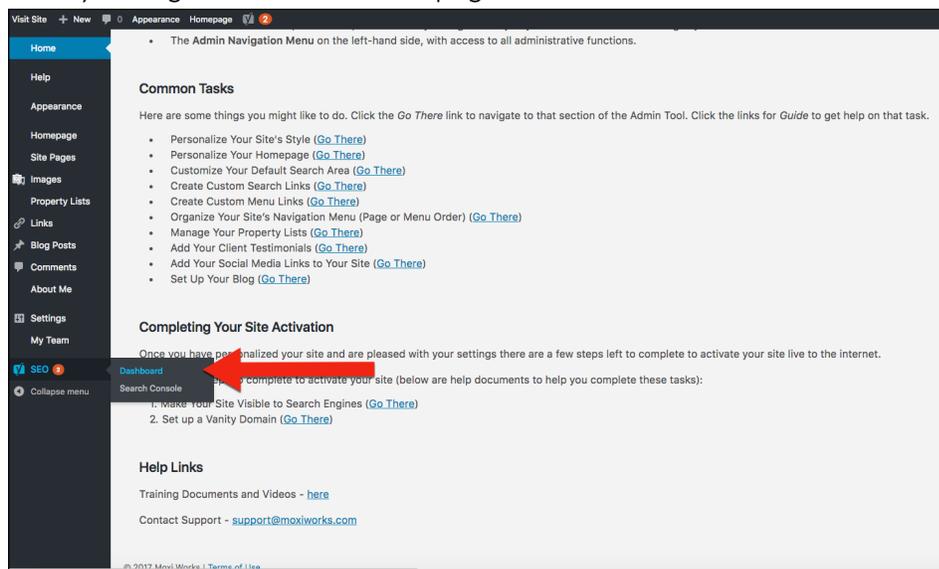


Yoast SEO

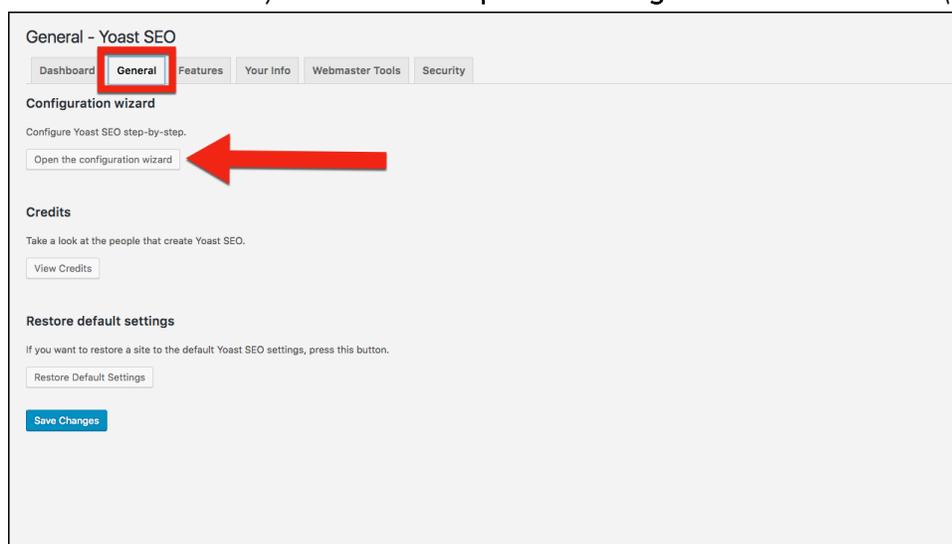
Search Engine Optimization, or SEO will help more people find your website. Search Engines, use algorithms to come up with the most relevant search results. SEO will help that algorithm to find your website more easily, which, in turn, will help more people find your website.

How to set up Yoast SEO for your Agent Website

1. From your Agent Website Admin page, Select **Dashboard** from the SEO menu (See arrow below).



2. Select the **General** tab (Circled below).
3. On the General tab you can select **Open the configuration wizard** button (See below).



4. This will open the Configuration Wizard. In the first screen, make sure your name information is correct, and select **Next**.

The screenshot shows the first step of the Yoast SEO Configuration Wizard. At the top, the Yoast logo is displayed. Below it is a progress bar with 10 steps, where step 1 is highlighted. The main content area is titled 'Welcome!' and contains the following text: 'Welcome to the Yoast SEO configuration wizard. In a few simple steps we'll help you configure your SEO settings to match your website's needs! While we strive to make setting up Yoast SEO as easy as possible, we understand it can be daunting. If you'd rather have us set up Yoast SEO for you (and get a copy of Yoast SEO Premium in the process), order our [Yoast SEO configuration service](#) here! Sign up for our newsletter! If you would like us to keep you up-to-date regarding Yoast SEO, other plugins by Yoast and major news in the world of SEO, subscribe to our newsletter:'. Below this text are two input fields: 'Name' with the value 'Tom Shively' and 'Email' with the value 'tom.shively@moxiworks.com'. There is a 'SIGN UP!' button next to the email field and a 'NEXT' button at the bottom right.

