div>33 100</div> <div></div> <div>52</div> <div>0,22</div> <div>0,99</div> <div>☆ +5</div> <div>544M</div> <div>il y a 1 mois</div> </div>
10	David Tennant	<div> <div> <div>ON PAGE & TECH SEO</div> <div>Audit de site</div> </div> <div>> ball</div> <div>18 209</div> <div> <input type="checkbox"/> <div>david tennant >></div> </div> <div>I T</div> <div>33 100</div> <div></div> <div>59</div> <div>0,00</div> <div>0,00</div> <div>☆ +5</div> <div>23M</div> <div>il y a 1 mois</div> </div>
11	Tennis Wimbledon	https://keywordtool.io/fr/search/keywords/google/result/6668470?category=web&country=FR&country_language=fr&country_location=2250&keyword=tennis&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089726&signature=1beabf31de19097d76850b1702185691df363a3d5953c8aaa0af96380b829981
12	Padle tennis	https://keywordtool.io/fr/search/keywords/google/result/6668470?category=web&country=FR&country_language=fr&country_location=2250&keyword=tennis&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089726&signature=1beabf31de19097d76850b1702185691df363a3d5953c8aaa0af96380b829981
13	Us Open tennis	https://keywordtool.io/fr/search/keywords/google/result/6668470?category=web&country=FR&country_language=fr&country_location=2250&keyword=tennis&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089726&signature=1beabf31de19097d76850b1702185691df363a3d5953c8aaa0af96380b829981
14	Tennis actu	https://keywordtool.io/fr/search/keywords/google/result/6668470?category=web&country=FR&country_language=fr&country_location=2250&keyword=tennis&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089726&signature=1beabf31de19097d76850b1702185691df363a3d5953c8aaa0af96380b829981
15	Tennis atp	https://keywordtool.io/fr/search/keywords/google/result/6668470?category=web&country=FR&country_language=fr&country_location=2250&keyword=tennis&language=fr&metrics_country=FR&metrics_currency=USD&metrics_is_default_location=0&metrics_is_estimated=0&metrics_language=1002&metrics_location=2250&metrics_network=2&search_type=1&time=1664089726&signature=1beabf31de19097d76850b1702185691df363a3d5953c8aaa0af96380b829981

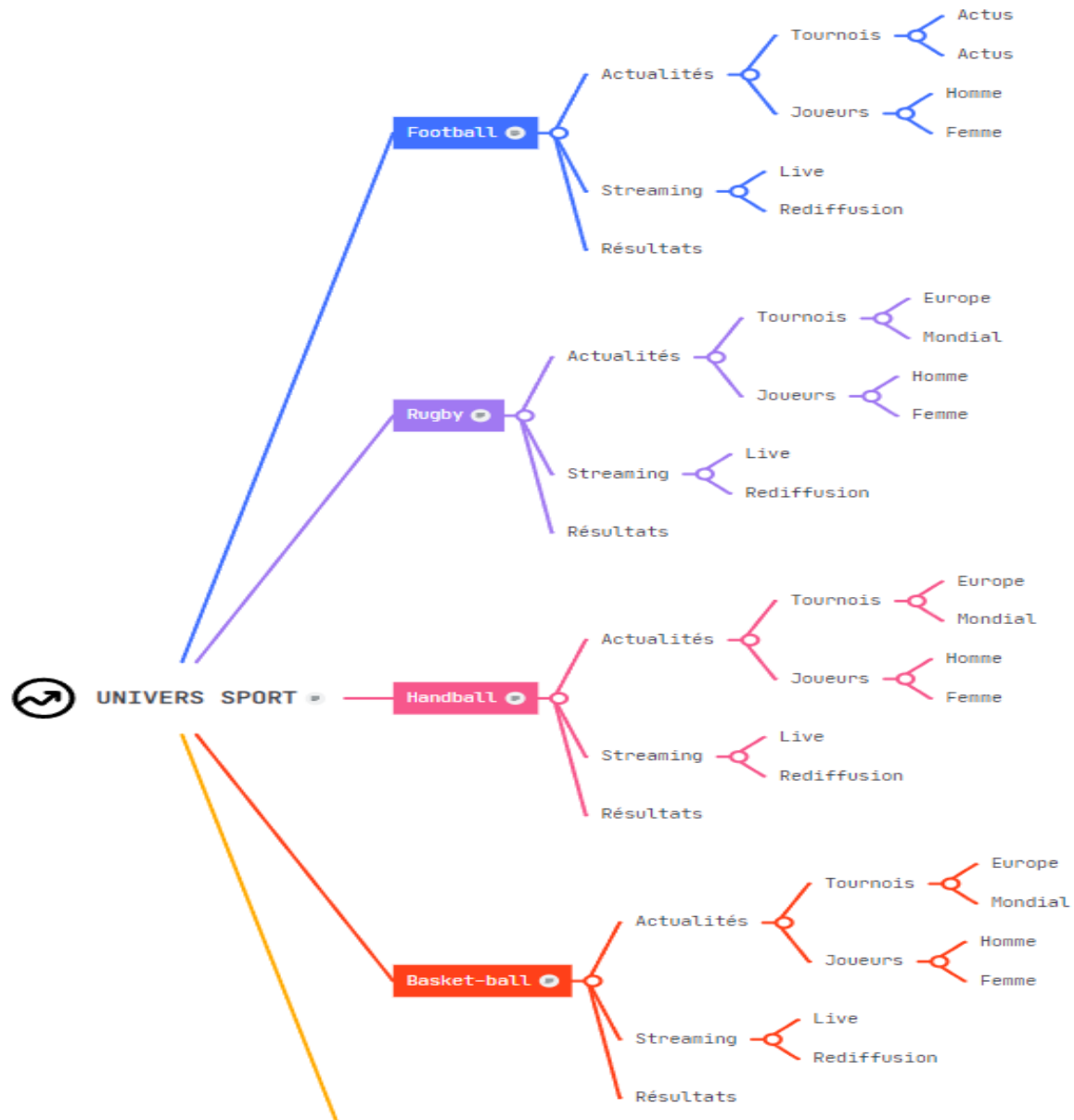
IV.4 - Exercice 3 :

