

# Digital Marketing

## SEO

2023

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and Co.

# About



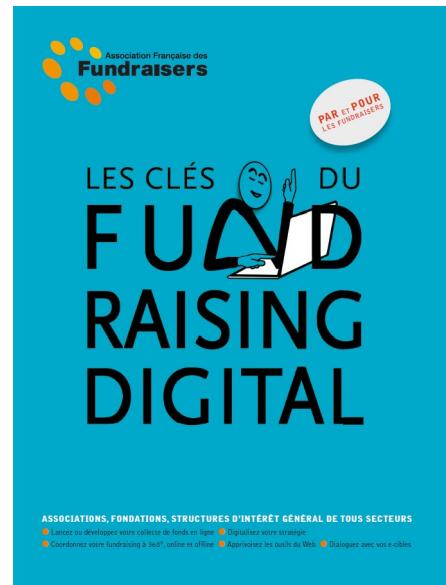
## Catherine Headley

- 20 years of experience in web acquisition Ranking addict
- Author of : la boite à outil du Digital entrepreneur, Boite à outil de la stratégie digitale omnicanale aux éditions Dunod and Co authour des clés du fundraising digital de l AFF
- Founding director of the digital strategy agency Headley & Co
- Lecturer at ESIEE Paris and ISC Business School
- Specialist in acquisition strategies

[fr.linkedin.com/in/catherineheadley/](https://fr.linkedin.com/in/catherineheadley/)

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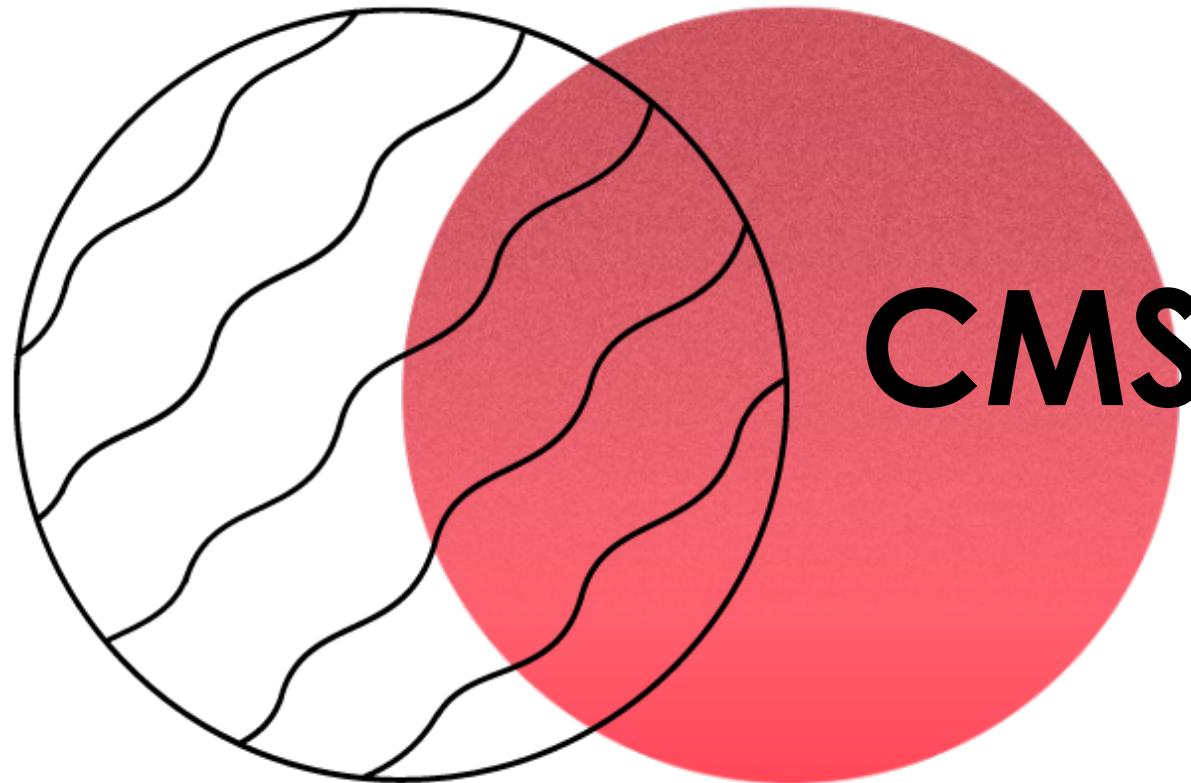
# Latest Publications



# What are you going to learn?

- How to select a CMS software ?
- Web analytics tools: Google Analytics Universal / GA4 / Search Console
- Build a SEO strategy
  - Semantic research
  - Create a optimized Web Site structure for crawlers
- Technical SEO
- Content Optimization
- Website migration
- Popularity Strategy



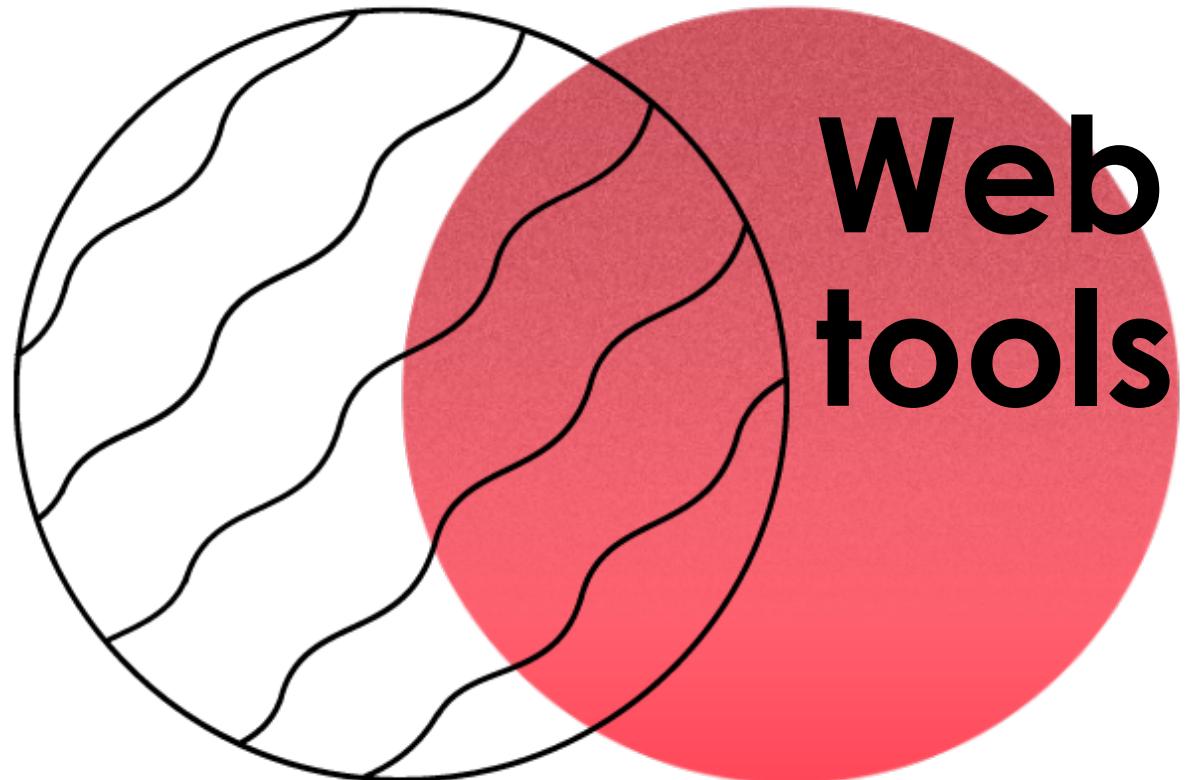


**CMS Choice**

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## **2 types of CMS - the major ones**

