



“Le marketing... très peu pour moi !”

Agathe Medvedieff

40 min • Marketing

PLANNING



Pourquoi pas moi ?

Pas de Marketing Sans Buyer Persona

Buyer Persona



Exemple de Persona chez WP Rocket

Name: Mark



Occupation: Retail assistant in a store that sells sporting equipment.

Why does this person want to use WP Rocket? What “pain” does the product solve for them?

Mark has a personal blog about photography that he works on in his spare time. People can buy photography equipment through affiliate links on his website which is how he makes money. Because of all the photos on his site the blog is loading a bit slower than he would like. Mark found an article about caching plugins that reviewed WP Rocket highly for speeding up a website.]

What is this person’s level of Product Knowledge?

Mark understands that caching makes websites faster, but doesn’t understand how. He has set up a few other plugins on their site before such as Yoast SEO and Contact7.

What is the license type they are most likely to need?

Single

What existing features might they value the most?

Lazyload. (Imagify)

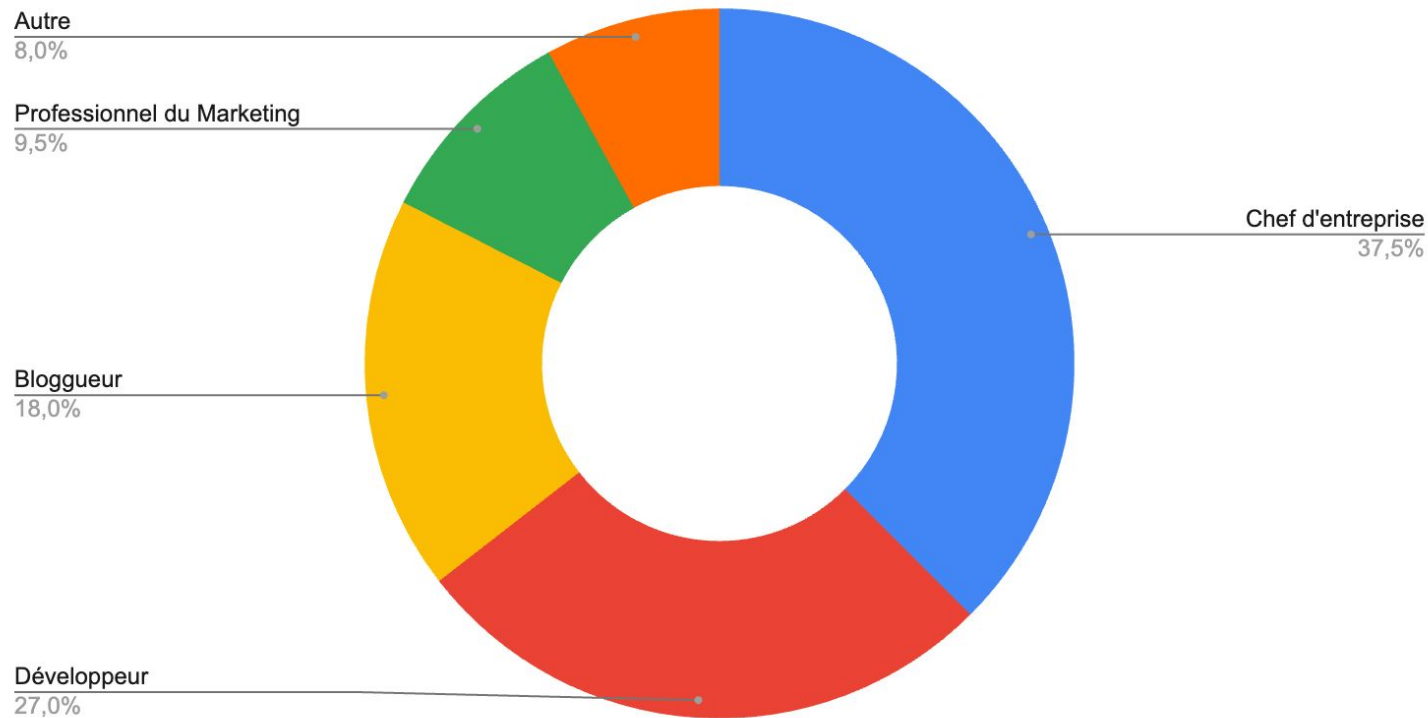
What new features might they be most likely to ask for?

Easier set-up. Because he doesn’t understand the features he doesn’t know what will make the most sense for his site. A set-up wizard would be great for Mark. He wants to be confident he has done the right thing.

What are they most likely to ask support?

- How can I exclude a specific image from Lazyload?
- Why is this not improving my pagespeed score?
- Why is Lazyload breaking my gallery?
- Why are some images not loading?
- Why is my website still slow?

Nos Clients



Alors, comment mieux comprendre nos clients?



4 Étapes de Sensibilisation



3 Bénéfices



Stratégie Marketing



Planning éditorial



Suivi SEO



Stratégie Marketing

Conscient
d'un
problème

Éduquer
Expliquer
Aider



Articles
Livres blancs
Vidéos



GOOGLE CORE WEB VITALS

Receive a copy of our new Ebook and start optimizing your Core Web Vitals!

+ 3 cheat sheets included!

Enter your email here...

SEND ME A COPY!



Stratégie Marketing



Meilleur
produit
possible



Affiliés et partenaires
Avis clients, bouche à oreilles
Publicités

WP Rocket
Reviews 1,636 • Excellent
★★★★★ 4.9 ⓘ
✓ VERIFIED COMPANY

Ad · <https://www.wp-rocket.me/>

Le meilleur plugin de cache WP - Résultats immédiats

Faites exploser votre score PageSpeed. Des résultats incroyables, instantanément !
La solution la plus performante pour améliorer votre score PageSpeed. Pas...

