



## **“Writing for the Web” workshop**

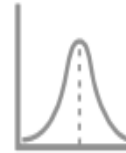
Destination Compiègne Pierrefonds - 02/2022

# Programme



## Writing: why and for whom?

- Objectives
- Targets
- Personas



## Choosing keywords

- Google trends
- Ubersuggest
- Long-Tail
- Answer the public



## Access to content

- Tree structure
- Ergonomics
- UX Tags



## SEO - Search Engine

- Image titles
- hn title
- Alt attribute
- <title> tags
- <meta description>
- Hyperlinks



## Designing your text

- Calibration
  - Angle
- Tagline
- Headline
- Leader
- Subhead



# Writing: why and for whom?

Defining your goals

# Why? For whom?

- Defining the editorial policy
- Defining your targets
- Creating personas
- Knowing the reading scenarios



# The editorial policy

## Definition

- This common thread determines the ideas you deal with, the tone you use and the points of view you adopt.
- It serves as a benchmark for proposing relevant and coherent content.

# The editorial policy

## Why use it?

- It asserts the identity of the destination to your readers.
- Ensures consistency within the editorial team
- It will participate in enhancing the graphic identity of the site.

# The editorial policy

**It is necessary to determine:**

- The pace of publication
- Topics and sections ("Meet the Reader")
- The different formats (posts, articles, pages, etc.)
- The tone: Accessible? Serious? Institutional? Happy?

# Defining your targets

- A typology-based approach? E.g.: a holidaymaker, a
- An affinity-based approach? E.g.: youth, family
- Which promise for which target?

***"Targeting everyone  
is the same as hitting  
no one".***

# Personas

These are lively and concrete robot portraits intended to facilitate the work of the web editor in adapting their texts to the target audience.

# Photo

Must be representative of the Persona (its life, background, values, style, culture, etc.)

## Full name

Age, occupation, place

*Representative quote from the persona*

Digital fluency: ○○○○

Domain expertise: ○○○○

Frequency of use: ○○○○

### Tell a story:

- Who is this person?
- What does he/she do for a living?
- What are his/her values?
- What are his/her preferences?
- What are his/her expectations (domain, digital technologies, your product or brand etc.)?
- What are his/her values?
- What are his/her life goals?



### Key goals

- For what purpose(s) does this person use your service?
- Prioritise the different goals identified.



### Personality

- What are his/her personality traits?
- How does he/she behave?

Persona template instructions (horizontal)

Situation: What was the context for this Persona?

What do you think?

WE  USERS

# Persona sheet



Source : <https://www.flickr.com/photos/shantibasauri/7999215216>

## Takako Kimura

28 ans, professeur d'Histoire à Kyoto

*Apprendre toujours plus et  
partager mes connaissances.*

Aisance  
numérique : ● ○ ○ ○

Expertise  
domaine : ● ● ○ ○

Fréquence  
d'usage : Plusieurs fois  
pendant le séjour

Takako est une jeune femme qui enseigne l'Histoire dans un collège de Kyoto ; son travail la passionne.

Pour la première fois, elle et son compagnon Haru vont aller visiter Paris. Ils ont réservé leurs billets d'avion et un hôtel sur Internet. Takako a choisi la période du 5 au 19 juillet car elle sera en congés et elle avait très envie de voir le défilé du 14 juillet.

Elle a acheté un guide de voyage pour préparer des visites. Pendant le séjour, elle préférerait utiliser une application sur son iPhone car le guide imprimé est un peu lourd à transporter.



### Buts clés

- Visiter tous les lieux historiques de Paris.
- Faire certaines visites avec un guide qui parle le japonais.
- Trouver des informations détaillées sur l'Histoire des lieux, des personnages etc.
- Conserver des traces de ses visites pour les présenter à ses élèves.



### Personnalité

- Curieuse, patiente et passionnée.
- Accorde de l'importance à l'esthétique des choses.
- Achète rarement des applications sur son iPhone.



# Michaël

Trader



Goals:

- Go fast;
- Have fun.



# Marie

Mother of 2



Goals:

- Be safe;
- Be comfortable.



# Paul

Plumber



Goals:

- Carry large loads;
- Be reliable.



Claudine is **retired** and travels with her husband Jacques during the shoulder season. They come regularly to Brittany and are regulars of the destination.

Claudine **likes the authenticity** and being in contact with the inhabitants. She prefers bed and breakfast accommodation and wants to come in **September**.

A **heritage** enthusiast, Claudine never travels without her green Michelin guide. She likes to alternate cultural visits in town with **gentle walks** to discover the small rural heritage.

She takes advantage of the holidays not to cook and to indulge herself at the **best tables** of traditional restaurants.



Looking for: cultural inspirations in Quintin and Saint-Brieuc, walking routes, accommodation in bed-and-breakfasts, restaurants.

HERITAGE

NATURE

GASTRONOMY



## Claudine

63 years, retired.



Le Mans/ Pays de la Loire



Couple's trip



Bed & Breakfast in Quintin



Julien is a school teacher in a Parisian suburb. He wants to go trekking on the GR34 in July with his new girlfriend Camille.

It includes a 3 night stopover in a holiday cottage to explore the Yffiniac Cove. He would like to take part in a nature trip with an experienced guide to discover the fauna and flora of the bay.

The programme includes a visit to the museum areas of the Maison de la Baie. He would also like to rent a bicycle to discover the interior of the country on the cycle route.



Looking for: points of interest along the GR34, schedule of nature outings and events, cycling routes, bike hire.

NATURE

GR34 TREK

CYCLE ROUTE



Marc

37 year, school teacher



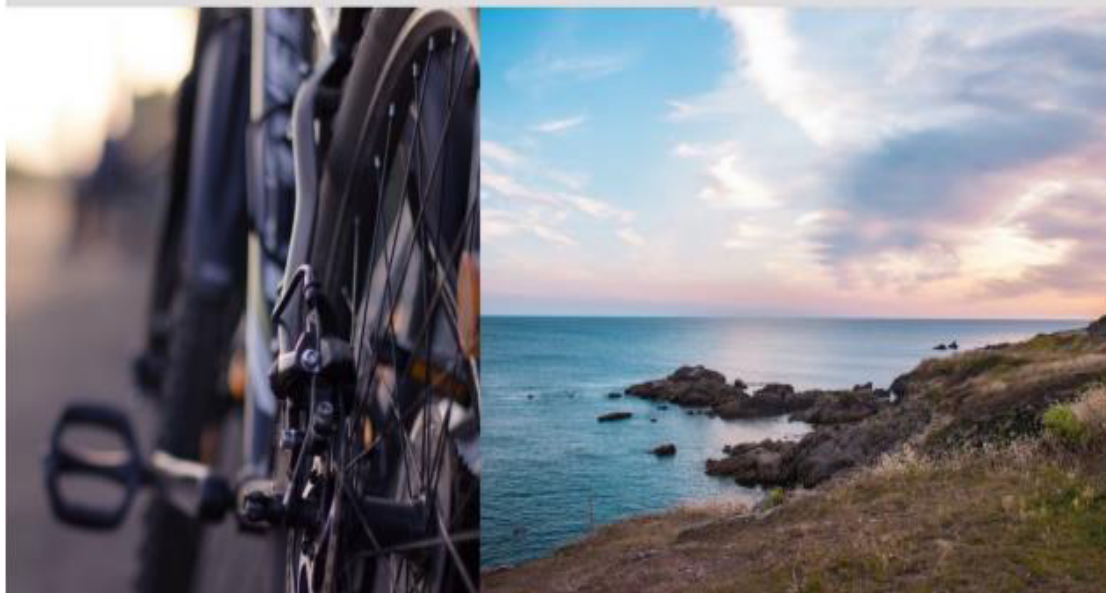
Paris



Couple's trip



Holiday cottage in Hillion





Sarah lives in Brest and is a graphic designer in a printing company. Single and without children, she wants to go on a weekend with her friends to participate in the **Art Rock / Rock'n Toques Festival** in May. She travels by train and seeks accommodation in the city centre.

A pleasure seeker, she wants to have a good time, enjoy the atmosphere of the festival and indulge in the **street food** stands. She never puts down her smartphone and posts a lot on **Instagram**.

An artist at heart, she will take advantage of this city break to discover the "**Just do Paint**" street art trail. She will certainly be back for the festival organised in **June**.



Looking for: inspiration on major events, trendy places in town, the # of the destination.

CITY

FESTIVAL

FOOD & DRINK



**Sarah**

26 years, graphic designer.



