

How do I generate HTML, XML sitemaps, ROR, RSS, urllist.txt and robots.txt files?

To generate HTML sitemap - go to **Store Design & Site Navigation Menu** and create a page with site map function - that's it, system will automatically generate and place it into the root directory. Your sitemap URL will be <http://www.yourdomain.com/sitemap.html>.

To generate XML sitemap - go to **Marketing & XML Sitemap Generator** select your frequency (weekly recommended) followed by priority (0.50 recommended), then select all categories, products and website pages then click generate site map button. System will automatically generate and place sitemap.xml into the root directory. Your XML sitemap URL will be <http://www.yourdomain.com/sitemap.xml>.

What is ROR? - ROR (Resources of a Resource) is a rapidly growing independent XML format for describing any object of your content in a generic fashion, so any search engine can better understand that content.

What is RSS? - RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news/eCommerce-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

To generate ROR and RSS feed - go to **Marketing & Advanced SEO Tools** select all the files (such as, manufacturers, categories, products & web pages) and click generate ror & rss button. System will automatically generate and place ror.xml and rss.xml into the root directory such as; <http://www.yourdomain.com/ror.xml> & <http://www.yourdomain.com/rss.xml> respectively.

What is urllist.txt? - urllist is a simple notepad/text file which contains all your website links and it is highly effective for Yahoo! Search engine. System will automatically create and place urllist.txt into the root directory after you have generated html, xml site map and ror & rss files. Your url for urllist.txt will be <http://www.yourdomain.com/urllist.txt>.

What is robots.txt? - Robots.txt is a text (not html) file you put on your site to tell search engine robots which pages you would like them not to visit. Robots.txt is by no means mandatory for search engines but generally search engines obey what they are asked not to do.

It is important to clarify that robots.txt is not a way from preventing search engines from crawling your site (i.e. it is not a firewall, or a kind of password protection) and the fact that you put a robots.txt file is something like putting a note "Please, do not enter" on an unlocked door.

System will automatically create and allow all files to access and place robots.txt into the root directory after you have generated html, xml site map and ror & rss files. Your url for robots.txt will be <http://www.yourdomain.com/robots.txt> with the following content -

&bb&bb&bb User-agent: *

&bb&bb&bb Allow: /