

COMMENT GOOGLE SGE VA REBATTRE LES CARTES DU SEO EN 2024 ?

Décryptage



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Consultant SEO depuis 2010
Utilisateur de PrestaShop depuis 2007

POUR VOUS EN PARLER



Stratégies de liens
Stratégies de contenus
Audits SEO

AGENDA

- Du moteur de recherche à l'assistant IA
- Zoom sur les résultats SGE
- Impact de Google SGE sur votre trafic
- Est-ce la fin du SEO ?
- Comment adapter sa stratégie SEO ?
- Et pour les prochaines années ?
- Comment tester Google SGE ?
- Questions / Réponses



DU MOTEUR DE RECHERCHE AU MOTEUR DE RÉPONSE

L'IA PRÉSENT DEPUIS LONGTEMPS

2015 : RankBrain

Apprentissage automatique pour mieux comprendre les nuances et le contexte des requêtes de recherche.

2019 : BERT

Techniques de traitement du langage naturel pour comprendre les prépositions et la structure des phrases, améliorant significativement la compréhension des intentions de recherche.

LA PROMESSE DE GOOGLE SGE

Une compréhension approfondie et une réponse exhaustive et personnalisée

RÉPONSE EXHAUSTIVE

RÉPONSE LIÉE À L'INTENTION
DE RECHERCHE

PLURALITÉ D'OPTIONS

FOLLOW UP



ANALYSE COMPORTEMENTALE

POGO
STICKING

TAUX DE
REBOND

NO CLICK

DWELL
TIME

...

OUVERTURE DU MODE CONVERSATIONNEL



↳ When did the US become all 50 states?

↳ What was the order of the 50 states?

↳ What are the top 10 states ending in a?

Ask a follow up...



DÉPLOIEMENT DE GOOGLE SGE

120

pays

7

langues

**QUI PARMIS
VOUS A DÉJÀ
PRIS LE TEMPS
DE TESTER
GOOGLE SGE ?**

**MINUTE SONDAGE :
À VOS CLAVIERS !**

ZOOM SUR LES RÉSULTATS DE GOOGLE SGE

A professional office scene featuring a man in a blue suit and glasses smiling while holding a tablet. He is engaged in a conversation with a woman in a white shirt who is also holding a tablet. The background shows a modern office environment with other people working.

TYPES D’AFFICHAGES DE GOOGLE SGE

ÉLÉMENT GÉNÉRATEUR

86,8%

de toutes les requêtes, Google
affiche un élément générateur de
recherche

ÉLÉMENT SGE PRÉ-REMPLI

31,1%

du temps, un élément SGE
pré-rempli apparaît avec un lien
« Show more »

Google best glasses for oval face

All Images Forums Shopping Videos More Tools

Men's Women's Prescription Fashion Designer Reading Metal Rimless

About 1,520,000,000 results (0.44 seconds)

AI overviews are experimental. Learn more

When choosing glasses for an oval face, you can consider things like:

Frame shape
Square and rectangular frames are good options for oval faces, as their straight lines contrast with the rounded features of an oval face. Round frames can also create a balanced effect when combined with the natural curves of an oval face.

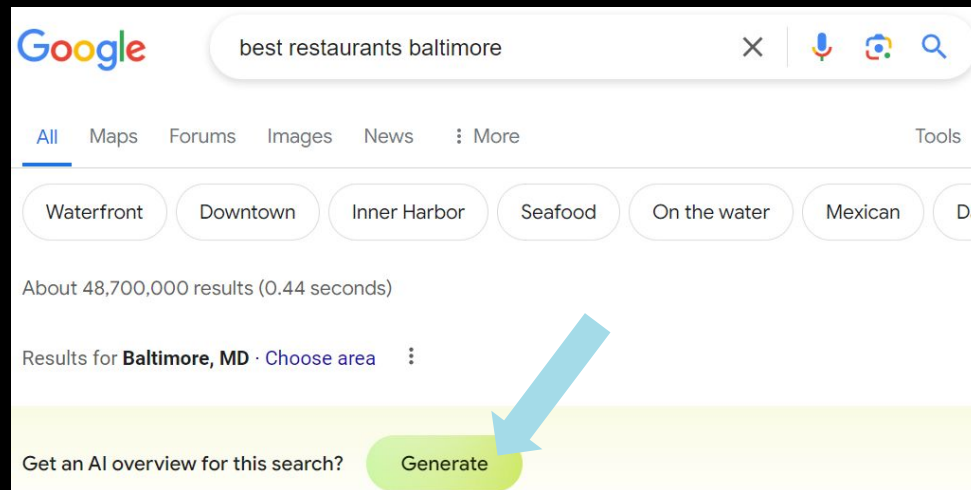
Frame size
Oval faces have balanced proportions, so you can experiment with different frame sizes. Both oversized and smaller frames can complement an oval face.

