

L'importance du SEO

Optimisation pour les moteurs de recherche

Qui suis-je ?

Les découvertes :

- **Internet** en **1999**
- **HTML** en **2003**
- **SEO** en **2008**
- **Affiliation Web...**

Master **Marketing**

20 ans d'expérience professionnelle (*tourisme, industrie, import/export, BTP, mode, agence web...*)

Passion pour la **création de site web, la monétisation de contenu** et le **partage de connaissances**.



Qu'est-ce que le SEO ?

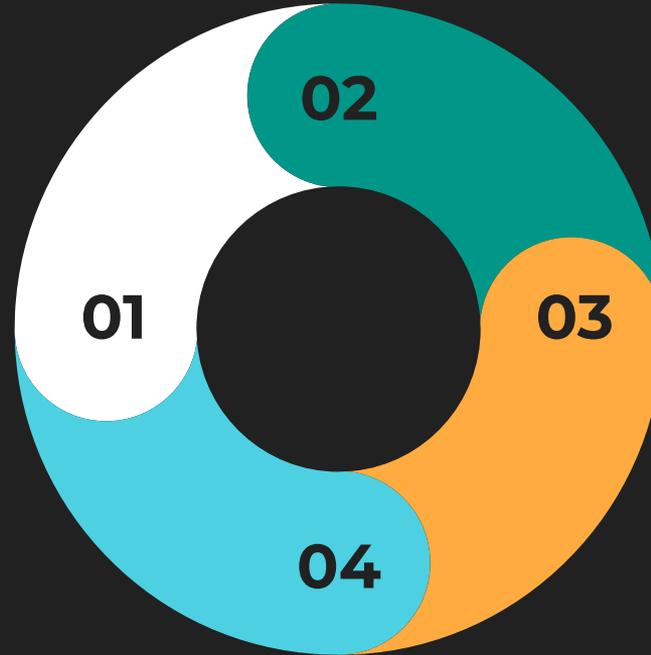
Augmenter le trafic organique vers un **site web** en le positionnant **le plus haut possible** dans les **résultats de recherche** pour des **mots-clés pertinents**.

- Aspect **Technique**
- Marketing de **Contenu**
- **Liens** et promotion
- Analyse et **UX**

SEO technique

Indexation, Vitesse du site Web, compatibilité **mobile**

Structure de l'**URL** et **architecture** du site



URLS Canoniques, page **404**, **HTTPS**, redirection **301**, **Hreflang...**

Importance des **sitemaps XML** et du fichier **robots.txt**

Mozlow's Hierarchy of SEO Needs

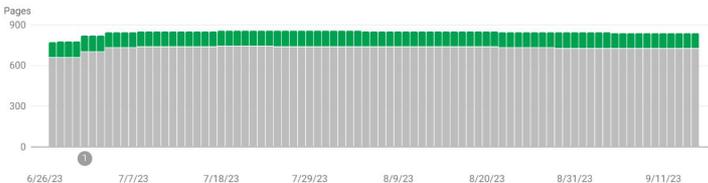




Not indexed
720
6 reasons ⓘ

Indexed
117 ⓘ

Impressions



View data about indexed pages >



Why pages aren't indexed

Pages that aren't indexed can't be served on Google

Reason	Source ⓘ	Validation ↓	Trend	Pages
Page with redirect	Website	Not Started	—	227
Excluded by 'noindex' tag	Website	Not Started	—	135
Not found (404)	Website	Not Started	—	16
Alternate page with proper canonical tag	Website	Not Started	—	10
Crawled - currently not indexed	Google systems	Not Started	—	317
Discovered - currently not indexed	Google systems	Not Started	—	15

