

Maximizing the Output of Yoast SEO Plugins

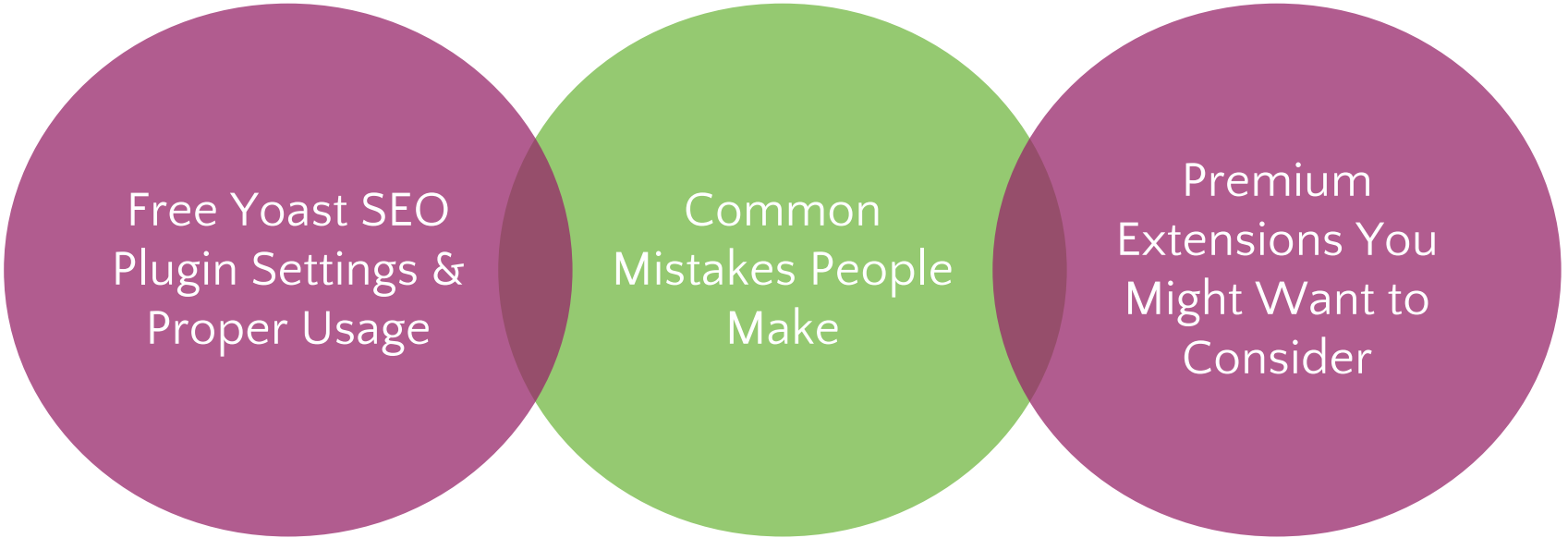


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RebeccaGill.com • emagine.com • diySEOCourses.com

*A green dot won't push you to the
top of page one search results in Google.
It can, however, help you focus on the right
SEO tactics to help you get there.*

”

Today's Training Will Cover



Free Yoast SEO
Plugin Settings &
Proper Usage

Common
Mistakes People
Make

Premium
Extensions You
Might Want to
Consider

Free Version of Yoast SEO

- Optimization for 1 phrase
- Google SERP preview
- Readability check
- Text link counter
- Breadcrumbs
- RSS feed control
- Canonical URLs
- Robots.txt
- Sitemap.XML
- .htaccess
- Basic Knowledge Graph data
- Open Graph data for social
- Google Search Console verification
- Bing Webmaster Tools verification
- Yandex verification
- Google Search Console integration
- Ryte integration
- Bulk editor for meta titles and descriptions
- Import and export for migrations

Now let me ask you...
How many of those free plugin features
are you actually using?
Don't worry. You're not alone!

