

## Site Mapping Using Google

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Businesses that want to sell something in the market need 2 things. The first is the product to be sold which has to be made then distributed to places like the grocery, the mall or the supermarket. The second is marketing which is the vehicle to carry that message across to the consumer so that people are aware of its existence then it is purchased.

The age of the internet has given people the opportunity to make money via the web. There are a lot of websites that offer a person the chance to be seen easily and quickly and one of the best right now is using site maps created by Google.

**The benefits of using Google are the following;**

• It helps people find ones web page better than other search engines because of better crawl coverage.

• People will be able to search on certain keywords that the person put in place which will directly lead searchers to ones website.

• It allows the person to provide specific information to Google about the web page such as the last time it was modified or how often it is changed.

• Using Google straight will allow ones web page to be seen quickly which is a lot better than other computer companies who promise to do the same thing but can't deliver in the end.

**Now that the benefits have been mentioned, it is now time to go through the step by step process to make a Google site map.**

1. The first thing that needs to be done is to do the proper research. The service or product has to fill a need that the customers want right now. It should provide a solution of some kind that will make that will improve the quality of life either at home or at work.

2. Next, one should focus on the product or service that is being offered to the customer must be sold at a decent price. Sometimes, the product one makes is already available in the market. To be competitive, one must figure out a way to convince people as to why this product is better than the other leading brands available. What features does it have that the competitor doesn't? What makes it unique which is not only about the product on hand but the service that this can give as well?

Just like a normal business where business is done on the phone or in a store, one must acquire the right equipment and machines for the job. These could be merchandise that is either physical or electronic and an online ordering system.

To be successful, one should be sure that the goods that a customer will order can be delivered on time. If there are any problems, a customer support staff or system should be ready to cater to that.

3. If the business is done with a group of people or a single proprietorship, it is best to brainstorm for the best domain name for the business. It should be catchy and will easily be remembered by people. Given that there are probably other people who have been in the business longer and that it is possible that the domain name has already been taken, it is best to think of several names in case

it can no longer be used.

4. When a domain name has been selected, one should enter the URL of the website to be created. Google site maker will then crawl the site and create a list of all the links it can find.

5. Next, one should fix the control settings. Doing this will determine how frequent the contents of the site changes which will let Google know how often it should be crawled.

6. If there are certain URLs that a person does not wish to be included in ones site, Google can be instructed to bypass it so that it will not be crawled and posted on ones site map. One can select what types of files to be bypassed whether these are .zip or .exe files.

7. Also, one has the option of adding the sites FTP information since Google can automatically upload the site map for the person.