

# How to make Google (and others) love you a little more

**Site maps for Google, Yahoo and MSN  
Robot.txt file for Google, Yahoo, MSN ..  
and the “nofollow” tag**

# Sitemap.xml

- A “sitemap.xml” or “urllist.txt” are files which are included in the root of a site and provides information about the pages to help search engines index the site for best SEO.
- Details such as “priority level” (0.0-1.0) – the relative importance of the page within the site, “last modified”, “change frequency” can be specified.
- <http://www.sitemaps.org/>
- Online sitemap creators can be used to create the file:
- <http://www.xml-sitemaps.com>
- <http://wonderwebware.com/sitemap-generator/> (Firefox add-on)

# Urllist.txt

- A text file provided for Yahoo.
- List of all pages in a site.
- Many free list generators online, they will spider the site and create a list of all page URL's of all pages.
- One such generator below:
- <http://www.akamarketing.com/text-sitemap-maker/>

# Robots.txt

- This informs the search engine which pages or folders should not be indexed.
- Sample disallow of two folders:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /myfolder/
```
- Read more at:
- <http://www.robotstxt.org/>

# The “nofollow” link

- Added to links, it tell the search engine to not dilute your website's PageRank (overall value) by sharing some of your PageRank with the linked page.
- Can help increase the relative “value” of the other pages.
- Sample link format with the nofollow tag:
- `<a href="privacy.html" rel="nofollow">`