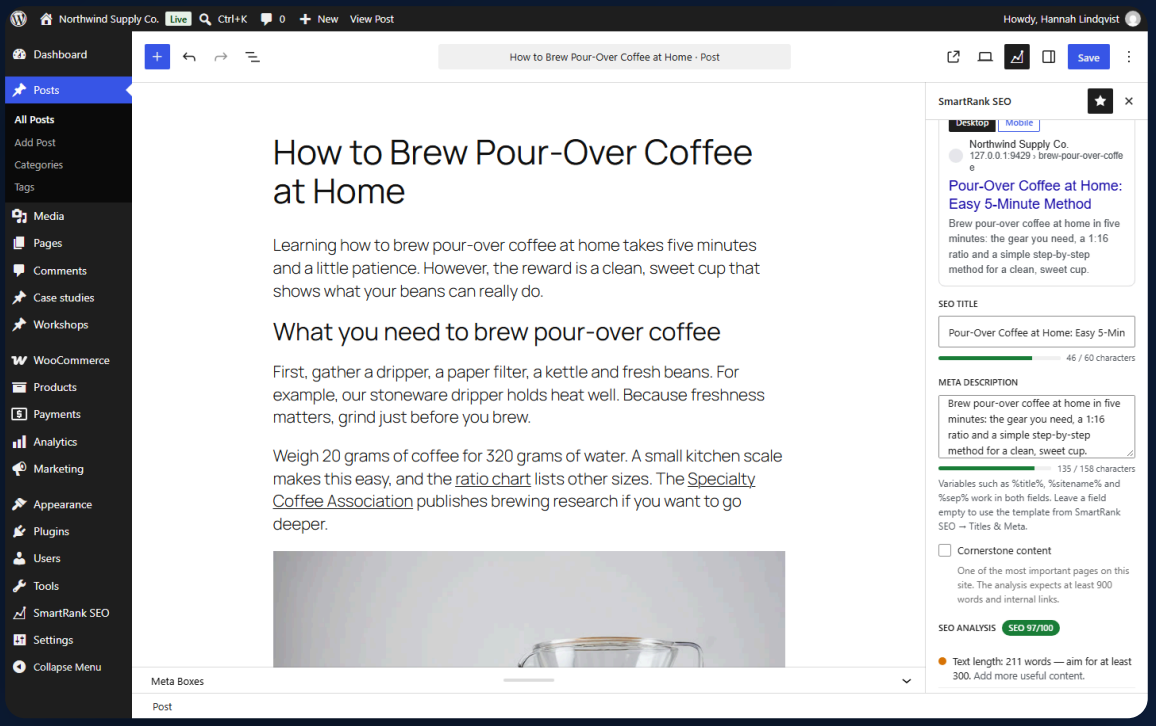
CODE CRAFT
Build. Launch. Grow.

WORDPRESS PLUGIN · USER GUIDE

SmartRank SEO — All-in-One WordPress SEO Plugin

Version 1.3.0 · Installation, licence activation, every setting explained, FAQ and troubleshooting.



coodecraft.com/market/product/wp-seo-suite · support: coodecraft.com/contact

SmartRank SEO — User Guide

SmartRank SEO is an all-in-one WordPress SEO plugin. It writes your SEO titles, meta descriptions, robots tags, canonical URLs, Open Graph and X (Twitter) tags and a connected schema graph; serves XML sitemaps and an llms.txt file; tells IndexNow search engines about changes; runs redirects and a 404 monitor; and gives live writing guidance in the editor.

It does the technical groundwork well. It cannot promise rankings or traffic — useful content and a good page experience still matter most.

SmartRank SEO Pro adds: up to five keyphrases with synonyms and word forms, regex redirects and CSV tools, a rich result schema builder with templates, WooCommerce SEO, Local SEO, Image SEO, video and Google News sitemaps, and the Google Indexing API for job and livestream pages (sections 12–19).

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1. Installation

1. In WordPress go to **Plugins** → **Add New** → **Upload Plugin**, choose `smartrank-seo.zip` (Free) or the Pro zip from your coodecraft.com account, and click **Install Now**, then **Activate**.
2. The Pro zip replaces the Free plugin in place (same folder `smartrank-seo`), so your settings stay. You do not need to delete the Free version first — if you do, leave "Delete all SmartRank SEO data" switched off.
3. Requirements: WordPress 6.4 or newer, PHP 7.4 or newer. Works with block themes and classic themes, the block editor and the classic editor.

If another SEO plugin (Yoast SEO, Rank Math, All in One SEO, SEOPress) is active, import its data first (section 9) and then deactivate it, so pages do not get two sets of tags.

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2. Activating your Pro licence

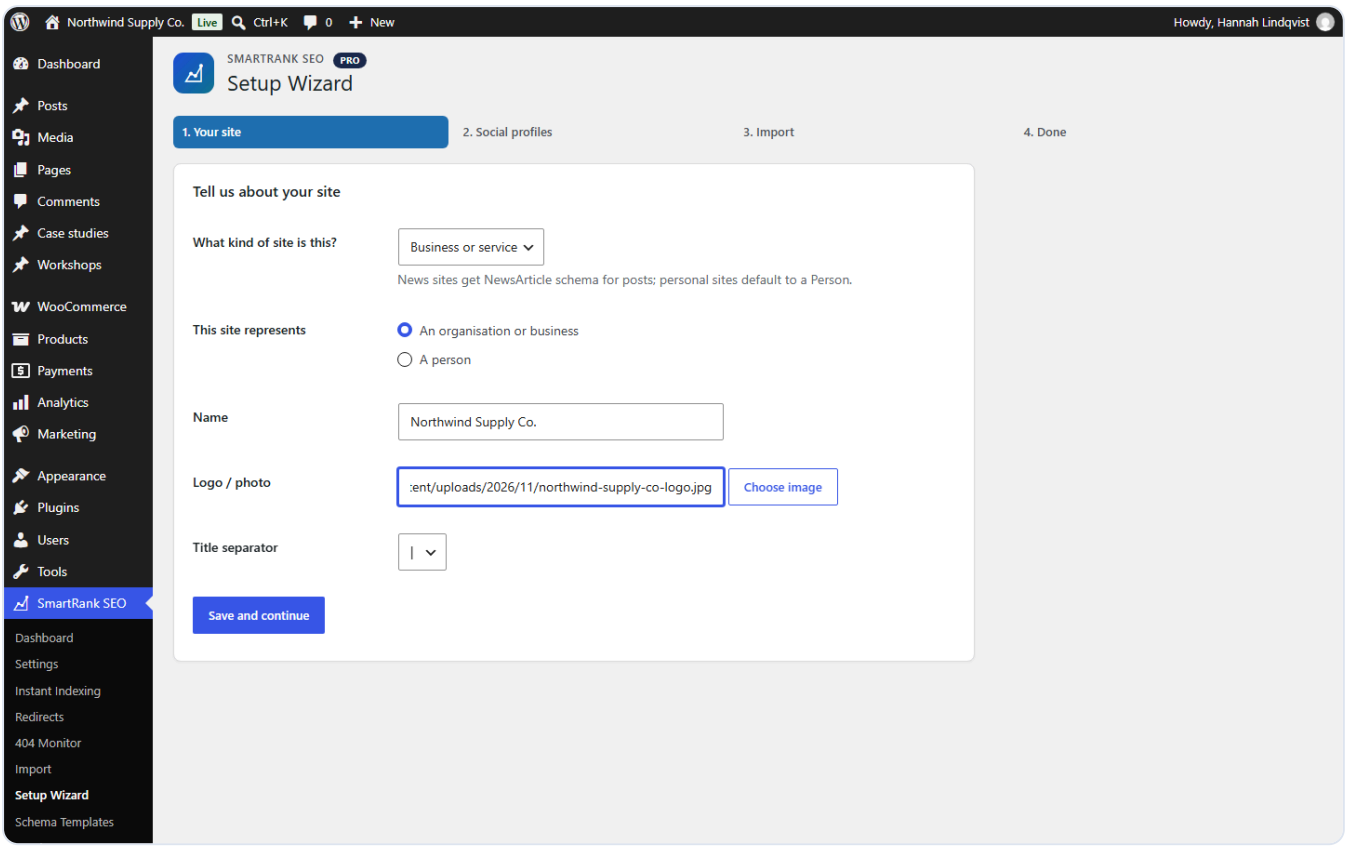
1. Go to **SmartRank SEO** → **Licence**.
2. Paste the licence key from your coodecraft.com account and click **Activate**.
3. Pro modules appear on the Dashboard as switches.

Monthly and yearly keys switch Pro off when the subscription ends; lifetime keys never end. Three days before the end date you see a notice with a **Renew now** link. When a key has ended, Pro features stop, but nothing is deleted: your extra keyphrases, regex redirects, schema builder data and templates, locations, image settings and the encrypted Google key stay saved and come back as soon as you renew. While Pro is off, the location, FAQ and how-to shortcodes print nothing (never the raw `[shortcode]`), WooCommerce products fall back to the standard WebPage schema and WooCommerce's own markup, and product category URLs return to WooCommerce's normal

`/product-category/` form. After paying, click **I have paid — check again** on the Licence screen. Everything in the Free version keeps working the whole time.

3. Setup wizard (2 minutes)

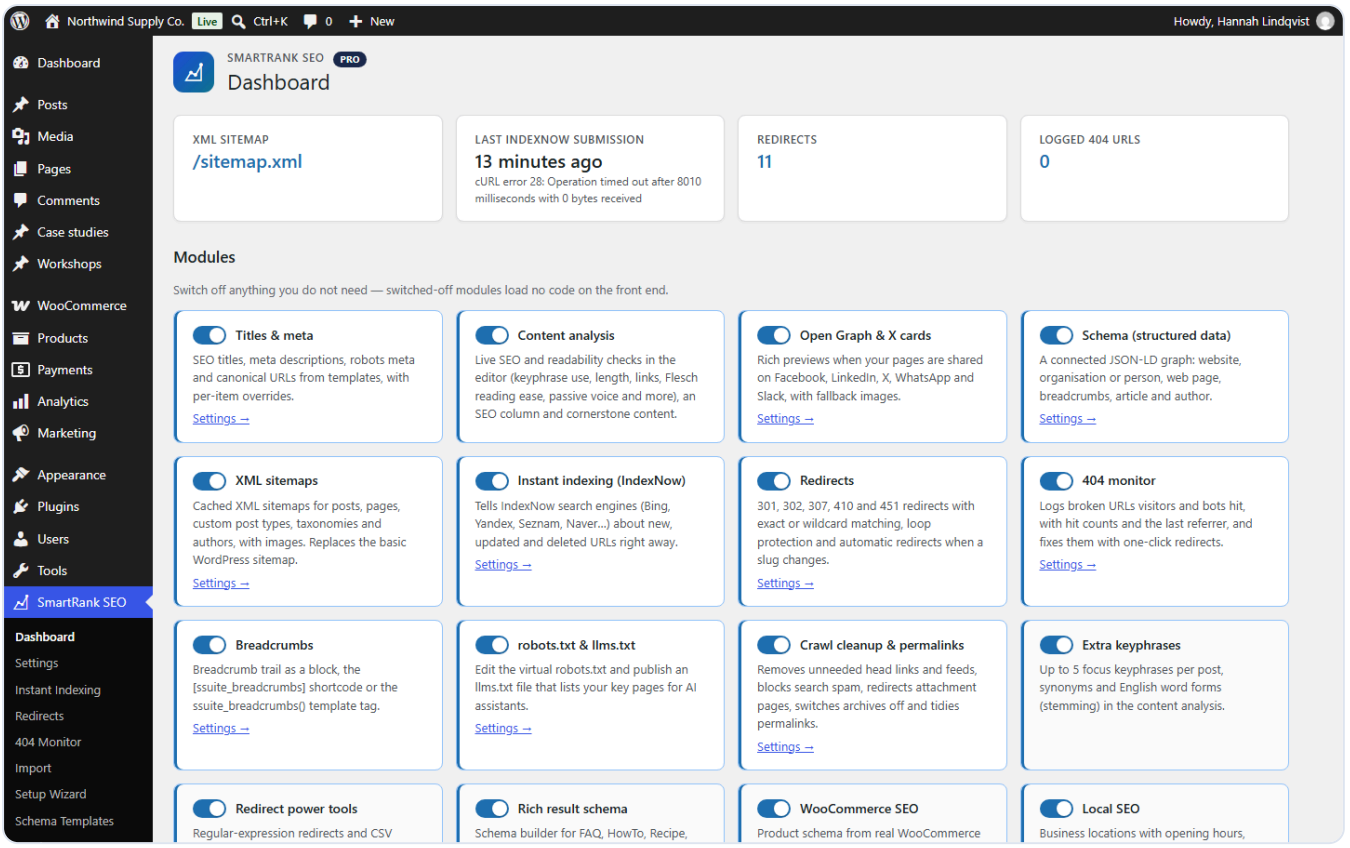
SmartRank SEO → Setup Wizard (screenshot)



1. **Your site** — the kind of site (blog, news, business, shop, portfolio), whether it represents an organisation or a person, the name, a logo or photo, and the title separator. News sites get NewsArticle schema for posts.
2. **Social profiles** — Facebook page, X username, other profile URLs (one per line) and a default social image.
3. **Import** — if data from another SEO plugin is found, a link opens the importer.
4. **Done** — a checklist: submit `https://your-site.com/sitemap.xml` in Google Search Console and Bing Webmaster Tools, set a focus keyphrase on your key posts and review the title templates.