Show more

BOUTON DE GÉNÉRATION

65,9%

du temps, le bouton
« Generate » pour la génération
de résultats IA apparaît



RÉSULTATS EN FONCTION DES INTENTIONS DE RECHERCHE


INFORMATIONNELLE

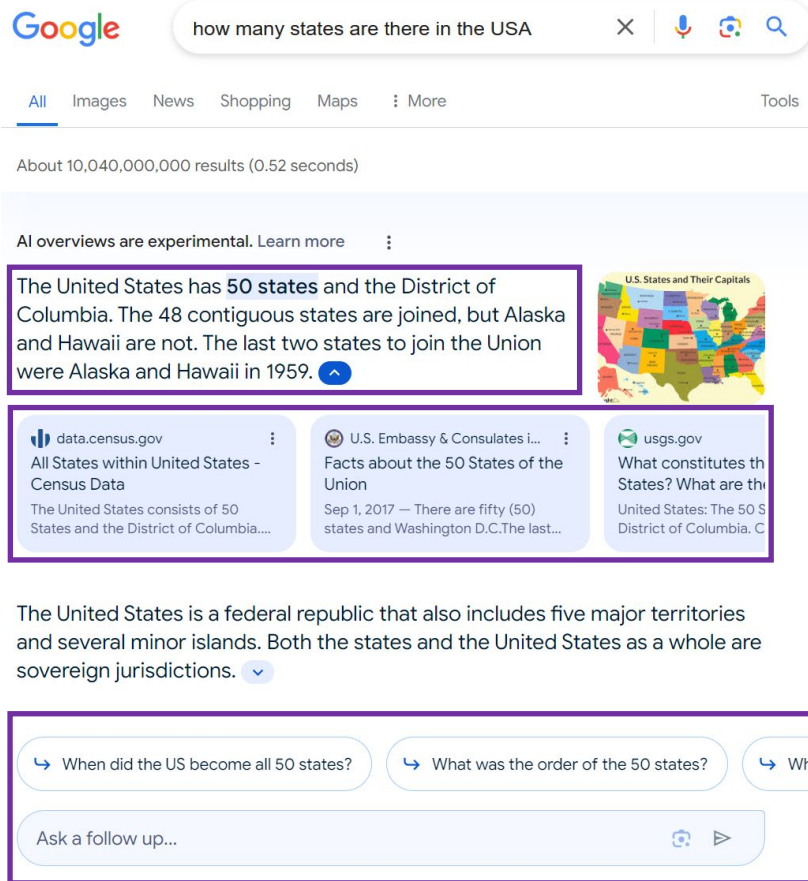
Comment, quoi, combien, quand...

Éléments présents :

 **La réponse IA à la question**

 **Un carrousel de résultats**

 **Le mode conversationnel**
Questions relatives
Générer une autre question



Google

how many states are there in the USA

All Images News Shopping Maps More Tools

About 10,040,000,000 results (0.52 seconds)

AI overviews are experimental. Learn more

The United States has **50 states** and the District of Columbia. The 48 contiguous states are joined, but Alaska and Hawaii are not. The last two states to join the Union were Alaska and Hawaii in 1959.

U.S. States and Their Capitals

data.census.gov
All States within United States - Census Data
The United States consists of 50 States and the District of Columbia...

