

Tools

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Learning objectives

After this lesson, you'll be able to:

- understand the functionalities of the Tools tab of Yoast SEO's settings;
 - import settings from other SEO plugins and export your settings for re-use on (another) blog
 - use Yoast SEO's File editor to change your robots.txt and .htaccess file
 - use Yoast SEO's Bulk editor to quickly change titles and descriptions of your posts and pages
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1. Tools in Yoast SEO

The Tools settings of Yoast SEO contain a number of different tools that you can use when you're importing and exporting settings or redirects, when you want to edit your .htaccess file or robots.txt file, or when you're doing bulk work to your site. You can find these tools listed on this settings page of the plugin. We'll go into each of them separately in this module.

Tools - Yoast SEO

Yoast SEO comes with some very powerful built-in tools:

- [Import and Export](#)
Import settings from other SEO plugins and export your settings for re-use on (another) blog.
- [File editor](#)
This tool allows you to quickly change important files for your SEO, like your robots.txt and, if you have one, your .htaccess file.
- [Bulk editor](#)
This tool allows you to quickly change titles and descriptions of your posts and pages without having to go into the editor for each page.
- [Optimize SEO Data](#)
You can speed up your site and get insight into your internal linking structure by letting us perform a few optimizations to the way SEO data is stored. If you have a lot of content it might take a while, but trust us, it's worth it. [Learn more about the benefits of optimized SEO data.](#)

Start SEO data optimization

Image 1: Tools

In addition, this settings page has two very important features: the text link counter and the internal linking tool. Let's take a closer look at these features.

2. Import and export

The import and export tool helps you with importing and exporting data. It enables you to import and export Yoast SEO settings, but you can also do this for the settings from other SEO plugins. Moreover, you can import and export redirects, and export your keyphrases. Let's dive a bit deeper into all of these features.

Importing and exporting settings can be helpful when you manage multiple sites, for example, if you're a web developer or an SEO specialist working with many clients. If this is the case, you probably have a set of settings for Yoast SEO for WordPress that you prefer. You might have a default title template, default XML sitemap settings, etc. The Yoast SEO plugin allows you to simply export your settings from one site and then import them into another.

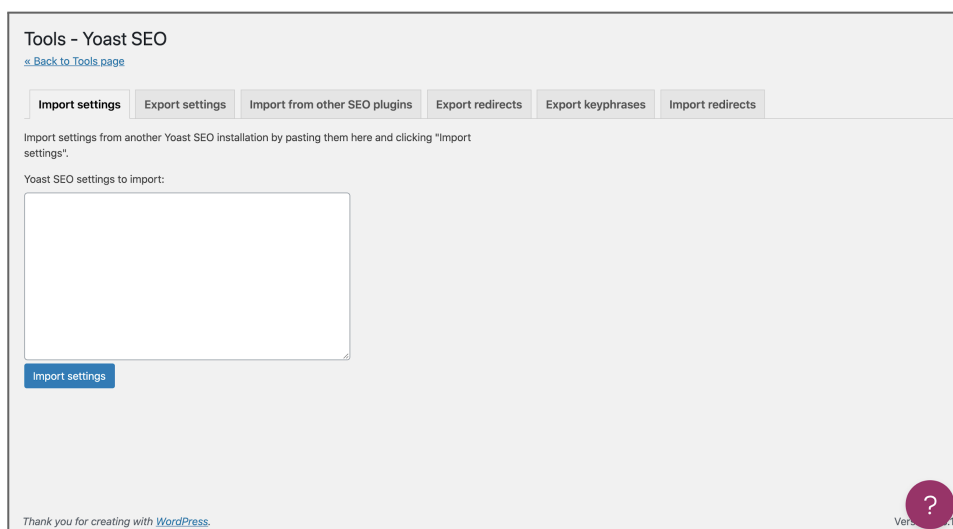


Image 2: Import settings

It's not only possible to import and export Yoast SEO settings, but you can also import settings from other SEO plugins, such as HeadSpace2, All-in-One SEO and Jetpack SEO. If you want to do this, simply select the plugin you were using in the past; click 'Import' and verify whether all the data have been properly imported. If the settings are imported correctly, select the plugin you were using before; check the box 'Delete the old data after import?', and then run 'Import' again. This will make sure that the old data from the old plugin are deleted, so you won't have the data in your database twice.

