

### 1. List Your Club With Google My Business

The first thing to do is to list and verify your sports club with Google My Business:

1. Visit Google My Business and click **Start Now**.
2. Enter the name of your sports club and press **Next**.
3. Fill out the location information with your country and address. You'll notice there is a box asking if you deliver goods and services to your customers - you can leave it unchecked and then press **Next**.
4. On the next page, you'll be able to select the type of business you are. As you can see, there are a number of choices when it comes to sports. Choose Sports Club and continue to the next page.
5. Enter your **website address and a phone number**.
6. The next page will ask you if you'd like to receive personal recommendations to improve your listing. Choose **yes or no** and then proceed to the next page.
7. The last page will ask you to verify that you do indeed own this business. You'll be asked to provide a name for the mailing contact and will be mailed a physical postcard with instructions on how to complete the verification process.
8. Once the postcard arrives, go back to Google My Business, **sign in** and click **Verify** location from the menu. Then follow the instructions on the screen and your business will be verified.

While you wait for the postcard to arrive, take some time to customize your listing. You can add the hours your club is open, upload a team logo, and edit other information about your sports club.

## 2. Install and Configure Yoast SEO Plugin

Start by downloading the free Yoast for SportsPress extension from your account area and then install it by going to **Plugins > Add new > Upload plugin**. Once you've done that, you can proceed with installing Yoast SEO plugin which will automatically integrate with SportsPress data.

Install and configure Yoast SEO:

1. Login to your WordPress website and go to **Plugins > Add new**.
2. Search for Yoast SEO, click on **Install** and then **Activate**.
3. You'll notice a new entry in the left-hand sidebar called **SEO**. Hover over it and click on **General**, then click the **Configuration Wizard link**.
4. Select the first option: **Configure Yoast SEO**
5. On the next page, choose **option A** and press the **Next** button
6. Choose the appropriate site type and click on **Next**
7. Select **Company** on the next page and **upload your team logo**.
8. Enter the **URLs** for your social media profiles.
9. The next page allows you to choose what should show in search engines when someone searches for terms that are related to your team's website. As you can see, you can display blog posts, pages, matches, sponsors, officials, and more. Select items according to your preference and then click **Next**.

10. On the next page, you can disable your author's archives if you're the only one in charge of adding blog posts. This prevents search engines from seeing archives as duplicate content and penalizing your site. If you have multiple authors, then choose Yes during this step.

11. The next page allows you to connect your site with Google Search Engine Console so you can make sure your website is indexed correctly. The process is not very hard and Yoast SEO plugin offers a handy walkthrough on exact steps you'll need to verify your site.

12. Once that's done, you'll be able to customize the title of your site.

13. After that step is done, your Yoast SEO plugin has been configured. Yoast SEO will then ask if you want to receive their newsletter, offer the option to upgrade to a paid version of their plugin, and show you a few helpful videos to get the most out of SEO.

Now that Yoast SEO has been configured, all that's left to do is to create engaging content that's useful and helpful not only for your fans but also for potential sponsors and people who are considering joining a sports team.