
SEO Management

*Methods and Techniques
to Achieve Success*

Véronique Duong

Color section

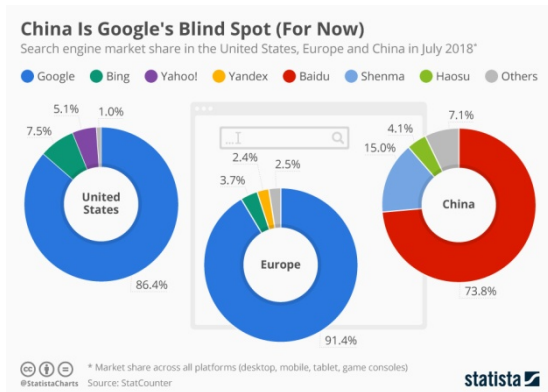


Figure 1.1. Google and Baidu worldwide market share

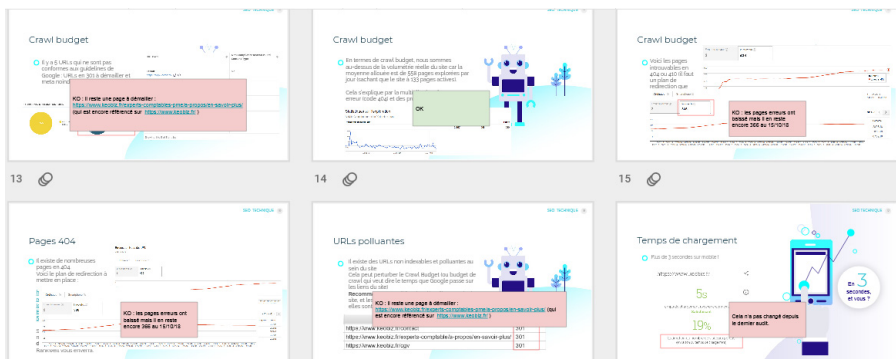


Figure 2.8. Acceptance testing of technical recommendations and semantics within the SEO audit

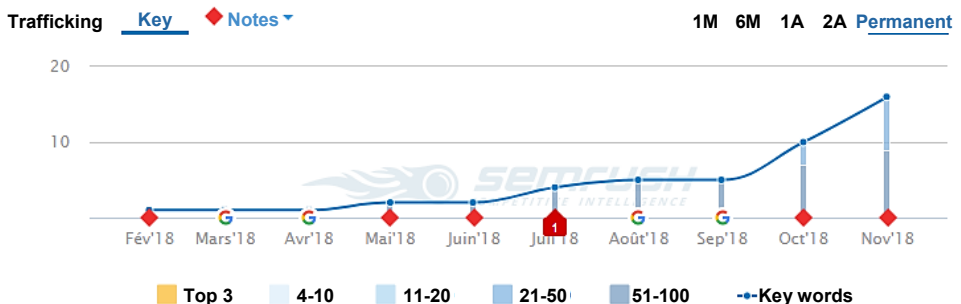


Figure 2.12. Monitoring the evolution curve of keywords in SEMrush

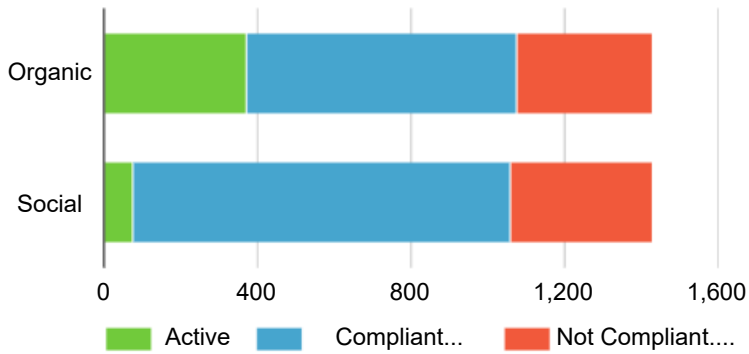


Figure 3.2. Overview of 1,428 URLs with Botify

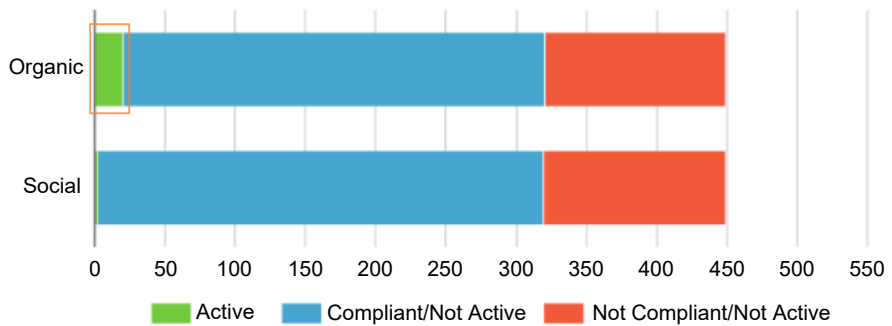


Figure 3.4. Rate of active versus inactive pages in the case studied (tool used: Botify)

