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Earthquake-proof content strategies

Marie-Charlotte Pezé



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Souffrance **X** Travail

expatica
for internationals



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The evolution of search



From SEO to SXO

The birth of “helpful content”

- SEO was **keyword** based
- SXO (since 2022) examines the overall **user experience** and measures how **helpful** the content is for readers
- Paved the way for AI Search (Gemini)

😊 Readability analysis ^

Analysis results ?

^ Problems (1)

- **Transition words:** Only 17.6% of the sentences contain transition words, which is not enough. [Use more of them.](#)



^ Good results (6)

- **Passive voice:** You're using enough active voice. That's great!
- **Consecutive sentences:** There is enough variety in your sentences. That's great!
- **Subheading distribution:** Great job!





Global Gemini release

The death of click-through rates

March 2025: AOUGH 🤖

☐ Total clicks

6.91M



☒ Total impressions

356M



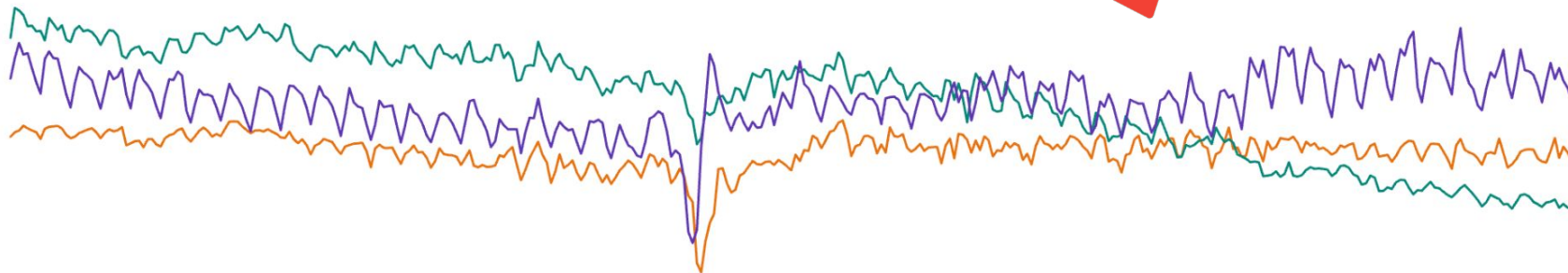
☒ Average CTR

1.9%



☒ Average position

15.6



06/07/2024

03/08/2024

31/08/2024

28/09/2024

26/10/2024

23/11/2024

21/12/2024

19/01/2025

16/02/2025

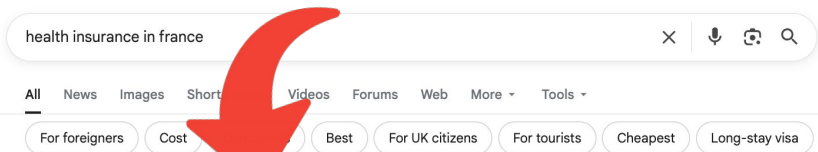
16/03/2025

13/04/2025

11/05/2025

08/06/2025

Commercial results



Allianz Care
<https://www.allianzcare.com> › national-healthcare-systems

Guide to French Healthcare System

The public health insurance system, known as Sécurité Sociale, provides basic coverage to those who qualify and is funded by tax contributions from salary ...

People also ask

- How much does health insurance cost in France?
- Do EU citizens need health insurance in France?
- Is France's healthcare system free?
- What insurance do I need to live in France?

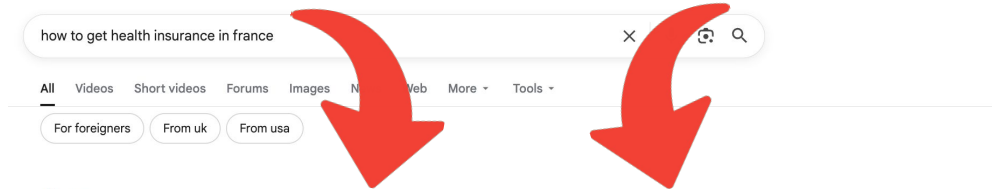
Expatica
<https://www.expatica.com> › healthcare › healthcare-basics

Guide to getting health insurance in France in 2025

Health insurance in France is split between public and private coverage. Find out who needs which in 2025, what they cover, how to register, and the costs.

