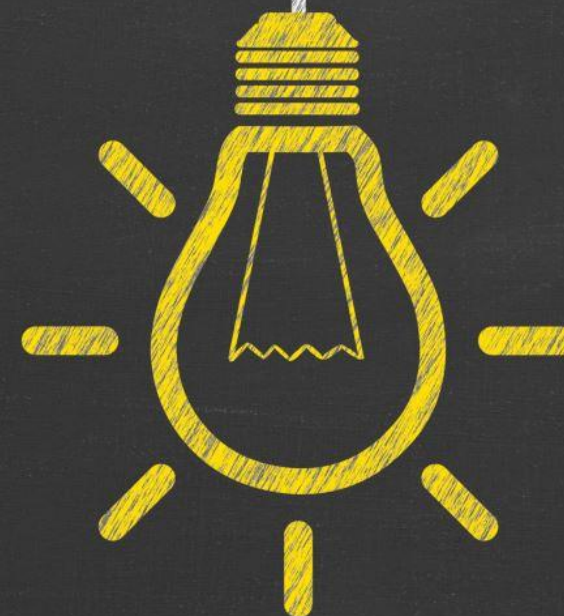


WEBINAIRE BILINKS

COMMENT TRIPLER LA
PERFORMANCE DE
VOS BLOGUES ?

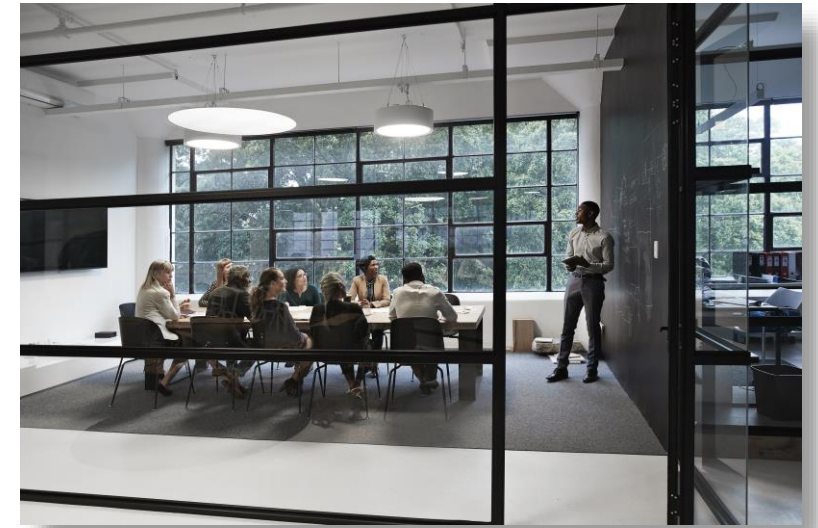


Jean Lamontagne

Le spécialiste des modèles
d'affaires web au Québec



- La durée de ce webinaire est de 1 heure
- Suite à ce webinaire, vous aurez tout en main pour vous bâtir une stratégie de blogue gagnante
- Un résumé des différents conseils sera affiché lors de la période des questions





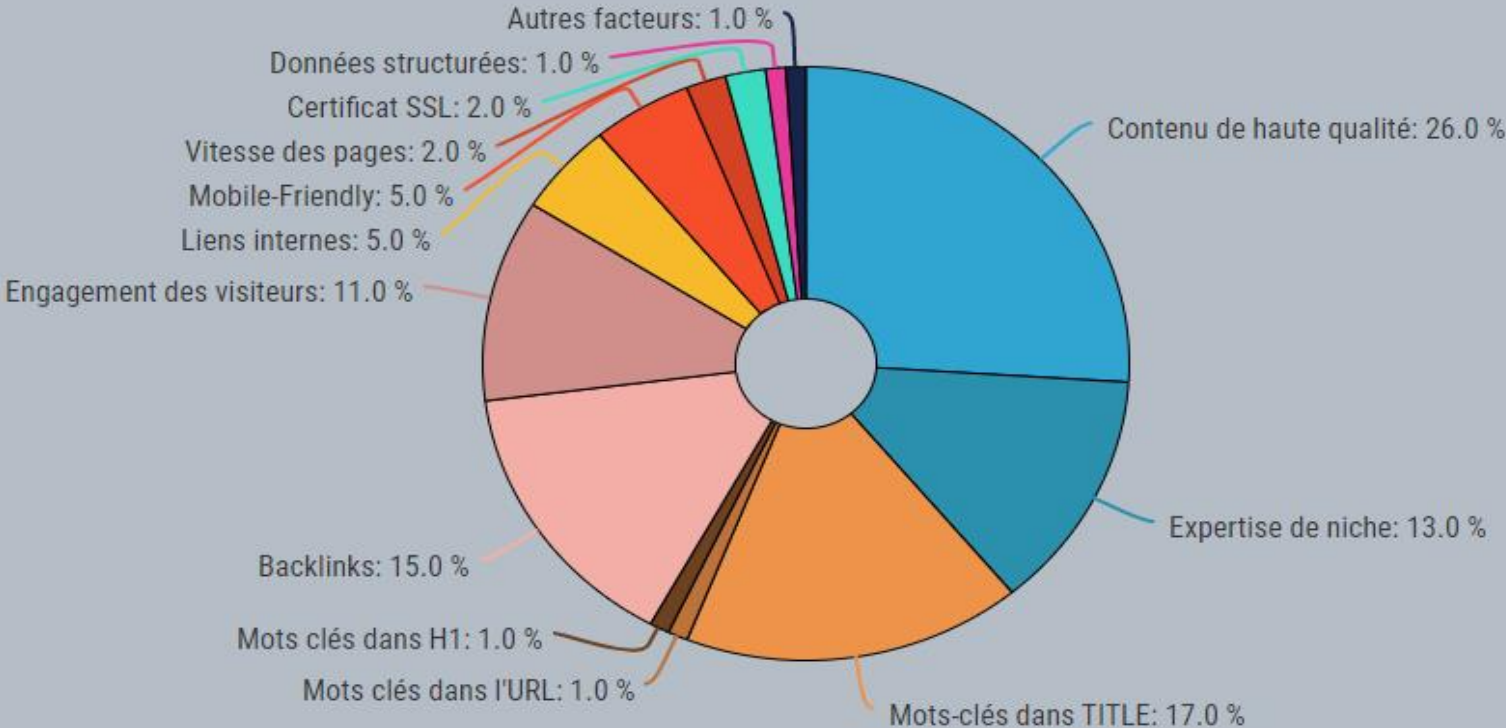
Plus de...