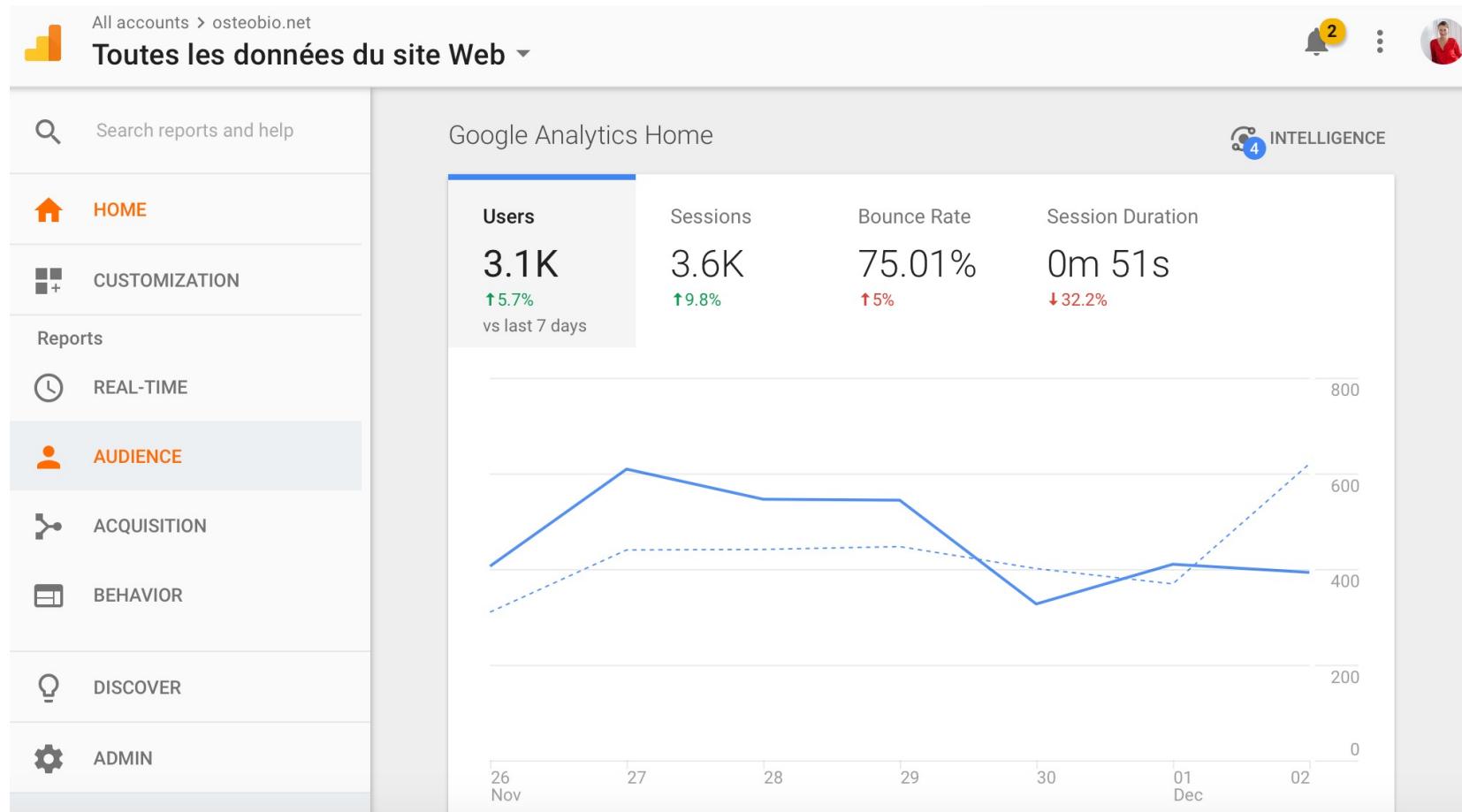
- Wordpress
- Drupal
- Wix
- Shopify
- Prestashop
- Woocommerce
- Magento



# Web analytics tools

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# Google Analytics Demo



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# Google Search Console Demo

Search Console

Aide

http://www.osteobio.net/

Nouveaux messages et messages importants

Améliorer la présence de http://www.osteobio.net/ dans les résultats de recherche 16 nov. 2017 Tout afficher

Tableau de bord

Messages (1)

Apparence dans les résultats de recherche

Trafic de recherche

Index Google

Exploration

Problèmes de sécurité

Web Tools

État actuel

Erreurs d'exploration >

Analyse de la recherche >

Erreurs au niveau du site

DNS	Connectivité du serveur	Exploration du fichier robots.txt
✓	✓	✓

Erreurs au niveau des URLs

■ 1 053 Nombre total de clics

Date	Nombre total de clics
Novembre 2017	1 053

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# Follow the GDPR requirements

- [MOOC de la CNIL](#)



# The user must have the option to accept or reject or set up the use of cookies



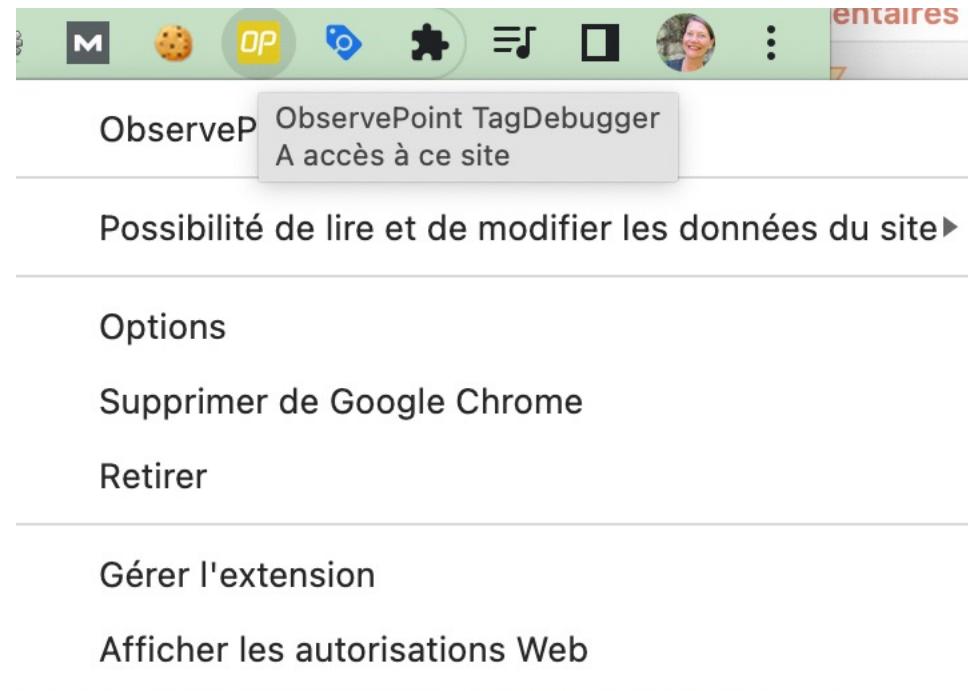
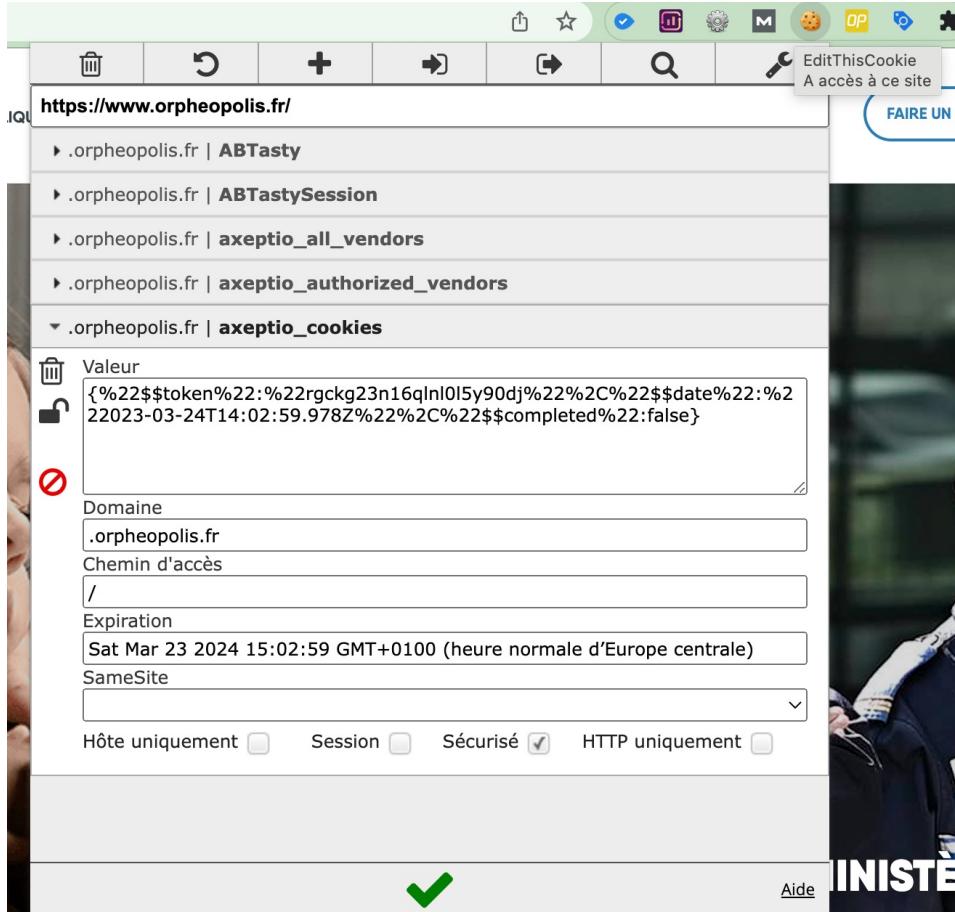
The screenshot shows the homepage of the Orpheopolis website. At the top, there is a navigation bar with links for "QUI SOMMES-NOUS ?", "GENEROSITE PUBLIQUE : AGIR POUR LES ORPHELINS", "POLICIER : ADHERER A VOTRE PREVOYANCE SOLIDAIRE", a search icon, and a "FAIRE UN DON" button. Below the navigation bar, there is a large image of a young girl looking thoughtfully at the camera. Overlaid on this image is a white rectangular cookie consent banner. The banner has the title "Gestion des cookies" and a detailed explanation of how cookies are used to improve site performance, personalise ads, and collect usage statistics. It also explains that users can consent to all cookies, consent to necessary cookies only, or parametrise their choices. At the bottom of the banner, it says "Consentements certifiés par  axeptio". There are three buttons at the bottom of the banner: "Continuer sans accepter", "Paramétriser", and "OK pour moi". Below the banner, the text "SOUTENEZ LES ORPHELINS DE POLICIERS" is visible with a yellow circular icon containing a white 'X'.