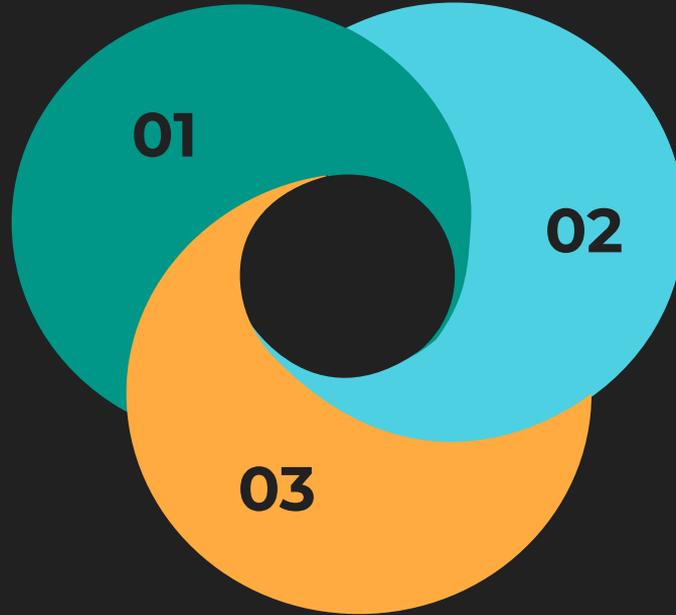
Rows per page: 10 1-6 of 6 < >

Google Search Console

- Performances : CLICS requêtes, pages, pays...
- Pages : Indexée ou non
- Sitemap
- Core Web Vitals
- Links
- Settings, Crawl Stats

Le contenu est roi

Rôle d'un contenu de **haute qualité** dans le référencement



Importance de la **pertinence** et de la **valeur** pour le public

Incorporation de différents **formats de contenu**: **texte**, **images**, **vidéos**, **infographies**...

Éléments clés du contenu

- Recherche de **mots clés**
- Créer un contenu **pertinent** et de **qualité**
- Optimisation des balises **méta**, des **titres** et des **URL**
- Inclure des **liens internes** et **externes**
- Bonne **expérience utilisateur**
- **Éviter le contenu dupliqué !**



ahrefs Dashboard Alerts Site explorer Content explorer Keywords ex

http + https x *.domain

Overview

Backlink profile ▾
Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Referring IPs

Internal backlinks **NEW**

Link intersect

Organic search ▾
Organic keywords

- New
- Movements

Top pages 🔥

Top subfolders **NEW**

Top subdomains

Competing domains

Competing pages

Content gap 🔥

Pages ▾
Best by links

Best by links' growth

Top content

Teespring

teespring.com ▾

Ahrefs Rank ⁱ
2,903

UR ⁱ
82

DR ⁱ
87

Backlink profile Organic search Paid search

Ahrefs Rank ⁱ Past 3 months

Today	2,903	↑146
avg 7 days	2,981	↑177
avg 1 month	3,002	↑138
avg 3 months	3,052	↑1449

Jan '19

Referring domains ⁱ **LIVE LINKS**

Ahrefs

- Analysez vos concurrents.
- Auditez et optimisez votre site Web.
- Trouvez les mots-clés que vos clients recherchent.
- Suivez votre progression dans les classements.

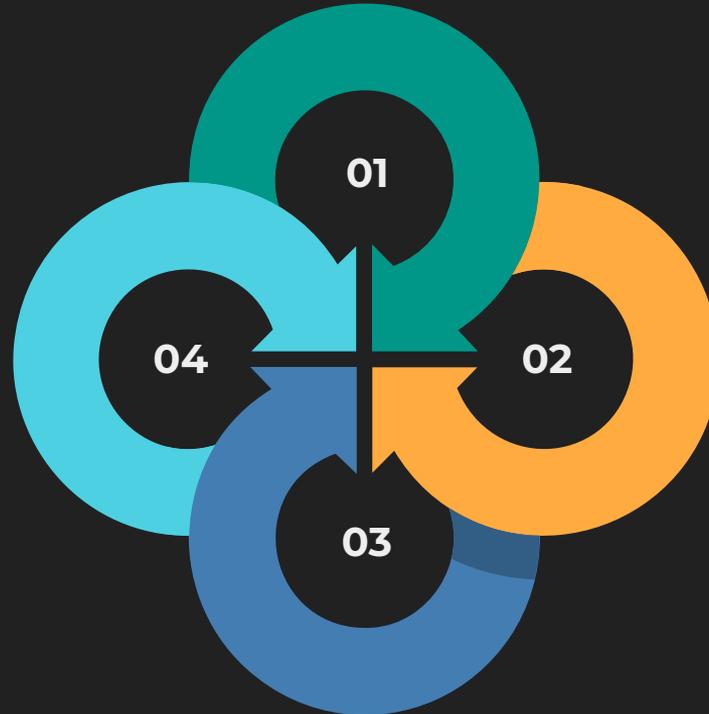
▶ beauce	3.5K
▶ pierre	2.1K
▶ meteo	1.8K
▶ cinema	1.7K
▶ restaurant	1.4K
▶ vendre	1.2K
▶ maison	1.2K
▶ walmart	880
▶ chevalier	870
▶ emploi	870
▶ qc	870
▶ ecole	830
▶ pharmacie	800
▶ canac	770
▶ rue	550
▶ clinique	510
▶ cisc	510
▶ saaq	510
▶ centre	490
▶ jean	490
▶ coutu	480
▶ escorte	450
▶ piscine	450
▶ température	450
▶ canadian	440
▶ tire	440
▶ carrefour	430
▶ toyota	410
▶ uniprix	410
▶ metro	400
▶ météo	400
▶ quebec	380
▶ ford	360
▶ secondaire	360
▶ st	360
▶ rona	350

