

The Sitemap Cheat Sheet

A [sitemap](#) is a list of web pages created for web crawlers, so they can **find your web content fast and easy**. With a sitemap, search engines can see the newest web pages on a website, or all of the web pages together.

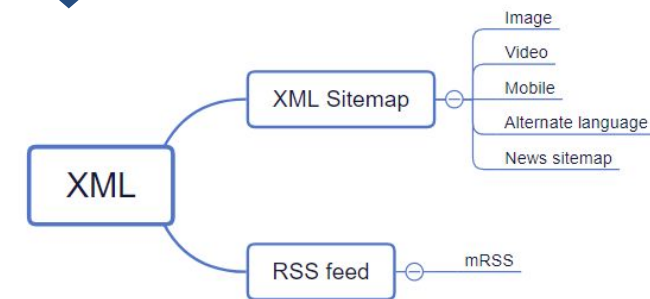
Why?

- Faster indexation
- Better indexation of deep pages
- Monitoring of indexed pages

When?

- Your website is large
- Your site is new
- You need to index new content fast
- You change content frequently

Types of a Sitemap



Guidelines

- Use UTF-8 encoding
- Use absolute URLs
- Entity and non-ASCII escaping
- You can use Gzip compression

Avoid including

- 3xx, 4xx and 5xx status codes
- Duplicate pages
- Utility pages, paginations
- Pages disallowed by robots.txt
- Pages with noindex

Limitations

- 1,250,000,000,000** URLs max
- 50,000** URLs and **50** MB per sitemap
- 50,000** sitemaps per sitemap index
- 500** sitemap indexes ^{for Google}
- 1,000** images per URL

XML Sitemap

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://spotibo.com/guides</loc>
    <lastmod>2017-10-20T17:30:00-02:00</lastmod>
  </url>
</urlset>
```

Sitemap Index

```
<?xml version="1.0" encoding="UTF-8"?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://www.spotibo.com/sitemap-main-pages.xml</loc>
    <lastmod>2017-10-20T17:30:00-02:00</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.spotibo.com/sitemap-guides.xml</loc>
    <lastmod>2017-10-19T16:30:00-02:00</lastmod>
  </sitemap>
</sitemapindex>
```

Notify About Sitemaps

Robots.txt:

```
Sitemap: https://spotibo.com/sitemap.xml
```

Source code:

```
<link rel="alternate" type="application/rss+xml"
href="https://spotibo.com/feed.rss"
/>
```

Search Engine's Webmaster Tools:

- [Google Search Console](#)
- [Bing Webmaster Tools](#)
- [Yandex Webmaster Tools](#)

Entity Escaping

Character		Escape Code
Ampersand	&	&
Single quote	'	'
Double quote	"	"
Greater than	>	>
Less than	<	<

XML Sitemap with Extensions

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1" IMAGE
  xmlns:video="http://www.google.com/schemas/sitemap-video/1.1" VIDEO
  xmlns:xhtml="http://www.w3.org/1999/xhtml" MOBILE & ALT. LANGUAGE
>
<url>
  <loc>https://spotibo.com/</loc>
  <lastmod>2017-10-20T17:30:00-02:00</lastmod>
  <image:image>
    <image:loc>https://spotibo.com/logo.png</image:loc>
    <image:title>Spotibo logo</image:title>
    <image:license>
      https://creativecommons.org/licenses/by-nc-nd/4.0/ IMAGE
    </image:license>
    <image:geo_location>Bratislava, Slovakia</image:geo_location>
    <image:caption>Spotibo logo in dark</image:caption>
  </image:image>
  <video:video>
    <video:thumbnail_loc>https://spotibo.com/thumb.png</video:thumbnail_loc>
    <video:title>Welcome video</video:title>
    <video:description>How to do SEO analysis</video:description>
    <video:content_loc>https://spotibo.com/video1.mp4</video:content_loc>
    <video:duration>600</video:duration>
    <video:rating>4.5</video:rating>
    <video:view_count>10000</video:view_count> VIDEO
    <video:publication_date>2017-10-18T17:30:00-02:00</video:publication_date>
    <video:family_friendly>yes</video:family_friendly>
    <video:requires_subscription>no</video:requires_subscription>
  </video:video>
  <xhtml:link rel="alternate" media="only screen and (max-width: 640px)"
    href="https://m.spotibo.com/" />
  <xhtml:link rel="alternate" hreflang="de"
    href="https://spotibo.com/deutsch/" /> MOBILE & ALT. LANGUAGE
</url>
</urlset>
```

Google News Sitemap

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:news="http://www.google.com/schemas/sitemap-news/0.9">
  <url>
    <loc>https://example.com/article</loc>
    <news:news>
      <news:publication>
        <news:name>Example News Site</news:name>
        <news:language>en</news:language>
      </news:publication>
      <news:genres>PressRelease</news:genres>
      <news:publication_date>
        2017-10-20T15:30:00-02:00
      </news:publication_date>
      <news:title>Article title</news:title>
      <news:keywords>sales, business, retail</news:keywords>
    </news:news>
  </url>
</urlset>
```

RSS Feed with Media (mRSS)

```
<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:media="http://search.yahoo.com/mrss/" version="2.0">
  <channel>
    <title>Spotibo Blog</title>
    <link>https://blog.spotibo.com</link>
    <description>Advanced reading for SEO geeks</description>
    <item>
      <title>Article Title</title>
      <link>https://blog.spotibo.com/article</link>
      <description>Example article description</description>
      <pubDate>Wed, 18 Oct 2017 17:30:00 +0200</pubDate>
      <media:content>
        <media:player url="https://spotibo.com/video/123" />
        <media:thumbnail width="960" height="540"
          url="https://blog.spotibo.com/video-thumb.png" />
        <media:title>Example video</media:title>
      </media:content>
    </item>
  </channel>
</rss>
```