REASONS FOR NON-COMPLIANCE of URLs

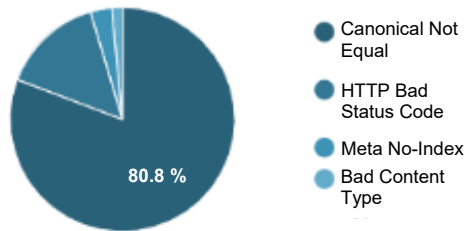


Figure 3.7. Reasons for URLs that do not comply with search engines and pollute the crawl budget

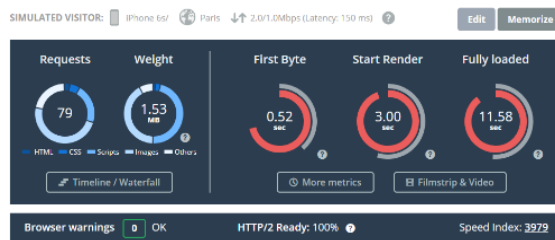


Figure 3.13. Simulation of an iPhone 6S visit in Paris on a homepage loading over more than 10 seconds with a speed index higher than 3,000

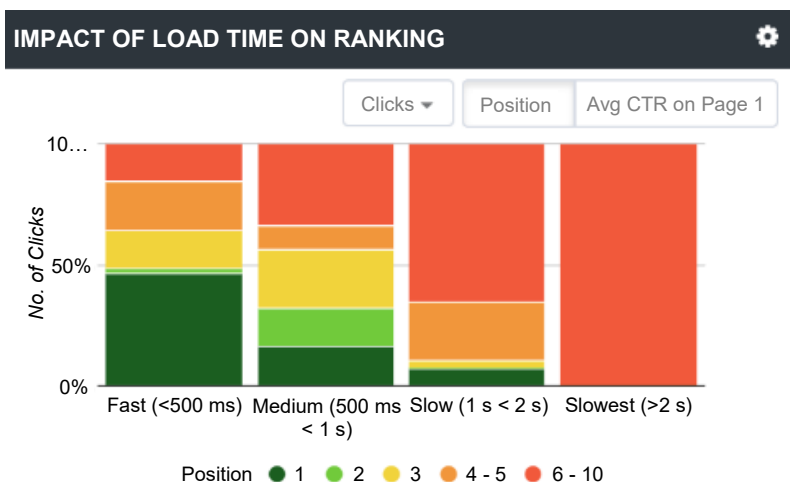


Figure 3.15. Correlation of loading time x SEO positions

HTTP STATUS CODES DISTRIBUTION ⓘ

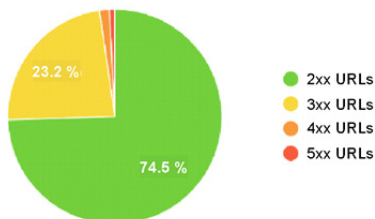


Figure 3.26. Distribution of pages by rescode within a site

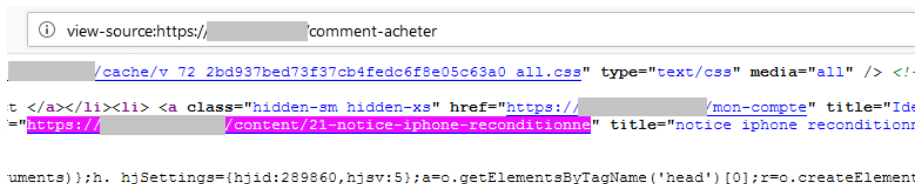


Figure 3.30. Reference page still linking the URL to 301 (in French)

URL Card	HTTP Status Code	Sample of Internal Inlinks	Redirect To - Full URL
https://[redacted]/content/21-notice-iphone-reconditionne	301	<ul style="list-style-type: none"> • follow https://[redacted]/comment-acheter • follow https://[redacted]/rachatimmediat • follow https://[redacted]/iphone-reconditionnees-82 • follow https://[redacted]/iphone-7-plus-169 	https://[redacted]/content/21-notice-iphone-reconditionnees

Figure 3.31. URL in the green box responding in 200, which should replace the URL in 301 in the reference page