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent Topic	SF	Updated
<input type="checkbox"/> + cinema saint georges	0	1.6K	1.6K	1.2K	\$0.80	0.87	cinema saint georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	7 days <input type="button" value="🔄"/>
<input type="checkbox"/> + meteo saint georges	0	1.5K	1.5K	2.7K	N/A	N/A	meteoimedia st georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	5 days <input type="button" value="🔄"/>
<input type="checkbox"/> + saint-georges	52	1.3K	1.7K	250	\$0.35	0.38	saint-georges	5 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	2 days <input type="button" value="🔄"/>
<input type="checkbox"/> + georges saint-pierre	65	1.2K	1.9K	21K	N/A	N/A	gsp	4 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	38 minutes <input type="button" value="🔄"/>
<input type="checkbox"/> + georges saint pierre	62	800	3.8K	21K	\$3.00	0.82	gsp	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	5 days <input type="button" value="🔄"/>
<input type="checkbox"/> + pharmacie saint georges	2	700	900	400	\$1.20	N/A	pharmacie saint georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	2 days <input type="button" value="🔄"/>
<input type="checkbox"/> + chevalier de saint-georges	39	600	13K	800	N/A	0.67	joseph bologne	5 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	2 days <input type="button" value="🔄"/>
<input type="checkbox"/> + restaurant saint georges	0	600	1.9K	600	\$0.60	N/A	restaurant saint-georges	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	4 days <input type="button" value="🔄"/>
<input type="checkbox"/> + ecole saint georges	0	500	600	350	\$0.00	0.76	ecole saint georges	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	13 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + restaurant saint-georges	1	450	600	600	\$0.60	N/A	restaurant saint georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	8 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + maison a vendre saint georges	0	450	800	4.6K	\$0.02	N/A	maison a vendre st georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	11 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + metro saint georges	0	400	800	150	\$0.02	N/A	metro saint georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	14 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + walmart saint georges	0	400	400	2.9K	\$0.06	0.56	walmart st-georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	11 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + walmart saint-georges	0	400	450	2.9K	\$0.06	0.70	walmart st-georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	12 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + canac saint-georges	0	350	350	350K	\$0.05	0.60	canac	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	11 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + température saint-georges de beauce	0	300	300	900	\$0.00	N/A	meteo st-georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	15 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + saint georges day	22	300	600	500	N/A	N/A	st. george's day	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	15 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + uniprix saint-georges	0	300	300	500	\$0.90	N/A	uniprix saint-georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	2 days <input type="button" value="🔄"/>
<input type="checkbox"/> + canac saint georges	0	300	300	348K	\$0.05	N/A	canac	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	5 days <input type="button" value="🔄"/>
<input type="checkbox"/> + canadian tire saint-georges	0	300	300	1.8K	\$0.90	0.70	canadian tire st-georges	4 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	14 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + emploi saint georges	0	300	300	700	\$0.04	N/A	emploi st georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	3 days <input type="button" value="🔄"/>
<input type="checkbox"/> + carrefour saint-georges	1	300	400	1.2K	N/A	0.65	carrefour st-georges	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	5 days <input type="button" value="🔄"/>
<input type="checkbox"/> + ecole secondaire saint georges	0	300	350	350	\$0.50	0.78	ecole saint georges	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	15 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + escorte saint georges	0	300	300	2.5K	N/A	N/A	escorte beauce	<input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	3 days <input type="button" value="🔄"/>
<input type="checkbox"/> + emploi saint-georges	0	300	300	700	\$0.04	1.11	emploi saint-georges	2 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	15 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + saint-georges quebec	11	250	250	800	\$0.30	N/A	saint-georges	3 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	6 Sep <input type="button" value="🔄"/>
<input type="checkbox"/> + hôpital saint-georges	0	250	250	350	N/A	N/A	hopital st georges	1 <input type="button" value="↕"/> <input type="button" value="SERP ▾"/>	16 Sep <input type="button" value="🔄"/>

