**Sitemaps**

A *sitemap* is a file where you can list the web pages of your site to tell Google and other search engines about the organization of your site content. Search engine web crawlers like Googlebot read this file to more intelligently crawl your site.

Ideally, if your site’s pages are properly linked, our web crawlers can usually discover most of your site. Even so, a sitemap is a helpful tool that can improve the crawling of your site, particularly if your site meets one of the following criteria:

* **Your site is really large.** As a result, it’s more likely Google web crawlers might overlook crawling some of your new or recently updated pages.
* **Your site has a large archive of content pages that are isolated or well not linked to each other.** If you site pages do not naturally reference each other, you can list them in a sitemap to ensure that Google does not overlook some of your pages.
* **Your site is new and has few external links to it.** Googlebot and other web crawlers crawl the web by following links from one page to another. As a result, Google might not discover your pages if no other sites link to them.
* **Your site uses rich media content, is shown in Google News, or uses other sitemaps-compatible annotations.** Google can take additional information from sitemaps into account for search, where appropriate.

Also, your sitemap can provide valuable *metadata* associated with the pages you list in that sitemap: Metadata is information about a webpage, such as when the page was last updated, how often the page is changed, and the importance of the page relative to other URLs in the site.

You can use a sitemap to provide Google with metadata about specific types of content on your pages, including [video](https://support.google.com/webmasters/answer/80471" \t "_blank), [image](https://support.google.com/webmasters/answer/178636" \t "_blank), and [mobile](https://support.google.com/webmasters/answer/34627" \t "_blank) content. For example, you can give Google the information about video and image content:

* A sitemap *video entry* can specify the video running time, category, and age appropriateness rating.
* A sitemap *image entry* can include the image subject matter, type, and license.

Note that use of a sitemap doesn't guarantee you that all the web pages listed in your sitemap can be crawled or indexed as Google processes rely mainly on complex algorithms. In most cases, webmasters benefit from sitemap submission, and in no case can you be penalized for it.

Build your sitemap

 You can choose from a variety of approaches to building your sitemap. The standard way to build a sitemap is to make an XML file; although, you can also use one of the alternative methods discussed later in this document. You also have the option to create your sitemap manually or, alternatively, you can choose from a number of [third-party tools](http://code.google.com/p/sitemap-generators/wiki/SitemapGenerators" \t "_blank) to generate your sitemap automatically. After you make your sitemap, you can later [submit it to Google with the Sitemaps page](https://support.google.com/webmasters/answer/183669" \t "_blank).

An example of a simple XML sitemap that includes the location of a single URL is as follows. To learn about any the urlset, url, or loc XML tags, see the Sitemap tags reference table below.

<?xml version="1.0" encoding="UTF-8"?> <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"> <url> <loc>http://www.example.com/foo.html</loc> </url> </urlset>

Key guidelines for making an XML sitemap that can be read by Google are as follows, grouped by category:

### Sitemap considerations

* + **Include the following** **XML namespace declaration** in your file: xmlns= http://www.sitemaps.org/schemas/sitemap/0.9.
  + **Use consistent syntax for listing your URLs**. For instance, if you list your home page URL as http://www.example.com/, your sitemap should not have URLs that begin with http://example.com/
  + **Don't include session IDs from URLs** in your sitemap to reduce duplicate crawling of those URLs.
  + **Point out translated versions of a URL** to Google for crawling and indexing by listing the unique URLs of each language in your sitemap file and by using [hreflang annotations](https://support.google.com/webmasters/answer/189077" \t "_blank).

### Multiple sitemaps

* + **Break up a large sitemap** into a set of smaller sitemaps to prevent your server from being overloaded by serving a large file to Google. A sitemap file can't contain more than 50,000 URLs and must be no larger than 50 MB uncompressed.
  + **Use a [sitemap index file](https://support.google.com/webmasters/answer/71453" \t "_blank)** to list all your sitemaps and submit this single file to Google rather than submitting individual sitemaps.