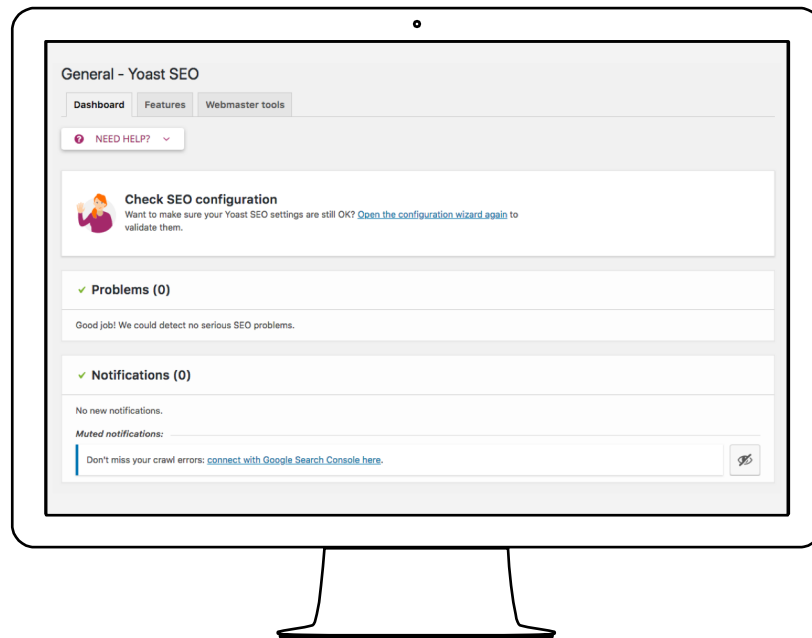


The Free Yoast SEO Plugin

- **Configuration Wizard** – Great for people who want a walk through and easy to use Q&A approach for set up.
- **General Settings** – Getting started items and the ability to turn features on or off.
- **Search Appearance** – Improving what you have showing in Google search results.
- **Search Console** – The health of your Google Search Console account.
- **Social** – Available for defining your Open Graph data for social media.
- **Tools** – Technical SEO options and bulk editors.

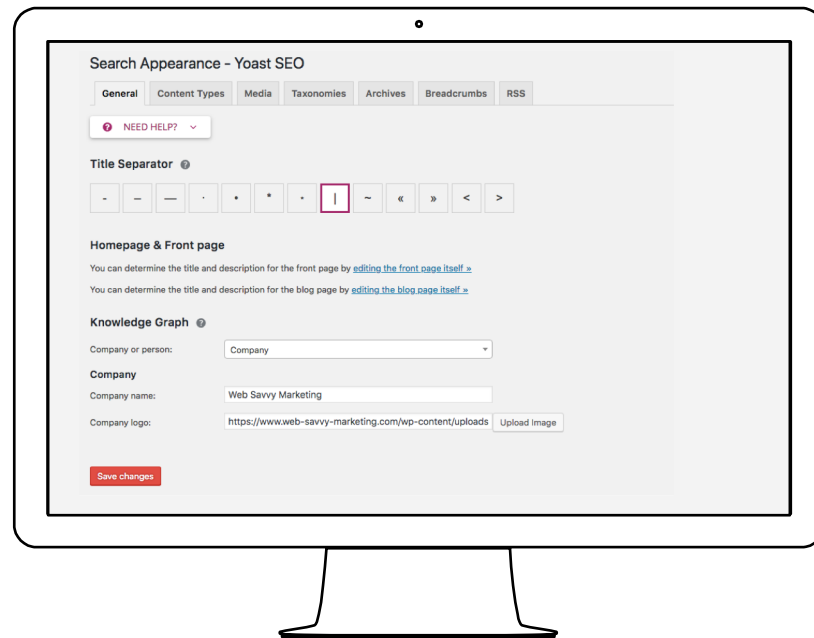
? General Settings

- ① Configuration Wizard
- ① Turn features on or off
- ① Integrate with search engines
- ① View problems
- ① View notifications



