**SEO is still crucial for internet marketing success**

Certainly, here’s a step-by-step guide to setting up and installing the Yoast SEO plugin for WordPress:

**1. Login to Your Word Press Dashboard**

Go to your Word Press website’s admin area by entering your website’s URL followed by “/wp-admin” (e.g., https://www.yourwebsite.com/wp-admin/).

**2. Install the Yoast SEO Plugin**

In the word Press dashboard, click on “Plugins” in the left-hand sidebar.

Click “Add New.”

In the search bar, type “Yoast SEO.”

Locate the Yoast SEO plugin, and click “Install Now.”

After installation, click “Activate.”

**3. General Settings**

In the dashboard, you will now see a new “SEO” menu item. Click on it and go to “General.”

- Follow the setup wizard to configure essential settings. This includes choosing whether your site is for a person or a company, verifying your social media profiles, and configuring some basic settings.

**4. Search Appearance In the “SEO” menu, go to “Search Appearance.”**

Here, you can customize how your website’s content appears in search results. You can set titles, Meta descriptions, and other settings for different types of content, such as posts, pages, and media.

**5. Social Tab In the “SEO” menu, navigate to “Social.”**

Here, you can add links to your social media profiles, which Yoast will use to generate social Meta tags for your content.

**6. XML Sitemaps** Yoast automatically generates XML sitemaps for your site, which are essential for search engine indexing. You can access and configure your sitemap settings by going to “SEO” > “General” > “Features.”

**7. Permalink Settings** Go to “Settings” > “Permalinks” to ensure your URL structure is SEO-friendly. Yoast will make recommendations for the best settings.

**8. Content Analysis** When creating or editing a post or page, scroll down below the content editor.

You’ll find the Yoast SEO Meta box. Enter your focus keyword, and Yoast will provide real-time.