

# Yoast SEO Plugin

By Sandy Edwards

# Why Does SEO Matter?

- You want people to visit your site.
- You want people to stay on your site.
- You want visitors on your site to convert.

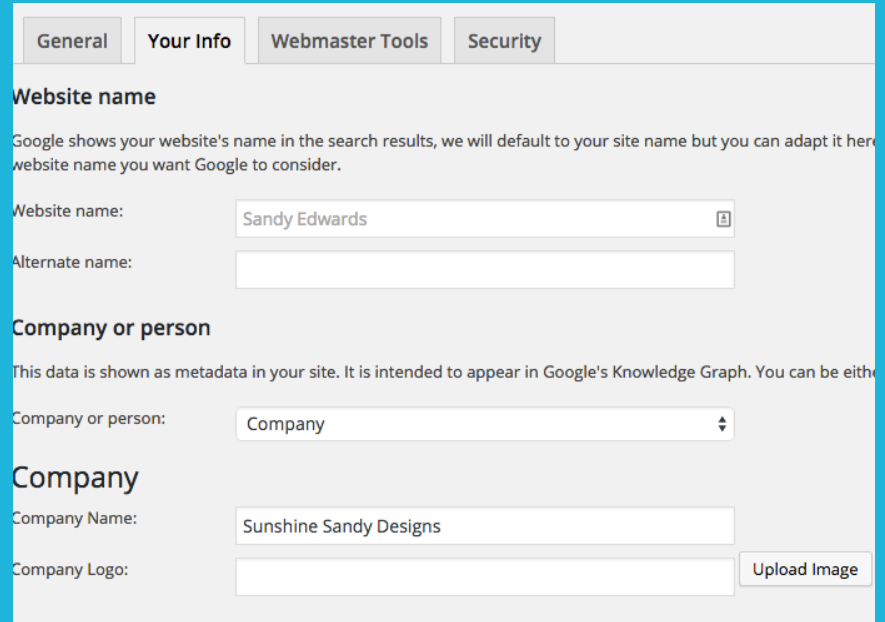
# How does Yoast Help?

- **Easy Access to all your On-Site Data**
- **Multiple Features in One Plug-in**
- **Covers Meta, Titles, Social, Sitemaps, and Advanced Settings**
- **Allows you to fully control everything.**

# Where Do I Start?

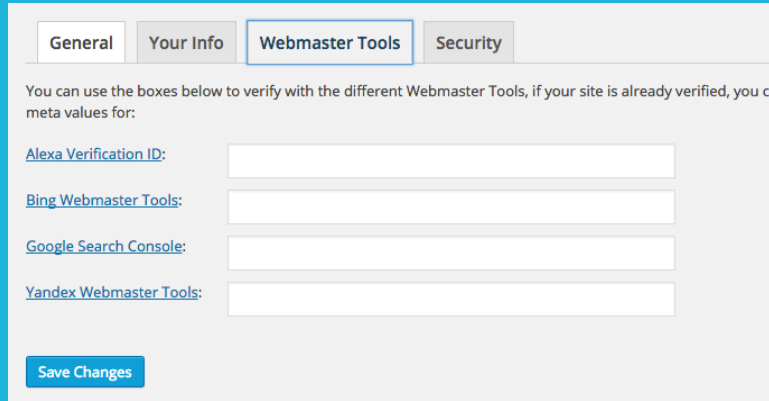
# Step 1: General Information

- **Your Info Tab:** Fill in your Website Name, and Company Name.
- **Webmaster Tools:** Fill in your Verification ID's from Google, and Bing.
- **Security:** Disable the Advanced part of the WordPress SEO meta box (unless you are the only author or trust your authors)



The screenshot shows the 'Your Info' tab of the WordPress SEO meta box. It has four tabs: 'General', 'Your Info', 'Webmaster Tools', and 'Security'. The 'Your Info' tab is active. Under the heading 'Website name', there is a text input field containing 'Sandy Edwards' and an 'Alternate name' field. Below that, under 'Company or person', there is a dropdown menu set to 'Company'. Under the heading 'Company', there is a 'Company Name' field containing 'Sunshine Sandy Designs' and a 'Company Logo' field with an 'Upload Image' button.