Informational results

AI results



AI Overview

To get health insurance in France, apply to the Caisse Primaire d'Assurance Maladie (CPAM) for a social security number to access the public healthcare system (Assurance Maladie) after residing in France for three months. You'll need documents like your passport, visa, proof of address, and possibly a birth certificate. Once registered, you'll receive a Carte Vitale to get reimbursed for medical costs, but many residents also purchase **supplementary health insurance (mutuelle) ** to cover costs not fully reimbursed by the state system.

1. Eligibility & Registration

- Public System (L'Assurance Maladie):** To be eligible, you generally need to have lived in France for at least three consecutive months and have the intention of staying longer.
- Application:** Register with your local CPAM (healthcare administration office) to get a social security number.
- Required Documents:** You'll need your passport, visa (if applicable), proof of your French address (like a lease or utility bills), and possibly your birth certificate.

Commercial results

France Health & Medical Insurance for Foreign Expats: AXA

How does the French healthcare system work? France's universal healthcare system is called...

AXA - Global Healthcare

Healthcare & Health Insurance in France (2025) | Feather

4 Jul 2025 — To use the public system, expats need a Carte Vitale, which proves their...

Feather Insurance

Health Insurance in France - APRIL International

Health insurance for expats in France ... Expats who work in France, or have resided there for ...

APRIL International

✗ No informational results



AI, social media, community platforms

From search platform to conversational platform

A technological revolution, but also a massive **cultural shift** in the way people search: we now **converse** with the machines to get our answers.

The new generations don't even really use search engines, but prefer **AI platforms** and **social media**.



ChatGPT





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Figure out who you are



Earthquake-proof websites

Potentially safe business models

- Commercial and transactional: sell goods and/or services
- News (fresh, up to date, exclusive content)
- Niche, expert websites with exclusive content
- Institutional, educational, official websites
- Comparison and review platforms



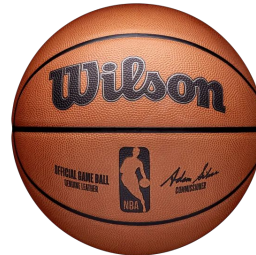
Define your business model

What do you have to contribute?

- What do you want to talk about?
- What is your niche?
- What are you bringing to the table?
- What is your specialty, your expertise, your passion?
- What do you want to sell?



twilight





Define your audience

Who are the visitors who **need** you?



- You can work with a marketing agency to create visitor profiles
- but common sense will generally tell you all you need to know!
- and you can use data from your stats:
 - GA4
 - newsletters segmentation
 - social media audience insights



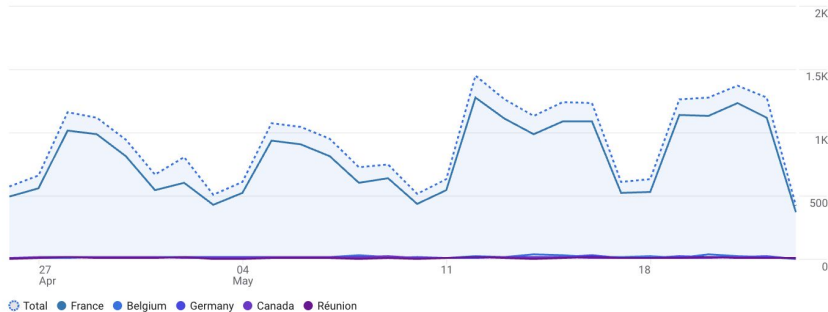
GA4 demographics

Demographic details: Country

Add filter +

Active users by Country over time

Day



Total France Belgium Germany Canada Réunion

Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 112

	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
<input checked="" type="checkbox"/>	Total	24,395 100% of total	22,659 100% of total	16,276 100% of total	49.47% Avg 0%	0.67 Avg 0%
<input checked="" type="checkbox"/>	1 France	20,922 (85.76%)	19,470 (85.93%)	14,566 (89.49%)	50.5%	0.70
<input checked="" type="checkbox"/>	2 Belgium	424 (1.74%)	406 (1.79%)	283 (1.74%)	51.36%	0.67
<input checked="" type="checkbox"/>	3 Germany	368 (1.51%)	355 (1.57%)	74 (0.45%)	18.32%	0.20

