

## Using a Site Map Builder When Adding Google Sitemaps to Websites

Using a site map builder to add Google sitemaps to your website can be very beneficial. With Google sitemaps, you can inform search engines when you have new or updated content. This process allows search engines to more intelligently crawl your site, significantly reducing the amount of time it normally takes to index your pages. A site map builder is especially beneficial for any site with pages that are only accessible through a search.

The best part about sitemap protocol is that once it is in place, the submission process will be fully automated, giving you more time to concentrate on other aspects of your website. Smart webmasters love Google sitemaps because they can increase traffic without having to do a great deal of work.

### Getting Started

If you are interested in adding Google sitemaps to your website, the first thing you will want to do is study the free tutorials that are available on the Google website. These tutorials can walk you through the entire process and answer almost any question you might have.

Your next step will be installing a Google sitemap generator. There are many different site map builder programs out there that will help you generate the sitemap. Some builders can also help you create an rss feed, an html sitemap, and other url submission lists.

### Creating Google Site Maps

There are several things you will want to keep in mind when creating Google sitemaps. A sitemap must begin with an opening urlset tag and end with a closing urlset tag. It must also include a url entry for each url and a loc child entry for each url parent tag.

Another important rule to note is that sitemaps should be no larger than 10MB when uncompressed. They should also contain fewer than 50,000 urls. Anything more, and you will need to create multiple sitemap files.

If all of this sounds confusing to you, a site map builder will come in very handy. This program can take care of the trickier, and more time consuming portions of creating sitemaps.

### Placing and Submitting Sitemaps

The best spot to put your sitemap is at the root directory of your html server. Once your sitemap is in place, you can validate the xml structure with one of the many free online sitemap validation programs. Validating now can save you from submission errors and a huge headache later on.

The final step is to submit your sitemap. To do this, you will need to sign up for a free Google account or sign in on your existing account if you already have one. Only first time submissions require the access of a Google account; resubmits have many other options.

Once your Google sitemaps have been accepted, you will notice your pages being indexed much faster. You may also see an increase in traffic. If you want to keep check on stats, you can request daily crawler reports. You may also be able to utilize follow up measures through your site map builder.

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### About the Author

Cliff Posey, owner of CRP Marketing, owns and operates <http://webbusinessstoolsonline.com>. Cliff Posey has also operated several other successful web businesses including Love Song Cards and Radio Career Consultants. The content in this article was developed from his experience in these businesses.