**SEO - Yoast**

When it comes to improving the ranking of your website it is impossible to ignore the importance of SEO. It is incredibly deep and complex but when it comes to WordPress website (40% of websites are built on WordPress), one tool that cannot be ignored is Yoast - one of the most widely popular WordPress plugins. Whether you're running a personal blog or you're a SEO professional managing a website for a client, Yoast is a powerful tool that can help you make your site as search engine-friendly as possible.

Reason why it is so crucial is because it gives you an indication of how well each page on your website is optimized for SEO and what’s more it allows you to improve it manually by adjusting the SEO title, Meta description, slug and even decide on a focus keyword. Yoast also provides you with a chance to improve your SEO score for the page, giving you pointers on how it can be achieved.

It is arguably single most important tool for improvement of WordPress website’s SEO score and is accessible completely free of charge.