

SEO & SOCIAL MEDIA

Week 4: Go Live

SEO

- Google Tag Manager
- Robots.txt
- XML Sitemap
- Decide on www-subdomain

GOOGLE TAG MANAGER

- A Tag Management System (TMS) replaces hard-coded tags that are used for marketing, analytics, and testing on a website, with dynamic tags that are easier to implement and update.

robots.txt

- <https://www.google.com/webmasters/>

XML SITEMAP

- <https://www.xml-sitemaps.com/>
- <https://www.google.com/webmasters/>

www & non-www

- Absolutely no SEO benefits accede to wpbeginner.com
- **Advantage of www:** Applies to the largest web sites which receive millions (or more) of page views per day. Web sites with a large number of services across several subdomains, and virtually any web site hosted in “the cloud” by an application service provider.

Social Media

- Open Graph protocol - [https://
developers.facebook.com/tools/debug/](https://developers.facebook.com/tools/debug/)