Les liens

Pertinence du site source

Autorité du site source



Diversification des sources

Contexte et ancre du lien

All Dofollow Nofollow Backlink type DR Domain traffic <input type="text" value="Word or phrase"/> Ref. page URL <input type="checkbox"/> Exclude subdomains + More filters													
446 groups of links One link per domain All New Lost Show history: Last 30 days API Export													
Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page Kw. traffic	Anchor and target URL	First seen	Last seen	Links	Inspect	
Calcul taxes de bienvenue, mutation au Québec en 2023 https://www.calculconversion.com/calcul-taxe-de-bienvenue-mutation.html	52	15	436.3K	62	74	91	1.3K 410	Saint-George CONTENT https://www.saint-georges.ca/administration/finances-et-approvisionnement/droits-de-mutatio-on-ou-taxes-de-bienvenue/	11 Dec 2022	11 d ago	2	Q	
Saint-Georges, Quebec - Wikipedia https://en.wikipedia.org/wiki/Saint-Georges,_Quebec	96	13	2.3B	99	40	68	521 58	"Histoire de Ville de Saint-Georges de Beauce" .www.saint-georges.ca. Archived from the original on November 20, 2011. NOFOLLOW http://www.saint-georges.ca/A_propos_de_la_ville/Notre_histoire/ ↪ 301 → https://www.saint-georges.ca/A_propos_de_la_ville/Notre_histoire/	19 May 2023	10 Sep 2023	4	Q	
Accueil Ski de fond Raquettes https://www.clubrendezvous.ca/	6	10	232	25	12	18	206 34	VSG.png IMAGE http://www.saint-georges.ca/ ↪ 301 → https://www.saint-georges.ca/	26 Apr 2023	20 h ago	3	Q	
Parc des Sept-Chutes - Randonnée pédestre à Saint-Georges - La Beauce https://chaudiereappalaches.com/fr/voyage-quebec/la-beauce/saint-georges/parc-des-sept-chutes/randonnee-pedestre/parc-des-sept-chutes/	69	3.5	46.4K	2	12	17	182 27	Site web http://www.saint-georges.ca/se-divertir/parcs-et-reseaux-cyclables/	14 Apr 2022	5 Jun 2023	12	Q	
Subvention couches lavables – La Petite Ourse https://lapetiteourse.ca/pages/subvention-couches-lavables	32	7	6.1K	5	192	277	171 18	Saint-Georges http://www.saint-georges.ca/vivre-a-saint-georges/environnement/couches-lavables/	11 Jun 2020	22 h ago	5	Q	
ACCUEIL Tour de Beauce https://www.tourdebeauce.com/	25	26	178	190	38	57	145 222	IMAGE http://www.saint-georges.ca/ ↪ 301 → https://www.saint-georges.ca/	4 Jun 2023	19 Jul 2023	3	Q	
Saint-Georges (Québec) — Wikipédia https://fr.wikipedia.org/wiki/Saint-Georges_(Québec)	93	11	247.5M	49	43	102	96 88	« saint-georges.ca/A_propos_de_1... » (Archive.org • Wikiwix • NOFOLLOW http://www.saint-georges.ca/A_propos_de_la_ville/Notre_histoire/ ↪ 301 → https://www.saint-georges.ca/A_propos_de_la_ville/Notre_histoire/	27 May 2023	19 h ago	15	Q	
Remises et subventions des produits d'hygiène intime Mme L'Ovary https://mmelovary.com/pages/remboursement-subsventions-p	39	10	22.5K	17	137	294	91 96	La Municipalité de Saint-Georges propose des subventions aux produits sanitaires durables pour tous les produits d'hygiène http://www.saint-georges.ca/vivre-a-saint-georges/environnement/produits-dhygiene-feminin	6 May 2023	1 d ago	11	Q	