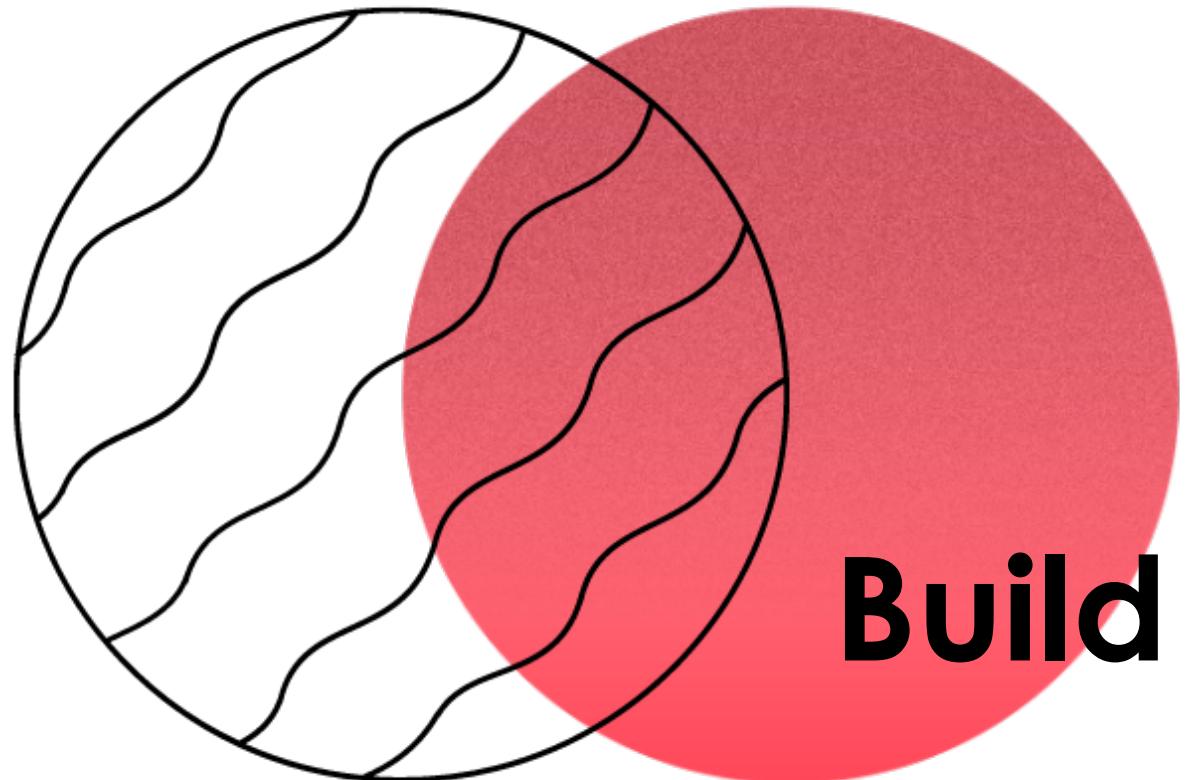


The screenshot shows the homepage of the French Police website. The header features the "Orpheopolis" logo, a search icon, and a "FAIRE UN DON" button. Below the header, there is a large image of two police officers, one female and one male, both wearing uniforms with "POLICE" and "POLICE MUNICIPALE" caps. They are standing side-by-side with their arms crossed. Below the image, the text "POLICIERS ET AGENTS DU MINISTÈRE DE L'INTÉRIEUR : VOTRE ESPACE DÉDIÉ" is displayed in large white letters.

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# How to check if the cookie bar is working?





# Build an SEO strategy

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# The power of Google !



# Identify SEO opportunities

Google search results for "chaussures louboutin".

Search bar: chaussures louboutin

Filter: Tous

Results: Environ 3 280 000 résultats (0,48 secondes)

Sponsorié (Christian Louboutin en ligne - Site Officiel):  
eu.christianlouboutin.com  
Christian Louboutin en ligne - Site Officiel  
Des pièces confectionnées avec soin pour toutes les occasions. Commandez en ligne. Retrouvez la collection Printemps-Eté 2023 Christian Louboutin. Livraison offerte. Paiement sécurisé. Emballage cadeau. Modèles iconiques. Types: souliers, sacs, petite maroquinerie.  
Paris - 3 adresses à proximité

Find long-tail keywords for "chaussures louboutin":  
SEO Difficulty: 78/100, Brand Query: Yes  
Off-Page: 63/100, On-Page: 69/100  
How these metrics are calculated | Detailed breakdown

Trend Data For chaussures louboutin (Global):  
7d 30d 3mo 12mo 5yrs All Time  
Buy credits to view historical search volume

Nouveautés pour femme:  
Explorez les dernières nouveautés femme sur notre boutique en ligne.

Nouveautés pour homme:  
Des styles pour chaque occasion, décontractée ou formelle.

La Collection Mariage:  
Trouvez chaussure à votre pied parmi notre sélection.

Sneakers pour homme:  
Explorez notre collection de sneakers modernes en ligne.

Christian Louboutin (https://eu.christianlouboutin.com/tr\_fr):  
Christian Louboutin - Site Officiel | Chaussures et ...  
Visitez notre boutique en ligne et découvrez toute la collection Christian Louboutin.  
MOZ DA: 70/100 (4%), Ref Dom: 5.78%, Spam Score: 1%, Show backlinks  
Search traffic (us): 100/mo (website: 970/mo) - Keywords (us): 4 (website: 327)  
Escrapsins: Noir - Kate - Iriza - Sporty Kate - ...  
Souliers: Bottines - Sandales & tongs - Bottes - Souliers à plateforme  
Mesdames: Souliers - Les essentiels - Mariage - Sacs - ...  
Messieurs: Souliers - Shark Mania - Sacs - ...  
Autres résultats sur christianlouboutin.com »

Autres questions posées:  
Quel est le prix d'une paire de chaussures Louboutin ?  
Quelle est la particularité des chaussures Louboutin ?  
Pourquoi les chaussures Louboutin ont une semelle rouge ?  
Comment savoir si c'est des vraies Louboutin ?

Sponsorié - Acheter:  
Christian Louboutin - ... 550,00 €  
Next Escrapsins à talons hauts, 50,00 €  
Christian Louboutin, ... 645,00 €  
Par Google | Par Bigshopper | Par Google

PRIX EN BAISSE:  
Christian Louboutin - ... 262,00 €  
Christian Louboutin - ... 1770,55 €  
Bexley - Richelieu ... 159,00 €  
Par Cobiro | Par Google | Par Product...



# Google Shopping versus Amazon

Google shopping results for "escarpin".

Search bar: escarpin

Filter options:

- Show only: On sale
- Price: Up to €45, €45 – €100, €100 – €200, Over €200. Min: €, Max: €
- Color: Black, Red, Grey, Brown, Yellow. More
- Brand: DEICHMANN, Bershka, Reserved, Balzac Paris
- Type: Shoes, Boots, Sandals
- Athletic Shoe Style: Hiking Shoes/Boots, Running Shoes, Track Shoes

Sort by: Relevance

Results:

Image	Name	Price	Supplier	Shipping
	Talons - Bulla Jones Red Corvette 39	€700.00	Nodaleto	Free shipping Free returns for ...
	Talons - Bulla Jones Black Glassed 38	€700.00	Nodaleto	Free shipping Free returns for ...
	ESCARPIN CARLA 712	€159.00	SY&ME	+€12.00 shipping
	Sergio Rossi Godiva Noir Taille: 39,5	€530.00	Sergio Rossi FR	Free shipping
	Identità escarpins wave vernis rouge - femme 41 / 100mm	€269.00	identitashoes.com	+€14.00 shipping
	No. 1510 Noir	€179.00	Shoepassion FR	Free shipping
	Escarpin Sorae/party Les Blanc Multicolore Taille 41 San Marina	€79.20	San Marina	Free delivery
	Bershka Escarpins ouverts à l'arrière Femme 36 Bleu	€35.99	Bershka	€3.95 delivery
	Escraps Beige Grands Boulevards Femme	€24.95	Chaussea	€5.99 delivery
	Escraps Femme Unis à Talon carré et bout verni, Noir ,	5.0 ★★★★ 4	GEMO	€11.99 €5.90 delivery



# Insert the product feed

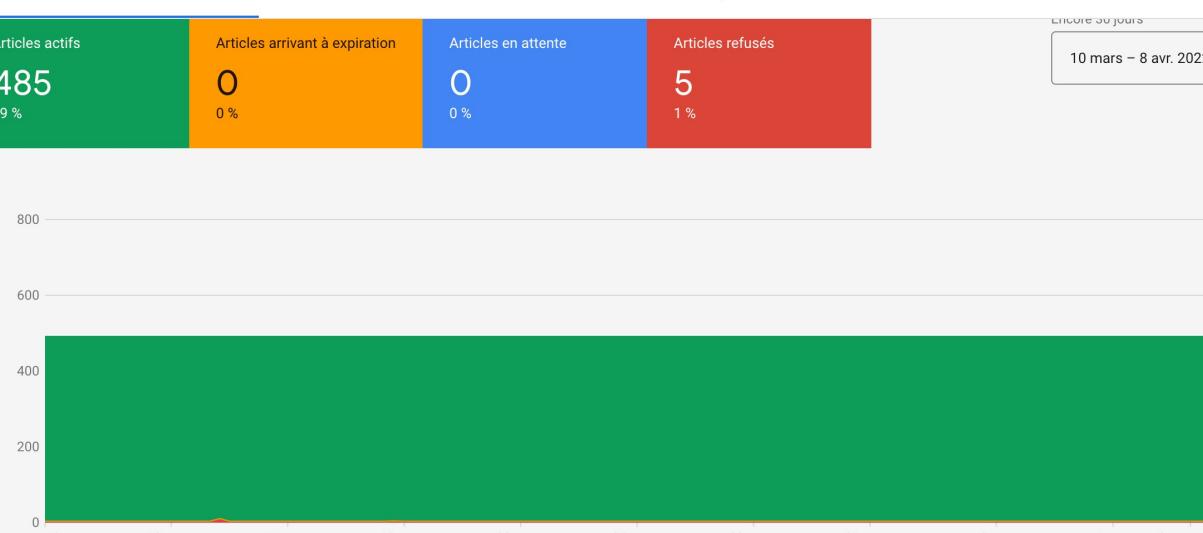
Google Merchant Center | Produits > Diagnostic