# Step 1: General Information



This screenshot shows the 'Webmaster Tools' tab in the WordPress settings. It features four input fields for verification: Alexa Verification ID, Bing Webmaster Tools, Google Search Console, and Yandex Webmaster Tools. A 'Save Changes' button is located at the bottom left.

General Your Info **Webmaster Tools** Security

You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified, you can also update your meta values for:

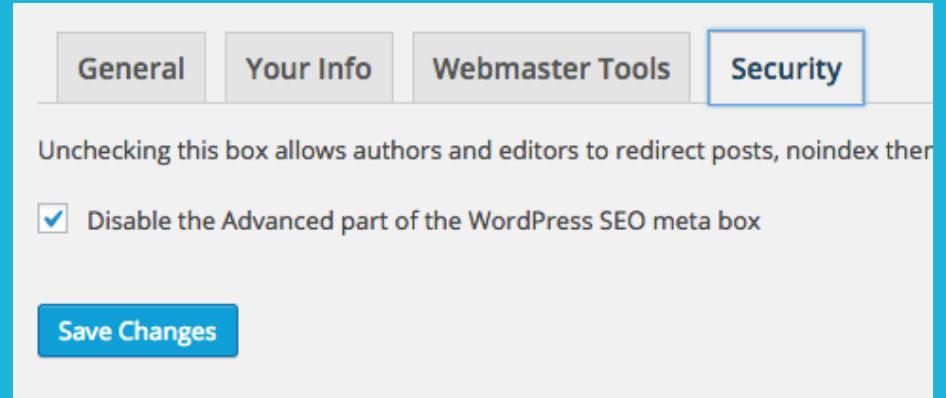
[Alexa Verification ID:](#)

[Bing Webmaster Tools:](#)

[Google Search Console:](#)

[Yandex Webmaster Tools:](#)

**Save Changes**



This screenshot shows the 'Security' tab in the WordPress settings. It contains a text description, a checked checkbox for 'Disable the Advanced part of the WordPress SEO meta box', and a 'Save Changes' button.

General Your Info Webmaster Tools **Security**

Unchecking this box allows authors and editors to redirect posts, noindex them, and remove them from search engines.

**Disable the Advanced part of the WordPress SEO meta box**

**Save Changes**

## Step 2: Titles and Metas

- Sitewide Title Settings ( - or | )
- The ability to force rewrite titles
- Create a Template for Yoast to Create your Titles and Metas for your different posts, pages, taxonomies, and archives.
- Eliminate Duplicate content concerns

# Step 2: Titles and Metas

General | Homepage | Post Types | Taxonomies | Archives | Other

**Force rewrite titles**  Enable force rewrite titles

*WordPress SEO has auto-detected whether it needs to force rewrite the titles for your pages, if you think it's wrong and you know what you're doing, you can change the setting here.*

**Title Separator**

-  —  ·  •  \*  †  |  ~  «  »  <  >

*Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in in search results.*

[Save Changes](#)



# Step 2: Titles and Metas

General Homepage **Post Types** Taxonomies Archives Other

**Posts**

Title template:

Meta description template:

Meta Robots:  noindex, follow

Date in Snippet Preview:  Show date in snippet preview?

WordPress SEO Meta Box:  Hide

**Pages**

Title template:

Meta description template:

Meta Robots:  noindex, follow

Date in Snippet Preview:  Show date in snippet preview?

WordPress SEO Meta Box:  Hide

General Homepage Post Types **Taxonomies** Archives Other

**Categories**

Title template:

Meta description template:

Meta Robots:  noindex, follow

WordPress SEO Meta Box:  Hide

**Tags**

Title template:

Meta description template:

Meta Robots:  noindex, follow

WordPress SEO Meta Box:  Hide

**Format**

Title template:

Meta description template:

Meta Robots:  noindex, follow

WordPress SEO Meta Box:  Hide

# Step 2: Titles and Metas

General Homepage Post Types Taxonomies Archives Other

### Author Archives

Title template:

Meta description template:

### Date Archives

Title template:

Meta description template:

# Step 2: Titles and Metas

## Duplicate content prevention

If you're running a one author blog, the author archive will be exactly the same as your homepage. This is what's called a [duplicate content problem](#). If this is the case on your site, you can choose to either disable it (which makes it redirect to the homepage), or to add `noindex, follow` to it so it doesn't show up in the search results.