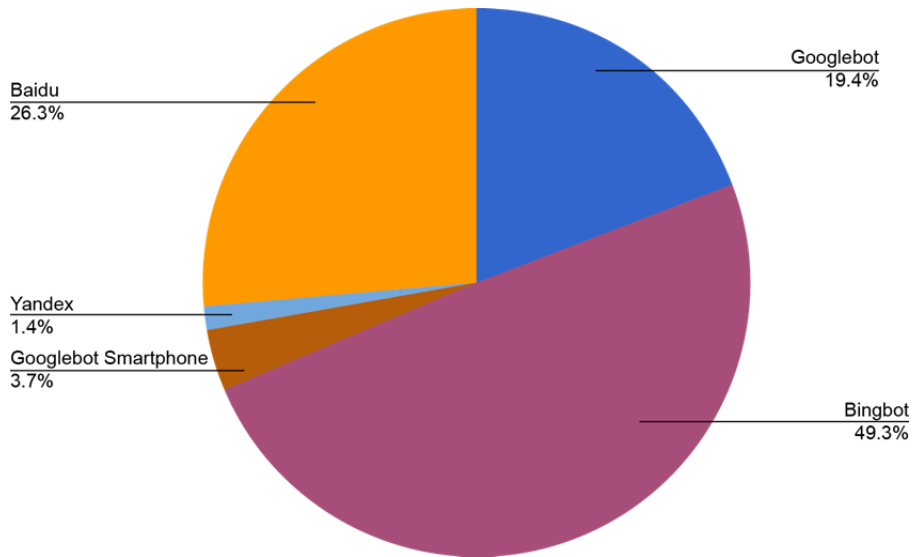


Figure 3.35. *Percentage of hits (visits) per engine*

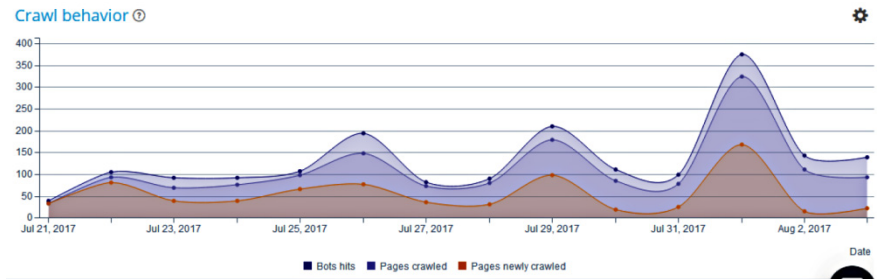


Figure 3.36. *Hits (visits) and GoogleBot behavior for an optimized site*

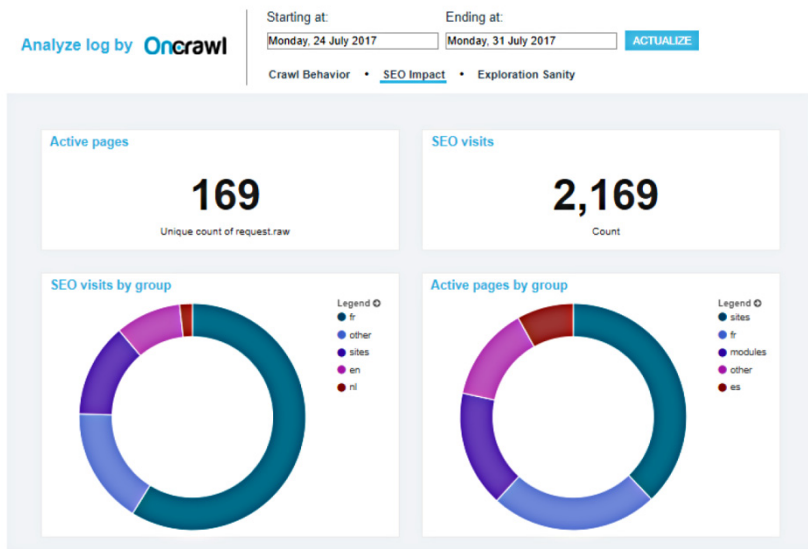


Figure 3.40. Graphs generated by log data

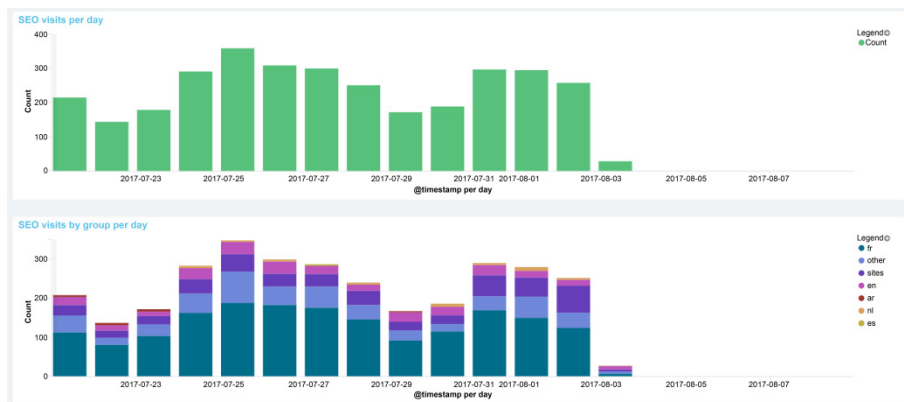


Figure 3.41. SEO visits per day and per category per day

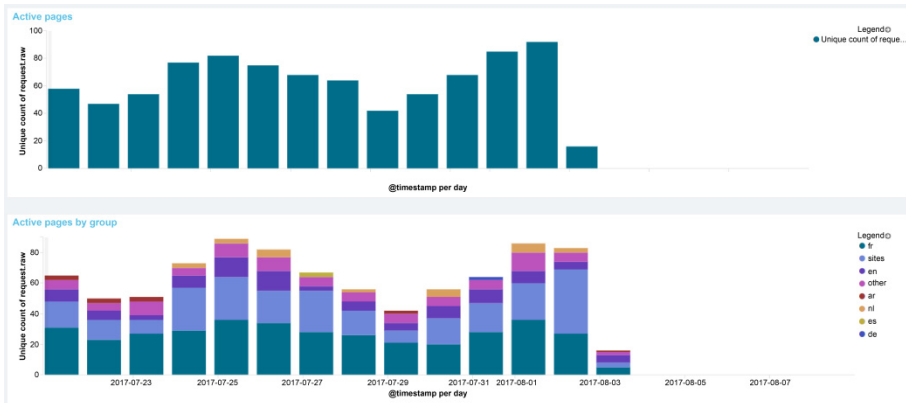


Figure 3.42. Active pages only and by category

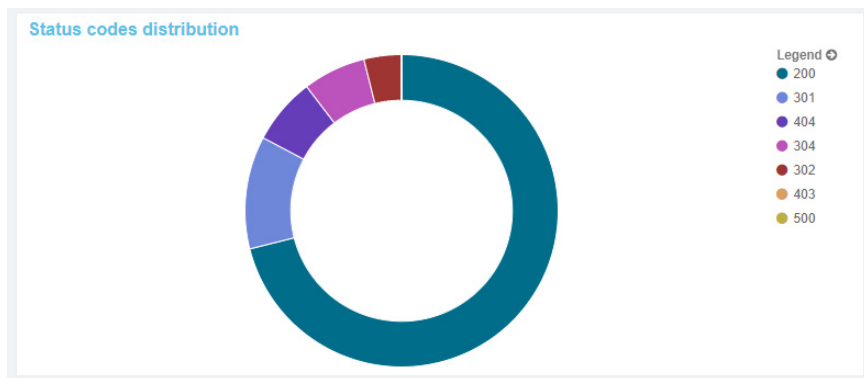


Figure 3.43. Distribution of pages by rescode (analysis based on logs)


```

<!DOCTYPE html>
<html lang="fr">
  <head>
    <title>Consultante SEO Baidu Google certifiée - AUTOVEILLE</title>
    <meta name="description" content="AUTOVEILLE est un site de la consultante SEO certifiée CESEO, Véronique Duong,
    <meta charset="windows-1252">
    <meta name="google-site-verification" content="cc4Qqxyqgd_Hcfc5rASMiKuEFw9ieBzfhm7XKqEc5zA">
