

SEO AUDIT



dotstories

Analysis of the results of the SEO Competition Argento ratum



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Abondance

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A. Description of the problem

For several months, the Alsace Attractiveness Agency (<http://www.mondomaine.alsace/>) has set up an SEO contest (<http://www.mondomaine.alsace/argentorum-le-mot-cle-du-2eme-contest-seo-of-Alsace/>) based on the keyword "argentorum" (the ancient name for Strasbourg: <https://fr.wikipedia.org/wiki/Argentorum>). A website has also been created for the occasion: <http://www.concours-seo.alsace/>.

This contest is the counterpart of last year's contest, on the keyword "cricetus", which was also analyzed by us.

At the end of the contest, the top 3 sites on Google.fr for this query with a site in [.Alsace](#) were:

1. <https://www.strasbourg-argentorum.alsace> (*winner*)
2. <http://www.argentorum-blogium.alsace>
3. <https://www.argentorum-app.alsace>

The purpose of this study is to verify whether the use of the extension [.alsace](#) can have an impact - positive or negative - on Google rankings based on both the location of the user typing the query but also the terminal used (desktop / mobile).

To do so, a battery of tests were carried out using several strategies and tools according to the studied case:

- Entering queries on the "Preview and Diagnostics" tool of Google Adwords (<https://adwords.google.com/apt/anon/AdPreview>) which can also be used to carry out this type of geolocated test according to the terminals used.
- Entering a query on a browser using a proxy extension locating us (IP address) in a given country.
- Entering a query via the automated Ranks tool (<http://www.ranks.fr/>) which geolocates the queries made (a query on Google.com will be seen by the engine as being performed by a US user - having an IP from across the Atlantic - a query on Google.es will be seen as emanating from a Spanish surfer, etc.). The tool can also be used to query Google Mobile or Desktop.

Most of the research in this study was done using the tool provided by Google ("Preview and Diagnostics" of Google Adwords). Some checks were done using the last two tools described above.

The Google queries were all made during week 35 (August 29-31, 2017). As a result, the results are not identical to those found at the time of the closing of the competition.

The mobile version of the queries has been configured for an Android smartphone (all versions).

The following information therefore gives us the results of the different entries proposed for two different queries ("argentorum" and "argentorum alsace") according to specific geographical and linguistic configurations on desktop and mobile:

- Different city (Strasbourg, Paris, Marseille, New York, Munich, London);
- Engine version used (Google.fr, .de, .com, co.uk);
- Language configuration of the engine (French, German, English).

For each type of query (based on geographic locations), we noted the top 10 results ("Top 10") from Google, whether these results contain URLs under [.alsace](#) or not. Note that some SERP (pages of results) offer 10 links, others 9 (a fairly standard phenomenon on Google).

The results for [.alsace](#) are shown in blue below.

The gains or losses of positions compared with the search on Google.fr, geolocated in Strasbourg and in French (the reference query) are indicated in parentheses. Example: (+2) or (-1).

(--) = no change.

(++) = new entrant.

And finally, this clarification: for some relatively long URLs, we removed some parts of the title (the URL then contains "...") for the sake of simplification.

B. Analysis of Support responses: Desktop, Query 'Argentoratum'

B. 1. Engine: **Google.fr** / Geolocation: **Strasbourg (France)**, Language: **French**

1. <https://fr.wikipedia.org/wiki/Argentoratum>
2. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html
3. <https://www.lafourchette.com/restaurant/argentoratum/23024>
4. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/>
5. <https://www.strasbourg-argentoratum.alsace/>
6. <http://www.argentoratum-blogium.alsace/>
7. <https://www.pagesjaunes.fr/pros/06337373>
8. <http://www.argentoratum.com>
9. <https://www.argentoratum-rhenus.alsace/>
10. <https://www.argentoratum-app.alsace/argentoratum/>

(reference SERP)

B. 2. Engine: **Google.fr** / Geolocation: **Paris (France)**, Language: **French**

1. <https://fr.wikipedia.org/wiki/Argentoratum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.strasbourg-argentoratum.alsace/> (+2)
4. <http://www.argentoratum-blogium.alsace/> (+2)
5. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (-1)
6. <https://www.argentoratum-voyages.alsace/> (++)
7. <https://www.argentoratum-voyages.alsace/...argentoratum/transition-vers-strasbourg/> (++)
8. <https://www.argentoratum-app.alsace/argentoratum/> (+2)
9. <https://www.argentoratum-rhenus.alsace/> (--)

B. 3. Engine: **Google.fr** / Geolocation: **Marseilles (France)**, Language: **French**

1. <https://fr.wikipedia.org/wiki/Argentoratum> (--)
2. https://fr.wikipedia.org/wiki/Bataille_d%27Argentoratum (++)
3. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (-1)
4. <https://www.strasbourg-argentoratum.alsace/> (+1)
5. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (--)
6. <https://www.argentoratum-app.alsace/argentoratum/> (+4)
7. <http://www.argentoratum-blogium.alsace/> (-1)
8. <https://www.argentoratum-voyages.alsace/> (++)
9. <https://www.argentoratum-voyages.alsace/...argentoratum/transition-vers-strasbourg/> (++)
10. <https://www.argentoratum-rhenus.alsace/> (-1)