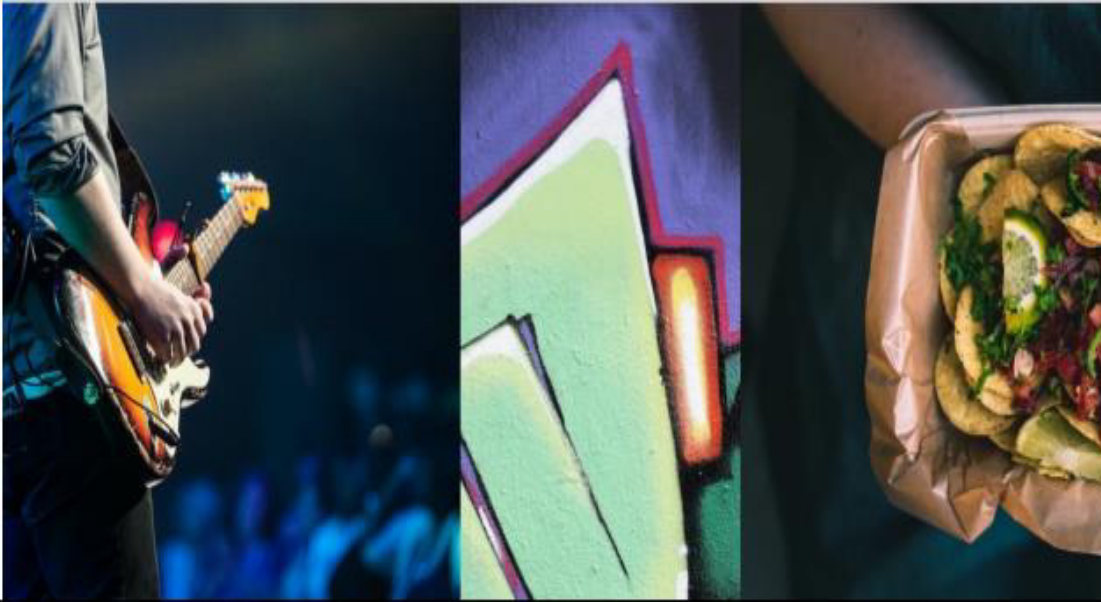
Brest



Travelling with friends



Hôtel in Saint-Brieuc



Claire is originally from Brittany. She comes every year on holiday in **August** to Binic for **3 weeks**. She stays at her parents house with her husband Eric and her two children, Pauline and Hugo.

She takes advantage of her holidays to relax at the **beach** and enjoy the **seaside**. Claire prefers leisure activities to **keep the children occupied**, as well as nature outings to **get together with the family**.

She wants to enrol her children in the sailing club she used to attend as a child to introduce them to water activities.

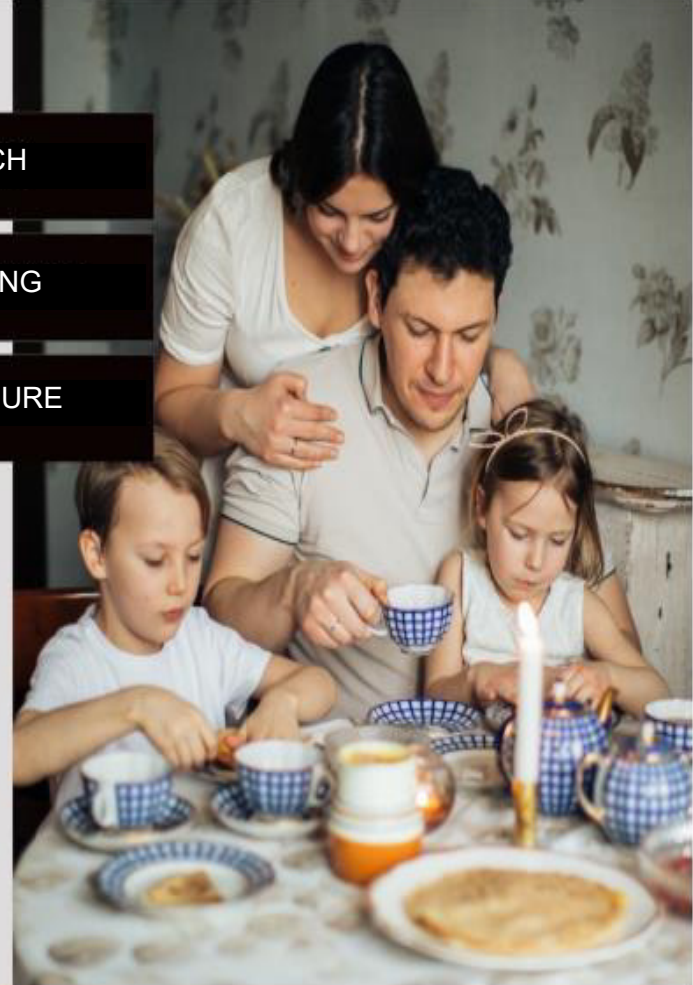


Looking for: Schedule of events, leisure activities for children, short family walks.

BEACH

SAILING

LEASURE



Claire

41 years, sales executive



Lyon



Family trips



At her parents' house in Binic





Baptiste lives in the Saint-Brieuc area. Young and single, he occupies his free time by practicing sensational sports activities all year round.

He regularly frequents the Pump Track in Plédran and the skate park in Saint-Brieuc. He participates every year in the "La vaillante" trail with his father.

Self-taught and at ease in all disciplines, he is on the lookout for new practices and latest trends in sports leisure. He looks for black routes for mountain biking. He would like to take up paragliding.



Looking for: Mountain bike routes, leisure facilities, sports events calendar, sports clubs and associations.

GLIDING

ADRENALINE

MOUNTAIN  
BIKING  
STATION



## Baptiste

30 years, mechanic



Saint-Brieuc (Plérin)



Alone or with friends



Resident

Cathy is a management assistant and Jérémie is an IT specialist in data security. They have two boys: Lucas, 6 years old and Emile, 3 years old. They live in a house in the Paris region. They usually go to Brittany every summer. They want a destination less crowded than the coast, more "green" and more "natural" to change their habits.

#### Behaviour and motivation

They want to stay in a character house with a garden for 15 days in August. Cathy wants the children to be able to enjoy a river to play in the water. She wants to awaken them through educational activities and visits (caves, nature park, farms with sheep). The boys are fans of dinosaurs! She spotted the Quercy region.

#### Digital equipment

Cathy has an iPad and an iPhone (iOS). Jérémie uses his work laptop (Linux) on a daily basis and takes it with him on holiday so that he can be reached by his company in case of emergency.

SWIMMING

CAVES

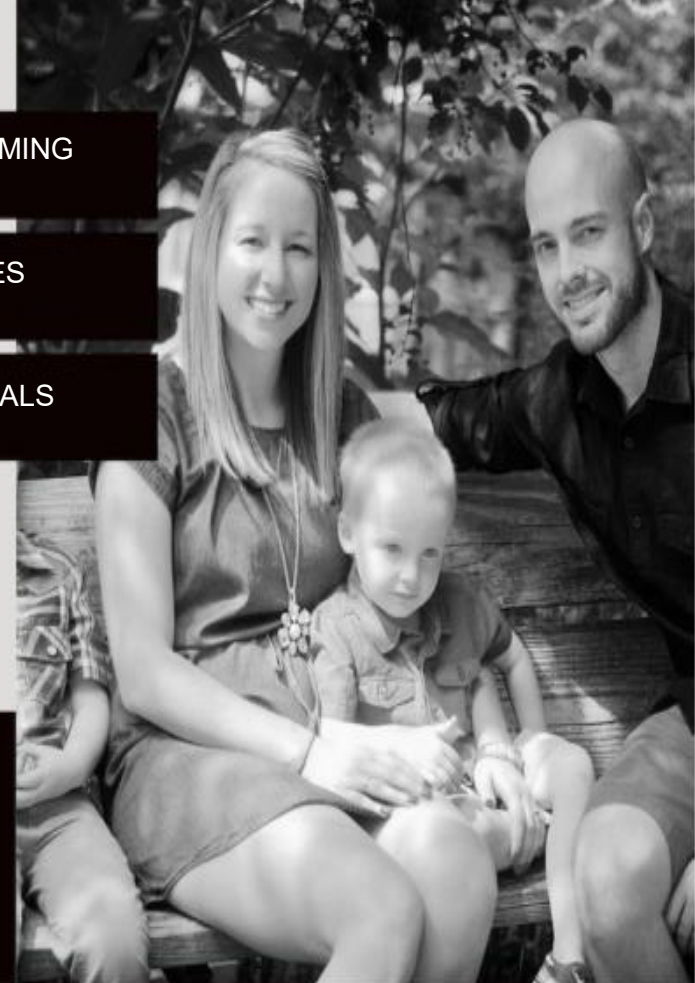
ANIMALS



- Renting a house with garden
- Recreation and swimming for children
- Caves and prehistoric sites
- Events calendar

#### Favourite apps

- Instagram
- YouTube
- Vinted



## FAMILY-CHILDREN

Cathy and Jérémie  
36 and 38 years



Paris, Ile-de-France



Family trips



Furnished tourist  
accommodation



Joëlle and Daniel live in a champagne house between Bordeaux and the Arcachon basin. They are both retired from the French Ministry of education. They take advantage of this new pace of life to travel outside the school holidays and discover the French regions.