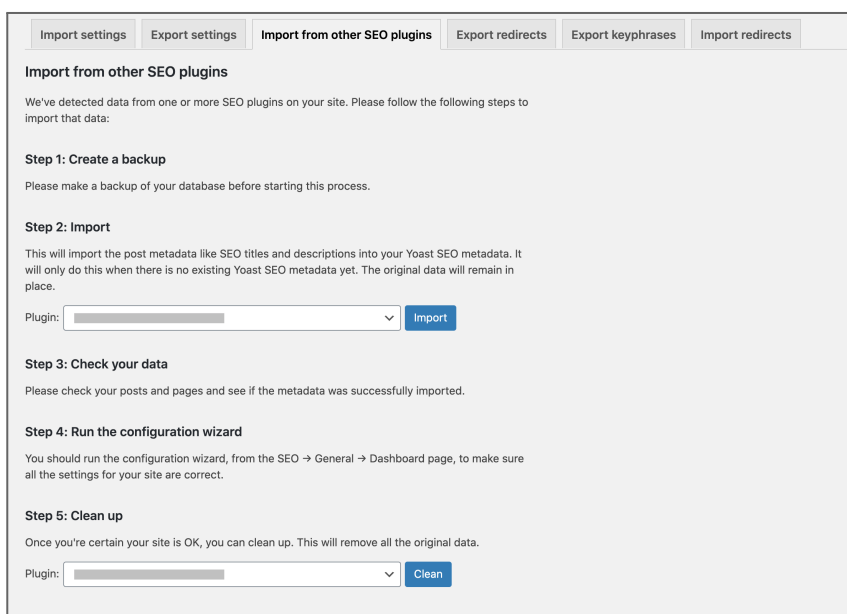


Image 3: Import settings from other SEO plugins

If you're using Yoast SEO Premium, you can also import and export redirects. There are three ways of importing redirects: from other redirect plugins, from a CSV file, or from a .htaccess file. You can export your redirects to a

CSV file. This might be useful if you want to transfer your redirects to another site, for example when you've moved your site.