Présentation      Produits relatifs aux articles      Problème relatif aux flux      Problème relatif au compte

Articles actifs: 485 (99 %)      Articles arrivant à expiration: 0 (0 %)      Articles en attente: 0 (0 %)      Articles refusés: 5 (1 %)

Encore 30 jours      10 mars – 8 avr. 2022

Tous les produits      Flux      Performances      Marketing      Croissance



Flux principaux

Merchant Center utilise les flux principaux pour afficher vos produits sur Google. Utilisez-les pour importer vos données produit dans Merchant Center à l'aide de fichiers texte (.txt) ou XML (.xml), de Google Sheets ou de Google Content API for Shopping. [En savoir plus](#)

Nom de flux	Méthode d'importation	Date de la dernière importation	Pays de vente	Langue du contenu	Produits	Destination
Shopify	Content API	-	France	français	490	Fiches gratuites

Afficher les produits



# Google My Business



Ajouter des photos

LAX Dolce Studio

Extérieur

## Chiens guides fédération FFAC

Site Web Itinéraire Enregistrer Appeler

4,8 ★★★★★ 30 avis Google ⓘ

Association à Paris

Vous gérez cette fiche d'établissement ⓘ

Adresse : 71 Rue de Bagnolet, 75020 Paris

Horaires : Ouvert · Ferme à 18:00 ▾

Téléphone : 01 44 64 89 89

Modifier les infos

Questions et réponses

Afficher toutes les questions (3) Poser une question

Envoyer sur votre téléphone Envoyer

Avis

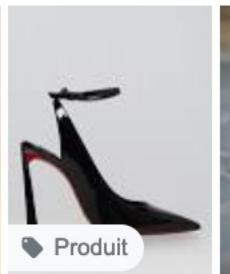
Recevez plus d'avis Ajouter une photo

30 avis Google



# Image carousel

Images correspondant à chaussures louboutin :



louboutin pas    semelle rouge    escarpin louboutin

Produit

Commentaires

Tout afficher →



# Organization carousel

Google      école de commerce paris      Powered by SURFER

Tous    Maps    Images    Actualités    Shopping    Plus    Outils    SafeSearch activé

Business schools / Paris



Paris School of Business

Paris School of Business - Ec... de commerce ...



EMLV BUSINESS SCHOOL DE VINCI PARIS

EMLV - Ecole de Management Léonard de Vi...



ISG INSTITUT SUPERIEUR DE GESTION NEW YORK - PARIS - TOKYO

Ecole de Commerce Pa... Ouest - ISG



ESCP BUSINESS SCHOOL

ESCP Business School



Ipag Business School

IPAG Business School



EDHEC BUSINESS SCHOOL

EDHEC Business School



ESCE INTERNATIONAL BUSINESS SCHOOL

ESCE Paris - La Défense



HEC PARIS

Apprendre à oser®

HEC Paris



ESSEC BUSINESS SCHOOL

ESSEC Business School - Campus de ...



1871  
EM NORMANDIE BUSINESS SCHOOL

EM Normandie Business School - Campus du ...



ED Bus

Commentaires

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# Why do you need SEO?

Be seen

Be known

Be found

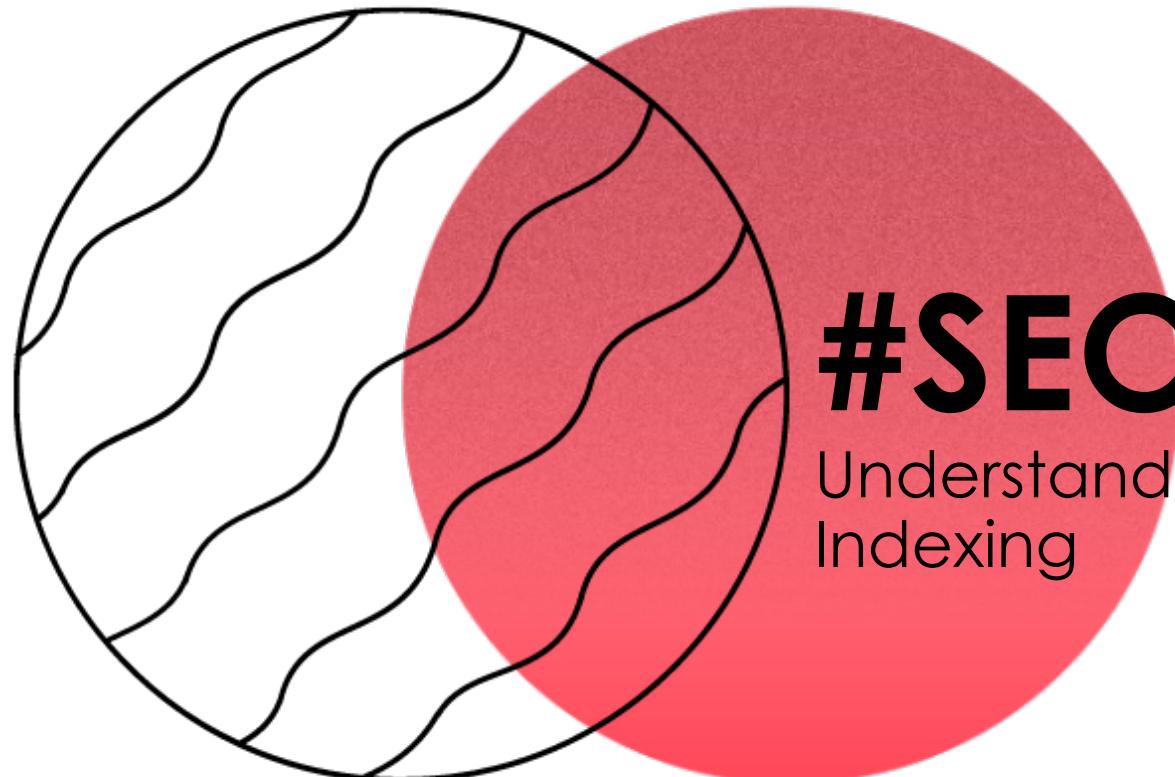
To prospect

To sell

# **SEO is based on 2 fundamentals**

- User experience
- Web accessibility





# #SEO1

Understand the concept of Crawling /  
Indexing

# Search engine robot activity



Search engine robots are constantly crawling the web



They go from page to page, follow links and record content.

