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Yoast SEO Premium and AI+: what they add, and where to buy them

SEO & Marketing

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Yoast SEO Premium and AI+: what they add, and where to buy them

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Yoast SEO has a paid version called **Premium**, and a set of artificial-intelligence features sold as **AI+**. They are products **of Yoast**, the Dutch company that makes the plugin, and they are bought directly from them, on their own site.

We do not sell Yoast.
We are not resellers, we do not issue licences, we have no access to your account there and we cannot recover or transfer a licence for you. Anything to do with the purchase, the invoice, the renewal and the support of the paid product is handled with Yoast. What stays with us is the hosting the WordPress site runs on.

What the paid version usually adds

Area	What changes against the free version
Redirects	When you change or delete an address, the plugin offers to create the redirect. In the free version that is manual work
Key phrases	Lets you work more than one phrase per page, and related forms of the same word
Internal links	Suggests, as you write, other pages on the site to link to
Social preview	Shows how the page will look when shared, before you publish it
AI features	Generated title and description suggestions, and other writing help, sold in the AI+ package
Support and adverts	Entitles you to Yoast support and removes the promotional notices from the dashboard

Do not decide on one feature without confirming it today.
Yoast moves features between the free and paid versions, and between packages, several times a year. What is written here is the general picture; the list that counts is on the official product page, on the day you buy. We do not publish prices either: Yoast sets those.

How to buy it and how to install it

1. **You buy it on the Yoast site**, with an account there. Payment goes to them, by whatever means they accept.
2. **Download the plugin file** from your Yoast account. It comes as a compressed file.
3. **In WordPress, open Plugins and Add New**, choose **Upload Plugin** and send the file. If the upload fails with no clear error, it is the upload ceiling: **the PHP limits**.
4. **Activate it and enter the licence key** on the screen the plugin opens.
5. **Do not uninstall the free version.** The paid one runs on top of it, and both stay installed together. This is not the same as running two SEO plugins.
6. **Check how many sites the licence covers.** Yoast licences are counted per site, and the number depends on the plan you choose. It is stated on the purchase page.

Try it on the test site first.
A new plugin on a site that is selling is unnecessary risk: **a test site before touching what is live**.

Is it worth it?

For a small site, with few pages and stable addresses, the free version is more than enough. The paid one starts to pay off when a lot of content moves around, when several people write on the site, or when a shop reorganises its categories often and old addresses get left behind.

And the obvious is worth saying: what decides whether you appear in Google is the content, the speed and time. No paid version of any plugin replaces those. Read **the best SEO plugins and how to choose one** before spending money.

Who answers what

Subject	Who handles it
Purchase, invoice, renewal, refund	Yoast
A licence key that will not activate	Yoast
A plugin feature not doing what you expected	Yoast
The site will not open, is slow, or has no certificate	Us: **how far our support goes**
The plugin file will not upload	Us, if it is a server limit

NEED A HAND?

Plugin installed and now the site will not open?

Open a support ticket →

SEE ALSO

- **The best SEO plugins for WordPress and how to choose one**
- **How far our support goes: what we handle and what is yours**
- **A test site before touching what is live**
- **What Yoast SEO is, and what it actually does**
- **The first Yoast SEO settings to get right**

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