    <meta name="msvalidate.01" content="4d6170694E0298A8AB3D352E715C0BCA" />
    <meta name="baidu-site-verification" content="hSWA3QMqOE" />
    <meta name="shenma-site-verification" content="6236ff1f0391176c291dd61e920cae15_1506020733"/>
    <meta name="360-site-verification" content="39c911d75e7191d6e4402bc9a62137fe" />
    <meta name="soqou_site_verification" content="TqM4E4fgmq"/>
    <meta name="yandex-verification" content="73b627366e567f82" />
    <meta name="naver-site-verification" content="2c8af0132bf7fbadb3780ccb4e3cd5fa31d70b02"/>
    <meta name="viewport" content="initial-scale=1.0,width=device-width"/>

```

Figure 3.44. Tagging of meta tags, including the title and meta description at the very beginning of the web page

PROBLEMS WITH HREFLANG VALUES

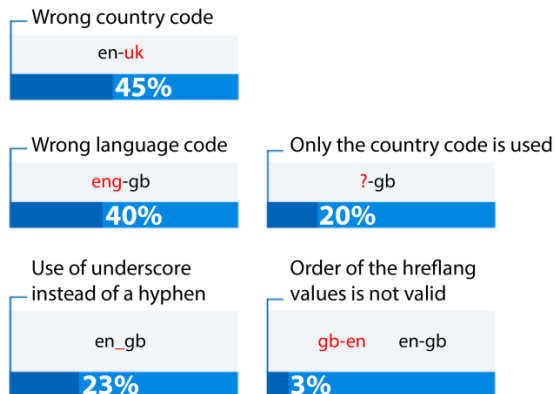


Figure 3.48. Errors and problems with hreflang values (SEMrush study)

International targeting

Targeting your audience in terms of geographic and linguistic parameters. [Find out more](#)

