

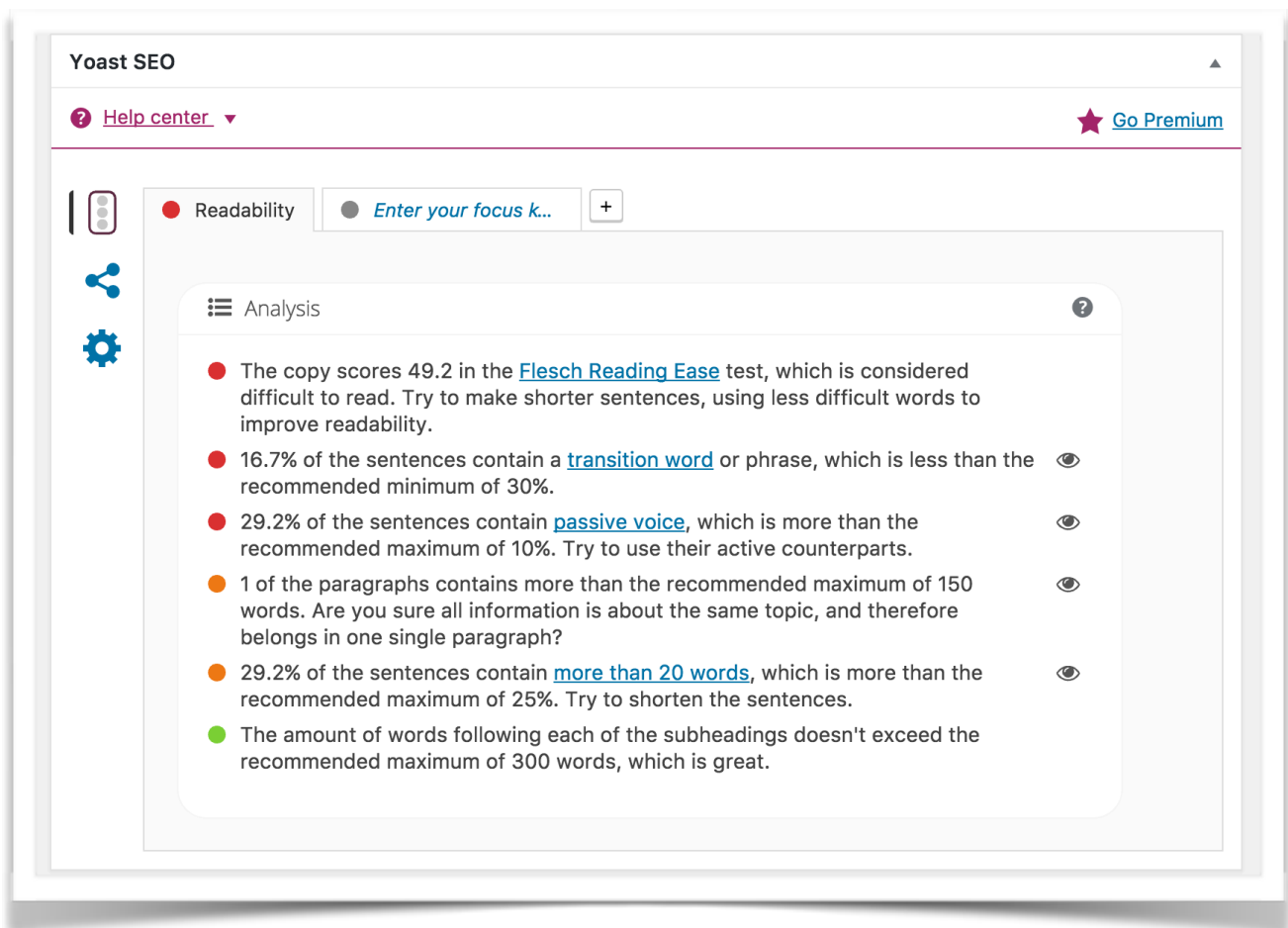
## Yoast SEO

Yoast SEO is a fantastic plugin to help the DIYer build their SEO efficiency themselves. It offers many great features that help you write clean, SEO friendly content for every single page of your site and target specific keywords.






In the following We will discuss benefits and how to effectively use this tool within your website.

## Accessibility

Once we have install and configured the Plugin, you will have the following sections available under every page and post. You can view this by simply going to Pages < and then option any page on your site.