5. Next is the type of environment your website is in. Select **Production**.

The screenshot shows the second step of the Yoast SEO Configuration Wizard, titled 'Environment'. The progress bar at the top shows step 2 highlighted. The main content area is titled 'Environment' and contains the text: 'Please specify the environment in which this site - <http://tomshively.agent.moxiworks.com> - is running.'. Below this text are three radio button options: 'Production (this is a live site with real traffic)', 'Staging (this is a copy of a live site used for testing purposes only)', and 'Development (this site is running locally for development purposes)'. A red arrow points to the 'Production' option. At the bottom right, there are 'PREVIOUS' and 'NEXT' buttons. Below the main content area, there is a link: 'Go back to the Yoast SEO dashboard.'

6. Select which type of site this is. Select **Small Business site**.

The screenshot shows the third step of the Yoast SEO Configuration Wizard, titled 'Site type'. The progress bar at the top shows step 3 highlighted. The main content area is titled 'Site type' and contains the text: 'What kind of site is <http://tomshively.agent.moxiworks.com>?'. Below this text are six radio button options: 'Blog', 'Webshop', 'News site', 'Small business site', 'Other corporate site', and 'Other personal site'. A red arrow points to the 'Small business site' option. At the bottom right, there are 'PREVIOUS' and 'NEXT' buttons. Below the main content area, there is a link: 'Go back to the Yoast SEO dashboard.'

7. Next, specify if you are a person or a company, for agents select **Person**.

The screenshot shows the 'Company or person' step in the Yoast configuration process. The progress bar at the top indicates that step 4 is the current step. The main heading is 'Company or person'. Below it, a note states: 'This data is shown as metadata in your site. It is intended to appear in Google's Knowledge Graph. You can be either a company, or a person, choose either:'. There are two radio button options: 'Company' and 'Person'. A red arrow points to the 'Person' option. Below the radio buttons, there is a text input field labeled 'The name of the person' with the text 'Tom Shively' entered. At the bottom right, there are 'PREVIOUS' and 'NEXT' buttons. At the bottom center, there is a link: 'Go back to the Yoast SEO dashboard.'

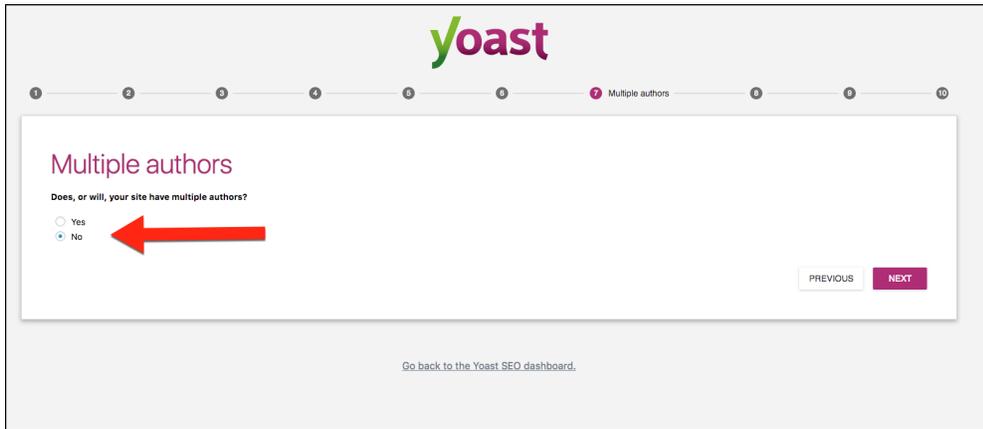
8. Then Enter all of your social media information.

The screenshot shows the 'Social profiles' step in the Yoast configuration process. The progress bar at the top indicates that step 5 is the current step. The main heading is 'Social profiles'. Below it, a note states: 'Please add all your relevant social profiles. We use these to let search engines know about them, and to enhance your social metadata:'. There are several input fields for social media URLs: 'Facebook Page URL', 'Twitter Username', 'Instagram URL', 'LinkedIn URL', 'MySpace URL', 'Pinterest URL', and 'YouTube URL'. Each field has a corresponding label and an empty input box.