99%

... des pages web n'ont pas de trafic valable.



POURQUOI DOIT-ON AVOIR UNE STRATÉGIE DE BLOGUE ? (1/2)



39 %

Contenus

19 %

Mots clés

26 %

Engagement

15 %

Configuration

Tunnel de conversion

Sites Internet | Réseaux sociaux

Prise de contact

Intérêt

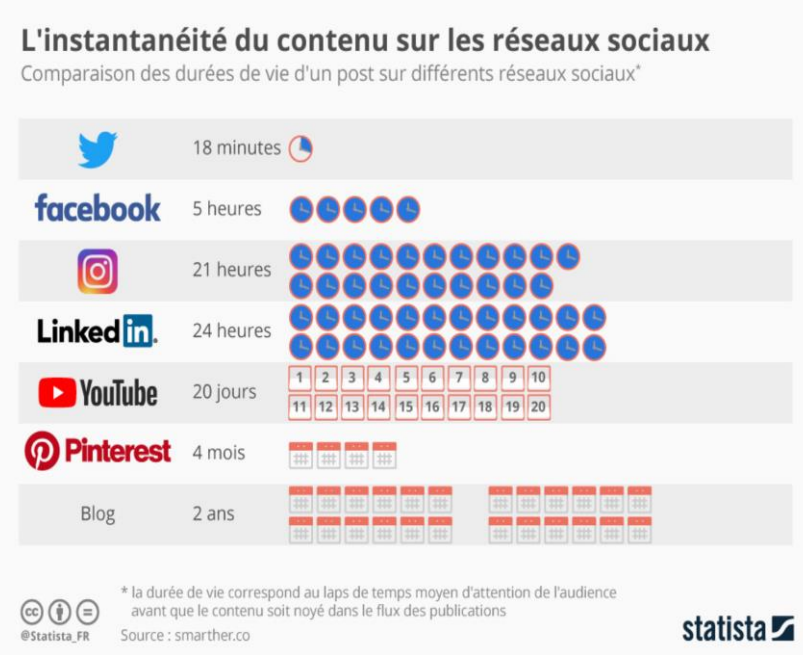
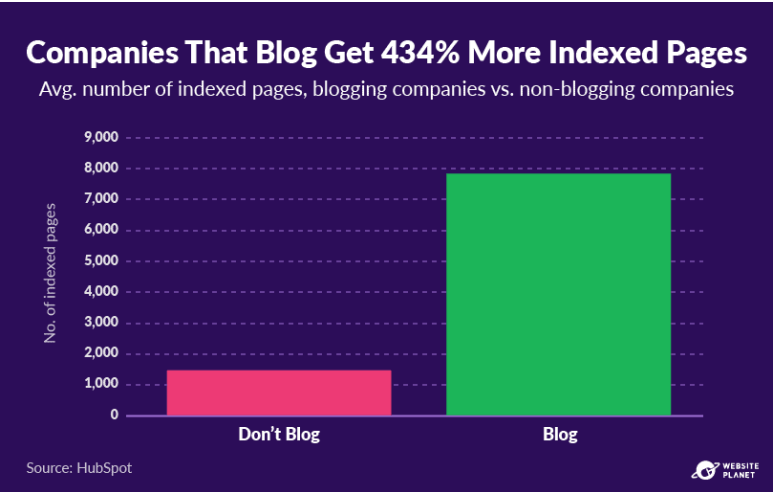
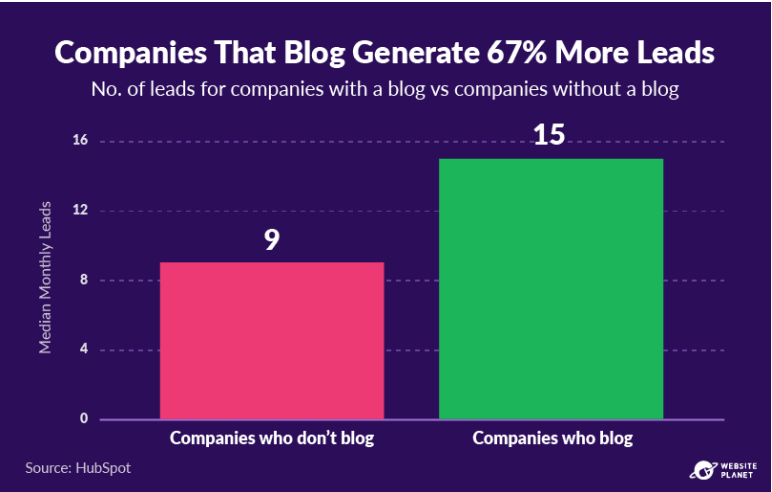
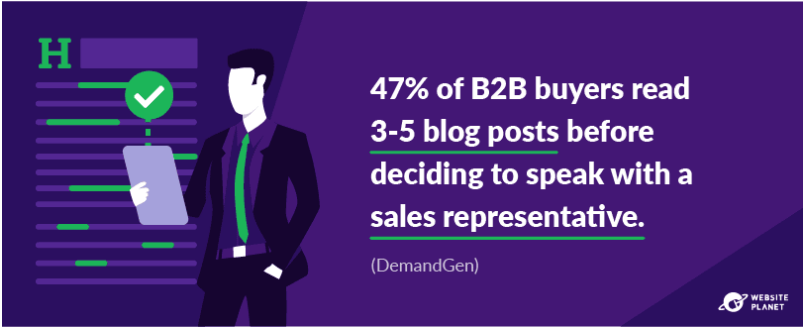
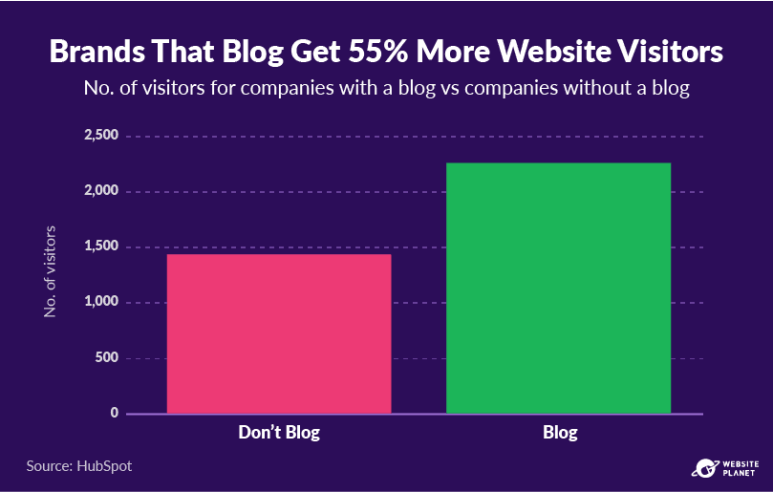
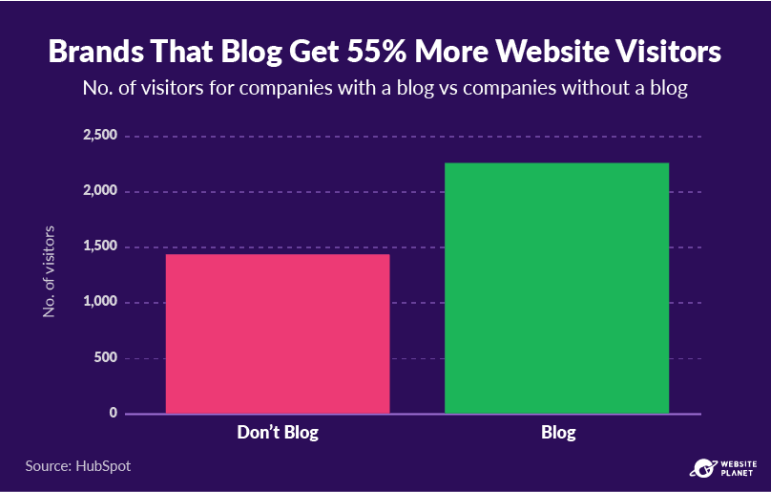
Désir