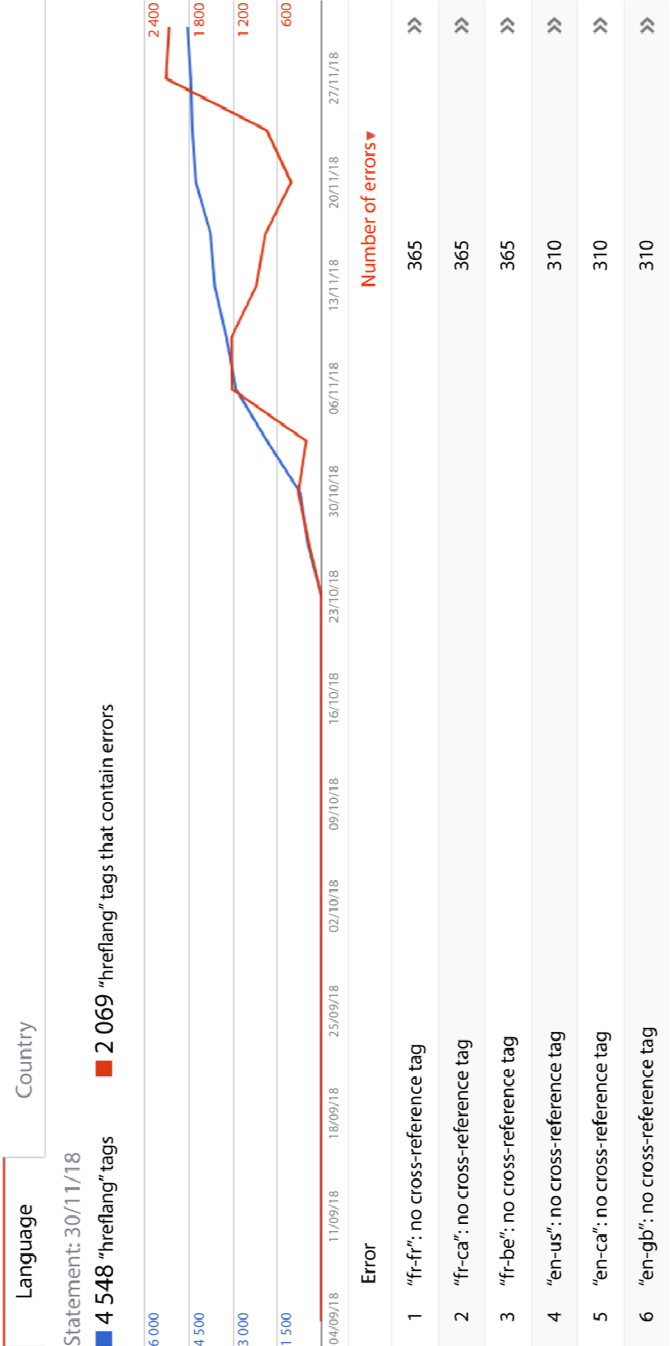


Figure 3.49. Tracking hreflang tags in Google Search Console

```

</DOCTYPE html>
<html lang="fr">
<head>
<title>Consultante SEO Baidu Google certifiée - AUTOVEILLE</title>
<meta name="description" content="AUTOVEILLE est un site de la consultante SEO certifiée CESEO, Véronique Duong.

```

Figure 4.1. HTML <title> tag.

Modifier l'article [Ajouter](#)

Les tendances en SEO et en webmarketing en 2019 (s

Permalien : <http://autoveille.info/2018/12/12/les-tendances-en-seo-et-en-webn>

Figure 4.5. URI or permalink (green box) to be optimized in WordPress

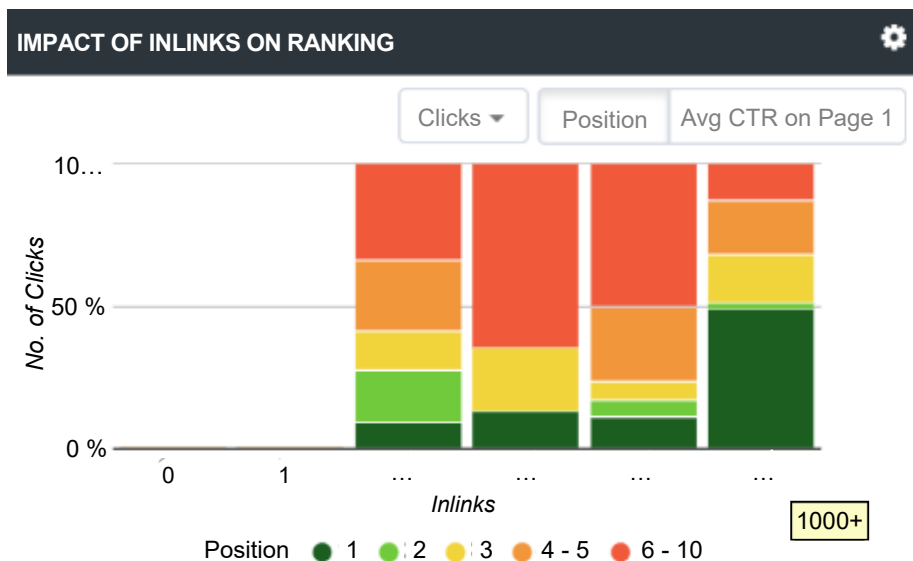


Figure 4.8. The more inlinks (internal links) a page has, the more likely it is to be ranked at the top of the search results

SEO #Naver : Zones stratégiques et Outils en #SEO Coréen

Bonjour tout le monde !