HubSpot Blogs · Newsletters · Videos · Podcasts · Resources · HubSpot Products

10 Best WordPress Cache Plugins to Speed Up a Site

Anna Fitzgerald Updated: June 14, 2022
Published: February 24, 2022

57% of visitors will leave your site if it takes longer than three seconds to load — clearly, website speed is essential to the **user experience**.



Stratégie Marketing



Notoriété



Référencement naturel
Affiliés et partenaires

WP ROCKET
Optimisez votre site WordPress au meilleur prix !

Tout le monde aime les codes promo

Optimisez votre site WordPress au meilleur prix !

Recevez nos réductions et codes promos par email

Obtenez immédiatement un **code promo de 10 %** sur WP Rocket !

Tout ce que vous avez à faire pour recevoir nos promotions c'est de vous inscrire ci-dessous ! Nous vous enverrons nos promotions et les annonces de nos nouvelles fonctionnalités et mises à jour durant l'année.

Nous proposons des offres promotionnelles plusieurs fois par an.

WP Rocket : 10% de réduction

Restez informés de nos promotions.

Vous ne recevez que nos promotions et nouveautés, nous ne communiquerons jamais votre adresse e-mail.

Email

Je confirme que je souhaite m'abonner à la newsletter promotionnelle de WP Rocket pour recevoir les dernières offres promotionnelles et nouveautés.
Pour savoir comment nous utilisons vos données personnelles, consultez notre politique de confidentialité.

WP marmite
Tout le meilleur de WordPress

TUTORIELS THÈMES PLUGINS GUIDES FORMATIONS RESSOURCES À PROPOS

Accueil » Blog » Plugins WordPress » WP Rocket : on a passé ce plugin de cache au peigne fin

WP Rocket : on a passé ce plugin de cache au peigne fin

Publié par Thibaut | WPMarmite le 3 juin 2022 - Read in English

Il m'a fallu un peu de temps. Mais j'ai finalement trouvé. Oui, j'ai trouvé quelqu'un qui a osé vertement critiquer l'extension WP Rocket. Quel culot !

Toronto Product Photographer · a year ago

Garbage plugin. I saw no impact using Rocket and I told them so, so they offered to configure the plugin for me. In doing so, my web site was a mess thereafter 500 error- the web site was down! I had to do a site restore and redo some content. Do not use this plugin.

18 ^ v Reply · Share ·

En résumé, ce lecteur d'un site américain spécialisé sur WordPress, raconte que cette extension a cassé son site, qu'elle est bonne à jeter à la poubelle, et qu'il ne faut surtout pas l'utiliser.

