

SEO

LONGUE TRAINÉ

SEARCH ENGINE OPTIMISATION

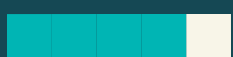
THEME 12 : MARCOM-E

DSI-H

SEARCH = SEO + SEA + ASO + SMM

ALGORITHME DES MOTEURS DE RECHERCHE

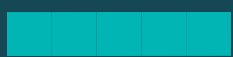
CONTENT



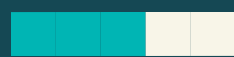
BACKLINK



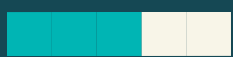
META



AMP



POPULARITÉ



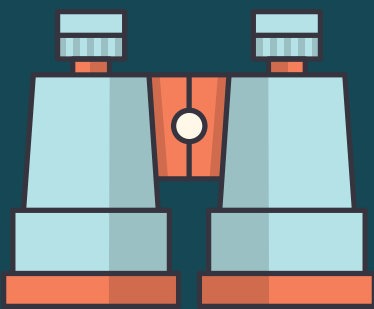
RÈGLES



Longueur moyenne
d'une recherche

2015 : 3 mots

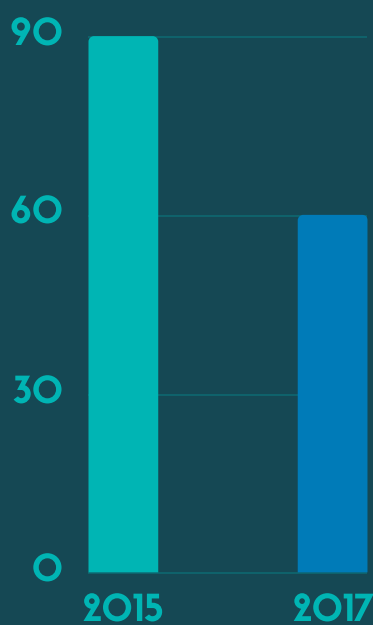
2017 : 8 mots



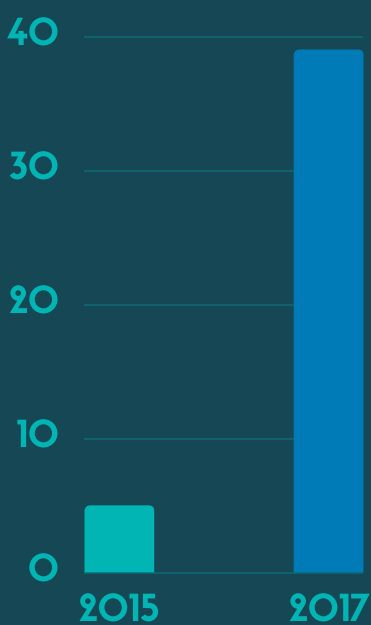
Quand le SEO échoue :
retour au SEA
temporaire



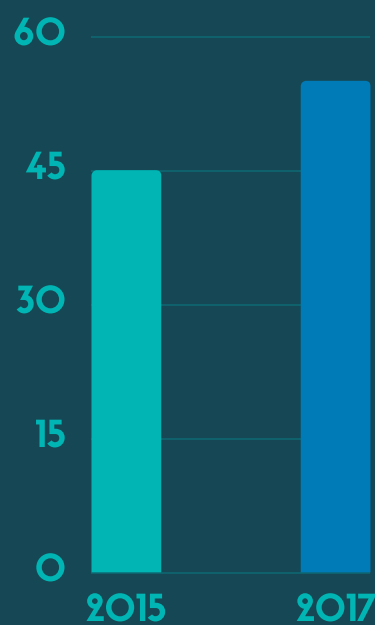
IMPACT DE LA LONGUE TRAINÉ ET DES RÉSEAUX SOCIAUX



- 5 MOTS



+ 10 MOTS



VIA RÉSEAU