4. Dashboard and modules

SmartRank SEO → Dashboard ( )

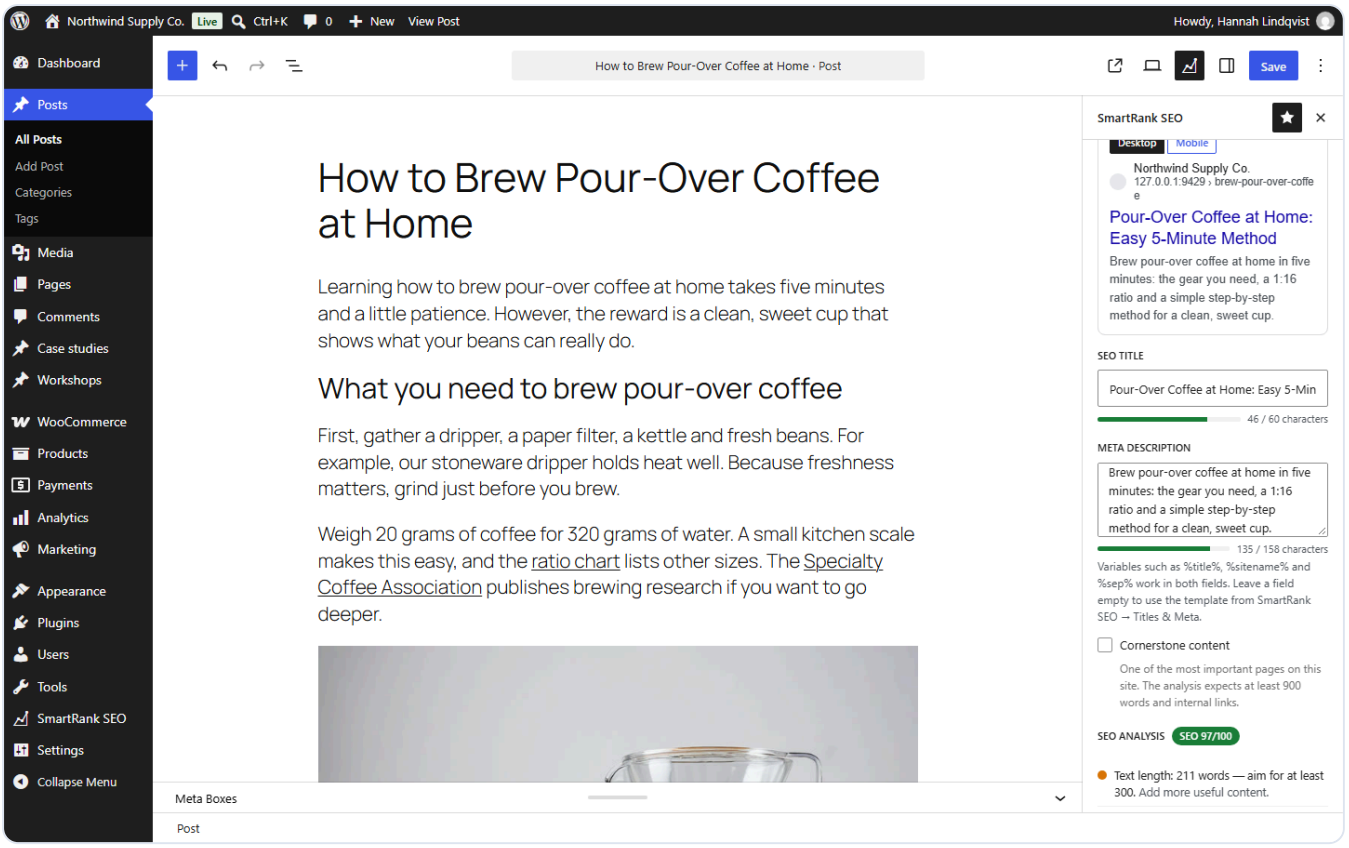


- Status cards: your sitemap URL, the last IndexNow submission, the number of redirects and logged 404 URLs.
- **Modules**: every feature is a module with a switch. Switched-off modules load no front-end code. Click **Save modules** after changing switches. Pro modules (rich result schema, WooCommerce SEO, Local SEO, Image SEO, Video SEO, News sitemap, Google Indexing API, extra keyphrases, redirect power tools) are listed below the free ones; in the free version they are shown locked. All are on by default except the News sitemap.
- **Cornerstone content**: your most important pages with their saved SEO score, word count (aim for 900+) and how many published posts already link to them.

5. Editing SEO for a post or page

Block editor

Open a post and click the SmartRank SEO icon (a line chart) in the top toolbar ( ). Tabs:

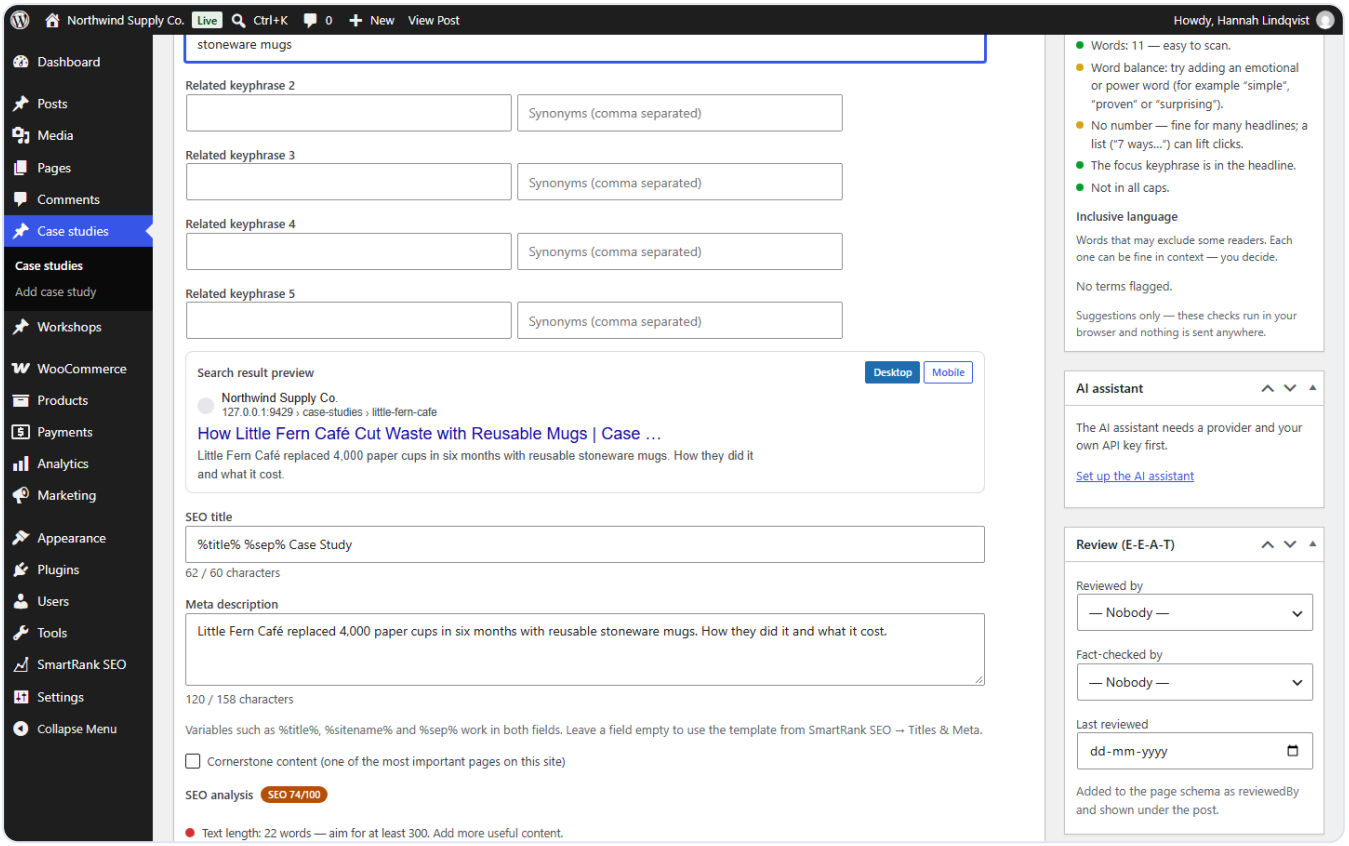


- **SEO**
  - **Focus keyphrase** — the phrase people would search for.
  - **Pro:** synonyms and up to four related keyphrases, each analysed separately. Word forms (brew, brews, brewed, brewing) are matched automatically in Pro.
  - **Search result preview** for desktop and mobile. Titles wider than about 580 pixels are cut by search engines; the preview shows where.
  - **SEO title** and **Meta description** with character bars (aim for 30–60 and 120–158 characters). Leave empty to use the template from Settings → Titles & Meta. Variables such as `%title%`, `%sitename%` and `%sep%` work here.
  - **Cornerstone content** — marks one of your most important pages; the analysis then expects 900+ words and internal links.
  - **SEO analysis** — live checks with a score out of 100 (see section 6).
- **Readability** — readability checks, word / sentence / paragraph counts and reading time (`pro-14-editor-readability.png`).
- **Social** — title, description and image for Facebook / LinkedIn / WhatsApp, and a separate X title and description. Without a social image the featured image is used, then the first image in the content, then your default image.
- **Advanced** — show in search results (default / index / noindex), nofollow, noarchive, nosnippet, noimageindex, image preview size, canonical URL, schema type (Article, Blog post, News article or Web page only) and the primary category (used for `%category%`, breadcrumbs and the article schema).

Changes are saved with the post when you click **Save** / **Update**. The SEO and readability scores are stored with the post too, and shown in the **SEO** column of the posts list.

Classic editor

Post types that use the classic editor get a **SmartRank SEO** box under the content with the same tabs, preview and analysis ( ). Use the arrow keys to move between tabs.



Categories, tags and authors

- **Posts** → **Categories** → **Edit** (and every public taxonomy): SEO title, meta description, index/noindex, nofollow, canonical URL and social image.
- **Users** → **Profile**: author archive SEO title and description, a noindex switch and profile links (LinkedIn, X, Mastodon…) that are added to the author's Person schema.

---

6. How the content analysis works

The analysis runs in your browser while you type; nothing is sent anywhere. Each check is **good** (green), **could be better** (orange) or a **problem** (red), with a short fix. The score is the average of the checks.

SEO checks: keyphrase set and its length; keyphrase in the SEO title (and near the start), meta description, URL slug, first paragraph, H2/H3 subheadings and image alt text; keyphrase density (0.5–3 %); text length (300+ words, 900+ for cornerstone content); SEO title and meta description length; internal and outbound links.

Readability checks: Flesch reading ease (60+ is easy); sentences over 20 words (keep under 25 %); paragraphs over 150 words; passive voice (keep under 10 %); transition words (30 %+ of sentences); three or more sentences in a row starting with the same word; a subheading at least every 300 words.

Keyphrase matching ignores case and accents and treats "pour-over" like "pour over". Flesch reading ease, passive voice and transition words are English checks and are skipped when the site language is not English. Scores are guidance, not a ranking prediction.

---

7. Settings

SmartRank SEO → Settings has seven tabs. Click **Save Changes** at the bottom of each.

Titles & Meta (`pro-20-titles-settings.png`)

- **Title separator** and the **home page** title and description.
- A section per content type (posts, pages, custom post types): SEO title and description templates, a noindex switch and, when the type has an archive, the archive title.
- A section per taxonomy (categories, tags…): title, description, noindex.
- Author, date, search and 404 page titles; noindex switches for author and date archives (search results are always noindex).
- **Page numbers**: fills `%page%` with "Page 2 of 5" on paginated pages.

Variables: `%title%`, `%sitename%`, `%sitedesc%`, `%sep%`, `%excerpt%`, `%category%`, `%tags%`, `%term%`, `%term_description%`, `%author%`, `%date%`, `%modified%`, `%pt_single%`, `%pt_plural%`, `%archive_title%`, `%searchphrase%`, `%page%`, `%currentyear%`, `%currentmonth%`, `%focuskw%`. Unknown variables are removed so they never show up in a title.

Social (`pro-03-social.png`)

Open Graph on/off, the default social image (1200 × 630 works best), Facebook page URL, X cards on/off, card type and your X username.

Schema & Breadcrumbs (`pro-04-schema.png`)

- Organisation or person, name, logo / photo, social profiles and the site search action.
- The default schema type for each content type.
- Breadcrumb separator, home label and whether to show the current page. Add breadcrumbs with the **SEO Breadcrumbs** block, the `[ssuite_breadcrumbs]` shortcode or `<?php ssuite_breadcrumbs(); ?>` in a theme template.

Sitemaps (`pro-05-sitemaps.png`)

Which content types and taxonomies to include, authors, images, IDs to exclude and URLs per sitemap (default 1,000). Your index is at `/sitemap.xml`; it also answers at `/sitemap_index.xml` and `/wp-sitemap.xml`. Noindexed items, password-protected posts and posts whose canonical URL points

to another page are left out automatically. Sitemaps are cached and rebuilt when content changes. The sitemap is added to robots.txt.