B. 4. Engine: **Google.fr** / Geolocation: **Munich (Germany)**, Language: **German**

1. <https://de.wikipedia.org/wiki/Argentoratum> (++)
2. <https://fr.wikipedia.org/wiki/Argentoratum> (-1)
3. https://www.tripadvisor.de/...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (++)
4. <http://www.argentoratum-blogium.alsace/> (+2)
5. <http://www.otstrasbourg.fr/fr/espace-pros/...produit=223008651> (++)
6. <http://www.de.strasbourg.eu/de/strassburg.../das-roemerlager-argentoratum/> (++)
7. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (-3)

8. <https://www.strasbourg-argentorum.alsace/> (-3)
9. <https://www.strasbourg-argentorum.alsace/argentorum/index.html> (++)
10. <https://www.lafourchette.com/restaurant/argentorum/23024> (-7)

B. 5. Engine: Google.de / Geolocation: Munich (Germany), Language: German

1. <https://de.wikipedia.org/wiki/Argentorum> (++)
2. https://www.tripadvisor.de/...-Argentorum-Strasbourg_Bas_Rhin_Grand_Est.html (++)
3. <http://www.de.strasbourg.eu/de/strassburg.../das-roemerlager-argentorum/> (++)
4. <http://www.otstrasbourg.fr/fr/espace-pros/...produit=223008651> (++)
5. <https://de.wiktionary.org/wiki/Argentorum> (++)
6. <http://oxfordjournals.org/content/12/1/65.abstract> (++)
7. <https://www.yelp.de/biz/l-argentorum-strasbourg> (++)
8. <http://www.perseus.tufts.edu/hopper/...%3Dargentorum-geo> (++)
9. https://www.digitale-sammlungen.de/index.html?c=orte_index&ab=Argentorum&l=de (++)
10. <https://www.thefork.com/restaurant/argentorum/23024> (++)

B. 6. Engine: Google.de / Geolocation: Munich (Germany), Language: French

1. <https://fr.wikipedia.org/wiki/Argentorum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentorum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.argentorum-rhenus.alsace/> (+6)
4. <https://www.strasbourg-argentorum.alsace/> (+1)
5. <https://www.lafourchette.com/restaurant/argentorum/23024> (-2)
6. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)
7. <https://www.pagesjaunes.fr/pros/06337373> (--)
8. <http://www.argentorum-blogium.alsace/> (-2)
9. <http://www.argentorum.com> (-1)

B. 7. Engine: Google.fr / Geolocation: New York (United States), Language: French

1. <https://fr.wikipedia.org/wiki/Argentorum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentorum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.argentorum-rhenus.alsace/> (+6)
4. <https://www.strasbourg-argentorum.alsace/> (+1)
5. <https://www.lafourchette.com/restaurant/argentorum/23024> (-2)
6. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)
7. <http://www.argentorum.com> (+1)
8. <http://www.argentorum-blogium.alsace/> (-2)
9. <https://www.pagesjaunes.fr/pros/06337373> (-2)

B. 8. Engine: Google.com / Geolocation: New York (United States), Language: French

1. <https://fr.wikipedia.org/wiki/Argentorum> (--)
2. <https://en.wikipedia.org/wiki/Argentorum> (++)
3. https://www.tripadvisor.fr/Restaurant...-Argentorum-Strasbourg_Bas_Rhin_Grand_Est.html (-1)
4. <https://www.strasbourg-argentorum.alsace/> (+1)
5. <https://www.lafourchette.com/restaurant/argentorum/23024> (-2)
6. <https://www.argentorum-rhenus.alsace/> (+3)
7. <http://www.argentorum.com> (+1)

8. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (-4)
9. <https://www.yelp.fr/biz/l-argentoratum-strasbourg> (++)
10. <https://www.yelp.com/biz/l-argentoratum-strasbourg> (++)

B. 9. Engine: *Google.com* / Geolocation: *New York (United States)*, Language: *English*

1. <https://en.wikipedia.org/wiki/Argentoratum> (++)
2. https://en.wikipedia.org/wiki/Battle_of_Strasbourg (++)
3. https://www.tripadvisor.fr/Restaurant...Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (++)
4. <http://www.argentoratum.com/en/history.htm> (++)
5. <http://www.diercke.com/kartenansicht.xtp?...100790-9&stichwort=Romans&fs=1> (++)
6. <http://www.oxfordjournals.org/content/12/1/65.abstract> (++)
7. <https://www.yelp.com/biz/l-argentoratum-strasbourg> (++)
8. <https://www.youtube.com/watch?v=LrD99Y8QduA> (++)
9. <http://www.perseus.tufts.edu/hopper/...%3Dargentoratum-geo> (++)
10. https://www.tripadvisor.co.nz/Location...Argentoratum-Strasbourg...Grand_Est.html (++)

B. 10. Engine: *Google.co.uk* / Geolocation: *London (United Kingdom)*, Language: *French*

1. <https://fr.wikipedia.org/wiki/Argentoratum> (--)
2. <https://en.wikipedia.org/wiki/Argentoratum> (++)
3. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (-1)
4. <https://www.argentoratum-rhenus.alsace/> (+5)
5. <https://www.strasbourg-argentoratum.alsace/> (--)
6. <https://www.lafourchette.com/restaurant/argentoratum/23024> (-3)
7. <http://www.petitfute.com/v458-strasbourg-67000/.../429896-argentoratum.html> (++)
8. <http://www.argentoratum-blogium.alsace/> (-2)
9. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (-5)

