HOW TO SETUP AND CONFIGURE SEO WITH YOAST

WORDPRESS

fanny

WHO I AM

- Frontend Developer
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- Content Creator

SEO stands for search engine optimization.

It's the process of making your website more visible in search engine results pages (SERPs).

Why Does SEO Matter?

SEO drives organic traffic to your website.

- Higher visibility = More visitors = Increased business opportunities.
- Higher conversion rates.
- Increased brand awareness.

What is YOAST?

- Yoast SEO is a plugin that helps you to optimize your WordPress website for search engines.
- It makes it easy to add relevant keywords to your content, write effective title tags and meta descriptions, and create an XML sitemap.

yoast

SEO for everyone

How to Setup and Configure SEO with Yoast

Prerequisites

- A [WordPress website](#)
- The [Yoast SEO Plugin](#)

Step 1

Install the Yoast SEO Plugin and activate it.

Step 2

Run the Yoast SEO configuration wizard. This will help you set up the basic settings for your website, such as your site title, tagline, and social media profiles.

Step 3

Configure the general settings. In the Yoast SEO > General settings, you can configure a variety of options, such as whether you want your site to be indexed by search engines and whether you want to use the Yoast SEO breadcrumbs.

Step 4

Set up Webmaster Tools verification.

This will allow you to verify your website with Google Search Console and Bing Webmaster Tools, which will give you access to valuable data about your website's performance in search results.

Step 5

Modify the search appearance options.

In the Yoast SEO > Search Appearance settings, you can configure how your website appears in search results, such as your title tag and meta description templates.

Step 6

Optimize your content.

Once you have configured the Yoast SEO plugin, you can start optimizing your content for search engines. To do this, you can use the Yoast SEO meta box that appears below the editor for each post and page.

Step 7

Integrate an XML sitemap.

An XML sitemap is a file that lists all of the pages on your website. This helps search engines to index your website more effectively.

LET'S DO IT TOGETHER!