How to Bulk Edit, Import and Export Yoast SEO Meta with Excel

How to · https://wpfactory.com/docs/how-to-bulk-import-export-products-yoast-seo-meta-with-excel/

To bulk export, edit and re-import Yoast SEO titles, meta descriptions and focus keywords for WooCommerce products, use WooCommerce Products Import & Export with Excel at **WPFactory > Product Import/Export**. With Yoast SEO active and custom fields turned on in **Settings > Main**, the three Yoast fields appear under **CUSTOM FIELDS** on import and export.

Before you start

- WooCommerce, active.
- Yoast SEO (free or Premium) installed and active. The Yoast fields are only offered while it is active.
- WooCommerce Products Import & Export with Excel, active.
- **Import / Export Custom Fields (deactivate if you see any issues)** set to **Yes** at **WPFactory > Product Import/Export** > **Settings** > **Main**.

The Yoast fields

Field shown in CUSTOM FIELDS	Yoast setting
`_yoast_wpseo_title`	SEO title
`_yoast_wpseo_metadesc`	Meta description
`_yoast_wpseo_focuskw`	Focus keyphrase

Export your current Yoast meta

1. Go to **WPFactory > Product Import/Export** and open the **Export Products** tab.

2. Click **Filter & Fields to Show** and tick the product ID, title and the three Yoast fields. Add filters if you only want some products.
3. Run the export and open the file in Excel.

Edit and import back

1. Edit the Yoast columns in Excel. Keep the **ID** column so each row updates the right product.
2. Go to **WPFactory > Product Import/Export** and stay on the **Import/Update Products** tab.
3. Upload your file. On the mapping screen, drag each Excel column onto its field: **ID (for update purpose only)** and the three Yoast fields in the **CUSTOM FIELDS** section, or use **Auto Match Columns**.
4. Click **Upload** to run the import.
5. Open a product and check the Yoast SEO box.

The same mapping works for new products: add the Yoast columns to your product file and they are saved as each product is created. Products Import & Export with Excel supports three Yoast workflows: importing the meta with new products, updating the meta on existing products, and exporting the meta to Excel.

Other SEO plugins

For SEO plugins without built-in detection, open **Settings > Main** and enter their meta keys, comma separated, in **Manually add custom field**. They then appear under **CUSTOM FIELDS** like the Yoast fields.

If it does not work

- **No Yoast fields on the mapping screen:** Yoast SEO is not active, or **Import / Export Custom Fields (deactivate if you see any issues)** is not **Yes**.
- **A value is cut into pieces:** custom field values that contain the multi-value separator (a comma by default) are saved as a list. If your descriptions contain commas, change **Separator for multiple values import** in **Settings > Main** to a symbol you never use, such as `|`.

- **Empty cells did not clear a value:** empty custom field cells are skipped, so existing meta is kept.

FAQ

Can I bulk edit Yoast meta without exporting?

You need a file to import. Exporting first gives you a ready file with IDs and current values.

Does it work with Yoast SEO Premium?

Yes. The fields are added when either Yoast SEO or Yoast SEO Premium is active.

Can I import other custom fields at the same time?

Yes. See Import WooCommerce Products with Custom Fields and ACF.

Related: How to Export WooCommerce Products to Excel with Filters and Import Mapping Options Reference.



PRODUCTS IMPORT & EXPORT WITH EXCEL

WooCommerce Products Import & Export with Excel imports and exports Yoast SEO meta alongside all of your other product data in one file.

See everything it can do →

Need a hand? Our team answers every ticket on the Products Import & Export with Excel support forum.

Related articles

- How to Bulk Import WooCommerce Product Translations with Excel for WPML
- Products Import & Export with Excel: Developer Hooks and Filters Reference
- How to Import WooCommerce Subscriptions with Excel
- How to Import Category Terms, Attributes, and Brands with Excel
- How to Import Affiliate and External Products with Excel