

Yoast SEO Review

Pricing, pros, cons and practical fit

WordPress site owners who want guided on-page SEO, technical SEO basics, structured data, sitemaps, and content optimization inside WordPress.

QUICK FACTS

At a glance

Starting price	Premium \$118.80/year (ex. VAT)
Free plan	Yes
Free trial	No
Difficulty	Easy
Last verified	Oct 2026
Best for	Marketing Team, Small Business, Solopreneur, WordPress

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Beginner-friendly SEO guidance with a mature WordPress plugin, strong technical defaults, and a capable free version.

MAIN LIMITATION

Several workflow, AI, redirect, internal-linking, and support features require Premium, and it does not replace a full SEO research platform.

WISETECHLIST VERDICT

Should you use Yoast SEO?

Yoast SEO is a dependable choice for WordPress users who want clear SEO guidance and sensible technical defaults without building a complicated plugin stack. The free version covers core optimization needs, while Premium adds deeper workflow tools, redirects, internal-linking assistance, AI features, and support.

USE CASES

What can you use Yoast SEO for?

- WordPress SEO
- On-page optimization

- XML sitemaps
- Structured data
- Content analysis
- Redirect management

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Beginner-friendly SEO guidance
- Free core plugin
- XML sitemaps and structured data
- Mature WordPress ecosystem
- Strong content analysis
- Premium adds redirects and advanced workflow tools

WHAT TO CONSIDER

- Many advanced features require Premium
- One Premium subscription covers one site
- Does not provide deep competitor or backlink research

PRACTICAL FIT

How Yoast SEO fits a small business workflow

WHAT IT IS

Yoast SEO is a WordPress SEO plugin that helps site owners manage on-page optimization, search appearance, XML sitemaps, structured data, content readability, and other technical SEO settings from the WordPress dashboard. A free version covers core features, while Premium adds broader workflow and support features.

WHERE IT FITS

Yoast SEO fits a small business workflow when WordPress is the main website platform and content or marketing staff handle SEO internally. It provides real-time guidance while editing pages and posts, automates many technical SEO basics, and reduces the need to manually configure common search settings.

WHEN IT MAY NOT FIT

Yoast SEO may not be the right fit if you need a full research suite for competitor analysis, backlink discovery, or large-scale rank tracking. It is primarily a WordPress optimization plugin and works best alongside broader SEO research tools when deeper market data is required.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Yoast SEO if your business runs on WordPress and you want a well-established SEO plugin with guided optimization, technical defaults, and an easy learning curve.

SKIP IF

Skip Yoast SEO if your site is not on WordPress or if your main need is competitor research, backlink analysis, or enterprise-scale rank tracking.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/yoast/>