? Search Appearance

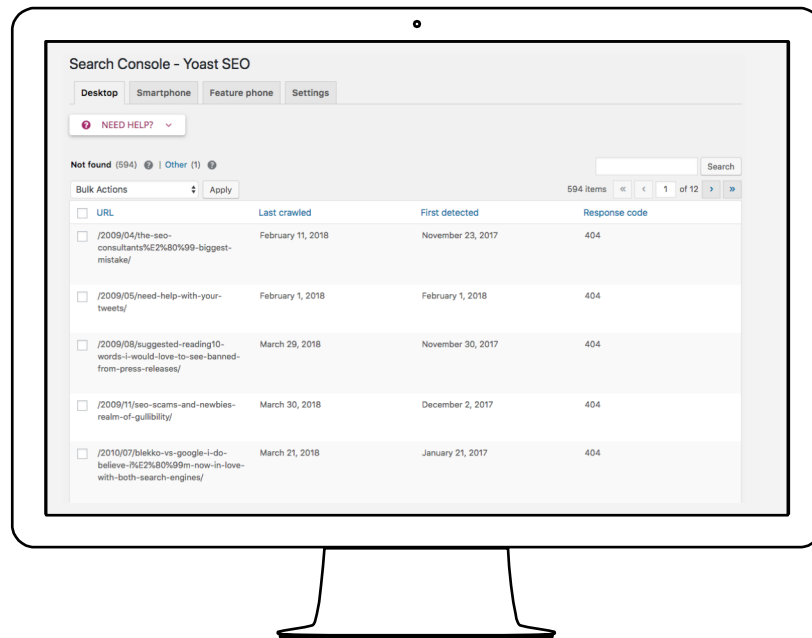
- Knowledge Graph
- Noindex & XML Sitemap
- Media Attachment Control
- Breadcrumbs
- RSS





Search Console

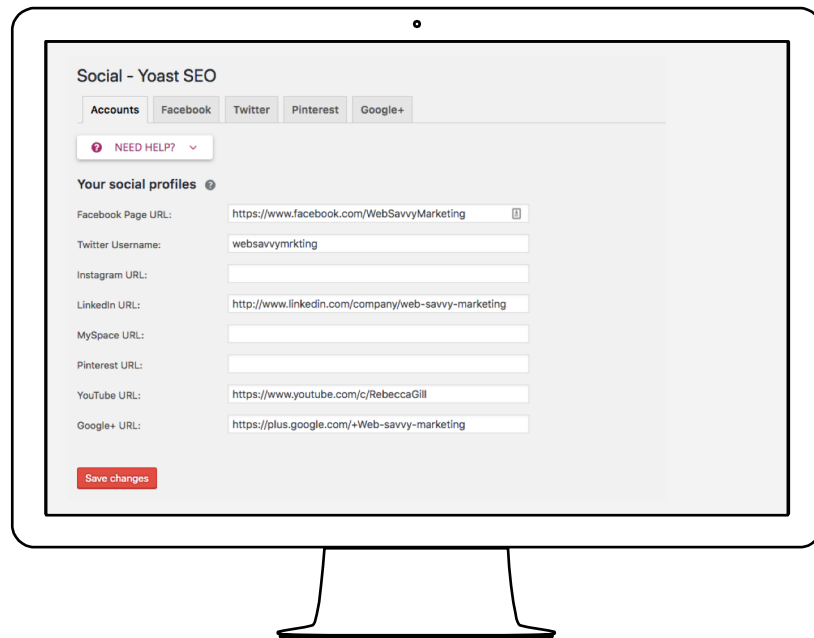
- 🕒 Crawling issues – desktop
- 🕒 Crawling issues – mobile
- 🕒 Crawling issues – featured phone (old phones)





