

1.GOOGLE TAG MANAGER

<https://tagmanager.google.com/#/home>

2.SITE MAP.XML/SITE MAP.HTML

<https://www.xml-sitemaps.com/>

https://www.mageplaza.com/magento-2-seo-extension/html-xml-sitemap.html?gad_source=1&gclid=CjwKCAjw4ri0BhAvEiwA8oo6F-wDzQKaJNNvdWs8oypKtPYmrFEe88FeE7NkCwDTlCRwYcekV4w8VxoC_cQQAuD_BwE

→ **Explanation:** Google Tag Manager (GTM) is a tool that allows you to manage and deploy marketing tags (snippets of code or tracking pixels) on your website or mobile app without having to modify the code. Tags are small pieces of code that can be used for various purposes, such as tracking user behavior, collecting analytics data, or conducting marketing campaigns. GTM provides a user-friendly interface to create and manage these tags, making it easier for marketers and developers to work together without requiring constant code updates.

Site Map

Links:

- [XML Sitemap Generator](#)
- [HTML/XML Sitemap for Magento 2](#)

Explanation: A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site.

1. XML Sitemap:

- **Purpose:** XML sitemaps are designed for search engines. They help search engines understand the structure of your website so they can crawl it more efficiently.
- **Example Tool:** The link to the [XML Sitemap Generator](#) is a tool that helps you create an XML sitemap for your website. This can be submitted to search engines to help improve your site's SEO.

2. HTML Sitemap:

- **Purpose:** HTML sitemaps are designed for users. They provide a structured list of all the pages on a website, making it easier for users to navigate.
- **Example Tool:** The [HTML/XML Sitemap for Magento 2](#) link refers to an extension for the Magento 2 eCommerce platform. This extension helps create both HTML and XML sitemaps for Magento-based websites, improving both user navigation and search engine indexing.

These tools and concepts are essential for effective website management and search engine optimization (SEO).