Crawl & Permalinks

Remove shortlinks, the RSD and WLW links, oEmbed/REST links, emoji scripts, the generator tag, comment feeds and extra feeds; answer 410 to spam searches; redirect visitors away from unknown URL parameters (with an allow-list such as `utm_*, gclid, fbclid`); redirect attachment pages to the file or parent post; switch date and author archives off; remove `/category/` from category URLs (old URLs redirect; avoid pages and categories with the same slug); remove stop words from new slugs. All of these are off by default except the attachment redirect.

robots.txt, llms.txt & Code

- **robots.txt** — edit the virtual robots.txt. Leave empty for the WordPress default. If a physical `robots.txt` file exists in your site folder, the server serves that file instead (a warning tells you).
- **llms.txt** — publishes `/llms.txt`, a Markdown list of your pages and posts for AI assistants (a proposal, not a standard). Noindexed content is never listed.
- **Webmaster verification** — paste the code or the whole `<meta>` tag from Google, Bing, Yandex, Baidu or Pinterest.
- **Header and footer code** — for analytics and pixels; only users allowed to post unfiltered HTML can edit it.
- **Redirects and 404 monitor** — automatic redirects on slug changes, and the 404 log size.
- **Data** — "Delete all SmartRank SEO data when the plugin is deleted" (off by default).

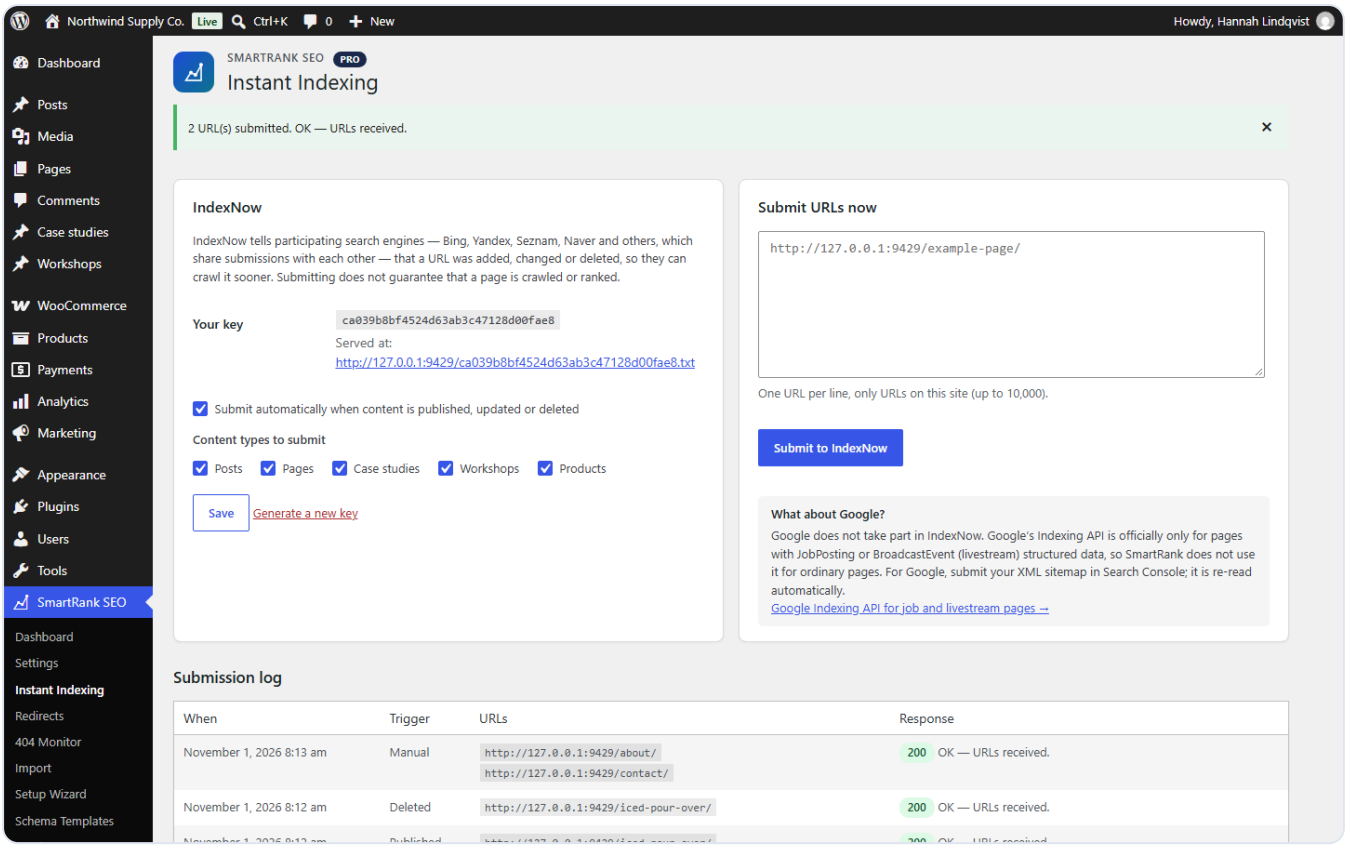
Roles

Choose which roles may edit SEO fields, manage redirects and the 404 log, and change settings. Administrators can always do everything.

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8. Instant indexing (IndexNow)

SmartRank SEO → Instant Indexing ( )



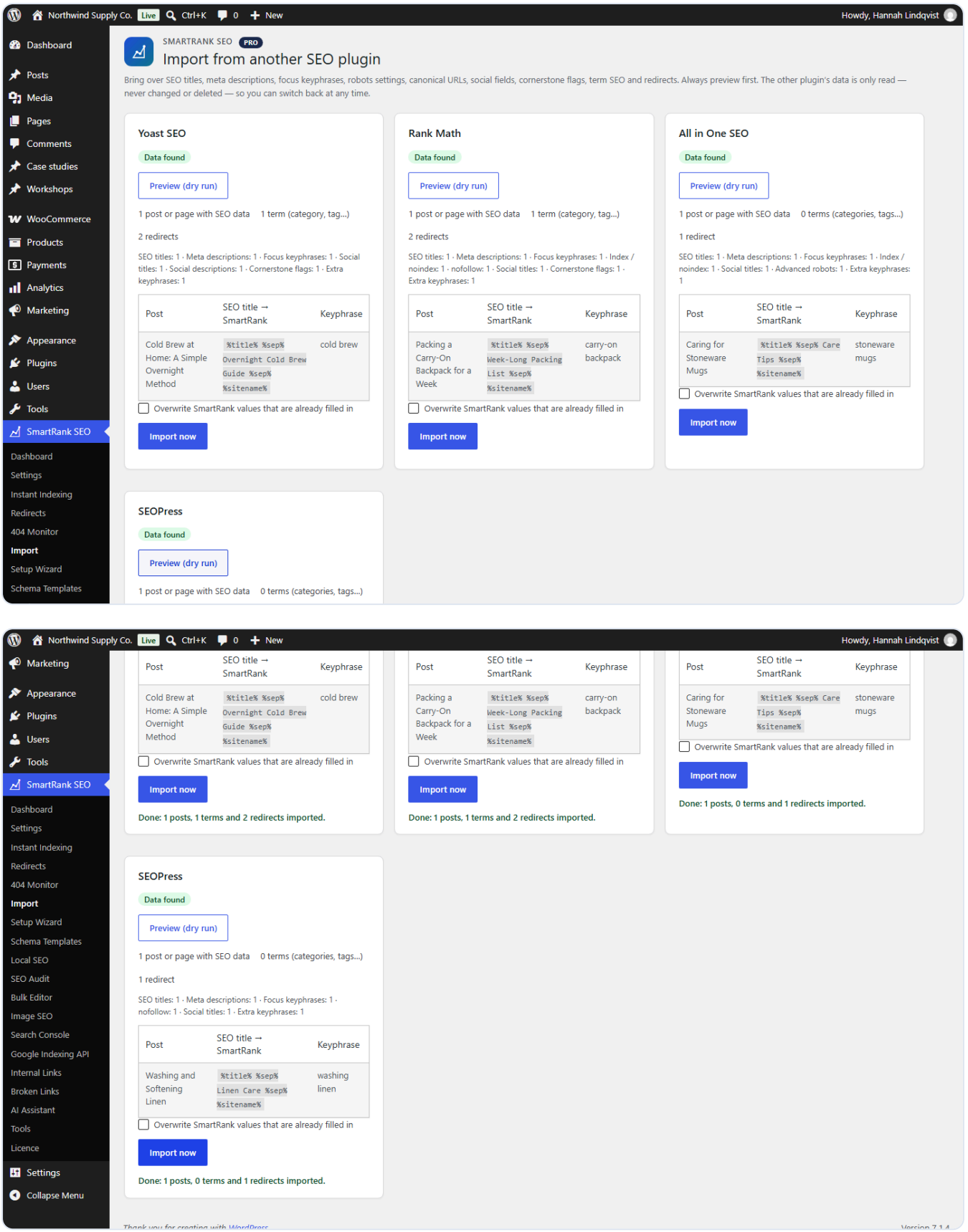
- Your **key** is created on activation and served at `https://your-site.com/<key>.txt`. **Generate a new key** if you ever need to.
- With **Submit automatically** on, new, updated, trashed and deleted URLs of the ticked content types are sent in one request at the end of the save. Noindexed and password-protected content is never sent, and nothing is sent while **Settings → Reading → Discourage search engines** is ticked.
- **Submit URLs now**: paste up to 10,000 URLs on your site, one per line.
- The **submission log** keeps the last 100 submissions with the response (200 OK, 202 Accepted, 403 key not verified, 422 wrong host, 429 too many requests).

IndexNow is used by Bing, Yandex, Seznam, Naver and others, which share submissions. Submitting does not guarantee crawling or ranking. **Google does not use IndexNow**, and Google's Indexing API is officially only for pages with JobPosting or BroadcastEvent structured data — for Google, submit your sitemap in Search Console. Pro can send job and livestream pages to the Google Indexing API (section 19).

---

9. Importing from another SEO plugin

SmartRank SEO → Import (,)



1. Each plugin card says whether data was found.
2. Click **Preview (dry run)**: you see how many posts, terms and redirects would be imported, which fields, how many posts already have SmartRank values, and five sample posts with their converted titles. Nothing is written.
3. Tick **Overwrite** only if you want to replace SmartRank values you already filled in.

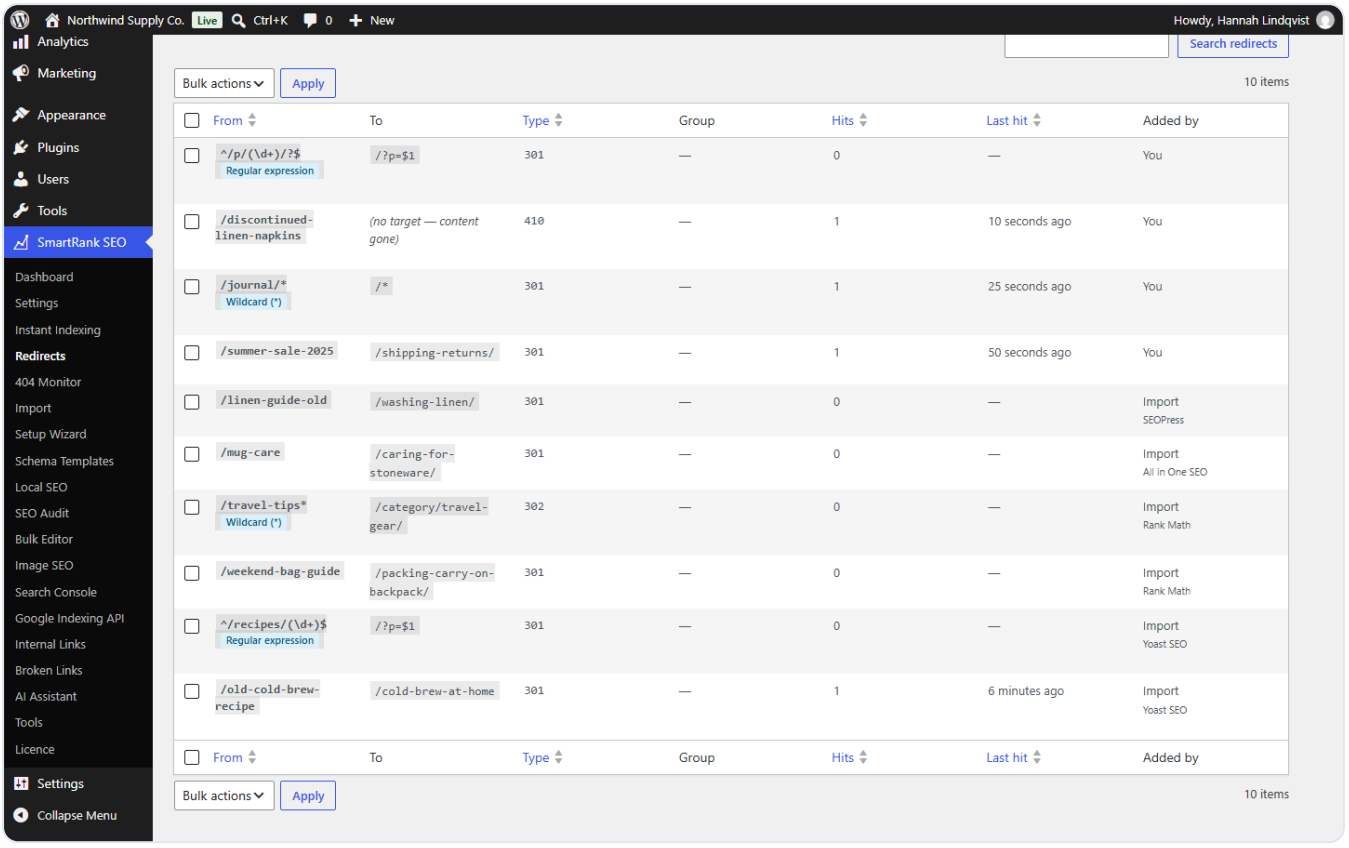
4. Click **Import now**. Large sites are processed in batches of 200 posts.