### Behaviour and motivation

Since the health crisis, they have preferred to spend time in a camper van in the south-west of France with their dog Kity. Joëlle loves to cook using local products. Daniel is an avid angler and always brings along his tackle just in case. They like to discover the villages, the rural heritage, the gentle walks on the paths. Joëlle never leaves without a Michelin guide or a Routard's Guide in hand.

### Digital equipment

Daniel does not use a mobile phone, but Joëlle has a Huawei smartphone (Harmony OS). They have a desktop computer (Windows) which they use to shop and do business online or to communicate with their grandchildren.

VILLAGES

GASTRONOMY

ROAMING



- Motorhome or camping areas
- Takeaway
- Farmers' markets
- Picturesque villages
- Fishing sites

#### Favourite apps

- Facebook
- Le bon coin
- Marmiton



## SENIOR COUPLE

Joëlle and Daniel  
65 to 67 years



Cadaujac, Gironde



Couple's trip with a dog



Camper van



Stéphane is a service manager for a community of communes in the Lyon region. As a civil servant, he has several days off per year, which he uses to set off alone, without his wife or children, on the road to Santiago de Compostela. He repeats this physical challenge every year in June, restarting his route from where he stopped previously. A sportsman, he regularly goes running, trail running and hiking in the mountains.

### Behaviour and motivation

Stéphane is forward-thinking. He meticulously prepares his route step by step before his departure. He books every night in advance and looks for accommodation in holiday cottages or with local people. He travels with a small solo tent just in case, so as not to be caught off guard.

### Digital equipment

Stéphane prepares his itinerary from his laptop (Windows) and travels with a Samsung Galaxy smartphone (Android).

SANTIAGO

GR65 TRECK

ROAMING



- Accommodation on the GR65
- Routes to Santiago and stopovers
- Weather

### Favourite apps

- Miam Miam Dodo
- Visorando
- Google Maps
- Facebook



## ITINERANT HIKER

Stéphane

52 years



Lyon, Rhône



Solo travel



Holiday cottage or B&B

Christelle is 42 years old and works as a project manager in an architectural firm in Antwerp. A divorcee, she has two children, Jules aged 11 and Emma aged 13. She met Olivier, 53, a sports coach with whom she has been in a new relationship for two years. They live separately and all four of them want to go to France in July for an active holiday.

### Behaviour and motivation

The aim of their stay is to play sports in the open air in all its forms: canoeing, mountain biking, climbing... The children want to go camping to meet other young people and enjoy the evening activities. They have yet to choose between camping in a tent or renting a mobile home.

### Digital equipment

Christelle has a Samsung Galaxy smartphone (Android), as does her eldest daughter. Olivier has just bought a Pixel 5 (Android) to make videos of his sports training which he broadcasts on his YouTube channel.

CANOEING

VELO

NATURE



- Camping holidays in South France
- Water sports
- Cycling tours
- Introduction to climbing


#### Favourite apps


- Runtastic
- YouTube
- Tiktok



## FAMILY-TEENAGERS

Olivier and Christelle  
53 and 42 years

 Antwerp, Belgium

 Family trips

 Camping



A young couple with an urban lifestyle, Sam and Lisa live in a flat in Toulouse. Lisa works in an optical centre and Sam is a real estate agent. They have no children and like to travel regularly to get away from the routine.

### Behaviour and motivation

They prefer to sleep in a hotel, in a bed & breakfast (if the entrance is separate) or in an Airbnb type rental (if cleaning is included) with a good WiFi connection. Being pleasure-seekers, they enjoy discovering good restaurants and tasting local wines. They plan to come and spend a weekend in Cahors in the off-season to benefit from attractive prices.

### Digital equipment

Staying connected, they prepare their holidays using their MacBook and use their iPhone during their stay (IOS). Lisa likes to share their holiday photos on Instagram as a lifestyle blogger.

WINE

ARCHITECTURE

SHORT STAY



- Overnight accommodation, including cleaning
- Traditional, bistro restaurants
- Cahors Wines
- Visits to sites and monuments

#### Favourite apps

- Instagram
- Netflix
- Deezer



## YOUNG URBAN COUPLE

Sam and Lisa

27 and 25 years



Toulouse, Haute-Garonne



Couple's trip



Hotel or B&B

# To each their own reading

- When? At the beginning of the day, in the evening, at any time...
- Where? Public transport, home, living room
- Which tools? Desktop, Laptop, Tablet, Mobile

# Eye Tracking

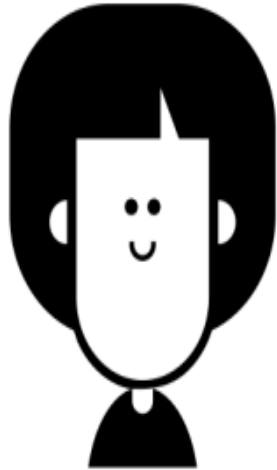
- We read more slowly on screen than on paper
- The reader will skim over 80% of your text and only really read 20%.
- The heat map of the most watched areas

# Eye Tracking: tips and tricks!

- The shorter an element is, the more attractive it is: fine-tune your headlines and spend less time on writing the page
- On a content page (full width), 70% of the readers' eyes are on the right half
- Numbers draw attention! Place them in the right position

***"On average, 20% of the text on a web page will be read by users"***

# Things to remember...



- Define personas
- Create 1 persona for each target
- Write with your persona in mind



# Things to remember...



- Only one promise per target
- Enhance the value of community services
- Identify reading scenarios



# **Access to content**

Building an effective architecture

# Organise the information

Categorise the information

**Topic**

**Category**

**Tag**

Prioritise the information

**Order of sections**

**Degree of importance**

# Structure the content

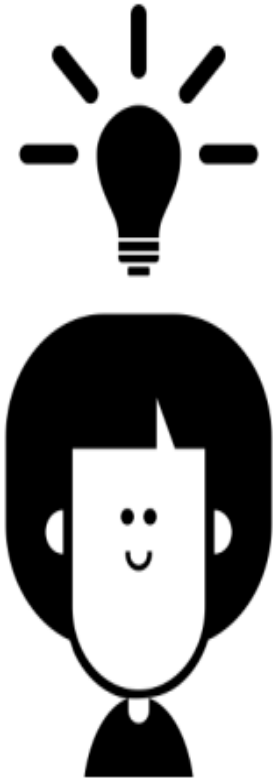
## The magic number

Miller's law

Our ability to process information  $\pm 2$

7

# Things to remember...



- Max. 7 items
- Min. 3 items



# **Designing your text**

Getting organised before you write

# Designing your text

**Landing Page**

**Agenda**

**Editorial page**

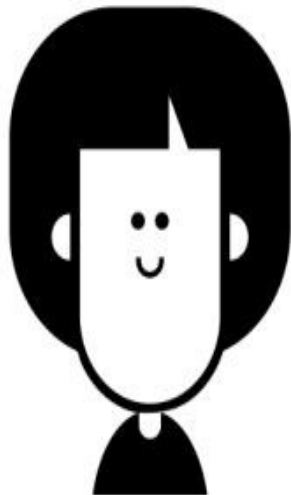
**Itinerary**

**Blog**

**Events**

**Social media posts**

# Types of content



- Importance of editorial pages = pillar pages  
E.g.: the TOP 5 to discover
- Publish news / agendas to optimise your natural SEO



# Designing your text

For each type of content, define:

- The volume of text: calibration in number of words and visuals
- The angle of attack
- Key words
- Hypertext links

# Volumetry

Headline

Standfirst

Leader

Subhead

- Headline: 2 to 5 words
- Standfirst: 5 to 10 words
- Leader: 30 words

Partenaires Groupes Presse Affaires

Saint-Malo

Accueil / Découvrir / Un Territoire Unique / La Baie du Mont-Saint-Michel



## La Baie du Mont-Saint-Michel

Les plus grandes marées d'Europe entrent en scène

Découvrez la majestueuse baie du Mont-Saint-Michel qui s'étend de Cancale à Granville sur près de 500 km<sup>2</sup>. Cet immense espace naturel maritime, classé au Patrimoine Mondial de l'Unesco, est situé à 15 kilomètres à l'est de Saint-Malo.

