

# XML Sitemap

## Magento 2 Module — Complete User Guide

*Complete Guide — Every Screen, Every Button, Step by Step*

Generate advanced XML sitemaps for Magento 2 — product, category and CMS URLs with per-type change frequency and priority, optional product images and hreflang alternates, custom URLs, and automatic 50,000-URL splitting with a sitemap index. Rebuild on demand from the admin, on a nightly cron, or via CLI. Part of the eTechFlow SEO Suite, also available on its own.

Prepared by: eTechFlow Pvt. Ltd.

Contact: [etechflow0@gmail.com](mailto:etechflow0@gmail.com)

Date: July 2026

## Table of Contents

1. Introduction
2. Install with Composer
3. Enter the License Key in Magento
4. Configuration
  - 4.1 General
  - 4.2 Products & Categories
  - 4.3 CMS Pages & Custom URLs
  - 4.4 Hreflang & Scheduled Generation
5. Generate & View the Sitemap
  - 5.1 Generate Now (the admin tool)
  - 5.2 The live sitemap.xml
  - 5.3 Cron & CLI generation
6. Support & Contact

## 1. Introduction

XML Sitemap generates search-engine sitemaps for your Magento store — listing product, category and CMS URLs so Google and Bing can discover and index every page. For each URL type you control the change frequency and priority, can add product gallery images and hreflang alternates for multi-store/locale stores, and can add your own custom URLs. When the catalog is large the module automatically splits the sitemap across multiple files and writes a sitemap index (the sitemaps.org 50,000-URL cap).

You can rebuild the sitemap on demand from the admin, automatically every night via cron, or from the CLI. The module is licensed through the eTechFlow portal (and is included in the eTechFlow SEO Suite). This guide walks the whole journey in order: install, activate, configure, and generate.

## 2. Install with Composer

Run these in your Magento project root (replace the email + key with your own):

```
composer config repositories.etechflow composer https://license-  
service.etechflow.com/composer  
composer config http-basic.license-service.etechflow.com your@email.com  
SP-XXXX-XXXX-XXXX-XXXX  
composer require etechflow/module-sitemap  
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento cache:flush
```

## 3. Enter the License Key in Magento

Activate the module in Stores → Configuration → eTechFlow → Sitemap. In the License section, paste your SP-XXXX key into the License Key field and click Save Config.

