

First-time configuration

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Learning objectives

After this lesson, you will be able to:

- understand the importance of completing the first-time configuration in Yoast SEO;
- locate the first-time configuration in Yoast SEO;
- understand the five steps involved in the first-time configuration and fill them in correctly for your site.

1. What is the first-time configuration?

In this lesson, we will guide you through the process of setting up your website for the first time. But before we begin, let's discuss why this configuration is important. By completing these steps, you are providing search engines with crucial information about your website and business. This will increase the chances of Google displaying the correct information to your users and may even lead to rich search results like the knowledge panel, which can significantly enhance your online presence.

Additionally, configuring your website with Yoast SEO helps us better understand your site, allowing us to provide you with improved SEO advice that will benefit your website's ranking. It also enables us to improve on technical SEO settings such as automatically adding the right structured data to your pages. Structured data helps search engines understand your website, which not only benefits them but also you. By describing your website accurately to search engines, they can do interesting things with your content, such as enriching your search results.

In summary, completing the first-time configuration ensures your website's SEO settings are set up correctly and helps you get the most out of Yoast SEO. So let's get started!

Where to find the first-time configuration?

When you install Yoast SEO, you'll see a welcome screen. You'll find a link to the first-time configuration on the right side of that screen (see Image 1). Simply click the link to access the first-time configuration.

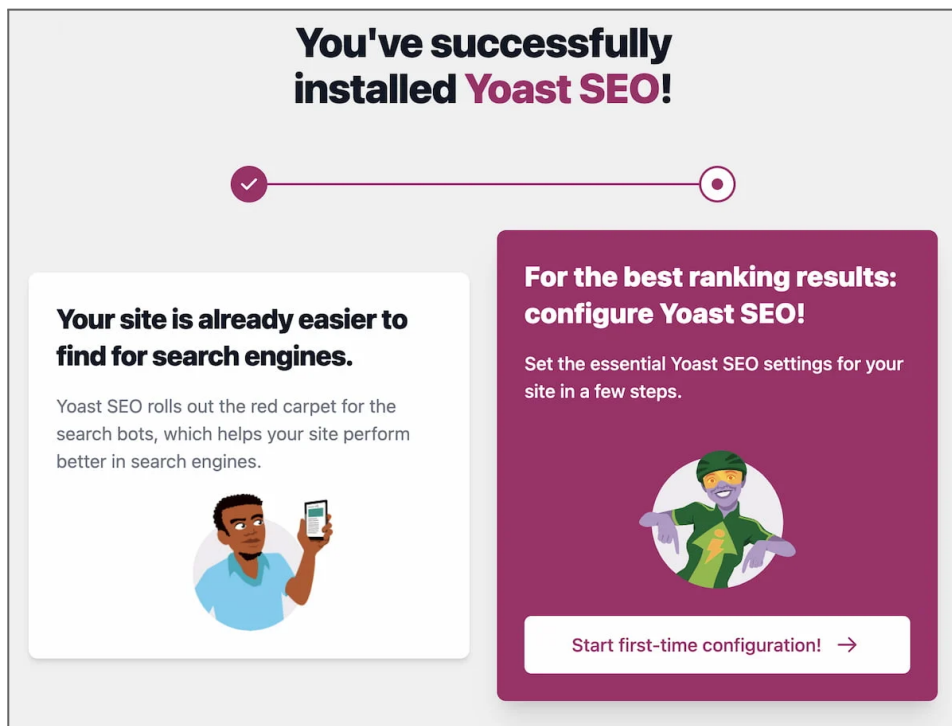


Image 1: The screen you'll see when you install Yoast SEO. Click the link on the right to go to the first-time configuration.

Alternatively, you can access it anytime by navigating to the General section in Yoast SEO (click "Yoast SEO" in the menu on the left-hand side, and in the menu that expands click 'General') and selecting the "First-time configuration" tab.

