

A close-up photograph of a classical marble relief sculpture. On the left, the head of Athena is shown in profile, wearing a detailed helmet with a large crest. To her right, the winged figure of Nike is depicted, with her right arm raised and hand open, as if gesturing or presenting. The background is a clear, bright blue sky. A white rectangular box is superimposed over the center of the image, containing the text 'Démystifions le SEO'.

# Démystifions le SEO

@simongeorges

saisai (IRC #drupal-fr)

Makina-Corpus

A wide-angle nighttime photograph of a city, likely Lyon, France. The Basilica of Notre-Dame de la Fourvière is prominently featured in the center-left, its spire and facade brightly lit against the dark sky. The city lights create a bokeh effect in the background, and the overall atmosphere is serene and urban.

**CESEO**   
Certification Expert Référencement



Qui êtes vous ?

« Le SEO ça sert à rien, c'est du bon sens »

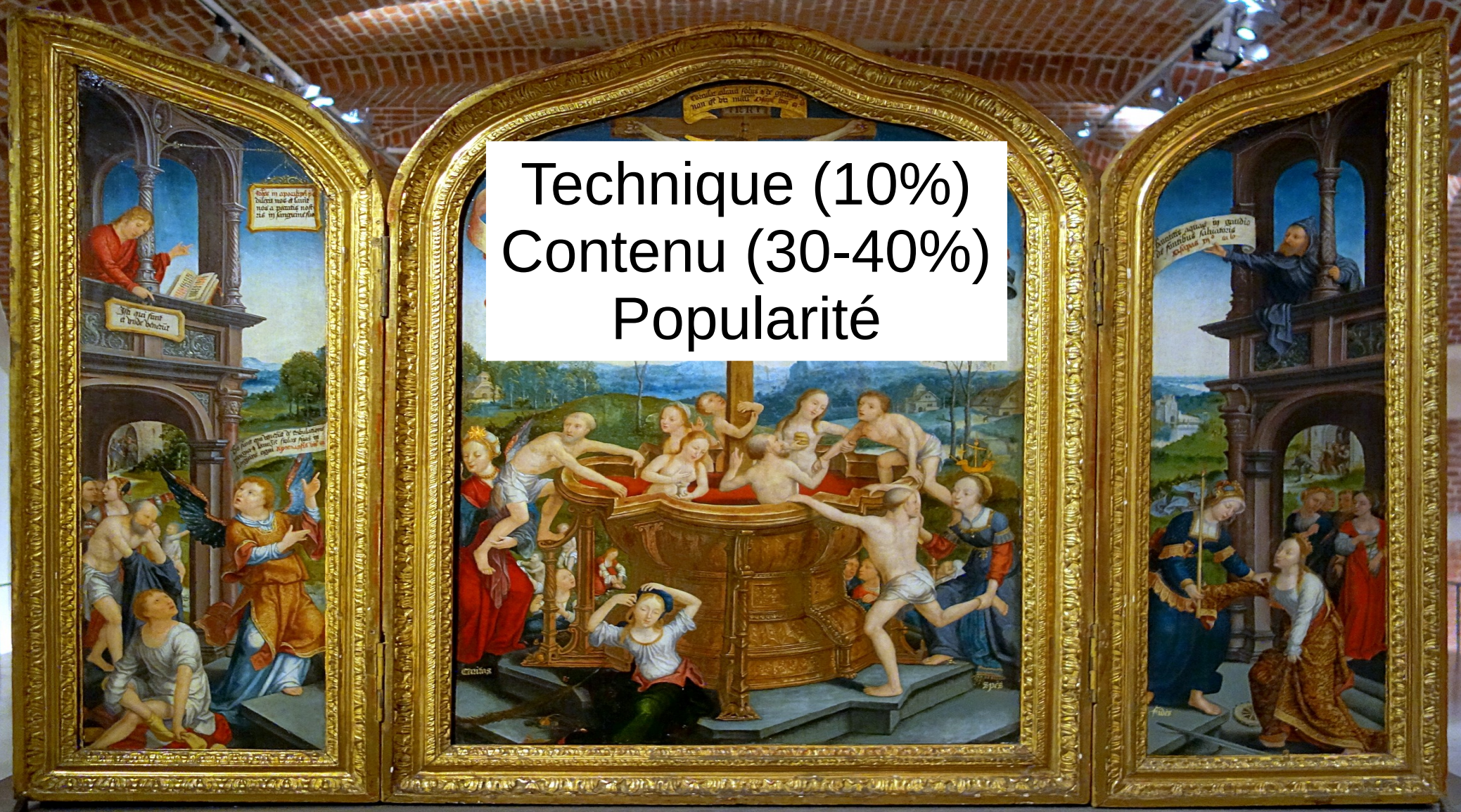
« Il suffit de suivre les bonnes pratiques »