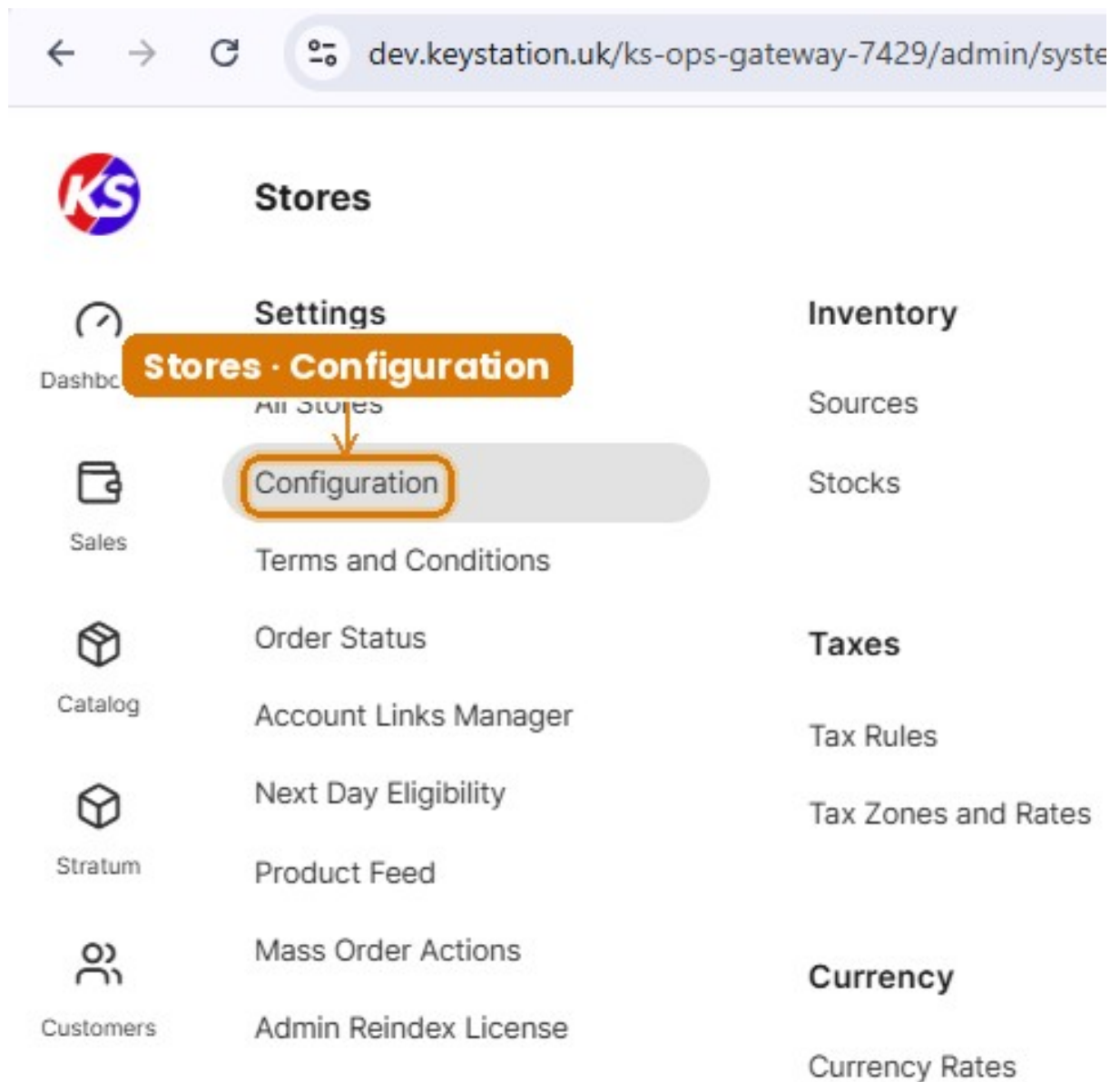


Figure 1 — Stores menu → Configuration.