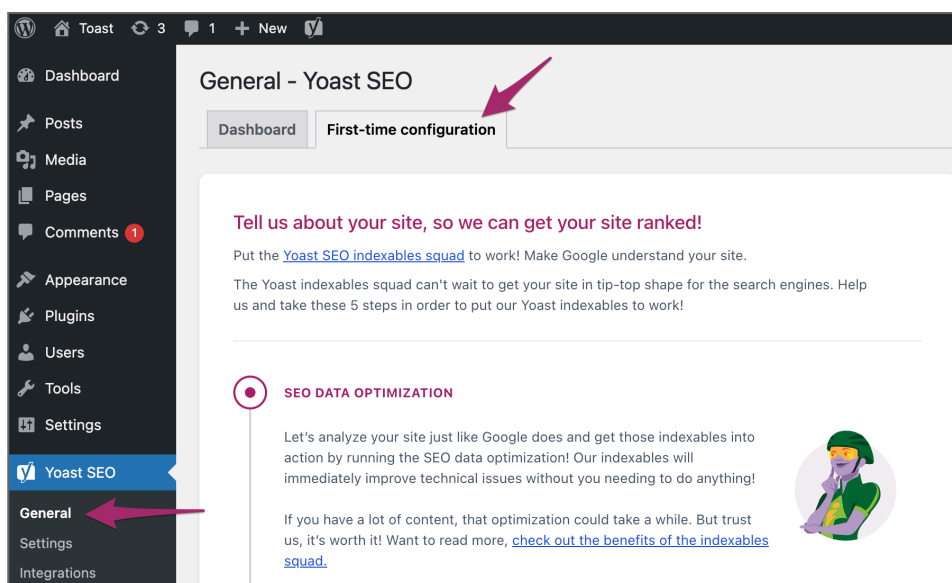


Image 2: Finding the first-time configuration through the menu

2. The steps of the first-time configuration

The first-time configuration consists of five steps. Let's take a look at these steps in detail.

1. SEO data optimization

The first step is called "SEO data optimization". Optimizing your SEO data is a crucial first step because it enables Yoast SEO to view your website the way Google does. This translates to better SEO suggestions and technical improvements to your site. To begin the optimization process, simply click the button. If your website has a lot of content, this step may take some time. However, you can safely proceed to the next steps while the data optimization is underway.

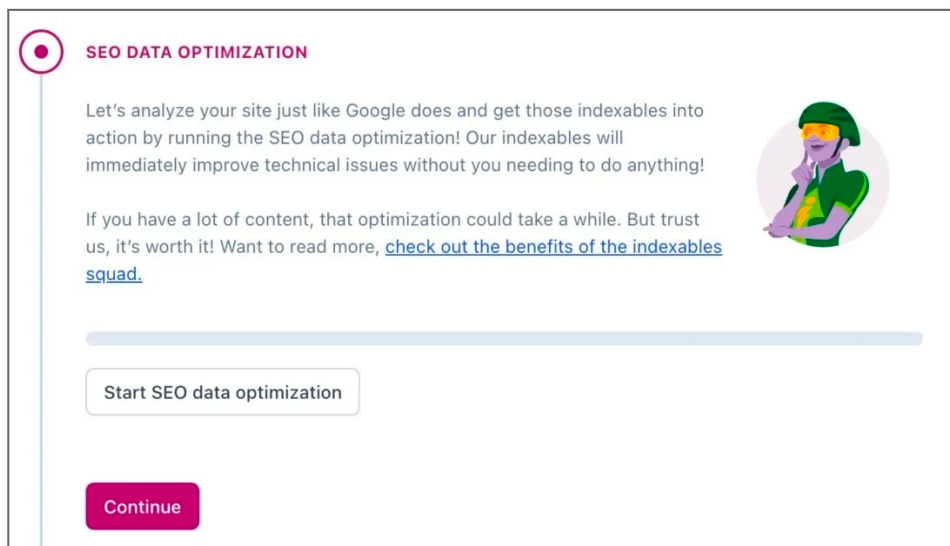


Image 3: SEO data optimization

2. Site representation

In the second step, called "Site representation", we ask you to provide some information about your website type. This information will help us add the correct structured data to your pages. This increases your chance of getting rich search results.