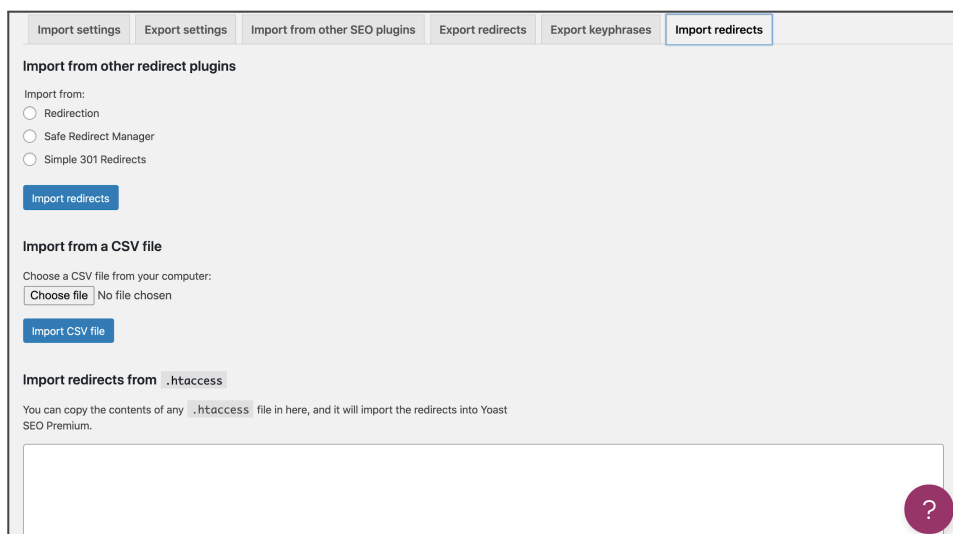


Image 4: Import redirects

Lastly, you can also export your keyphrases if you're using the premium version of the plugin. The plugin allows you to generate a CSV file that lists all of your public posts, terms, and related keyphrases. On this tab, you can add or remove columns to be included in the CSV file, by selecting checkboxes. You can choose to include keyphrase scores, URLs, titles, SEO titles, meta descriptions, and the readability scores. This feature can come in handy if you want to work on these in another location.

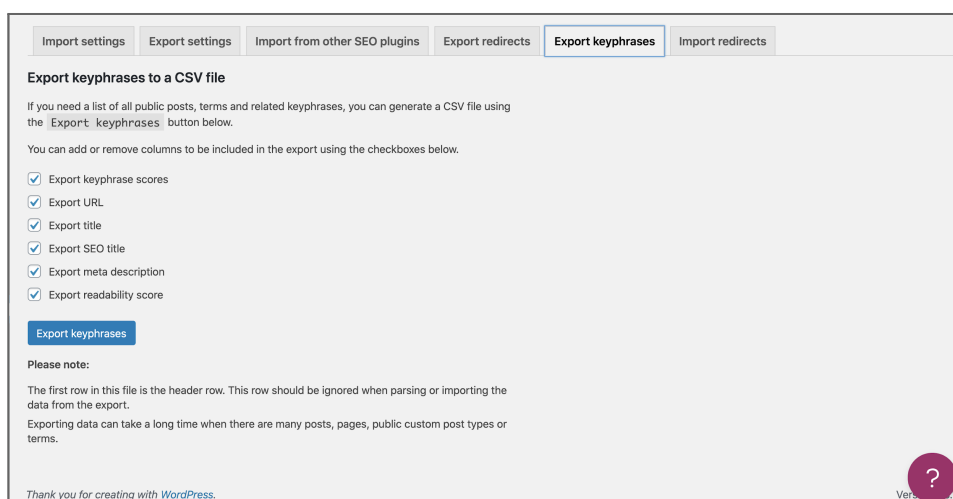


Image 5: Export keyphrases

3. File editor

The next feature of the Tools section of Yoast SEO is the file editor. The file editor can edit two files: either the .htaccess file or the robots.txt file. This depends on your server setup. The file editor will only show you the file you

can edit. Editing these files is generally not necessary. If you decide to edit one of these files, please make sure you know how the files work and that you know what you're doing.

