

Rank Math vs Yoast SEO

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Rank Math	Yoast SEO
Starting price	7.99/mo billed annually	Premium \$118.80/year (ex. VAT)
Free plan	Yes	Yes
Free trial	No	No
Difficulty	Medium	Easy
Best for	WordPress site owners who want on-page SEO, technical SEO controls, schema, redirects, and search integrations in one plugin.	WordPress site owners who want guided on-page SEO, technical SEO basics, structured data, sitemaps, and content optimization inside WordPress.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Rank Math

Key strength: Combines many practical WordPress SEO features in one modular plugin, with a capable free version.

Main limitation: The large number of settings can feel overwhelming, and advanced rank tracking, AI, and agency features require paid plans.

Yoast SEO

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.

USE CASES

What can you use them for?

Rank Math

- WordPress SEO
- On-page optimization
- XML sitemaps
- Schema markup
- Redirect management
- SEO monitoring

Yoast SEO

- WordPress SEO
- On-page optimization
- XML sitemaps
- Structured data
- Content analysis
- Redirect management

PROS AND CONS

Trade-offs to consider

Rank Math

What we like

- + Strong free WordPress plugin
- + Built-in schema and sitemap tools
- + 404 monitor and redirects
- + Google integrations
- + Modular feature set
- + PRO supports unlimited personal websites

What to consider

- Many settings can overwhelm beginners
- Some advanced tracking and AI features are paid
- WordPress-only

Yoast SEO

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

Who should choose each tool?

Rank Math

Best fit: Choose Rank Math if your business runs on WordPress and you want a broad SEO toolkit inside the dashboard without installing several separate SEO utilities.

Skip it if: Skip Rank Math if your website is not on WordPress or you prefer a very minimal SEO plugin with fewer configuration options.

Yoast SEO

Best 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 it 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.