Vente



Bilinks

POURQUOI DOIT-ON AVOIR UNE STRATÉGIE DE BLOGUE ? (2/2)



CONTENUS

How Are Blog Posts Structured?

% of low, medium, & high-performing articles with each heading structure

Low-Performance



39% No H2
24% H2 only
19% H2 + H3
16% H2 + H3 + H4

Medium-Performance



42% No H2
40% H2 only
37% H2 + H3
27% H2 + H3 + H4

High-Performance



19% No H2
35% H2 only
44% H2 + H3
56% H2 + H3 + H4

Noted: Performance is based on the amount of shares, backlinks, & traffic analyzed posts generated.
Source: Semrush



Always Use Statistics

73% of internet users find content with stats & data more persuasive than content that doesn't contain these elements.



82% of internet users won't listen to an opinion unless it is solidified with facts.

(Survey Monkey)



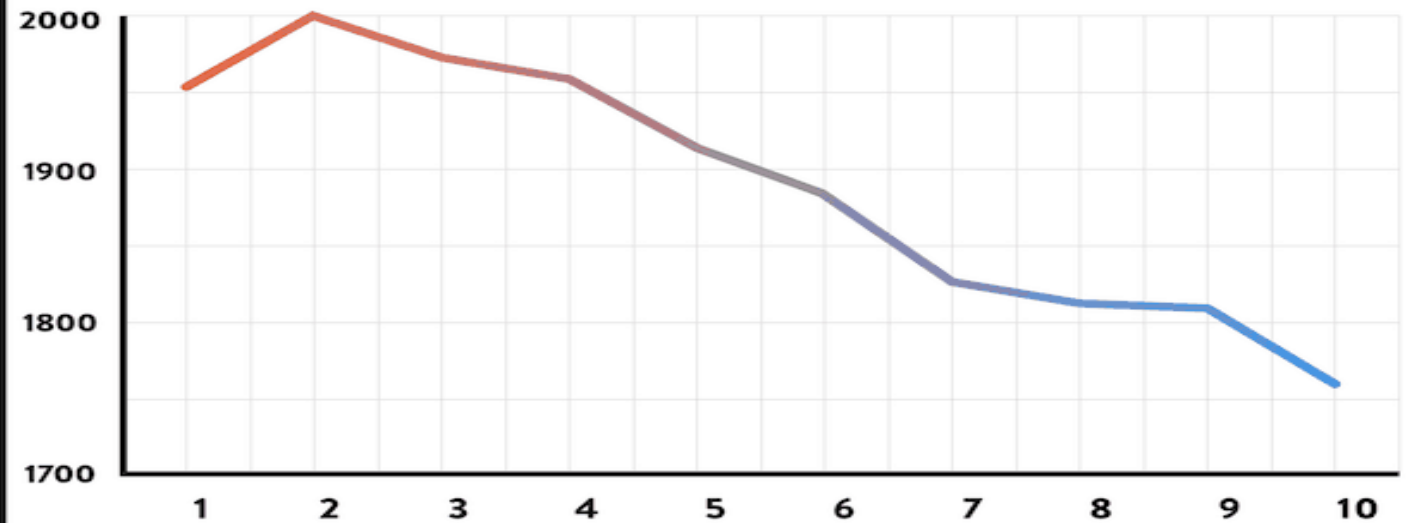
Infographics receive 3X more social shares than other content types.



Articles that contain images receive 94% more views than articles that don't incorporate visuals.



CONTENT TOTAL WORD COUNT

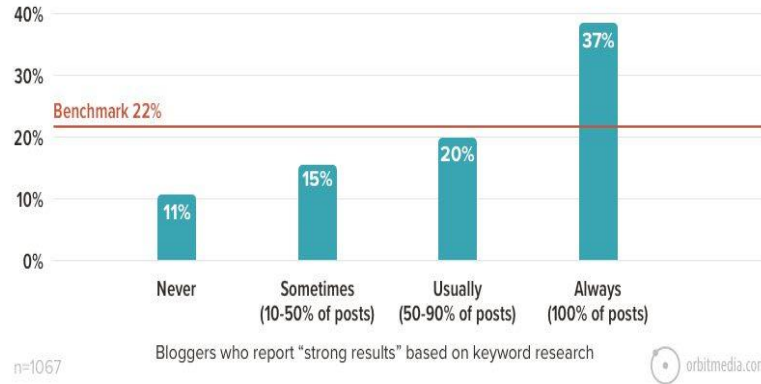


NUMBER OF WORDS

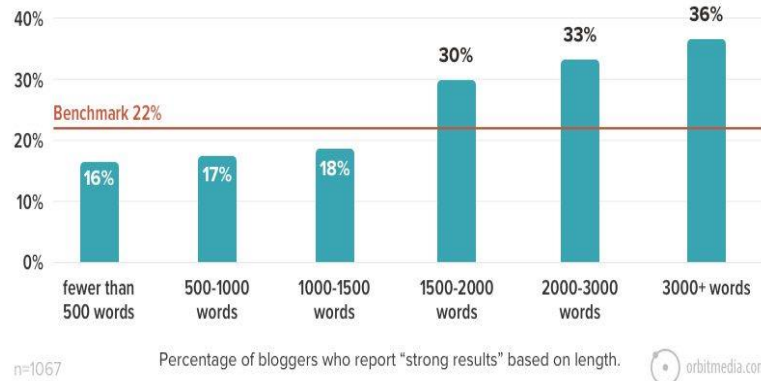
GOOGLE POSITION

MOTS CLÉS

Bloggers who research keywords get better results.



Bloggers who go big get better results.



50%

of all searches



WILL BE PERFORMED BY VOICE IN 2021

70%

of search queries contain four or more words...