Facebook insights

Demographics

Lifetime

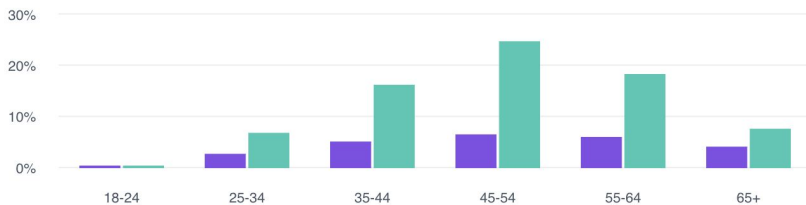
Followers

11,588

Age and gender

Men 25.40%

Women 74.60%



Location

Cities

Countries

Paris, France

773

Marseille, France

180

Lyon, France

176

Toulouse, France

120



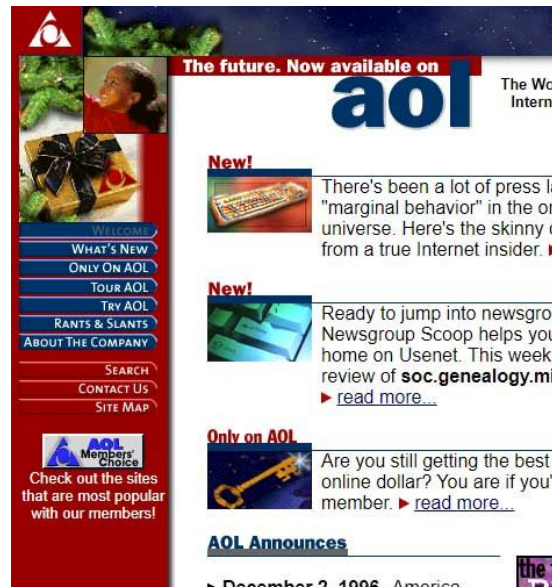
Check your competition

What are you going to do better?

- Design/UX
- Architecture and menus
- Style
- Visuals
- EEAT
- Commercial integrations

Note all their **qualities** and **flaws**

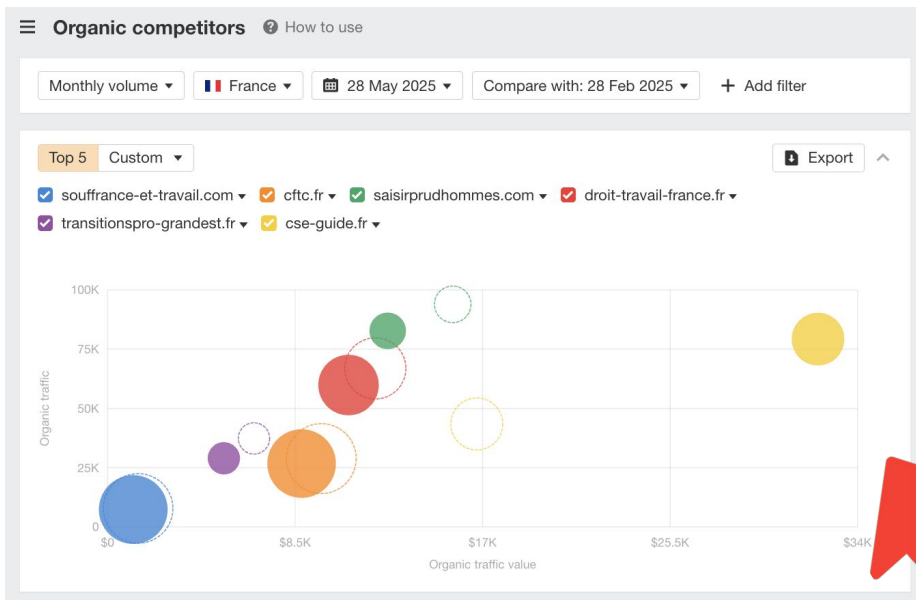
Check their **rankings** and **content gaps** (ahrefs' Site Explorer)





