


Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
-  **3) Building Google XML Sitemaps**
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

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Introduction to Sitemaps

Sitemaps

What Is It?

A map of your website that provides a way for website owners to inform google of all the url's that are available on a website to crawl.

Why Is It Important?

If search engines don't know a web page exists, that page won't show up in search results.

Step
1

Log into your wordpress dashboard and click on “Add New” under your “Plugins” tab. Then type in “Google xml sitemap” into the search field and click on “Search Plugins”.

Objective 3 Building Google XML Sitemaps

The screenshot shows the WordPress 'Install Plugins' interface. On the left sidebar, the 'Plugins' menu is expanded, and the 'Add New' link is circled in red with the number '1' and an arrow pointing to it. The main content area is titled 'Install Plugins' and features a search bar. The search bar contains the text 'google xml sitemap' and is circled in red with the number '2' and an arrow pointing to it. To the right of the search bar is a 'Search Plugins' button, also circled in red with the number '3' and an arrow pointing to it. Below the search bar, there is a section for 'Popular tags' with the text 'You may also browse based on the most popular tags in the Plugin Directory:'.

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Step
2

Find the “Google XML Sitemaps” plugin by Arne Brachhold and click “Install Now”. Then click “Okay” on the next pop up window that asks if you’re sure you want to install this plugin.

Objective 3 Building Google XML Sitemaps

Name	Version	Rating	Description
Better WordPress Google XML Sitemaps (with sitemapindex and Multi-site support) Details Install Now	1.1.6	★★★★☆	Welcome to the first WordPress sitemap plugin that has support for no longer have to worry about the 50,000 URL limit or the time it takes fast, consumes much fewer resources and can be extended via your Here's a demo of the sitemapindex if you are interested.... By Khang
Google XML Sitemaps v3 for qTranslate Details Install Now	3.2.6.2	★★★★☆	This plugin will generate a special XML sitemap which will help search to better index your blog. With such a sitemap, it's much easier for the site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search ... By DSmidgy, NeoEC
Google XML Sitemaps Details Install Now ←	3.2.6	★★★★☆	This plugin will generate a special XML sitemap which will help search to better index your blog. With such a sitemap, it's much easier for the site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search ... By Arne Brachhold.

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Step
3

Click “Activate Plugin” and then scroll down to the newly installed plugin and click on “Settings”.



Installing Plugin: Google XML Sitemaps 3.2.6

Downloading install package from <http://downloads.wordpress.org/plugin/google-sitemap-generator.3.2.6.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google XML Sitemaps 3.2.6**.

[Activate Plugin](#) | [Return to Plugin Installer](#)

1

<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> Bad Behavior Settings Log Deactivate Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15 By Michael Hampton Visit plugin site
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1 By Takayuki Miyoshi Visit plugin site
<input type="checkbox"/> Google Analytics for WordPress Settings Deactivate Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of f clickout and download tracking. Version 4.2.2 By Joost de Valk Visit plugin site
<input type="checkbox"/> Google XML Sitemaps Deactivate Edit	This plugin will generate a special XML sitemap which will help search engines like Google, blog. Version 3.2.6 By Arne Brachhold Visit plugin site Settings FAQ Support Donate

2

Objective 3 Building Google XML Sitemaps

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Step
4

Click on “Click here” to build the sitemap for the first time.
Then scroll down to adjust any other settings you desire
and when done, click “Update Options”.

Objective 3 Building Google XML Sitemaps

XML Sitemap Generator for WordPress 3.2.6

The sitemap wasn't generated yet.

The sitemap wasn't built yet. [Click here](#) to build it the first time.

If you encounter any problems with the build process you can use the [debug function](#) to get more information.

There is a new beta version of this plugin available which supports the new multi-site feature of WordPress as well as many other new functions! [More information and download](#)

1

2

Update options

Reset options

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Next Video...

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