### Other considerations

* + **Sitemap files must be UTF-8 encoded, and [URLs escaped](https://support.google.com/webmasters/answer/35653" \t "_blank) appropriately**.
  + **Use recommended [canonicalization methods](https://support.google.com/webmasters/answer/139066" \t "_blank)** to tell Google, if your site is accessible on both the www and non-www versions of your domain, the version of your domain that yous submitted a sitemap for (you only need one sitemap in this case).
  + **Familiarize yourself with our [Webmaster Guidelines](https://support.google.com/webmasters/answer/35769" \t "_blank), and our [SEO Starter Guide](https://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf" \t "_blank)** if you're considering hiring a consultant to help you optimize your sitemaps. It can also be useful to check with colleagues with similar sites or businesses to get the most of your sitemap.

### Sitemap extensions (video, images, news ...)

As well as basic URL information, sitemaps can contain detailed information about specific types of content on your site, including [video](https://support.google.com/webmasters/answer/80471" \t "_blank), [images](https://support.google.com/webmasters/answer/178636" \t "_blank), [mobile](https://support.google.com/webmasters/answer/6082207" \t "_blank), and [news](http://www.google.com/support/news_pub/bin/answer.py?answer=75717" \t "_blank) content. You can indicate content types to using the namespaces in the table below. Depending on the content types listed in your sitemap, you should specify namespaces accordingly.

|  |  |
| --- | --- |
| General URL | xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" |
| Images | xmlns:image="http://www.google.com/schemas/sitemap-image/1.1" |
| Video | xmlns:video="http://www.google.com/schemas/sitemap-video/1.1" |
| Mobile | xmlns:mobile="http://www.google.com/schemas/sitemap-mobile/1.0" |
| News | xmlns:news="http://www.google.com/schemas/sitemap-news/0.9". However, Google recommends that you create separate a sitemap for your news content. Google crawls news sitemaps more frequently to check for new news articles. [More information about news sitemaps.](http://www.google.com/support/news_pub/bin/topic.py?topic=11666" \t "_blank) |

Another example of an XML sitemap is as follows, with image and video information in addition to the single URL entry from the previous example. See the reference table below (sitemap tag definitions) for more details about the XML tags for URLs.

<?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" xmlns:video="http://www.google.com/schemas/sitemap-video/1.1"> <url> <loc>http://www.example.com/foo.html</loc> <**image**:image> <image:**loc**>http://example.com/image.jpg</image:loc> </image:image> <**video**:video> <video:**content\_loc**> http://www.example.com/video123.flv </video:content\_loc> <video:**player\_loc** allow\_embed="yes" autoplay="ap=1"> http://www.example.com/videoplayer.swf?video=123 </video:player\_loc> <video:**thumbnail\_loc**> http://www.example.com/thumbs/123.jpg </video:thumbnail\_loc> <video:**title**>Grilling steaks for summer</video:title> <video:**description**> *Cook the perfect steak every time.* </video:description> </video:video> </url> </urlset>

Note that for simplicity, only a subset of available video tags are shown in this example—you can learn more in the following article on [video sitemaps](https://support.google.com/webmasters/answer/80471" \t "_blank). You can also see more image tags in the [image sitemaps](https://support.google.com/webmasters/answer/178636" \t "_blank) article.