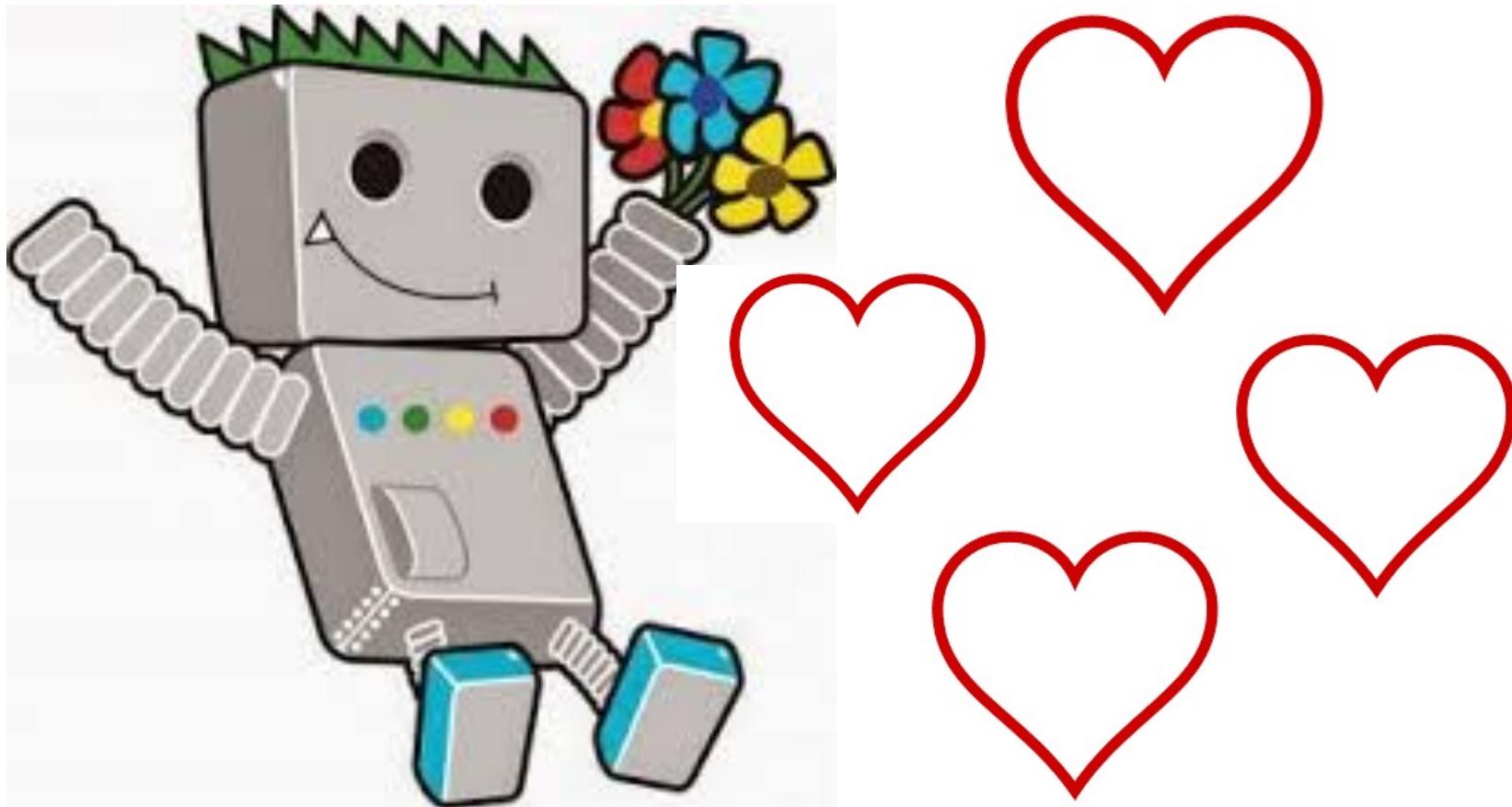


In the second step they classify contents according to different criteria

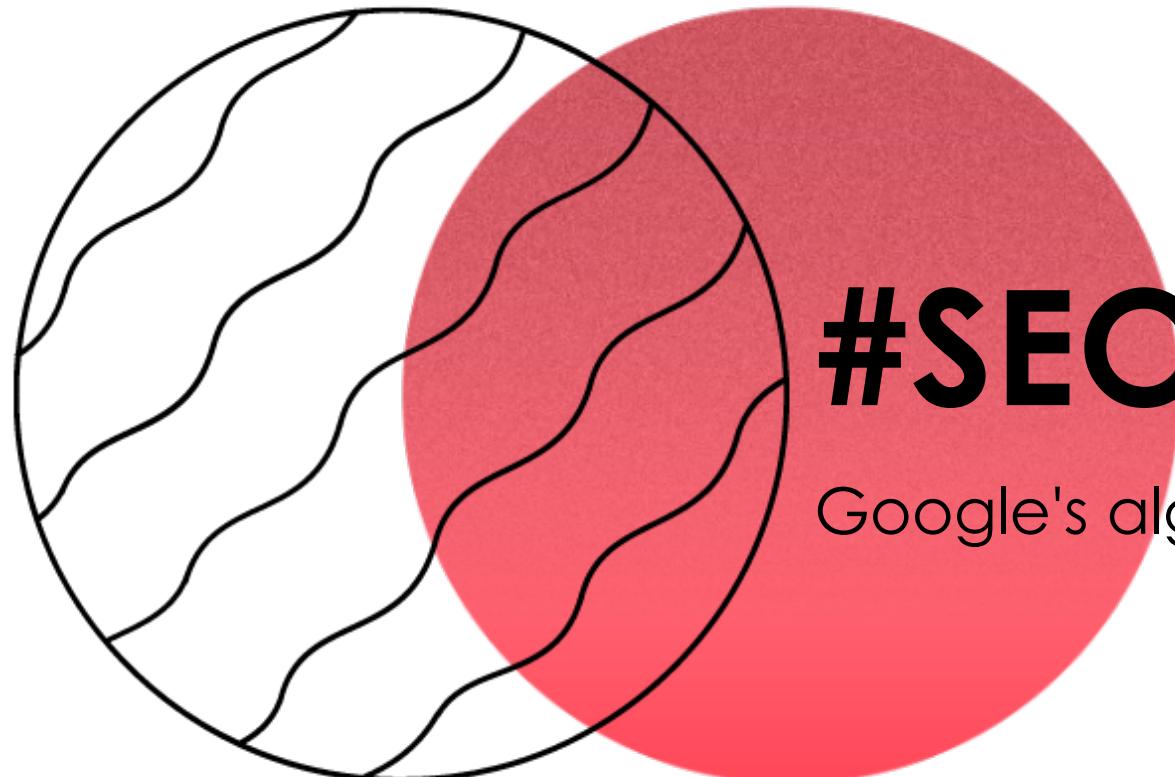


Provide website Ranking in SERP

# He must be crazy about you !



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# Major updates

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1. Google Caffeine: A major update to Google's search algorithm launched in 2010, which improved the speed, accuracy, and comprehensiveness of Google's search results.
2. Google Panda: Introduced in 2011, the Panda algorithm is designed to detect and penalize low-quality or duplicate content on websites, while boosting the ranking of sites with high-quality, original content.
3. Google Penguin: Launched in 2012, the Penguin algorithm penalizes websites that use non-natural link-building tactics such as spammy links.
4. Google Hummingbird: Introduced in 2013, the Hummingbird algorithm improves Google's understanding of natural language search queries and provides more relevant search results for longer, more complex queries.
5. Google Mobile-Friendly Update: Launched in 2015, this algorithm gives a ranking boost to websites that are optimized for mobile devices in search results for users who are searching on smartphones and tablets.
6. Google RankBrain: Introduced in 2015, RankBrain is a machine learning system that helps Google better understand the meaning behind search queries and deliver more relevant search results.

# Major updates

1. Google Phantom: A series of unconfirmed updates to Google's algorithm that were first detected in 2013, which seemed to target low-quality or spammy content.
2. Google Mobile-First Index: An update to Google's search algorithm launched in 2018, which gives preference to mobile-optimized websites in search results for users who are searching on mobile devices.
3. Google Pigeon: Launched in 2014, the Pigeon algorithm is designed to improve local search results by providing more accurate and relevant results for local search queries.
4. Google BERT: Launched in 2019, the BERT algorithm uses machine learning to improve Google's understanding of natural language search queries and provide more accurate search results for complex search queries.
5. Google Core Web Vitals: It's a set of user-centric metrics introduced by Google in 2020 to help website owners and developers measure and improve the performance, speed, and user experience of their websites.
6. Google Product Review: Launched in 2021, this algorithm is designed to improve the ranking of product reviews that provide in-depth, unbiased, and useful information about products.
7. Emphasis on Useful Content: Google has always placed a strong emphasis on useful and high-quality content, and in recent years has implemented several updates to its algorithms to further prioritize content that is informative, well-written, and engaging for users.

# General steps to develop and implement an **SEO strategy**



#1 Identify pages to be optimized



#2 Define target audience and keyword research / Landing Page



#3 Analyse & Optimize



# #1 **SEO Landing pages**

It is not useful to optimize all the pages of a website  
but only the entry pages !

# What is an SEO Landing Page?

It is a web page that has been specifically designed and optimized to attract and convert visitors from search engines.

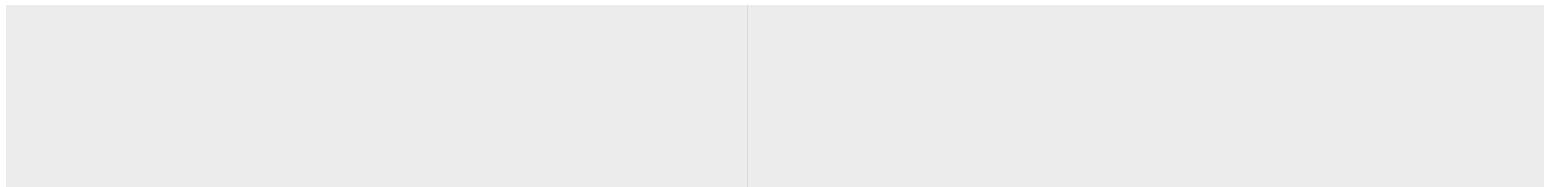
It is an entrance page : a web page that a user lands on when they first visit a website.

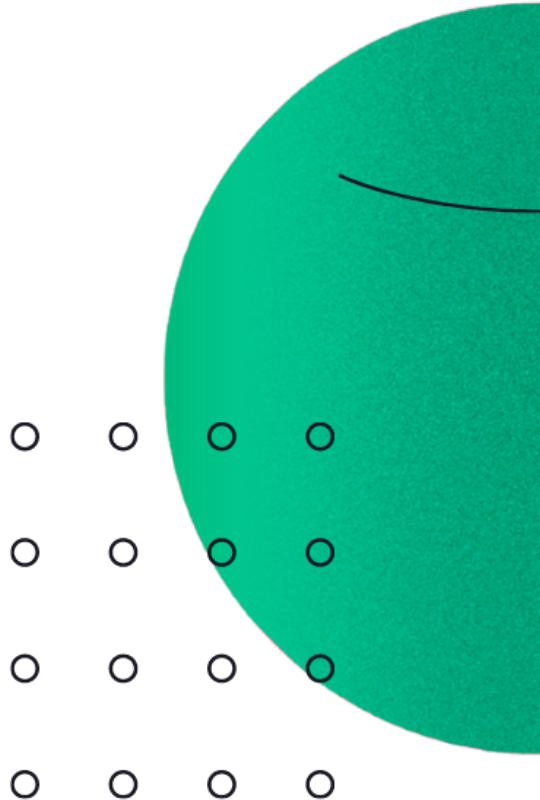
The main goal of an SEO landing page is to rank well in search engine results pages (SERPs) for specific keywords and phrases

# **Make a list of the urls of the landing pages of the site Monsieururl.com English version**

URL LANDING  
PAGE

MARKETING  
OBJECTIVE





## #2 conduct keyword research to identify the most relevant and valuable keywords to target.

Semantic Search

Wording

Use the right words!