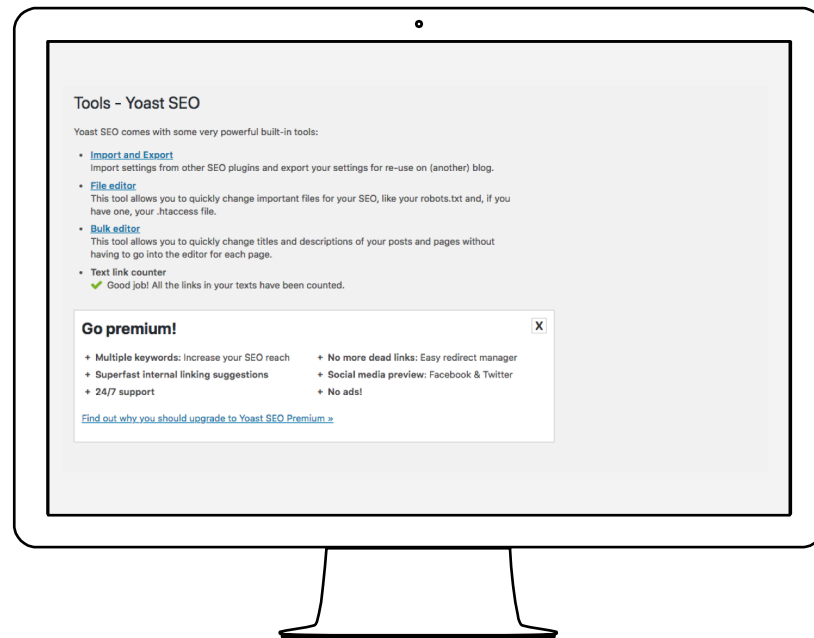
Social

- Alert search engines to your profile locations
- Facebook Open Graph data
- Twitter card meta data
- Pinterest Open Graph data
- Google+ Publisher Page



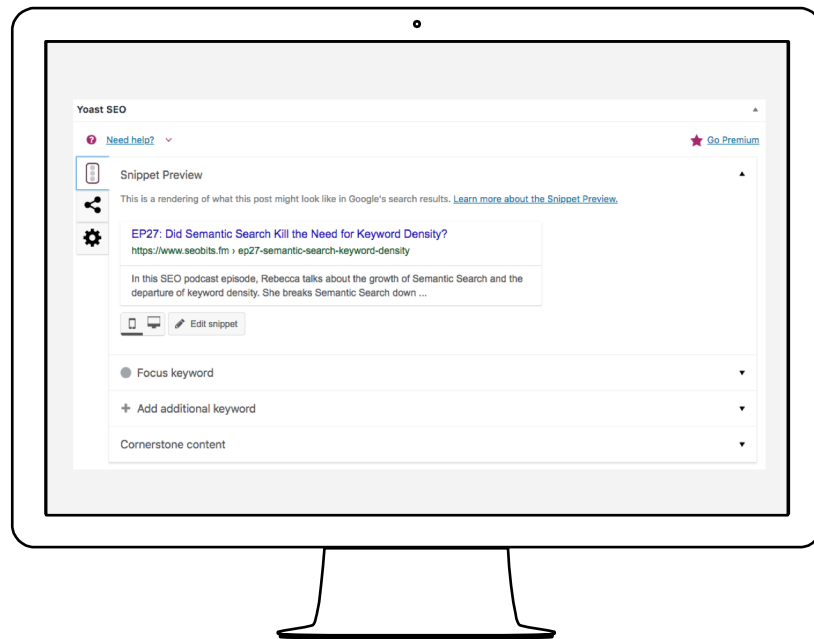
? Tools

- XML sitemaps
- Robots.txt
- .htaccess
- Bulk editors
- Importer



? On-Page Editor

- Focused keyword assignment
- On-page SEO grading
- Social media assistance
- Index overrides
- Canonical link overrides