What is imported: SEO titles and descriptions (variables converted, e.g. `%%title%%` / `#post_title` → `%title%`), focus and related keyphrases, index/noindex, nofollow, noarchive/nosnippet/noimageindex, canonical URLs, social titles/descriptions/images, cornerstone flags, term titles/descriptions/robots (Yoast, Rank Math, SEOPress) and redirects (Yoast Premium, Rank Math, AIOSEO, SEOPress). Regular-expression redirects need Pro. The other plugin's data is only read — never changed or deleted.

---

10. Redirects

SmartRank SEO → Redirects ( )

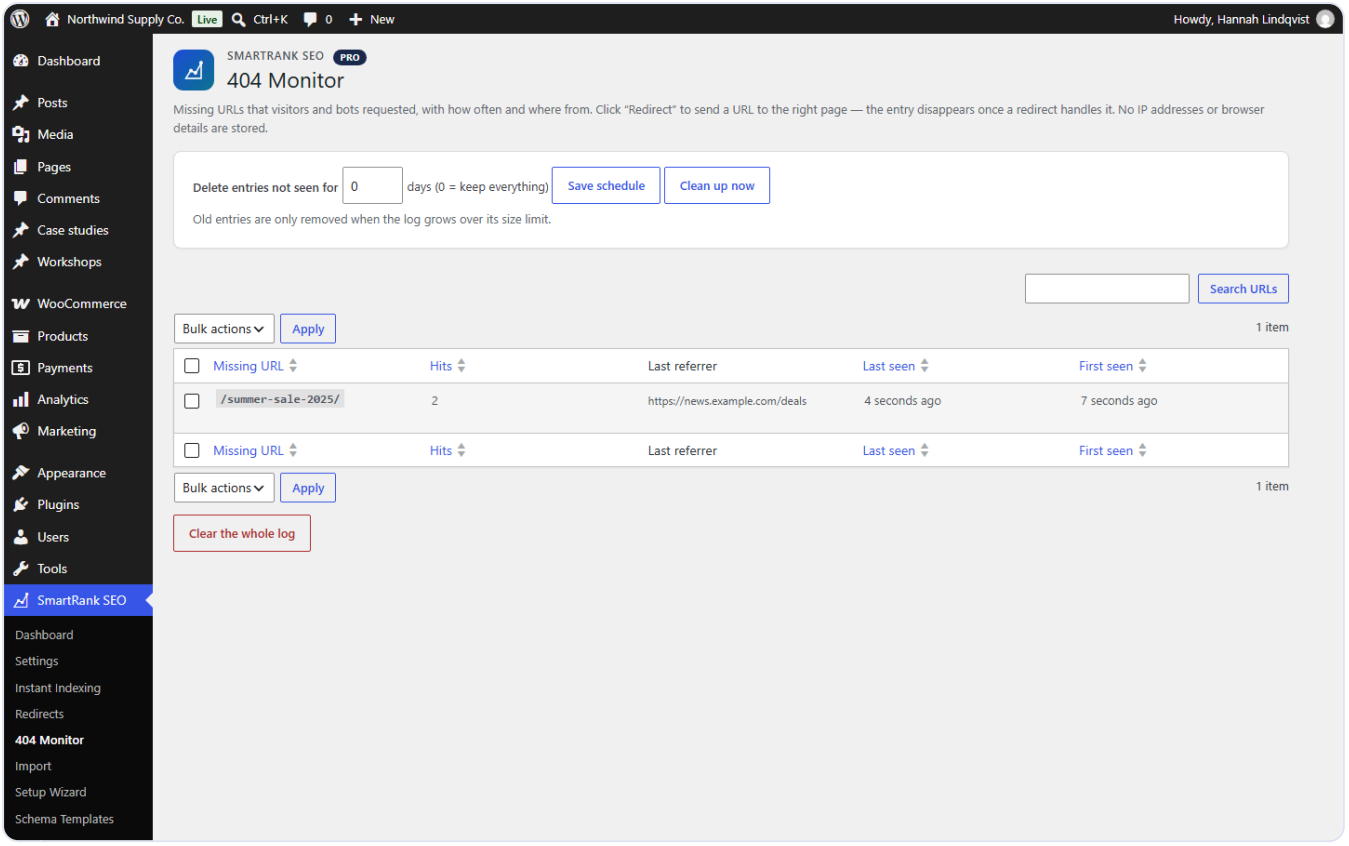


- **Old URL** — a path on your site such as `/old-page/`.
- **Match** — Exact path, Wildcard (`/blog/*` matches everything under /blog/; a `*` in the target is replaced by the matched part) or, in Pro, Regular expression (`^/p/(\d+)/?$` → `/?p=$1`).
- **New URL** — a path or a full URL. Not needed for 410 and 451.
- **Type** — 301 permanent, 302 / 307 temporary, 410 content deleted, 451 unavailable for legal reasons.

SmartRank refuses a redirect that points to itself or would loop with existing redirects, and never redirects a URL to itself. When the slug of a published post changes, a 301 from the old URL is added automatically; if you change it back, the old redirect is removed. The list shows hits, the last hit and who added each redirect; bulk actions enable, disable or delete. **Pro:** export all redirects as CSV, or import a CSV with columns `source,target,code,match` (max 1 MB).

11. 404 monitor

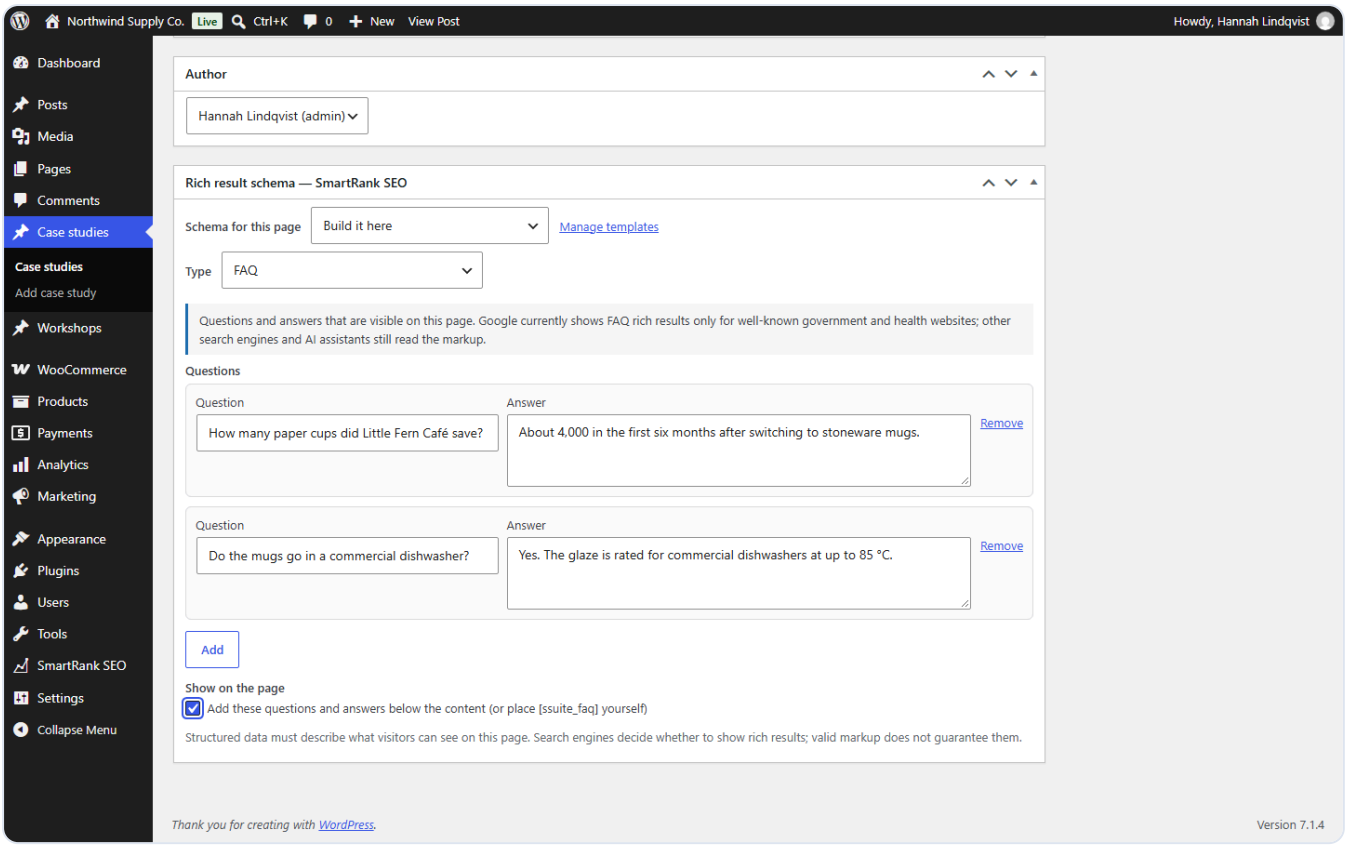
SmartRank SEO → 404 Monitor ( )



Missing URLs with hit counts, the last referrer and first / last seen. Click **Redirect** to open the redirect form with the URL filled in; once a redirect handles it, the entry disappears. No IP addresses or browser details are stored. The oldest entries are removed beyond the log size (5,000 by default).

12. Pro: rich result schema (schema builder)

Every post, page, product and custom post type gets a **Rich result schema — SmartRank SEO** box below the content, in the block editor and in the classic editor ( ).



1. **Schema for this page**:
   - *Default for this content type* — the schema template set for this content type (section 13), or nothing.
   - *Build it here* — choose a type and fill in the fields.
   - *Template: …* — use one of your templates on this page only.
   - *None* — no rich result schema on this page.
2. **Type** — FAQ, How-to, Recipe, Event, Job posting, Course, Product, Software application, Video, Review, and Local business (a Local SEO location) when the Local SEO module is on. Each type shows a short note on what Google needs; required fields are marked with *, and a yellow line lists anything still missing after you save.
3. Text fields accept variables: `%title%`, `%excerpt%`, `%sitename%`, `%category%`, `%featured_image%`, `%permalink%`, `%date_iso%`. Grey placeholders such as `%title%` are used when you leave a field empty. Image fields have a **Choose** button; empty image fields use the featured image.
4. Repeating fields (FAQ questions, how-to and recipe steps) have **Add** and **Remove** buttons.
5. Click **Update** / **Publish** — the box is saved with the post.

What each type outputs (all as part of the same connected graph, linked to the page, your organisation and the author by `@id`):

- **FAQ** — the page becomes `WebPage` + `FAQPage` with each question as a `Question` with an `acceptedAnswer`. Tick **Show on the page** to add the questions below the content (or place `[ssuite_faq]`). Google currently shows FAQ rich results only for well-known government and health websites; other search engines and AI assistants still read the markup.

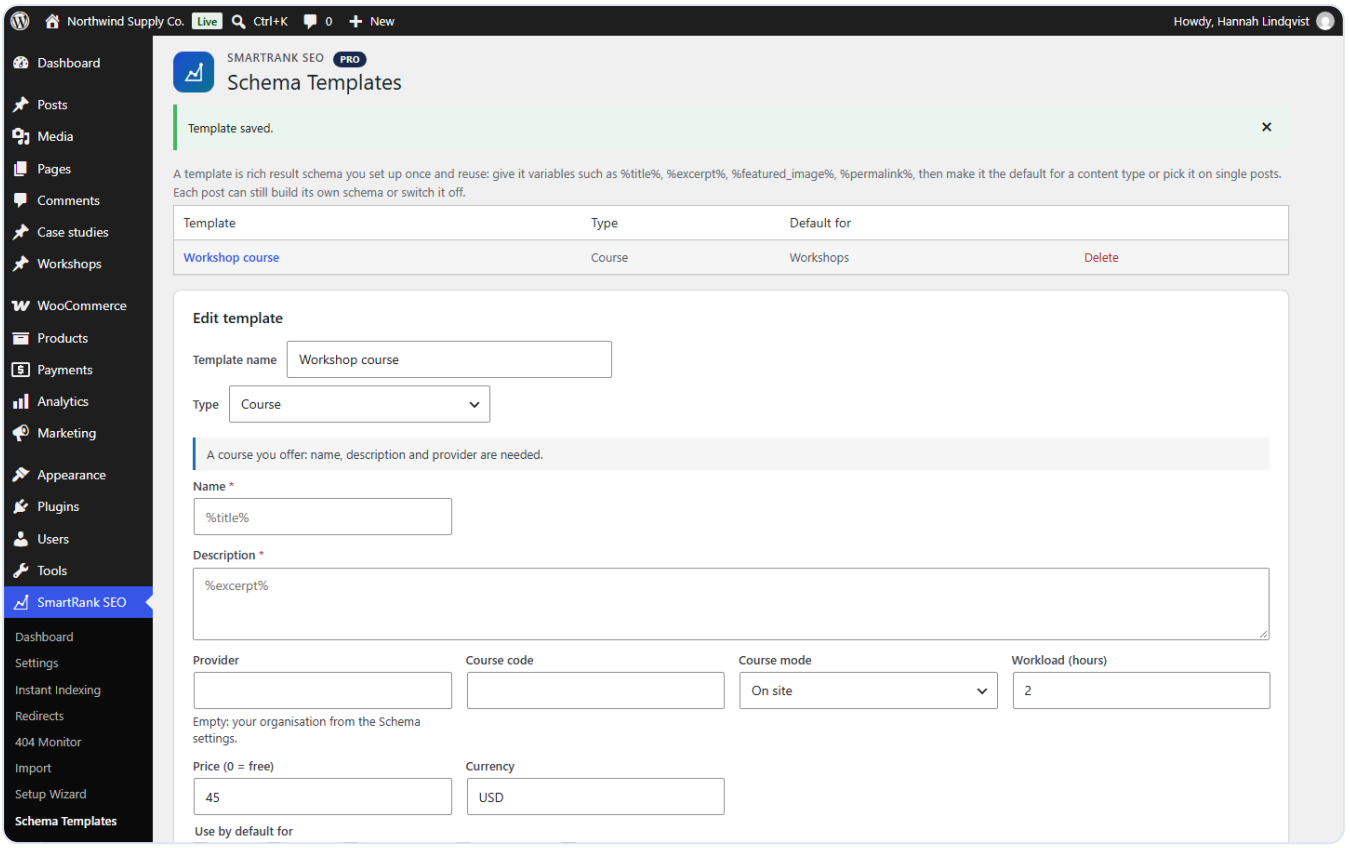
- **How-to** — `HowTo` with steps (each linking to `#step-1`, `#step-2` … on the page), total time, supplies and tools. **Show on the page** adds the steps below the content (or place `[ssuite_howto]`). Google no longer shows how-to rich results.
- **Recipe** — name, image, author, date, description, preparation and cooking time (total time is calculated), yield, category, cuisine, keywords, calories, ingredients (one per line) and steps.
- **Event** — name, start and end (in your site's time zone), status, in person / online / mixed, venue and address or the online URL, organiser (empty = your organisation) and a ticket offer.
- **Job posting** — job title, full description (empty = the post content), date posted, apply-before date, employment type, hiring organisation (empty = your organisation), address or fully remote with the countries applicants may live in, salary range and unit, direct apply. Job postings can be sent to the Google Indexing API (section 19).
- **Course** — name, description, provider, course code, mode (online / on site / blended), workload in hours, price (0 = free).
- **Product** — for things you do not sell through WooCommerce: name, description, image, SKU, brand, GTIN, MPN, price, currency, availability and buy URL. No ratings are added. (WooCommerce products get their schema automatically — section 14.)
- **Software application** — name, description, image, operating system, category, version, download URL and price. Google only shows software rich results when the page also has real ratings, which SmartRank never invents.
- **Video** — name, description, thumbnail, upload date, duration, file URL and/or player URL. Tick **This video is a livestream** with start and end times to add a `BroadcastEvent` (also eligible for the Google Indexing API).
- **Review** — your own review of a product, book, film, course, recipe, software, game, event or another business: what is reviewed, its website and image, your rating and the best possible rating, and a summary. Reviews of your own business or products are not eligible for review stars.
- **Local business** — adds the LocalBusiness schema of one of your locations to this page.