Terms used by your audience

Search terms

# Select keyword queries per landing page

- Must match demand: High search volume in target area
- Must correspond to what the landing page offers. Be careful not to be too broad!
- Check the level of competition via the number of results in the SERPs.
- Have a good balance Volume / Competition
- High competition: LT
- Low competition: ST

# Tools



Google Ads



# 5-step process

1. Make a list of at least 20 keyword phrases

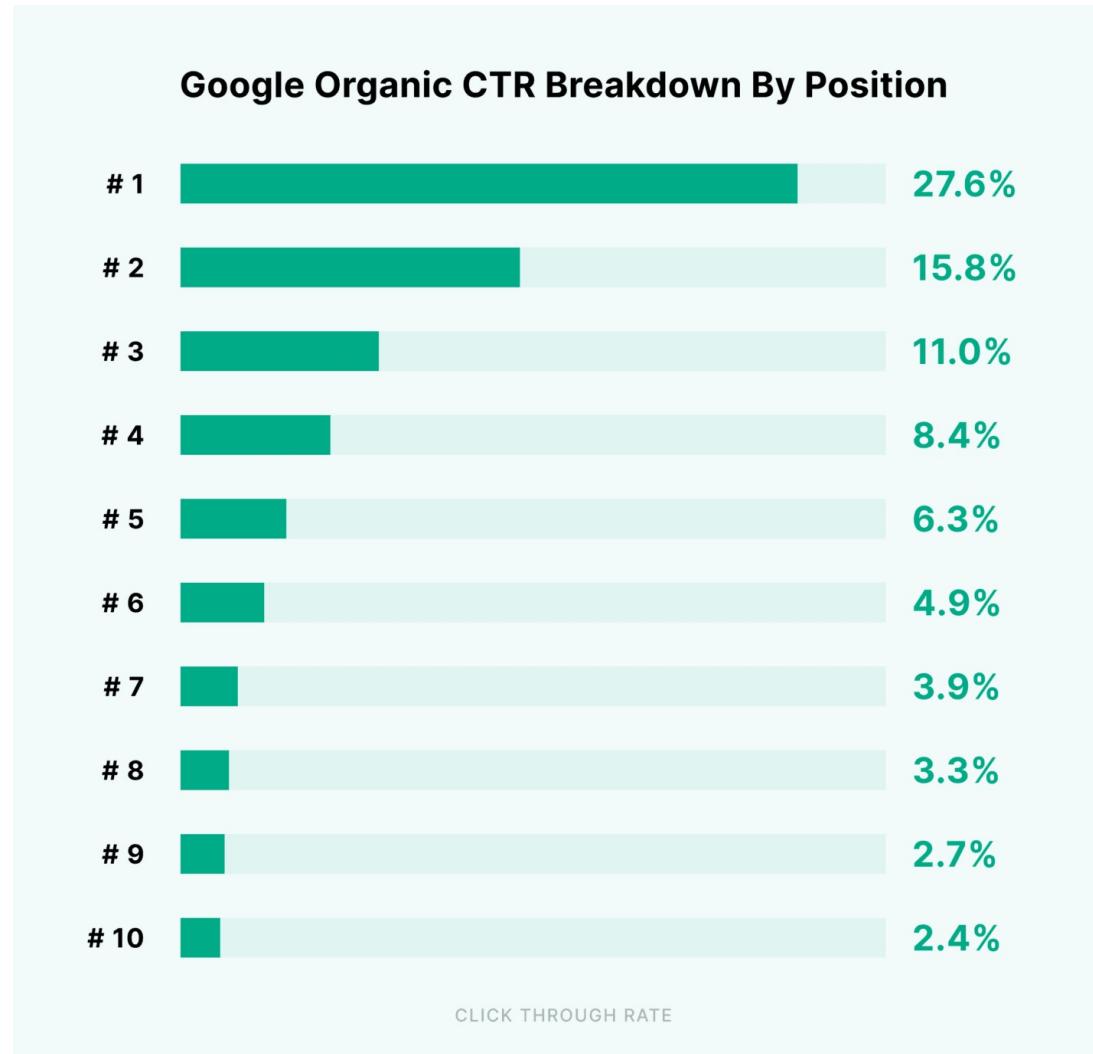
2. Identify search volume with SEMRUSH

3. select the term with the highest search volume

4 Identify web competitors

5. Select related keywords

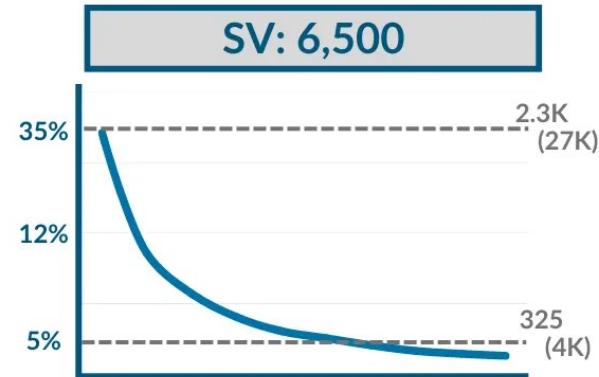
# Google Organic CTR



# Ranking opportunities

## Estimating Opportunity

- Setting up a business**
- X ① Government site
  - X ② Amazon
  - X ③ Google
  - X ④ How To Start a Business
  - X ⑤ Wikipedia
  - ⑥ Buy Business Setup
  - ⑦ 50% off Business Setup
  - ⑧ Us! 😊



SV **X** CTR **=** CLICKS

6500 **X** 35% **=** 2.3K (27K)