*Let's Explore All the
Cool Features So You Know
What You've Been Missing*

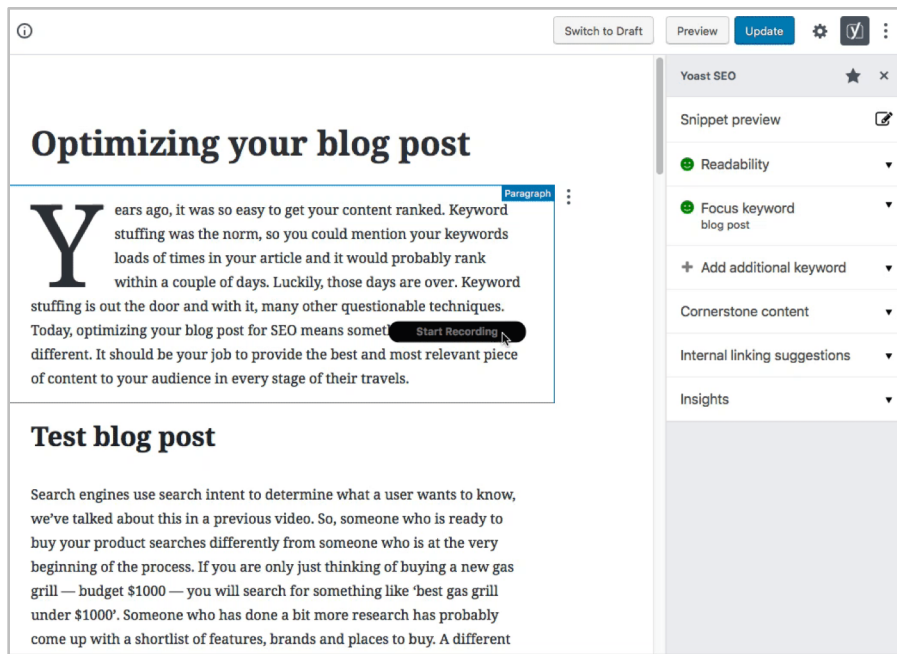


Most Common Mistakes

- Installing the plugin and forgetting to actually configure the core settings
- Failing to review the noindex and XML sitemap settings -> pushing oodles of crap to Google
- Forgetting to connect the XML sitemap with Google and Bing
- Confusing "focused keyword" with "meta keywords"
- Adding a focused keyword and not viewing the feedback
- Chasing the green dot and over optimizing
- Forgetting to turn on the screen options for admin list screens

Gutenberg is Coming!

- The Yoast team is working on this update and continuing to push out new functionality
- The latest release adds Structured Data to content blocks for How-to and FAQs
- Future blocks will include job postings, events and recipes



Available Yoast Extensions

[Video SEO
plugin](#)



Improve your
videos

[Local SEO
plugin](#)



Boost your
local visibility

[Local SEO for
WooCommerce](#)



Boost your
local shop

[News SEO
plugin](#)



Optimize for
Google News

[WooCommerce
SEO plugin](#)



Optimize your
online shop

Affiliate Disclosure: There is none. I make absolutely no money from talking about these premium extensions. I just believe they are very useful in certain situations.

Yoast SEO Premium

- **Redirect manager** – Create and manage redirects, while also getting suggestions so you don't miss any important 301s.
- **Multiple focus keywords** – Optimize a single URL for up to 5 keywords.
- **Internal linking suggestions** – Get suggestions for links to other pages on your website, as you write.
- **Focus keyword export** – Get a clear overview of your focus keywords and SEO scores (CSV export).
- **Social previews** – Check what your Facebook or Twitter post will look like before you go live.