Check competing content

Organic competitors, content gap, keyword overlap



Content gap ⓘ How to use

Monthly volume | France | 28 May 2025 | + Add filter

Common keywords

	souffrance-et-...	cftc.fr/	saisirprudhom...	droit-travail-fr...	transitionspro...	cse-guide.fr/	editions-tissot...	drieets.gouv.fr/	inrs.fr/
souffrance-et-travail.c...		1,199	2,100	1,140	512	1,532	2,756	457	2,212
cftc.fr/	1,199		7,768	5,102	638	6,579	13,177	655	3,441
saisirprudhommes.com/	2,100	7,768		12,903	953	12,378	34,939	1,442	4,159
droit-travail-france.fr/	1,140	5,102	12,903		646	12,640	20,685	1,235	3,444
transitionspro-grande...	512	638	953	646		1,014	1,685	185	1,594
cse-guide.fr/	1,532	6,579	12,378	12,640	1,014		27,602	1,567	6,534
editions-tissot.fr/	2,756	13,177	34,939	20,685	1,685	27,602		3,387	13,946
drieets.gouv.fr/	457	655	1,442	1,235	185	1,567	3,387		1,744
inrs.fr/	2,212	3,441	4,159	3,444	1,594	6,534	13,946	1,744	
travail-emploi.gouv.fr/	3,162	15,186	31,844	21,205	3,683	25,886	65,407	6,761	18,577
sante-pratique-paris.fr/	726	1,493	2,360	1,245	437	845	3,113	184	2,741

*ahrefs Site Explorer
competition analysis*



Create a style guide

Define your editorial lines

- Tone of voice, objectivity, point of view
- Language (local vs. international)
- Technical vs. simplified jargon
- Accessibility
- Form: blog, product reviews, long form articles?



Check out the [Guardian's Style Guide](#) for a good example





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Target your topic



Is your idea relevant?

- **Trends:** are people searching for this?
Look on [Google Trends](#) and do some preliminary keyword volume research
- Does it **match** with your specific **audience**?
High volumes don't matter if it's not for your visitors
- Does it fit your **business model**?
Maybe it'll interest your visitors, but it's not your area of expertise
- Is it **profitable**?
Not all content on your site needs to make you money



What is your reader's goal?

What do they want from you?

- Do they want **information**?
- Do they want **how-to** instructions?
- Do they want to **compare** products?
- Do they want to **buy** something?

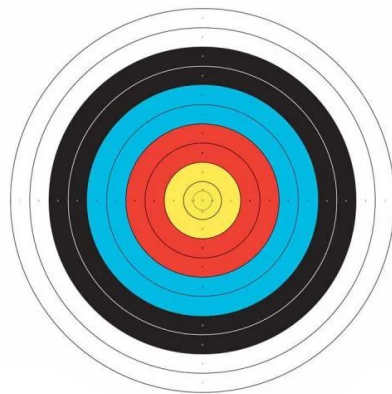


What is your exact topic?

Zero in on a distinct, targeted idea

Readers and search engines/AI both want articles that are:

- **Targeted:** about one distinct topic only
- **Comprehensive:** treated as thoroughly and with much authority as possible





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Fall down some research rabbit holes



Beyond keywords: LLMs

From keywords to context

Search engines and AI use **Large Language Models** and Machine Learning to understand your content through **context** and **semantics**.

Keywords still matter because:

- *For search engines*, they are semantic and contextual **indicators of your content**
- *For you*, they mirror **what** people search for, but also **how** and **why**
- (Also, rankings still exist 😊)



Tools to use

- ChatGPT
- ahrefs Keyword Explorer (and Site Explorer)
- SEMRush
- Google: People Also Ask
- Yoast Suggest
- Also Asked
- Keywords People Use
- Yoast sidebar ("Get related keyphrases")
- Google Search Console





Semantic research

ChatGPT prompt

“I am creating an article about [this topic]. I want to give the readers in-depth information. Can you give me semantically related terms, and tell me what entities there are?”

-> **Cluster** the results by more distinct, targeted themes
(or ask ChatGPT to do it for you)



ChatGPT 4o ▾

🔗 Share

Certainly! For an in-depth article on the **French healthcare system**, it's useful to map out **semantically related terms** and **key entities**. This helps build a comprehensive and well-structured piece that captures the scope of the topic.