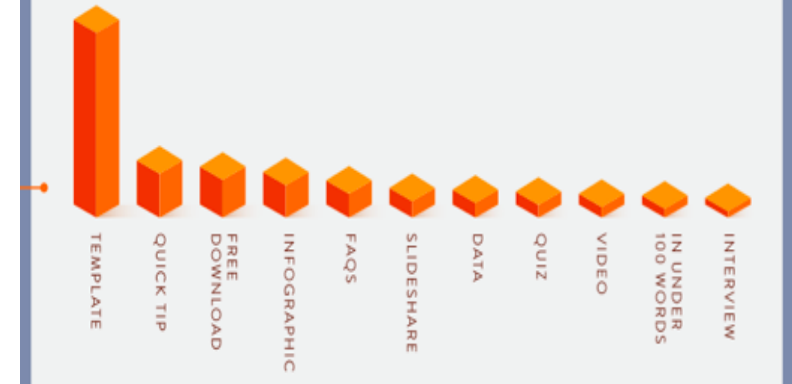
adam connell

Source: Ahrefs

POST TITLE WITH BRACKETS VS. NO BRACKETS

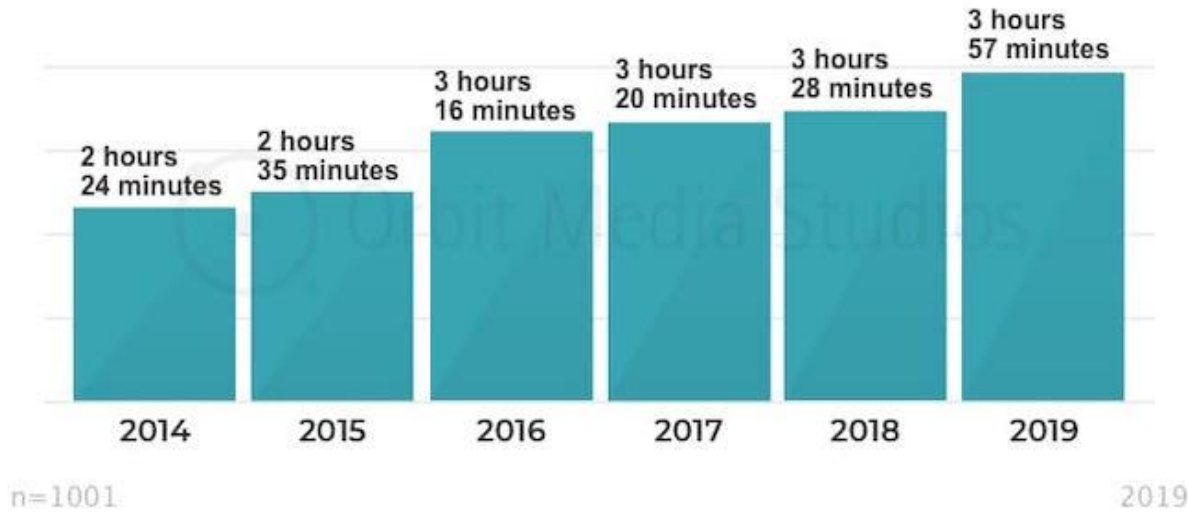


AVERAGE NUMBER OF VIEWS BY BRACKET TYPE

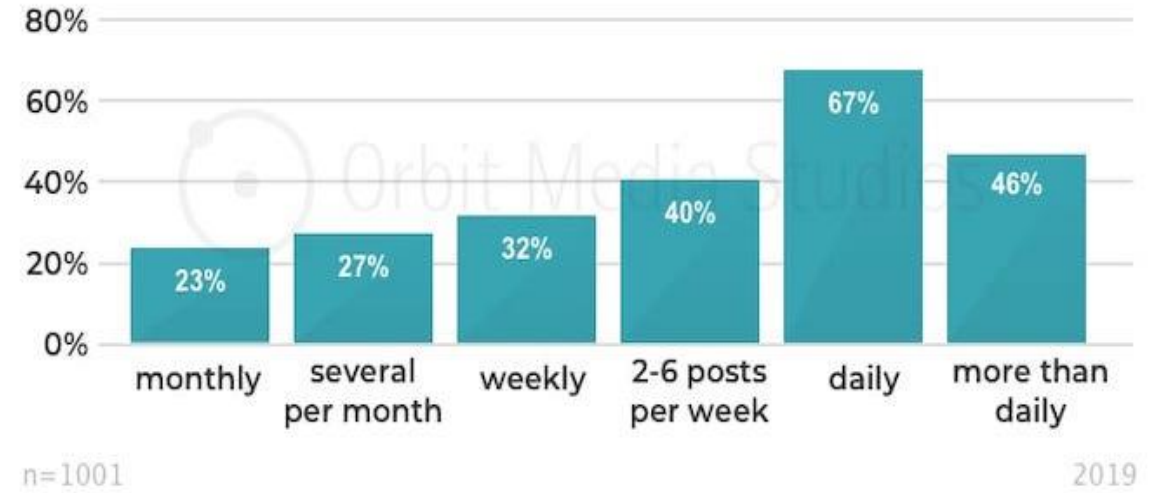


FRÉQUENCE, DURÉE ET ÂGE DU BLOGUE

How long does it take to write a blog post?

