Expert Tips: Submit Your Sitemap

A sitemap is a list of your pages, written for search engines. Google Search Console is a free tool from Google that lets you submit it and see how people find you. Screens change from time to time; the steps stay about the same.

1 Find your sitemap

- [ ] Type your address with /sitemap.xml at the end into your browser
  If you see a page of links or code, you have one.
- [ ] If not, try the address your platform uses
  Wix, Squarespace and Shopify: /sitemap.xml. WordPress: /wp-sitemap.xml, or /sitemap_index.xml with Yoast or Rank Math.

My sitemap address:

2 Add your site to Search Console

- [ ] Go to search.google.com/search-console and sign in
  Use a Google account the business will keep, not a former employee's.
- [ ] Add a property: choose Domain or URL prefix
  Domain covers every version of your site and is verified at your domain host. URL prefix covers one address and has more ways to verify.
- [ ] Check your builder's settings first
  Many builders have a "Connect to Google Search Console" option that does the verification for you.

3 Verify that you own it

- [ ] Follow the method Google shows, then click Verify
  A DNS record at your domain host, an HTML tag in your site settings, an HTML file, or Google Analytics.
- [ ] If it fails, wait and try again
  A DNS record can take a few hours to update.

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Expert Tips: Submit Your Sitemap (continued)

4 Submit the sitemap

- [ ] In the left menu, open Indexing, then Sitemaps
- [ ] Under "Add a new sitemap," enter your sitemap address and click Submit
  Google may already show your domain, so type only the part after it if so.
- [ ] Check the status says "Success"
  "Couldn't fetch" usually means a typo or a page that doesn't load. Fix it and submit again.

Date submitted and status:

5 Add Bing in one click

- [ ] Go to bing.com/webmasters and sign in
- [ ] Choose Import from Google Search Console
  Your site and sitemap come over automatically. Bing results also show up in places like Yahoo.

6 New or updated page? Ask Google to look

- [ ] Paste the page address in the search bar at the top (URL Inspection)
- [ ] Click Request indexing
  There's a daily limit and no promised timing, so save it for pages that matter.

7 Check once a month

- [ ] Performance: which searches show your site, and which pages get clicks
- [ ] Indexing, then Pages: which pages are not indexed, and why

Good to know
"Success" means Google could read the file. It does not mean every page will appear in search. Submitting helps Google find your pages, but it doesn't guarantee faster ranking.