### Sitemap tag definitions

The following table outlines all the tags required for sitemaps that list web URLs. To add more detailed information about specific content types, see [video](https://support.google.com/webmasters/answer/80471" \t "_blank), [images](https://support.google.com/webmasters/answer/178636" \t "_blank), [mobile](https://support.google.com/webmasters/answer/34627" \t "_blank), and [news](http://www.google.com/support/news_pub/bin/answer.py?answer=75717" \t "_blank).

|  |  |  |
| --- | --- | --- |
| Tag | Required? | Description |
| <urlset> | Required | Encloses all information about the set of URLs included in the sitemap. |
| <url> | Required | Encloses all information about a specific URL. |
| <loc> | Required | Specifies the URL. For images and video, specifies the landing page (aka play page). |
| <lastmod> | Optional | Shows the date the URL was last modified, in YYYY-MM-DDThh:mmTZD format (time value is optional). |
| <changefreq> | Optional | Provides a hint about how frequently the page is likely to change. Valid values are:   * always. Use for pages that change every time they are accessed. * hourly * daily * weekly * monthly * yearly * never. Use this value for archived URLs. |
| <priority> | Optional | Describes the priority of a URL relative to all the other URLs on the site. This priority can range from 1.0 (extremely important) to 0.1 (not important at all). Note that the priority tag does not affect your site ranking in Google search results. Priority values are only considered relative to other pages on your site so, assigning a high priority (or specifying the same priority for all URLs) will not boost your entire site search ranking. |

In addition to the standard XML format, Google also accepts the following file types as sitemaps:

* **RSS, mRSS, and Atom 1.0**: If you have a blog with an RSS or Atom feed, you submit the feed's URL as a sitemap. Most blog software is able to create a feed for you, but recognize that this feed only provides information on recent URLs.
  + Google accepts RSS (Real Simple Syndication) 2.0 and Atom 1.0 feeds.
  + You can use an [mRSS (media RSS) feed](https://support.google.com/webmasters/answer/80471" \t "_blank) to provide Google details about video content on your site.
* **Text file**: For basic sitemaps that include only web page URLs, you can provide Google with a simple text file that contains one URL per line. For example:   
      http://www.example.com/file1.html  
      http://www.example.com/file2.html
  + For best results, use the following guidelines for creating text file sitemaps:
    - You must fully specify all URLs in your sitemap as Google attempts to crawl them exactly as you list them.
    - Your text file must use UTF-8 encoding.
    - Your text file should contain nothing but the list of URLs.
    - You can name the text file anything you wish, provided it has a .txt extension (for instance, sitemap.txt).
* **Google Sites sitemap:**If you've created and verified a site using Google Sites, we automatically generate a sitemap for you. You can then take this sitemap and [submit it to Google](https://support.google.com/webmasters/answer/183669" \t "_blank) Note, your sitemap might not be displayed properly if you have more than 1,000 pages in a single sub-directory.
  + If your site is hosted at [Google Sites](https://sites.google.com" \t "_blank), and your site domain is located at the URL http://sites.google.com/**yoursitename** for example, your sitemap URL is http://sites.google.com/site/**yoursitename**/system/feeds/sitemap
  + If you created your site using [Google Apps](https://www.google.com/apps" \t "_blank), your sitemap URL is http://sites.google.com/**yourdomain**/**yoursitename**/system/feeds/sitemap

Once you've made your sitemap, you can then [submit it to Google with the Sitemaps page](https://support.google.com/webmasters/answer/183669" \t "_blank), or by inserting the following line anywhere in your robots.txt file:

Sitemap: http://example.com/sitemap\_location.xml

 ­[Build your sitemap](https://support.google.com/webmasters/topic/6080646?hl=en&ref_topic=4581190)

* [Build a sitemap](javascript:;)
* [Video sitemaps](https://support.google.com/webmasters/answer/80471?hl=en&ref_topic=6080646)
* [Image sitemaps](https://support.google.com/webmasters/answer/178636?hl=en&ref_topic=6080646)
* [Feature phone sitemaps](https://support.google.com/webmasters/answer/6082207?hl=en&ref_topic=6080646)

**Video sitemaps**

Video sitemaps are an excellent way to make sure that Google knows about all the video content on your site, especially content that we might not otherwise discover with our usual crawling mechanisms. Improving the findability of your video content can improve your site's appearance in Google Video Search results.