Structured data must describe what visitors can see on the page. Search engines decide whether to show rich results; valid markup does not guarantee them.

---

13. Pro: schema templates

SmartRank SEO → Schema Templates ( )



A template is rich result schema you set up once and reuse. Example: a "Workshop course" template of type Course with an empty name (= `%title%`), an empty description (= `%excerpt%`), mode *On site*, 2 hours and a price of 45, used by default for the *Workshops* content type — every workshop page then gets its own Course schema with its own title and excerpt.

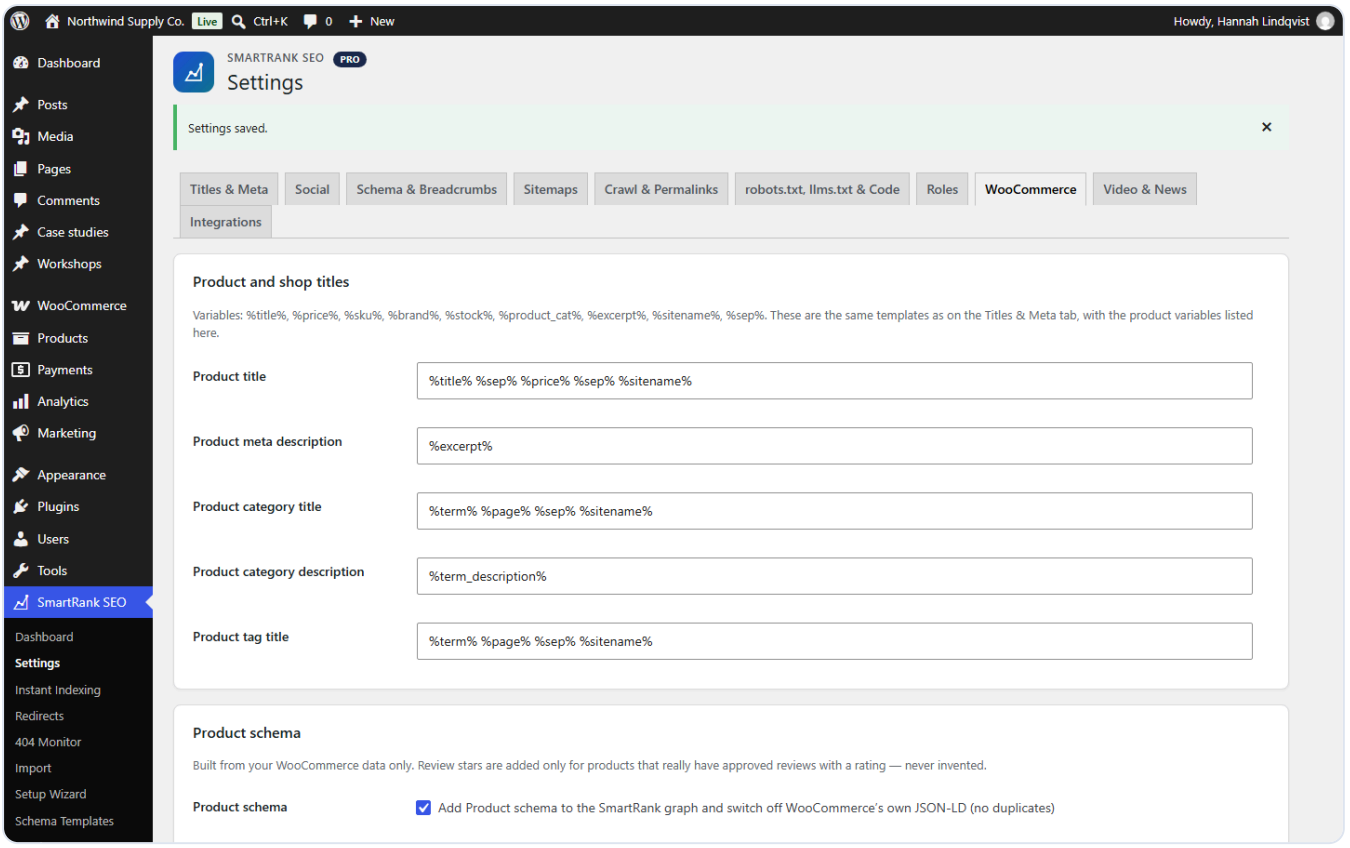
1. Enter a **Template name** and choose the **Type**.
2. Fill in the fields; use variables for anything that differs per page.
3. Under **Use by default for**, tick the content types it applies to. A content type can have one default template; ticking it here removes it from other templates.
4. **Save template**. Click a template's name to edit it; **Delete** removes it (pages that used it simply lose that schema).

On a single post you can still choose *Build it here*, another template or *None*.

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14. Pro: WooCommerce SEO

SmartRank SEO → Settings → WooCommerce ( ) — shown when WooCommerce is active.



- **Product and shop titles** — the product title and description templates and the product category / tag templates (the same templates as on the Titles & Meta tab), with product variables: `%price%` (price or price range, e.g. "$18.00"), `%sku%`, `%brand%`, `%stock%` (In stock / Out of stock) and `%product_cat%`.
- **Product schema** — adds a `Product` node to the SmartRank graph on every product page and switches off WooCommerce's own JSON-LD, so there is one graph. The page becomes an `ItemPage` (no Article). Built only from WooCommerce data: name, short description, main and gallery images, SKU, GTIN (WooCommerce's own "GTIN, UPC, EAN or ISBN" field), MPN and brand, main category, and an `Offer` (price including or excluding tax as your shop displays it, currency, stock status, sale end date, your organisation as seller) — or an `AggregateOffer` with the lowest and highest price for variable and grouped products.
- **Reviews** — the average rating, the review count and the latest five reviews are added only when the product has approved reviews with a star rating and ratings are enabled in WooCommerce. Products without reviews get no rating at all.
- **Default brand** — used when a product has no brand of its own (the **Brand** field on the product's Inventory tab, or WooCommerce Brands).
- **Thin archives** — product categories and tags with fewer products than this number (default 2) are noindexed and left out of the sitemap. Set 0 to switch off. A term's own SEO setting wins.
- **Filtered and sorted URLs** — shop pages with `orderby`, `filter_…`, `min_price` / `max_price`, `rating_filter` or `query_type_…` parameters get noindex (links are still followed).
- **Product images** — product gallery images are added to the product sitemap. Hidden products (catalogue visibility "Hidden") are always left out.

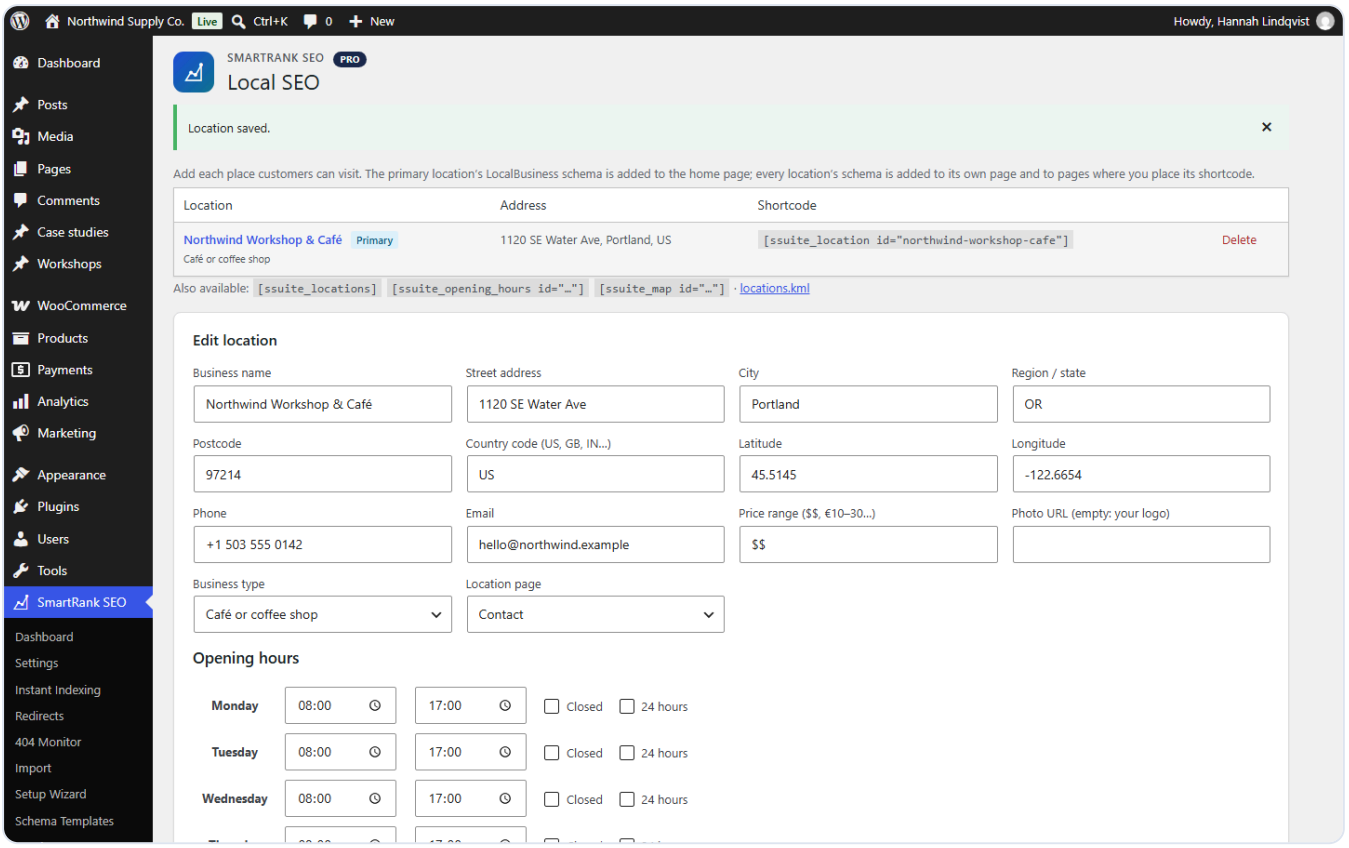
- **Product category base** — removes `/product-category/` from category URLs; old URLs redirect with a 301. Avoid pages, post categories and product categories with the same slug. If you switch it off again, WooCommerce's normal URLs return.

On the product edit screen (Inventory tab) SmartRank adds **MPN** and **Brand** fields (and **GTIN** on WooCommerce versions without their own GTIN field).

---

15. Pro: Local SEO

SmartRank SEO → Local SEO ( )



1. Fill in the **Business name**, address, country code (US, GB, IN…), **Latitude** and **Longitude** (right-click your location in a map app to copy them), phone, e-mail, price range and an optional photo URL (empty = your logo).
2. Choose the **Business type** (café, restaurant, store, dentist, legal service…) and the **Location page** — the page that presents this location.
3. Set the **Opening hours** for each day; tick **Closed** or **24 hours** where needed. Days with the same hours are grouped in the schema.
4. Tick **Primary location** for the location whose schema goes on the home page.
5. Choose the **Map provider**: OpenStreetMap or Google Maps (no API key needed). Maps are embedded from the provider only on pages where you place them.
6. **Save location**.