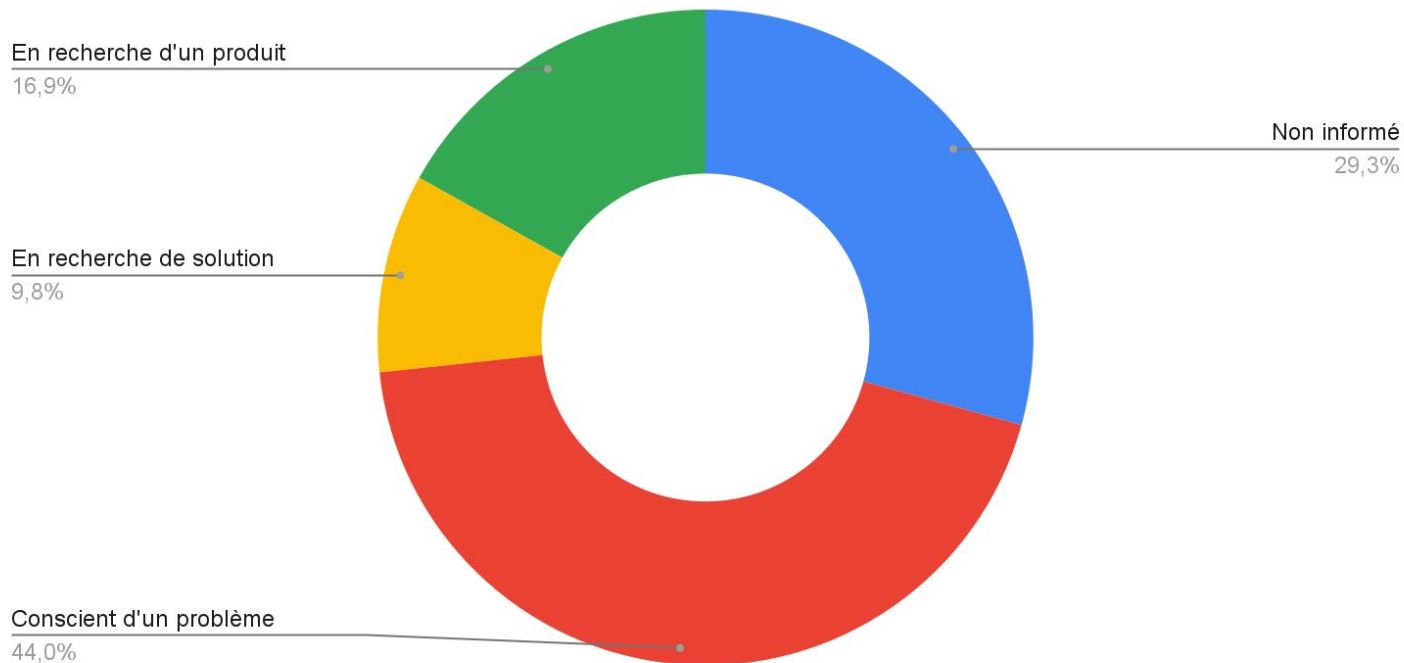
Créer un site WordPress professionnel

Annoncez à créer votre



Planning Editorial

Cartographie des articles WP Rocket





Suivi SEO

Mot clé	Etape de sensibilisation	Volume de recherche	Position	URL
google pagespeed insights	unaware	49500	17	https://wp-rocket.me/blog/the-truth-about-google-pagespeed-in
wp rocket	product aware	49500	1	https://wp-rocket.me/
lazy load	unaware	27100	16	https://wp-rocket.me/blog/lazy-loading-wordpress-5-5/
browser caching	pain aware	9900	16	https://wp-rocket.me/blog/different-types-of-caching/
dns speed test	pain aware	8100	7	https://wp-rocket.me/blog/test-dns-server-response-time-troub
core web vitals	unaware	8100	13	https://wp-rocket.me/google-core-web-vitals-wordpress/
page caching	pain aware	6600	7	https://wp-rocket.me/blog/different-types-of-caching/
lazy load images	unaware	6600	11	https://wp-rocket.me/blog/lazyloading/
first contentful paint	unaware	6600	3	https://wp-rocket.me/lighthouse-performance-score-wordpress/
gzip compression	unaware	6600	17	https://wp-rocket.me/google-core-web-vitals-wordpress/enable
largest contentful paint	unaware	5400	5	https://wp-rocket.me/google-core-web-vitals-wordpress/improv
fastest wordpress theme	unaware	4400	12	https://wp-rocket.me/blog/fastest-free-wordpress-themes/
varnish cache server	unaware	4400	4	https://wp-rocket.me/blog/varnish-http-cache-server/
link rel preload	pain aware	3600	52	https://wp-rocket.me/google-core-web-vitals-wordpress/preload
image optimization wordpress	pain aware	3600	18	https://wp-rocket.me/blog/best-image-optimization-plugins-wor
wordpress caching plugin	solution aware	3600	12	https://wp-rocket.me/best-wordpress-caching-plugin/
best wordpress caching plugin	solution aware	3600	15	https://wp-rocket.me/best-wordpress-caching-plugin/
divi vs elementor	unaware	3600	17	https://wp-rocket.me/blog/divi-vs-elementor-performance-spee
add expires headers wordpress	pain aware	2900	22	https://wp-rocket.me/blog/cache-control-http-headers/
lazy load wordpress	unaware	2900	5	https://wp-rocket.me/blog/best-lazy-load-plugins-wordpress/
time to interactive	unaware	2900	4	https://wp-rocket.me/lighthouse-performance-score-wordpress/
wordpress cache	unaware	2900	12	https://wp-rocket.me/
what is lazy loading	unaware	2400	23	https://wp-rocket.me/blog/lazyloading/
cumulative layout shift	unaware	2400	18	https://wp-rocket.me/google-core-web-vitals-wordpress/improv
leverage browser caching wordpress	pain aware	2400	21	https://wp-rocket.me/google-core-web-vitals-wordpress/serve-s
make fewer http requests	pain aware	2400	5	https://wp-rocket.me/blog/reduce-http-requests-speed-wordpre
speed optimization wordpress	pain aware	2400	10	https://wp-rocket.me/blog/guide-to-page-speed-optimization-fo
wp rocket plugin	product aware	2400	1	https://wp-rocket.me/



Suivi SEO

NOMBRE DE MOTS CLES

		août 2022	septembre 2022	Δ %
Non informé	Position 1-3	25	27	8,0%
	Position 4-10	26	25	-3,8%
	Deuxième page	13	11	-15,4%
	Troisième page +	2	3	50,0%
	100+	0	0	#DIV/0!
Conscient d'un problème	Position 1-3	39	34	-12,8%
	Position 4-10	23	25	8,7%
	Deuxième page	15	19	26,7%
	Troisième page +	21	20	-4,8%
	100+	1	1	0,0%
En recherche de solution	Position 1-3	36	36	0,0%
	Position 4-10	2	1	-50,0%
	Deuxième page	0	1	#DIV/0!
	Troisième page +	0	0	#DIV/0!
En recherche d'un produit	Position 1-3	7	7	0,0%
	Position 4-10	4	4	0,0%
	Deuxième page	7	7	0,0%
	Troisième page +	4	4	0,0%



Recycler

C'est Tricher !

Recycler, c'est tricher ?



Gain de temps vs. création pure



Toucher plus de personnes



Renforce le message

Exemple

Core Web Vitals



(Loading)

LCP

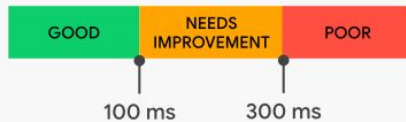
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



1er Contenu : le Hub

The screenshot shows the top of a blog post on the WP Rocket website. The header includes the WP Rocket logo and navigation links. The main title is 'Google Core Web Vitals for WordPress: How to Test and Improve Them'. Below the title is a sub-header with the text: 'Find out what Core Web Vitals mean and how they affect SEO as a ranking factor. Discover how you can test and improve them on WordPress.' There are four tabs: 'All', 'LCP', 'FID', and 'CLS'. The 'All' tab is selected. The main content area has a 'Table of Contents' section with links to various sub-topics like 'What Are Google Core Web Vitals?' and 'How to Test & Measure Core Web Vitals on WordPress'. There is also a 'PageSpeed Audits' section with a list of 14 items.

Promotion: Recherche Google

The screenshot shows a Google search result for the query 'improve core web vitals wordpress'. The search bar shows the query and the search button. Below the search bar, there are filters for 'All', 'Videos', 'Images', 'Books', 'Shopping', and 'More'. The search results show 'About 5,720,000 results (0.63 seconds)'. The first result is 'How to Improve Core Web Vitals on WordPress' with a list of 7 numbered steps: 1. Set up page caching, 2. Optimize browser caching, 3. Optimize your images, 4. Optimize your code, 5. Use server-level compression, 6. Use preconnect for important resources, 7. Use a content delivery network (CDN) for global audiences. Below the list, there is a link to 'https://wp-rocket.me/google-core-web-vitals-wordpress' and a snippet of the article title: 'Google Core Web Vitals for WordPress: How to Test and ...'.