C. Analysis of Responses Support: Desktop, Query 'Argentoratum alsace'

C. 1. Engine: *Google.fr* / Geolocation: *Strasbourg (France)*, Language: *French*

1. <https://www.strasbourg-argentoratum.alsace/>
2. <http://www.argentoratum-blogium.alsace/>
3. <https://www.argentoratum-voyages.alsace/historique-argentoratum/>
4. <https://fr.wikipedia.org/wiki/Argentoratum>
5. <https://www.argentoratum-app.alsace/actualites/argentoratum-restaurant-alsacien/>
6. <https://www.argentoratum-app.alsace/argentoratum/>
7. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentoratum-12894_L
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentoratum.htm>
9. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/>
10. <http://www.argentoratum-strbg.alsace/>

(reference SERP)

C. 2. Engine: *Google.fr* / Geolocation: *Paris (France)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-voyages.alsace/historique-argentorum/> (--)
4. <https://fr.wikipedia.org/wiki/Argentorum> (--)
5. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (--)
6. <https://www.argentorum-app.alsace/argentorum/> (--)
7. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (--)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (--)
9. <http://www.argentorum-strbg.alsace/> (+1)
10. <https://www.via-argentorum.alsace/> (++)

C. 3. Engine: *Google.fr* / Geolocation: *Marseilles (France)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-voyages.alsace/historique-argentorum/> (--)
4. <https://www.argentorum-app.alsace/argentorum/> (+2)
5. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (--)
6. <https://fr.wikipedia.org/wiki/Argentorum> (-2)
7. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (--)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (--)
9. <http://www.argentorum-strbg.alsace/> (+1)
10. <https://www.via-argentorum.alsace/> (++)

C. 4. Engine: *Google.fr* / Geolocation: *Munich (Germany)*, Language: *German*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <https://www.argentorum-voyages.alsace/historique-argentorum/> (+1)
3. <http://www.argentorum-blogium.alsace/> (-1)
4. <https://www.argentorum-app.alsace/> (++)
5. <https://fr.wikipedia.org/wiki/Argentorum> (-1)
6. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
7. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (--)
8. <https://www.via-argentorum.alsace/> (++)
9. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (++)
10. <http://www.mondomaine.alsace/argentorum-le-mot-cle-du-2eme-concours-seo-du-alsace/> (++)

C. 5. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *German*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-app.alsace/> (++)
4. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-1)
5. <http://www.argentorum-strbg.alsace/> (+5)
6. <https://fr.wikipedia.org/wiki/Argentorum> (-2)
7. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
8. <https://www.via-argentorum.alsace/> (++)
9. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (++)
10. <http://www.mondomaine.alsace/argentorum-le-mot-cle-du-2eme-concours-seo-du-alsace/> (++)

C. 6. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-app.alsace/> (++)
4. <http://www.argentorum-strbg.alsace/> (+6)
5. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-2)
6. <https://www.argentorum-voyages.alsace/> (+)
7. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
8. <https://fr.wikipedia.org/wiki/Argentorum> (-4)
9. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-2)
10. <https://www.via-argentorum.alsace/> (++)

C. 7. Engine: *Google.fr* / Geolocation: *New York (United States)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-voyages.alsace/historique-argentorum/> (--)
4. <https://fr.wikipedia.org/wiki/Argentorum> (--)
5. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (--)
6. <https://www.argentorum-app.alsace/> (++)
7. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (--)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (--)
9. <http://www.argentorum-strbg.alsace/> (+1)
10. <https://www.via-argentorum.alsace/> (++)

C. 8. Engine: *Google.com* / Geolocation: *New York (United States)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <https://www.argentorum-app.alsace/> (++)
3. <https://www.argentorum-voyages.alsace/historique-argentorum/> (--)
4. <http://www.argentorum-blogium.alsace/> (-2)
5. <https://fr.wikipedia.org/wiki/Argentorum> (-1)
6. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
7. <http://www.argentorum-strbg.alsace/> (+3)
8. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-1)
9. <https://www.via-argentorum.alsace/> (++)
10. <http://www.mondomaine.alsace/argentorum-le-mot-cle-du-2eme-concours-seo-du-alsace/> (++)

C. 9. Engine: *Google.com* / Geolocation: *New York (United States)*, Language: *English*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-app.alsace/> (++)
4. <https://fr.wikipedia.org/wiki/Argentorum> (--)
5. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-2)
6. <https://www.argentorum-voyages.alsace/> (++)
7. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
8. <https://www.via-argentorum.alsace/> (++)
9. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-2)
10. <http://www.mondomaine.alsace/argentorum-le-mot-cle-du-2eme-concours-seo-du-alsace/> (++)

C. 10. Engine: *Google.co.uk* / Geolocation: *London (United Kingdom)*, Language: *French*

1. <https://www.strasbourg-argentoratum.alsace/> (--)
2. <https://www.argentoratum-app.alsace/> (++)
3. <http://www.argentoratum-blogium.alsace/> (-1)
4. <https://www.argentoratum-voyages.alsace/historique-argentoratum/> (-1)
5. <https://fr.wikipedia.org/wiki/Argentoratum> (-1)
6. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentoratum.htm> (+2)
7. <https://www.via-argentoratum.alsace/> (++)
8. http://www.jds.fr/strasbourg/circuit-touristique-alsace/argentoratum-12894_L (-1)
9. https://www.tripadvisor.co.uk/...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (++)
10. <http://www.cyclinginalsace.com/.../restaurants/...-l-argentoratum-strasbourg.html> (++)

D. Analysis of Support responses: Mobile, Query 'Argentoratum'

We now made the same queries for the next two paragraphs, but with the simulation of a mobile terminal (smartphone on Android operating system all versions).