🔍 **Semantically Related Terms**

These terms are conceptually or topically related and can be grouped for clarity:

General Concepts

- Universal healthcare
- Public healthcare
- Health insurance
- Patient rights



Ask anything

+ 🔗 Tools



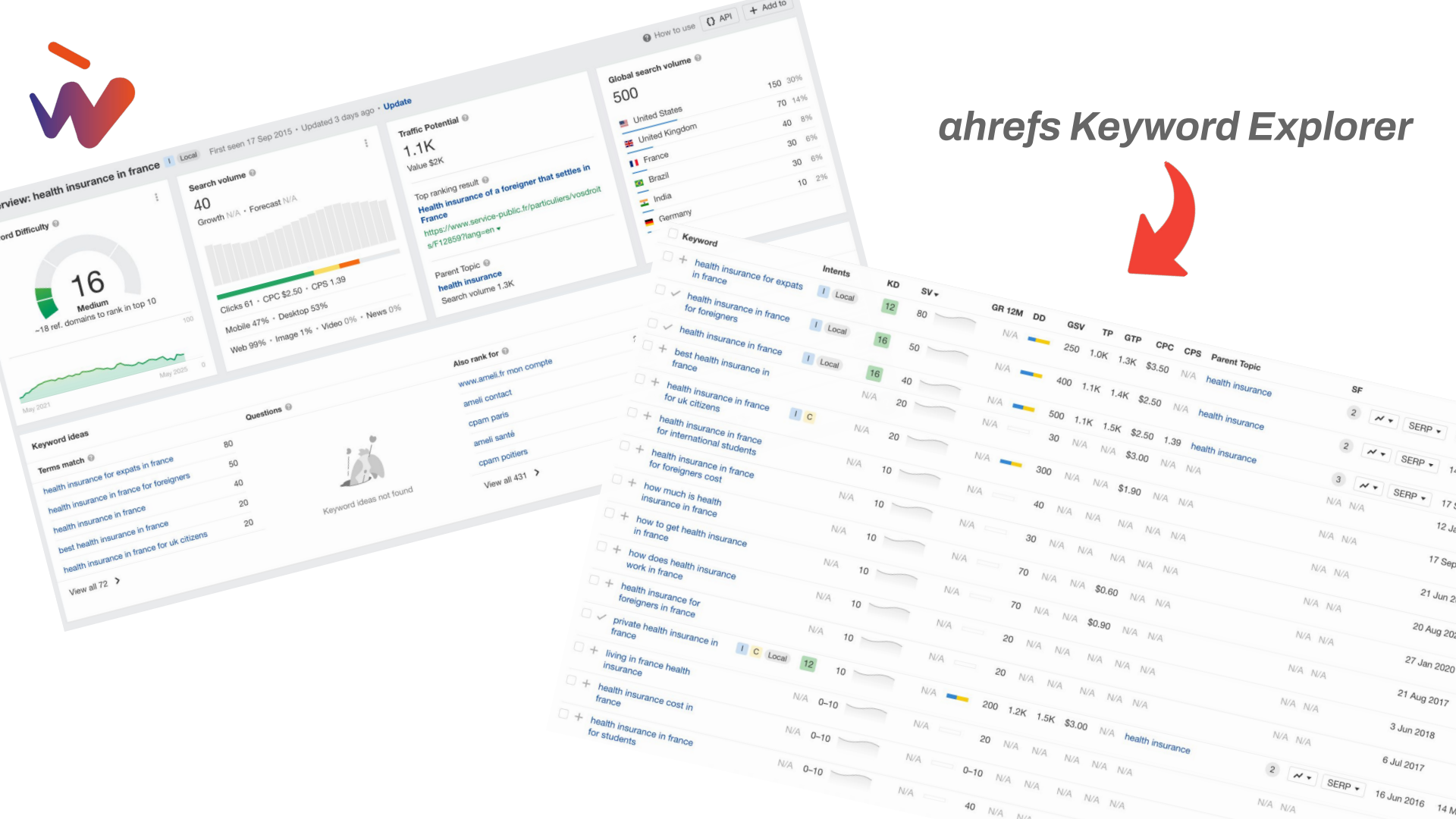


Keyword research

Focus on **relevance** and **intent**

- Search for general, **high volume** keywords
- Search for targeted **long-tail** keywords
- Search for keywords that match your **intent**
- Search for **related questions**





ahrefs Keyword Explorer





Search intent

- **Informational:** just want information
- **Navigational:** searching for a specific webpage
- **Transactional:** buy something
- **Commercial:** compare products
- **Local:** About a specific location
- **Branded:**
 - specific product
 - brand
 - company

*intent labels
in ahrefs*



<input type="checkbox"/> Keyword	Intents
<input type="checkbox"/> + health insurance for expats in france	<input checked="" type="radio"/> I Local
<input type="checkbox"/> ✓ health insurance in france for foreigners	<input checked="" type="radio"/> I Local
<input type="checkbox"/> ✓ health insurance in france	<input checked="" type="radio"/> I Local
<input type="checkbox"/> + best health insurance in france	
<input type="checkbox"/> + health insurance in france for uk citizens	<input checked="" type="radio"/> I C



Related questions

What is your audience asking?