Résultats

LP = CWV hub
6.03% Users

+ Add Segment

Jan 1, 2021 - Sep 30, 2022

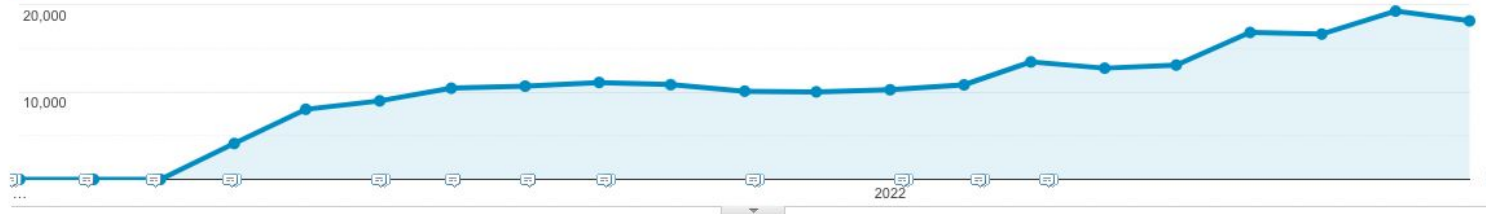
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

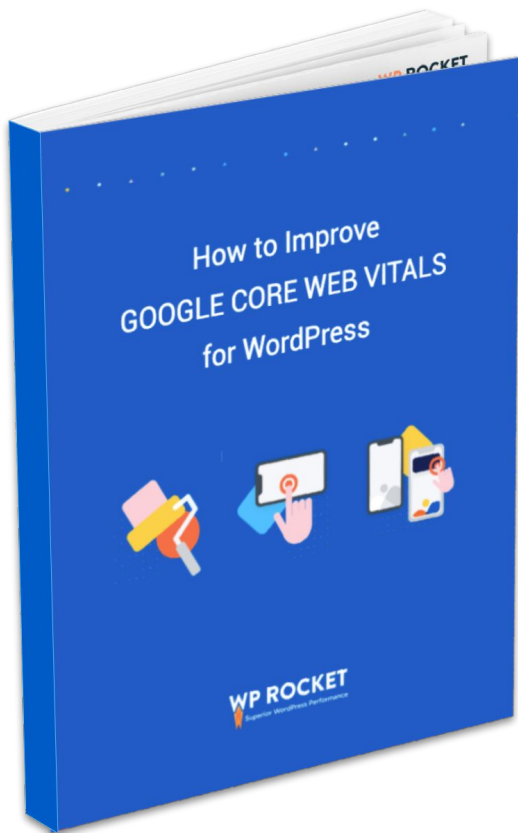
Sessions vs. Select a metric

Day Week Month

Sessions



1er Recyclage : Livre Blanc



Promotion: **Optin Monster**

GOOGLE CORE WEB VITALS ✕

Receive a copy of our new Ebook and start optimizing your Core Web Vitals!



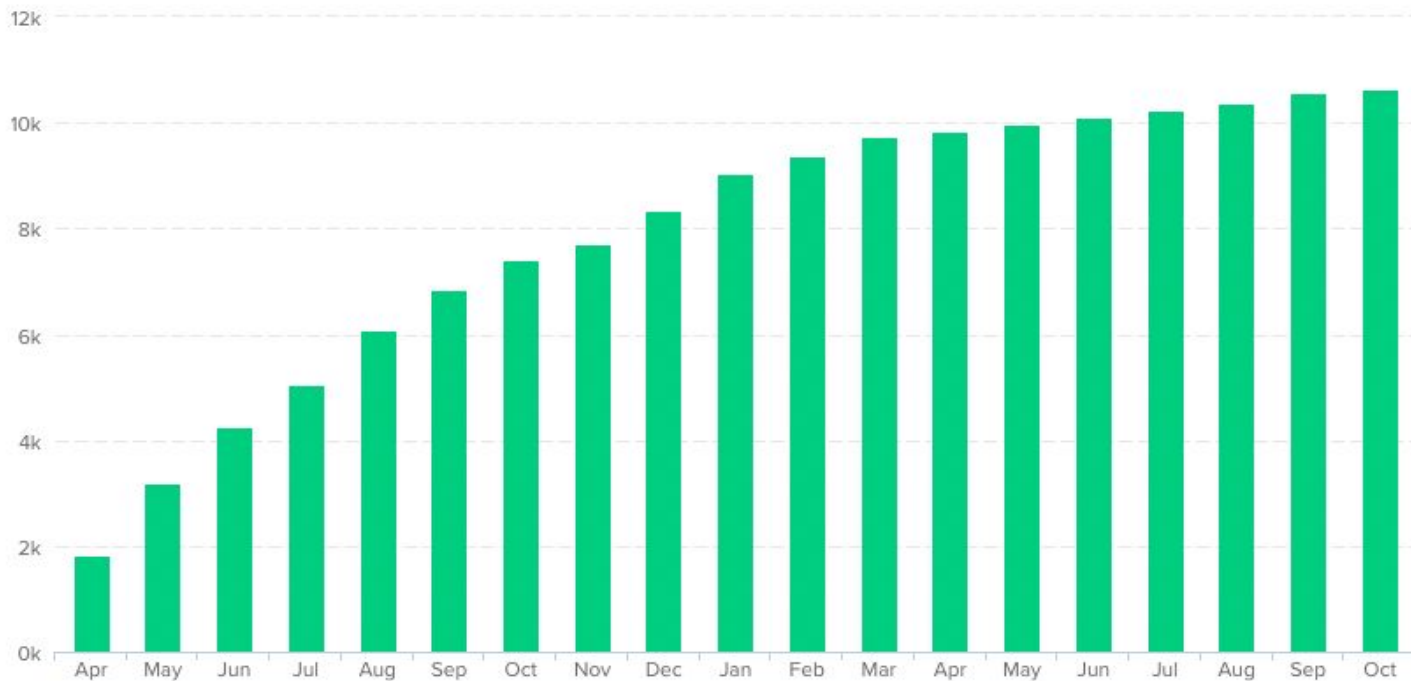
+ 3 cheat sheets included!

