1) exercice 1 :

< body>

< header >

<title></title>

<nav>

<ul>

 **
<a>
**

**
</nav>**

</header>

<main>

<img>

<section></section>

</main>

<h1></h1> **<h2></h2>**

strong ÉPIPHANIE 2024

<**footer**>

<**form**>

> Saisissez votre adresse e-mail →
>
> En soumettant ce formulaire, j'accepte que les informations saisies dans ce formulaire soient utilisées, exploitées, traitées pour permettre de me recontacter.

</**form**>

</**footer**>

</body>

2) exercice 2 :

-Pas toutes les pages

-les pages avec la mention « disallow »

-Allow: /cn$

Allow: /cn/

Allow: /CN$

Allow: /CN/

Allow: /assets/

Allow: /static/

Allow: /styleguide/

-Disallow: */w?q=

Disallow: */w/?q=

Disallow: /

-

Sitemap: https://www.nike.com/sitemap-us-help.xml

Sitemap: https://www.nike.com/sitemap-v2-landingpage-index.xml

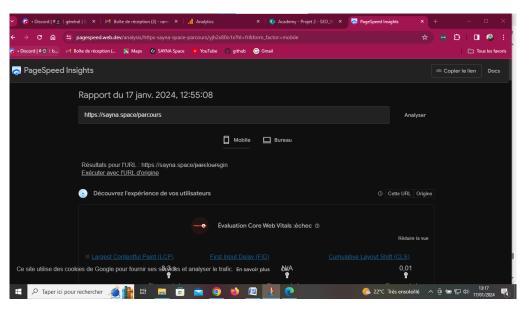Sitemap: https://www.nike.com/sitemap-v2-pdp-index.xml

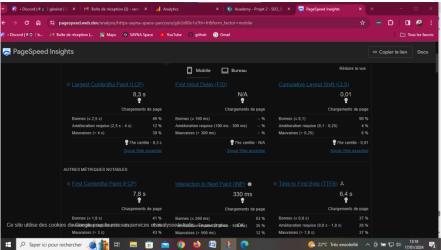Sitemap: https://www.nike.com/sitemap-v2-snkrsweb-index.xml

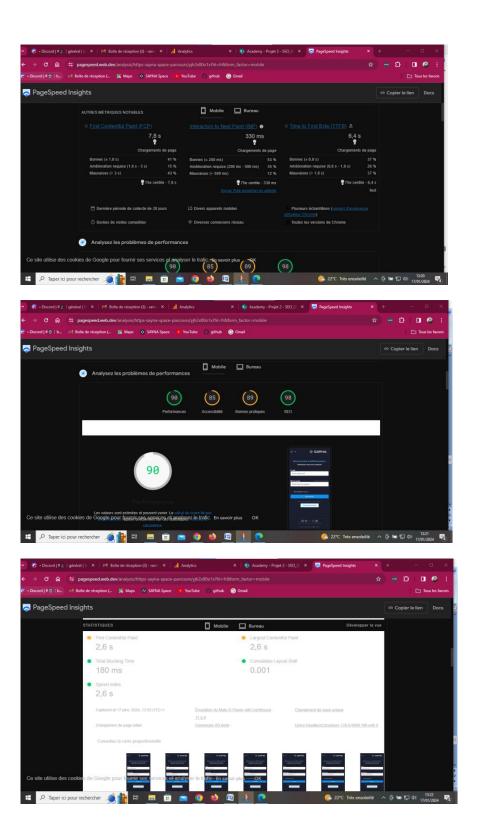Sitemap: https://www.nike.com/sitemap-v2-gridwall-index.xml

