Squirrly vs Yoast

Last updated: January 2018

Features	Squirrly SEO		SEO by Yoast	
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 and over-optimization
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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Feature	Squirrly	Squirrly Notes	Yoast	Yoast Notes
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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Feature	Squirrly	Squirrly Details	Yoast	Yoast Details
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
Afiliate 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 **$169/5 sites**
Documentation	✔	http://howto.squirrly.co/	✔	http://kb.yoast.com/
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**

Read all the Squirrly SEO Features from   http://plugin.squirrly.co/wp-content/uploads/SEO-by-Squirrly.pdf