When you submit a sitemap that has video information to Google, Google makes the included video URLs searchable on Google Video. Search results contain a thumbnail image (provided by you or auto-generated by Google) of your video content, as well as the information (such as a title) contained in your sitemap. Note that we can't guarantee when or if your videos can be added to our index as Google relies on complex algorithms for this process.

You can create a separate sitemap listing your video content, or you can add information about your video content to an existing sitemap—whichever is more convenient for you. The Google video extension of the [sitemap protocol](http://www.sitemaps.org/" \t "_blank) enables you to give Google descriptive information—such as a video title, description, duration, etc.—that makes it easier for users to find a particular piece of content.

Note, it is possible that Google might instead use text available on your video's web page rather than the text you supply in your sitemap.

### Add video information to a sitemap

You can create a sitemap based on the sitemap protocol, or you can use an existing [mRSS feed](http://video.search.yahoo.com/mrss" \t "_blank) as a sitemap, or both.

Your sitemap must include the following minimum information for each video: title, description, playpage URL, thumbnail URL and the raw video URL or URL to Flash video player. Without these five pieces of information, Google cannot surface your videos in our results.

Once you've created your sitemap, you can [submit it using Webmaster Tools](https://support.google.com/webmasters/answer/183669" \t "_blank).

Know the recognized file types

Google can crawl Flash SWF objects and the following raw video file types: .mpg, .mpeg, .mp4, .mov, .wmv, .asf, .avi, .ra, .ram, .rm, .flv. All files must be accessible via HTTP. Metafiles that require a download of the source via streaming protocols are not supported at this time.

**Image sitemaps**

With Image Search, just as with Google Web Search, following [Webmaster Guidelines](https://support.google.com/webmasters/answer/35769" \t "_blank) and [best practices for publishing images](https://support.google.com/webmasters/answer/114016" \t "_blank) can increase the likelihood that your images can be found in Image Search results. Additionally, you can use Google image extensions for sitemaps to give Google more information about the images available on your URLs. Image sitemap information helps Google discover images we might not otherwise find (such as images your site reaches with JavaScript code), and allows you to indicate to Google images on your site that you want Google to crawl and index.

To give Google information about images on your site, you'll need to add image-specific tags to a [sitemap](https://support.google.com/webmasters/answer/156184" \t "_blank). You can use a separate sitemap to list images, or you can add image information to an existing sitemap. Use the method works for you!

For each URL you list in your sitemap, you can add additional information about important images on that page. The following example shows a sitemap entry for the URL http://example.com/sample.html, which contains two images.

<?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"> <url> <loc>http://example.com/sample.html</loc> <image:image> <image:loc>http://example.com/image.jpg</image:loc> </image:image> <image:image> <image:loc>http://example.com/photo.jpg</image:loc> </image:image> </url> </urlset>

You can list up to 1,000 images for each page, using the syntax outline in the example above!

### Image tag definitions

|  |  |  |
| --- | --- | --- |
| **Tag** | **Required** | **Description** |
| <image:image> | Yes | Encloses all information about a single image. Each URL (<loc> tag) can include up to 1,000 <image:image> tags. |
| <image:loc> | Yes | The URL of the image.  In some cases, the image URL may not be on the same domain as your main site. This is fine, as long as both domains are verified in Webmaster Tools. If, for example, you use a content delivery network (CDN) to host your images, make sure that the hosting site is verified in Webmaster Tools OR that you submit your sitemap using robots.txt. In addition, make sure that your [robots.txt](https://support.google.com/webmasters/answer/75712" \t "_blank) file doesn’t disallow the crawling of any content you want indexed. |
| <image:caption> | Optional | The caption of the image. |
| <image:geo\_location> | Optional | The geographic location of the image. For example, <image:geo\_location>Limerick, Ireland</image:geo\_location>. |
| <image:title> | Optional | The title of the image. |
| <image:license> | Optional | A URL to the license of the image. |

Feature phone sitemaps

For feature phones (not smartphones), you can create a mobile sitemap by using the sitemap protocol along with an additional tag and namespace requirement. A sample mobile sitemap that contains a single entry is shown below.