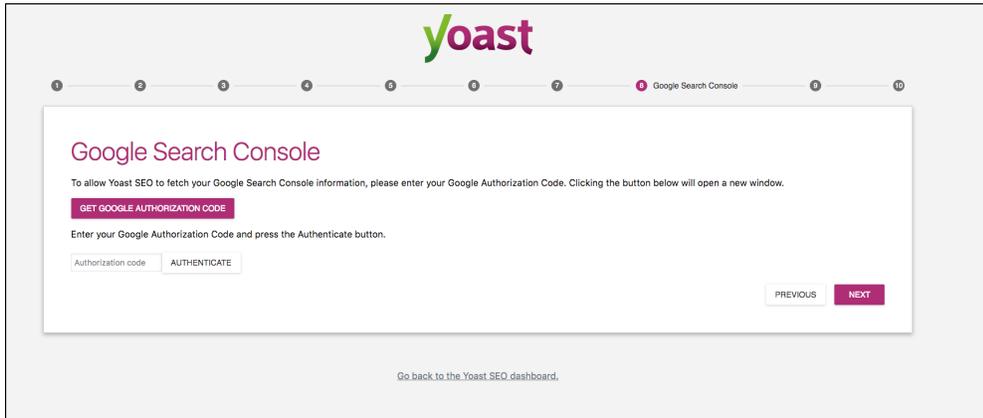
9. Next, specify which post types you would like Google to see.

The screenshot shows the 'Post type visibility' step in the Yoast configuration process. The progress bar at the top indicates that step 6 is the current step. The main heading is 'Post type visibility'. Below it, a note states: 'Please specify which of the following public post types you would like Google to see.'. There are three sections, each with two radio button options: 'Visible' and 'Hidden'. The first section is 'The post type "Posts" should be', with 'Visible' selected. The second section is 'The post type "Pages" should be', with 'Visible' selected. The third section is 'The post type "Media" should be', with 'Hidden' selected. At the bottom right, there are 'PREVIOUS' and 'NEXT' buttons. At the bottom center, there is a note: 'WordPress automatically generates an URL for each media item in the library. Enabling this will allow for google to index the generated URL.'

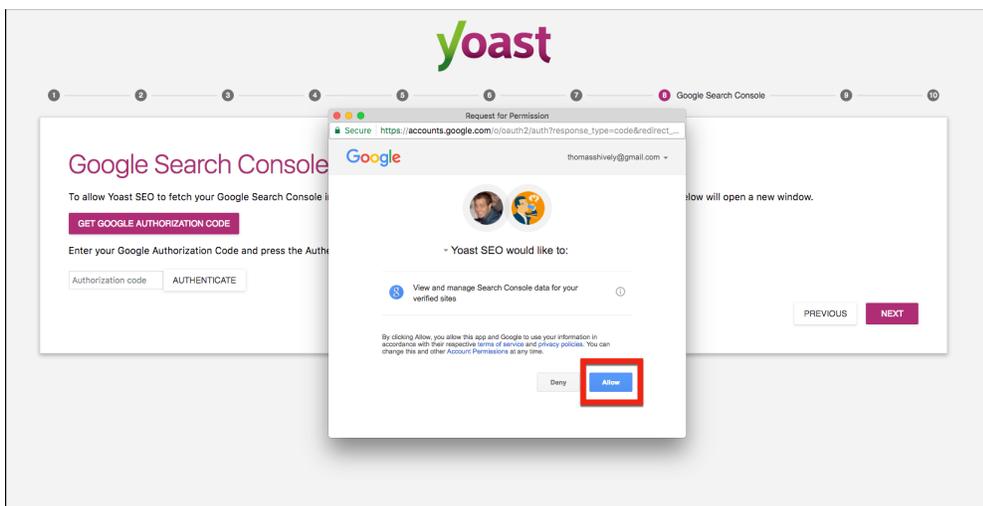
10. If your site has multiple authors, you can specify that in step 7.



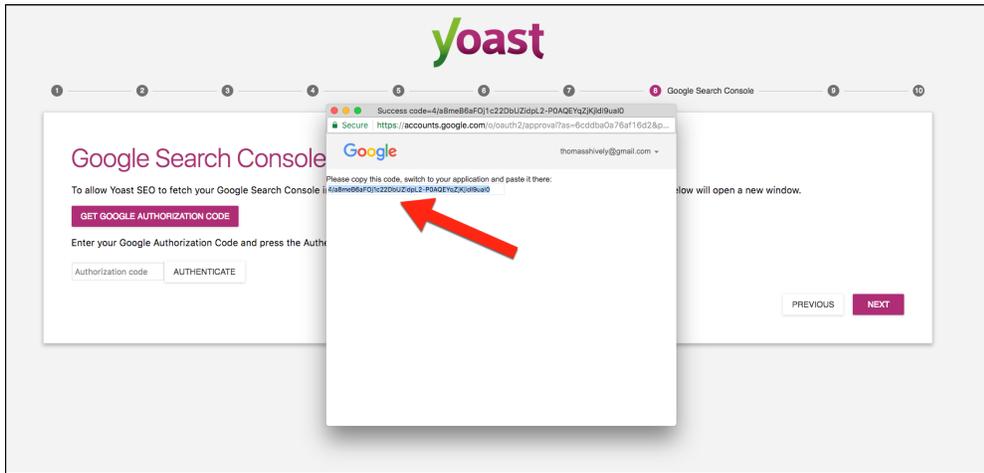
11. Next set up your Google console by selecting Get Google Authorization code.