It should be noted that in general, Google returns the same results on a tablet as on Desktop.

D. 1. Engine: *Google.fr* / Geolocation: *Strasbourg (France)*, Language: *French*

1. <https://fr.m.wikipedia.org/wiki/Argentoratum>
2. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html
3. <https://m.lafourchette.com/restaurant/argentoratum/23024>
4. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/>
5. <https://www.strasbourg-argentoratum.alsace/>
6. <https://www.pagesjaunes.fr/pros/06337373>
7. <http://www.argentoratum-blogium.alsace/>
8. <https://www.argentoratum-rhenus.alsace/>
9. <http://www.argentoratum.com>
10. <https://www.argentoratum-voyages.alsace/>

(reference SERP)

D. 2. Engine: *Google.fr* / Geolocation: *Paris (France)*, Language: *French*

1. <https://fr.m.wikipedia.org/wiki/Argentoratum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.strasbourg-argentoratum.alsace/> (+2)
4. <https://www.via-argentoratum.alsace/genius-strasbourg/restaurant-argentoratum/> (--)
5. <http://www.argentoratum-blogium.alsace/> (+2)
6. <https://www.argentoratum-voyages.alsace/> (+4)
7. <https://www.argentoratum-rhenus.alsace/> (+1)
8. <https://www.argentoratum-app.alsace/argentoratum/> (++)
9. <https://www.argentoratum-app.alsace/actualites/argentoratum-restaurant-alsacien/> (++)
10. <http://www.otstrasbourg.fr/fr/.../...tourisme/...-l-argentoratum-strasbourg.html> (++)

D. 3. Engine: *Google.fr* / Geolocation: *Marseilles (France)*, Language: *French*

1. <https://fr.m.wikipedia.org/wiki/Argentoratum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentoratum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.strasbourg-argentoratum.alsace/> (+2)

4. <https://www.via-argentorium.alsace/genius-strasbourg/restaurant-argentorium/> (--)
5. <http://www.argentorium-blogium.alsace/> (+2)
6. <https://www.argentorium-voyages.alsace/> (+4)
7. <https://www.argentorium-app.alsace/argentorium/> (++)
8. <https://www.argentorium-app.alsace/actualites/argentorium-restaurant-alsacien/> (++)
9. <https://www.argentorium-rhenus.alsace/> (-1)
10. <https://fr.wiktionary.org/wiki/Argentorium> (++)

D. 4. Engine: *Google.fr* / Geolocation: *Munich (Germany)*, Language: *German*

1. <https://de.m.wikipedia.org/wiki/Argentorium> (++)
2. https://www.tripadvisor.de/Restaurant_Review...Argentorium-Strasbourg.html (++)
3. <http://www.de.strasbourg.eu/de/strassburg-entdecken/.../das-roemerlager-argentorium/> (++)
4. <http://www.otstrasbourg.fr/fr/.../...tourisme/...l-argentorium-strasbourg.html> (++)
5. <http://www.argentorium-blogium.alsace/> (+2)
6. <https://www.strasbourg-argentorium.alsace/> (-1)
7. <https://www.strasbourg-argentorium.alsace/argentorium/index.html> (++)
8. <https://m.lafourchette.com/restaurant/argentorium/23024> (++)
9. <https://www.pagesjaunes.fr/pros/06337373> (++)
10. <https://www.via-argentorium.alsace/genius-strasbourg/restaurant-argentorium/> (-6)

D. 5. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *German*

1. <https://de.m.wikipedia.org/wiki/Argentorium> (++)
2. https://www.tripadvisor.de/Restaurant_Review...Argentorium-Strasbourg.html (++)
3. <http://www.de.strasbourg.eu/de/strassburg-entdecken/.../das-roemerlager-argentorium/> (++)
4. <http://www.otstrasbourg.fr/fr/.../...tourisme/...l-argentorium-strasbourg.html> (++)
5. <https://m.yelp.de/biz/l-argentorium-strasbourg> (++)
6. <https://de.m.wiktionary.org/wiki/Argentorium> (++)
7. https://www.digitale-sammlungen.de/index.html?c=orte_index&ab=Argentorium&l=de (++)
8. <https://www.yelp.com/biz/l-argentorium-strasbourg> (++)
9. <https://www.thefork.com/restaurant/argentorium/23024> (++)
10. <https://books.google.de/books?id=Zd1YAAQBAJ> (++)

D. 6. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *French*

1. <https://fr.m.wikipedia.org/wiki/Argentorium> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentorium-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.argentorium-rhenus.alsace/> (+5)
4. <http://www.argentorium-blogium.alsace/> (+3)
5. <https://m.lafourchette.com/restaurant/argentorium/23024> (-2)
6. <https://www.via-argentorium.alsace/genius-strasbourg/restaurant-argentorium/> (-2)
7. <https://www.strasbourg-argentorium.alsace/> (-2)
8. <https://www.pagesjaunes.fr/pros/06337373> (-2)
9. <https://www.passeport-gourmand-alsace.com/bas-rhin/.../argentorium-521.html> (++)
10. <https://www.petitfute.com/v458-strasbourg-67000/.../429896-argentorium.html> (++)

