

The role of the robots.txt file to improve site ranking!

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**By Michael Krajj**

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Not many web master take the time to use a robots.txt file for their website. For search engine spiders that use the robots.txt to see what directories to search through, the robots.txt file can be very helpful in keeping the spiders indexing your actual pages and not other information, such as looking through your stats!

The robots.txt file is useful in keeping your spiders from accessing parts folders and files in your hosting directory that are totally unrelated to your actual web site content. You can choose to have the spiders kept out of areas that contain programming that search engines cannot parse properly, and to keep them out of the web stats portion of your site.

Many search engines cannot view dynamically generated content properly, mainly created by programming languages, such as PHP or ASP. If you have an online store programmed in your hosting account, and it is in a seperate directory, you would be wise to block out the spiders from this directory so it only finds relevant information.

The robots.txt file should be placed in the directory where your main files for your hosting are located. So you would be advised to create a blank text file, and save it as robots.txt, and then upload it to your web hosting to the same directory your index.htm file is located.

Here is examples of the use of the robots.txt file:

To block out a directory in a robots.txt file, such as a subdirectory for your online store called /store/ you would do the following:

Disallow: /store/

Another example to block out your stats directory:

Disallow: /stats/

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You may also want to disallow individual files that you do not want searched by the search engines. For example you dont want search.php to be parsed by the Search Engines. To do this you type in the following on its own line:

Disallow: /search.php

Following the rules outlined and creating the robots.txt file, you will keep search engine spiders out of unwanted files and directories, and letting them go through the important files to see what your web site is all about!

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informative and strategic approach to establishing an online presence on the web. Please visit Emenki Web Solutions on the web <http://www.emenki.com> Please visit Domains at Retail on the web: <http://www.domainsatretail.com>

### **Software to help you create a robots.txt file**

**By Sumantra Roy**

#### **Software to help you create a robots.txt file by Sumantra Roy**

Robogen is a software for Windows 95, Windows 98 and Windows NT based computers which can help you create robots.txt files without having to worry about the correct syntax of a robots.txt file. It comes in two editions: the free Limited edition and the Standard edition which costs \$12.95. You can get Robogen from <http://www.rietta.com/robogen/>.

In this article, I'll tell how you can use Robogen to simplify the process of creating a robots.txt file. This article assumes that you have read my article on what a robots.txt file is and how you can manually create it. If you missed the article, it is available at <http://www.1stSearchRanking.com/t.cgi?4901&robots.htm>

I would recommend that you download the trial version of the Standard Edition. The Limited edition does not support as many search engines as the Standard Edition.

Once you have downloaded Robogen and installed it in your hard drive, start the program. Here are the steps that you should follow to create a robots.txt file:

Step 1: Click on the Logon FTP Server button. In the dialog box that appears, type in the address of the FTP server for your web site, make sure that the "This server requires me to log in" option is checked, and then type in the username and the password which you use to access the server in the appropriate boxes.

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Now, depending on how your web host has set up the server, the files for your web site may be present in the root directory of the server itself. Or, it may be present in a sub-directory of the root directory. In the latter case, click on the "Use specified root" option and type the relevant sub-directory in the text box besides the option. If you don't know in which sub-directory the files for your web site are present, ask your web host to give it to you.

Done? Now click on OK. After a while, Robogen will display the directories and files which are present in your site in the right pane of the main Robogen program window. If you find that Robogen has not displayed the files in your site, it means that you did not enter the correct sub-directory in which the files of your web site are present. In this case, ask you web host to give the correct sub-directory to you.

Step 2: In the left pane of the main Robogen window, click on the small button present to the right of the drop-down combo box at the top. In the menu that appears, select "Popular Search Engines".

Step 3: Now, click on the drop-down combo box and choose the search engine that you are targeting (say, AltaVista). In the right pane, select a page which is NOT meant for AltaVista. Now click on the "Repeat step 3 for each of the search engines that you are targeting. Just select the search engine that you are targeting from the drop-down combo box, select the pages which are not meant for the search engine one by one from the right pane, and click on the "

Step 4: Upload the file to your server using the "Upload Robots.Txt" button. If you want, you can also use the Save menu item from the File menu to save a copy of the robots.txt file in your hard drive.

Article by Sumantra Roy. Sumantra is one of the most respected search engine positioning specialists on the Internet. To have Sumantra's company place your site at the top of the search engines, go to <http://the-easy-way.com/main.html> For more advice on how you can take your web site to the top of the search engines, subscribe to his FREE newsletter by going to <http://the-easy-way.com/newsletter.html>

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