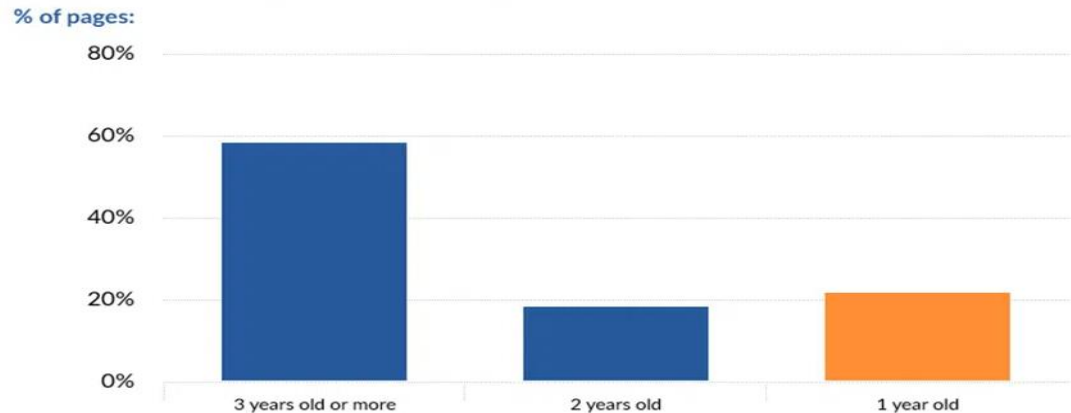


Bloggers who report “strong results” based on publishing frequency

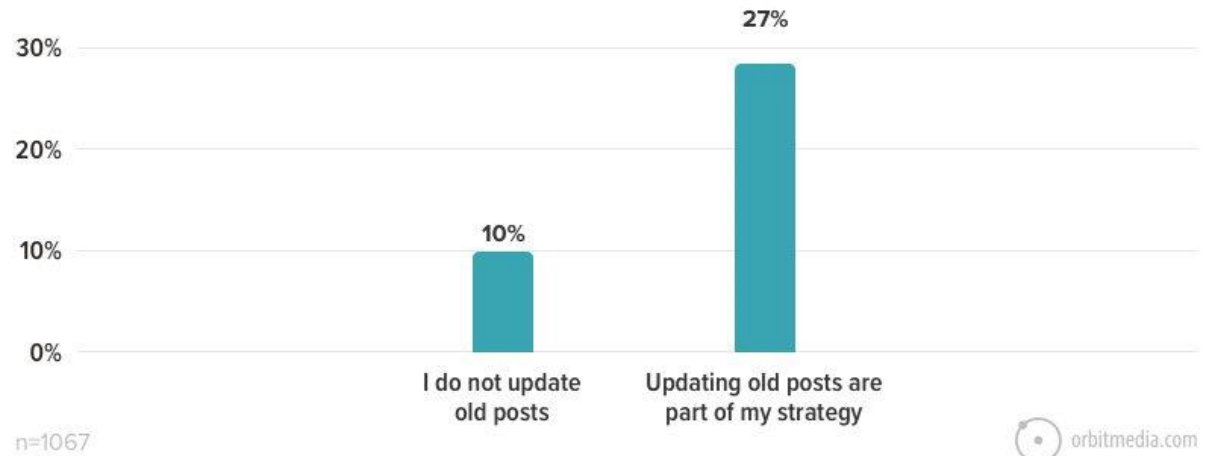


Age of pages, ranking in Google Top 10 results

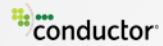
ahrefs



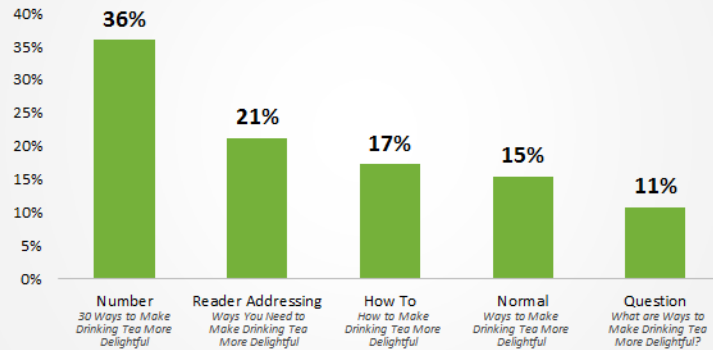
Bloggers who update old posts are 3x more likely to get results.



