

TRAINING DAY-18

REPORT:

09 July 2024

Keys Takeways:

1. Creating a Sitemap

- **Purpose:**
 - Helps search engines index the site more effectively.
 - Enhances navigation for users and search engines.
- **Types:**
 - XML Sitemap: For search engines.
 - HTML Sitemap: For users.
- **Creation Steps:**
 - List all URLs on the website.
 - Use tools like XML-Sitemaps.com, Screaming Frog, or Yoast SEO (for WordPress) to generate an XML sitemap.
 - Ensure the sitemap adheres to the Sitemap Protocol.
- **Location:**
 - Save the XML sitemap as sitemap.xml in the root directory.
 - Example: abc.com/sitemap.xml.
- **Submission:**
 - Submit the sitemap to search engines via tools like Google Search Console and Bing Webmaster Tools.

2. Creating a 404 Page

- **Purpose:**

- Informs users that the requested page does not exist.
- Maintains a consistent user experience.
- **Design Considerations:**
 - Simple and clear message indicating the page is not found.
 - A friendly and helpful tone.
 - Links to navigate back to the homepage or other useful pages.
- **HTML Example:**

html Copy

code

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width,
initialscale=1.0">
  <title>404 Not Found</title>
  <style>    body { font-family: Arial, sans-serif; text-align: center;
backgroundcolor: #f8f8f8; color: #333; }
    .container { max-width: 600px; margin: 100px auto; }
h1 { font-size: 48px; }    p { font-size: 18px; }    a {
color: #007BFF; text-decoration: none; }    a:hover {
text-decoration: underline; }
  </style>
</head>
<body>
  <div class="container">
    <h1>404</h1>
```

```
<p>Oops! The page you're looking for doesn't exist.</p>
<p>It might have been removed, renamed, or did not exist in the first
place.</p>
<p><a href="/">Go back to the homepage</a></p>
</div>
</body>
</html>
```

□ **Implementation:**

- Save the HTML file as 404.html in the root directory.
- Configure the web server to serve this file when a 404 error occurs.

3. Creating Robots.txt

- **Purpose:**

- Provides instructions to web crawlers about which pages to index or not.

- **Syntax:**

- User-agent: Specifies the web crawler.
- Disallow: Blocks crawlers from accessing specified paths.
- Allow: Grants access to specific paths (overrides disallow rules).
- Sitemap: Specifies the location of the sitemap.

- **Example:**

txt

Copy code

User-agent: *

Disallow: /private/

Allow: /public/

Sitemap: https://abc.com/sitemap.xml

- **Creation Steps:**

- Open a text editor and create the robots.txt file with the appropriate rules.
- Save the file as robots.txt.
- Place the file in the root directory of the website.

- **Validation:**

- Use tools like Google's Robots.txt Tester to ensure the syntax is correct.