Add `noindex, follow` to the author archives

Disable the author archives

Date-based archives could in some cases also be seen as duplicate content.

Add `noindex, follow` to the date-based archives

Disable the date-based archives

# Step 3: Social

- **Accounts:** Provide your account URL's in one place
- **Facebook:** Provide your information for easy access to Facebook Insight
- **Twitter:** Easily setup Twitter Cards for rich pictures in your tweets to drive traffic
- **Pinterest:** Verify your site easily on Pinterest
- **Google+:** Adds specific post meta data for Google+

# Step 3: Social

**Accounts** | Facebook | Twitter | Pinterest | Google+

To inform Google about your social profiles, we need to know their URLs. For each, pick the main account below:

Facebook Page URL:

Twitter Username:

Instagram URL:

LinkedIn URL:

MySpace URL:

Pinterest URL:

YouTube URL:

Google+ URL:

[Save Changes](#)

**Accounts** | Facebook | Twitter | Pinterest | Google+

Add Open Graph meta data to your site's <head> section, Facebook and other social networks use this data when you share content from your site.

Add Open Graph meta data

**Default settings**

Image URL:  [Upload Image](#)

This image is used if the post/page being shared does not contain any images.

**Facebook Insights and Admins**

To be able to access [Facebook Insights](#) for your site, you need to specify a Facebook Admin. This can be a user. If you have a Facebook Page, you can also specify a Facebook Admin for that page. More info can be found [on our knowledge base](#).

Currently connected Facebook admins:

[Sandra Edwards - X](#)

[Add Another Facebook Admin](#) [Clear all Facebook Data](#)

Facebook App ID:

[Save Changes](#)

# Step 3: Social

Accounts   f Facebook   **Twitter**   Pinterest   g+ Google+

Add Twitter card meta data to your site's `<head>` section.

Add Twitter card meta data

The default card type to use:

[Save Changes](#)

# Step 3: Social

Accounts   f Facebook   t Twitter   **Pinterest**   g+ Google+

Pinterest uses Open Graph metadata just like Facebook, so be sure to keep the Open Graph checkbox on your site for Pinterest.

To [verify your site with Pinterest](#), add the meta tag here:

Pinterest verification:

[Save Changes](#)

# Step 3: Social

Accounts   f Facebook   t Twitter   Pinterest   g+ Google+

Add Google+ specific post meta data

If you have a Google+ page for your business, add that URL here and link it on your Google+ page's about page.

Google Publisher Page:

[Save Changes](#)



# Step 4: XML Sitemaps

Adds the Sitemap to your site and makes updates when you do!

Check this box to enable XML sitemap functionality.

General

User sitemap

Post Types

Taxonomies

You can find your XML Sitemap here:

You do **not** need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

## Entries per page

Please enter the maximum number of entries per sitemap page (defaults to 1000, you might want to lower

Max entries per sitemap:

Save Changes

# Tools and Extensions

## Tools

- Bulk Editor
- File Editor
- Import and Export (Settings)

## Extensions

- Local SEO
- Premium SEO
- Video SEO
- News SEO
- Google Analytics Plugin
- WooCommerce SEO

# On Page Edits

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview ? **Contact - Sandy Edwards**  
sandyedwards.me/contact/  
Contact Sandy Edwards for consulting local SEO services or to get your custom built WordPress website. With years of experience, you can't go wrong.

Focus Keyword: ?   
Focus keyword usage  
Your focus keyword was found in:  

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **No**
- Meta description: **Yes (1)**

SEO Title: ?

Meta description: ?   
The meta description will be limited to 156 chars, 8 chars left.

# On Page Edits

WordPress SEO by Yoast

General Page Analysis Advanced Social

To update this page analysis, save as draft or update and check this tab again.

- There are 0 words contained in the body copy. This is far too low and should be increased.
- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- No images appear in this page, consider adding some as appropriate.
- No outbound links appear in this page, consider adding some as appropriate.
- The page title contains 23 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- No subheading tags (like an H2) appear in the copy.
- The keyword / phrase appears in the URL for this page.
- You've never used this focus keyword before, very good.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.

Any Questions?