- **Does your site represent an organization or person?**

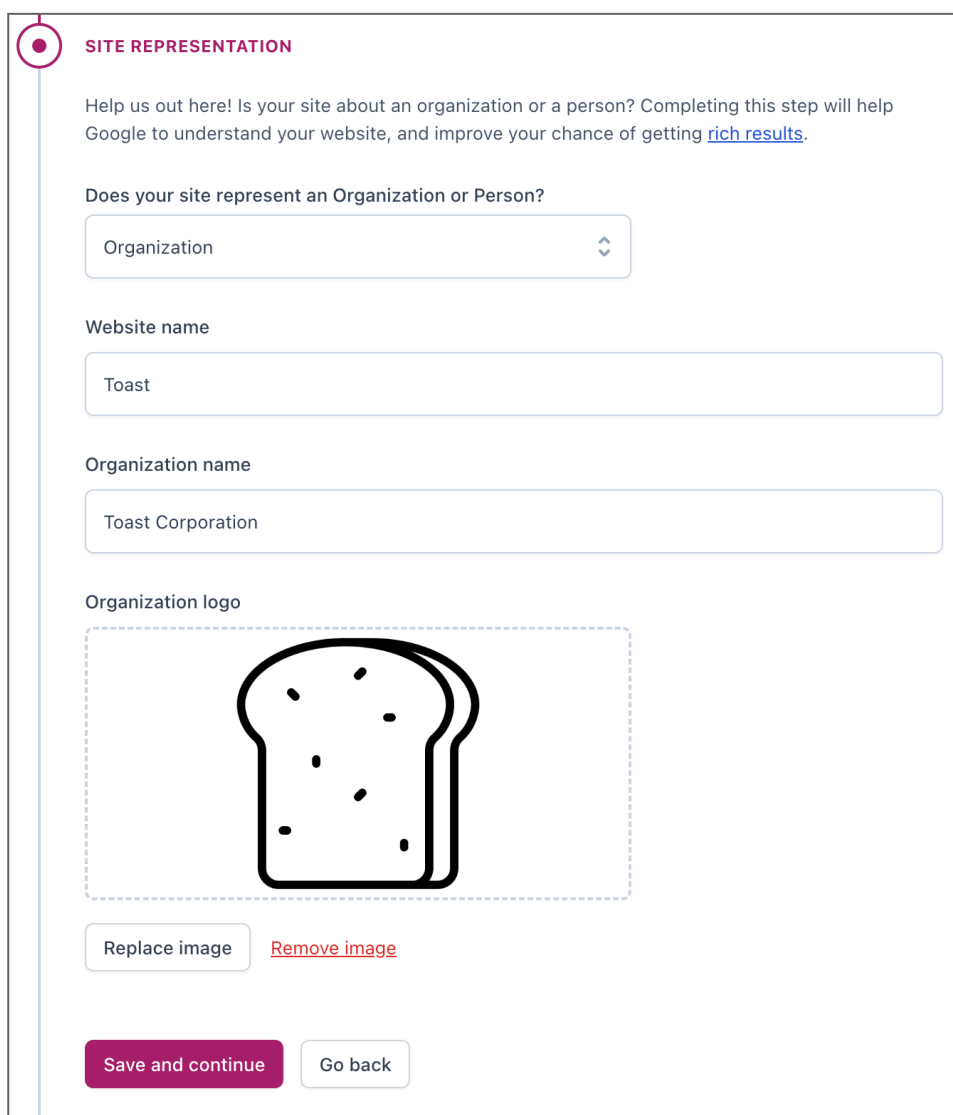
First of all, you'll have to fill in whether your site represents an organization or person. To select your website type, simply click on the drop-down menu and choose either "organization" or "person."

If you select "organization," you can add or alter the name of your organization and its logo (Image 4).

Similarly, if you select "person," you must select the appropriate user from the drop-down menu below the "Name" field. Please ensure that the user's profile information is correct, and don't forget to upload a logo or avatar (Image 5).

- **Website name**

The "Website name" field displays the title you entered in your general WordPress settings. After making changes, save them and proceed to the next step.



SITE REPRESENTATION

Help us out here! Is your site about an organization or a person? Completing this step will help Google to understand your website, and improve your chance of getting [rich results](#).

Does your site represent an Organization or Person?

Organization

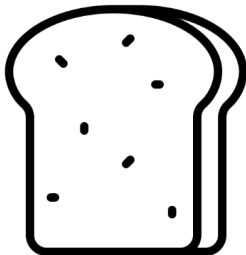
Website name

Toast

Organization name

Toast Corporation

Organization logo



Replace image [Remove image](#)