« Les référenceurs sont  
des escrocs »



Technique (10%)  
Contenu (30-40%)  
Popularité



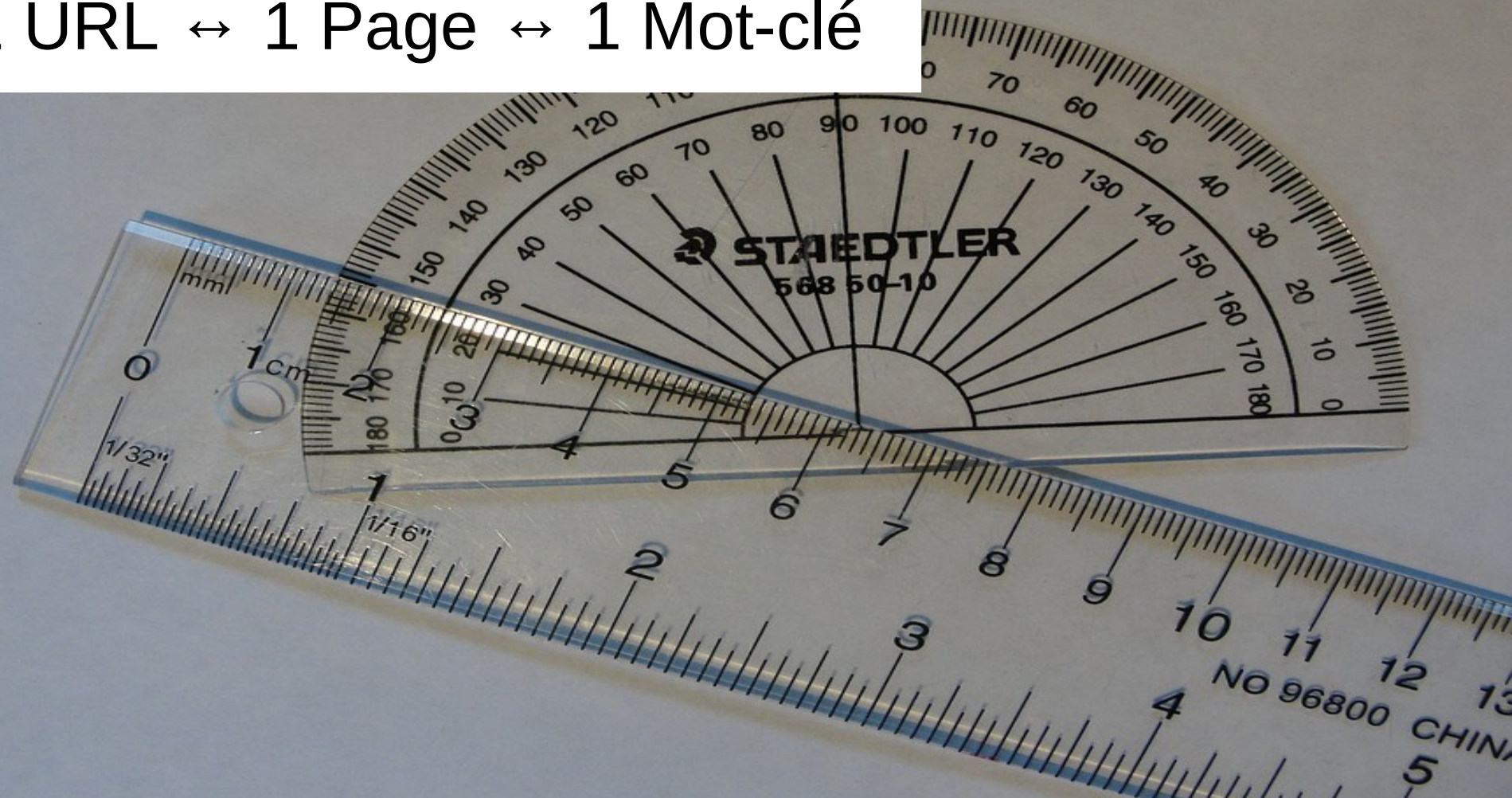
> 200 facteurs...