Enter your email here...

SEND ME A COPY!

Résultats


List Size



2ème Recyclage : Anti-Sèches

THE LCP CHEAT SHEET			
ACTION	IMPACT ON PERFORMANCE	PSI RECOMMENDATION ADDRESSED	CAN WP ROCKET HELP?
Improve the Time to First Byte and Reduce Server Response Time	👍👍👍	<ul style="list-style-type: none"> Reduce server response times (TTFB) Keep request counts low and transfer sizes small Serve static assets with an efficient cache policy 	<ul style="list-style-type: none"> ✔️ ✔️ ✔️
Defer JavaScript	👍👍👍	<ul style="list-style-type: none"> Eliminate render-blocking resources Reduce the impact of third party code 	<ul style="list-style-type: none"> ✔️ ✔️
Optimize Your Images	👍👍👍	<ul style="list-style-type: none"> Serve images in next-gen formats Properly size images Efficiently encode images Avoid enormous network payloads 	<ul style="list-style-type: none"> ❌ But Imagify.com! ✔️ ✔️
Compress Text Files	👍👍👍	<ul style="list-style-type: none"> Enable text compression 	<ul style="list-style-type: none"> ✔️
Use a CDN	👍👍	<ul style="list-style-type: none"> Serve static assets with an efficient cache policy Enable text compression 	<ul style="list-style-type: none"> ❌ But RocketCDN.com!
Remove Unused JavaScript	👍👍	<ul style="list-style-type: none"> Remove unused Javascript Eliminate render-blocking resources Reduce javascript execution time 	<ul style="list-style-type: none"> ✔️ ✔️ ✔️
Defer Non-Critical CSS and Inline Critical CSS	👍👍	<ul style="list-style-type: none"> Eliminate render-blocking resources Avoid chaining critical requests 	<ul style="list-style-type: none"> ✔️ ✔️
Minify CSS and JS Files	👍	<ul style="list-style-type: none"> Minify CSS Minify JS Avoid enormous network payloads 	<ul style="list-style-type: none"> ✔️ ✔️ ✔️
Use Preload for Critical Assets	👍	<ul style="list-style-type: none"> Preload key requests 	<ul style="list-style-type: none"> ✔️ <i>For fonts and CSS</i>
Establish Third-party Connections Early	👍	<ul style="list-style-type: none"> Reduce server response times (TTFB) Preconnect to required origins 	<ul style="list-style-type: none"> ✔️ <i>For the prefetch fallback option</i> ❌

Promotion: **Optin Monster**



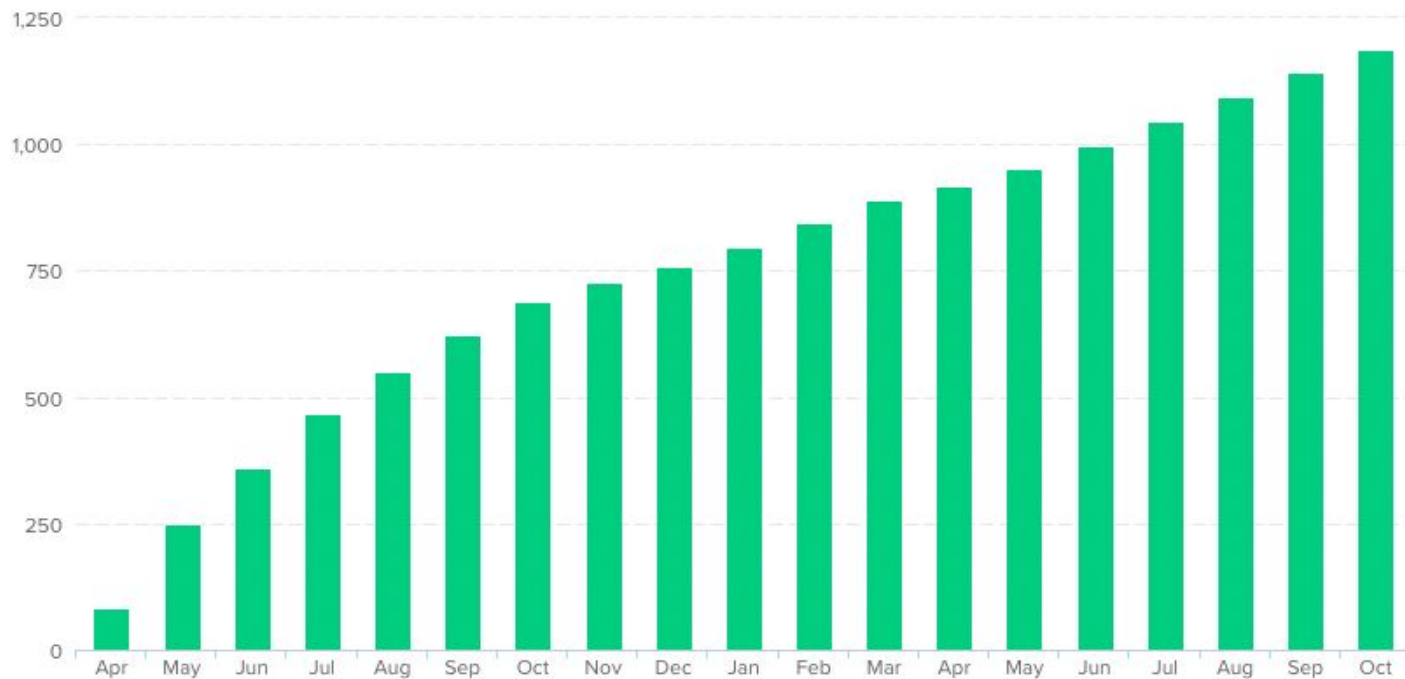
Don't Miss Out!

