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).

General - Yoast SEO
Dashboard General Features Your Info Webmaster Tools Security
Configuration wizard
Configure Yoast SEO step-by-step.
Open the configuration wizard
Credits
Take a look at the people that create Yoast SEO.
View Credits
Restore default settings
If you want to restore a site to the default Yoast SEO settings, press this button.
Restore Default Settings
Save Changes

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

				yoa	st				
Welcome!	0	0	0	6	0	0	0	0	0
Welcome to the N While we strive to Premium in the p Sign up for ou	Yoast SEO configurat o make setting up Yo rocess), order our <u>Yo</u> ur newsletter! us to keep you up-to	ion wizard. In a few wast SEO as easy as p past SEO configurati -date regarding Yoa	simple steps we'll he possible, we underst on service here! st SEO, other plugins	lp you configure you and it can be dauntin by Yoast and major	r SEO settings to ma g. If you'd rather hav news in the world of	tch your website's ne re us set up Yoast SE SEO, subscribe to ou	eds! O for you (and get a ir newsletter:	copy of Yoast SEO	
Tom Shively									
Email									
tom.shively@moxid	works.com								
, -									
SIGN UPI									

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

				yoa	st				
)	2 Environment	3	0	0	0	0	0	9	O
Please sp Prod Stag Deve	circonment in which th backfy the environment in which th luction (this is a love site with real tra ing (this is a coup of a love at used alopment (this site is running locally	is site - http://tomshin ffic) for testing purposes or for development purpos	vely.agent.moxiwork: liy) ses)	s.com - is running.				PREVIOUS N	IEXT
			<u>Go</u>	back to the Yoast SE	O dashboard.				

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

				yoa	st			
	0	3 Site type	0	6	6	0	 0	Ø
Site	e type							
What kin	d of site is http://tomsh	ively.agent.moxiworks.com?						
 Blog Web New Sma Othe Othe 	shop s site Il business site er corporate site er personal site							
							PREVIOUS	IEXT
			ŝ	Go back to the Yoast :	SEO dashboard.			_

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

10.00	0	0		0	0	0	0	0	
-	0	0	Company or person	0	•	•		•	
Car		rboroop							
COI	npany c	person							
This data	ı is shown as metada	ta in your site. It is inter	nded to appear in Google's Knowledg	e Graph. You can be ei	her a company, or a	person, choose either			
Com Pers	pany								
The new									
Tom Shh	vely								
								PREVIOUS	NEXT

8. Then Enter all of your social media information.

				yoa	st				
)	0	3	0	6 Social profiles	0	0	8	0	
Soc	ial profi	iloc							
Diassa or		t social profiles. We	use these to let see	rch annings know shout tham an	d to enhance your er	cial matadata-			
Faceboo	k Page URL	a social promes. We		terrengines know about them, an	a to enhance your st	cial metadata.			
Twitter l	Jsername								
Instagra	m URL								
Linkodin									
Linkedin	UNE								
MySpace	URL								
Pinteres	t URL								
YouTube	URL								

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

				У	oast				
•	0	0	0		Post type visibility	0	0	0	0
Dee	+ + + + = = = +	i o i o i li ti v							
POS	t type v	rsidiity							
Please sp	becify which of th	e following public po	st types you would	like Google to see.					
The post	type "Posts" shoul	d be							
• Visibl	e								
The rest	n IDagooli ohoul	lel ha							
Visibl	e Pages shoul	u be							
O Hidde	en .								
The post	type "Media" shoul	d be							
Visibl	e								
• Hidde	n								
WordPres	s automatically gene	erates an URL for each r	nedia item in the libra	ry. Enabling this will all	ow for google to index the generated L	IRL.			
								PREVIOUS	EXT

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

				y	oast				
•	0	0	0		0	 Multiple authors 	0	0	C
Does, or Yes No	Itiple au will, your site have	thors multiple authors?							
								PREVIOUS	EXT
				Go back to	the Yoast SEO dashb	ioard.			

