

## Surveyor Getting Started Guide

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This Getting Started Guide shows you how you can get the most out of Surveyor from start to finish. Surveyor can accomplish a number of tasks that will be extremely beneficial in ensuring that search engines easily find your site. This guide focuses on using all of Surveyor's features. However, each of these tools covered can be used independently of another.

If you are new to XML site maps, you may want to review the information provided here to get a better understanding of how these work

<http://www.sitemaps.org/index.php>.

### What Do You Need to Start?

- Dreamweaver CS3 or 8
- Surveyor 1.0 or higher
- Site defined in Dreamweaver with remote site details and HTTP Address properly configured.

### Before Getting Started

Before you start using Surveyor to create your XML site map, there are a few things to do first.

- Your website contains an index or default file named index.html (or other appropriate extension).
- You have created a blank file in your website for your HTML site map. Having this placeholder created ensures that your site map page is included in your XML site map.
- Upload all your site files to your remote server so that Surveyor can crawl your live site.

**Note:** You can use Surveyor to crawl your local site. However, if you choose to do this, you may need to modify your XML site map file to contain the correct paths to the files on your remote server.

- In the Site Definition settings for your defined site, make sure that the HTTP address field contains the correct path to your remote site.

## Creating your XML Site Map

Now that you are ready to start using Surveyor, the first step will be to create your XML site map file. You will be able to send this file to numerous search engines to ensure that your site is crawled on a regular basis.

1. From the Insert menu, choose WebAssist, Surveyor, and select **XML Site Map**.
2. Select Create from Site, in the XML Site Map wizard.
3. Click **Next**.
4. From the **Web Address** menu list, select the defined site for which you intend to create your site map.

**Note:** Surveyor will crawl the HTTP Address listed in your defined site's settings.

5. Enter any additional Page file types.
6. Make sure **entire site** is selected from the Links to follow menu.
7. In the **Maximum pages field**, enter a number large enough to ensure all the pages in your site will be included in your site map.
8. Make sure the **Edit site map when done** checkbox is selected.
9. Click **Finish**.

Once Surveyor has finished crawling your site, the XML Site Map Pages window displays. This allows you to customize the XML file to include all the correct data.

10. Using the **Add** button, add any additional pages you wish to be included in your site map.
11. Select any number of pages that you do not want included in your XML site map.
12. Select the **Delete** button to remove the selected pages.
13. Use the **Up** or **Down** arrows to move your higher priority pages to the top.
14. Select any number of pages from the Pages list and use the **Last Modified** calendar to select when the page(s) were last updated.

15. Specify the Change Frequency from each page by selecting each page and choosing the change frequency from the menu list.

**Note:** To save time, you can select multiple pages that will have the same frequency before choosing from the Change Frequency menu list.

16. Specify the Priority for your selected pages from the **Priority** menu list.

17. Click **Finish**.

### Creating your HTML Site Map

Now that you have finished creating your XML site map, the next step is to create the HTML site map.

1. From the Files panel, open the site map placeholder page you created before creating your XML site map.
2. Place your cursor in the region of this page where you want your site map content applied.
3. From the Insert option of the Menu bar, select WebAssist, Surveyor, and select **HTML Site Map**.
4. Choose the **browse for file** icon.
5. Select the **sitemap.xml** page Surveyor created for you in the previous process.
6. Choose **Open**.
7. Click **Next**.
8. Under Site map, select the **Style** and **Design** you would like to use for your site map.
9. In the **Header** field, enter a title for your site map.
10. Using the **Add** button, add any additional pages or column breaks that you wish to be included in your HTML site map.
11. Select any pages you do not want included in your site map.
12. Choose the **Delete** button to remove the selected pages.
13. Using the **Up** and **Down** arrows, and the **Indentation** buttons, organize the pages in the order you would like them to appear.

14. Rename any pages by selecting the page from the Pages list, and entering a name in the **Label** field.
15. Click **Apply** to see an updated preview of your site map.
16. Click once on the preview window to view the site map in a browser.
17. Click **Finish** to apply your site map to your page.

### Submitting your site map

The next step is to submit your sitemap.xml file to search engines. Surveyor provides you with an easy method for submitting your XML site map to 5 of the most popular search engines.

1. From the Insert option of the Menu bar, select WebAssist, Surveyor, and select **Submit Site Map**.
2. From the Site menu list, select the defined site you created an XML site map for.
3. Check the **Put site map prior to submitting** checkbox to have the sitemap.xml file uploaded to your remote server before it is submitted to the search engines.
4. Select the search engines you wish to submit your site map to.
5. Click **OK** to begin the submission process.

After your sitemap.xml file has been uploaded, a browser window will open for each search engine you have chosen to submit your site map to. This page confirms whether your submission was successful or not.

### Configuring Submission Reminders

It is important to make sure that you submit an updated sitemap.xml file on a regular basis, especially if you are creating new pages often. To make this process easier, the WebAssist Memento panel can be configured to remind you when it is time to resubmit your site map.

1. From the Insert option of the Menu bar, select WebAssist, Surveyor, and select **Submission Reminders Manager**.
2. Choose the **Add** icon.
3. From the Site menu list, choose the site to create the reminder for.

4. Select **Date** if you wish to be reminded on a specific date
5. Select **Recurring** if you wish to be reminded on a regular basis.
6. Click **OK** to save this reminder.

You will be alerted by the WebAssist Memento panel that it is time to resubmit your site map when you open Dreamweaver.

### Resubmitting your XML site map

If you have received an alert from the WebAssist Memento panel reminding you to resubmit your site map. The procedure is quite simple.

1. From the Insert option of the Menu bar, select WebAssist, Surveyor, and choose **XML Site Map**.
2. Select **Edit existing site map**.
3. Select the **browse for file** icon and choose the sitemap.xml file you need to update.
4. Choose **Open**.
5. Click **Next**.
6. Recreate your XML site map.

Once your XML site map is complete, you should also update the HTML site map.

7. From the Files panel, open the HTML site map page.
8. Select your HTML site map.
9. From the tag selector choose the **<div#SurveyorSiteMap>** option.
10. From the Properties Inspector, select the **Edit** button.
11. Using the HTML Site Map wizard, update your HTML Site map.

Once your HTML site map is updated, you can resubmit your XML site map.

12. From the Memento Panel, select the alert.
13. And choose **Open Item**.
14. From the Submission Reminder Manager, select **Submit**.

15. Submit your site map as done previously.