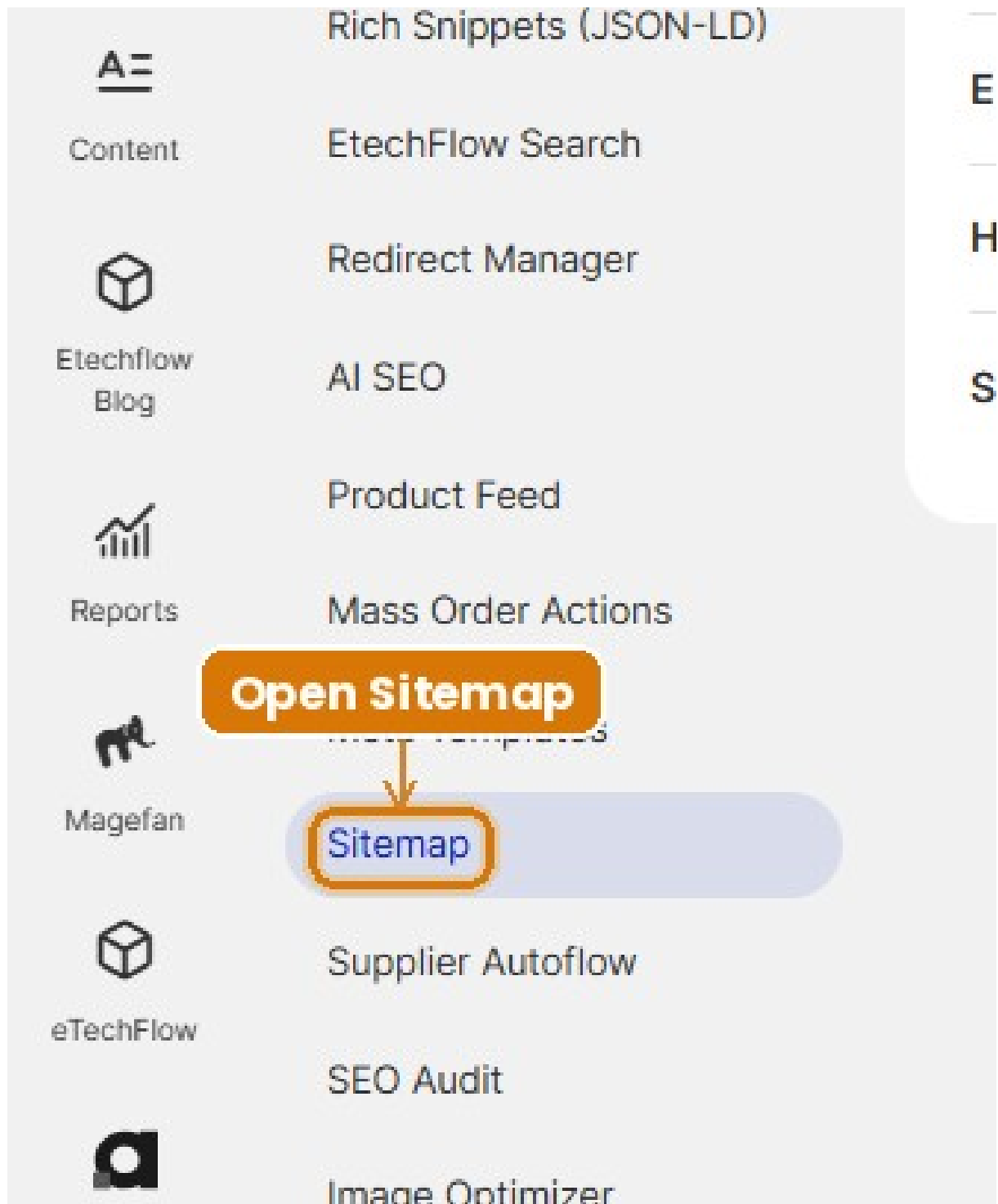


Figure 2 — In Stores → Configuration, open the eTechFlow group and click Sitemap.

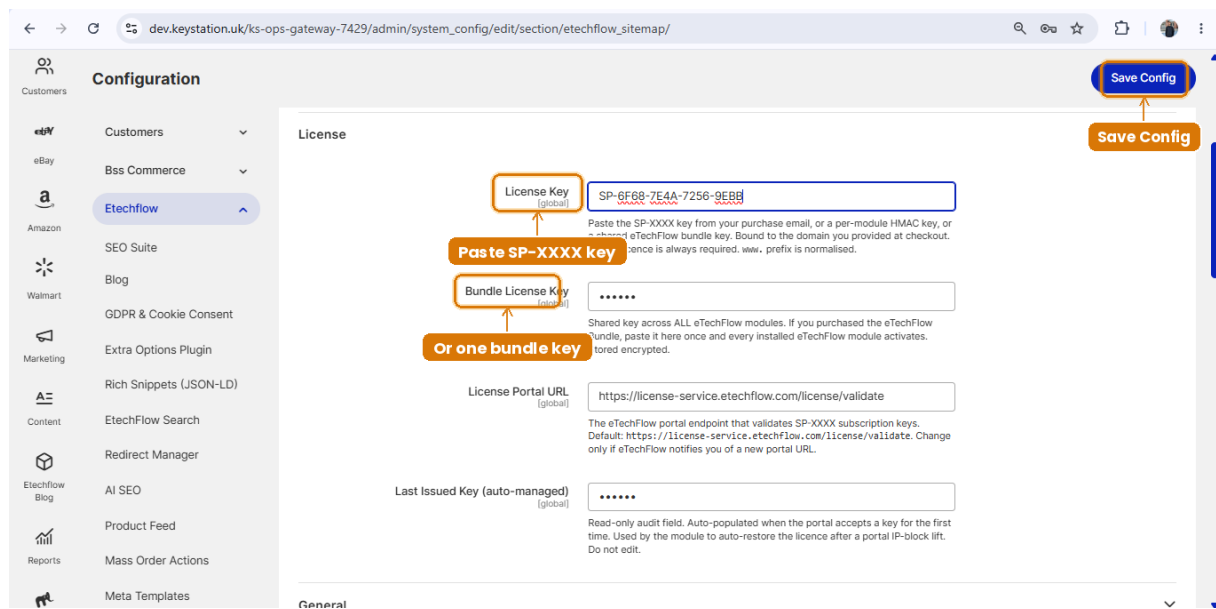


Figure 3 — The Sitemap License section: paste your key into License Key and Save Config.

**[ License Key ]** Paste your eTechFlow SP-XXXX key here (or a per-module HMAC key). Bound to your domain (www. normalised). A valid licence is always required.

**[ Bundle License Key ]** A shared key across ALL eTechFlow modules — paste it once here to activate every installed eTechFlow module (use this instead of a per-module key if you bought the bundle / SEO Suite).

**[ License Portal URL ]** The portal endpoint that validates SP-XXXX keys (default <https://license-service.etcetflow.com/license/validate>). Change only if eTechFlow gives you a new URL.