27K **-** 4K **=** 23K

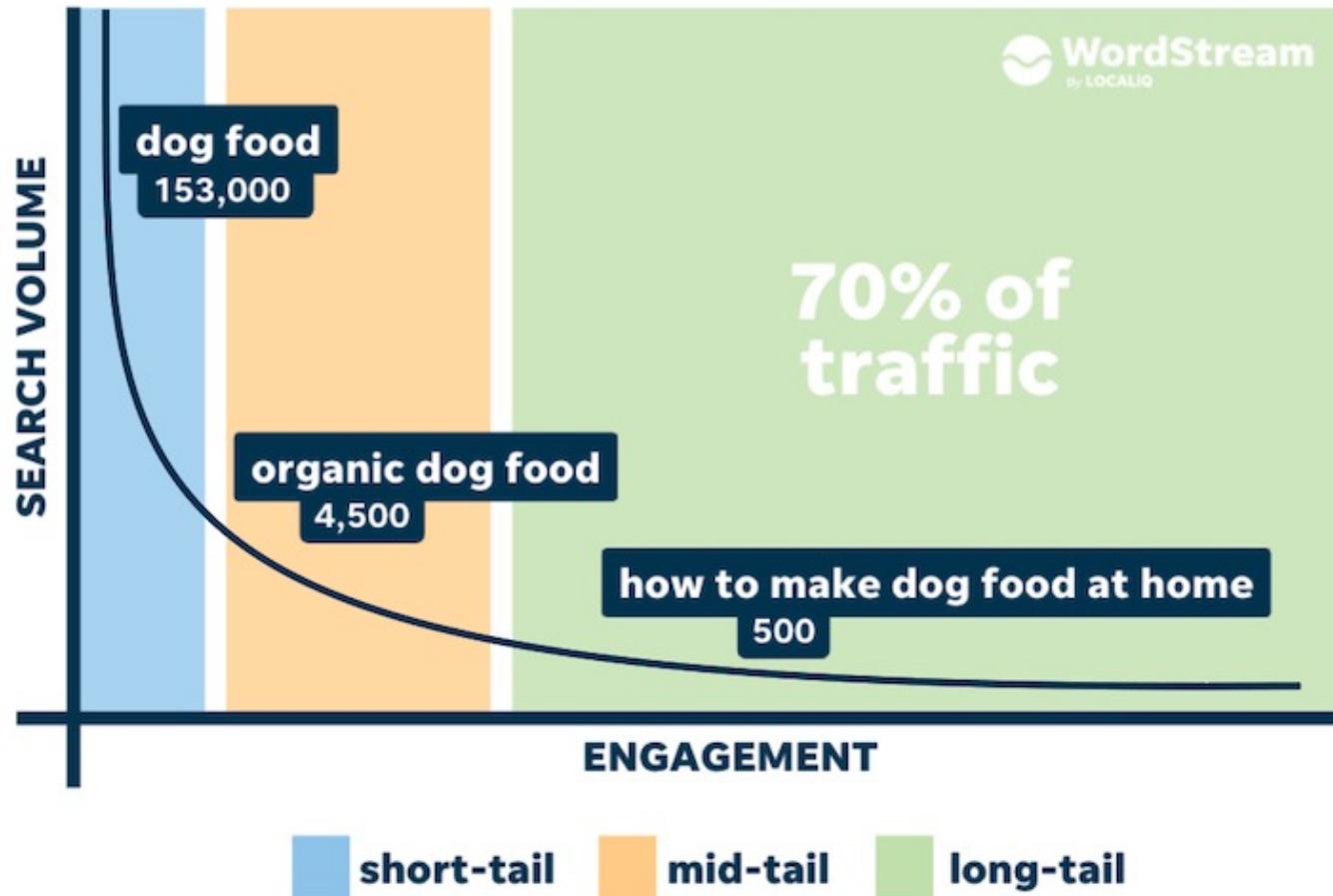
aira | Robin Lord

## SEMRush partnership

→ <https://www.semrush.com/signup/promo/?promo=CATHERINE2303-4CZEUTVL>

# Short Tail and Long Tail Keywords

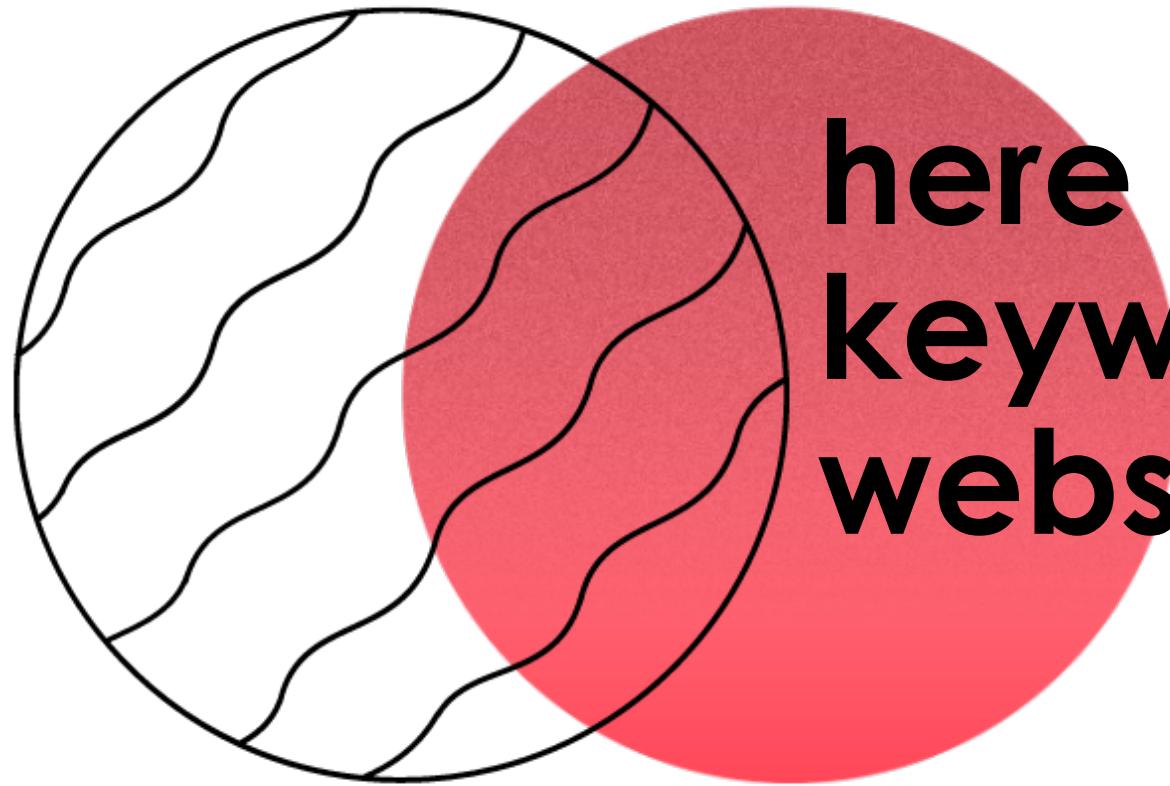
## LONG-TAIL KEYWORDS



# Present the results via a visual map

41

- XMind tool
- Must contain: positioning query short tail + long tail / Landing page



here to use the  
keywords on the  
website?

# For the SERPs featured snippet

<https://www.electrodepot.fr> › aspirateur · Translate this page · :

## Aspirateur : Achetez pas cher - Electro Dépôt

🔍 2,132,767 📄 3,776 🔑 95

Un **aspirateur** est un appareil qui provoque une aspiration afin d'éliminer les débris des sols, des tissus d'ameublement, des draperies et d'autres surfaces.

★★★★★ Rating: 4.3 · 2,817 reviews · €0.01 to €368.78

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# HTML markup

## → Title

- Max 65 characters
- Request at the beginning
- Domain name at the end
- Generate click
- No duplicates
- Fill in all of them

## → Meta Description

- Max 170 characters
- Use related keywords
- Generate clicks
- No duplication
- Fill in all of them

# Image naming & Alt attributes

- query-reproduct-brand.jpeg
- Use new image formats to improve page performance (WebP)

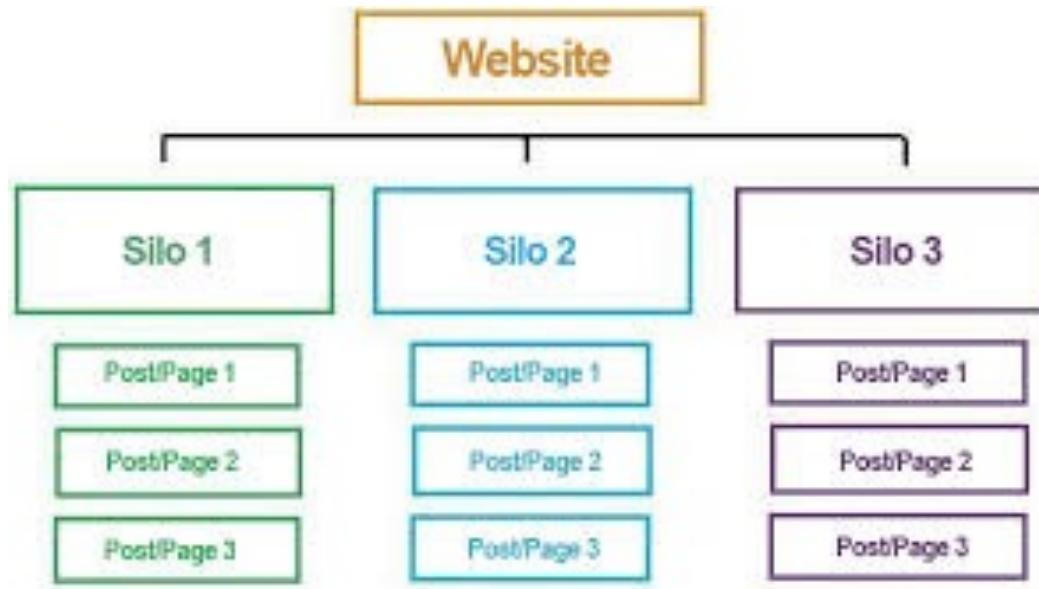
- Web accessibility - describe the image using the page query



Web Developer

Offered by: [chrispederick.com](http://chrispederick.com)

# InsideUrls / Silo web structure



[www.monsite.com/categorieA](http://www.monsite.com/categorieA)

[www.monsite.com/categorieA/souscategoriea](http://www.monsite.com/categorieA/souscategoriea)

[www.monsite.com/categorieA/souscategorieb](http://www.monsite.com/categorieA/souscategorieb)

[www.monsite.com/categorieA/souscategoriec](http://www.monsite.com/categorieA/souscategoriec)

# Schema – Structured data

## Tester vos données structurées

Nous vous recommandons de commencer par le [test des résultats enrichis](#) pour découvrir les résultats enrichis Google qui peuvent être générés pour votre page. Pour valider un schéma générique, utilisez l'[outil de validation du balisage Schema](#) afin de tester tous les types de balisage schema.org, sans validation spécifique à Google.

The screenshot shows the "Rich Results Test" interface. On the left, there is a "Code input" section containing the schema.org JSON-LD code for a recipe. On the right, under "Test results", it says "4 valid items detected". Below this, there are sections for "Guided recipes", "Recipes", "Review snippets", and "Videos", each showing one valid item detected. At the bottom, there are "VIEW TESTED PAGE" and "PREVIEW RESULTS" buttons.

Code input

```
1 <html>
2   <head>
3     <title>Party Coffee Cake</title>
4     <script type="application/ld+json">
5       {
6         "@context": "https://schema.org/",
7         "@type": "Recipe",
8         "name": "Party Coffee Cake",
9         "image": [
10           "https://example.com/photos/1x1/photo.jpg",
11           "https://example.com/photos/4x3/photo.jpg",
12           "https://example.com/photos/16x9/photo.jpg"
13         ],
14         "author": {
15           "@type": "Person",
16           "name": "Mary Stone"
17         },
18         "datePublished": "2018-03-10",
19         "description": "This coffee cake is awesome and perfect for parties.",
20         "prepTime": "PT20M",
21         "cookTime": "PT30M",
22         "totalTime": "PT50M",
23         "keywords": "cake for a party, coffee",
24         "recipeYield": "10",
25         "recipeCategory": "Dessert",
26         "recipeCuisine": "American",
27       }
28     </script>
29   </head>
30   <body>
```

Test results

4 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

VIEW TESTED PAGE PREVIEW RESULTS

Detected structured data

- Guided recipes 1 valid item detected >
- Recipes 1 valid item detected >
- Review snippets 1 valid item detected >
- Videos 1 valid item detected >

Test des résultats enrichis

The screenshot shows the "Schema.org" validation tool. It displays the schema.org JSON-LD code for a recipe. To the right, there is a "Recipe" table with columns for properties like @type, name, image, datePublished, etc., and their corresponding values. The table shows 0 errors and 0 warnings.