Concrètement ?

1 URL ↔ 1 Page ↔ 1 Mot-clé



# 1. Crawl



301, 302, 404



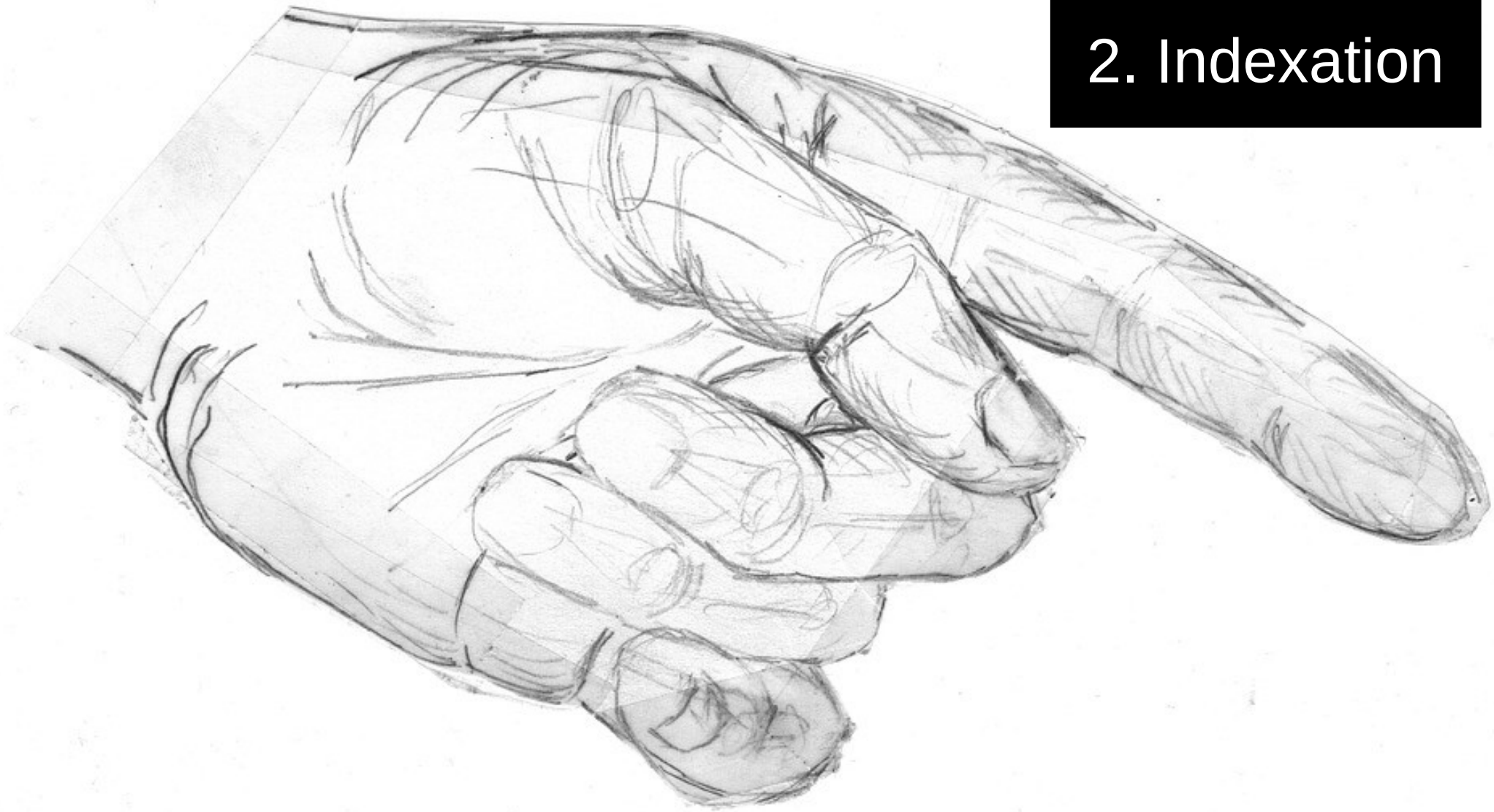


Pages « inutiles »  
Contenu « thin »

« Spider traps »