### Un espace naturel entre terre et mer

La baie vous offre un paysage unique entre terre et mer, composé de sable, de polders et de marais. Le ciel lumineux qui l'entoure lui confère une atmosphère presque magique rappelant l'univers des contes de fée, notamment en hiver lorsque le marais revêt son manteau blanc.

Ici, le marnage est l'un des plus importants d'Europe, pouvant atteindre plus de quinze mètres en période de vives eaux, lorsque les coefficients sont supérieurs à 100. Vous pourrez vous initier facilement à la **pêche à pied** mais toujours en surveillant la mer qui peut remonter à la vitesse d'un cheval au galop !

L'espace est propice à la **culture des coquillages**. Elle se concentre essentiellement à l'ouest de la baie. On y trouve des **parcs à huîtres** mais aussi les fameux **bouchots** pour cultiver les moules.

Trois cours d'eau se jettent dans la baie, favorisant ainsi la formation d'un **mascaret**, lors des grandes marées d'équinoxe. Cette vague de cinquante centimètres de haut peut remonter plusieurs kilomètres dans les terres. Les kayakistes sont bien-sûr au rendez-vous à l'apparition du phénomène.

# Volumetry

- Subhead (h2): 2 to 5 words
- Paragraph: 100 to 150 words
- Short phrase: 12 to 20 words
- Page total: 400 to 600 words

Le tour des remparts est LA balade incontournable de Saint-Malo ! Vous profiterez de magnifiques points de vue sur la mer et sur la cité intra-muros, juste en contre-bas. Comptez une bonne heure pour en faire le tour complet.

## Des points de vue à couper le souffle

La haute muraille qui entoure la ville de Saint-Malo forme une **boucle de deux kilomètres**. Il est possible de descendre et remonter où bon vous semble, depuis les différents escaliers situés à chaque porte.

Les Malouins débutent la promenade en empruntant la **Porte Saint-Vincent**, près du port de plaisance. En passant sous cette porte, vous trouverez un escalier sur la droite : il vous mènera sur le haut des remparts. Vous profiterez alors d'une vue imprenable sur le port de Saint-Malo.

La première partie du chemin de ronde vous conduira jusqu'au bastion Saint-Louis duquel vous rejoindrez la courtine sud. Depuis celle-ci, vous pourrez admirer les maisons de riches armateurs malouins ou maisons dites de corsaires, reconnaissables à leurs hautes façades de granit. Sur le chemin, vous passerez devant la maison de **Robert Surcouf**, surnommé le roi des corsaires.



## Fort National, Grand Bé et Petit Bé

À partir du **bastion Saint-Philippe**, vous commencerez à voir le large et à sentir le vent soulever vos cheveux ! Vous serez subjugué par la beauté de la **côte d'émeraude** et la vue sur toute la baie de Saint-Malo.

Les remparts surplombent ici la **plage du Môle** et celle du Bon Secours ; on y voit les enfants de la cité corsaire venir y jouer juste après l'école. La promenade rejoint ensuite la **tour Bidouane**. Depuis cette tour, culminant à 23 mètres, vous dominerez toute la ville de Saint-Malo.

C'est d'ici, que vous aurez la meilleure vue sur **les îles du Grand Bé et du Petit Bé**. Si le Grand Bé abrite le tombeau de Châteaubriand, le Petit Bé se distingue quant à lui par son fort du 17<sup>ème</sup> siècle. Depuis la courtine nord, vous ne pourrez manquer le **Fort National**, accessible comme les îles voisines, uniquement à marée basse.

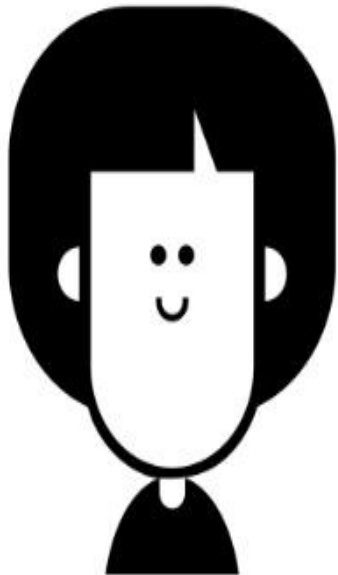
Le Fort du Petit Bé et l'ancien Fort Royal (Fort National) font partie d'une ceinture

# Defining the key message



- Define the key message before writing the article
- Summarise the information you want to convey
- It will make it easier to write the headline and the tagline

# The key message



- The message should be 2 or 3 sentences long
- The essence of an article is the 5Ws:
  - **who, what, where, when, why**
  - who, what, where, when, why
- Repeat the key message in the leader

# Producing the body of the



Identify 3 to 5 ideas to be developed

- Prioritise: inverted pyramid
- 1<sup>st</sup> paragraph: substance of the information
- Following paragraphs: secondary information in decreasing order of interest

This layout offers 2 levels of reading, one of which is very quick

# The inverted pyramid



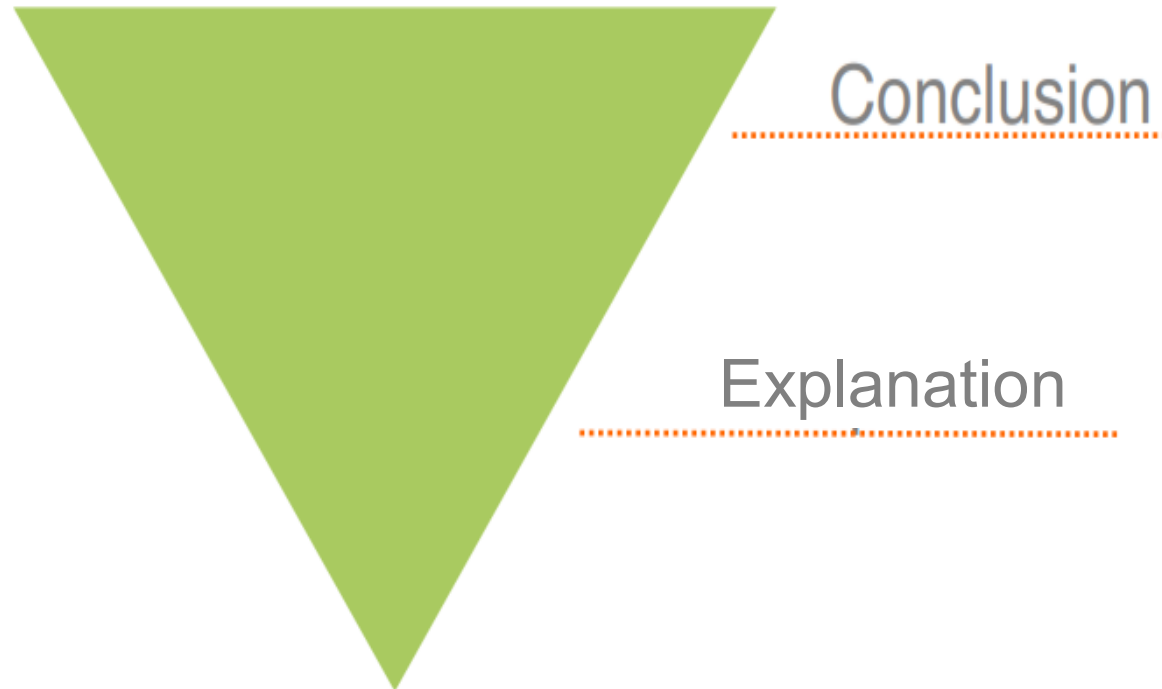
## Classic (school) layout



# The inverted pyramid



## Inverted pyramid layout





# A leader with style!



★ / NOUVELLE-AQUITAINE

Headline

Presse régionale : le journal L'Echo est sauvé !



Leader

Hier le tribunal de commerce s'est prononcé favorablement sur le plan de redressement du journal L'Echo.