The `LocalBusiness` schema (address, coordinates, phone, e-mail, price range, opening hours, your organisation as parent) is added to the home page (primary location), to each location's page and to every page that shows a location with a shortcode:

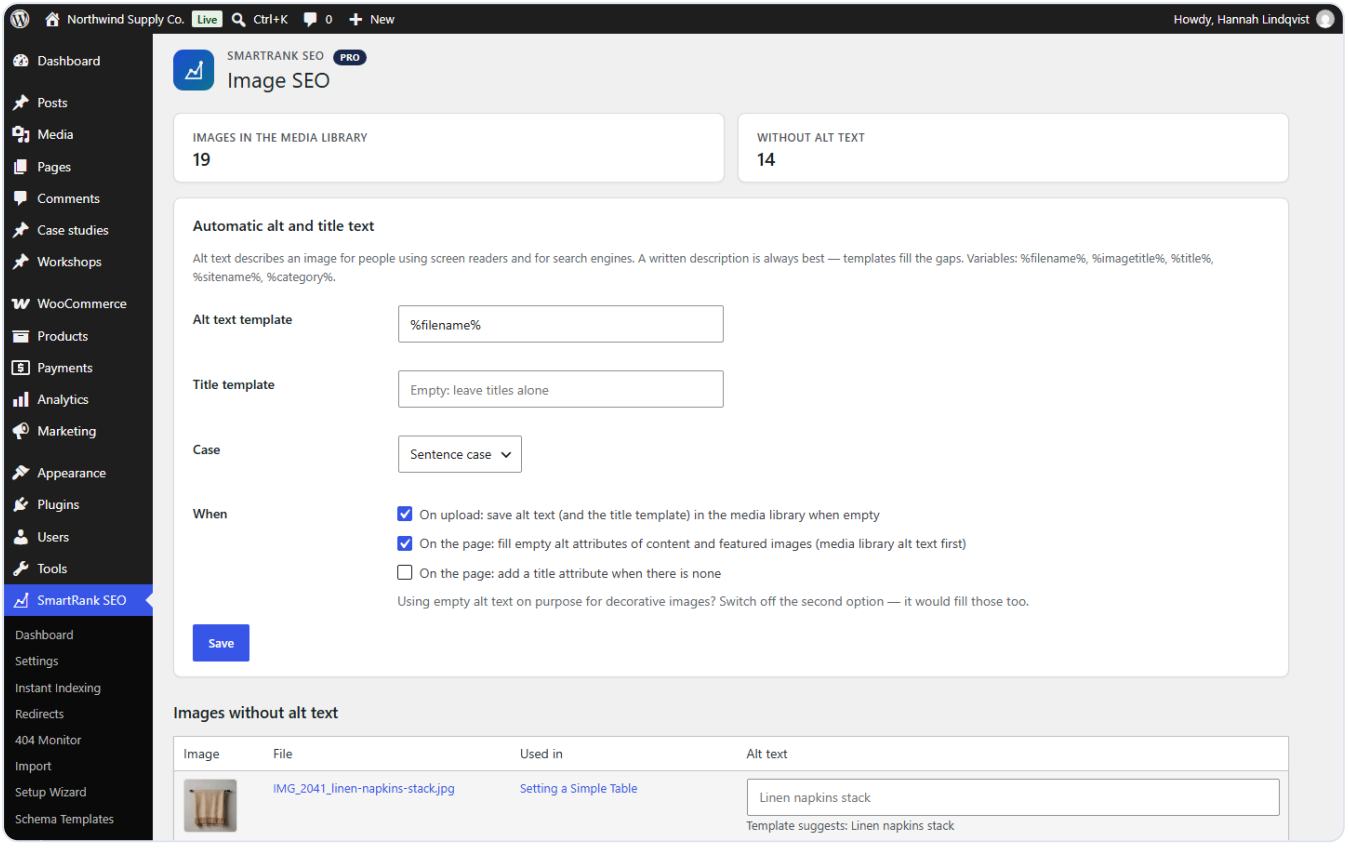
- `[ssuite_location id="your-location"]` — name, address, phone, e-mail, opening hours, map and a "Get directions" link (add `map="no"` to hide the map);
- `[ssuite_locations]` — all locations (add `map="yes"` for maps);
- `[ssuite_opening_hours id="…"]` and `[ssuite_map id="…"]`.

`https://your-site.com/locations.kml` lists all locations with coordinates (for Google Earth or My Maps), and `/sitemap-locations.xml` lists the location pages and is added to the sitemap index. You can add up to 200 locations.

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16. Pro: Image SEO

SmartRank SEO → Image SEO ( )



- **Alt text template** (default `%filename%`) and **Title template** (empty = leave titles alone). Variables: `%filename%` (the file name tidied up: "IMG_2041_linen-napkins-stack.jpg" becomes "linen napkins stack"), `%imagetitle%` (the media library title), `%title%` (the post), `%sitename%`, `%category%`.
- **Case**: keep as written, Sentence case, Title Case or lower case.
- **On upload** — new images get alt text (and the title template) in the media library when they have none.

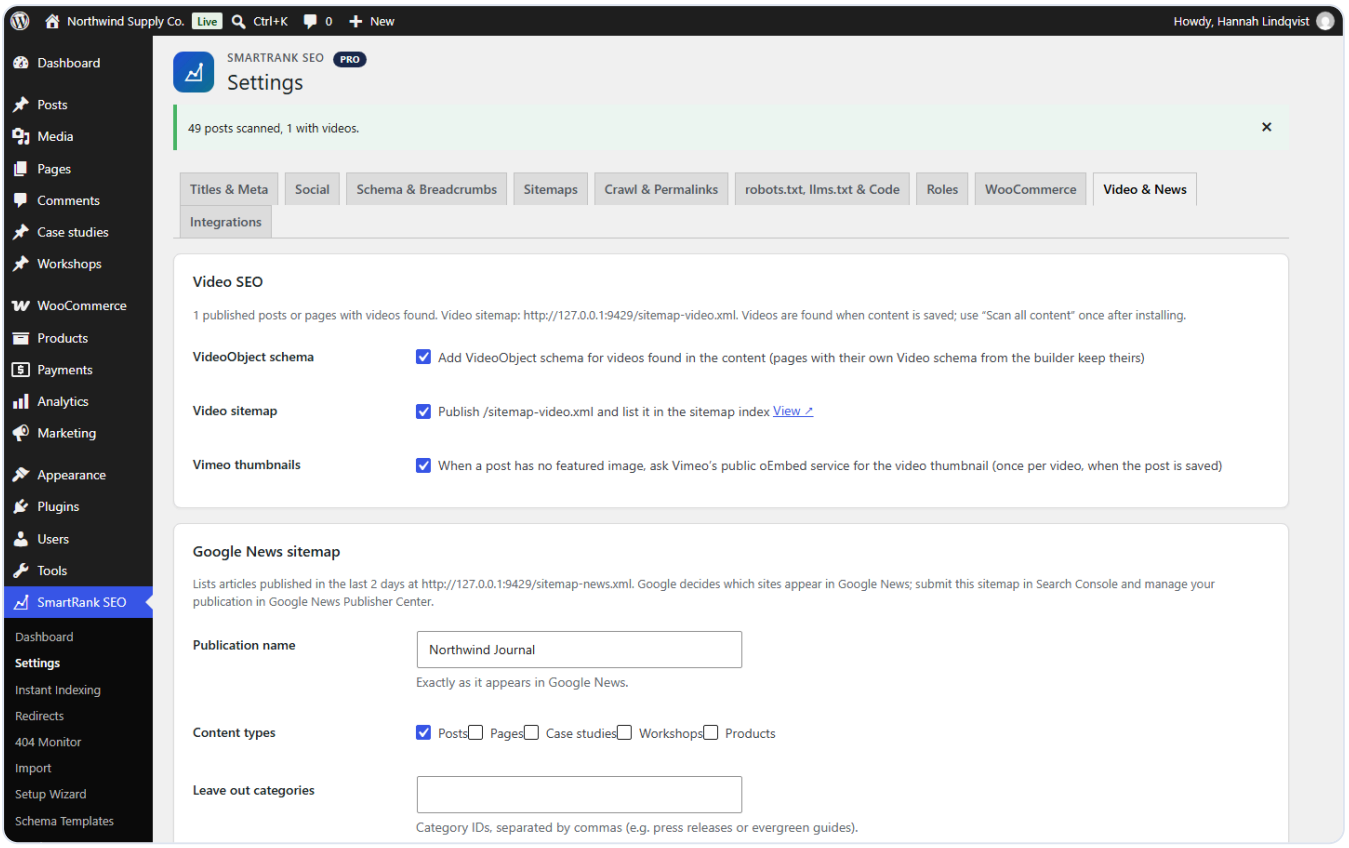
- **On the page** — empty alt attributes of content images and featured images are filled: first with the alt text from the media library, then from the template. If you use empty alt text on purpose for decorative images, switch this off.
- **Title attribute** — optionally adds a title attribute where there is none.
- **Images without alt text** — the report lists media library images without alt text, 20 per page, with the post they belong to and the template's suggestion. Type alt text and click **Save alt texts**, or click **Fill all missing alt text from the template** (up to 500 images per click).

A written description is always better than a template; templates fill the gaps.

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17. Pro: video SEO and video sitemap

SmartRank SEO → Settings → Video & News ( )



- SmartRank looks for YouTube links and embeds, Vimeo links (when the post has a featured image to use as thumbnail) and self-hosted videos (`<video>` blocks and `[video]` shortcodes, with their poster or the featured image) whenever content is saved. Click **Scan all content** once after installing to check existing posts (up to 2,000). No video platform is contacted: YouTube thumbnails use YouTube's public image address.
- **VideoObject schema** — each video found gets a `VideoObject` (name, description, thumbnail, upload date, player or file URL). A page with its own Video schema from the builder keeps that instead.
- **Video sitemap** — `/sitemap-video.xml` lists pages with videos (up to 1,000) and is added to the sitemap index. Noindexed and password-protected posts are left out.

18. Pro: Google News sitemap

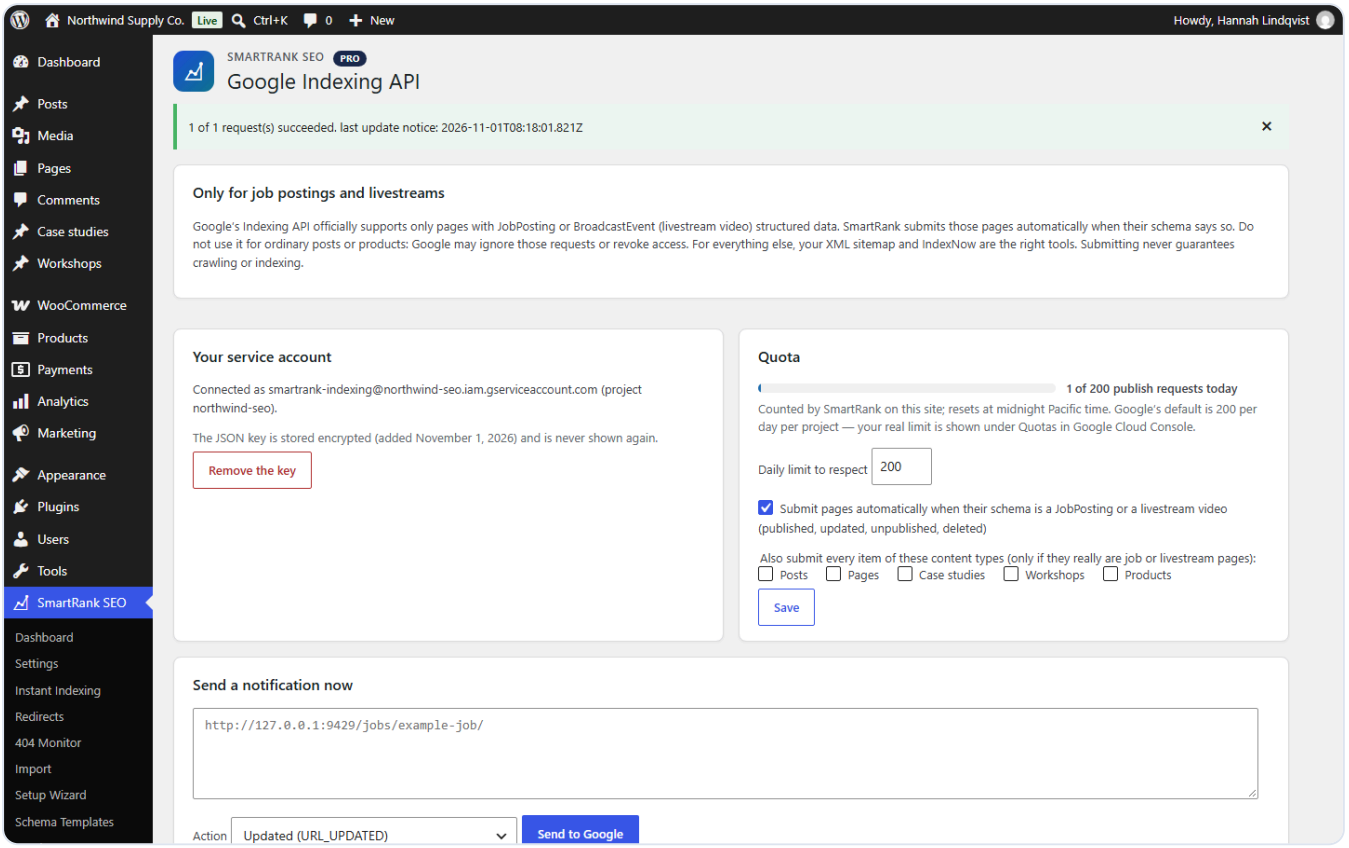
Switch the **News sitemap** module on (Dashboard → Modules; it is off by default because only news publishers need it). Then on **Settings → Video & News**:

- **Publication name** — exactly as it appears in Google News (empty = your site title).
- **Content types** — which content types are news articles (default: posts).
- **Leave out categories** — category IDs such as press releases or evergreen guides.