Google locates *you* and may warp your results. Tools like [AlsoAsked](#) and [KeywordsPeopleUse](#) allow you to filter by search location.

***Google's
related questions***



People also ask ⓘ

How much does health insurance cost in France?



Do I need health insurance in France?



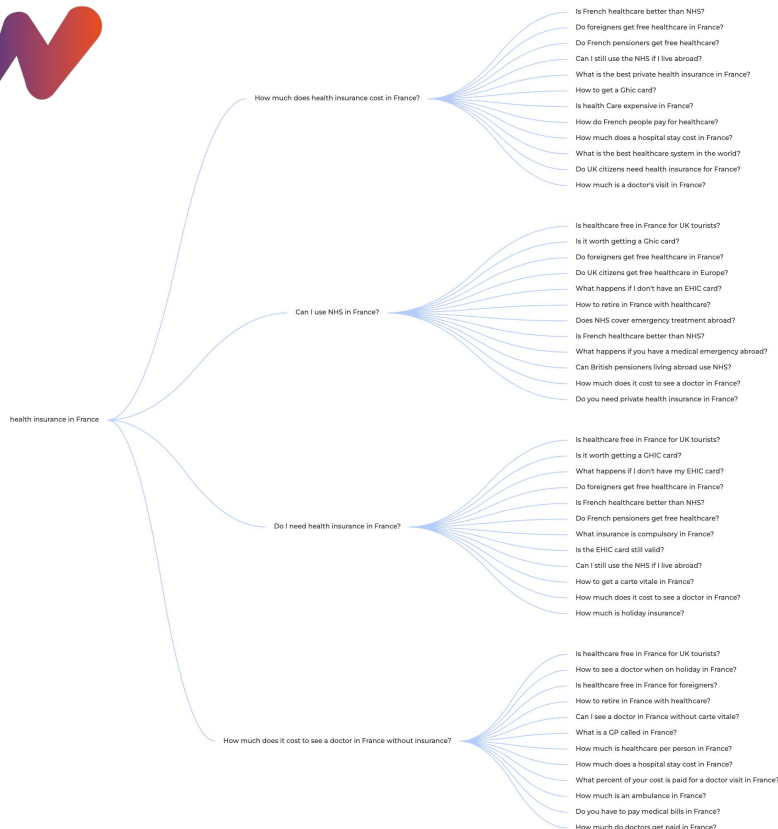
Can foreigners get healthcare in France?



How much does a carte vitale cover?



Feedback



localized questions from AlsoAsked



Is healthcare free in France for UK tourists?

Is it worth getting a Chir card?

Do foreigners get free healthcare in France?

Do UK citizens get free healthcare in Europe?

What happens if I don't have an EHIC card?

How to retire in France with healthcare?

Does NHS cover emergency treatment abroad?

Is French healthcare better than NHS?

What happens if you have a medical emergency abroad?

Can British pensioners living abroad use NHS?

How much does it cost to see a doctor in France?


Do you need private health insurance in France?



Cluster all your data

Sort and **cluster** all the results from your research by theme. Your topic(s) appear very clearly and distinctly, and you have a ton of **materials to use in your content**:

- Keywords
- Related terms
- Entities
- Related questions

 Make sure your topics **do not overlap!**
You don't want to cannibalize yourself.

Healthcare in France		Health insurance in France	
Keywords	Local keywords	Keywords	Local keywords
healthcare system universal healthcare public healthcare costs of healthcare	sécurité sociale public healthcare sécurité sociale	health insurance private health insurance health insurance for expats health insurance for foreigners best health insurance	mutuelle assurance maladie tiers payant
Related terms	Entities	Related terms	Entities
primary care preventative care	PUMA CPAM	medical coverage	Carte vitale amelie.fr EHIC
Related questions		Related questions	
Is healthcare free in France? Can I use NHS in France? Is my EHIC card valid in France? How do I register for healthcare in France?		Do I need health insurance in France? What is the best private health insurance in France? How much does health insurance cost? How much does it cost to see a doctor without insurance?	



