

## Site Maps

Upon visiting a website, search engines look for a site map. Many client websites **don't** have a site map despite having a search box and or the site map does not contain sufficient links with relevant keywords. This restricts the opportunity to take advantage of keywords to increase search engine visibility.

The Site Map should be located directly from the domain name with the following nomenclature:

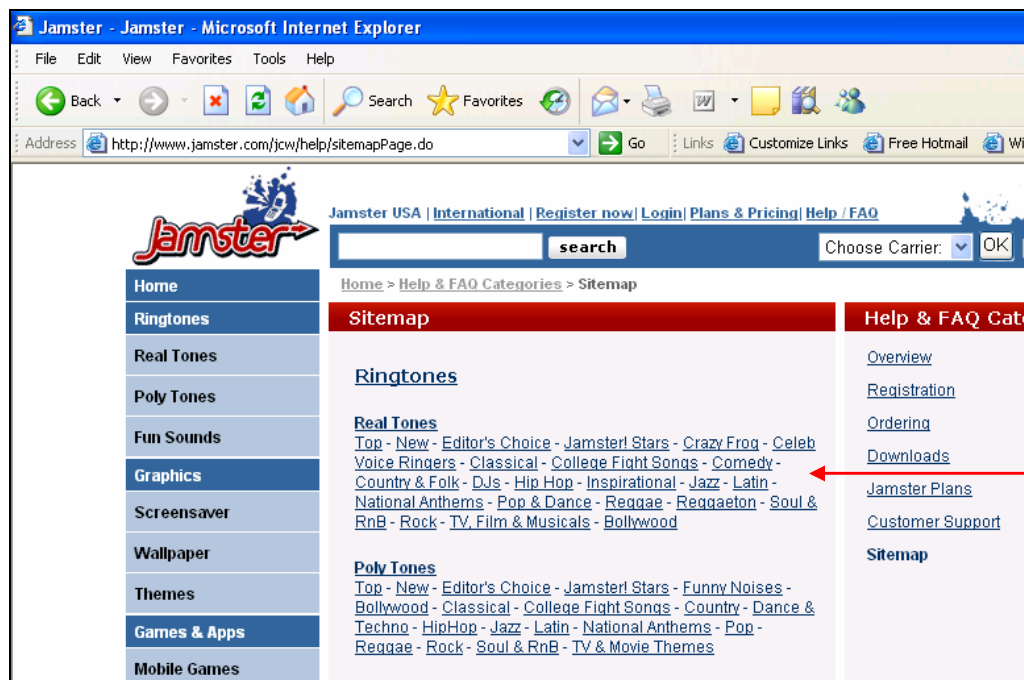
<http://www.yourURL.com/sitemap>

A real world equivalent would be the information map at the ground floor entrance to many department stores such as Sears, Bloomingdales and Saks.

The site map should contain high audience keywords as the hyper text links as well as descriptive phrases. There should be less than **100 links** in the Site Map which should be accessible from all pages within the website.

SearchForecast suggest the site map is incorporated into the horizontal navigational bar across the website. For best practice, it is best to use each page 'Title' as the main link in the site map, however if these are too long, it is important that a short description is written containing keyword phrases in them.

A best practice example of this is the Jamster website sitemap which contributes to their high search visibility.



**High audience keywords in a site map increases search engine visibility**

URL: <http://www.jamster.com/jcw/help/sitemapPage.do>

Site maps should also feature 'Frequently Asked Questions'. By including FAQs in each section, it is perceived by search engines to be logical and helpful to users.

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