`/sitemap-news.xml` lists the articles published in the last two days (up to 1,000) with the publication name, language and title, as Google News requires, and is added to the sitemap index. Google decides which sites appear in Google News; manage your publication in Google News Publisher Center.

19. Pro: Google Indexing API

SmartRank SEO → Google Indexing API ( )



Only for job postings and livestreams. Google's Indexing API officially supports only pages with `JobPosting` or `BroadcastEvent` (livestream video) structured data. Do not use it for ordinary posts or products: Google may ignore those requests or revoke access. Your XML sitemap and IndexNow are the right tools for everything else. Submitting never guarantees crawling or indexing.

Setup (with your own Google account — SmartRank never uses a shared key):

1. In Google Cloud Console create a project, enable the **Web Search Indexing API** and create a **service account** with a **JSON key**.

2. In Google Search Console, add the service account's e-mail address as an **Owner** of your site.
3. On this screen choose the JSON key file (or paste its contents) and click **Save and test the key**. SmartRank checks that it is a service-account key, encrypts it with your site's secret keys (from `wp-config.php`) and saves it; then it signs in to Google once to test it. The key is never shown again — the screen only shows the service account's e-mail and project. **Remove the key** deletes it. If you change your WordPress salts, upload the key again.

Then:

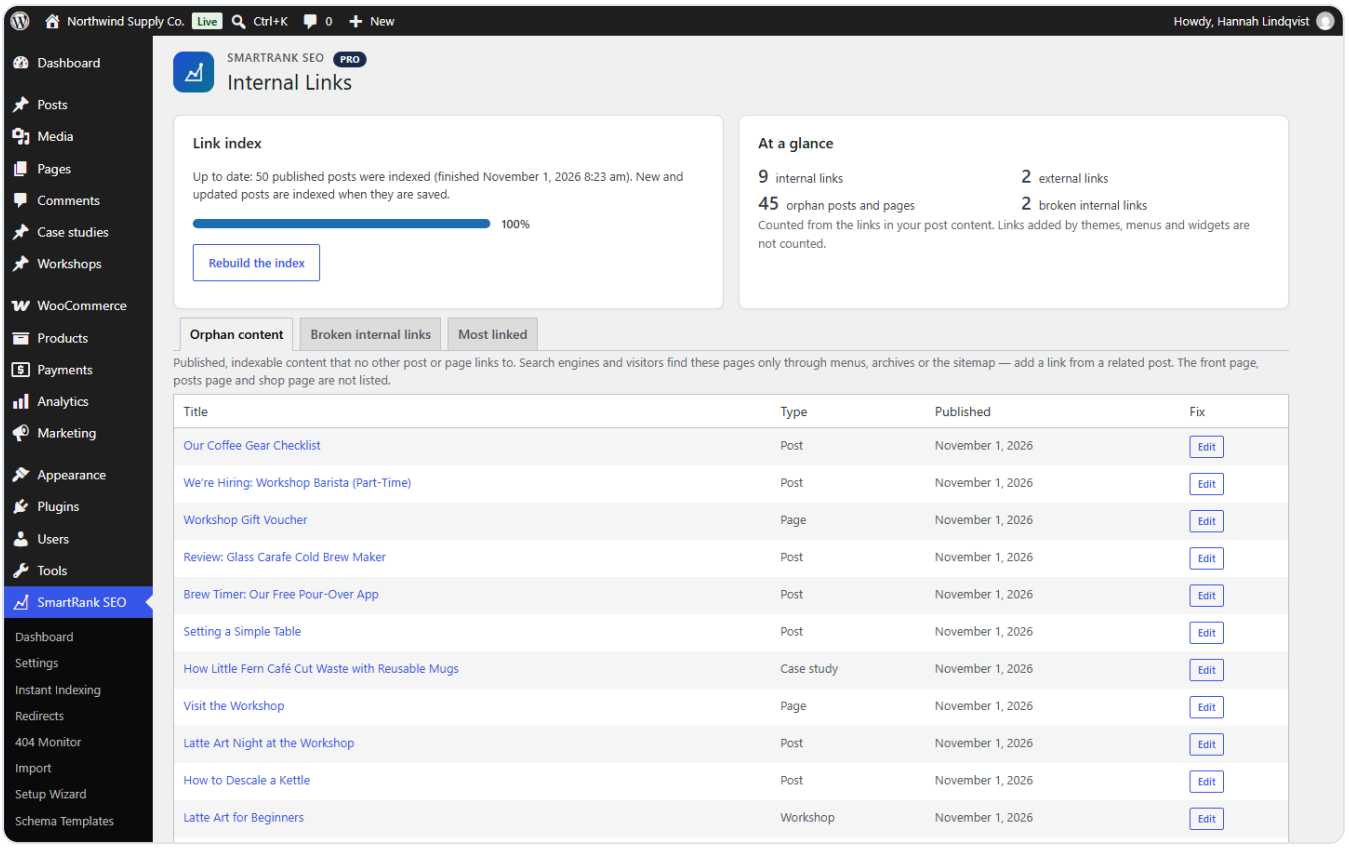
- **Automatic notifications** — when a page whose rich result schema is a **Job posting**, or a **Video** marked as livestream, is published or updated, SmartRank sends `URL_UPDATED`; when it is unpublished, trashed or deleted, `URL_DELETED`. You can also tick content types whose every item is a job or livestream page.
- **Send a notification now** — up to 20 URLs of your site: *Updated*, *Removed* or *Check status* (shows when Google last received a notice for the URL).
- **Quota** — publish requests sent today, counted by SmartRank on this site and reset at midnight Pacific time. Google's default is 200 per day per project; set **Daily limit to respect** to your real quota from Google Cloud Console. When it is reached, further requests wait until the next day.
- **Log** — the last 100 requests with the response explained (200 OK, 403 = add the service account as an Owner in Search Console / enable the API, 429 = quota used up).

The Indexing API connection was tested against a local mock of Google's endpoints, not against Google itself.

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20. Pro: internal links

SmartRank SEO → Internal Links ( )



SmartRank keeps a **link index**: every time a post, page, product or other public content is saved, the links in its content are stored with what they point to. Content that existed before you switched the module on is indexed once in the background (WP-Cron, 50 posts per run, resumable — it continues where it stopped). On the screen you can also click **Index now** to run the batches from your browser, or **Rebuild the index** to start over. Links in menus, widgets and theme templates are not counted — only links in your content.

- **At a glance** — internal and external links, orphan content and broken internal links.
- **Orphan content** — published, indexable content that no other post links to (the front page, posts page and shop page are left out). Add a link from a related post.
- **Broken internal links** — links to deleted, trashed or unpublished content, or to a URL that matches nothing on the site (no post, page, archive or redirect). **Edit post** opens the post that contains the link; **Redirect** opens the redirect form with the old URL filled in. A link to `/slug/` that WordPress itself would send to the one post with that slug is not reported.
- **Most linked** — the posts with the most inbound internal links.
- **Links column** — the posts, pages and products lists show inbound ↓ and outbound ↑ internal links per item (hover for the external count too).

Link suggestions in the editor (`pro-29-link-suggestions.png`)

In the block editor, open the **Post** tab of the settings sidebar and the **Link suggestions** panel; in the classic editor the **Link suggestions** box is in the side column. Click **Find link suggestions**: SmartRank compares your current text (saved or not) with your published content and suggests up to 8 posts —

- whose **focus keyphrase** (or extra keyphrases, Pro) appears in your text,

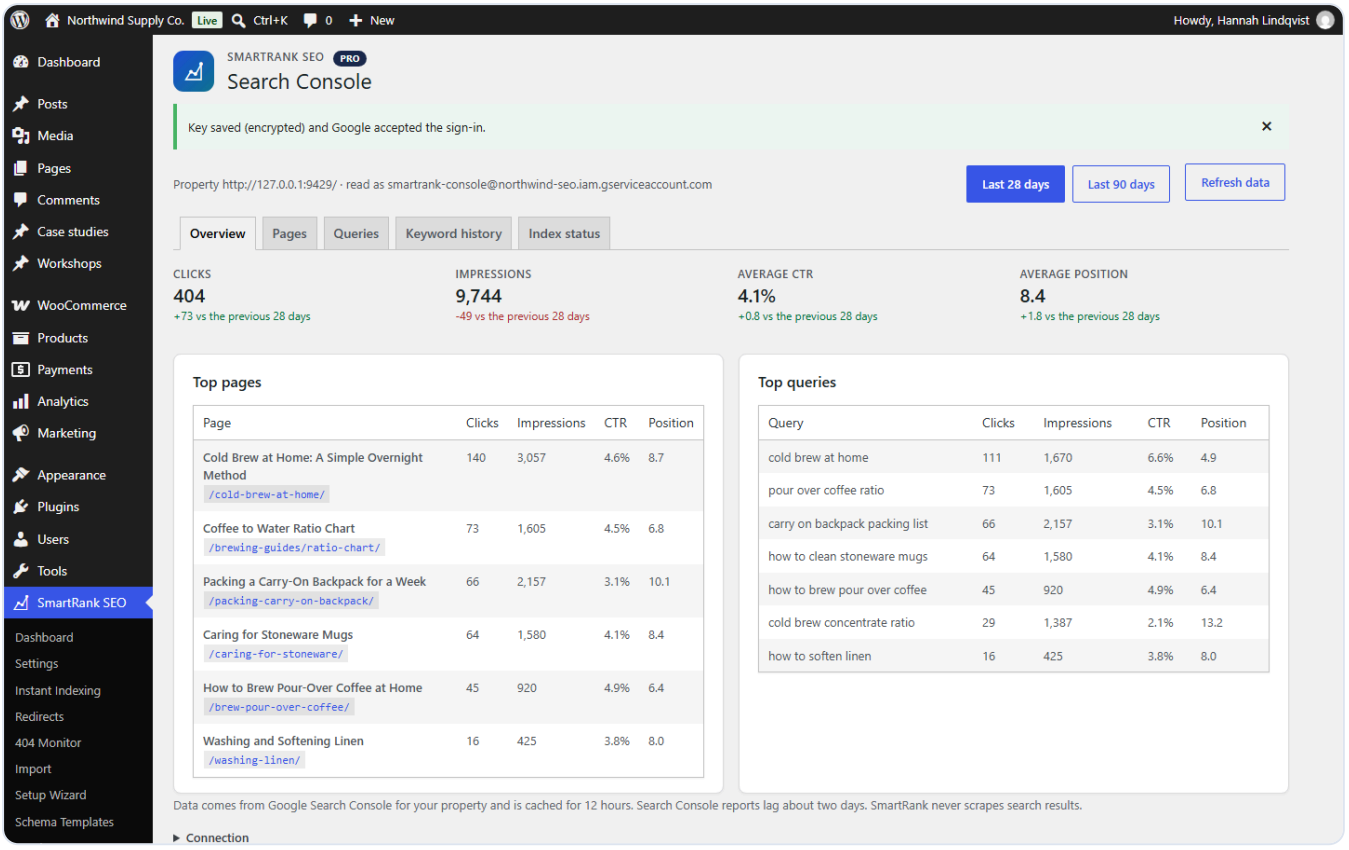
- whose **title** appears in your text, or
- that share words with your own focus keyphrase (same topic).