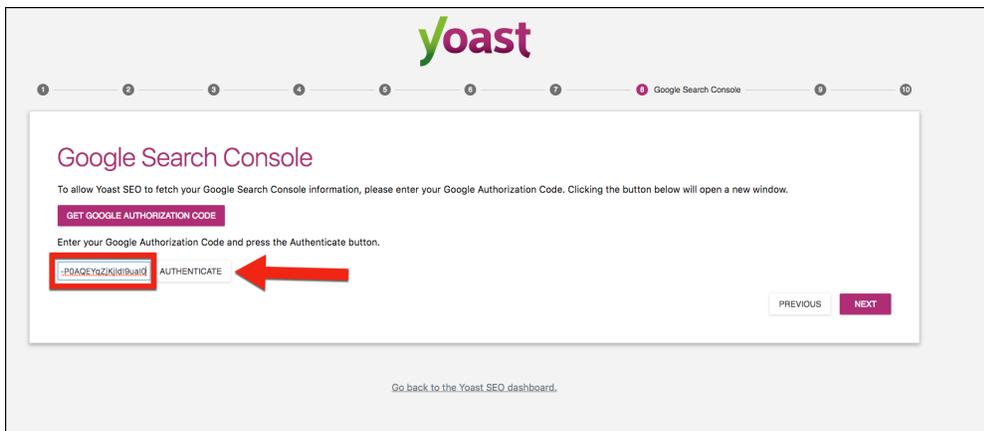
12. A pop up window will appear asking you to allow the Search Console data. Complete this by selecting Allow.



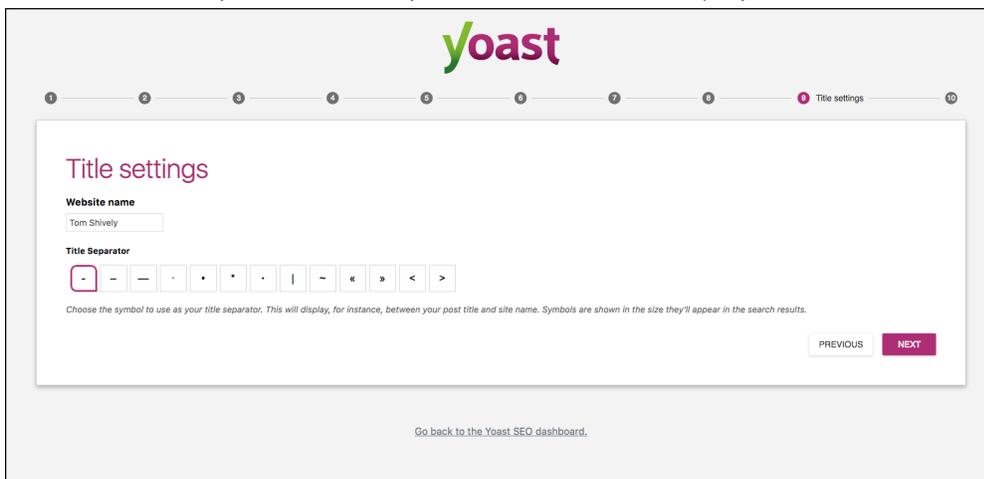
13. This will bring up a new window with an Authorization code. Copy this authorization code.



14. Paste this code in the **Authorization code** text box and select **Authenticate**.



15. Next select how you would like your website title to display.



16. Success! You have set up your Yoast SEO plugin.

Success!

You've done it! You've set up Yoast SEO, and Yoast SEO will now take care of all the needed technical optimization of your site. To really improve your site's performance in the search results, it's important to start creating content that ranks well for keywords you care about.

Check out the video below in which we explain how to use the Yoast SEO metabox when you edit posts or pages



If you want more help creating awesome content, check out our [SEO copywriting course](#). We can also [review your site](#) if you'd like some more in-depth help!

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