TITRE

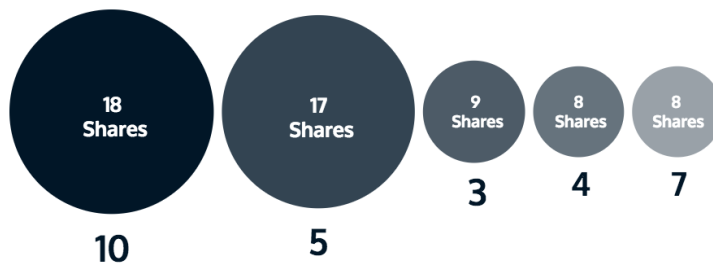


OVERALL HEADLINE PREFERENCES



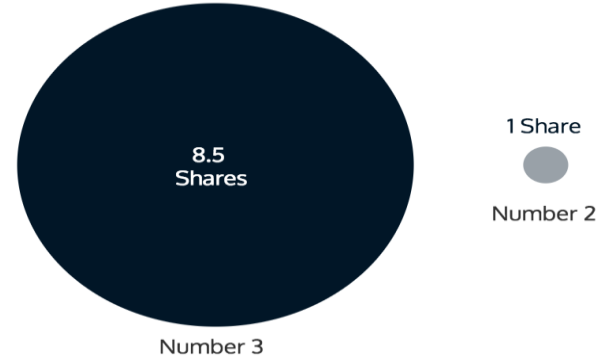
Best Number To Use In Your Title

By Median Social Shares



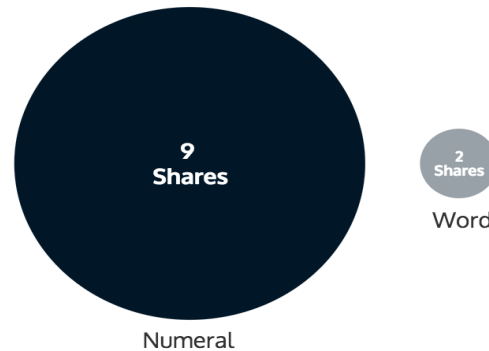
Never Use #2 In Your Title

By Median Social Shares Across Networks

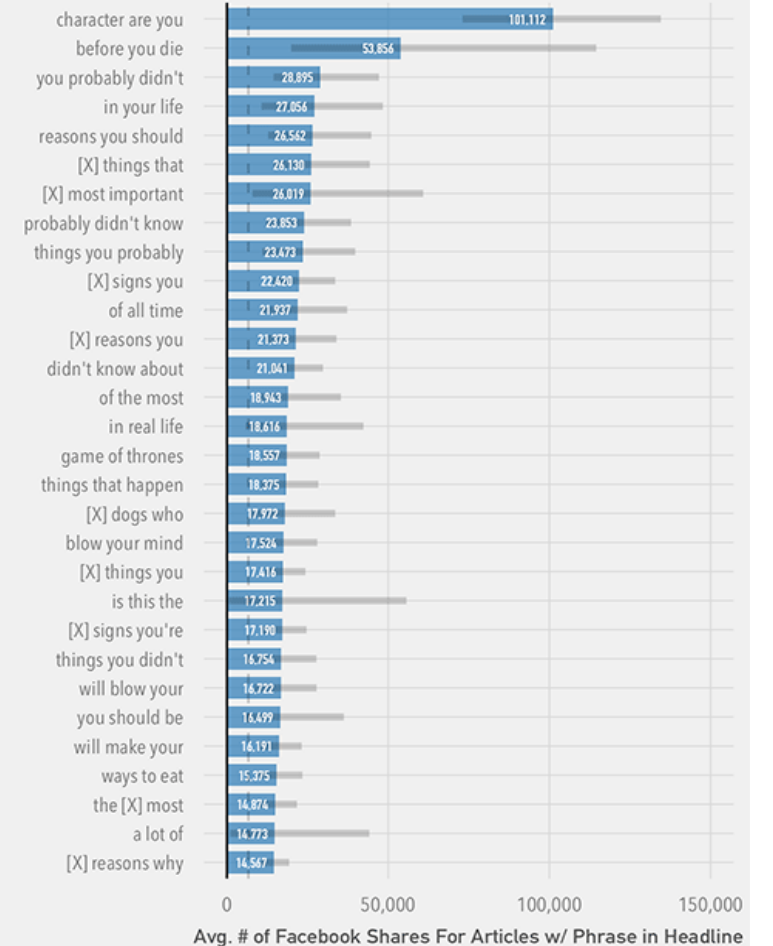


Use A Number Or Numeral?

By Median Social Shares



3-Word Phrases w/ Most FB Shares in BuzzFeed Article Titles



MAX WOOLF — MINIMAXIR.COM

SOURCE: BUZZFEED.COM



AUTRES ÉLÉMENTS

180+ Power Words

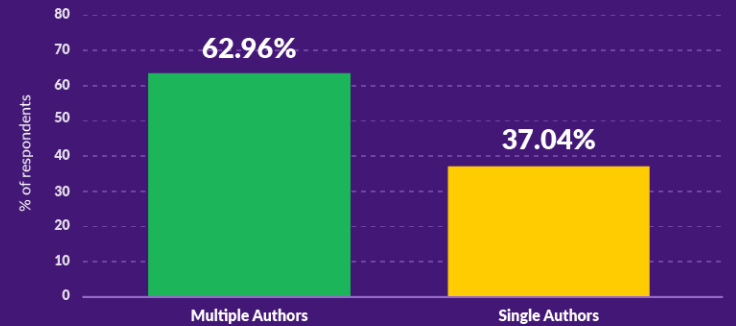
From Copywriter Karl Stepp

FOR WRITING EMOTIONAL HEADLINES

free	focus	remarkable	confidential
sale	wanted	obsession	sizable
new	absolutely lowest	surging	wonderful
professional	interesting	revisited	delivered
guaranteed	challenge	unique	secrets
special	lifetime	bargain	scarce
tested	highest	hurry	alert famous
improved	expert	daring	strong
immediately	advice	pioneering	unusual
limited	the truth about	destiny	outstanding
simplistic	compare	unsurpassed	energy
powerful	colorful	genuine	instructive
big	affordable	informative	liberal
popular	ultimate	mainstream	rare
exclusive	willpower	complete	edge
