magmodules



SEO Best Practices

Google Sitemap & Robots for Magento 2

Optimize your Google Sitemap & Robots configuration for better search engine visibility.

Sitemap Best Practices

Do's and Don'ts

Do's:

- Submit your sitemap to Google Search Console
- Use realistic update frequencies that match actual content changes
- Include product images in your sitemap for visual search
- Enable noindex exclusion to keep your sitemap clean
- Set homepage priority to 1.0
- Regenerate sitemap after major catalog changes
- Use cron for automatic daily regeneration

Don'ts:

- Set all pages to priority 1.0 (defeats the purpose)
- Use "always" frequency for static pages
- Include noindex pages in your sitemap
- Forget to regenerate after URL changes
- Exceed 50,000 URLs per sitemap file

Priority Strategy

Assign priorities based on page importance:

Page Type	Recommended Priority	Rationale
Homepage	1.0	Most important entry point
Top categories	0.8 - 0.9	Primary navigation
Subcategories	0.6 - 0.7	Secondary navigation
Products	0.5 - 0.6	Individual items
CMS pages	0.3 - 0.5	Supporting content
Terms/Privacy	0.1 - 0.2	Required but low SEO value

Frequency Guidelines

Match frequency to actual content changes:

Content Type	Recommended Frequency
Homepage	daily (promotions change)
Categories	weekly
Products	daily (price/stock updates)
Blog posts	weekly
Static CMS pages	monthly

Robots Best Practices

Do's and Don'ts

Do's:

- ✅ Use INDEX,FOLLOW for pages you want ranked
- ✅ Use NOINDEX,FOLLOW for filter pages and search results
- ✅ Keep internal link equity flowing with FOLLOW
- ✅ Set consistent robots across similar page types

Don'ts:

- ❌ Block important pages with NOINDEX
- ❌ Use NOFOLLOW on your own internal links
- ❌ Forget to check robots settings after updates

When to Use NOINDEX

Use NOINDEX for pages that:

- Duplicate content (filtered category views)
- Have thin content (empty categories)
- Are utility pages (search results, account pages)
- Create crawl budget waste

Keep these pages as NOINDEX,FOLLOW so link equity still flows.

Robots Settings by Page Type

Page Type	Recommended Setting	Notes
Main categories	INDEX, FOLLOW	Primary landing pages
Filtered categories	NOINDEX, FOLLOW	Prevent duplicate content
Products	INDEX, FOLLOW	Main catalog pages
Out of stock products	Consider NOINDEX	If permanently unavailable
CMS content pages	INDEX, FOLLOW	About, contact, etc.
Legal pages	INDEX, FOLLOW or NOINDEX	Depends on SEO strategy
Search results	NOINDEX, FOLLOW	Internal utility page

Sitemap + Robots Alignment

Ensure your sitemap and robots settings work together:

Alignment Checklist

- Pages marked NOINDEX should be excluded from sitemap
- Enable "Exclude No-Index" options in sitemap settings
- Verify excluded pages don't appear in generated sitemap
- Check sitemap after changing robots defaults

Common Misalignment Issues

Problem	Impact	Solution
NOINDEX pages in sitemap	Wastes crawl budget	Enable noindex exclusion
Important pages set to NOINDEX	Pages won't rank	Review robots settings
Sitemap not updated after robots change	Stale data	Regenerate sitemap

Search Console Integration

Submitting Your Sitemap

1. Generate your sitemap via admin or CLI
2. Copy the sitemap URL from the Feeds section
3. Go to Google Search Console
4. Navigate to Sitemaps
5. Enter your sitemap URL and submit

Monitoring

Check Search Console regularly for:

- Indexing errors
- Coverage issues
- Sitemap processing status

Performance Optimization

Large Catalogs

For stores with 10,000+ products:

- Set appropriate file limits (50,000 URLs max)
- Use daily cron generation during low-traffic hours
- Consider category filtering if not all products need indexing

Crawl Budget

Optimize crawl budget by:

- Excluding low-value pages via NOINDEX
- Using realistic update frequencies
- Keeping sitemap focused on important pages

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Sitemap & Robots extension on magmodules.eu

All articles for Google Sitemap & Robots

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace

Configuration

1	Quick Start Guide
2	Sitemap Configuration
3	Robots Configuration

Troubleshooting

1	Troubleshooting

Background

1	CLI Commands
2	**SEO Best Practices (current)**