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

0	0	0	0	6	0	Google Search Console	O O
Google Se	arch Cor	nsole					
0009.000							
To allow Yoast SEO to feto	ch your Google Searc	ch Console inform	ation please enter y	our Google Authoriz	otion Code, Oliobing	the button below will open a new wind	dow
			ation, please enter y	iour ooogie Autrioriz	ation code. clicking	g the button below will open a new will	
GET GOOGLE AUTHORIZA	TION CODE		ation, picase enter y	our ooogie Autionz	ation Code. Clicking	g the button below will open a new will	
GET GOOGLE AUTHORIZA		ee the Authentice	te button	our ooogie Autronz	ation Code. Circking	g the button below will open a new wild	uun.
GET GOOGLE AUTHORIZA Enter your Google Authori	TION CODE	ss the Authentica	te button.		ation Code. Clicking	y the button below will open a new will	uun.
GET GOOGLE AUTHORIZA Enter your Google Authori Authorization code AU	TION CODE	ss the Authentica	te button.		ation Code, Cheking		
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GET GOOGLE AUTHORIZA Enter your Google Authori Authorization code AU	ZATION CODE	ss the Authentica	te button.		anon code. Cicking	nie dawon derow win open e new win	PREVIOUS NEXT
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GET GOOGLE AUTHORIZA Enter your Google Authori Authorization code Au	ITION CODE	ss the Authentica	te button.		and code. Cicking	une datum denve nin open e new nin	PREVIOUS NEXT

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

	2	0	0	6	6	0		Google Search Console	
				Secure https://accou	Request for Pe	rmission h2/auth?response	type=code&redirect .		
Go	ogle S	Search Co	nsole	Google		thoma:	ishively@gmail.com +		
To allow	v Yoast SEO t	o fetch your Google Sea	rch Console i		٩			low will open a new window.	
Enter y	our Google A	uthorization Code and p	ress the Authe		- Yoast SEO wo	ould like to:			
Authori	zation code	AUTHENTICATE		8 View verifie	and manage Search Con ad sites	sole data for your	0	PF	REVIOUS NEXT
			_	By clicking Allow, accordance with change this and o	you allow this app and Googl their respective terms of servic other Account Permissions at a	e to use your information os and privacy policies. Y any time.	in Su can		
						Deny	Allow		

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

		0	Success code=-	4/a8meB6aF0i1c22DbUZidg	L2-P0AQEYqZiKildl9ual0	6 Google Search Console	0	0
			Secure https://account	s.google.com/o/oauth2/ap	proval?as=6cddba0a76af16d	28p		
Google	Search	Console	Google		thomasshively@gmail.com	1.*		
To allow Yoast SE	O to fetch your Goo	gle Search Console in	Nease copy this code, switch to I/a8me86aF0]tc22DbUZidpL2-P0	your application and paste it t AQEYoZJKJIdI9ual0	here:	low will open a new windo	w.	
GET GOOGLE AL	THORIZATION CODE							
Enter your Googl	e Authorization Code	and press the Authe						
Authorization code	AUTHENTICATE							
		-						
							PREVIOUS	

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

					/oas	t			
•	0	0	0	0		0	Google Search Console	0	0
GOOD To allow Yo GET GOO Enter your -RRAGEYg2	gle Sear bast SEO to fetch yc Goegle Authorizatio Google Authorizatio (Kikidinkanki) Auther	TICATE	SOLE In Console informat	ion, please enter y button.	rour Google Authori	zation Code. Clickin	g the button below will open a new wi	ndow. PREVIOUS	NEXT
				<u>Go bac</u> l	< to the Yoast SEO	dashboard.			

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

		y	oast				
000	0	0	0	0	0	Title settings	
Title settings							
Website name							
Tom Shively Title Separator							
$ \cdot \cdot$	• ~ «	, < >					
Choose the symbol to use as your title sepa	rator. This will display, for instance,	between your post tit	le and site name. Symbo	's are shown in the size	they'll appear in the se	arch results.	
						PREVIOUS	
		Go back to t	he Yoast SEO dashbo	ard.			

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

uccess!
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 s well for keywords you care about.
sk out the video below in which we explain how to use the Yoast SEO metabox when you edit posts or pages
ust SEO for WordPress training - Metabox Focus Key.
u 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:
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Shirely
shively@maxiworks.com
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