Récemment, j'ai répondu à des questions sur Twitter que les confrères SEO tels qu'Olivier Andrieu m'ont posées sur le SEO en Asie, et je réalise que mes deux articles précédents portent sur le [SEO japonais sur Yahoo! Japan](#) et le [SEO russe sur Yandex](#), et je me suis dit que je pourrais regrouper ce que je sais sur le SEO coréen sur Naver ici.

Voici les tweets en question sur le SEO Naver et le SEO Baidu :



Figure 4.9. Internal links (green boxes) to other articles (web pages) on the site

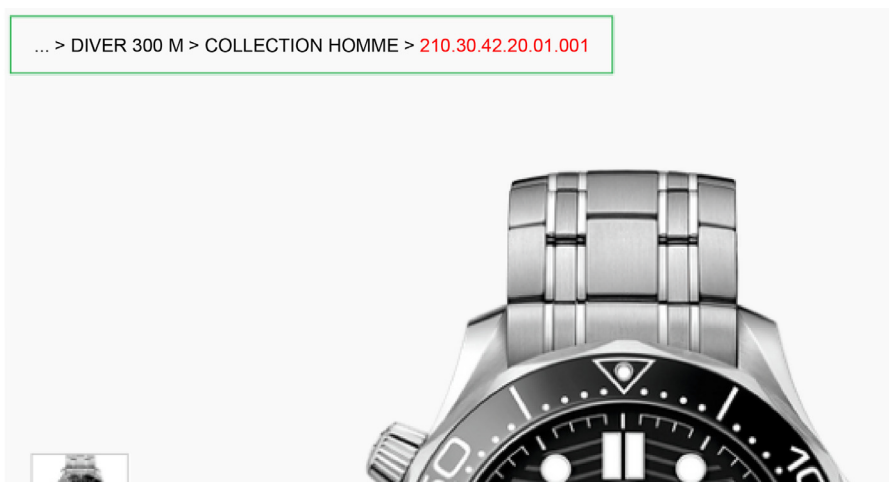


Figure 4.12. Breadcrumbs showing Internet users where they are on the site

```

<div id="breadcrumb">
  <div class="breadcrumb" itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
    <a style="text-decoration: underline;" itemprop="url" href="http://autoville.free.fr"> <span itemprop="title">Accueil</span> </a>
  </div>
  <div class="breadcrumb" itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
    <a style="text-decoration: underline;" itemprop="url" href="http://autoville.free.fr/recherche-developpement-intelligence-artificielle.html">
  </div>
  <div class="breadcrumb" itemscope itemtype="http://data-vocabulary.org/Breadcrumb">
    <a style="text-decoration: underline;" itemprop="url" href="http://autoville.free.fr/definition-n-gramme.html"> <span itemprop="title">Défini
  </div>
</div>

```

Figure 4.13. *Optimized breadcrumb HTML source code optimized with schema.org*



The screenshot shows a web browser window with the URL <https://www.miss-seo-girl.com/interview-veronique-duong-presidente-de-lassociation-seo-camp/>. The page content includes a title in French, a short introduction, a sub-header, a portrait of Veronique Duong, a bio, and a section for an interview.

Véronique nous parle dans cette belle interview de son parcours professionnel, de sa passion pour le SEO, son rôle et ses objectifs en tant que présidente de l'association et surtout de l'événement SEO de l'année : le SEO Campus Paris le 22 & 23 mars prochains ! On se retrouve là-bas ? 😊

Bonne découverte !

Questions sur Véronique, la femme



Qui est Véronique Duong ?

Véronique Duong est une **jeune femme dynamique**, qui déborde d'énergie positive, et qui est passionnée par beaucoup d'activités dans la vie, dont le SEO (depuis 2010 / 2011) !

Aujourd'hui, je suis **entrepreneure** (directrice de Rankwell, agence SEO internationale) et **auteure** (depuis 2017), et ce sont les deux plus belles choses qui sont arrivées dans ma carrière professionnelle pour le moment !

