

XML SITEMAP

A GUIDE TO XML SITEMAP

ADELINA BOCSE
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ARVAL
BNP PARIBAS GROUP

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EXCEL FILE: INTRODUCTION SPREADSHEET





Seo Report, Spreadsheet: Xml Sitemap

Within the Introduction spreadsheet that you find within the sEO reports sent by BitBang, please have a look at the Sitemaps cell to see if an XML sitemap was added. If not, learn more on how to do it by reading this guide.

Please note that the SEO report is sent by BitBang, the agency in charge of SEO topics, only to the countries that are in its scope.

Profile	Arval BE					Path	Submitted Urls	Indexed Urls
Domain	arval.be/					Sitemaps:	No sitemap submitted on Google Search Console	
Search Console Profile	https://www.arval.be/							
Pages Found	485							
Errors Found	2							
Pages w/o Meta Description	247							

Intro | Outlinks | Errors | Canonicals | Titles | Meta Descr | Images | H1s

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DEFINITION



XML & HTML SITEMAPS: DEFINITION & IMPORTANCE

- An XML sitemap is a file where you add the web pages of your website to tell Search Engines how your site content is organized. Search Engines have web crawlers (e.g. Googlebot) which read this file in order to crawl in a more intelligent way the pages of your website.
- A HTML sitemap or classic sitemap is used by visitors to navigate more rapidly a website. It is usually present in the footer as a clickable link redirecting to a page containing all your pages listed as text links.

THE IMPORTANCE OF XML SITEMAPS



XML Sitemap -> Search Engines take it into consideration

- Tells Search Engines which are the URLs to be crawled.
- Helps Search Engines to read and crawl more intelligently the website.
- Provides valuable metadata associated with the pages you list. Metadata is information about a webpage that keeps Search Engines up to date concerning your website pages.

HTML/Classic Sitemap -> users may use it

- Guides visitors to better understand the organization of your website.
- Offers a better site experience.
- Helps crawlers understand your site structure just by reading these links.

HOW TO BUILD AN XML SITEMAP

- ✓ **Decide which are the pages to be crawled by Search Engines.**
 - Choose the canonical version of each page.
 - Pages that should be available in google search results
 - Only pages in production (tests shouldn't be crawled)

HOW TO BUILD A CLASSIC SITEMAP

- ✓ **Respect of the structure of your website.**
It must be coherent and its design has to respect the graphic charter as well as the site architecture.

As Arval websites use Drupal, the above steps to build a sitemap are not necessary. Everything is automatically done thanks to the XML sitemap module integrated in Drupal.1

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HOW DO SEARCH ENGINES INDEX SITEMAPS?



WHY SITEMAP IS USEFUL TO GOOGLE?

Google's crawler usually reacts to the update frequency of your Sitemap. If a new content is found every time it crawls, then it will choose to crawl it more frequently.

The crawl process is algorithmic and computer programs decide how often to crawl your website. Thanks to the sitemap file submitted in Google Search Console, Google is supposed to crawl your pages. The action of crawling allows Google to better understand and index your pages .

Using a sitemap doesn't guarantee that all the items in your sitemap will be crawled and indexed, as Google processes rely on complex algorithms to schedule crawling. However, in most cases, your site will benefit from having a sitemap, and you'll never be penalized for having one.



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WHERE TO FIND XML SITEMAPS IN DRUPAL



SITEMAP IN DRUPAL: AUTOMATICALLY GENERATED

If you want to have a look at the sitemap generated by Drupal:

- ✓ go in the CMS and click on « Configuration »
- ✓ choose « Search and metadata »
- ✓ click on « Sitemap XML » to be redirected to the page listing all the URLs submitted to Search Engines.

URL	Language	Last updated	Links	Pages	Operations
https://www.arval.co.uk/sitemap.xml	English	11/04/2017 - 02:47	169	1	Edit Delete



NOTE

A sitemap is crawled by Search Engines with a **frequency** they determine according to their own algorithms. So, if **updates** are **rarely done**, **Google visits not often your XML sitemap**. Thus, it is important to **submit it via Google Search Console whenever an important modification has been done**.

HOW TO READ AN XML SITEMAP GENERATED IN DRUPAL

✓ *Last modification date* corresponds to the date when a page was modified/updated.

✓ *Change frequency* is different from one URL to another and depends on the last modification date of the page.

The sitemap is updated every day if any modification was done. For instance, if a page has been modified for less than 24 hours, its frequency of submission is « *Daily* » but if a page hasn't been modified for 3 days, its frequency of submission is « *Weekly* ».

✓ *Priority* corresponds to the order in which a Search Engine indexes the URLs of your website. It is possible to **modify** this value in the **CMS**. For instance, for your home page you can indicate a higher priority as it is the main entrance on your website.