**[ Last Issued Key (auto-managed) ]** Read-only audit field, auto-filled on first successful validation and used to auto-restore the licence after a portal IP-block lift. Do not edit.

**[ Save Config ]** Saves the licence key and activates the module.

## 4. Configuration

All settings live under Stores → Configuration → eTechFlow → Sitemap, in the groups below. Click Save Config after changes.

## 4.1 General

**Configuration** Save Config

**Sitemap**

**General**

**Master switch** → **Enable Sitemap** (store view) Yes  
Master switch. While OFF, neither cron nor the CLI/admin "Generate Now" produce files.

**Output path** → **Output path** (store view) /  
Directory under the web root (pub/) to write into. "/" writes sitemap.xml to the site root so it is reachable at https://domain/sitemap.xml.

**Index filename** (store view) sitemap.xml  
Name of the master file (a sitemap index when split across multiple files). Default: sitemap.xml

**50,000-URL cap - auto-split** → **Max URLs per file** (store view) 50000  
The sitemaps.org protocol caps a single file at 50,000 URLs. When exceeded, files are split and a sitemap index is written.

Figure 4 — General: the Enable master switch, output path, index filename and max URLs per file.

**[ Enable Sitemap ]** Master switch. While OFF, neither the cron nor the admin "Generate Now" produce files.

**[ Output path ]** Directory under the web root (pub/) to write into. "/" writes sitemap.xml to the site root so it is reachable at https://yourdomain/sitemap.xml.

**[ Index filename ]** Name of the master file (a sitemap index when split across multiple files). Default sitemap.xml.

**[ Max URLs per file ]** The sitemaps.org protocol caps a single file at 50,000 URLs. When exceeded, files are split and a sitemap index is written automatically. Default 50000.

## 4.2 Products & Categories

Choose whether products and categories are included, and set their SEO hints.

**Products**

**Include categories**

**Include products** → **Include products** (store view) Yes

**Change frequency - priority** → **Change frequency** (store view) Daily

**Priority** (store view) 1.0

**Add product images** (store view) No

Emit entries for each product's gallery images.

---

**Categories**

**Include categories** (store view) Yes

**Change frequency** (store view) Daily

**Priority** (store view) 0.5

Figure 5 — Products and Categories: include toggles, change frequency, priority and (for products) whether to add gallery images.

[ **Include products / categories** ] Yes adds product / category URLs to the sitemap.

[ **Change frequency** ] The hint sent to search engines about how often the page changes (e.g. Daily, Weekly).

[ **Priority** ] A 0.0–1.0 relative priority for that URL type (e.g. products 1.0, categories 0.5).

[ **Add product images** ] Yes emits an image entry for each product's gallery images (richer image indexing).



## 4.3 CMS Pages & Custom URLs

### CMS Pages

The screenshot shows the 'CMS Pages' configuration section. It includes three dropdown menus: 'Include CMS pages' (with a callout 'Include CMS pages'), 'Change frequency' (set to 'Weekly'), and 'Priority' (set to '0.25'). Below these is the 'Additional URLs' section, which contains a 'Custom URLs' text area (with a callout 'Custom URLs · one per line') and a detailed instruction: 'One per line. Format: path or path|priority|changefreq. A relative path is resolved against the store base URL; an absolute http(s) URL is used as-is. Example: /about-us|0.6|monthly'.

Figure 6 — CMS Pages (include toggle, change frequency, priority) and the Additional URLs (Custom URLs) box.

**[ Include CMS pages ]** Yes adds CMS/Page-Builder page URLs, with their own change frequency and priority.

**[ Custom URLs ]** One URL per line. Format: path or path|priority|changefreq. A relative path is resolved against the store base URL; an absolute http(s) URL is used as-is (e.g. /about-us|0.6|monthly).

**[ Exclude CMS identifiers ]** Comma- or newline-separated CMS page URL keys to omit from the sitemap.

## 4.4 Hreflang & Scheduled Generation

The screenshot shows the 'Hreflang & Scheduled Generation' configuration section. It includes an 'Exclude CMS identifiers' text area. Below it is the 'Hreflang' section, which has a 'Hreflang alternates' dropdown (with a callout 'Hreflang alternates') and an 'Add hreflang alternates' dropdown (set to 'No'). The 'Scheduled Generation' section has an 'Auto-generate daily' dropdown (with a callout 'Auto-generate daily') and a 'Nightly cron' dropdown (set to 'Nightly cron').