U.S. Embassy & Consulates i...
Facts about the 50 States of the Union
Sep 1, 2017 — There are fifty (50) states and Washington D.C.The last...

usgs.gov
What constitutes th States? What are th United States: The 50 S District of Columbia. C

The United States is a federal republic that also includes five major territories and several minor islands. Both the states and the United States as a whole are sovereign jurisdictions.

When did the US become all 50 states?

What was the order of the 50 states?

What are the top 10 states ending in a?

Ask a follow up...

COMMERCIALE

Meilleur, avis, prix...



Un carrousel de produits

Google search results for "best shoes for basketball".

Search bar: best shoes for basketball

Filters: All, Shopping, Images, Videos, News, More, Tools

Category filters: Men's, Brands, 2024, Of all time, Nike, For outdoor, For centers, Jordan, Kids

About 212,000,000 results (0.38 seconds)

AI overviews are experimental. Learn more

When choosing basketball shoes, you want a shoe that allows for maximum grip to the court so you can change directions, pivot, or jump without slipping. Proper traction allows shooters to maintain their balance and form on their jumper, or for post players looking to hold their rebounding position in the low post.

Here are some of the best basketball shoes:

7 Best Basketball Shoes

The Best Jordan Basketball Shoes for Style and Performance...

blog.fi...

runrep...

shoeg...

Men's adidas AE 1
\$120.00
adidas, + more
Free \$150.01+
4.7 ★★★★★ (166)

Sale

Nike Men's KD16 Basketball Shoes
\$89.97 \$169
Nike, + more
\$8 by 4/23
4.6 ★★★★★ (369)

Under Armour Lockdown 6 Men's...
\$54.45
Amazon.com, + more
Free shipping
4.7 ★★★★★ (951)

550 New Balance
\$120.00
Foot Locker, + more
Free shipping
4.3 ★★★★★ (502)

Nike Shoes Nike Air Zoom Gt Cut 2 Men's
\$84.00
StockX, + more
\$20.90
4.6 ★★★★★ (263)

What makes a sneaker good for basketball?

Do shoes matter in basketball?

What is the best Kyrie shoe for basketball?

Ask a follow up...

About 8,710,000 results (0.40 seconds)



AI Answer

Learn more ⋮

When choosing a Bluetooth speaker for a pool party, you may want to consider things like sound quality, battery life, and portability.

Overview Sound quality Battery life Portability Durability Connecti >

Good for bass



JBL PartyBox 110
4.8 ★ (3.3K)
jbl.com, + more
\$349.95

This 160 W portable wireless speaker has built-in LED lights that sync to the beat, and is IPX4 splashproof. Reviews note its good sound quality, long battery life, and quality build. ▾

Sale


Good for travel



Ultimate Ears...
4.7 ★ (2.1K)
Greentoe - TV's & Home Theater, + m...
\$379.99 ~~\$450~~

This speaker has a dynamic range that brings tracks to life, and an adaptive EQ that customizes the sound to the space. Reviews note its good sound quality and bass, long battery life, and minim... ▾

Good for travel



Tribit StormBox Blast...
4.9 ★ (181)
Amazon.com - Seller, + more
\$199.99

This 90W speaker features XBass technology for rich, balanced sound and a body-shaking experience. Reviews note that it's loud, portable, and has a long battery life. Reviews also say... ▾

12 Best Waterproof Bluetooth Speakers of 2024 - Water-Resistant...

bestpr... ⋮

Anker Soundcore Motion X600 Review

rtings... ⋮

The Best Outdoor Speakers for 2024

pcmag... ⋮

COMMERCIALE

Filtres

Produits compatibles “vertical search with AI”