D. 7. Engine: *Google.fr* / Geolocation: *New York (United States)*, Language: *French*

1. <https://fr.m.wikipedia.org/wiki/Argentorium> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentorium-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.strasbourg-argentorium.alsace/> (+2)

4. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (--)
5. <http://www.argentorum-blogium.alsace/> (+2)
6. <https://www.argentorum-voyages.alsace/> (+4)
7. <https://www.argentorum-rhenus.alsace/> (+1)
8. <https://www.argentorum-app.alsace/argentorum/> (++)
9. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (++)
10. <https://m.yelp.fr/biz/l-argentorum-strasbourg> (++)

D. 8. Engine: Google.com / Geolocation: New York (United States), Language: French

1. <https://fr.m.wikipedia.org/wiki/Argentorum> (--)
2. https://www.tripadvisor.fr/Restaurant...-Argentorum-Strasbourg_Bas_Rhin_Grand_Est.html (--)
3. <https://www.strasbourg-argentorum.alsace/> (+2)
4. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (--)
5. <http://www.argentorum-blogium.alsace/> (+2)
6. <https://www.argentorum-voyages.alsace/> (+4)
7. <https://www.argentorum-rhenus.alsace/> (+1)
8. <https://www.argentorum-app.alsace/argentorum/> (++)
9. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (++)
10. <https://m.yelp.fr/biz/l-argentorum-strasbourg> (++)

D. 9. Engine: Google.com / Geolocation: New York (United States), Language: English

1. <https://en.m.wikipedia.org/wiki/Argentorum> (++)
2. <https://www.tripadvisor.com/Restaurant...-Argentorum- html> (++)
3. <https://www.argentorum-voyages.alsace/> (+7)
4. <http://www.argentorum-blogium.alsace/> (+4)
5. <https://www.strasbourg-argentorum.alsace/> (--)
6. <http://oxfordjournals.org/content/12/1/65.abstract> (++)
7. <https://www.thefork.com/restaurant/argentorum/23024> (++)
8. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-4)
9. <https://www.pagesjaunes.fr/pros/06337373> (-3)
10. <https://www.petitfute.com/v458-strasbourg-67000/.../429896-argentorum.html> (++)

D. 10. Engine: Google.co.uk / Geolocation: London (United Kingdom), Language: French

1. <https://fr.m.wikipedia.org/wiki/Argentorum> (--)
2. <https://en.m.wikipedia.org/wiki/Argentorum> (++)
3. <https://www.tripadvisor.fr/Restaurant...-Argentorum-Strasbourg.html> (-1)
4. <https://www.argentorum-rhenus.alsace/> (+4)
5. <https://m.lafourchette.com/restaurant/argentorum/23024> (++)
6. <https://www.strasbourg-argentorum.alsace/> (-1)
7. <https://www.petitfute.com/v458-strasbourg-67000/.../429896-argentorum.html> (++)
8. <https://www.pagesjaunes.fr/pros/06337373> (-2)
9. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-5)
10. <http://www.argentorum.com/> (++)

E. Analysis of Support responses: Mobile, Query 'Argentorum alsace'

E. 1. Engine: **Google.fr** / Geolocation: **Strasbourg** (France), Language: **French**

1. <https://www.strasbourg-argentorum.alsace/>
2. <http://www.argentorum-blogium.alsace/>
3. <https://www.argentorum-voyages.alsace/historique-argentorum/>
4. <https://fr.m.wikipedia.org/wiki/Argentorum>
5. <https://www.argentorum-app.alsace/argentorum/>
6. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/>
7. <http://www.argentorum-strbg.alsace/>
8. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/>
9. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L
10. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm>

(reference SERP)

E. 2. Engine: **Google.fr** / Geolocation: **Paris** (France), Language: **French**

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentorum> (+1)
4. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-1)
5. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (+1)
6. <https://www.argentorum-app.alsace/argentorum/> (-1)
7. <http://www.argentorum-strbg.alsace/> (--)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
9. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (--)
10. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)

E. 3. Engine: **Google.fr** / Geolocation: **Marseilles** (France), Language: **French**

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentorum> (+1)
4. <https://www.argentorum-app.alsace/> (++)
5. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-2)
6. <https://www.argentorum-voyages.alsace/> (++)
7. <https://www.argentorum-voyages.alsace/argentorum-...-alsace-live-update/> (++)
8. <http://www.argentorum-strbg.alsace/> (-1)
9. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
10. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-1)

E. 4. Engine: **Google.fr** / Geolocation: **Munich** (Germany), Language: **German**

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <https://www.argentorum-voyages.alsace/historique-argentorum/> (+1)
3. <http://www.argentorum-blogium.alsace/> (-1)
4. <https://fr.m.wikipedia.org/wiki/Argentorum> (--)
5. <https://www.argentorum-app.alsace/> (++)
6. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (---)

7. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (+2)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
9. <https://www.via-argentorum.alsace/> (++)
10. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)