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Draw the blueprint



Define the format

What does the reader expect with this topic?

- A top ten list?
- Step by step instructions?
- A checklist?
- A comparison table?
- A long format essay?

Comparison Table

	Product A	Product B	Product C	Product D
Feature 1			✓	
Feature 2	✓	✓		✓
Feature 3			✓	
Feature 4	✓	✓		✓
Feature 5	✓	✓	✓	
Feature 6		✓		
Feature 7			✓	
Feature 8			✓	✓
Feature 9				✓
Feature 10				✓

© Templatebase.com

1

Get a job in Austria. Un
Visa, you'll need a job o

2

Check which work perm
about 4-6 months befo

3

Apply for your work and
employees' behalf, and
documents. Self-employ
application. You will like



Build the skeleton

Title (H1)

- Use the most accurate/relevant **primary keyword**
- Make the **intent** clear (“How to...”, “Top 10...”)
- Date for **freshness** (e.g. “in 2025”)

Example: “*How to sign up for health insurance in France in 2025*”



Introduction / Meta description

- **160** characters
- Use more **descriptive** keywords
- **Catchy**: hook the reader
- **Summarize** the content

Example: *“Health insurance in France is split between public and private coverage. Find out who needs which in 2025, what they cover, how to register, and the costs.”*



Tip: ChatGPT can deliver pretty good introductions if you feed it the whole article and ask it to provide an intro in 160 characters.



Headers (H2-H6)

Use what you gathered during your **semantic research**:

- Keywords
- Related questions: *“Can foreigners get French health insurance?”*



Tip: Answer the question right away, then dive into details.

- Establish **time** and **space** (“in country”, “in 2025”)
- Respect the **hierarchy** (H2-H6)
- Define short and clear **anchors**: *“how-to-apply”*



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Write for your reader



Keep your reader in mind

At every step, ask yourself:

- Is this **useful** for my reader?
- Does it **answer** their goal?
- Is it delivered in the **shape** they expect?
- Is it **clear**, concise, and logical?
- Does it explain everything from **A to Z**?
- And if not, do I provide them with ways to **bridge the gaps**, like internal links or sources?



Make it easy to read

- Follow your **style guide**
- Write **short**, concise, **simple** sentences
- Use **accessible** vocabulary
- **Define** complex terms
- **Translate** foreign terminology



Consistency is very important!

The tax system in Japan

The tax system (税制) in Japan is relatively complicated, with taxes levied at the national, regional (prefectural), and municipal levels. These taxes fund public spending, such as healthcare, education, and pensions.



Air out the content

Break walls of text to improve legibility

- Don't make long paragraphs: 4-5 lines max
- Add **images**! Photos, illustrations, graphs
- Use bullet point or numbered **lists**
- Display data in **columns** or **tables**



These blocks are made of **structured data**.
Schema markup helps land your content
in **search snippets** and **AI overviews**.

Etes-vous en burn-out?

Vous êtes un travailleur dévoué qui se méfie du mot burn-out, ou vous vous sentez déjà pris dans la spirale?

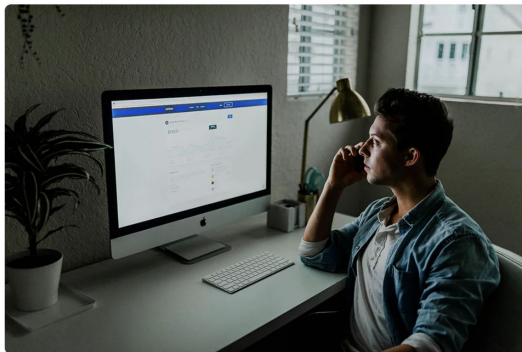


Photo: Austin Distel/Unsplash

Où vous êtes un proche qui s'inquiète pour un collègue, un ami, ou un membre de sa famille?

Peut-être êtes-vous même un chef d'entreprise, un manager, ou un représentant du personnel qui se soucient du bien-être de leur équipe?

Se protéger et protéger les autres commence ici: en cherchant à comprendre, s'instruire, et prévenir.

Les 4 stades de l'épuisement professionnel

Stade 1: Vous sentez la **fatigue**, mais elle disparaît avec le repos. Problèmes de respiration ou de tension occasionnels.

Stade 2: Surmenage: vous n'arrivez plus à récupérer en vous reposant.