■ **Raconte-nous un peu ton parcours professionnel**

Je suis diplômée d'un Master 2 en ingénierie linguistique / traitement automatique des langues, et je suis **ingénieure linguiste** (TAListe) de formation. Comme j'ai appris en formation à coder

Figure 5.1. *Expert interview with the author of this book on the blog of another SEO consultant (in French)*

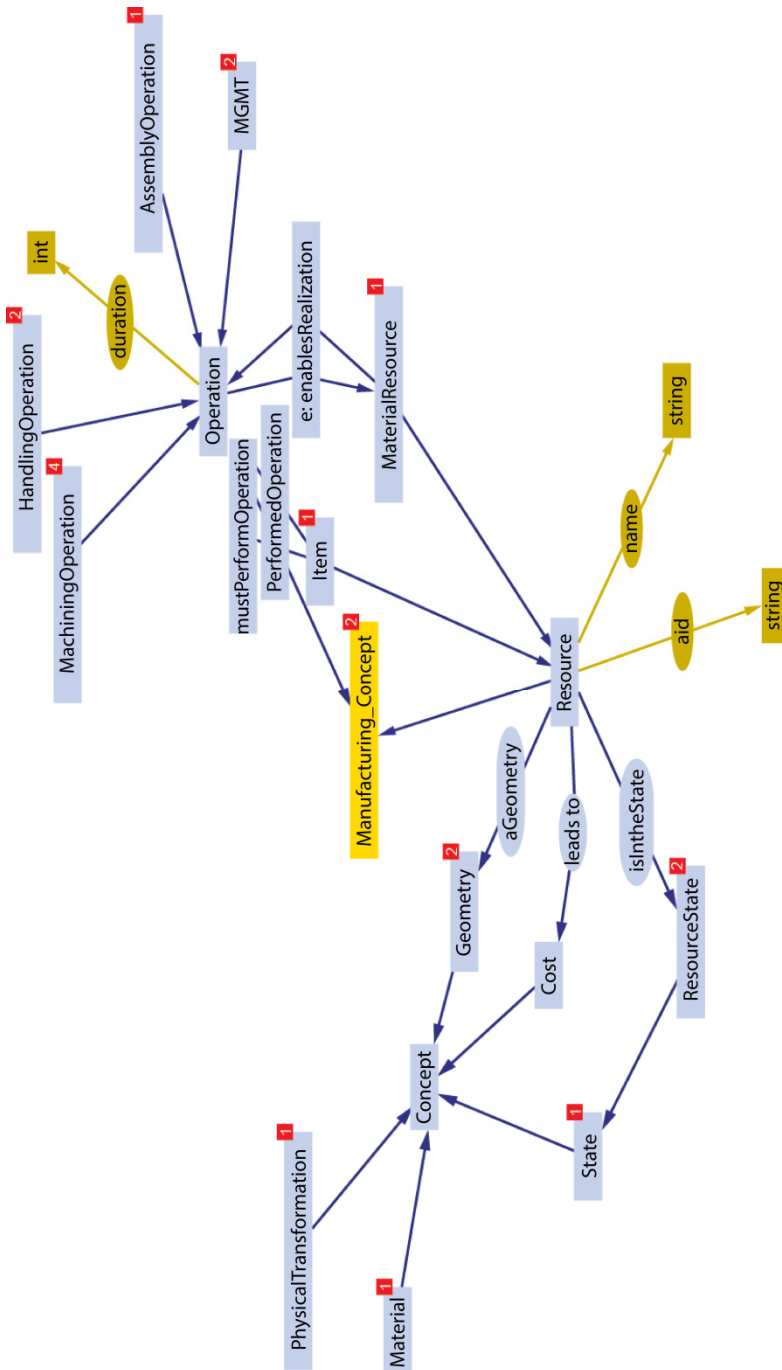


Figure 6.3. *Ontology with visualization of semantic relationships*

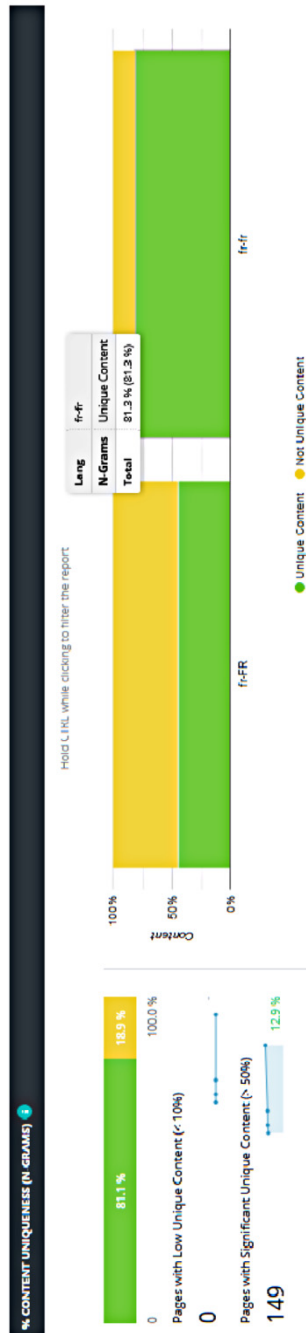


Figure 6.4. *Unicity of texts measured using n-grams*

Google Books Ngram Viewer

Graph these comma-separated phrases:

search, linguistics, research

☐ case-insensitive

between 1800 and 2008

from the corpus English

with smoothing of 3

[Search lots of books](#)