The screenshot displays the Yoast SEO interface. At the top, there is a 'Yoast SEO' header with a 'Help center' link and a 'Go Premium' button. Below the header, there are navigation icons for a menu, social media, and settings. The main content area is titled 'Readability' and includes a search bar with the text 'Enter your focus k...'. The 'Analysis' section is expanded, showing a list of readability issues:

- The copy scores 49.2 in the [Flesch Reading Ease](#) test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- 16.7% of the sentences contain a [transition word](#) or phrase, which is less than the recommended minimum of 30%. 
- 29.2% of the sentences contain [passive voice](#), which is more than the recommended maximum of 10%. Try to use their active counterparts. 
- 1 of the paragraphs contains more than the recommended maximum of 150 words. Are you sure all information is about the same topic, and therefore belongs in one single paragraph? 
- 29.2% of the sentences contain [more than 20 words](#), which is more than the recommended maximum of 25%. Try to shorten the sentences. 
- The amount of words following each of the subheadings doesn't exceed the recommended maximum of 300 words, which is great. 

## Readability

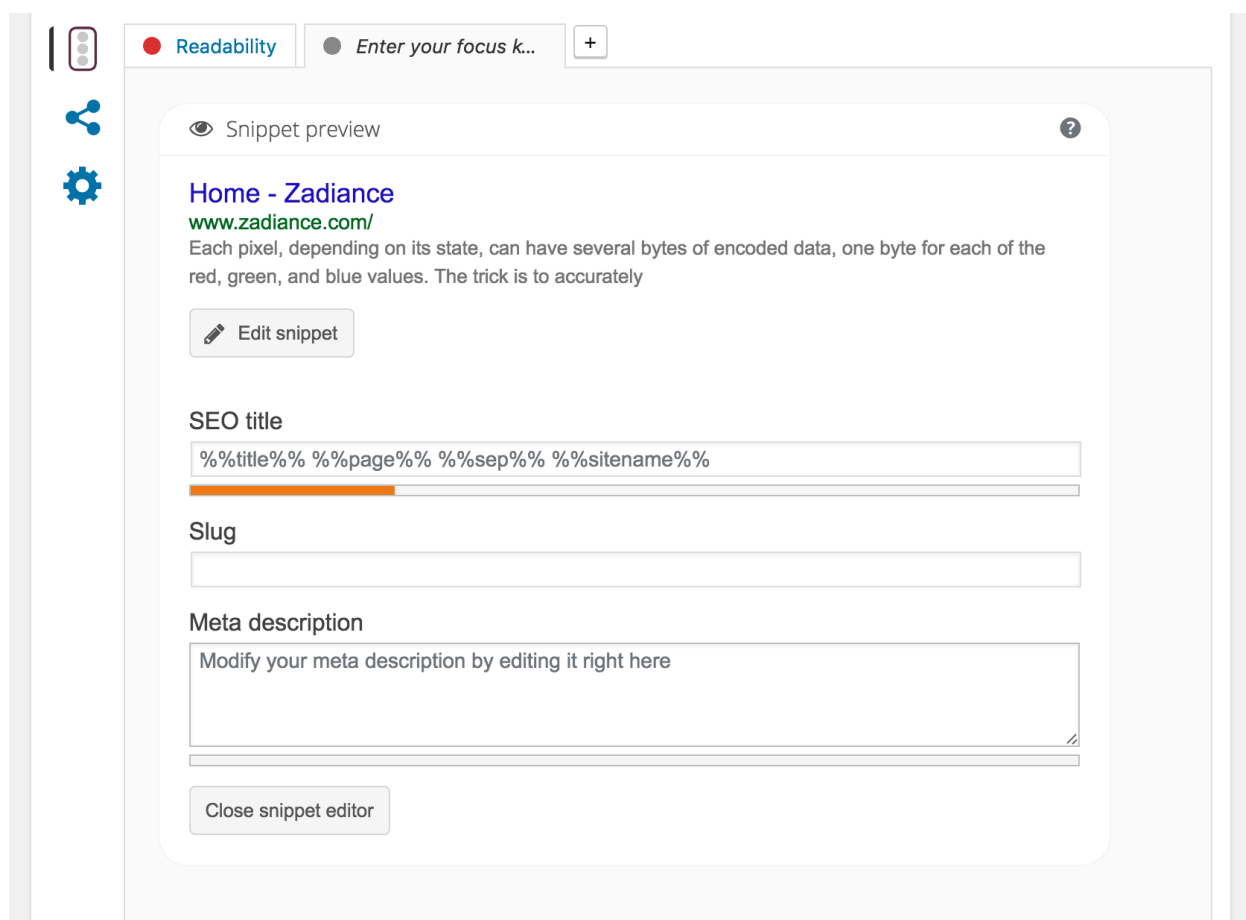
The Readability Tab of Yoast SEO shows you your page/post's overall rating for important areas.