Stade 3: Vous commencez à vous servir de **stimulants** pour tenir. Problèmes de digestion et de sommeil, apparition de douleurs.

Stade 4: Épuisement et dommages physiques: le corps ne supporte plus la tension et capitule devant le stress psychique.

Si vous passez par ces stades, **attention**: il ne s'agit plus de simple fatigue mais de **burn-out**.

Faites le test – si vous cochez la plupart des cases jusqu'à la troisième section, « le stress chronique », il est temps d'aller consulter.

Faites le test: êtes vous en burn-out?



Usability

Usability is critical to Core Web Vitals

- **Compress** your images as much as possible without losing quality
- **Remove friction**: avoid annoying stuff like pop-ups and banners
- **Accessibility**: use accessible fonts and colors for visually impaired readers



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Strut your stuff



E-E-A-T

You have the answer

It's become critical to demonstrate your:

- Experience
- Expertise
- Authority
- Trustworthiness



Especially with **YMYL** content
(Your Money Your Life)




what to do if i have chest pain

All Images Short videos Forums Videos Web Books More ▾

In right side In the middle Muscle To gas Persistent Sudden Minor

◆ AI Overview

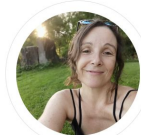
If you have chest pain, especially if it's sudden, severe, or accompanied by other symptoms like shortness of breath, nausea, or pain radiating to the arm or jaw, **seek immediate medical attention by calling 911 or going to the nearest emergency room**. Don't delay, as it could be a serious condition like a heart attack. 



Show off your expertise

Lay it on thick with the EEAT

- Provide **exclusive** content
- Use your expertise to share **conclusions, insights, opinions**
- Interview and cite **other experts**
- Always display a **byline** with an “author” field
- Provide the author’s **biography** that highlights their authority



Editor in Chief
Marie-Charlotte Pezé

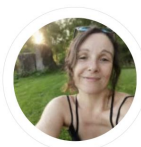
Insider tip: Clinique vs Clinic

Watch out! The French word *clinique* is a false friend. While in most of the English-speaking world, “clinic” describes an outpatient community-oriented medical center, in France “clinique” is actually the word for a private hospital.



By Marie-Charlotte Pezé

Updated 12-5-2025



Marie-Charlotte Pezé

About the author

Marie is originally from France, where she continues to work as the Editor in Chief of a large website that covers hot society topics such as healthcare, mental health, and labor law.

After studying politics, Marie moved to the US, where she worked in film and finance before finally making a home in the Netherlands and becoming Expatica's Editor in Chief.



Provide solid information

Prove your trustworthiness

- Use **high authority sources**
(from official, eminent, government websites)
- Give the **latest** data
- **Update** your content as regularly as necessary



Content **freshness** is absolutely critical



MINISTÈRE
DE LA SANTÉ
ET DE L'ACCÈS
AUX SOINS

*Liberté
Égalité
Fraternité*



The New York Times



World Health
Organization



Important details

- Include the **publish** date and the **last updated** date
- Your **URLs** matter: design short, clear, descriptive slugs



souffrance-et-travail.com/travailleurs/burn-out/



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Don't link like an idiot



Link guidelines

Internal and external links put your content into context

- Less is more: Remember that **all your links send people away!**
- **Never** link to your **competition**
- Link when it's **relevant** and **helpful**
- Stay on topic, and only link to **related content**
- **Don't** link out **too soon**



Link anchors

They matter to both readers and search engines

- Internal links: use a **keyword** of the **target page** as anchor
- Don't link on generic terms: Anchors should be **descriptive** so your readers know where they're going:

✗ Read more about French doctors

✓ Read more about French doctors

- **Never** link to **different destinations** with the **same anchor**
- **Never** link out on a keyphrase of the **current page**



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Conclusion



Build strong foundations

- Pick a **business model** that isn't on a faultline
- Use **marketing**, social media, and community platforms
- Follow **SEO, SXO, and AIO** guidelines very strictly
- Produce **high-quality**, expert, and exclusive content
- **Always, always put your reader first**



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A dramatic landscape photograph of a volcanic eruption. In the foreground, a large, bright orange and yellow lava flow is erupting from a dark, rocky vent. The lava flows down a dark, jagged slope, creating a winding path of fire. In the background, snow-capped mountains rise under a cloudy sky. The overall scene is one of intense natural power and beauty.

Thank you!
