

Squirrly vs Classic WordPress SEO Plugins

Last updated: September 2016

Features	Squirrly SEO		All the Other SEO Plugins	
Find keywords to use in your content (Keyword Research)		Yes. Neil Patel says that only a handful of bloggers have access to this kind of information and this level of SEO detail		Not supported
Gives you keywords according to how much people talk about them on social media and forums		Searches Twitter and Forums to identify how much people have discussed your topic recently		Not supported
Shows Competition for the Keywords (depending on number of pages trying to rank for the same keywords)		Yes, data from SEMrush. Mixed by our algorithms		Not supported
Shows Competition for the Keywords (depending on the Authority your website has for that kind of keyword environment)		Supported		Not supported
Shows you the trends for the Keywords it displays in the Keyword Research		Yes. It also shows you which kinds of trends you should be looking for		Not supported
Shows the Exact Searches made by consumers on the web for a certain keyword (built for SEO, not search engine advertising)		Yes, this is fully SEO. You can't get this from Google Planner		Not supported
Shows a Leaderboard highlighting the best SEO Keywords to Use		You'll know exactly which are the best keywords you can use		Not supported
The Keyword Research Tool can be used to identify keywords for Social Media as well		Supported		Not supported
Look at how people use keywords in other countries. Help with local or country-based search		Yes, you can see all the details given Exactly for the country you target		Not supported
Before hitting Publish in WordPress it tells you if you successfully optimized the article, so that you won't publish a bad piece		Supported		Not supported
Finds Images you can use in your pages, posts and products		Supported		Not supported
Inserts all the SEO Requirements for the images it brings you		Insert them with One Click into your post, and Squirrly will handle all the SEO for them		Not supported
Option to show Only Images that are copyright-free (you can use them without getting sued)		We've integrated 4 amazing libraries to help you get just the right images you can use for Free.		Not supported

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Download Remote images to prevent broken links		You can choose to add the remote images in your media on post save.		Not supported
The option to Insert Tweets into your posts, to support your argument with ideas from influencers		Supported		Not supported
Finds you tweets about the keyword or the subject you're writing the article on		Supported		Not supported
Topic-Based website wide inner-linking option. Helps you easily insert links to other posts you wrote on the same subject, to increase inner linking SEO benefits		Useful for SEO and setting up Customer Journeys		Not supported
Finds you Wikipedia entries regarding the keywords (or subjects) you're writing about		With the Wikipedia definitions you can't really go wrong.		Not supported
Enables you to read wikipedia posts about the subjects you're writing on directly inside your "New Post" interface in WordPress		Supported		Not supported
Allows you to insert excerpts from Wikipedia into your posts, to show definitions. Linking to Wikipedia is a good signal for Google		Supported		Not supported
Finds you the latest blog posts (and news articles) written for your focus keyword recently		Yes, it makes it super easy to stay up to date.		Not supported
Enables you to get up to date about your subject by reading relevant blog posts inside your WordPress "Add New Post" interface		Supported		Not supported
Allows you to send a reference to your sources when you write an article		Having sources in your articles builds up to your credibility		Not supported
Allows you to insert excerpts from the blog articles it finds. This way you can prove your point with opinions of experts		Supported		Not supported
Button in the WordPress interface to contact the makers Directly for support and Customer Service. For both the Free and the PRO Versions		Yes, we strive to offer Excellent Customer Service. We make it super visible to you, because we love helping you out		Not supported
Maximum WordPress plugin loading speed.		Squirrly offers 7 times more power, in 3 times less time than Yoast. It's because we have both server-side software and the plugin. This way, our plugin is NOT bloated		Three Times Slower than Squirrly. Bloated with features inside the plugin. And it has just 15 features, compared to the 108 that Squirrly has
Customer Service on a Google Plus Community ran by the Company that created the plugin (even for Free version)		Happy to Serve		Not supported

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Customer Service on Twitter (even for Free version)	✓	Happy to Serve	✗	Not supported
Customer Service via email (even for Free version)	✓	Happy to Serve	✗	Not supported
SEO integration with Instapage	✓	Supported	✗	Not supported
Allows you to optimize the Title of your content for SEO and also for Social Media	✓	Helps you get a great and short SEO title for the Google Listings AND a nice, long title to grab attention on Social Media	✗	Not supported
Provides SEO feedback in Real Time (as you're typing the article) for the content you create	✓	It's like having an SEO Consultant standing right next to you	✗	Not supported
Stats regarding your team's usage of the plugin. Useful for SEO management purposes and tracking	✓	Supported	✗	Not supported
Gives you a Score of your Whole website and then presents information on how to improve that Score, to have better online visibility on Search Engines and Social Media	✓	Supported	✗	Not supported
Weekly SEO Audit	✓	Your site will be verified every week for the latest written articles on all the main areas: Bloggng, Traffic, Social Media, SEO, Links and Authority.	✗	Not supported
Generates a To-Do list and pointers for the SEO issues that need fixing as soon as possible	✓	Actionable to-do list with tasks that you can check off after you complete them	✗	Not supported
Calculates your Posting Frequency and gives you strong pointers on how to improve it	✓	Helps make sure that you post often enough to keep your blog readers interested, and SEO value high	✗	Not supported
Offers educational text, videos and PRO Tips for every single item in the Audit, so that you can understand how to improve your site	✓	Best PRO tips from our team, our experiments and also content from industry leaders	✗	Not supported
Checks if your site has a feed or a sitemap	✓	Supported	✗	Not supported
Calculates your Average Content Optimization for your whole website	✓	To give you a clear picture of how much you still need to Optimize in order to be an SEO Superstar	✗	Not supported
You can download the SEO Audit as PDF	✓	Supported	✗	Not supported