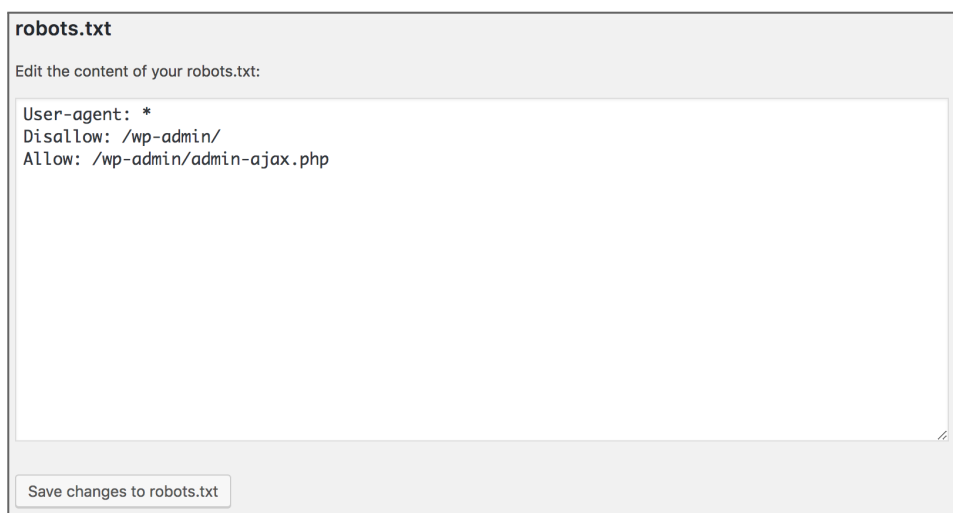


Image 6: robots.txt file in the file editor

4. Bulk editor

The last feature of the Tools section is the bulk editor. The bulk editor is very useful if you want to quickly bulk edit SEO titles and descriptions for all your posts and pages. In the bulk editor, you'll find two overviews: one overview where you can edit the SEO titles of each post or page on your site and one overview where you can edit the meta descriptions of all of the posts or pages.

For example, on the title tab, you'll find an overview of all the posts and pages on your site, with information about your post or page and a field where you can enter the new SEO title for that specific post or page. Every post or page is on a separate row, so you can edit the SEO titles of all of your posts and pages easily in one overview.

However, if you really want to optimize your posts and pages, we'd suggest you go into the individual posts and pages and optimize them in the Yoast SEO meta box, using the feedback Yoast SEO gives you for that specific post or page. The bulk editor is really meant for bulk editing just the SEO title and meta description for a lot of your posts or pages in a short amount of time.

WP Page Title	Post Type	Post Status	Publication date	Page URL/Slug	Existing Yoast SEO Title	New Yoast SEO Title	Action
Blog page	Page	Published	January 30, 2018	/blog-page/			Save Save all
Duplicate content	Post	Published	November 17, 2017	/2017/11/17/hello-world/	Hello world - this is SEO		Save Save all
Sample Page	Page	Published	November 17, 2017	/sample-page/			Save Save all
test	Post	Published	January 24, 2018	/2018/01/24/test/	This is a title		Save Save all
The test post is here	Post	Draft	January 30, 2018	/?p=14			Save Save all
This is an seopressor test post	Post	Published	January 24, 2018	/2018/01/24/this-is-an-seopressor-test-post/	This is an seopressor title.		Save Save all
This post is no indexed	Post	Published	February 2, 2018	/2018/02/02/this-post-is-no-indexed/			Save Save all

Image 7: Bulk editor

5. Optimize SEO data

Behind the scenes, Yoast SEO uses a lot of complex processes to get important data about your site. For instance, we need to build our [indexables](#) so we can speed up your site and we need to get an overview of your content to feed our internal linking suggestions. For this to work, you need to press the Start SEO data optimization button.

Optimize SEO Data

You can speed up your site and get insight into your internal linking structure by letting us perform a few optimizations to the way SEO data is stored. If you have a lot of content it might take a while, but trust us, it's worth it. [Learn more about the benefits of optimized SEO data.](#)

[Start SEO data optimization](#)

Image 8: SEO data optimization button

These used to be separate processes, but we tied them together so they can run in the proper order. This is how the process works:

- Yoast SEO will automatically process all content while pages get visited. This only needs to be done once per page. After that the page load will be much faster. If you do nothing or dismiss the notification, most of your SEO data will gradually be stored in the new table anyway.
- When clicking “Start SEO data optimization”, Yoast SEO will start processing all of your content at once and store its SEO data in the new table. Your site will immediately receive the speed benefits of the new database table.

- On big sites, this can take quite some time. Users can always exit and resume the process later. They will receive a reminder notification after a month if they didn't dismiss the notification altogether.
 - You do not need to run the process every time you add new content. Whenever you save content or metadata, Yoast SEO will add / update its SEO data automatically.
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Key takeaways

We've explained all of the different built-in tools Yoast SEO offers, such as:

- the text link counter
 - the internal linking tool
 - the import and export tool
 - the file editor
 - the bulk editor
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