The **Core Web Vitals Cheat Sheets** are the easiest and fastest way to learn how to optimize LCP, FID, and CLS and prioritize your performance tasks.

Yes, I Want This! 📧

Résultats

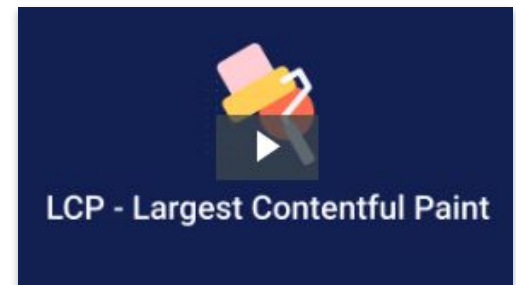
List Size



3ème Recyclage : Vidéos

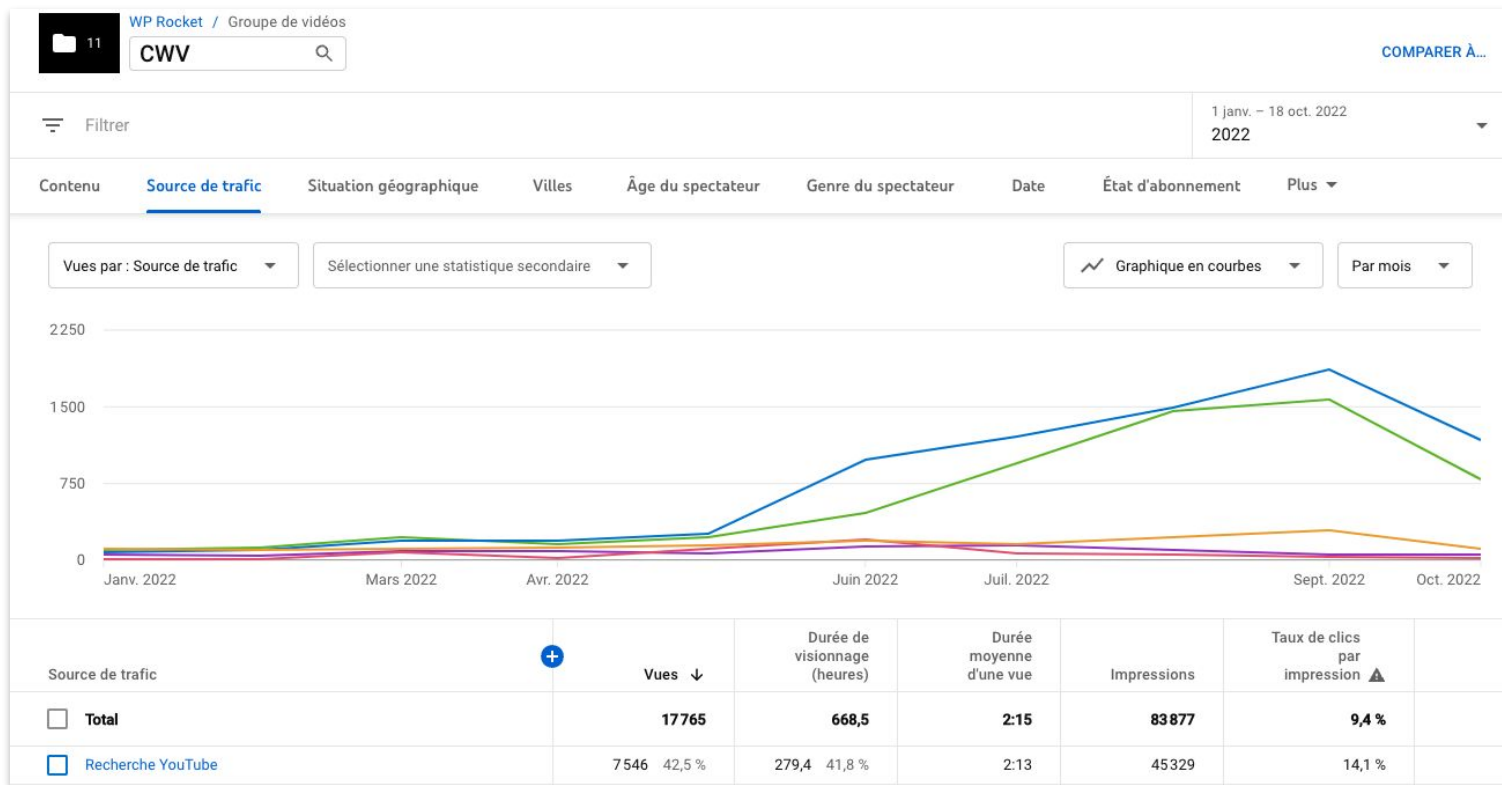
WordCamp
Lyon

20
22



Promotion: Recherche YouTube, Rubriques d'aide

Résultats





Google Ads

Ce Formidable Levier

Personne n'aime les publicités

Top Issues

All FCP LCP TBT CLS These audits are identified as the top issues impacting **your performance**.

IMPACT	AUDIT	
High	Reduce initial server response time FCP LCP	Root document took 918ms
	Keep the server response time for the main document short because all other requests depend on it.	Learn how to improve this
	Consider using a plugin like WP Rocket to significantly reduce server response time .	
	URL	TIME SPENT
		918ms
Med	Properly size images	Potential savings of 728KB
Med	Use a Content Delivery Network (CDN)	67 resources found
Med-Low	Efficiently encode images	Potential savings of 428KB
Med-Low	Eliminate render-blocking resources FCP LCP	Potential savings of 188ms

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)

Personne n'aime les publicités

Recommendations

- Lighthouse ^
- Metrics v
- Audits ^

- [Avoid an excessive DOM size](#)
- [Avoid chaining critical requests](#)
- [Avoid CSS @import](#)
- [Avoid document.write\(\)](#)
- [Avoid enormous network payloads](#)
- [Avoid large layout shifts](#)
- [Avoid long main-thread tasks](#)
- [Avoid multiple page redirects](#)
- [Avoid non-composited animations](#)
- [Avoid serving legacy JavaScript to modern browsers](#)
- [Avoid unload event listeners](#)
- [Combine images using CSS sprites](#)
- [Defer offscreen images](#)
- [Don't lazy load Largest Contentful Paint image](#)
- [Efficiently encode images](#)
- [Eliminate render-blocking resources](#)
- [Enable Keep-Alive](#)
- [Enable text compression](#)

Lighthouse: Reduce initial server response time

Overview

Time to First Byte (TTFB), also known as **server response time**, is the time it takes for the browser to receive the first byte in response to the browser request.

