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KNOWLEDGE BASE · PUBLIC DOCUMENT

Frequently asked questions about Yoast SEO

On-Page SEO & Yoast

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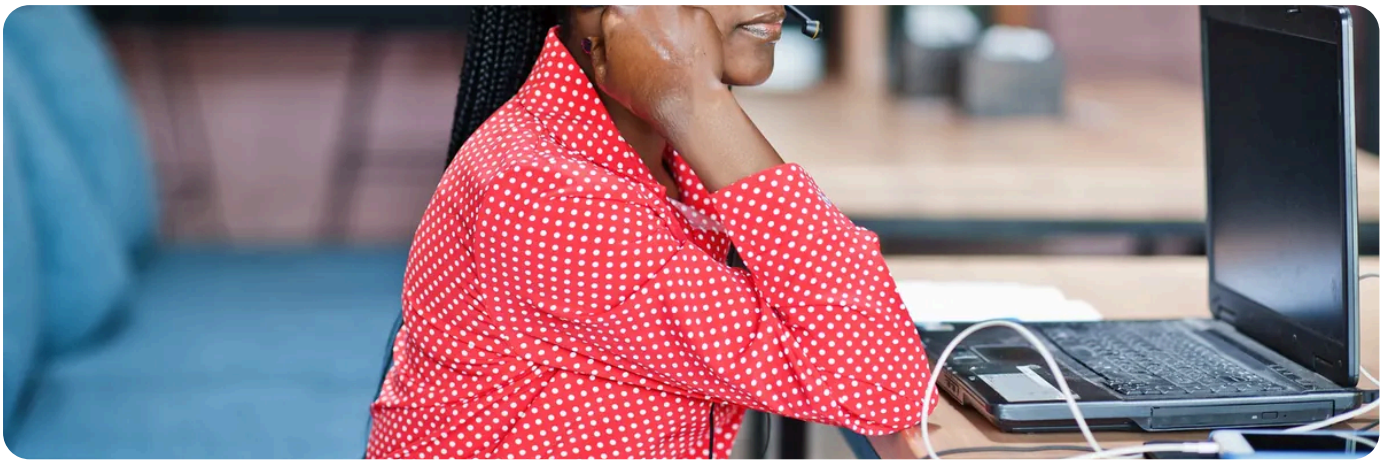
Frequently asked questions about Yoast SEO

On-Page SEO & Yoast Created on **September 27, 2026** 3 min read



The questions we get asked most about Yoast, with short answers. Hardly any of them are about the plugin: they are about what people expect from it.

About the traffic lights and rankings

Question	Answer
Does the green dot guarantee first place?	No. The green dot says you met the plugin's checklist. Google never sees it and never uses it
How many times should I repeat the keyword?	As many as sound right read aloud. Repeating it to light up the dot makes the text worse for the person buying
Readability is red. Is that serious?	No. It is writing advice, and it is arguable. Long sentences in a technical text can be the right choice
Can I ignore a warning?	You can. The plugin does not know the context of your page

About Google

Question	Answer
I changed the titles and Google still shows the old ones	That is normal. It re-reads pages when it feels like it, and there is no way to force it. You can ask for one page to be re-read in Search Console
The description I wrote does not appear in the result	Also normal. Google uses your description when it wants to, and often writes its own from the page text
Where is my sitemap?	Yoast publishes it at an address of its own, usually ending in sitemap_index.xml. The plugin shows you the link in its settings

Question	Answer
How do I keep a page out of Google?	In the Yoast box inside the page, on the advanced tab, say it should not appear in search results. Blocking it in robots does not work: a blocked page can stay indexed
I deleted a page. Now what?	If similar content exists, redirect to it. If not, let it return a 404: that is the correct answer and Google handles it

About the plugin and the site

Question	Answer
Does Yoast slow the site down?	Barely, and mostly in the dashboard. If the site is slow, this is almost never the cause: **what actually makes a difference**
Can I run Yoast and another SEO plugin?	No. They control the same things and conflict. Pick one: **how to choose**
My theme also has title and description fields	Turn that part of the theme off. Two things writing the same title gives unpredictable results
Do I have to connect Yoast to an account?	The free version requires no account at all. People who buy the paid version use their Yoast account to download it and activate the licence
What is an orphaned page?	A page that nothing else on the site links to. You fix it by linking to it from a related page
Do I need the paid version?	For most sites, no. The paid version is a Yoast product and is bought from them

Be wary of anyone promising first place.
Position in the natural results cannot be bought and nobody guarantees it, not even us. What works is boring and slow: a fast site, pages that answer real questions, and time.

When the problem is not the plugin

1. **The site is closed to search engines**, in the box under WordPress **Settings** and **Reading**. It is cause number one.
2. **The padlock is missing.** A «not secure» warning drives visitors away: **the causes, in order**.
3. **The site is slow on a phone**, which is where nearly everyone searches.

4 **Google does not even know the site exists.** Deal with that first: **being found on Google**.

Have a backup before touching addresses.
Working on SEO means working on addresses, and that is where sites get broken without anyone noticing: **making and testing your own backup**.

NEED A HAND?

Suspect the problem is the server and not the plugin?

Ask us to look →

SEE ALSO

- The best SEO plugins for WordPress and how to choose one →
- Being found on Google: Business Profile, Search Console and the basics →
- The site is slow: what actually makes a difference →
- What Yoast SEO is, and what it actually does →
- The first Yoast SEO settings to get right →
- Yoast SEO Premium and AI+: what they add, and where to buy them →

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