<?xml version="1.0" encoding="UTF-8" ?> <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"  **xmlns:mobile="http://www.google.com/schemas/sitemap-mobile/1.0"**> <url> <loc>http://mobile.example.com/article100.html</loc> <**mobile:mobile/**> </url> </urlset>

Please be aware of the following guidelines for making a mobile sitemap:

* If you choose to use a [sitemap generation tool](https://code.google.com/p/sitemap-generators/wiki/SitemapGenerators" \t "_blank), first check that it can create mobile sitemaps
* A mobile sitemap must contain only URLs that serve feature phone web content. All other URLs are ignored by the Google crawling mechanisms so, if you have non-featurephone content, create a separate sitemap for those URLs.
* Include the tag to make sure your mobile URLs are properly crawled.
* URLs serving multiple markup languages can be listed in a single sitemap.

The Sitemaps page currently supports and automatically detects the following markup languages for mobile content: [XHTML mobile profile](http://en.wikipedia.org/wiki/XHTML_Mobile_Profile" \t "_blank) (WAP 2.0), [WML](http://en.wikipedia.org/wiki/XHTML_Mobile_Profile" \t "_blank) (WAP 1.2), [cHTML](http://en.wikipedia.org/wiki/CHTML" \t "_blank) (iMode).

# Manage sitemaps with the Sitemaps page

A sitemap is a file you can make for web crawlers like Googlebot that gives them a list of web pages on your site. This file lets Google and other search engines learn the organization of your site content to more intelligently crawl your site.

You can get more information about when to use sitemaps and how to build them in the [Start with the fundamentals: manage, monitor, and maintain your site](https://support.google.com/webmasters/topic/4581352) section of our Help Center.

The Webmaster Tools Sitemapspage lets you make sure that Google is properly getting all the information provided in your sitemaps. The Sitemaps page displays a summary of the data Google gathered from your sitemaps, and also allows you to individually test how Google retrieves your sitemaps as you make changes to them.

You can use the Sitemaps page to see the following information about your sitemaps:

* The format or type of sitemap indicates if your sitemap is a standard XML file, an [RSS feed](http://www.google.com/url?q=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FRSS&sa=D&sntz=1&usg=AFQjCNFo5iuWQxf752spyNNDRWyOe-_oYA" \t "_blank), an [Atom feed](http://www.google.com/url?q=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FAtom_%28standard%29&sa=D&sntz=1&usg=AFQjCNFwEszB4CtEnWcPuUb626C2AwMRXw" \t "_blank), a text file, or an index of other sitemaps ([sitemap index](https://support.google.com/webmasters/answer/71453" \t "_blank)).
* The number of URLs that are included in the sitemap, and the numbers of those URLs that have been indexed by Google.
* The totalnumber of different content type items (web pages, images, video, and news content) in the sitemap and, of those items, the number of items indexed by Google.
* The date of sitemap submission to Google, and the date Google processed the sitemap.

In addition, immediately when you [open the Sitemaps page](https://www.google.com/webmasters/tools/sitemap-list" \t "_blank), you can see warnings or errors relating to each sitemap that you've previously submitted. These warnings or errors tell you how well Google is able to reach your Sitemap and that it URLs refers to. Learn more about [common sitemap errors](https://support.google.com/webmasters/answer/35738" \t "_blank).

## View the Sitemap Details page

1. Sign into **Webmaster Tools** with your Google Account.
2. On the **Webmaster Tools** home page, click the site for which you want to manage sitemaps.
3. On the left-hand menu, click **Crawl** to expand the Crawl menu, and then click **Sitemaps**from the Crawl menu list.
4. In the list of sitemaps, click the sitemap you want to examine to open the **Sitemaps Details** page. From this page, you can view errors, indexing statistics and more.