Schema.org

Documentation Schemas About

NEW TEST

Recipe

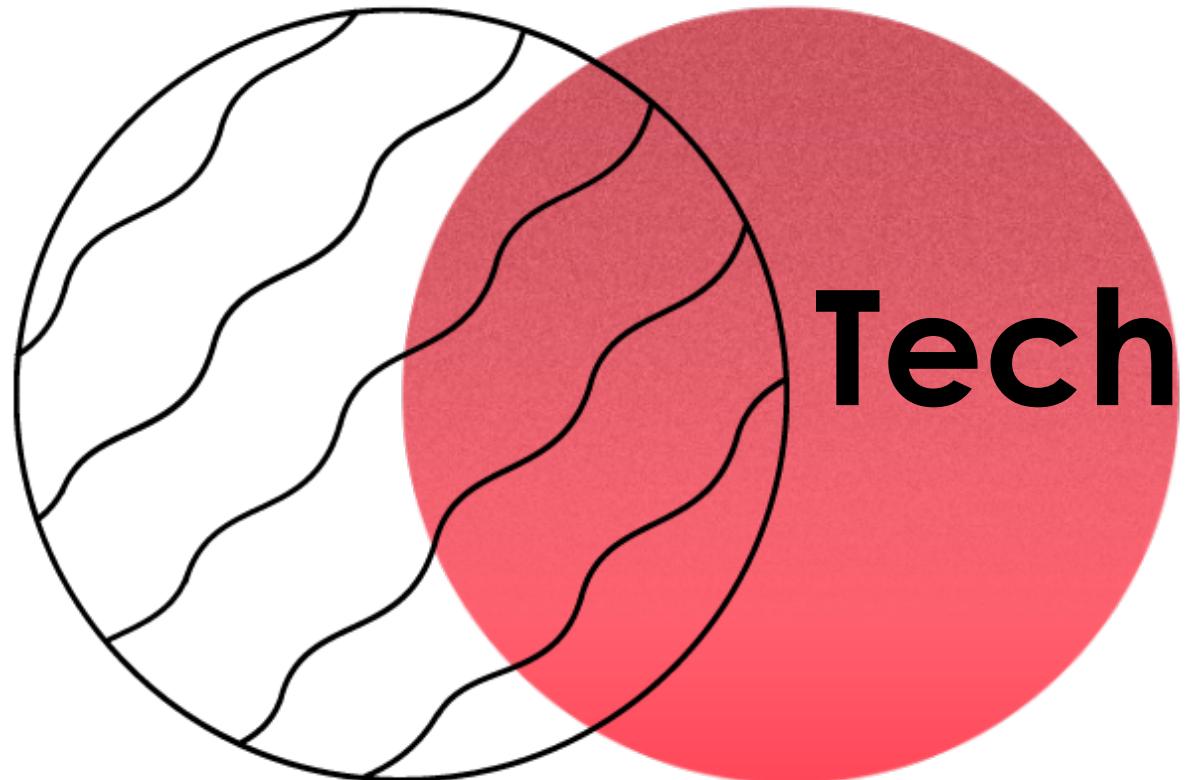
Property	Value	Errors	Warnings
@type	Recipe	0	0
name	Party Coffee Cake	0	0
image	https://example.com/photos/1x1/photo.jpg	0	0
image	https://example.com/photos/4x3/photo.jpg	0	0
image	https://example.com/photos/16x9/photo.jpg	0	0
author	Mary Stone	0	0
datePublished	2018-03-10	0	0
description	This coffee cake is awesome and perfect for parties.	0	0
prepTime	PT20M	0	0
cookTime	PT30M	0	0
totalTime	PT50M	0	0
keywords	cake for a party, coffee	0	0
recipeYield	10	0	0
recipeCategory	Dessert	0	0
recipeCuisine	American	0	0
nutrition	270 calories	0	0

Outil de validation du balisage Schema

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# Schema type

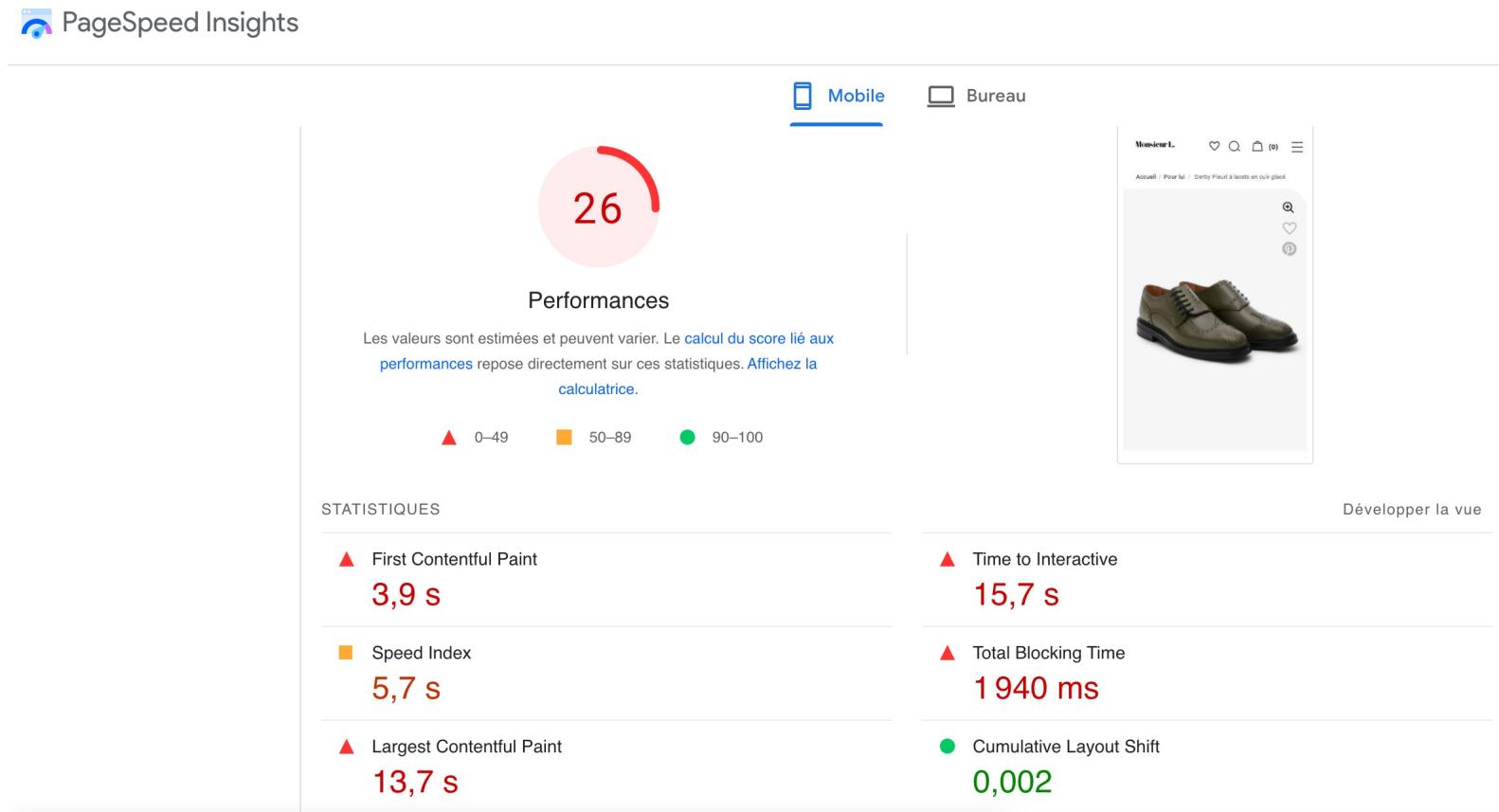
- Organization
- Products
- Recipe
- Event
- News-article
- ...



# Technical SEO

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# Performance - the core web vital



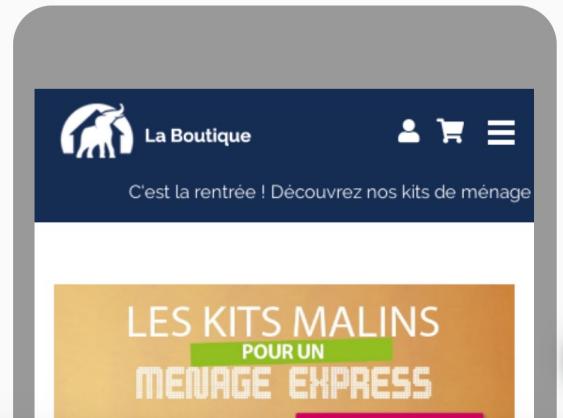
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and Co.

# Mobile optimization

← Test d'optimisation mobile

🌐 https://elephant-maison.com/ C

### Résultats du test

⚠ Problèmes de chargement de la page <a href="#">AFFICHER LES DÉTAILS</a>	Page rendue	HTML	CAPTURE D'ÉCRAN
Testé le : 10 sept. 2019 à 17:34			
<b>Page adaptée aux mobiles</b> Il est facile d'utiliser cette page sur un appareil mobile			
Ressources supplémentaires			
<a href="#">Ouvrir le rapport sur l'ergonomie mobile de l'ensemble du site</a>			
<a href="#">En savoir plus sur les pages adaptées aux mobiles</a>			



# Security

- HTTPS
- SSL Certificate



# Crawl optimization

- No broken links
- An XML sitemap at the root
- An optimized Robots.txt file
- A consumer centric 404 error page
- Always use 301's redirect
- No redirect loops