SEO Report

Country

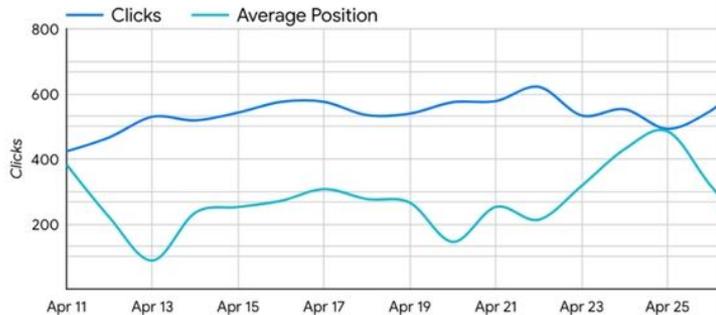
Landing P

Clicks
16.8K

↑ 34.8%

Impressions
772.8K

↑ 8.7%



Analyse

- Google Data Studio
 - GSC / Analytics
- Google Sheets
- Keywords Tracking

Landing Page

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts>

Query

google t

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel>

apparel store

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens>

apparel store

<https://shop.googlemerchandisestore.com/Google+Redesign/Lifestyle>

apparel store

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Womens>

apparel store

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Socks>

apparel store

<https://shop.googlemerchandisestore.com/>

google

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Womens/Womens+T+Shirts>

google t

<https://shop.googlemerchandisestore.com/Google+Redesign/Apparel>

google merchar

Mesurer le succès SEO

- Indicateurs clés de performance (**KPI**) pour le référencement:
 - Croissance organique du **trafic**
 - Marque / Hors Marque
 - **Classement** des mots clés
 - Taux de clics (**CTR**)
 - Taux de **conversion**
 - Outils de suivi et d'analyse des **performances SEO** (Google Analytics, Google Search Console, etc..)

Expérience utilisateur (UX) et SEO

- Comment l'**UX** impacte les classements SEO, le **Dwell Time**.
- Facteurs tels que le **taux de rebond**, le **temps passé** sur le site et l'**engagement** des utilisateurs
- Importance d'un **design réactif** et d'une **navigation facile**



Tendances SEO futures

- Focus sur l'**intention de l'utilisateur** et la **recherche sémantique**
- **IA** et apprentissage automatique dans les algorithmes de recherche
- Recherche **visuelle**...





stgeorgesgm



Images

Vidéos

Maps

Actualités

Shopping

Livres

Vols

Finance

Environ 5 620 résultats (0,40 secondes)

Résultats pour **Québec, QC G1L 1E6** · [Choisir une zone](#) ⋮



St-Georges Chevrolet Buick GMC Cadillac -

<https://www.stgeorgesgm.ca> ⋮

St-Georges Chevrolet Buick GMC Cadillac -

Clause de non-responsabilité: le prix n'inclut pas les taxes et les frais de licence. Restez informé en nous suivant sur les réseaux ...

Browser window showing the URL <https://www.stgeorgesgm.ca> and a technical audit overlay.

Navigation: Overview, Headings, Links, Images, Schema, Social, Advanced

Language: EN FR

Page Content: STGEORGES, CHEVROLET, BUICK, GMC, Cadillac, ENCORE GX, À PROPOS, TÉGÉ, %

Technical Audit:

- Title:** ✓ 41 characters
St-Georges Chevrolet Buick GMC Cadillac -
- Description:** Missing
- URL:** ✓ Indexable
<https://www.stgeorgesgm.ca/>
- Canonical:** ✓ Self-referencing
<https://www.stgeorgesgm.ca/>
- Robots Tag:** max-snippet:-1, max-image-preview:large, max-video-preview:-1
- X-Robots-Tag:** Missing

Footer: Inventaire neu, inventaire d'occasion, Rendez-vous au service, St-Georges Cadillac

64 pages

Total traffic: 560

📅 26 Sep 2023 ▾

Don't compare ▾



SERP titles ?