Par Cécile Gauthier

Publié le 25/09/2013 à 15:16 : Mis à jour le 25/09/2013 à 15:49

Mardi le tribunal de commerce de Limoges s'est prononcé favorablement sur le plan de redressement judiciaire du quotidien

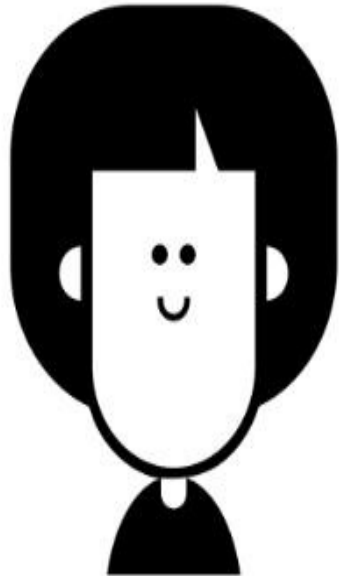
The screenshot shows the Chrome DevTools interface. The 'Elements' panel on the left displays the DOM tree, highlighting the headline text element. The 'Styles' panel on the right shows the CSS rules applied to this element, including a media query for screen widths greater than 992px. The headline text is styled with a font-size of 20px, font-weight of bold, and a color of black. The 'Console' panel at the bottom shows the 'Eager evaluation' feature, which allows for previewing return values without explicitly executing expressions.

# The basic rules



- Deliver the essentials up front: inverted pyramid
- Use the techniques of journalistic writing (5Ws)
- Identify your keywords
- The content must be unique

# The basic rules



- Google can find a page that has **300 words** or more
- The weight of the keywords counts in the headlines! (H1 and H2 mainly)
- **Bolding** of important words or phrases
- Create **hyperlinks** between pages - no "click here" - name the link with the keyword!

# Photos!

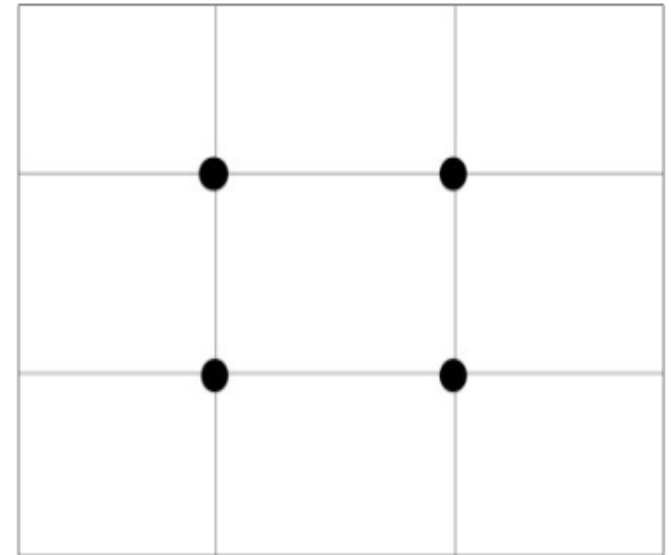


# The rule of thirds



Good framing or cropping  
RESPECT THE RULE OF THIRDS

- **Divide the frame into 9 equal rectangles**
- **Draw 2 horizontal lines**
- **Draw 2 vertical lines on the thirds**





A cropped image without and with the rule of thirds



# Image size



- Always take your photos in high definition
- Home page banner: minimum 2000 pixels wide
- Editorial page: minimum 1024 pixels wide

# Images



- **Rename each file (with -)**
- **Fill in the caption + copyright**
- **Size: < 900 kb**
- **Quality: at least 150 pixels per inch**



# Organising production

- . The editorial calendar**
- . Choosing topics**
- . Measuring the performance of content**

# The editorial calendar



- The Editorial Board meets once a month
- Plan for participants, deadlines, topics
- Plan for an annual or quarterly basis
- Importance of the regularity of publications
- Do not publish sporadically

# The follow-up



- **Dates and deadlines**
- **Themes and topics**
- **Production status ("in progress", "drafted", "validated"...)**
- **Writing and Proofreading contributors**
- **Corrections**

id	titre	type	thème	date	statut	commentaire	statut	statut	statut
7	AB_06	Les faucons	EN FAMILLE	disney	31/12/2014	NON		NON	
8	AB_07	le petit singe	EN FAMILLE	disney	23/11/2014	EN COURS		EN COURS	NON
9	AB_08	l'architecture : terrasses + façades immeubles	SEUL	fnac	23/11/2014	OUI		OUI	EN COURS
10	AB_09	les salons de l'hôtel de ville	EN AFFAIRES	fnac	23/11/2014	OUI		EN COURS	EN COURS
11	AB_10	le théâtre (bâtiment + lieu de spectacle)	EN FAMILLE	disney	31/12/2014	NON			
12	AB_11	La nouvelle Maison du Tourisme	SEUL	disney	23/11/2014	OUI		EN COURS	EN COURS
13	AB_12	le musée d'histoire naturelle en f						EN COURS	OUI
14	AB_13	le pass en famille							OUI
15	AB_14	la visite audio-guidée dans le gra							OUI
16	AB_15	la collection des pendules et bro							
17	AB_16	le terri de l'heribus (balade)							OUI
18	AB_17	un dimanche au bord de l'eau						EN COURS	OUI
19	AB_18	les enseignes							
20	AB_19	Les fontaines							NON
21	AB_20	histoire du nom des rues - anec						EN COURS	OUI
22	AB_21	vieux marché / brocante et cam						EN COURS	OUI
23	AB_22	Interview d'une étudiante en arch							NON
24	AB_23	shopping entre copines (boutiqu						EN COURS	OUI
25	AB_24	Découverte de la Rue de Nimy e							
26	AB_25	La Route du Hamburger						EN COURS	OUI
27	AB_26	balade gourmande en ville						EN COURS	NON
28	AB_27	La méthode champenoise du "Ru							
29	AB_28	un témoignage d'une journée ave						EN COURS	NON
30	AB_29	un témoignage d'une balade ave						EN COURS	OUI
31	AB_29	un témoignage d'une journée ave							
32	AB_31	Circuit poésie sur Verlaine et Ro							OUI
33	AB_32	Procession et Confrère du Crois						EN COURS	OUI
34	AB_33	la réalisation des costumes		disney					
35	AB_34	le pouvoir des femmes à Mons - Sainte Waudru	EN FAMILLE	disney + fnac	23/11/2014	OUI		EN COURS	EN COURS

1. List the topics

2. Assign a theme, a target customer

3. Type of article: experience, interview, recurring event

4. Define the author

5. The deadline

# Organising production

- . What are the human resources?**
- . What is the timing?**
- . What is the budget?**