**CE QU'IL FAUT RETENIR
DE TOUT CECI**

ON OBSERVE QUE GOOGLE CHERCHE À

Combiner différents types
d'informations pour des
réponses plus adaptées

Garder l'internaute sur sa page de
résultats

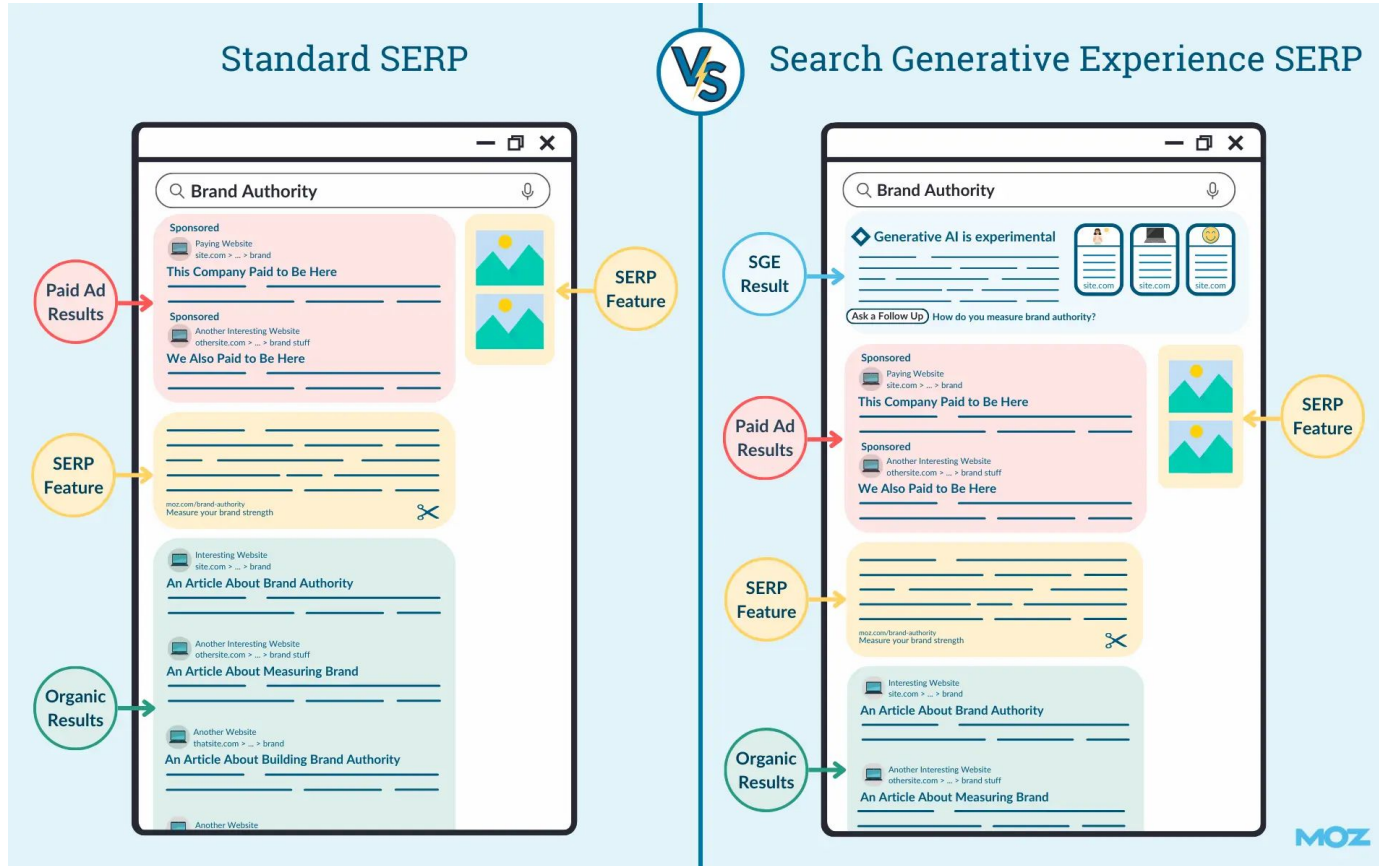
Pousser vers des résultats plus
transactionnels, vers la
consommation

**COMMENT VOUS
SENTEZ-VOUS
FACE À
L'ARRIVÉE DE
GOOGLE SGE ?**

**MINUTE SONDAGE :
À VOS CLAVIERS !**

IMPACT DE GOOGLE SGE SUR VOTRE TRAFIC

BAISSE DE TRAFIC GLOBAL



PAGES CATÉGORIES VS FICHES PRODUIT

Google best shoes for basketball

All Shopping Images Videos News More Tools SafeSearch


Men's Brands 2024 Of all time Nike For outdoor For centers Jordan Kids

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Here are some of the best basketball shoes:




Men's adidas AE 1
\$120.00
adidas, + more
Free \$150.01+
4.7 ★★★★★ (166)




Nike Men's KD16 Basketball Shoes
\$89.97 \$160
Nike, + more
\$8 by 4/23
4.6 ★★★★★ (369)



Under Armour Lockdown 6 Men's...
\$54.45
Amazon.com, + more
Free shipping
4.7 ★★★★★ (951)



550 New Balance
\$120.00
Foot Locker, + more
Free shipping
4.3 ★★★★★ (502)






Nike Shoes Nike Air Zoom Gt Cut 2 Men's
\$84.00
StockX, + more
\$20.90
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What makes a sneaker good for basketball? Do shoes matter in basketball? What is the best Kyrie shoe for basketball?

Ask a follow up...


AUGMENTATION DU TRAFIC GRÂCE AUX CARROUSELS


Google X   

[All](#) [Images](#) [News](#) [Shopping](#) [Maps](#) [More](#) [Tools](#)

About 10,040,000,000 results (0.52 seconds)

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data.census.gov All States within United States - Census Data
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usgs.gov What constitutes the States? What are the United States: The 50 S District of Columbia, C

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Ask a follow up...  

EST-CE LA FIN DU SEO ?

CHAQUE MISE À JOUR EST UN NOUVEAU DÉFI

**Google de plus
en plus exigeant**

**Nous devons
continuer à
nous adapter**

COMMENT ADAPTER SA STRATÉGIE SEO FACE À SGE ?

AUTORITÉ ET CONFIANCE

FAIRE PREUVE D'AUTORITÉ ET TRANSMETTRE PLUS DE CONFIANCE



Backlinks qualitatifs
(site qui fait le lien,
rédaction, lien...)



Afficher ses sources et ses
partenaires, les auteurs, les
dates...

QUALITÉ DES CONTENUS

STRUCTURER ET ENRICHIR VOS CONTENUS

Balisage Hn	Données structurées	Multimédias
<p>Respect des règles : Un seul H1 Plusieurs H3 Pas de sauts de niveaux etc.</p>	<p>Balisage schema.org FAQ Produits (avis, notes, prix, dispos) Auteurs etc.</p>	<p>Exemples : Photos et vidéos Infographies Embeds de RS (tweets, etc) Témoignages et citations Tableaux récapitulatifs etc.</p>

SOIGNER ET OPTIMISER VOS CONTENUS

Qui ciblent les PAA

Qualitatifs et complets

Qui vont à l'essentiel

Riches sémantiquement

Mentionner les auteurs

Qui sentent le vécu

FRÉQUENCE ET FRAÎCHEUR

Publier
fréquemment

Maintenir à jour
ses contenus

UTILISER L'IA COMME UNE AIDE

Développer sa créativité

Développer son expertise

Mieux percevoir les intentions de recherches

L'IMPORTANCE DE LA MARQUE

FAITES PARLER DE VOUS ET DE VOTRE MARQUE

Réseaux sociaux

Interviews

Partenariats

Événements

SOIGNER SES FICHES PRODUIT

SOIGNER ET OPTIMISER SES FICHES PRODUIT

Description claire

Sémantique

FAQ

Qualité des photos

Avis des internautes

AVIS SUR GOOGLE BUSINESS PROFILE

PRESTASHOP



Cheri Mitchell-Santiago

Local Guide · 141 reviews · 290 photos

★★★★★ 7 months ago

Dine in | Lunch | \$20-30

Sunday afternoon, brunch **on the water**. Unlimited mimosas for \$25. The view was amazing, and it was just fun to watch the jet skis and boats **on the water**. You could even watch as people dock to come eat here. ... [More](#)



Yummy Asian

48 reviews · 388 photos

★★★★★ 7 months ago

Dinner | \$100+

The food is so delicious and very nice service. Lots of TVs to watch all the sports you can think of. Great place **on the water**, vibrant atmosphere, tons of outdoor seating. Great spot to watch the sunset. ... [More](#)



restaurants miami beach on the water



All Images Maps Videos Shopping More

Tools

SafeSearch

Seafood With a view Romantic Best Florida

About 48,200,000 results (0.60 seconds)

Results for **Miami Beach, FL** · Choose area

AI overviews are experimental. [Learn more](#)

Miami Beach, Florida has many restaurants on the water, including beachside spots, upscale restaurants, and casual places.