E. 5. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *German*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentorum> (+1)
4. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-1)
5. <http://www.argentorum-strbg.alsace/> (+2)
6. <https://www.argentorum-app.alsace/> (++)
7. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (-1)
8. <https://www.via-argentorum.alsace/> (++)
9. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-1)
10. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (--)

E. 6. Engine: *Google.de* / Geolocation: *Munich (Germany)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <https://www.argentorum-voyages.alsace/historique-argentorum/> (+1)
3. <http://www.argentorum-blogium.alsace/> (-1)
4. <https://fr.m.wikipedia.org/wiki/Argentorum> (--)
5. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (+1)
6. <https://www.argentorum-app.alsace/> (++)
7. <http://www.argentorum-strbg.alsace/> (--)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
9. <https://www.via-argentorum.alsace/> (++)
10. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-1)

E. 7. Engine: *Google.fr* / Geolocation: *New York (United States)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentorum> (+1)
4. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-1)
5. <https://www.argentorum-app.alsace/> (++)
6. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (--)
7. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (+2)
8. <http://www.argentorum-strbg.alsace/> (-1)
9. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
10. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)

E. 8. Engine: *Google.com* / Geolocation: *New York (United States)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentorum> (+1)
4. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-1)
5. <https://www.argentorum-app.alsace/> (++)
6. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (--)

7. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (+2)
8. <http://www.argentorum-strbg.alsace/> (-1)
9. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+1)
10. <https://www.via-argentorum.alsace/genius-strasbourg/restaurant-argentorum/> (-2)

E. 9. Engine: *Google.com* / Geolocation: *New York (United States)*, Language: *English*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-app.alsace/> (++)
4. <https://www.argentorum-voyages.alsace/> (++)
5. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-2)
6. <https://fr.m.wikipedia.org/wiki/Argentorum> (-2)
7. <https://www.via-argentorum.alsace/> (++)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
9. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm...> (++)
10. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-1)

E. 10. Engine: *Google.co.uk* / Geolocation: *London (United Kingdom)*, Language: *French*

1. <https://www.strasbourg-argentorum.alsace/> (--)
2. <http://www.argentorum-blogium.alsace/> (--)
3. <https://www.argentorum-app.alsace/> (++)
4. <https://www.argentorum-app.alsace/actualites/argentorum-restaurant-alsacien/> (+2)
5. <https://www.argentorum-voyages.alsace/historique-argentorum/> (-2)
6. <https://www.argentorum-voyages.alsace/> (++)
7. <https://fr.m.wikipedia.org/wiki/Argentorum> (-3)
8. <https://www.tourisme-alsace.com/fr/223008651-Restaurant-LArgentorum.htm> (+2)
9. <https://www.via-argentorum.alsace/> (++)
10. http://m.jds.fr/strasbourg/circuit-touristique-alsace/argentorum-12894_L (-1)

F. Analysis

We tested in the previous pages several configurations of SERP according to the type of terminal (desktop or smartphone), geolocation (Strasbourg, Paris, Marseille, Munich, New York, London), language (French, German, English) and engine version (Google.fr, .de, .com and .co.uk).

By analyzing the results returned, a number of conclusions can be drawn:

F.1. Influence of language

Language	Average number of sites under .alsace in the Top 10
French	6,1
German	4,8
English	4,5

Several points can be noted:

- The number of sites under **.alsace** in a SERP can be very high. It seems however that Google limits this number to 7 (very rarely 8) out of 10 for the SERPs in French, which leaves a very large margin of maneuver.

- The average number of sites under [.alsace](#) in the Top 10 for the French language is most often 7 when the query is made from French territory and 3 or 4 when the query is made from abroad. This is logical, since Google will then offer a wider selection of results, including links from the host country of the query. But this phenomenon is not systematic and we sometimes see SERPs in German propose 7 or 8 links under [.alsace](#).
- It makes sense that there are fewer sites under [.alsace](#) in our study for the English and German languages, since most of the sites participating in the competition offered content in French only. It is even surprising that we find so many sites under [.alsace](#) (in French in this case) - between 4 and 5 - in the results for both foreign languages.
- There seems to be no limit on Google's positioning of the sites: the first position is easily accessible to sites under [.alsace](#), just like the positions of the podium and the Top 10. No restrictions seem to apply depending on the extension.

F.2. Influence of geographic location

Country	Average number of sites under .alsace in the Top 10
France	6,8
USA	5,5
Germany	5,0
England	4,7

- Here again, it is logical that the French SERPs should list the most sites under [.alsace](#), because of the language of the content (and the hosting, most often in France). But the location of a surfer outside France does not seem to be a major handicap, on the contrary, since on average one site out of two is under [.alsace](#) in the SERPs of other countries.

F. 3. Influence of the Google engine version

Google Version	Average number of sites under .alsace in the Top 10
Google.fr	6,4
Google.co.uk	5,3
Google.com	5,1
Google.de	4,8

- Same conclusions as for the analysis per country and per language: the sites in French (mostly hosted in France) have priority on Google.fr, which is logical, but there is still room for sites under [.alsace](#) on other regional versions of Google. Note that for engines (outside France) there is greater irregularity in the results: some SERPs return 0 results under [.alsace](#), others 7 or 8. It certainly depends a lot on the keyword and its linguistic characteristics (for example, "argentoratum" is not essentially a characteristic word of a given language - except Latin, of course -).

