

Squirrly vs Yoast

Last updated: June 2016

| Features | Squirrly SEO | | SEO by Yoast | |
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| Custom Post types optimization |  | You can choose the type of posts you want to optimize with Squirrly. Custom SEO/Social optimization for Ecommerce plugins like Woocommerce and WP Ecommerce |  | Yoast loads in all post types. Partially integrated with Ecommerce plugins. Fully integrated at \$49/site |
| Keyword Research and Analysis |  | Finds long tail trending keywords . Looks at the competitor's keywords , and grabs the Top best keywords |  | Not supported |
| Copyright Free Image Search |  | Finds free images based on the keyword. The user can insert them with only one click. Auto SEO for the inserted images. |  | Not supported |
| Search/Insert Wikis, Tweets, Blogs |  | Read and Insert with one click the wikis, tweets and news that match the article |  | Not supported |
| Read/Insert remote Articles in-page |  | Uses readability to bring the remote content. Insert paragraphs. Auto add the referrals link |  | Not supported |
| Custom Canonical link |  | Insert the canonical link to the original content. Prevent duplicate content penalty from search engines. |  | Not supported |
| Post/Page/Products Analytics |  | Optimization percentage, Social Media , top social channel, Inbound Links (Moz + Ahrefs), Authority check (Moz + Ahrefs) |  | Not supported |
| SEO Live Assistant |  | Real-time help with gamification , as you're typing an article. Checks for keyword stuffing, over optimization, keyword in URL and more. |  | Looks over the article's SEO after you saved the article. Does not offer support for keyword stuffing |
| Search Engines Snippet Tool |  | Checks the post/pages Title and Description (as they really are , not just the preview). Allows snippet customization and optimization. |  | Offers a snippet preview based on the title and description fields. Allows snippet customization and optimization. Does not show the real pos/page snippet as google sees |
| Search Engine friendly and Human friendly verification |  | Helps you make the written text friendly for human readers , not just search engines |  | Checks the content to be search engine friendly and it has readability metrics |
| On-Page SEO Optimization |  | First Page optimization, Categories, Posts, Pages, Archives, Authors, Custom Post Types, WooCommerce products, WP Ecommerce products |  | First Page optimization, Categories, Posts, Pages, Archives, Authors, Custom Post Types. Partially integrated with Ecommerce plugins. |

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| Advanced Title and Description Patterns |  | Not supported. |  | You can customize the patterns for Post, Page, Media and Products, Tags, Variations, Format, Archives Titles and Description |
| Hide authors page |  | Not supported. |  | Usefull when you don't trust your authors |
| Robots.txt, Noindex, Nofollow |  | Automatically hide password protected pages and core files. Does not have particular Post/Page hide settings |  | You can customize to hide particular post/pages from search engines |
| Google Required Metas |  | Adds the prev, next, canonical and copyright Metas |  | Adds the prev, next, canonical and copyright Metas |
| Dublin Core Publisher |  | Adds the Dublin Core Metas for copyright, date and language |  | Not supported |
| Social Open Graph Meta |  | Includes all the Open Graph requirements for First Page and Articles with images, videos and tags . Includes custom Social Image based on the customized Snippet |  | Includes all the Open Graph requirements for First Page and Articles with images and tags . Includes custom Social Image based on the customized Snippet |
| Twitter Card Summary Meta |  | Includes the Twitter Card requirements for validation. Auto generates the article summary based on the customized Snippet |  | Includes the Twitter Card requirements for validation. Auto generates the article summary based on the customized Snippet |
| Pinterest Rich Pins Validator |  | Supports Website validator and Rich Pins for blogs and e-commerce websites |  | Suports Rich Pins for blogs. Doesn't support the website validator and e-commerce rich pins |
| Check for on-page SEO duplicates and errors |  | Checks the site for duplicate Metas and settings issues . If there are issues, you can fix them with one click |  | Not supported |
| Sitemap XML |  | Generates the Sitemap for news, posts, pages, tags, taxonomies, custom posts and Ecommerce products . Includes images and videos . Works for Multisite Wordpress option |  | Generates the Sitemap for posts, pages, tags, taxonomies, custom posts and Ecommerce products . Does not include images and videos . |
| Favicon.ico |  | Adds the favicon and all the Ipad icons . Works for Multisite Wordpress option |  | Not supported |
| Json-LD Structured Data |  | Creates a Json Profile for Organizations and Personal sites , which includes the logo, details, contact, search form and social media channels |  | Creates a Json Profile for Organizations and Personal site and includes the logo, details, search form and social media channels . Does not include the company's contact details . |

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| Google Analytics Tracking Tool |  | Uses the latest scripts from Google to provide information for on-page activity reports |  | Not supported. |
| Alexa Tracking Tool |  | You can link the site with Alexa for more accurate tracking details |  | Not supported |
| Pinterest Analytics |  | Get new data about your audience so you can learn what your customers really want. |  | Get new data about your audience so you can learn what your customers really want. |
| Google, Bing, Alexa verify codes |  | You can add the codes for Google Webmaster Tool, Bing Webmaster Tool and Alexa Tool. |  | Partially supported |
| Yandex Webmaster Tool |  | Not supported |  | You can add the codes for Yandex Webmaster Tool |
| Google Rank Check |  | Checks the rank for every published post for the specified keyword . Sort them by Google's indexing, authors, post type and date |  | Not supported |
| Download Remote images to prevent broken links |  | You can choose to add the remote images in your media on post save. |  | Not supported |
| Site Audit and Scores |  | Your site will be verified every week for the latest written articles on all the main areas: Blogging, Traffic, Social Media, SEO, Links and Authority. |  | Not supported |
| Affiliate Plan |  | You will receive a 45% commission from referred customers on every single payment for subscriptions |  | Not supported |
| Plugin Support |  | Up to 24 hours free customer support given by real people and not automated messages |  | Comunity support, Premium support price \$89/site |
| Documentation |  | http://howto.squirrly.co/ |  | http://kb.yoast.com/ |

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| Prices and Premium features |  | All on-page SEO features are free, 5 published articles / month, 5 keyword researches, and a weekly audit report. PRO version: \$19.99/mo/7 sites for unlimited post optimization, e-commerce optimization and premium support. |  | Part of on-page SEO features are free. 24/7 hour Premium support with \$169 / 5 sites Premium extensions: \$129 / 5 sites E-commerce Seo \$169 / 5 sites |
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Read all the Squirrly SEO Features from

<http://plugin.squirrly.co/wp-content/uploads/SEO-by-Squirrly.pdf>