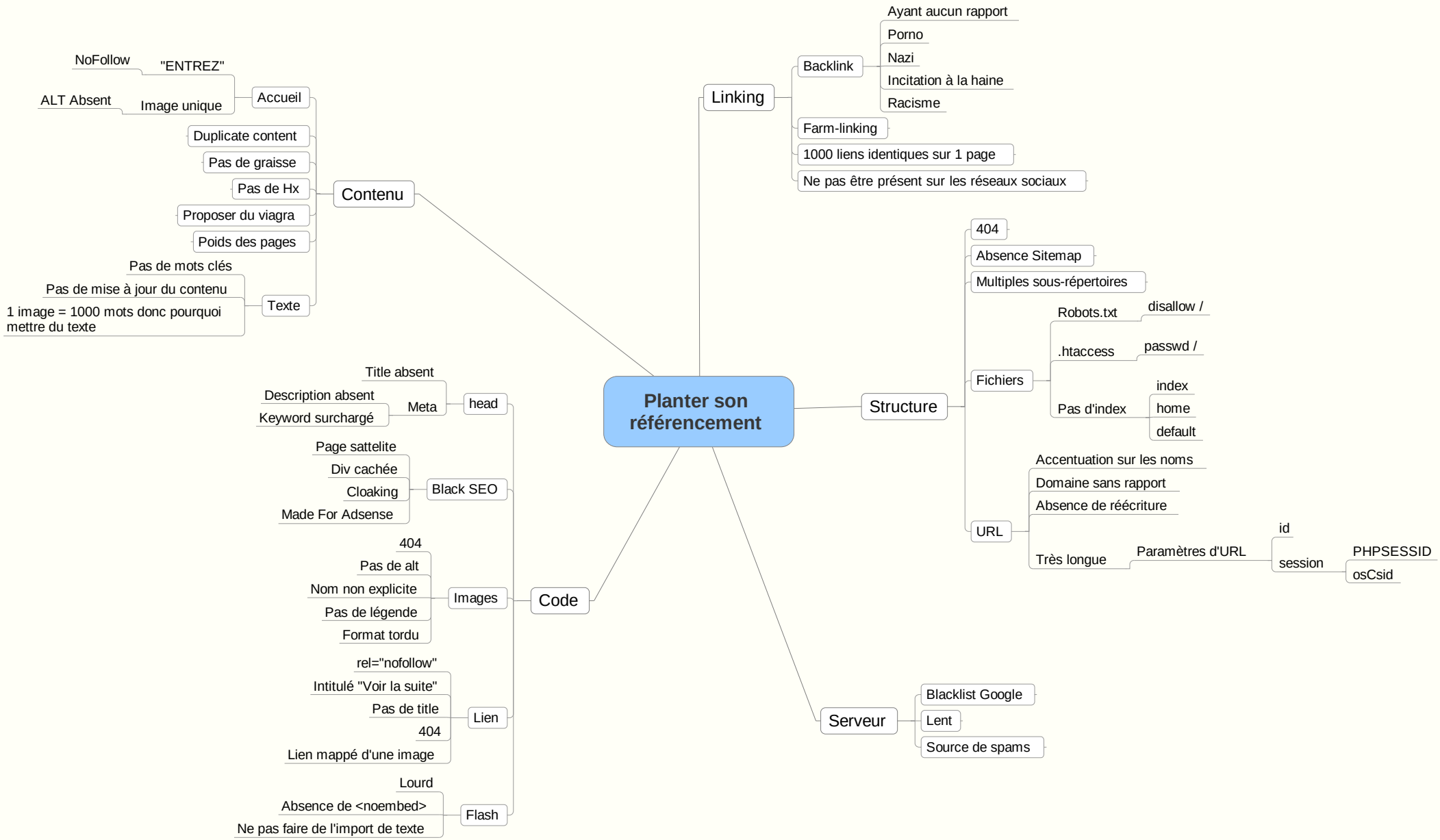Comment planter son référencement.