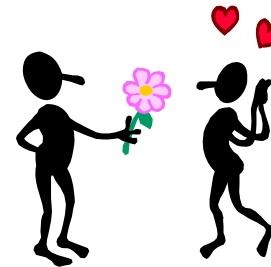




Site Maps

An overview of a useful tool
offered by the search engines



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What are site maps?

- **An xml file containing a list of pages on a web site.**
- **Purpose is to help agents that crawl the site for information.**
- **List can be modified to include data about “last modified”, “change frequency”, and “priority”.**

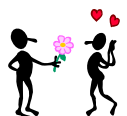




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How do you create them?

- Use the sitemap protocol to ensure that all participating engines can read the file.
- Google offers a sitemap generator. 
- Other tools are also available. 
- I have used GSiteCrawler (Free, for windows). 



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What do you do with them?



- Place them in the root directory of your site.
- Notify the search engines about the availability of the file.
- Each engine has a different process for notifying them.



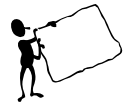
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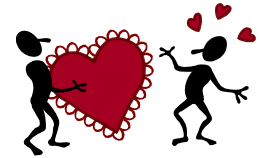
Submit to search engines?

- **Google**
 - Uses a sitemap portal page.
- **Yahoo**
 - Has a “submit” process, but not well described now.
- **MSN**
 - General guidelines refer to sitemaps, but info is limited.
- **General information is available.**



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How will they help you?

- **Helps to keep search engines informed of freshly updated content in a timely manner.**
- **Improves the comprehensiveness of the crawl,**
 - allowing webmasters to include all of the pages they want indexed to make sure that none are missed.
- **Lets the spider ignore pages that haven't been updated since the last time it visited a particular site,**
 - increasing its speed and efficiency and saving bandwidth.
- **Keeps search engines updated as to fresh content increases traffic to their sites.**



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What does a sitemap look like?

- It is an xml file.
- See an example for a small site.



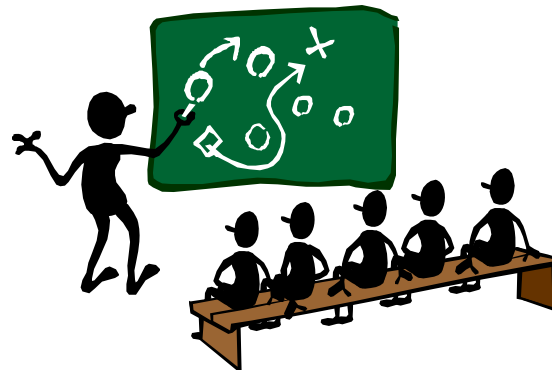
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END OF PRESENTATION

- Time for your questions?



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