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You can email the Audit to relevant team members		Supported		Not supported
Warns you if you do not use Long Tail Keywords in your posts		Supported		Not supported
Checks if your site is visible to search engines		And tells you what to do to make it visible		Not supported
Checks for Duplicate META descriptions and shows you a list of pages with problems (if it finds any)		Supported		Not supported
Checks for Duplicate Titles and shows you a list of pages with problems (if it finds any)		Supported		Not supported
Checks for Empty META descriptions and shows you a list of pages with problems (if it finds any)		Supported		Not supported
Checks for Empty Titles and shows you a list of pages with problems (if it finds any)		Supported		Not supported
Checks for Duplicate Twitter Cards		Supported		Not supported
Checks for Duplicate Open Graphs		Supported		Not supported
Helps you add icons for Apple Devices to your WordPress site. Enables a great deal of control over how your website looks when people bookmark on mobile devices		Boosts your brand's authority		Not supported
Checks if you've placed Favicon and icons for Apple Devices		Boosts your brand's authority		Not supported
Checks your WordPress mobile optimization and viewport		Supported		Not supported
Checks and Displays your page loading time, to ensure your WordPress loads fast (important for SEO)		Definitely, because Faster Sites get better rankings.		Not supported
Checks if you use gZip for speed		Supported		Not supported

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Calculates your average number of shares for your latest posts and helps you benchmark against other websites		Supported		Not supported
Checks for share buttons in your articles		Supported		Not supported
Measures your social media impact and shows you how many signals you get from each social media channel		Supported		Not supported
Checks for Social Follow Buttons		Supported		Not supported
Checks for Twitter Cards, Open Graph		Supported		Not supported
Calculates the average number of Inbound Links for your latest posts and helps you benchmark against others		Supported		Not supported
Shows you number of Alexa Backlinks		Supported		Not supported
Shows you number of MOZ links		Supported		Not supported
Checks for your usage of NoFollow links		Supported		Not supported
Checks your usage of Outgoing links and makes sure that you use them correctly		Supported		Not supported
Calculates Twitter Backlinks		Supported		Not supported
Shows you the number of Majestic Backlinks		Supported		Not supported
Shows you how many third-party websites have linked to your own website		Supported		Not supported
Checks the MOZ Rank for your site		Supported		Not supported

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Checks your Page Authority	✓	Supported	✗	Not supported
Shows you Alexa Rank	✓	Supported	✗	Not supported
Shows you the Domain Age that Google knows for your Website. (because sometimes you buy domains that had content before you purchased them)	✓	Supported	✗	Not supported
Checks your Pages's rank on Google for the keyword you used when optimizing.	✓	Yes, it checks to see how well you rank for keywords and presents you this info in the interface	✗	Not supported
Gives you SERP position for each page of your site	✓	Supported	✗	Not supported
Google Rank for each page according to the country you want. You can see how your pages rank in Argentina, or any other country (from the supported list)	✓	Supported	✗	Not supported
Shows you a Leaderboard of your TOP ranking pages on Google	✓	Supported	✗	Not supported
Shows you an evolution of your Google Rankings	✓	Supported	✗	Not supported
Shows you a percentage of how optimized your page is	✓	Supported	✗	Not supported
Identifies your TOP social media channel for each article	✓	Yes, this is super useful because you will start seeing which types of content you can publish to each social network	✗	Not supported
Shows you the Facebook, Twitter, LinkedIN, Google Plus, StubleUpon, Pinterest and Reddit shares for each post	✓	Supported	✗	Not supported
Provides you a Step-By-Step process of making ALL the SEO settings that your WordPress site needs	✓	Supported	✗	Not supported
Guided tour with Slideshares placed directly in WordPress, so that it's easier for you to learn how to use the tool	✓	Supported	✗	Not supported
Gamification elements when you setup your account, that show your SEO progress	✓	Supported	✗	Not supported



























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Adds your Facebook, Twitter, LinkedIn and Google Plus accounts for Json-LD		supported		supported
Facebook Pixel ID for better Facebooks ads campaign tracking		supported		Not supported
SEO Integration with WooCommerce and WP Ecommerce		Fully integrated		Partially integrated
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
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 it
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.
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











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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		Supports 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 .
Google Analytics		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

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Yandex Webmaster Tool		Not supported		You can add the codes for Yandex Webmaster Tool
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		Community 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.		Just a Part of the 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>