Sitemap: https://www.nike.com/sitemap-v2-article-index.xml

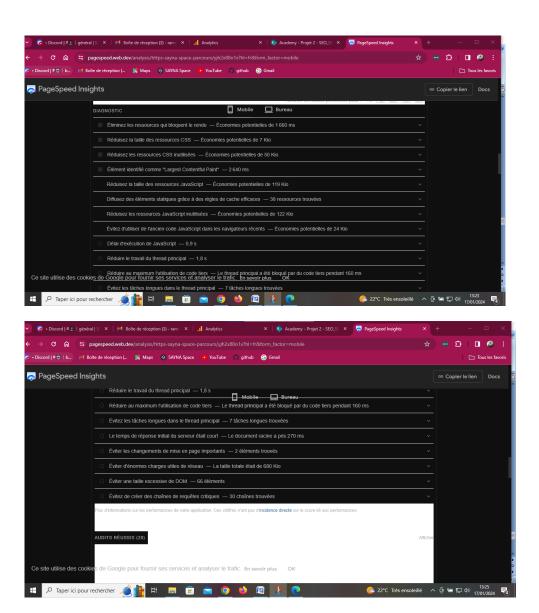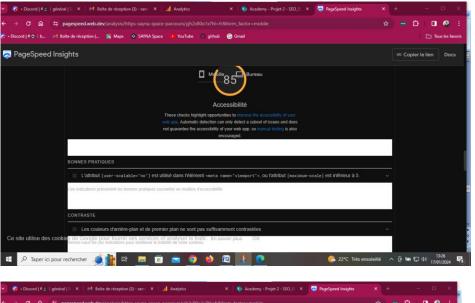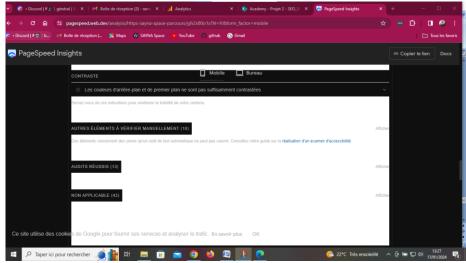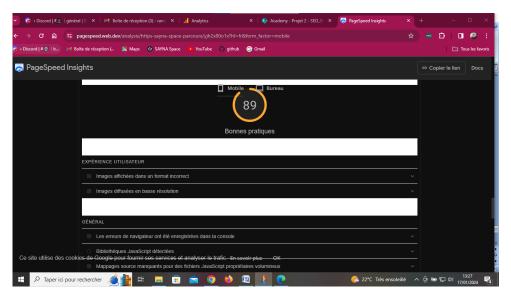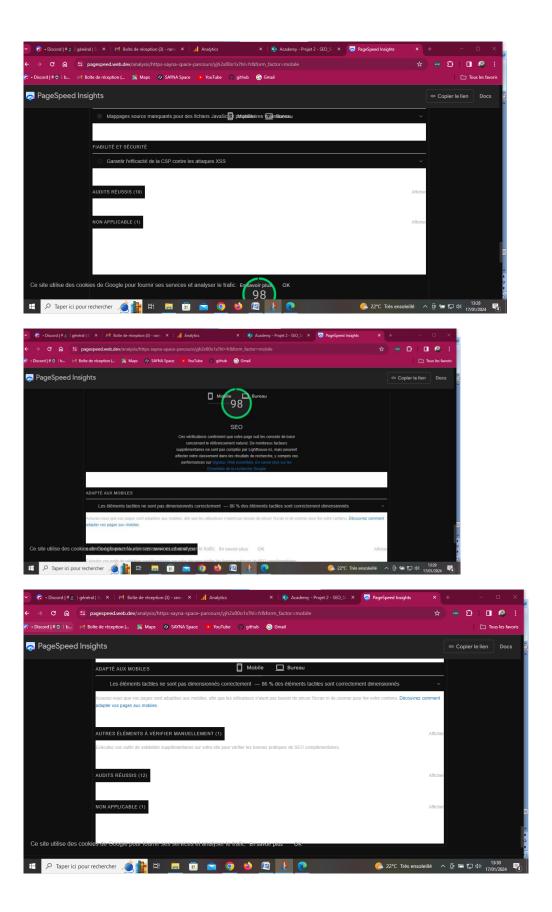Sitemap: https://www.nike.com/sitemap-locator-index.xml

3) exercice 3 :

Les recommandations :

4) exercice 4 :

Quelques exemples de meta descriptions ré-optimisées selon Google

Voici des exemples (format avant / après) de meta descriptions bien optimisées selon le moteur de recherche de mountain view :

🚫 **Bad (list of keywords):**

```
<meta name="description" content=" Sewing supplies, yarn, colored pencils, sewing machines, threads, bobbins, needles ">
```

✓ **Better (explains what the shop sells and details like opening hours and location):**

```
<meta name="description" content=" Get everything you need to sew your next garment. Open Monday-Friday 8-5pm, located in the Fashion District. ">
```

🚫 **Bad (same description used for every news article):**

```
<meta name="description" content=" Local news in Whoville, delivered to your doorstep. Find out what happened today. ">
```

✓ **Better (uses a snippet from the specific news article):**

```
<meta name="description" content=" Upsetting the small town of Whoville, a local elderly man steals everyone's presents the night before an important event. Stay tuned for live updates on the matter. ">
```

🚫 **Bad (doesn't summarize the page):**

```
<meta name="description" content=" Eggs are a source of joy in everyone's life. When I was a small child, I remember picking eggs from the hen house and bringing them to the kitchen. Those were the days. ">
```

✓ **Better (summarizes the whole page):**

```
<meta name="description" content=" Learn how to cook eggs with this complete guide in 1 hour or less. We cover all the methods, including: over-easy, sunny side up, boiled, and poached. ">
```

🚫 **Bad (too short):**

```
<meta name="description" content=" Mechanical pencil ">
```

✓ **Better (specific and detailed):**

```
<meta name="description" content=" Self-sharpening mechanical pencil that autocorrects your penmanship. Includes 2B auto-replenishing lead. Available in both Vintage Pink and Schoolbus Yellow. Order 50+ pencils, get free shipping. ">
```

Source : https://www.leptidigital.fr/webmarketing/seo/balise-meta-description-30625/