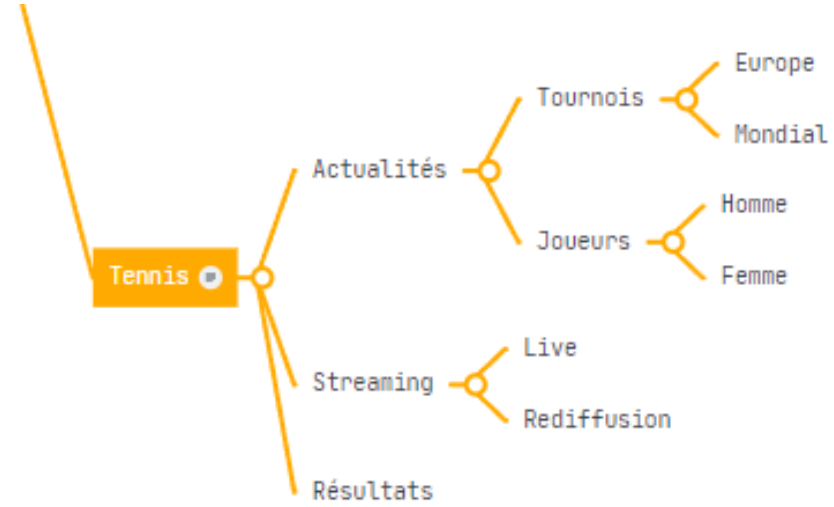
Vous êtes un webmaster chargé d'un site sur l'univers du sport : sport-univers.fr

Votre client voudrait réorganiser son site internet et vous demande une nouvelle arborescence avec des thématiques bien précises.

Il souhaiterait parler de football, de rugby, de handball, de basketball et de tennis. Vous devez donc réfléchir à plusieurs sous-niches ou produits pour chacun des sports et créer une structure en silo afin de pouvoir réorganiser le site.

Rendez-vous sur Mindmeister (ou sur un autre outil si vous préférez) et créez une structure en silo.





IV.5 - Exercice 4 :

Attribuez à chaque page les mots-clés que vous avez trouvés dans l'exercice du cours sur la recherche de mots-clés. Pour chaque mot-clé, indiquez si vous le placez dans un titre h1, h2...

Univers football

N°	Mots clés	Niveau de titre
1	Football streaming	H2
2	Equipe de France de football	H3
3	Football en direct	H3
4	Football ligue	H4
5	Paris saint Germain	H4
6	Football euro	H4
7	Football	H1
8	Football match	H3
9	Football féminin	H3
10	Football manager 2023	H4
11	Football ce soir	H4
12	Football national	H3
13	Football manager 2022	H4
14	Football américain	H3
15	Football aujourd'hui	H2

Univers rugby

N°	Mots clés	Niveau de titre
1	All rugby	H4
2	Rugby France	H3
3	Rugby fédéral	H3
4	Rugby top 14	H4
5	Live rugby	H2
6	Rugby	H1
7	France Angleterre	H4
8	Asm rugby	H4
9	La rochelle rugby	H4
10	Coupe du monde rugby	H4
11	Rugbyrama	H4
12	Rugby aujourd'hui	H2
13	Rugby a 7	H3
14	Rugby africa cup	H3
15	Rugby a 13	H3

Univers Handball

N°	Mots clés	Niveau de titre
1	Handball Jo	H3
2	France pays-bas hand ball	H4
3	handball	H1
4	France-Pays-Bas handball	H4
5	France - Russie	H4
6	Handball féminin	H3
7	Handball france	H3
8	Euro handball france	H3
9	Handball euro	H3
10	France handball euro	H3
11	Handball TV	H2
12	Handball store	H5
13	Euro handball 2022	H3
14	Psg handball	H3
15	Equipe de France handball	H4

Univers basket ball

N°	Mots clés	Niveau de titre
1	Basket ball	H1
2	Paris basket-ball	H4
3	Basket féminin Jo	H3
4	Basket Jeux Olympiques Jo	H2
5	Jo basket ball	H3
6	Ncaa Basket ball streams reddit	H4
7	Basket ball Jo 2021	H2
8	Basket ball Jeux Olympiques 2021	H2
9	Chaussures de basket ball	H5
10	Final Basket ball Jo	H5
11	Basketball femme	H3
12	Basketball diaries	H3
13	Basketball reference	H2
14	Basketball France	H2
15	Basketball world cup	H2

Univers tennis

N°	Mots clés	Niveau de titre
1	Tennis Temple	H3
2	tennis	H1
3	Tennis roland garros	H4
4	Tennis en direct	H3
5	Tennis direct	H3
6	Résultat tennis	H2
7	Eurosport tennis	H3
8	Ten'up	H4
9	Tennis pro	

10	David Tenant	H3
11	Tennis wimbledon	H3
12	Paddle tennis	H3
13	Us open tennis	H3
14	Tennis actu	H2
15	Tennis atp	H2