To find out more about how a sitemap is working and diagnose syntax errors or other problems with the sitemap itself, you can run a test by following the steps below. You can do this as a step before submitting a new sitemap, or you can test a previously submitted sitemap.

## Test a sitemap

1. Navigate to the **Sitemaps** page as per the first 3 steps to *View the Sitemaps Details* page.
2. Click on a sitemap in the list to open the Sitemaps Details page and click **Test Sitemap** in the top right corner. Alternatively, if you don't see the Sitemap you're looking for, click **Add/Test Sitemap** on the main Sitemaps page, enter in a URL path in the textbox of the dialog that appears, and click **Test**.
3. Once the test is completed, click **Open Test Results** to see your test results.
4. Once you correct any issues identified by the test, you can click **Resubmit** to alert Google of any changes.

You can use the **Sitemaps** page to submit a new sitemap to Google by following the steps shown below.

## Submit a sitemap to Google

1. Navigate to the **Sitemaps** page as per the first 3 steps to View the Sitemaps Details page.
2. Click the **Add/Test Sitemap** button.
3. Enter a URL path into the textbox that appears in the Submit dialog to lead Google to the location of your sitemap.
4. Click **Submit**.
5. Refresh your browser to see your new sitemap in the sitemaps list.
6. Click on your new sitemap in the list of sitemaps on the **Sitemaps** page to open the **Sitemaps Details** page and investigate any current errors or potential warnings Google encountered reaching your sitemap or the URLs included in it.

Once you submit your sitemap, it can take some time before Google processes it. After your sitemap has been processed, it can take more time before Google can crawl and index the URLs included in your sitemap; although, Google can't promise to crawl every URL in your sitemap, or index every crawled URL because we rely complex algorithms to make crawling decisions.

You can also delete a sitemap from your account so that it no longer appears in Webmaster Tools; however, Google might continue to retrieve your sitemap data until you remove the sitemap file from your webserver. If you want to keep the sitemap on your server for use by other search engines, you can use URL blocking methods, such as a [robots.txt](https://support.google.com/webmasters/answer/6062608) file, to prevent Google from accessing your sitemap.

### Delete a sitemap from your Webmaster Tools account:

1. On the Webmaster Tools Home page, click the site for which you want to remove a sitemap.
2. Click **Crawl** in the left-hand dashboard, and then click **Sitemaps** from the sub-menu.
3. Select the checkbox next to the sitemap(s) that you want to remove from Webmaster Tools, and then click **Delete selected**.

When you run into problems with your sitemap, the first step is to check your **Sitemap Details** to see if Google found any problems or potential issues with your sitemap or the URLs listed within it. Learn more about the steps involved by reading our article on [managing sitemaps with the Sitemaps page](https://support.google.com/webmasters/answer/183669" \t "_blank).

You can also test your sitemap with the main Sitemaps tool to see if Google can reach and process your sitemap correctly. You can run a test from your sitemap's Sitemap Details page, or alternatively the **Add/Test Sitemap** button on the main Sitemaps page. Sitemaps take some time to process, so this process might not reveal all errors immediately. You should always check back later to see if Google could parse your file correctly.

You can find additional information about your crawl issues using other parts of Webmaster Tools:

* Check that the URLs in your sitemap include the URL of your site exactly as it appears in your Webmaster Tools account.  
    
  For example, if you add the site http://www.example.com to Webmaster Tools, don't list site URLs in this format: http://example.com/home.html. Instead, use the full URL, such as http://www.example.com/home.html. If you have multiple variations of your site verified, such as http://www.example.com/ and http://example.com/), you should only submit URLs from your preferred version in your sitemap.
* Check **[Crawl Errors](https://support.google.com/webmasters/answer/35120" \t "_blank)**in Webmaster Tools to identify any issues Google web crawlers experienced crawling your site.
* You can use the **robots.txt Tester** in Webmaster Tools to easily check that your [robots.txt](https://support.google.com/webmasters/answer/156449" \t "_blank) is not blocking Google web crawlers from necessary pages on your site.