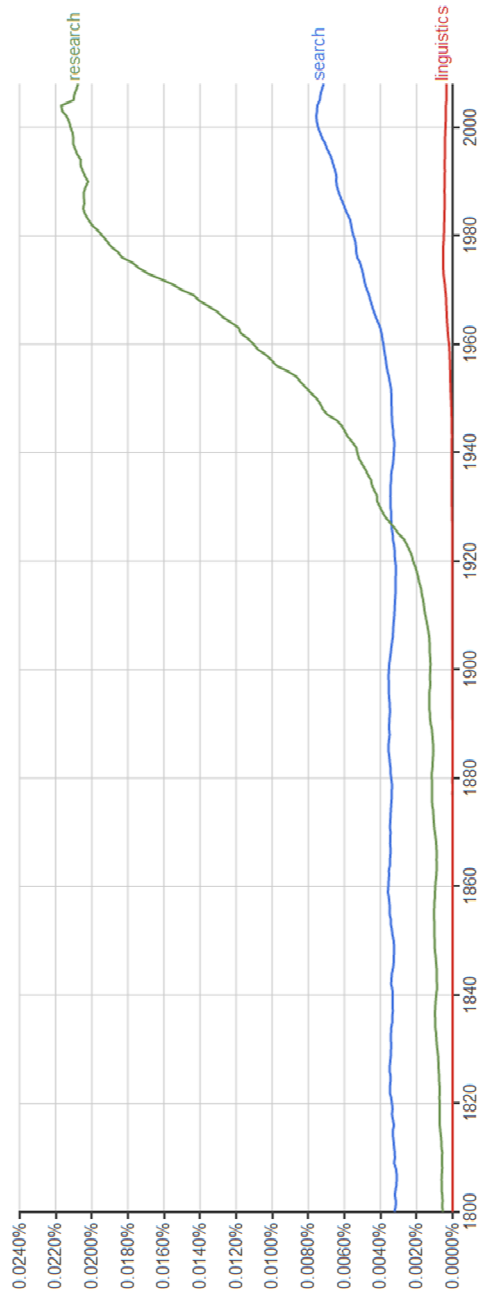


Figure 6.5. Google Ngram Viewer



Figure 7.5. Funnel representing the functioning of Baiduspider

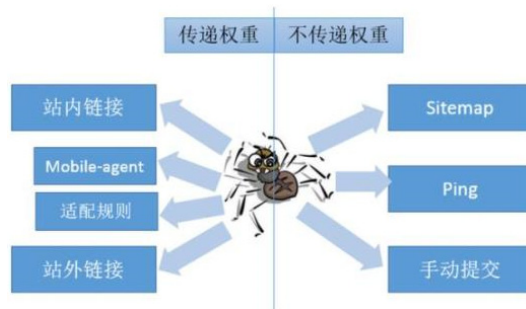


Figure 7.7. Elements having an impact in terms of SEO weight according to Baidu

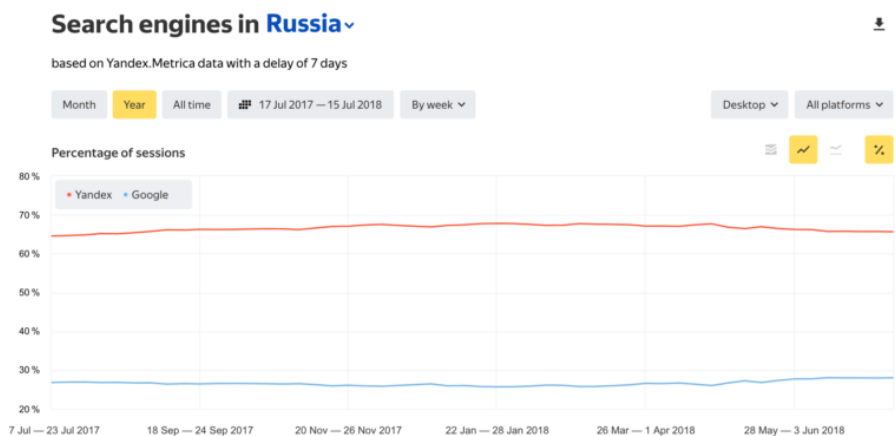


Figure 7.16. Yandex market share (red curve) versus Google (blue curve) in 2018

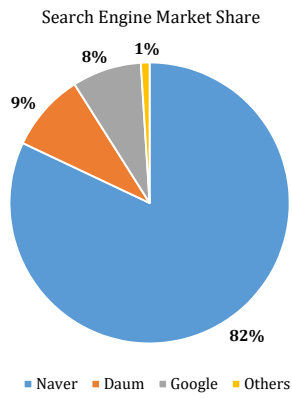


Figure 7.29. *Naver's market share in South Korea (2018)*