Beachside dining

Savor a meal with your toes in the sand



Shuckers Waterfront Bar & Grill

4.2 ★ (5.3K) · \$\$
Sports bar
North Bay Village

Seafood shack and bar with a waterfront patio and classic fare like wings, fish tacos, and steak



Lido Bayside

4.2 ★ (1.2K) · \$\$\$
Restaurant
Venetian Islands

Stylish hangout with creative Mediterranean fare, drinks, and a bayside deck at The Standard



Monty's Sunset - South Beach

4.2 ★ (3.8K) · \$\$
Seafood
South of Fifth

Waterfront seafood eatery with a raw bar, featuring live music, DJs, happy hour, and TV sports



17 Best Miami Beach And Waterfront...

timeout...



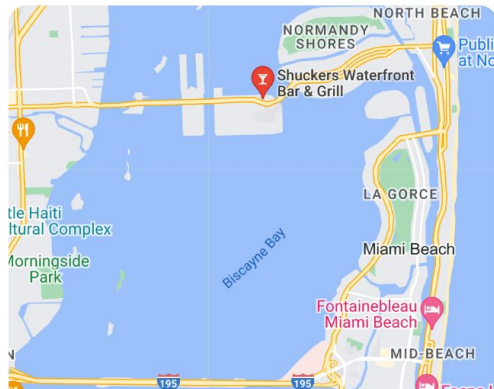
Best Waterfront Dining in...

thrilist...



The 11 Best Waterfront Restaurants i...

The Inf...



POUR RÉSUMER

MES 5 RECOMMANDATIONS

PHASE 1	Autorité et confiance au travers des liens
PHASE 2	Qualité des contenus
PHASE 3	L'importance de la marque
PHASE 4	Soigner ses fiches produit
PHASE 5	Avis sur Google Business Profile

**ET POUR LES
PROCHAINES ANNÉES ?**

RESTER FOCUS SUR L'EEAT

Expérience

Expertise

Autorité

Confiance

**QUI SE SENT
PRÉPARÉ FACE À
L'ARRIVÉE DE
GOOGLE SGE ET A
DÉJÀ ADAPTÉ SA
STRATÉGIE SEO ?**

**MINUTE SONDAGE :
À VOS CLAVIERS !**

COMMENT TESTER GOOGLE SGE ?

CE QU'IL FAUT :

ÉTAPE 1	Se localiser aux États-Unis via un VPN
ÉTAPE 2	Créer un nouveau compte Gmail / profil Google en anglais
ÉTAPE 3	Changer la localisation / région
ÉTAPE 4	Changer la langue d'affichage
ÉTAPE 5	Se rendre sur labs.google.com et rejoindre le programme expérimental
ÉTAPE 6	Utiliser Google Chrome et effectuer une recherche sur google.com

Manage experiments



Talk to a Live Representative
Ends Dec 2024

Save time when you call customer service - Google can wait on hold and connect you to a live representative

 Feedback



SGE, generative AI in Search

Supercharge your search to find what you're looking for in faster, easier ways. Get AI-powered overviews to quickly get the gist of a topic and easily follow up. Let AI do the...

 Feedback



SGE while browsing

Browse web pages with AI-powered tools that help you understand the key points and get straight to what you're looking for on the page.

 Feedback



**QUI PENSE QUE
GOOGLE SGE
N'ARRIVERA JAMAIS
EN FRANCE EN
RAISON DE
COMPLEXITÉS
TECHNIQUES ?**

**MINUTE SONDAGE :
À VOS CLAVIERS !**

VOS QUESTIONS, MES RÉPONSES

MERCI À NOS PARTENAIRES

 EVOLUTIVE


viva.com


YATEO
Agence Interactive


EMBE