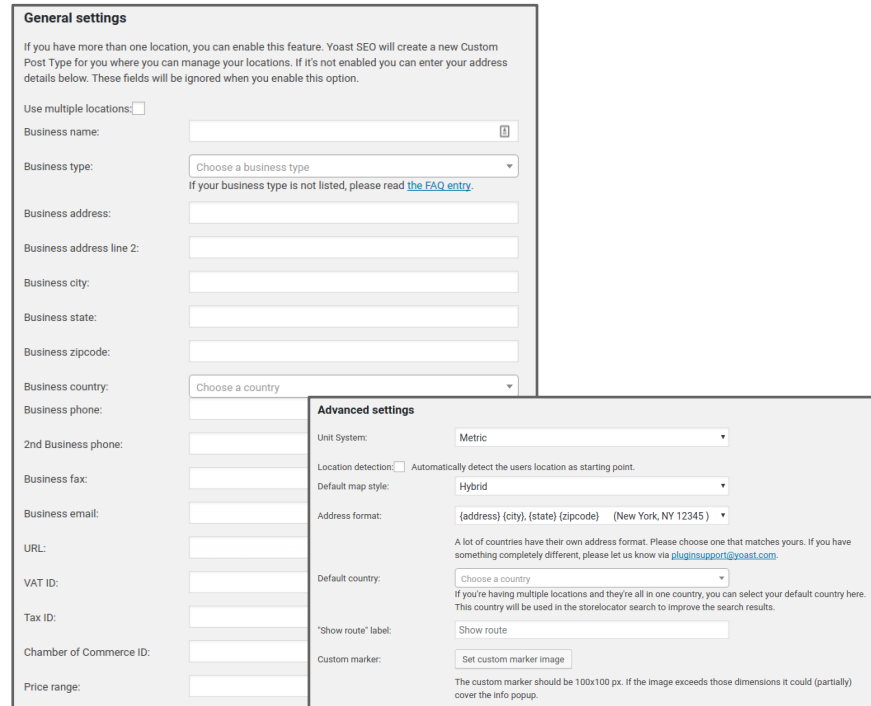
Video SEO

- Show your videos in Google Videos
- Enhance sharing posts with videos on Facebook, Twitter and Pinterest
- Make videos responsive
- Supports plugins like TubePress, WP Video Lightbox, WP YouTube Lyte, and ten more

Video Host	Embed method
Dailymotion	oEmbed
Flickr	oEmbed
Metacafe	Shortcode
Screenr	oEmbed, shortcode
Veoh	Shortcode
Viddler	oEmbed, shortcode
VideoPress (incl. WordPress.tv)	oEmbed, shortcode
Vimeo *	oEmbed, shortcode, object embed, iframe embed
Vippy	Shortcode
Vzaar	Shortcode, object embed, iframe embed
Wistia **	oEmbed
YouTube ***	oEmbed, shortcode, object embed, iframe embed

Local SEO

- KML File generation and automatically adding these to your XML sitemap
- Shows Google Maps on your website and includes a route planner
- Creates Structured Data to push Schema.org data for the name of your business, type of business, physical location, phone numbers, open hours, and even data like VAT or Tax ID
- Supports multiple locations



General settings

If you have more than one location, you can enable this feature. Yoast SEO will create a new Custom Post Type for you where you can manage your locations. If it's not enabled you can enter your address details below. These fields will be ignored when you enable this option.

Use multiple locations: ☐

Business name:

Business type:
If your business type is not listed, please read [the FAQ entry](#).

Business address:

Business address line 2:

Business city:

Business state:

Business zipcode:

Business country:

Business phone:

2nd Business phone:

Business fax:

Business email:

URL:

VAT ID:

Tax ID:

Chamber of Commerce ID:

Price range:

Advanced settings

Unit System:

Location detection: ☐ Automatically detect the users location as starting point.

Default map style:

Address format:

A lot of countries have their own address format. Please choose one that matches yours. If you have something completely different, please let us know via pluginsupport@yoast.com.

Default country:

If you're having multiple locations and they're all in one country, you can select your default country here. This country will be used in the storelocator search to improve the search results.

"Show route" label:

Custom marker:

The custom marker should be 100x100 px. If the image exceeds those dimensions it could (partially) cover the info popup.