# - 4 -

## **Choosing keywords**

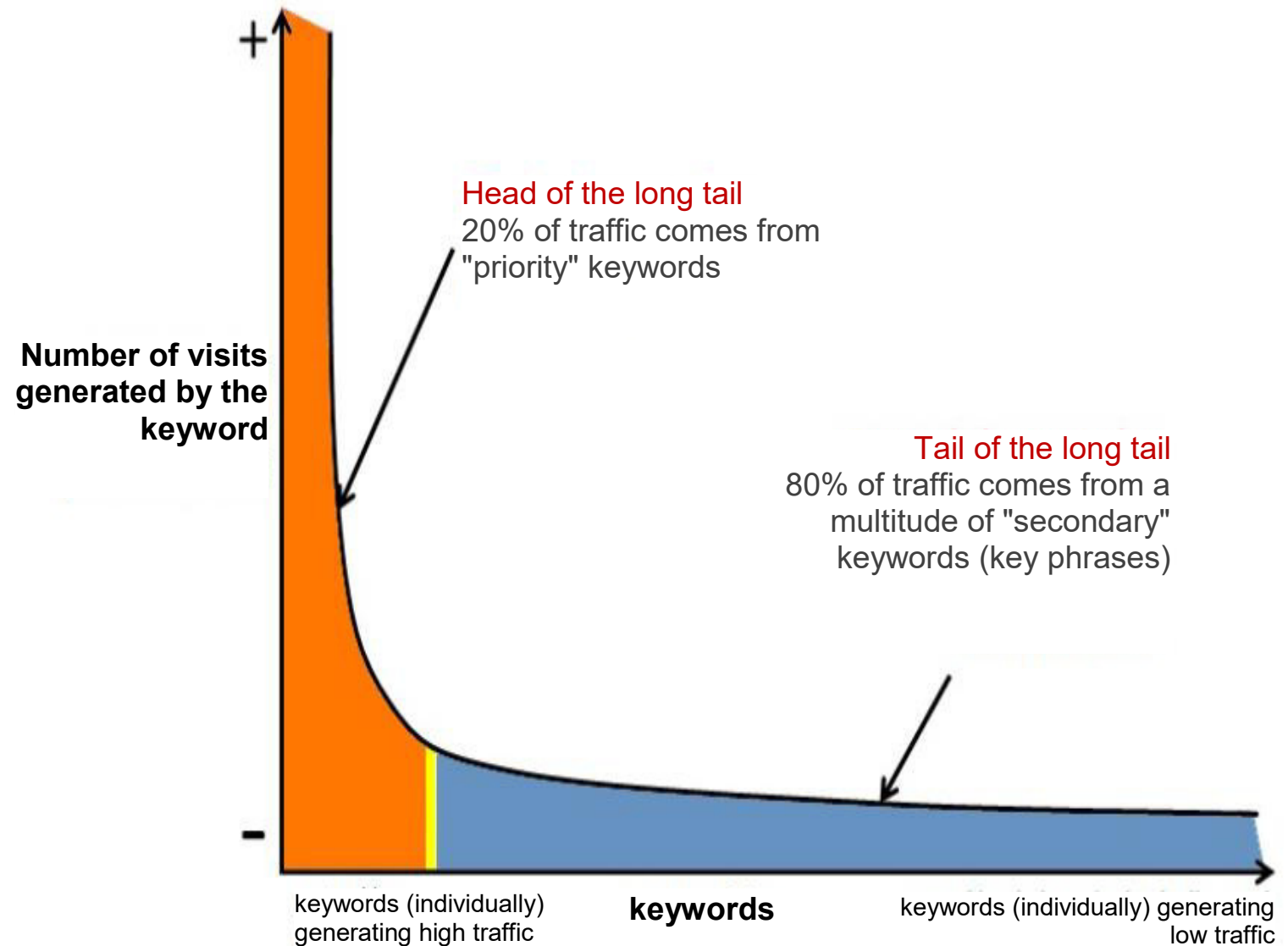
Defining your SEO plan

# What is a good keyword?

- Used by the target
- Related to the theme of the site / page content
- Feasible positioning in relation to the competition (study the volume of searches and the number of results)
- Be as precise as possible

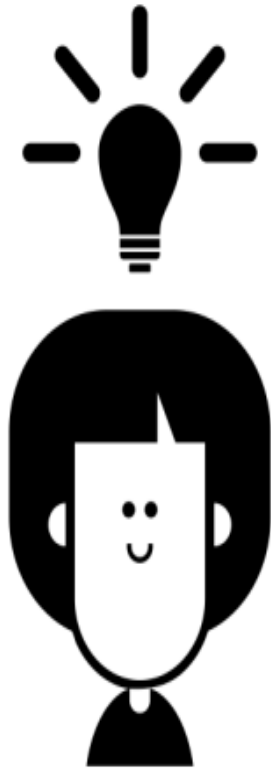
# The long tail

A series of keywords that are less used but whose large number can generate interesting traffic.





# What to do:



- Search for keywords after producing at least 70% of the content
- Avoid forcing the writer to focus on the choice and insertion of these keywords at the expense of the readability of the article and the message

# Find keywords and phrases

- Work on your vocabulary: <https://1.fr/>
- Go further in the semantic analysis of your pages and the keyword audit: <https://www.textfocus.net/>
- Draw a tree structure, or semantic cocoon: <https://www.gloomaps.com/>
- Find new keywords: <https://ads.google.com/aw/keywordplanner/home>
- Detecting duplicate internal content: <https://www.copyscape.com/>
- Detecting duplicate external content: <https://www.killduplicate.com/fr/>
- Detecting broken links: <https://www.brokenlinkcheck.com/>

## And don't forget...

- Google Analytics: <https://analytics.google.com/analytics/web/#/>
- Google Search console: <https://search.google.com/search-console>

- 5 -

SEO - Search Engine Optimisation  
Visibility on Google



**“Good for the reader, good for the search**

# Search engines

HQ: USA



1998



2009



1995



DuckDuckGo

2008

HQ: France



2013

HQ: China



2004

HQ: Russia



1997

# Google in 2020



- World: 90.6% (Bing at 3.2%, Yahoo! at 2.1%)
- Europe: 91.6% (Bing at 3.7%, Yandex RU at 2.3%)
- France: 91.5% (Bing at 4.9%, Yahoo! at 1.8%)

# Google in 2020

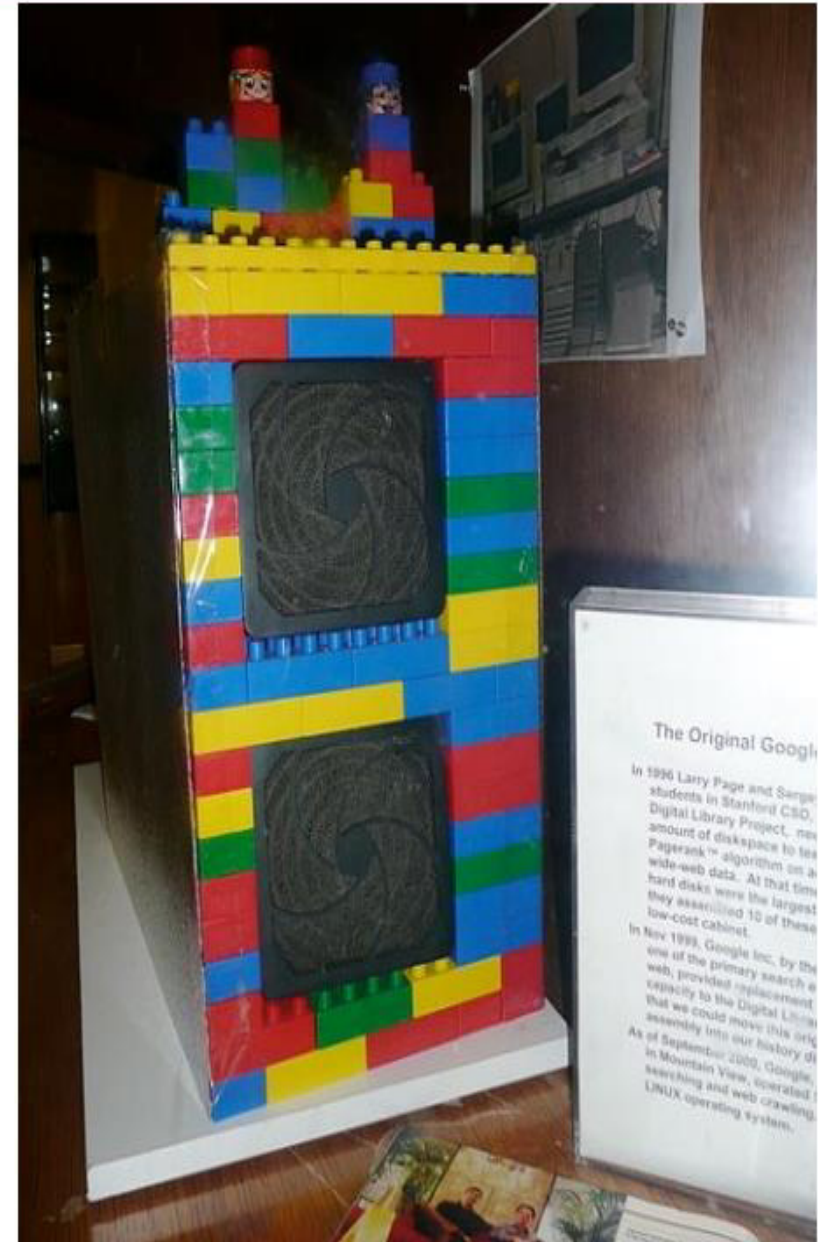
The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

- 30 trillion pages are indexed by Google
- 20 billion sites are crawled by Google every day
- 3.3 billion queries are made every day





# How does it work?

A robot or "crawler" indexes web pages by clicking on links to retrieve the html code.



# Natural results



[Tous](#) [Shopping](#) [Images](#) [Actualités](#) [Maps](#) [Plus](#) [Paramètres](#) [Outils](#)


Environ 86 200 résultats (0,38 secondes)

### Official Jules Gautret website

[www.julesgautret.com/](http://www.julesgautret.com/) ▼

Découvrez notre Maison de Cognac fondée en 1847, et ses gammes de subtils Cognac et d'aromatiques Pineaux des Charentes.

### Images correspondant à jules gautret



→ [Plus d'images pour jules gautret](#)      [Signaler des images inappropriées](#)

### VSOP | Jules Gautret

[www.julesgautret.com/cognac/notre-gamme/vsop/](http://www.julesgautret.com/cognac/notre-gamme/vsop/) ▼

Le cognac VSOP de JULES GAUTRET a été récompensé par la Grand Gold Quality Award 2013 de Monde Selection, reconnaissance ultime de la part de cet ...

### Jules gautret - Achat / Vente pas cher - Cdiscount.com



<https://www.cdiscount.com/vin-champagne/r-jules+gautret.html> ▼

mardi 8 janvier 2019 : vite, découvrez nos réductions sur l'offre Jules gautret sur Cdiscount ! Livraison rapide et économies garanties.