valuable	attractive	last chance	superior
how to	easily	exploit	unparalleled
endorsed	approved	quality	fascinating
unlimited	competitive	gigantic	compromise
discount	full	love	odd
fundamentals	mammoth	lavishly	bottom line
under priced	innovative	reliable	zinger
suddenly	it's here	terrific	simplified
perspective	just arrived	breakthrough	tremendous
launching	sure fire	emerging	helpful
skill	soar	profitable	special offer
reduced	beautiful	sampler	technology
better	crammed	noted	selected
shrewd	growth	luxury	sturdy
enormous	promising	unconditional	wealth
spotlight	astonishing	timely	successful
useful	imagination	bonanza	opportunities
survival	greatest	security	last minute
largest	high tech	refundable	monumental
colossal	latest	quickly	startling
now	important	revolutionary	quick
unlock	urgent	=miracle	easy
fortune	amazing	magic	direct
authentic	exciting	proven	simple
announcing	portfolio	reward	strange
huge gift	revealing	weird	value
introducing	sensational	surprise	insider
practical	excellent	delighted	download

Are Blogs With Multiple Authors or Single Authors Considered More Credible?

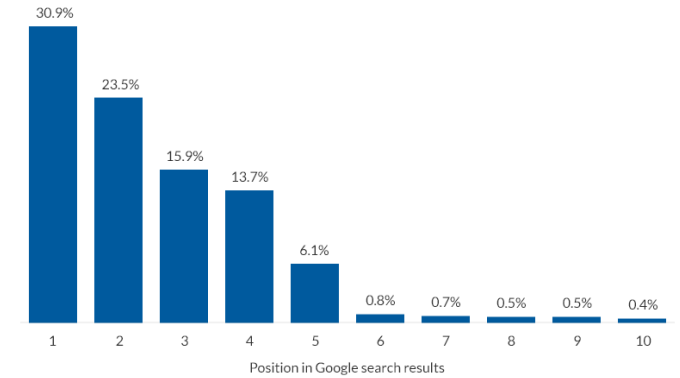
% of bloggers, marketers, & business owners who chose each option