API



Export

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
https://www.stgeorgesgm.ca/ ▾	506 90.4%	\$258	312 ▾	st george gm	250	1
https://www.stgeorgesgm.ca/used/ ▾	16 2.9%	\$6	75 ▾	st george gm	250	🔗 1
https://www.stgeorgesgm.ca/new/ ▾	9 1.6%	\$4.3	34 ▾	st george gm	250	🔗 1
https://www.stgeorgesgm.ca/accessories/ ▾	5 0.9%	\$0.55	5 ▾	chevrolet accessoires	50	8
https://www.stgeorgesgm.ca/en/home/ ▾	5 0.9%	\$2.1	15 ▾	gm st georges	250	🔗 1
https://www.stgeorgesgm.ca/new/pickup.html ▾	4 0.7%	\$1.8	42 ▾	camion neuf	20	5
https://www.stgeorgesgm.ca/vehicules-electriques/ ▾	3 0.5%	\$2.5	45 ▾	buick hybride rechargeable	30	10
https://www.stgeorgesgm.ca/rendez-vous-service/ ▾	3 0.5%	\$1.8	6 ▾	st george gm	250	🔗 1
https://www.stgeorgesgm.ca/en/ ▾	2 0.4%	\$0.80	17 ▾	gmc st georges	150	🔗 1
https://www.stgeorgesgm.ca/used/Subaru-WRX.html ▾	1 0.2%	\$0.21	4 ▾	subaru st georges	300	20
https://www.stgeorgesgm.ca/en/onstar-technology/ ▾	1 0.2%	\$0.51	10 ▾	onstar gmc	80	20
https://www.stgeorgesgm.ca/technologies-onstar/ ▾	1 0.2%	\$0.58	8 ▾	chevrolet beauce	40	🔗 2
https://www.stgeorgesgm.ca/detailing-service/ ▾	1 0.2%	\$0	3 ▾	lave auto st georges	50	14
https://www.stgeorgesgm.ca/used/Nissan-LEAF.html ▾	1 0.2%	\$0.36	1 ▾	nissan leaf occasion	80	14
https://www.stgeorgesgm.ca/pieces/ ▾	1 0.2%	\$0.15	8 ▾	chevrolet beauce	40	🔗 2
https://www.stgeorgesgm.ca/used/2022-Kia-Carnival.html ▾	1 0.2%	\$0.41	7 ▾	kia carnival occasion	30	12
https://www.stgeorgesgm.ca/louer-ou-acheter/ ▾	0	\$0.02	9 ▾	location auto st georges	30	22
https://www.stgeorgesgm.ca/used/Cadillac-Sedan.html ▾	0	\$0	1 ▾	auto vga beauce	20	51
https://www.stgeorgesgm.ca/en/sitemap/ ▾	0	\$0	1 ▾	gm parts quebec	10	62
https://www.stgeorgesgm.ca/en/parts/ ▾	0	\$0	2 ▾	buick parts	60	68
https://www.stgeorgesgm.ca/used/2022-GMC-Sierra-1500-Limited.html ▾	0	\$0.09	1 ▾	miroir gmc sierra a vendre	20	25
https://www.stgeorgesgm.ca/carriere/ ▾	0	\$0	2 ▾	emploi quebec st-georges	20	46

68 pages

Total traffic: 943

📅 26 Sep 2023 ▼

Don't compare ▼



SERP titles ?



Export

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
https://www.valleeauto.com/ ▼	563 59.7%	\$213	180 ▼	vallée auto	450	1
https://www.valleeauto.com/en/ ▼	229 24.3%	\$79	30 ▼	vallee auto	150	2
https://www.valleeauto.com/vehicles/used/ ▼	39 4.1%	\$15	37 ▼	vallée occasion	30	2
https://www.valleeauto.com/en/vehicles/used/ ▼	20 2.1%	\$2.3	6 ▼	valle auto	90	2
https://www.valleeauto.com/en/vehicles/subaru/ ▼	15 1.6%	\$5	8 ▼	subaru st georges	300	6
https://www.valleeauto.com/vehicles/ ▼	14 1.5%	\$6	9 ▼	vallée auto	450	🔗 1
https://www.valleeauto.com/vehicles/volkswagen/ ▼	12 1.3%	\$4.8	8 ▼	vallée auto	450	🔗 1
https://www.valleeauto.com/en/vehicles/volkswagen/golf-gti/ ▼	10 1.1%	\$0	2 ▼	vallée auto volkswagen	50	3
https://www.valleeauto.com/contact/ ▼	7 0.7%	\$3.3	5 ▼	vallée auto	450	🔗 1
https://www.valleeauto.com/en/vehicles/volkswagen/ ▼	6 0.6%	\$0	2 ▼	vallée volkswagen	40	2
https://www.valleeauto.com/find-my-vehicle/ ▼	4 0.4%	\$1.2	2 ▼	vallée auto occasion	150	🔗 1
https://www.valleeauto.com/en/vehicles/toyota/ ▼	4 0.4%	\$1.3	12 ▼	toyota saint georges	200	16
https://www.valleeauto.com/en/vehicles/kia/sportage/ ▼	4 0.4%	\$1.1	5 ▼	kia st georges	200	11
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