F. 4. Analysis of the positions of the winning site

Now let's take a look at the winning site (<https://www.strasbourg-argentoratum.alsace>) to check if its positioning has been influenced by certain factors:

Language	Average positioning of the site in the Top 10
French	2,6
German	5,0
English	4,5
Country	Average positioning of the site in the Top 10
France	2,4
Germany	4,4

USA	3,0
England	3,3
Google Version	Average positioning of the site in the Top 10
Google.fr	2,7
Google.co.uk	3,3
Google.com	3,4
Google.de	4,6

We can see here that there is a slight erosion for "foreign" queries compared with the reference SERPs, but it is not huge and remains logical (language, hosting). Sites under [.alsace](#) are well positioned outside France and the French language, and it is likely that sites offering content in the language of the corresponding country, or even hosted in the target country, would have obtained much better results.

Note 1 : in chapter F.4, when a site under [.alsace](#) did not appear in the Top 10, it was arbitrarily assigned the position "11".

Note 2 : in chapter F.4, when the site (<https://www.strasbourg-argentorum.alsace>) appeared several times in the SERPs, only the best position was taken into account.

F. 4. Desktop / Mobile Analysis

It may be interesting to see, for each query, the difference in the results between a query on desktop and a mobile query:

Number of sites under .alsace for the query "argentorum"

Engine/Location/Langua	Desktop	Mobile
FR / FR (ST) / FR	5	5 (=)
FR / FR (PA) / FR	7	7 (=)
FR / FR (MA) / FR	7	7 (=)
FR / DE / DE	4	4 (=)
DE / DE / DE	0	0 (=)
DE / DE / FR	4	4 (=)
FR / US / FR	4	7 (+3)
US / US / FR	3	7 (+4)
US / US / EN	0	4 (+4)
UK / UK / FR	4	3 (-1)

Number of sites under .alsace for the query "argentorum alsace"

Engine/Location/Langua	Desktop	Mobile
FR / FR (ST) / FR	7	7 (=)
FR / FR (PA) / FR	7	7 (=)
FR / FR (MA) / FR	7	7 (=)
FR / DE / DE	7	7 (=)
DE / DE / DE	8	8 (=)
DE / DE / FR	7	7 (=)
FR / US / FR	7	7 (=)
US / US / FR	7	7 (=)
US / US / EN	7	6 (-1)
UK / UK / FR	7	7 (=)

For the query "argentorum", we can see that the sites under .alsace are sometimes more numerous on mobile than on desktop. On the other hand, for "argentorum alsace", the figures are almost identical. Conclusion: .alsace is clearly not a handicap for queries via mobile, and even seems to be a slight advantage.

F. 5. Geolocation analysis

Is a site under .alsace better positioned for a user based in Strasbourg rather than Paris? To find out, we analyzed the 2 SERPs for the query "Argentorum" on mobile:

Strasbourg

1. <https://fr.m.wikipedia.org/wiki/Argentorum>
2. <https://www.tripadvisor.fr/Restaurant..Est.html>
3. <https://m.lafourchette.com/restaurant/argentorum/23024>
4. <https://www.via-argentorum.alsace/...argentorum/>
5. <https://www.strasbourg-argentorum.alsace/>
6. <https://www.pagesjaunes.fr/pros/06337373>
7. <http://www.argentorum-blogium.alsace/>
8. <https://www.argentorum-rhenus.alsace/>
9. <http://www.argentorum.com>
10. <https://www.argentorum-voyages.alsace/>

Paris

1. <https://fr.m.wikipedia.org/wiki/Argentorum> (--)
2. <https://www.tripadvisor.fr/Restaurant...Est.html> (--)
3. <https://www.strasbourg-argentorum.alsace/> (+2)
4. <https://www.via-argentorum.alsace/...argentorum/> (--)
5. <http://www.argentorum-blogium.alsace/> (+2)
6. <https://www.argentorum-voyages.alsace/> (+4)
7. <https://www.argentorum-rhenus.alsace/> (+1)
8. <https://www.argentorum-app.alsace/argentorum/> (++)
9. <https://www.argentorum-app.alsace/...alsacien/> (++)
10. <http://www.otstrasbourg.fr/fr/...strasbourg.html> (++)

Surprisingly, the geolocation on Paris for sites under .alsace returns better results than for Strasbourg 7 sites (against 5) and overall better positions.

Here are the results for the query "argentoratum alsace":

Strasbourg

1. <https://www.strasbourg-argentoratum.alsace/>
2. <http://www.argentoratum-blogium.alsace/>
3. <https://www.argentoratum-voyages.alsace/...argentoratum/>
4. <https://fr.m.wikipedia.org/wiki/Argentoratum>
5. <https://www.argentoratum-app.alsace/argentoratum/>
6. <https://www.argentoratum-app.alsace/...alsacien/>
7. <http://www.argentoratum-strbg.alsace/>
8. <https://www.via-argentoratum.alsace/...argentoratum/>
9. http://m.jds.fr/strasbourg/circuit-...94_L
10. <https://www.tourisme-alsace.com/...Argentoratum.htm>

Paris

1. <https://www.strasbourg-argentoratum.alsace/> (--)
2. <http://www.argentoratum-blogium.alsace/> (--)
3. <https://fr.m.wikipedia.org/wiki/Argentoratum> (+1)
4. <https://www.argentoratum-voyages.alsace/...argentoratum/> (-1)
5. <https://www.argentoratum-app.alsace/...alsacien/> (+1)
6. <https://www.argentoratum-app.alsace/argentoratum/> (-1)
7. <http://www.argentoratum-strbg.alsace/> (--)
8. <https://www.tourisme-alsace.com...Argentoratum.htm> (+2)
9. http://m.jds.fr/strasbourg/argentoratum-12894_L (--)
10. <https://www.via-argentoratum.alsace/...argentoratum/> (-2)

The effect here is the opposite: the same number of sites under .alsace in both cases (7), but generally better positions for a geolocation in Strasbourg.