← → ↻ ↗ 🔒 Sécurisé | <https://www.arval.co.uk/sitemap.xml>

Sitemap file: <https://www.arval.co.uk/sitemap.xml>

Number of URLs in this sitemap: 169

URL location	Last modification date	Change frequency	Priority
https://www.arval.co.uk/		daily	1.0
https://www.arval.co.uk/2017-isuzu-d-max-register-your-interest	2017-04-03T13:17Z	weekly	0.5
https://www.arval.co.uk/404	2017-03-31T14:29Z	weekly	0.0
https://www.arval.co.uk/about-arval	2017-02-11T18:53Z	yearly	0.5
https://www.arval.co.uk/about-arval/about-arval/arval-news	2015-05-13T13:29Z	yearly	0.5
https://www.arval.co.uk/about-arval/about-arval/careers-arval	2017-03-02T09:18Z	monthly	0.5
https://www.arval.co.uk/about-arval/about-arval/information-drivers/book-test-drive	2017-01-30T14:51Z	yearly	0.5
https://www.arval.co.uk/about-arval/about-arval/information-drivers/driver-satisfaction-survey	2017-01-30T14:56Z	yearly	0.5
https://www.arval.co.uk/about-arval/acting-responsibly	2017-03-29T12:06Z	weekly	0.4
https://www.arval.co.uk/about-arval/acting-responsibly/whistleblowing	2017-03-29T12:06Z	weekly	0.3
https://www.arval.co.uk/about-arval/awards	2017-03-15T17:26Z	monthly	0.5



MODIFY XML SITEMAP PRIORITY IN DRUPAL

- 1 • Go on the page you want to access and click on « Edit ».
- 2 • Click on “XML Sitemap”
- 3 • Click on the drop-down list to modify the priority of the URL if necessary.

When it comes to assign a priority to your URLs, please bear in mind that some pages are more important than others.

According to their importance, pages are split into :

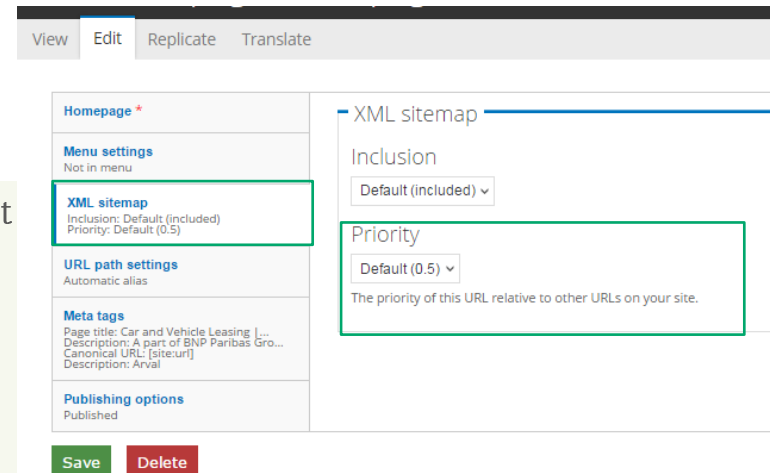
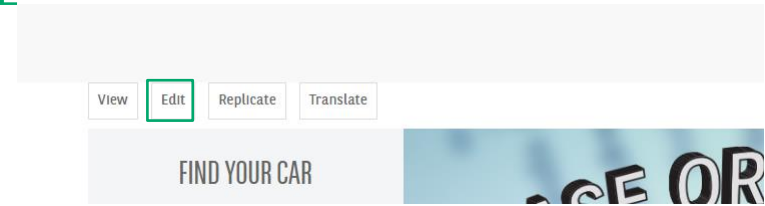
- Parent page: higher importance than a child page (higher priority to set up in Drupal)
- Child page: less important than a parent page (lower priority to set up in Drupal)

Consequently, we recommend you to set up the priority of an URL by taking into account the importance of the page.

Examples:

- Parent page : <https://www.arval.co.uk/vehicle-leasing>
- Child page : <https://www.arval.co.uk/vehicle-leasing/latest-deals/bmw/4-series-gran-diesel-coupe-2014>

Each URL has attributed a priority. The priority value can vary from 0.0 (the smallest) to 1.0 (the biggest). It's up to you to assign a priority value to each URL according to its importance. If you do not assign a priority value, this one is assigned by default.



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SUBMIT XML SITEMAPS VIA GOOGLE SEARCH CONSOLE



ADD A SITEMAP VIA GOOGLE SEARCH CONSOLE

- 1 Connect to Google Search Console account
- 2 Choose the property corresponding to your website. (choose the https version)
- 3 Click on Crawl and then on Sitemaps.
- 4 Check the two tabs to see if any sitemap was recently submitted. (less than one month)
If no sitemap was submitted, click on add/test sitemap.
In order to add a sitemap, click on « Add/Test Sitemap », write « sitemap.xml » within the field starting by « http:/ » click on submit.

If you do not have access to Google Search Console, please contact the Digital Support and give the gmail address.

By clicking on </sitemap.xml> you have access to the sitemap details. (check if everything is fine)

The screenshot shows the Google Search Console interface for the property <http://arval.com/>. The left sidebar contains navigation options, with 'Sitemaps' highlighted. The main content area shows the 'Sitemaps' section with a red 'ADD/TEST SITEMAP' button. A modal window titled 'Add/Test Sitemap' is open, showing the input field containing 'http://arval.com/ sitemap.xml' and a blue 'Submit' button. Below, a table lists submitted sitemaps.

#	Sitemap	Type	Processed	Issues	Items	Submitted	Indexed
1	/sitemap.xml	Sitemap	Apr 7, 2017	-	Web	67	Pending

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SITEMAP XML: DO & DON'T EXAMPLE



Sitemap XML: DO & DON'T example

- DO** 
- page URL: <https://www.arval.co.uk/about-arval>
 - indexed URL: <https://www.arval.co.uk/about-arval>

- DON'T** 
- page URL & indexed URL <https://www.arval.be/nl/node/9008>
In this situation, within the URL, pertinent keywords have to be used.

NOTE:

No « node » should appear within an URL.

We recommend you to send a ticket to Stepnet and ask for a modification of the URLs if a node is in your XML sitemap. Within each URL it is important to have keywords related to the content of the page. Thus, Search Engines will rapidly understand what your page is about.

Thank you!

E-mail: digitalteam@arval.com
Digital Team