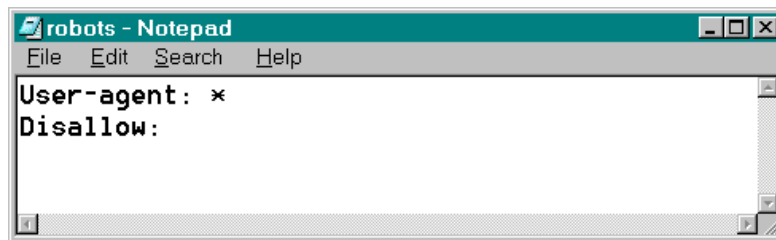# ROBOTS TEXT FILE

Robot Tags and a Robots text file need to be included on websites to ensure search engine optimisation. The **robots.txt file** is a set of instructions for visiting robots (spiders) that index the content web site pages. For those spiders that obey the file, it provides a map for what they can, and cannot index.

The file **must reside in the root directory** of your web. The URL path (web address) of your robots.txt file should look like this:

- www.aptstrategies.com.au/robots.txt

To allow all robots complete access to the website, the Robots text file open in Notepad might look like this:

User-agent: *
The asterisk (*) or wildcard represents a special value and means any robot.

Disallow:
 The Disallow: line **without the trailing slash (/)** tells all robots to index everything.

Important Note
You may consider that there is content on the website that they do not wish the search engines to index. If this is the case, in order to exclude a robot **at least one Disallow field needs to be present in a record** with the / (forward slash) as shown below.

To exclude ALL robots from the server:

        User-agent: *
        Disallow: /

To exclude a single robot from parts of a server:

        User-agent: Named Bot
        Disallow: /private/
        Disallow: /images-saved/

The Robot Tag in Source Code

Where a robots.txt file can't be uploaded onto a website server, the following robot tags can be included on the individual html pages:

<META NAME="robots" CONTENT="index,follow">

For Further Information, contact

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