WooCommerce SEO

- Structured Data for common features like reviews, price, availability
- Open Graph features to enhance usage on social networks
- Pinterest Rich Pin support
- Enhanced breadcrumb control

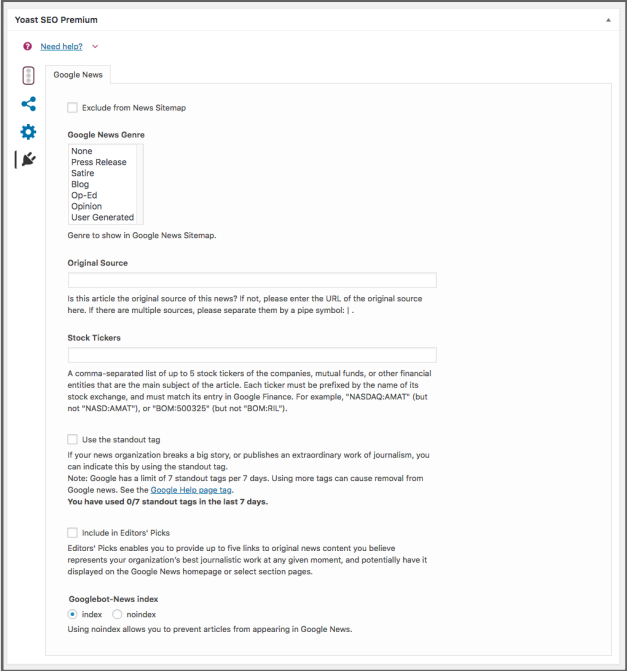


WooCommerce Local SEO

- XML File generation and automatically adding these to your XML sitemap
- Address output in Schema.org format
- Opening hours (with Schema.org output)
- Google maps, including a route planner
- Support for multiple locations
- A store locator to easily find your nearest location
- CSV upload for multiple locations
- WooCommerce shipping method added for local pickup
- WooCommerce status messages to keep customers in the loop
- Add shipping costs for local orders, if any

News SEO

- XML Sitemap specific to news
- Editors' picks (featured items on Google News homepage)
- Standout tag for marketing your best content for Google
- Stock tickers



The screenshot shows the Yoast SEO Premium settings for Google News. The interface includes a sidebar with icons for various settings and a main content area with the following sections:

- Google News**: A checkbox labeled "Exclude from News Sitemap" is currently unchecked.
- Google News Genre**: A dropdown menu is open, showing options: "None", "Press Release", "Satire", "Blog", "Op-Ed", "Opinion", and "User Generated".
- Genre to show in Google News Sitemap.**: A text input field.
- Original Source**: A text input field with a note: "Is this article the original source of this news? If not, please enter the URL of the original source here. If there are multiple sources, please separate them by a pipe symbol: |."
- Stock Tickers**: A text input field with a note: "A comma-separated list of up to 5 stock tickers of the companies, mutual funds, or other financial entities that are the main subject of the article. Each ticker must be prefixed by the name of its stock exchange, and must match its entry in Google Finance. For example, 'NASDAQ:AMAT' (but not 'NASDAQ:AMAT'), or 'BOM:500325' (but not 'BOM:RL')."
- Use the standout tag**: A checkbox that is unchecked. Below it is a note: "If your news organization breaks a big story, or publishes an extraordinary work of journalism, you can indicate this by using the standout tag. Note: Google has a limit of 7 standout tags per 7 days. Using more tags can cause removal from Google news. See the [Google Help page](#) tag. You have used 0/7 standout tags in the last 7 days."
- Include in Editors' Picks**: A checkbox that is unchecked. Below it is a note: "Editors' Picks enables you to provide up to five links to original news content you believe represents your organization's best journalistic work at any given moment, and potentially have it displayed on the Google News homepage or select section pages."
- Googlebot-News index**: Two radio buttons, "index" (selected) and "noindex". Below them is a note: "Using noindex allows you to prevent articles from appearing in Google News."