Figure 7 — Hreflang alternates and Scheduled Generation (auto-generate daily).

[ **Add hreflang alternates** ] For multi-store-view websites, Yes emits hreflang alternates pointing at the same entity in each store view of its website.

[ **Auto-generate daily** ] When ON, the sitemap is rebuilt every night at 03:00 (server time) by cron. You can always rebuild on demand from the admin (below) or via the CLI. Magento's own cron must be running.

## 5. Generate & View the Sitemap

### 5.1 Generate Now (the admin tool)

Open the sitemap tool from the eTechFlow menu (or Marketing → Etechflow Sitemap). Click Generate Now to rebuild the sitemap for every enabled store view immediately. A success message reports how many URLs and files were written, and the file list below shows each file with its size, last-modified time and a View link.

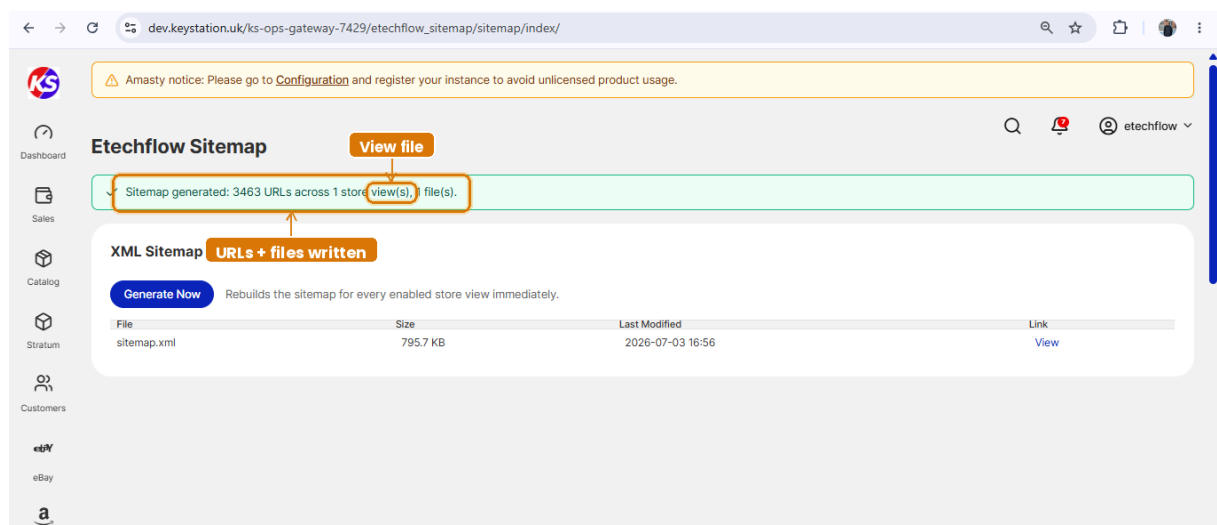


Figure 8 — The Etechflow Sitemap tool after clicking Generate Now: “Sitemap generated: 3463 URLs across 1 store view(s), 1 file(s)”, with sitemap.xml listed and freshly updated.

[ **Generate Now** ] Rebuilds the sitemap for every enabled store view immediately (the on-demand alternative to the nightly cron).

[ **View** ] Opens the generated file in the browser.

### 5.2 The live sitemap.xml

The generated file is served at your output path — with “/” that's `https://yourdomain/sitemap.xml`. Each entry carries the page URL (<loc>), last-modified date, change frequency and priority exactly as configured. Submit this URL to Google Search Console and Bing Webmaster Tools.



Figure 9 — The live sitemap.xml in the browser: a standard <urlset> with one <url> per page (<loc>, <lastmod>, <changefreq>, <priority>).

### 5.3 Cron & CLI generation

Besides the admin button, the sitemap can be rebuilt automatically or from the command line — useful for large catalogs or CI. With Auto-generate daily ON it rebuilds nightly; to rebuild manually run:

```
php bin/magento etechflow:sitemap:generate
```

The file is written to your configured output path and split into a sitemap index automatically if it exceeds the Max URLs per file limit.

## 6. Support & Contact

For help with XML Sitemap, licensing, or installation, contact eTechFlow support. We respond to licence, billing, and configuration questions and can assist with setup on request.

Email: [support@etechflow.com](mailto:support@etechflow.com)

Website: <https://etechflow.com>