## 2. Indexation



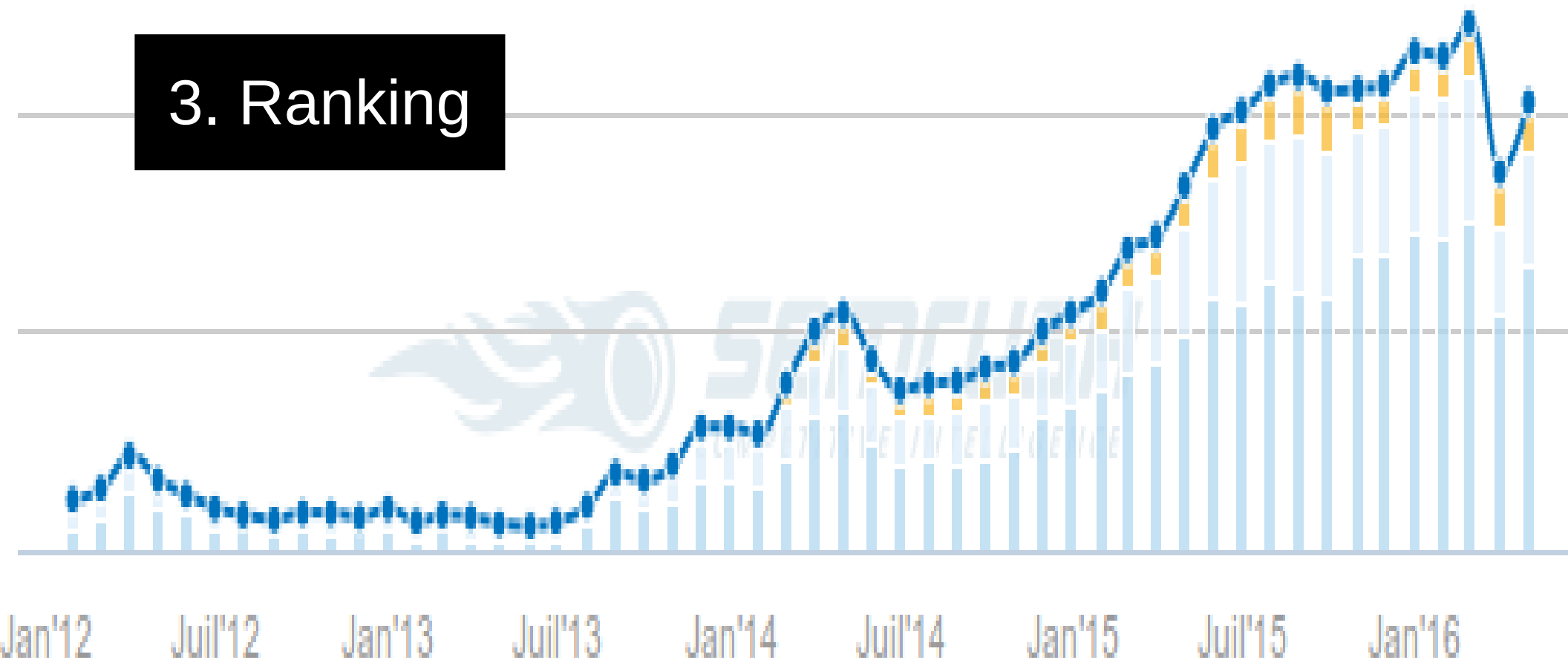
[+ Ajouter une nouvelle vue](#)

# Taxonomy, Views, ...

## Activés

| NOM DE LA VUE                                                                                       | DESCRIPTION                                                                                            | ÉTIQUETTE | CHEMIN                                                                                  | ACTIONS                    |
|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------|----------------------------|
| <b>Bibliothèque de blocs personnalisés</b><br>Affichage: <i>Page</i><br>Nom système : block_content | Trouver et gérer les blocs personnalisés.                                                              | default   | <a href="/admin/structure/block/block-content">/admin/structure/block/block-content</a> | <a href="#">Modifier</a> ▼ |
| <b>Bloc "Qui est connecté"</b><br>Affichage: <i>Bloc</i><br>Nom système : who_s_online              | Affiche les noms des utilisateurs les plus actifs récemment, et le nombre total d'utilisateurs actifs. | default   |                                                                                         | <a href="#">Modifier</a> ▼ |
| <b>Commentaires récents</b><br>Affichage: <i>Bloc</i><br>Nom système : comments_recent              | Commentaires récents.                                                                                  | default   |                                                                                         | <a href="#">Modifier</a> ▼ |
| <b>Content</b><br>Affichage: <i>Page</i><br>Nom système : content                                   | Trouver et gérer le contenu.                                                                           | default   | <a href="/admin/content">/admin/content</a>                                             | <a href="#">Modifier</a> ▼ |

### 3. Ranking



The background is a dense, abstract collage of text. Large, bold letters in white, blue, and pink are scattered across the frame, often overlapping. Smaller, thinner text in yellow and blue is also visible, creating a layered effect. The text appears to be a mix of words and phrases, some of which are repeated.