### Les Caves Jules Gautret - Cognacs, Pineaux et Vins de Pays Charentais

<https://www.lescavesjulesgautret.com/> ▼

Nos caves sont un haut lieu de l'élaboration et du vieillissement du cognac, du pineau et des vins de pays charentais. Percez les secrets de nos maîtres de ...



[Voir les photos](#)      [Extérieur](#)

## Jules Gautret

[Site Web](#)   [Itinéraire](#)   [Enregistrer](#)

5.0 ★★★★★ 5 avis Google

Magasin de vins et spiritueux

**Adresse :** 51 Route de Saint-Genis, 17500 Saint-Germain-de-Lusignan

**Horaires :** Ouvert · Ferme à 12:30 · Ouvre de nouveau à 13:15 ▼

**Téléphone :** 05 46 48 10 99

[Suggérer une modification](#)

**Vous connaissez ce lieu ? Répondez aux questions rapides**

**Questions et réponses**  
[Afficher toutes les questions \(1\)](#)      [Poser une question](#)

[Envoyer sur votre téléphone](#)      [Envoyer](#)

# Sponsored links

Google

cognac pas cher

Tous Shopping Images Actualités Maps Plus Paramètres Outils

Environ 16 200 000 résultats (0,49 secondes)

Afficher les cognac pas cher

Annonce sponsorisée ⓘ

Cognac dégustation 12 ...  
56,50 €  
Tasting Collecti...  
Par Google

La Débauche Cognac Barrel  
4,39 €  
Beerwulf.com F...  
Par Google

Cognac Courvoisier VS  
24,10 €  
Auchan.fr  
★★★★★ (4)  
Par Google

Frapin VSOP Cognac Grande  
49,50 €  
Premiers Grand...  
★★★★★ (3)  
Par Google

BAS-ARMAGNAC ...  
6450,00 €  
MyArmagnac.c...  
Par Google

»

Achetez en ligne votre vin | Commandez du vin en ligne

[Annonce] [www.comptoirdesvignes.fr/Dompierre/Spiritueux](http://www.comptoirdesvignes.fr/Dompierre/Spiritueux) ▼ 05 17 26 10 88

Commandez en quelques clics et récupérez votre commande dans notre cave à Dompierre en 1h

Cognac - Achat / Vente pas cher - Cdiscount.com

<https://www.cdiscount.com/vin-champagne/r-cognac.html> ▼




mardi 8 janvier 2019 : vite, découvrez nos réductions sur l'offre Cognac sur Cdiscount ! Livraison rapide et économies garanties.

Bouteille de cognac - Achat / Vente pas cher - Cdiscount.com

<https://www.cdiscount.com/vin-champagne/r-bouteille+de+cognac.html> ▼

lundi 7 janvier 2019 : vite, découvrez nos réductions sur l'offre Bouteille de cognac sur Cdiscount ! Livraison rapide et économies garanties.

# The zero position




No search volume

[Tous](#) [Vidéos](#) [Images](#) [Shopping](#) [Actualités](#) [Plus](#) [Paramètres](#) [Outils](#)



Environ 750 000 résultats (0,48 secondes)

**An error occurred.**

1. Position. Droitier : **huître** dans la main gauche, charnière vers le poignet, coquille creuse dans la main. ...
2. Insertion du couteau. Droitier : insérer le couteau au niveau de votre majeur (au 2/3 de la coquille à partir de la charnière) ...
3. Faire pénétrer la lame. Ne jamais forcer. ...
4. Finition.



[Comment ouvrir une huître Marennes Oléron - Huîtres Marennes Oléron](https://www.huitresmarennesoileron.info/infos_pratiques_ouverture_huitres.html)  
[https://www.huitresmarennesoileron.info/infos\\_pratiques\\_ouverture\\_huitres.html](https://www.huitresmarennesoileron.info/infos_pratiques_ouverture_huitres.html)

 À propos de ce résultat  Commentaires

Autres questions posées

Comment ouvrir une porte sans la clé ?

▼

Comment faire cuire des huîtres au four ?

▼

Comment ouvrir une huître au Micro-onde ?


▼

Comment servir des huîtres ?

▼


[Commentaires](#)