Reducing TTFB is *critical* to your visitors' page experience as it affects every resource referenced in your HTML, and directly influences how long it takes for your page to load.

A slow TTFB may negatively affect your front-end resources as your visitors may only see a blank page while the browser is waiting for a response from the server.

As a primarily back-end optimization, reducing TTFB can complement your front-end development to significantly improve performance.

How does your site score on this audit?

Summary

Difficulty: *****

Official Lighthouse Documentation

- [Reduce server response times \(TTFB\)](#)
- [Source code for this audit](#)

Related Recommendations

- [Improve server response time \(Legacy\)](#)

Using WordPress? Improve this Audit with WP Rocket

WP Rocket can **significantly reduce** your TTFB automatically.

Get full page caching for your WordPress website (and more) to speed up overall loading times.

[Get WP Rocket »](#)

Constat

- 1 Personne n'aime les publicités
- 2 Ca coûte cher
- 3 De moins en moins de maîtrise

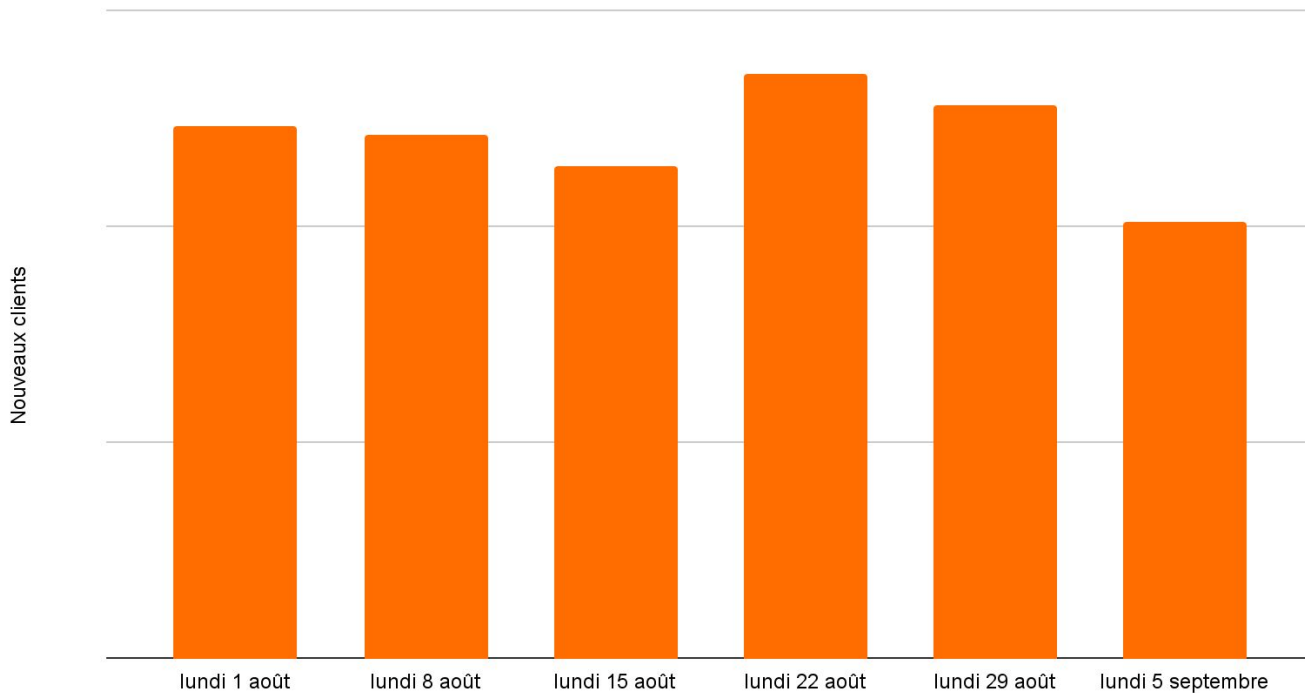
Constat



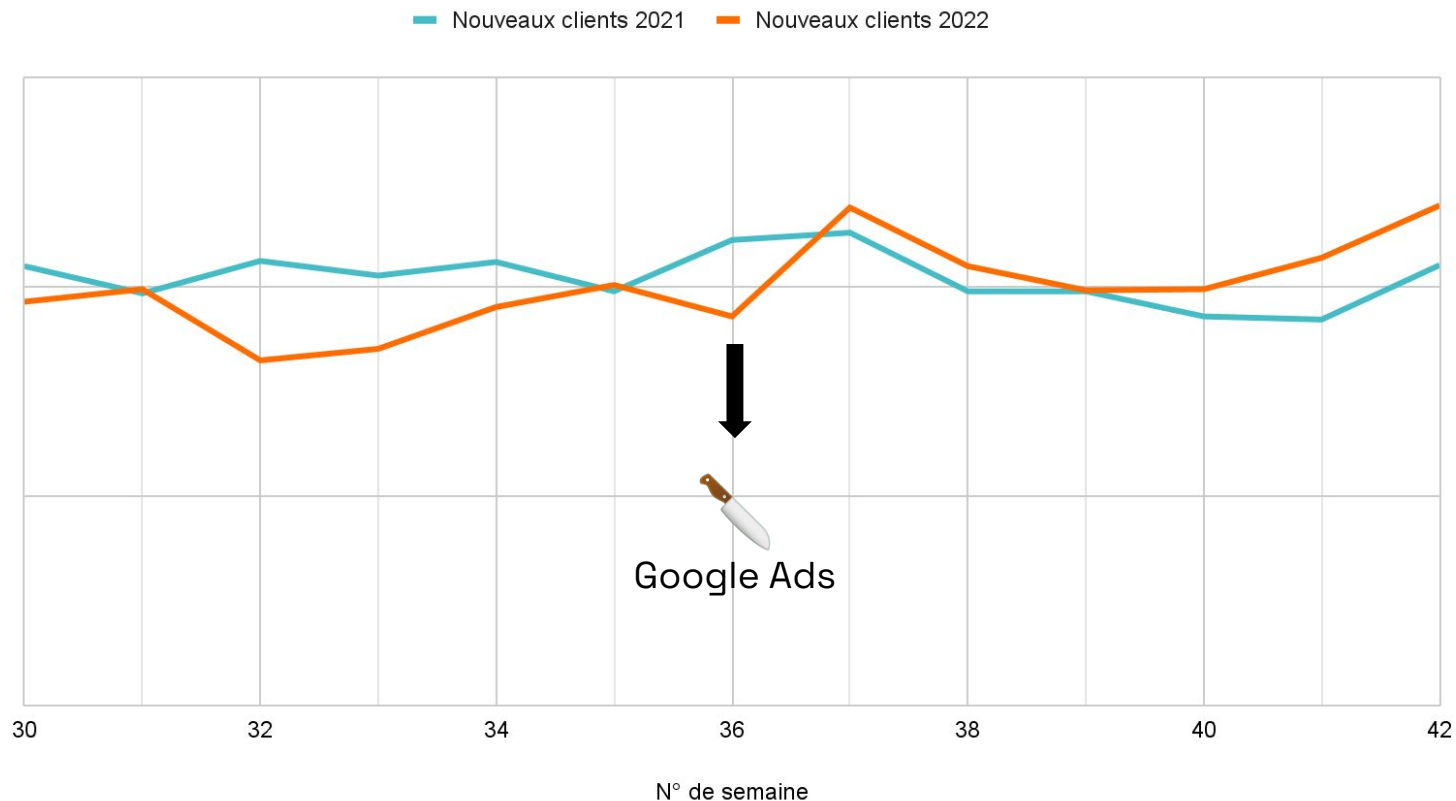
Et si on arrêta tout ?



Résultats... ça commence mal



Mais après quelques jours...



Le Bilan fin Septembre

- ✓ Pas de perte de trafic
- ✓ Pas de perte de nouveaux clients
- ✓ De belles économies

Qu'est ce que ça veut dire?



Google

how to improve Core Web Vitals on WordPress?



All

Videos

Books

Images

News

More

Tools

About 318,000 results (0.57 seconds)

Google Ads

Résultats organiques

Vidéos

Google

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Tools

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1ers Résultats Organiques

Résultats Organiques

Vidéos

Ad · <https://www.cloudflare.com/>

Wordpress Page Speed up - Use Cloudflare's Free Tool

Make WordPress optimization and security simple with Cloudflare. Improve Page Speed and SEO while maintaining customers' trust. Get started today! Flat-rate Pricing. Accelerate Applications. Authoritative DNS. 200+ Datacenters....



How to Improve Core Web Vitals on WordPress

1. Set up page caching. ...
2. Optimize browser caching. ...
3. Optimize your images. ...