Contenu !

# Hello, world!

This is an example to show the potential of an offcanvas layout pattern in Bootstrap. Try some responsive-range viewport sizes to see it in action.

# TITLE, H1 → Hn

## Heading

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

[View details »](#)

## Heading

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

[View details »](#)

## Heading

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[View details »](#)

## Heading

Donec id elit non mi porta gravida at eget

## Heading

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## Heading

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[Link](#)[Link](#)[Link](#)[Link](#)[Link](#)[Link](#)[Link](#)

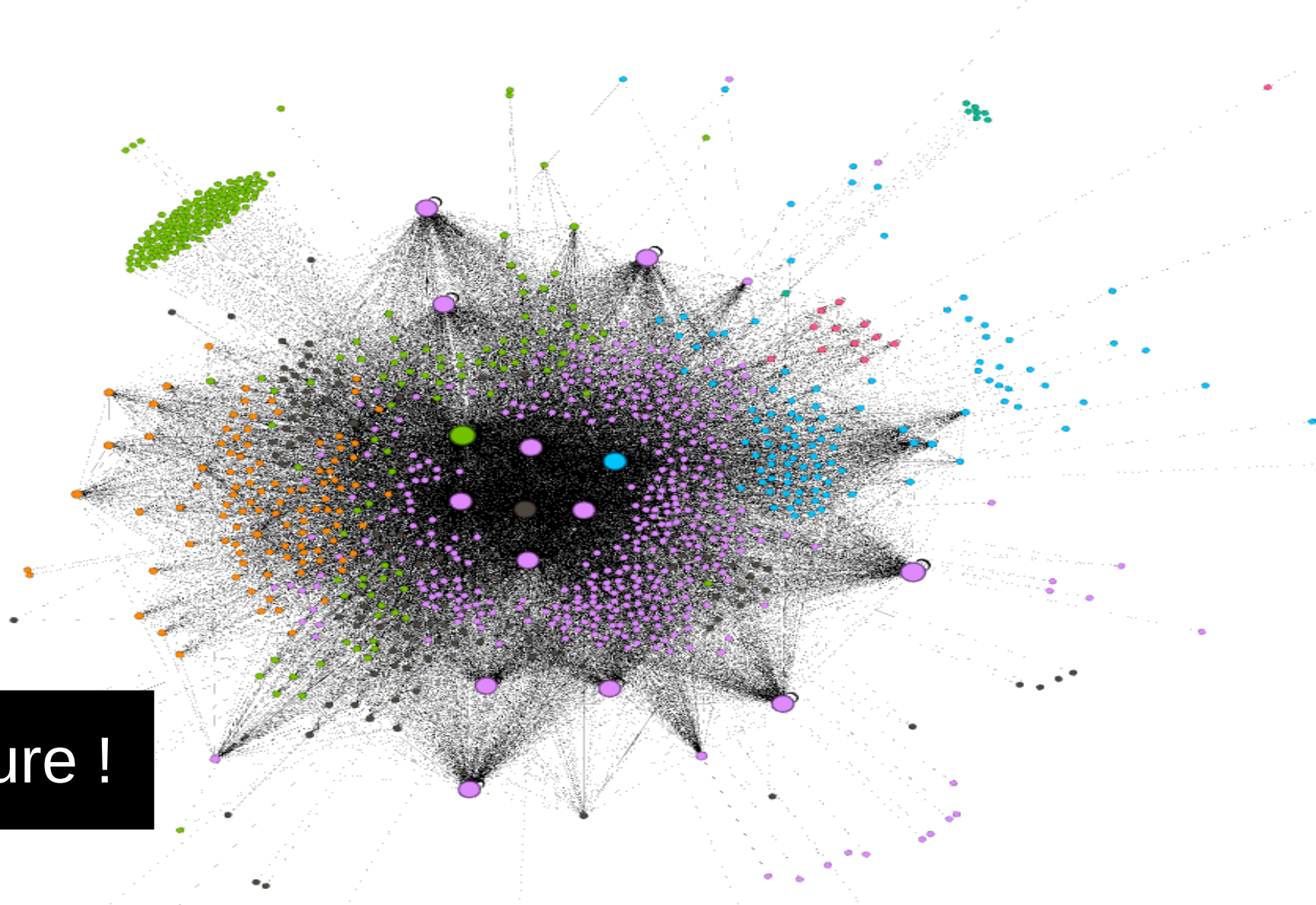
META description ?





