



## MODULE 9: SEO, Google Analytics and Testing

### LESSON 4: How to Set Up the Yoast SEO Plugin

In this video, I'm going to show you how to set up a Yoast SEO plugin. I've already activated and installed the plugin, and you can do the same from your WordPress repository.

Here's the dashboard for the Yoast SEO plugin, and you can see that you can find that Yoast SEO plugin on the left-hand side of your admin panel. Once you get to the dashboard, you'll see that you can quickly and easily set up Yoast through the configuration wizard. That's an option for you if it's something you want to do, but I'm going to take you through the manual setup.

On the dashboard, you can also see problems and notifications. If there are any problems that show up, you'll see these here. You'll also see all the notifications right here. If you want to not display the notifications, then you can simply hit the X.

Now, once we go into the general tab, there's really not too much to do here. You can restore the default settings if you make a mistake or you just need to reset the default settings. You can use the text link counter and you can open the configuration wizard.

Let's move over to the features tab. For the features tab, you're going to want to go ahead and leave everything enabled unless you, for some reason, want it disabled. For example, you may find it annoying to have the Yoast SEO notifications on the admin bar menu, so you may want to turn that off. You also may not be using cornerstone content, and so you may want to turn that off as well.



Cornerstone content helps you mark your posts in a certain way to give them priority. For example, if you have specific posts that are performing really well on your website, you can mark them as cornerstone content and further improve the SEO on those articles by connecting them to other articles through links. There's just a lot of other things you can do as well with the cornerstone content.

I'm also going to go ahead and enable the advanced settings page, because this is where we can really dive into the different settings. Now that I've saved the advanced settings page, you can see over here on the left-hand panel, we have a couple more options now. Before, we only had dashboard, search console, and premium. Now we have titles and metas, social, XML sitemap, advanced, and tools.

Let's continue on with the tabs before we start getting into the other aspects of the plugin. Now the company name, this will help you in terms of your local optimization and search engine optimization, so you'll just want to go ahead and fill this out appropriately.

The webmaster tool section is where you can connect the website to different webmaster tools. You'll want to go ahead and connect them to Bing, Google, and Yahoo. Security is not something that you have to worry about, but you can set this on there as well if you don't trust your authors.

Let's go ahead and jump into the titles and metas over here on the left side. Here is the general tab, under titles and metas. The force rewrite rule only needs to be applied when you notice that your page titles are not showing up correctly. Sometimes what'll happen, you can see on this page in the upper right it says demo, your superpower WP engine blog. Sometimes the plugin will mess up the titles and you'll see a duplicate. It'll say Demo and then it'll have a little space here and then it'll duplicate the title again.



If that occurs, then you can enable the force rewrite titles. You also have the title separator here, so you can see that we're using the little dash up here. You can change yours to whatever you want it to be. When we go to the titles and metas, none of this really, in terms of the title template, none of this necessarily has to be changed, because ideally, you're going to be setting the titles for your posts. What we're doing here is if you didn't set the on-page SEO, then Yoast will automatically set the SEO for you, and this is the template that it uses.

Now, when we go to post types here, you'll see the same information, but there's also a little bit extra with the meta robots. For example, here's the title template again, and it has the title page and site name. What'll happen is if you don't change the post title in the SEO section, it'll automatically pull this in for Google. Now, the meta robots, you'll want to go ahead and leave those indexed for posts, because if you add the no-index rule, then the search engines will not index your posts. Obviously, you want your posts to be indexed so they show up.

Now, the data snippet and preview is up to you, whether you want to show or hide it. The Yoast meta box, you're going to want to show so that you can change the meta description. For posts and pages and media, you'll want the same settings here so that everything's indexed and search engines can find all your content. I recommend also indexing portfolio items and it's up to you whether or not you want to index testimonials. I would go ahead and index products.

You can also index custom, post-type archives. In general, you're going to want to no index archived posts, because what happens is that the search engines will see that as duplicate content, because your archives will have the same posts as your blog. This is seen as duplicate content.

Let's move on to the taxonomies, and as far as the taxonomies, I'm going to go ahead and no index these and leave the format-based archives enabled. Like I said, if you leave these indexed, then



what's going to happen is you're going to end up with a lot of duplicate content and you'll get dinged by search engines. The archives you can leave enabled, but again you'll want to no index those and save these options. No index any archives because that's going to be seen as duplicate content.

We can go ahead and no index sub-pages of archives, which is just the page. For example, if you go to the blog site, you'll see 10 posts per page, typically, and then when you go to the next page, which would be blog page two, you'll see another 10 articles. Again, this is duplicate content because these are archives.

We'll go ahead and save those settings, and once we have these settings saved, then you know you're not going to have to worry about duplicate content, because your site is set up correctly. Now, in terms of the social tab here, you can go ahead and just put your social information into all of these accounts. The open graph meta data basically just pulls in the right information to each one of these to Facebook and other social networks.

For example, if you want a certain image and description to show up when somebody shares your front page, then you can go ahead and set those here. The same goes for Twitter, Pinterest, and Google Plus. Let's go ahead and move onto the XML sitemaps.

Now we're in the XML sitemaps panel, and there's not really too much you need to do there. You can find your XML sitemap here. You'll just want to make sure really that the site map functionality is enabled. This will help search engines find your website. The user sitemap settings, you don't necessarily need to contain these archive URLs because your post URLs will already be indexed. You'll want to include all of the different post types in your site map, again so that search engines can easily find it.



Now you can exclude certain posts from your sitemap, which will also exclude them from the search engines. One reason maybe to do this is maybe you copied a blog post from another website, so it is duplicate content. As far as taxonomies go, you'll also want to leave those in the site map so that those can be easily found by the search engines as well. This'll make it so that if any errors pop up, then Google Webmaster Tools can make you aware of those.

Now, as far as the breadcrumb settings go, that's up to you whether or not you want to enable them. Typically, we leave them disabled because they automatically show up with the theme that we're using, but again, that's up to you. Now you'll want to keep these settings the same, not change any of the URLs, and same goes for the RSS. You can keep these settings the same, or if you need to add or change these, then you can go ahead and change the RSS settings here.

This is how you set up Yoast SEO plugin the manual way. Again, if you want to, you can go back to the dashboard and open up the configuration wizard and it'll also walk you through how to set-up the plugin. Once you have the plugin set up, you can start using it to optimize your website and get your website found by different search engines.