



EP03

T L D R  
too long, didn't read!

# BROWSER



Firefox  
Browser



Microsoft Edge



LOGICIEL LE PLUS UTILISÉ AU MONDE

NAVIGATEUR

# Seo!

visibilité

Capacité à être trouvé sur le **web**, dans l'**IA**, dans les magasins d'app, sur les réseaux sociaux, dans les eboutiques, sur GoogleMaps-Travel-Shopping, sur les podcast, jobboards ...

# SEARCH ENGINE

## SERP

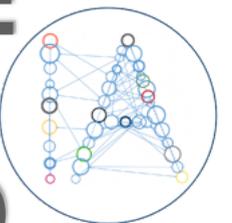


2025-2026

# SGE

## RESPONSE ENGINE

### AEO - GEO



SEARCH = référencement = SEM

=

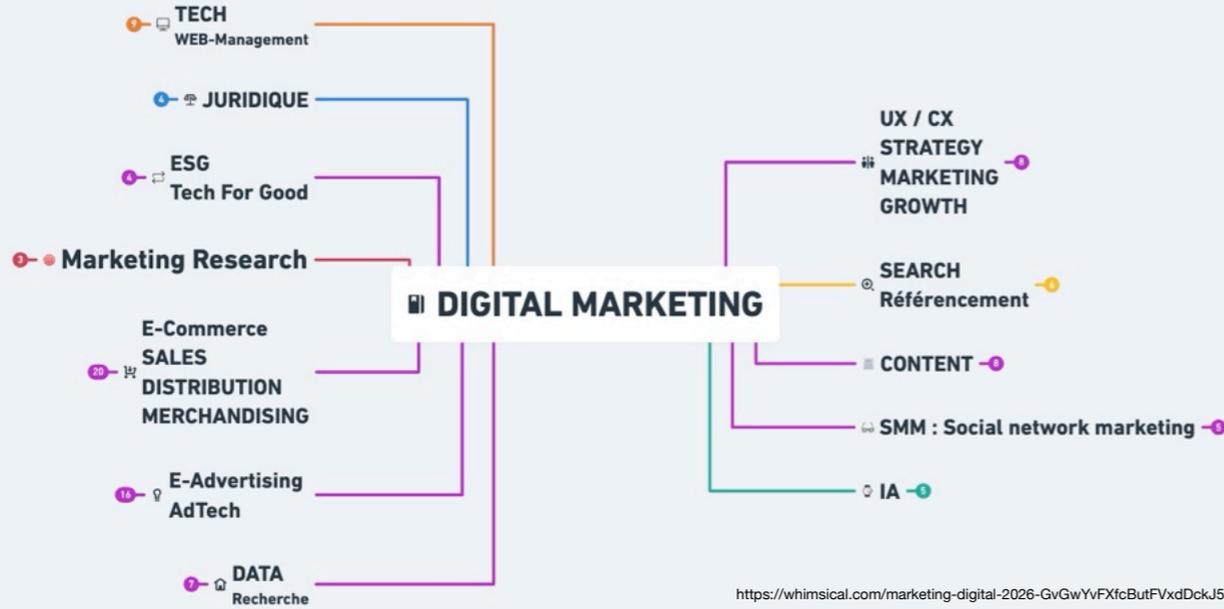
SEO<sup>1</sup> + SEA<sup>2</sup> + ASO<sup>3</sup> + SMO<sup>4</sup> +  
Local<sup>5</sup> + retail media<sup>6</sup>



AEO<sup>1</sup> / GEO<sup>2</sup> / SGE<sup>3</sup> / SAIO<sup>4</sup> / SXO<sup>5</sup>



# Taxinomie du Marketing Digital Whimsical



# Google Search Console

First step : GSC (Google Search Console)  
Next : GA4



**Google Ads Top Launches of 2024**

- Measurement: Google Ads Data Manager
- Performance Max: Experiments to A/B test specific features
- Retail & Commerce: Video generation in Product Studio
- YouTube: YouTube Select Creator Takeovers
- Creative Solutions: AI models tuned with performance data across industries
- Apps: SKAdNetwork enhancements
- Display: Image animation
- Creative Solutions: Improved image editing capabilities
- Retail & Commerce: Virtual try-on in Shopping ads
- YouTube: Format buying controls in Video View Campaigns
- Apps: Enhanced Asset Reporting
- Performance Max: Asset-level conversion reporting
- Search Ads: Shopping ads in Lens
- Search Ads: Ads in AI Overviews
- Creative Solutions: Language expansion for asset generation
- Demand Gen: Google video partners launch
- Performance Max: Brand guidelines
- Measurement: Confidential matching
- Demand Gen: Creative preferences

# Retail Media