Save and continue Go back

Image 4: Site representation when your site represents an organization

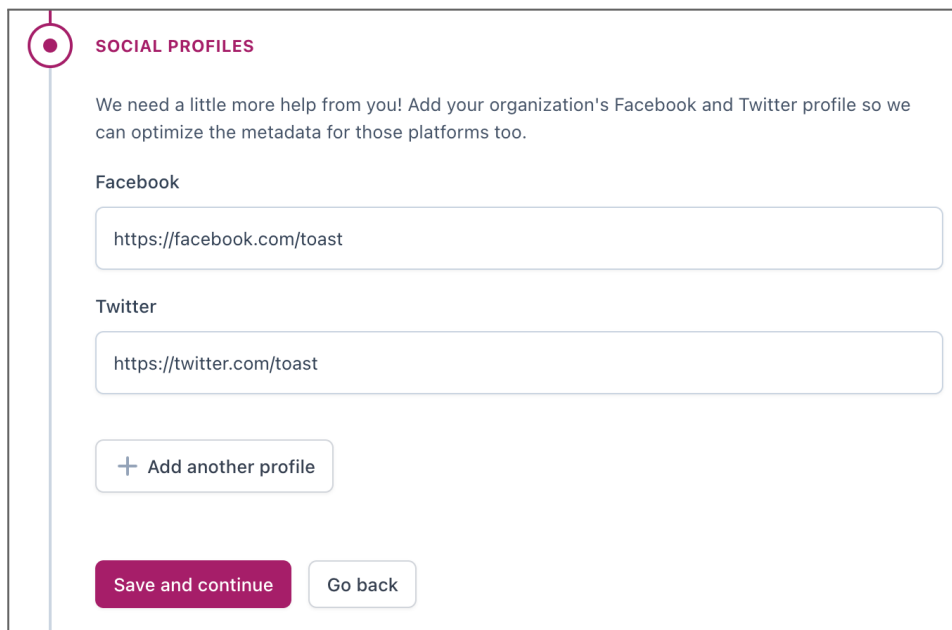


Image 6: Social profiles when your site represents an organization

However, if your site represents a person, you'll need to add the social profiles in the WordPress user profile of the user you've selected. By following the link (Image 7), you can add links to Facebook, Instagram, LinkedIn, MySpace, Pinterest, and so on.

update or add social profiles to this user profile.' Below this is a purple button 'Save changes'." data-bbox="132 503 730 631"/>

Image 7: Social profiles when your site represents a person

4. Personal preferences

Moving on to step 4, we would love your help in improving the plugin. You can do that by allowing us to collect anonymous information about your website and how you use it. By sharing this data with us, you can contribute to the development of Yoast SEO. Rest assured that we will never trade this information. Additionally, we will not gather any personal data about you or your site visitors. [If you're curious about the data we collect, please read this page](#). If you're using Yoast SEO for free, you can also subscribe to our newsletter in this stage.

PERSONAL PREFERENCES

Yoast SEO usage tracking

We need your help to improve Yoast SEO. Can we collect anonymous information about your website and how you use it?

☐ No, don't track my site data

☒ Yes, you can track my site data

[What data will be tracked and for what reasons?](#)

Important: We will never sell this data. And of course, as always, we won't collect any personal data about you or your visitors.

Save and continue

Go back

Image 6: Personal preferences

5. Finish configuration

Let's move on to step 5, where you'll finish your configuration. If the SEO data optimization process is not finished by the time you complete the other steps, you'll have to wait for it to complete.

Congratulations, you have finished the basic settings! If you need to make changes later, don't worry, you can always go back to the first-time configuration and make the necessary edits.

Please note that in addition to the settings covered in this first-time configuration, Yoast SEO offers many more settings. We'll discuss these settings in more detail later in this course.

FINISH CONFIGURATION

That's it! By providing this information, our Indexables squad has been able to do a lot of optimization for your site already. But there's more to do!

Learn how to get the most out of Yoast SEO in an easy-to-follow video, ask questions in the live Q&A with our experts, or sign up for Yoast Academy for free to take control of your SEO!

Learn how to get the most out of Yoast SEO! →

[Or go to your SEO dashboard](#)



Image 7: Finish configuration

Key takeaways

- Completing the first-time configuration of Yoast SEO for your website is very important, because:
 - this provides search engines with crucial information about your website, which they can use to display your website better in the search results;
 - it helps Yoast SEO better understand your site, allowing us to provide you with improved SEO advice that will benefit your website's ranking.
- The first-time configuration consists of five steps, which include optimizing your SEO data, providing information about your website type, linking your social profiles, sharing anonymous information to improve the plugin, and finishing the configuration.