After you review your sitemap and make the necessary changes, you can save and [resubmit it](https://support.google.com/webmasters/answer/183669" \t "_blank). You should know that it can take some time for Google to process a resubmitted sitemap—the pending status is displayed until that time.

# Uso del sitemap para indicar páginas alternativas en otro idioma

Si tu sitio se dirige a usuarios de varios idiomas y, de forma opcional, a determinados países, puedes usar [sitemaps](https://support.google.com/webmasters/answer/156184) para indicar el atributo rel="alternate" hreflang="x" a Google. Este permite que Google muestre la URL de idioma o de región correcta a los usuarios.

Imaginemos que tenemos una página en inglés, dirigida a usuarios de habla inglesa de todo el mundo. También tenemos versiones equivalentes de esta página segmentadas a usuarios de habla alemana de todo el mundo y situados específicamente en Suiza. El conjunto completo de URL es:

* www.example.com/english/
* www.example.com/deutsch/
* www.example.com/schweiz-deutsch/

El sitemap siguiente explica a Google que la página www.example.com/english/ tiene páginas equivalentes dirigidas a usuarios de habla alemana de todo el mundo (http://www.example.com/deutsch/) y de Suiza (http://www.example.com/schweiz-deutsch/).

<?xml version="1.0" encoding="UTF-8"?> <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml"> <url> <loc>http://www.example.com/english/</loc> <xhtml:link rel="alternate" hreflang="de" href="http://www.example.com/deutsch/" /> <xhtml:link rel="alternate" hreflang="de-ch" href="http://www.example.com/schweiz-deutsch/" /> <xhtml:link rel="alternate" hreflang="en" href="http://www.example.com/english/" /> </url> <url> <loc>http://www.example.com/deutsch/</loc> <xhtml:link rel="alternate" hreflang="en" href="http://www.example.com/english/" /> <xhtml:link rel="alternate" hreflang="de-ch" href="http://www.example.com/schweiz-deutsch/" /> <xhtml:link rel="alternate" hreflang="de" href="http://www.example.com/deutsch/" /> </url> <url> <loc>http://www.example.com/schweiz-deutsch/</loc> <xhtml:link rel="alternate" hreflang="de" href="http://www.example.com/deutsch/" /> <xhtml:link rel="alternate" hreflang="en" href="http://www.example.com/english/" /> <xhtml:link rel="alternate" hreflang="de-ch" href="http://www.example.com/schweiz-deutsch/" /> </url> </urlset>

### Notes

* Asegúrate de especificar el espacio de nombres de xhtml así:

xmlns:xhtml="http://www.w3.org/1999/xhtml"

* Debes crear un elemento url independiente para cada URL. Cada uno de estos elementos url debe incluir una etiqueta "loc" en la que se indique las URL de las páginas y un subelemento xhtml:link rel="alternate" hreflang="XX" para cada versión alternativa de la página, **incluida la propia página**.
* En este ejemplo se utiliza el código de idioma de para la URL orientada a hablantes de alemán de cualquier lugar y el código de idioma local de-ch para los hablantes de alemán de Suiza. Si tienes varias URL alternativas orientadas a usuarios con el mismo idioma pero con distintas configuraciones regionales, es una buena idea proporcionar una URL genérica para los usuarios cuya ubicación geográfica no esté especificada. Por ejemplo, es posible que tengas URL concretas para hablantes de inglés en Irlanda (en-ie), en Canadá (en-ca) y en Australia (en-au), pero que quieras que el resto de hablantes de inglés vean la página de inglés genérico (en). En este caso, deberías especificar la página genérica en inglés (en) para los usuarios que realizan búsquedas, por ejemplo, en el Reino Unido.