**Readability** - Readability is your page's overall rating of how easy it is to read your content. You can learn more by clicking "Flasch reading Ease" on how to improve this

**Transition Words** - Transition Words should be used throughout your content to create a smooth flow through your content. Click Transition Words to learn more

**Passive Voice** - Content Should appear natural as your write is as if you are talking to someone in person. Click to learn more about passive voice

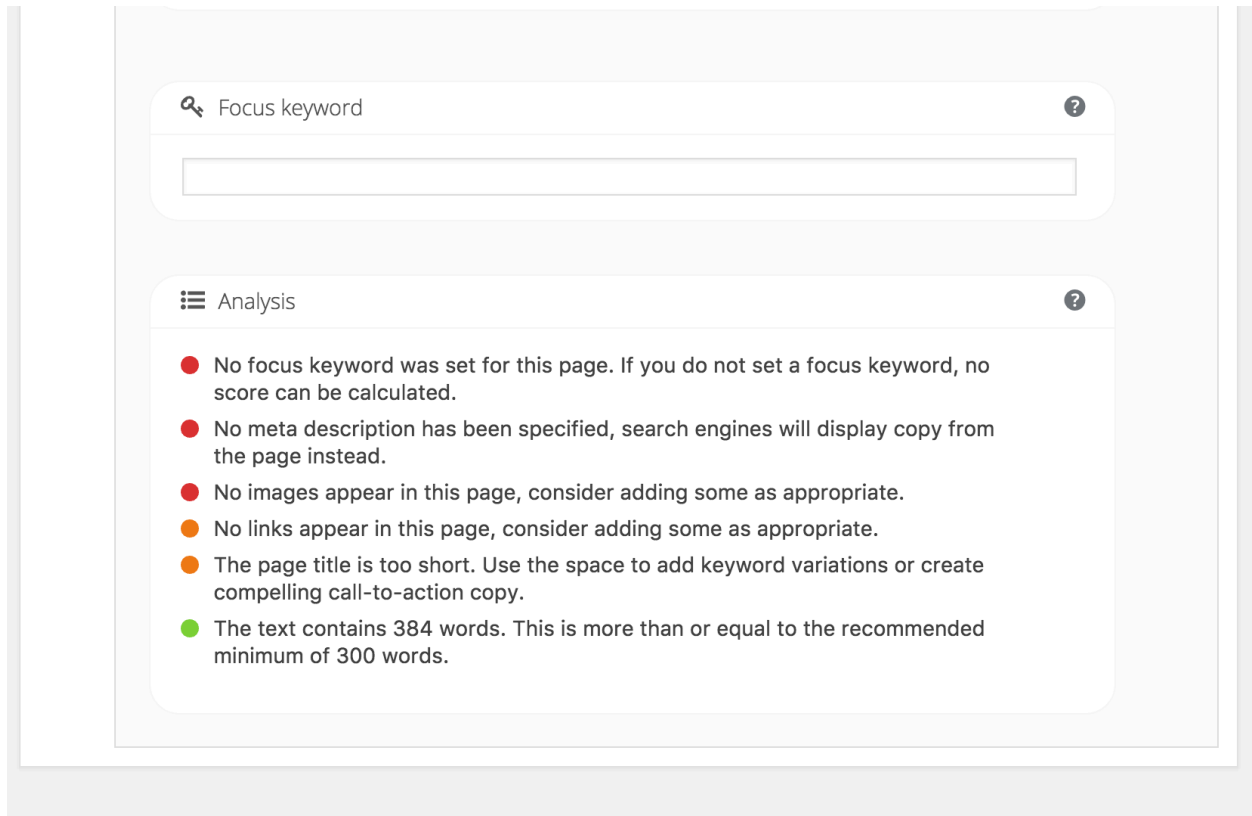
**Other Recommendations** - The plugin provides many other suggestions and should be followed to improve your content to better serve your SEO needs.



The screenshot shows the Yoast SEO interface with the 'Readability' tab selected. At the top, there are tabs for 'Readability' (active) and 'Enter your focus k...'. Below the tabs is a 'Snippet preview' section for the page 'Home - Zadiance' at 'www.zadiance.com/'. The preview text reads: 'Each pixel, depending on its state, can have several bytes of encoded data, one byte for each of the red, green, and blue values. The trick is to accurately'. There is an 'Edit snippet' button. Below the preview are fields for 'SEO title' (containing a placeholder: '%title% %page% %sep% %sitename%'), 'Slug', and 'Meta description' (containing the text: 'Modify your meta description by editing it right here'). At the bottom, there is a 'Close snippet editor' button.

**Enter Your Focus Keywords**

The second tab is built to help you focus on certain keywords. By clicking “edit snippet”, you can put a page title focused on your keywords and a description.



The plugin will read your content based on your keywords and place suggestions below the focus keyword to help you improve your focus strategy.