Source: Social Marketing Writing

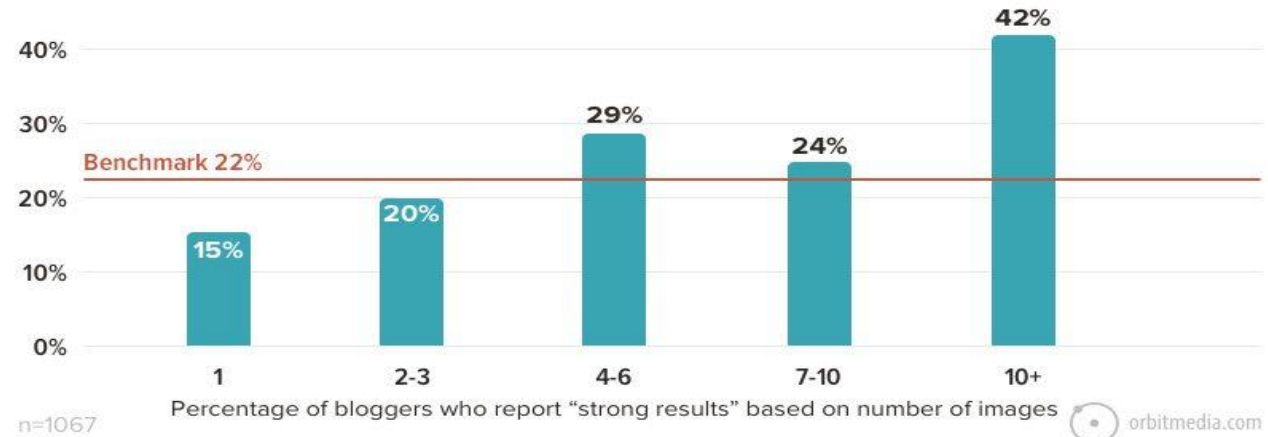


Where featured snippets tend to rank



ahrefs

Bloggers who add more visuals get better results.

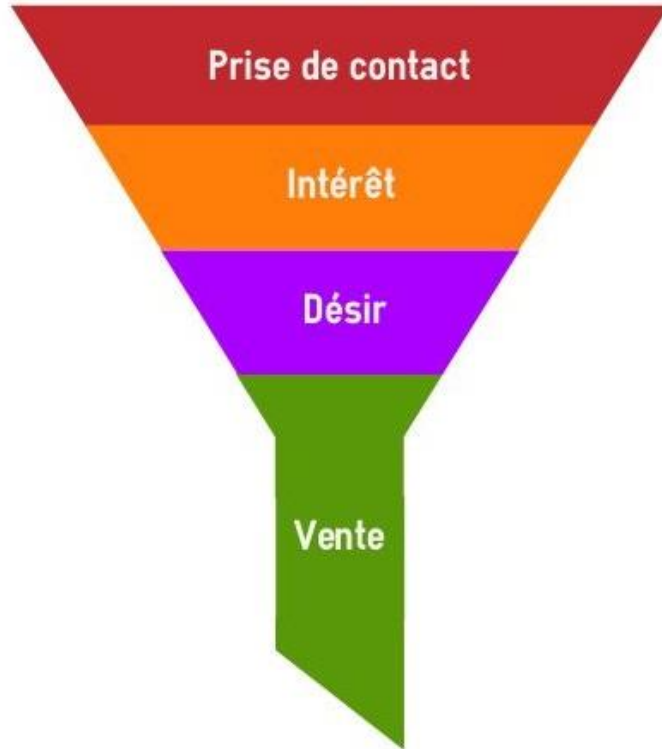


orbitmedia.com

Stratégie globale

Tunnel de conversion

Sites Internet | Réseaux sociaux



- Chaque article doit viser une des 4 étapes du tunnel de conversion
- Chaque article doit référer aux autres articles
- Chaque section doit permettre de créer un post
- Chaque blogue doit être diffusé au maximum
- Chaque article doit amener le visiteur sur une landing page

IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION



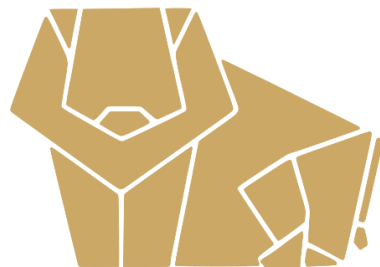
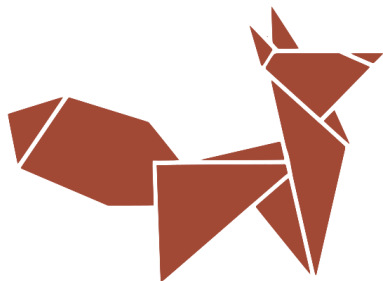


**Période de
questions**

Période de questions

Résumé

Rédiger plus de 2 000 mots	Mettre 2 auteurs	Trouver vos mots clés
Utiliser des <H2>, <H3> et <H4>	Mettre des statistiques	Inclure des braquets dans le titre
Mettre des infographies (les vôtres et celles des autres)	Rejoindre les clients au début de leur processus d'achat	La fréquence journalière est optimale
Mettre un grand nombre d'images	Mettre des liens internes	Mettre à jour vos anciens blogues
Inclure des outils	Mettre des Rich Snippets	Utiliser '10' ou '5' dans les titres
Susciter l'émotion	Mettre vos mots clés partout	Les questions sont gagnantes
Soigner vos balises et métatags	Créer votre tunnel de ventes	Mettre des liens externes
Lier chaque blogue à une landing page	Concevoir ses blogues pour faire une multitude de posts	Diffuser largement vos blogues





Merci de votre attention