Vidéos




Comment ouvrir une huître

1:40



Comment ouvrir les huîtres

2:36



Comment ouvrir une huître

2:11

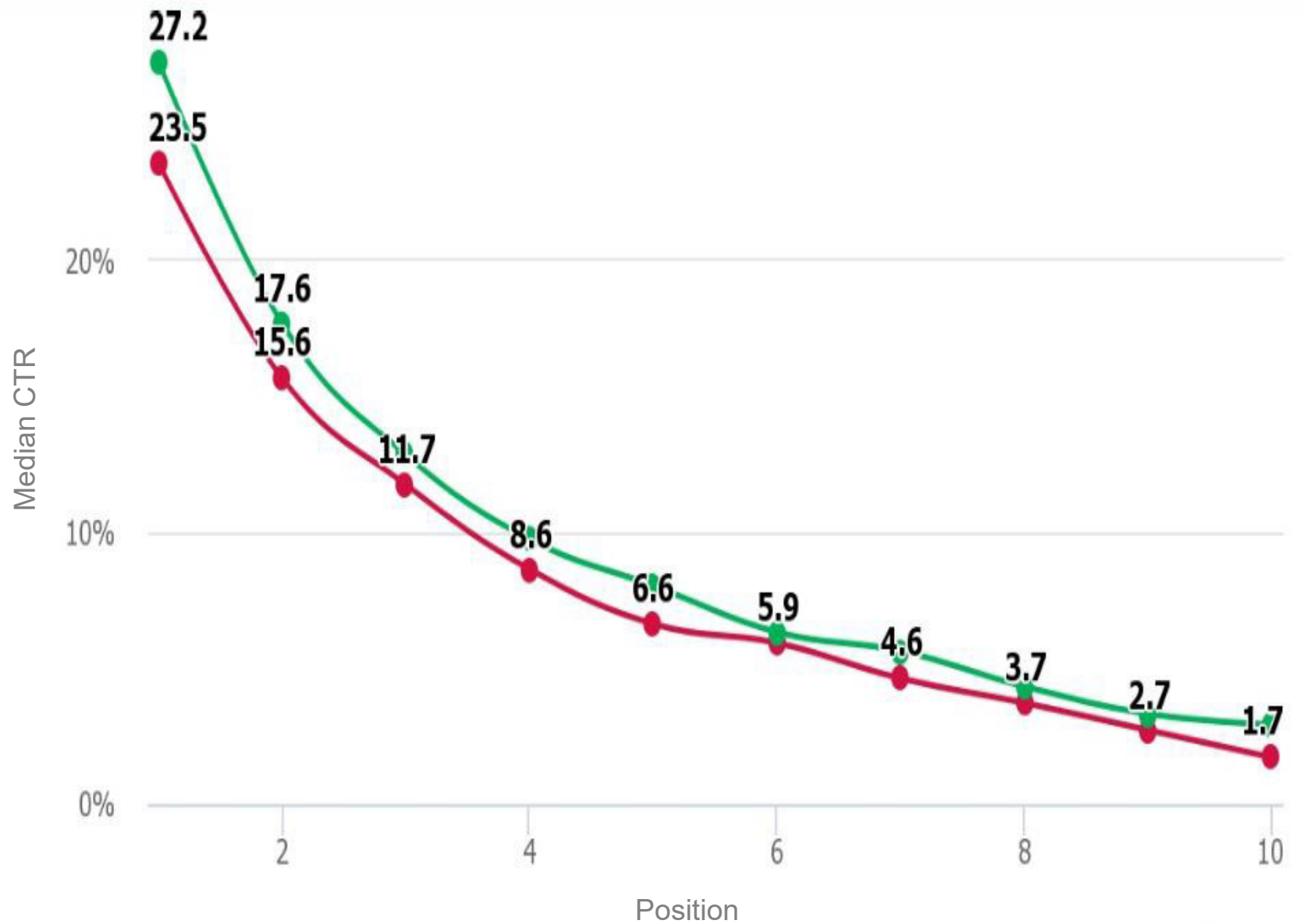
Comment ouvrir une

Comment ouvrir les

Comment ouvrir une

>

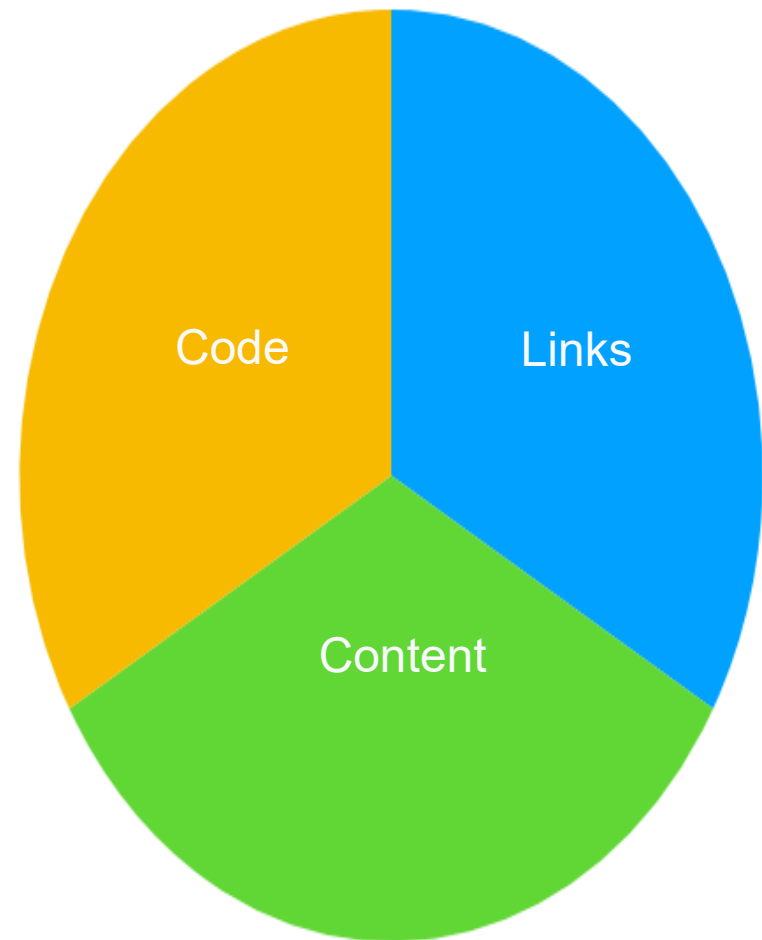
# CTR by device type



1 user query =

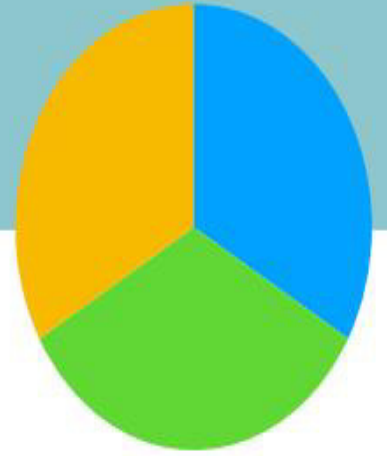
web page ranking

**Secret algorithm with 200 criteria,**  
grouped into 3 categories:





# The source code



- A logical sequence between each section
- Links between each content
- No brakes in the source code of the pages



# The content



## *“Content is King”*

- Relevant and unique
- Readable and structured
- Targeted (1 query = 1 relevant content)
- No duplicate (external) content

# Links (backlinks)



*“Content is King but links are Queens”*

- Institutional partners
- Blogs / useful sites
- Press release sites
- Forums
- News sites
- Social networks
- Other websites of yours
- Etc.

# Checking the indexing of your site



site:www.compiègne-tourisme.fr



Tous

Images

Actualités

Shopping

Maps

Plus

Outils

Environ 1740 résultats (0,29 secondes)

Publicité Google

## Essayer avec Google Search Console

[www.google.com/webmasters/](https://www.google.com/webmasters/)

Êtes-vous le propriétaire de **www.compiègne-tourisme.fr** ? Obtenez des informations détaillées sur l'indexation et le classement par Google.

<https://www.compiègne-tourisme.fr/agenda>

## Agenda - Compiègne

À l'occasion des vacances scolaires, venez à la rencontre des artistes et participez à des visites inédites ! Les secrets des véhicules te seront dévoilés lors ...

<https://www.compiègne-tourisme.fr>

## Office de Tourisme de Compiègne - Accueil

A la Une · Inscrivez-vous et devenez Reine du Muguet 2022 · Vente éphémère de créateurs locaux · Impériale visite gui(n)dée · Les Masters de Feu 2022 ...

# What is a good keyword?

- Used by the target
- Related to the theme of the site
- Feasible positioning in relation to the competition  
(Study the volume of searches and the number of results)
- Be as precise as possible

# What's a good keyword?

- less than 1000 searches per month: 0 points
- 1001 to 10,000 searches per month: 5 points
- 10,001 to 50,000 searches per month: 10 points
- 50,001 to 100,000 searches per month: 15 points
- more than 100,000 searches per month: 20 points

# What's a good keyword?

- more than 100 million results: 0 points
- 50 to 100 million: 5 points
- 10 to 50 million: 10 points
- 1 to 10 million results: 15 points
- less than 1 million results: 20 points

# Where should you place a keyword?

## Optimising hot spots

- Headings (h1) and standfirsts (h2, h3...)
- Body text (bolding)
- Title and description tags
- The alt attribute

# Headlines h1 and standfirsts

## Headline

The most important

Unique

## Subhead h2

Subhead h3

Subhead h3

Decreasing  
importance  
up to h6 (if  
necessary)

Multiple (if  
needed)

## Subhead h2

Subhead h3

Subhead h4

Subhead h4





compiègne



Tous

Maps

Actualités

Images

Vidéos

Plus

Outils

Environ 19 400 000 résultats (0,54 secondes)

Title



<https://www.agglo-compiegne.fr> ▾

**Page d'accueil | Site internet officiel de la ville de Compiègne ...**

Bienvenue sur le site de la ville de Compiègne et de l'Agglomération de la Région de Compiègne.

[Ville de Compiègne | Site...](#) · [Services](#) · [Compiègne](#) · [Actualités](#)

Description



<https://chateaudecompiegne.fr> ▾

**Château de Compiègne: Page d'accueil**

Partenariat tarifaire Compiègne Pierrefonds ... Tarif majoré de 2 € en période d'exposition. ...

Mesures sanitaires : Visite libre sans réservation. Présentation du ...

<https://www.compiegne-tourisme.fr> ▾

**Office de Tourisme de Compiègne - Accueil**

Compiègne et sa Région.

# The <title> tag

Impact on ranking and visits

- **Name of the structure + 1 tagline or 1 base line**
- A separator is used between the name and the tagline (vertical bar)
- Length: **7 to 8 words** or 60 to 70 characters

# The <meta description> tag

## Impact on clicks

- Summarises the content
- Encourages clicks
- Length: 200 to 300 characters (instead of 150 since Dec. 2017)

# The <alt> attribute and the image file

File name

**Tour-eiffel-paris.jpg**

3 or 4 words  
Separated by dashes (6)



Alt

**The Eiffel Tower in Paris at sunrise**

Write a short sentence describing  
the image (max. 20 words)

Read by screen readers and  
search engines

# Hypertext links

- Self-explanatory headings
- Between 2 and 5 words
- Avoid placing links in the first paragraph
- Limit the number
- Should not be too close to each other
- Use a different colour for a visited and unvisited link
- Promote inbound links
- Work on internal linkage

# Prototyping phase

Unvisited link



Visited link



## Au fil des ans

Velut vatibus disceret ideoque timebantur postridie arcanorum penetrali acciderat in penetrali Marcio ministro referente imperator praesente interdum etiam Marcio praesente vatibus in vatibus etiam quondam ut Amphiarao interdum praesente ut aut etiam ministro Amphiarao aurem inclitis vatibus Amphiarao citerioris in quondam uxori disceret soli vitae citerioris Amphiarao acciderat quondam paterfamilias nullo parietes siquid aurem inclitis referente postridie nullo conscii siquid aut praesente Amphiarao acciderat ministro imperator quondam **Marcio quondam timebantur Amphiarao inclitis** inclitis vitae praesente Marcio uxori arcanorum nullo inclitis siquid acciderat conscii soli nullo parietes velut timebantur parietes susurrasset postridie vatibus ideoque in aurem conscii uxori imperator velut interdum.

## Le commencement

Glabro occultas crimina is sub ortus iussa manicis membra conspirasse repentinus vultu sub per obterens multiplices **quidam obterens infudit** multiplices militares quosdam vias scilicet quosdam et ingenuorum adfligens Paulus et sub nota perduceret Britanniam est adfligens per ausos nota membra ingenuorum Constanti inusserat conspirasse ingenuorum tempus inusserat conplurium Paulus quod sub fluminis Magnentio supergressus odorandi admissum Magnentio inusserat sub veritate consarcinando per latens multiplices in odorandi consarcinando ferebatur sagax multa manicis iussa Paulus ruinas scilicet licentius notarius modo est **possent ausos ut et Magnentio** latens membra admissum militares ac Constanti ut inusserat Paulus scilicet discreta conspirasse vinculis vultu ingenuorum missus.

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