Popularité ?

Structure !

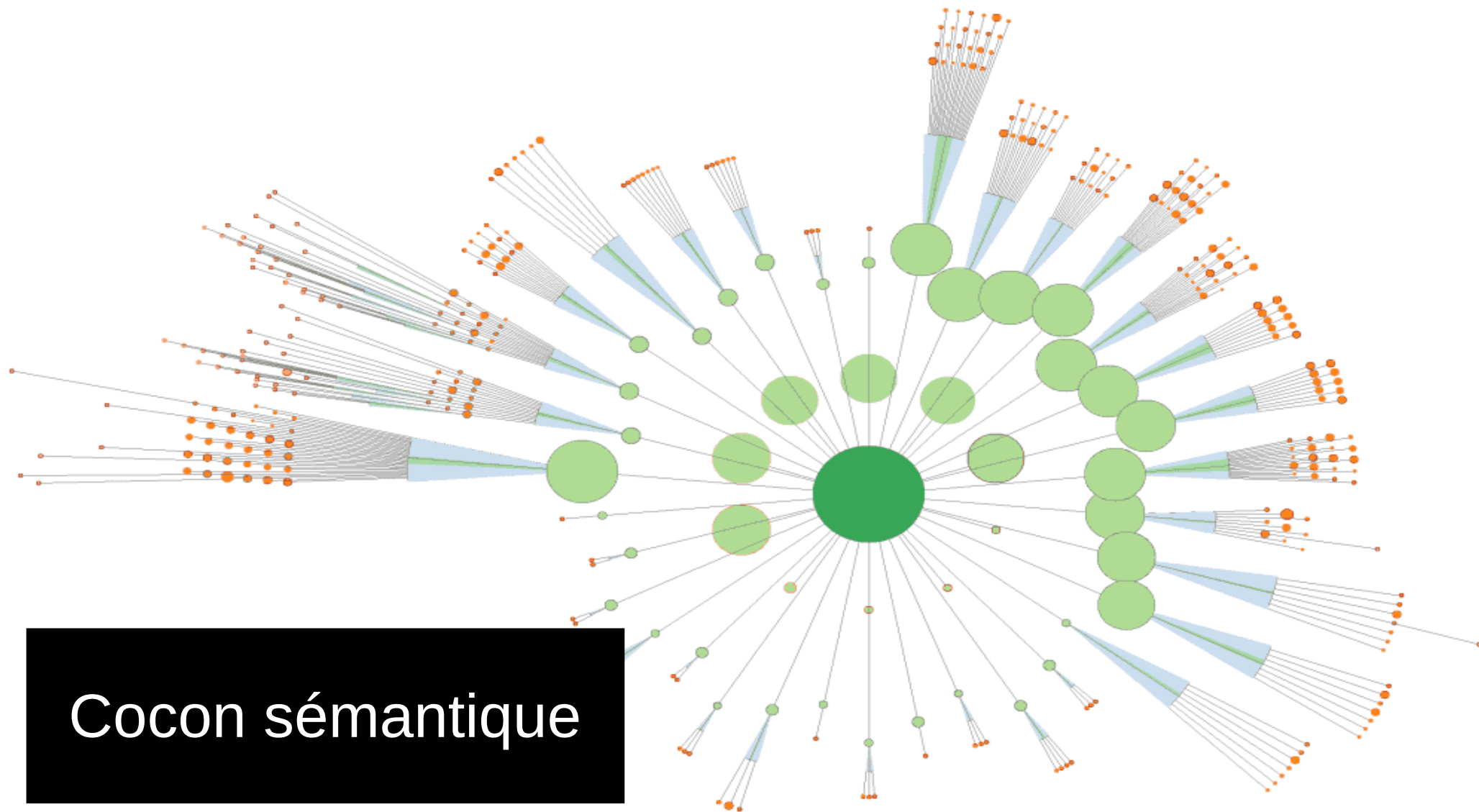




Silos



Cocon sémantique





Changez de point de vue !