It is therefore difficult to say whether there is a significant effect in one direction or the other...

However, if we look at the table below, indicating the number of links under .alsace for each type of query, we find that, systematically, the query followed by the word "alsace" returns more results under .alsace:

	argentoratum	Argentoratum alsace	argentoratum	Argentoratum alsace
google.fr / Strasbourg / french	5	7	5	7
google.fr / Paris / french	7	7	7	7
google.fr / Marseille / french	7	7	7	7
google.fr / Munich / german	4	7	4	7
google.de / Munich / german	0	8	0	8
google.de / Munich / french	4	7	4	7
google.fr / New-York / french	7	7	4	7
google.com / New-York / french	7	7	3	7
google.com / New-York / english	4	6	0	7
google.co.uk / London / french	3	7	4	7

nombre de sites en .alsace sur la première page de Google

Is it because this extension is better taken into account by Google for this type of geolocated query or simply because "alsace" is a word recognized as being French by Google and thus modifying its analysis (compared with "argentoratum" which is Latin at best, at worst an unidentified language)? It is difficult to come to a definitive conclusion on this point, but it is in any case clear proof that the .alsace geoTLD is most certainly not a handicap in terms of SEO...

G. Conclusion

We tested in the previous pages several configurations of SERP according to the type of terminal (desktop or smartphone), geolocation (Strasbourg, Paris, Marseille, Munich, New York, London), language (French, German, English) and engine version (Google.fr, .de, .com and .co.uk).

Overall, the results and conclusions are the same as for our 2016 analysis for the query "cricetus", which was the subject of the previous SEO contest:

- The results returned are quite often close to each other, except in this configuration: Geolocation in a given country + Local engine + local language + no keyword in another language in the query (in the rest of the document these specific configurations are referred to as "100% local"). Examples:

- New York, Google.com, English, "argentorum"
- Munich, Google.de, German, "argentorum"

In many of these cases (especially in Germany), the SERPs obtained are very different.

But as soon as we add for example the word "alsace" (i.e. a word in French) to the query, we revert to "classic" SERPs. This is totally logical because all sites under [.alsace](#) appearing in the results for our queries are mostly in French. They therefore can only respond to and be relevant for French queries. The query "argentorum" not being specifically in French, can show other results. But that only happens for "100% local" configurations, whereas we would have expected the same result for configurations such as "Munich, Google.fr, German, "argentorum". However, that is not the case.

- The [.alsace](#) TLD remains highly visible on the local versions of the engine, as long as the engine is configured with the language of the sites being searched. In this study, the sites being in French, it is logical that they stand out when the engine is configured for searches in French. That said, even a search done on Google.fr configured in German and from Munich gives excellent results. And the sites under [.alsace](#) stand out better as soon as the word "alsace" is added to the query (is it linguistic or geographical information for Google? It is hard to say, in the current state of things)...

- By extrapolating these results, we might also think that a site under [.alsace](#) written in German (and even more so if hosted in Germany) would have a much better visibility on Google.de configured for searches in German. The test remains to be done (as is the case for the English language).

So we can say that having a site under [.alsace](#) enables visibility as long as the searches are done in the language of the site. Hosting can also be important (as is the indication of the target country of the site in the Search Console, as may the use of Hreflang tags).

- We can detect a slight predominance of sites under the [.alsace](#) geoTLD on mobile results. But This is primarily a weak trend that may depend on the queries entered. It seems difficult to draw definitive conclusions.

- Some very small changes in positioning (+1 or -1) may also be due to the continuous changes in Google results and other criteria (such as querying two different datacenters for example).

- The results vary according to the geolocation in France and whether the surfer is located in Alsace, Marseille or Paris, but not in a specific direction or a fixed line. The [.alsace](#) geoTLD is not a specific tool in SEO to obtain a better positioning when located within France.

- In general and excluding "100% local" results, the sites under [.alsace](#) are very well positioned whatever the configuration. While an [.alsace](#) geoTLD suffix is not *a priori* an asset for being better positioned (in any case, nothing in this study indicates that this is the case), nor is it a brake, on the contrary.

To conclude this study, it can be stated that, in general, the [.alsace](#) geoTLD suffix seems to behave according to what Google has said in its communication around the "new gTLDs": all of the new TLDs are considered as generic extensions ([.com](#), [.net](#), [.org](#)) and do not appear to provide additional and local advantages in terms of SEO. But while they do not have a positive impact, it is also clear that the new gTLDs have no negative impact in terms of visibility on Google.

A site under [.alsace](#) is therefore not restrictive and provides worldwide visibility without any

problem, just as with any other generic TLD, as long as the site is well configured and designed:

- **Language of the content;**
- **Possible host country;**
- **Indication of the target country in the Search Console;**
- **Hreflang tags.**

We remain of course at your disposal for any further information.

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