4. Optimize your code. ...
5. Use server-level compression. ...
6. Use preconnect for important resources. ...
7. Use a content delivery network (CDN) for global audiences.

<https://wp-rocket.me> > [google-core-web-vitals-wordpress](#)

[Google Core Web Vitals for WordPress: How to Test and ...](#)

Google

how to improve Core Web Vitals on WordPress?

All Videos Books Images News More

Tools

About 318,000 results (0.57 seconds)

Google Ads

1ers Résultats Organiques

Affiliés et partenaires

Vidéos

<https://blog.hubspot.com> > website > core-web-vitals-w... ⋮

[How to Fix Core Web Vitals on WordPress Sites - HubSpot Blog](#)

Sep 5, 2022 — **How to Improve Core Web Vitals on Your WordPress Website** · 1. Tidy up above the fold. · 2. Optimize your images. · 3. Move to a faster hosting ...

<https://onlinemediamasters.com> > core-web-vitals-word... ⋮

[How To Pass Core Web Vitals in WordPress \(LCP, CLS, TBT\)](#)

Jul 25, 2022 — 1. Avoid an excessive DOM size · Avoid heavy page builders · Lazy load images, videos, comments, etc · Reduce number of fonts, weights, families ...

<https://wpastra.com> > guides-and-tutorials > improve-co... ⋮

[Improve Google Core Web Vitals for Your WordPress Website](#)

Sep 28, 2022 — **How to Enhance Your Website's Core Web Vitals** · Find and optimize your site's largest piece of content: · Video: · Image · Text · Use a Content ...

Google

how to improve Core Web Vitals on WordPress?

All Videos Books Images News More

Tools

About 318,000 results (0.57 seconds)

Google Ads

WP Rocket - Organique

Affiliés et partenaires

Vidéos

Videos



How to Optimize Core Web Vitals on Your WordPress Website

YouTube · WP Rocket
Mar 18, 2022



10 key moments in this video



How to Optimize Core Web Vitals for WordPress Ultimate Guide

YouTube · WPBeginner - WordPress Tutorials
May 24, 2021



17 key moments in this video



Speed Up WordPress: Improve Core Web Vitals with One ...

YouTube · tipswithpunch
Apr 26, 2021



7 key moments in this video

View all →



Pour conclure...

“Le meilleur marketing
ne ressemble pas
à du marketing.”

Tom Fishburne

Fondateur et CEO de Marketoonist



Merci à toutes et à tous

Des questions ?

