information SERVICES

blogs.ed.ac.uk
Google XML Sitemap

Workbook

Edition #2

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Contents

1. **What is it?**

This plugin helps to improve SEO (Search Engine Optimization) to create special XML sitemaps that will help search engines like Google navigate through the content on your site. An XML sitemap is not visible to your website visitors and works to instead give a list of all your content in a machine-readable format so that search engines can easily discover all the content on your site and that they have the ability to see which links are more important and how frequently your site is updated.

2. **How to create a sitemap**

1) You can find the Google XML Sitemap plugin by hovering over Settings on the sidebar menu and clicking on 'XML-Sitemap'
2) When you arrive at the XML-Sitemap dashboard you will see that the plugin automatically creates a XML Sitemap for you blog, which you can view by clicking on the URL at the top of your dashboard which will lead to your sitemap index field. For example:
https://www.example.com/sitemap.xml
    a. From that URL you will be able to see your XML Sitemap Index that breaks down all your sub-sitemap URLs that will look something like this:

3. **Additional Settings**

From the XML-Sitemap dashboard that can be accessed via Settings there are a few plugin settings you can view and adjust to make sure your Sitemap Index isn't missing anything.

Result of the last ping: The information at the top of the dashboard will give you status information and will notify you if the plugin is unable to reach any search engine

Basic Options: These options will allow you to disable the plugin from search engines

Post Priority: You can adjust how the plugin assigns priority to posts, by default the plugin uses the number of comments to calculate a post's priority

Sitemap Content and Excluded Items: These two sections will allow you to include and exclude content from your sitemap.

Change Frequencies and Priorities: Here you can adjust the frequency and priority of your sitemap contents and changing these values is considered a hint and not a command for search engines so they may not check things within the exact frequency or priority you set in order for them to handle unexpected changes to those pages.