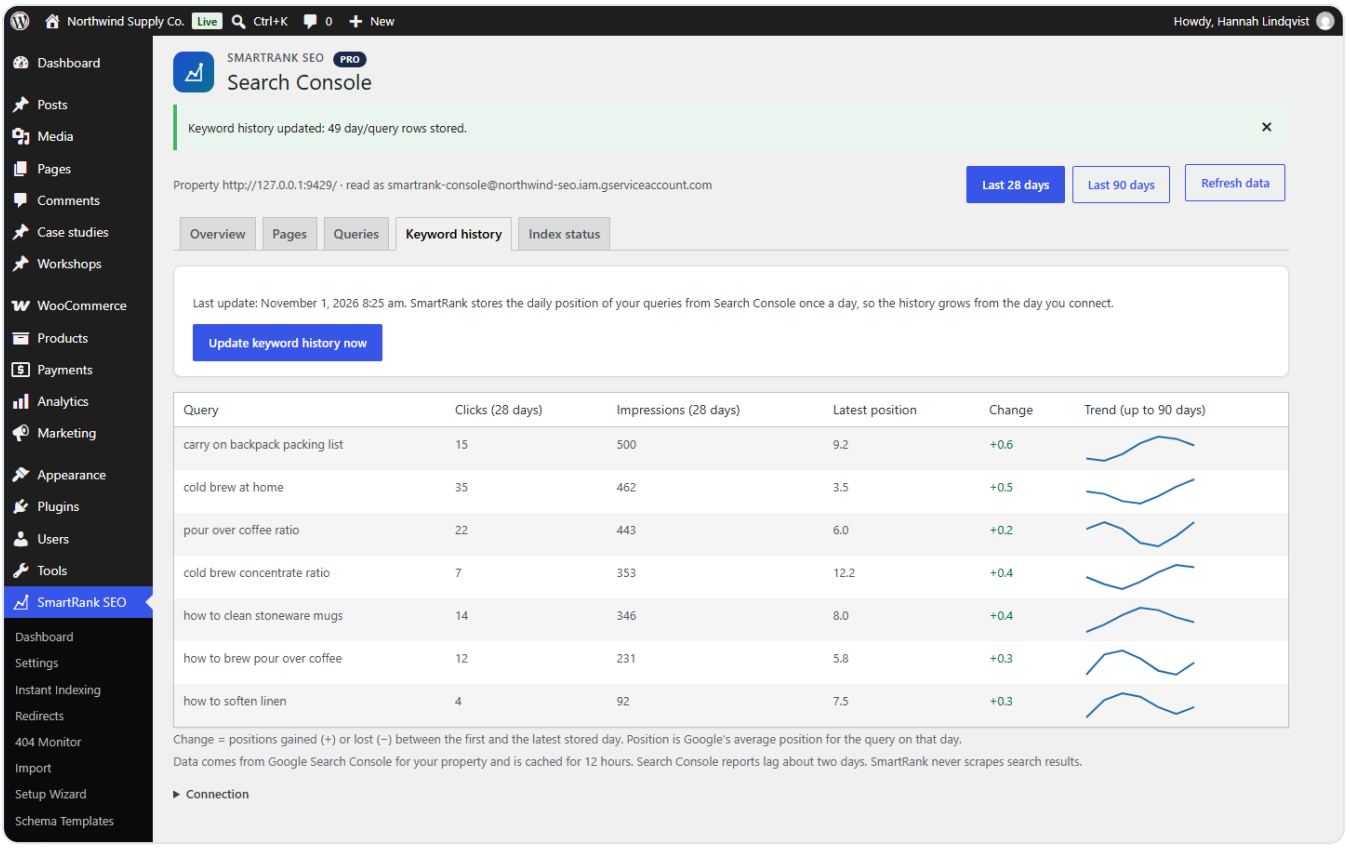
Posts that nothing links to yet (orphans) are moved up. Posts you already link to, noindexed and password-protected posts are left out. Click **Copy link**, select the words in your text, press Ctrl+K (Cmd+K on a Mac) and paste. The panel also shows this post's inbound, outbound and external link counts from its last save.

---

21. Pro: Search Console

SmartRank SEO → Search Console (,)





SmartRank reads your Google Search Console data with **your own Google service account** — never a shared key — and only with the read-only scope.

1. In Google Cloud Console, enable the **Google Search Console API** in a project and create a **service account** with a **JSON key**. (You can use the same project and service account as the Indexing API.)
2. In Search Console, open your property → **Settings** → **Users and permissions** and add the service account's e-mail (Restricted is enough).
3. Upload the JSON key (or paste it) and click **Save and connect** — or, if the Google Indexing API module already has a key, click **Use the same service account**. The key is encrypted with your site's secret keys and never shown again.
4. SmartRank picks the property that matches your site address; if it does not, choose it from the list (or type it exactly: `https://example.com/` or `sc-domain:example.com`).

Tabs:

- **Overview** — clicks, impressions, average CTR and average position, with the change against the period before, plus the top 10 pages and queries. Switch between **Last 28 days** and **Last 90 days**. Search Console data lags about two days, so the window ends two days ago.
- **Pages** — up to 100 pages with their numbers, the post they belong to, the Google index status and **Inspect** / **Edit** buttons. Click a page address to see the queries that page was found for.
- **Queries** — the top 100 search queries.
- **Keyword history** — once a day SmartRank stores the position of your queries (the last 7 days from Search Console, updated in place) in its own table, so you build up a history from the day you connect; **Update keyword history now** does it immediately. The table shows the 25 queries with

the most impressions in the last 28 stored days, their latest position, the change since the first stored day and a trend line for up to 90 days. Positions come only from Search Console — SmartRank never scrapes search results. History is kept for 16 months.

- **Index status** — Google's URL Inspection API: whether a URL is indexed, its coverage state, last crawl and the canonical Google chose. **Inspect the next 10 posts** checks posts that were not checked yet; or inspect any URL of your site. Google allows about 2,000 inspections per property per day.

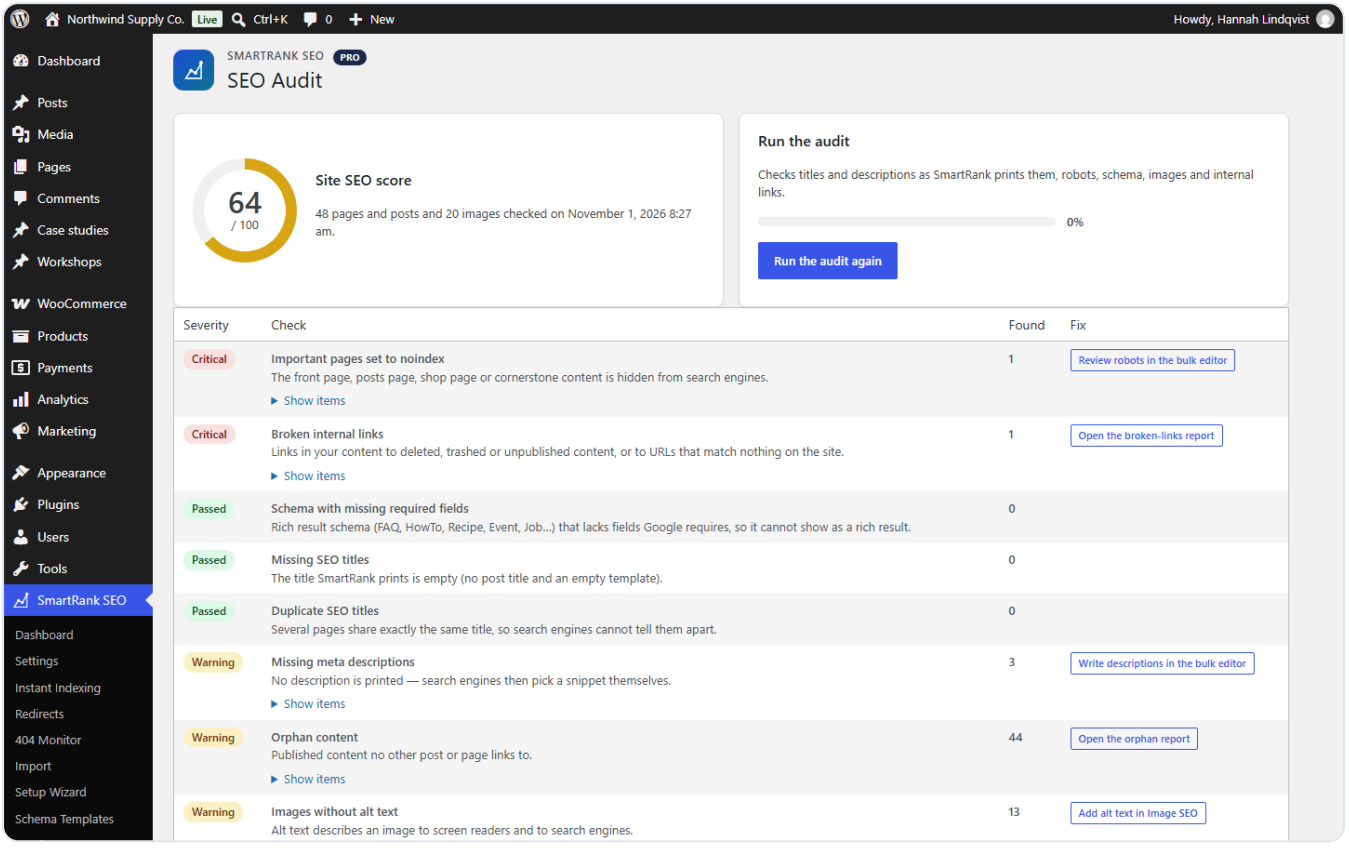
Reports are cached for 12 hours; **Refresh data** loads fresh numbers. **Connection → Disconnect** removes the key (the keyword history stays).

Signing in with a personal Google account (OAuth) is not offered yet. The Search Console connection was tested against a local mock of Google's API, not against Google itself.

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22. Pro: SEO audit

SmartRank SEO → SEO Audit ( )



Click **Run audit**. The audit runs in small steps (40 posts or 150 images per request) while a progress bar fills, so it is safe on large sites; keep the page open until it reloads. It checks every published post, page, product and other public content:

Check	Severity	Fix link
Important pages set to noindex (front page, posts page, shop page, cornerstone content)	Critical	Bulk editor, filtered to noindex

Check	Severity	Fix link
Broken internal links (from the link index)	Critical	Broken-links report
Rich result schema missing required fields	Critical	The post
Missing SEO titles (as SmartRank prints them)	Critical	Bulk editor
Duplicate SEO titles	Warning	Bulk editor
Missing meta descriptions	Warning	Bulk editor, filtered to "no description"
Orphan content	Warning	Orphan report
Images without alt text	Warning	Image SEO
Duplicate meta descriptions	Notice	Bulk editor
SEO titles longer than 65 characters	Notice	Bulk editor
Image files over 300 KB	Notice	Media library

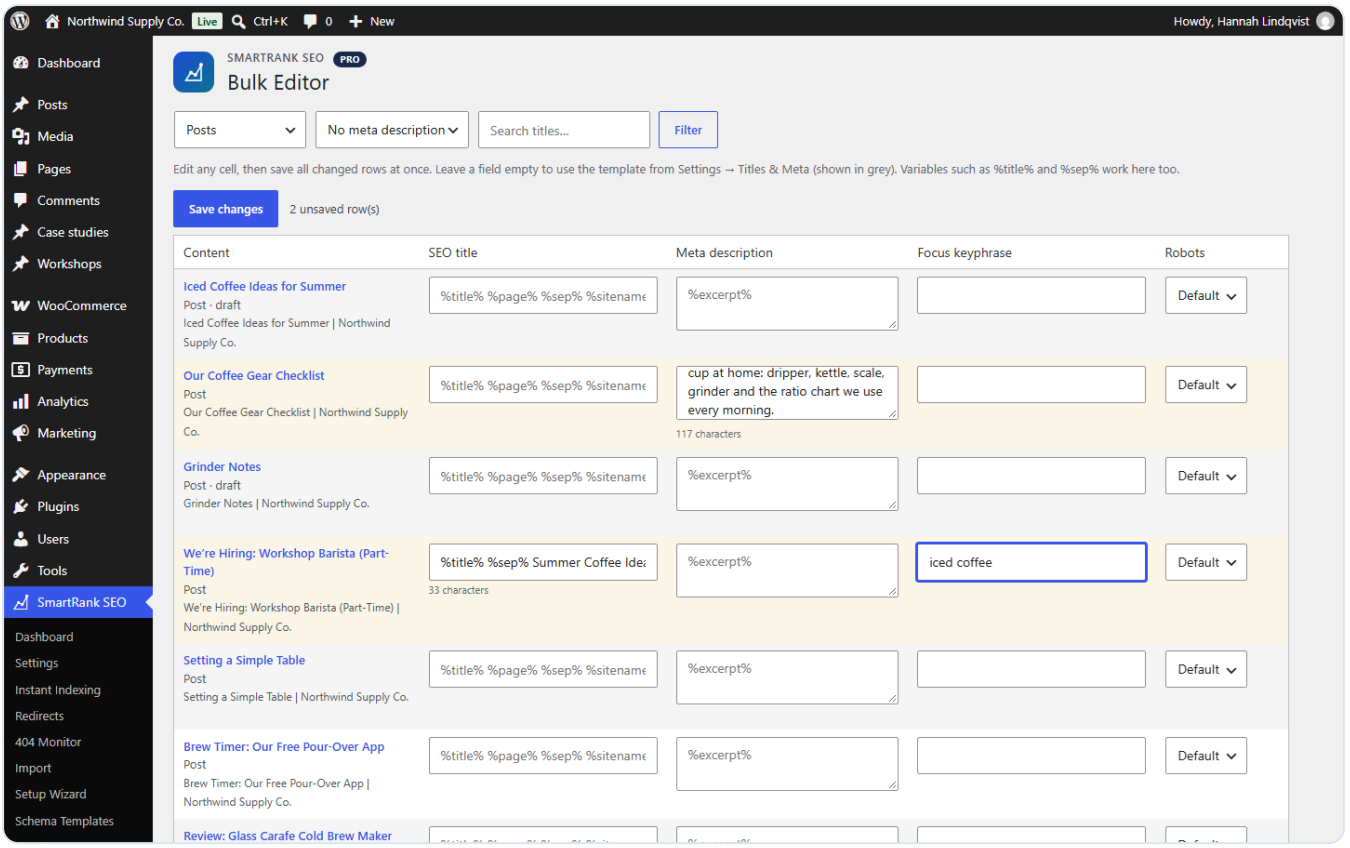
Click **Show items** under a check to see up to 25 affected items with edit links. Link checks need the **Internal links** module and schema checks the **Rich result schema** module; otherwise they say so. Noindexed content is not checked for titles and descriptions.

The **score** starts at 100 and loses points per check, weighted by severity (critical 25, warning 12, notice 5) and by the share of the site affected. The screen shows the change since the previous audit and earlier scores. The score is guidance for your own work — it does not predict rankings.

---

23. Pro: bulk editor

SmartRank SEO → Bulk Editor ( )



A table of your content (20 per page) with the **SEO title**, **meta description**, **focus keyphrase** and **robots** (default / index / noindex) as editable fields. Filter by **content type**, by **No custom SEO title**, **No meta description**, **No focus keyphrase** or **Set to noindex**, or search titles.

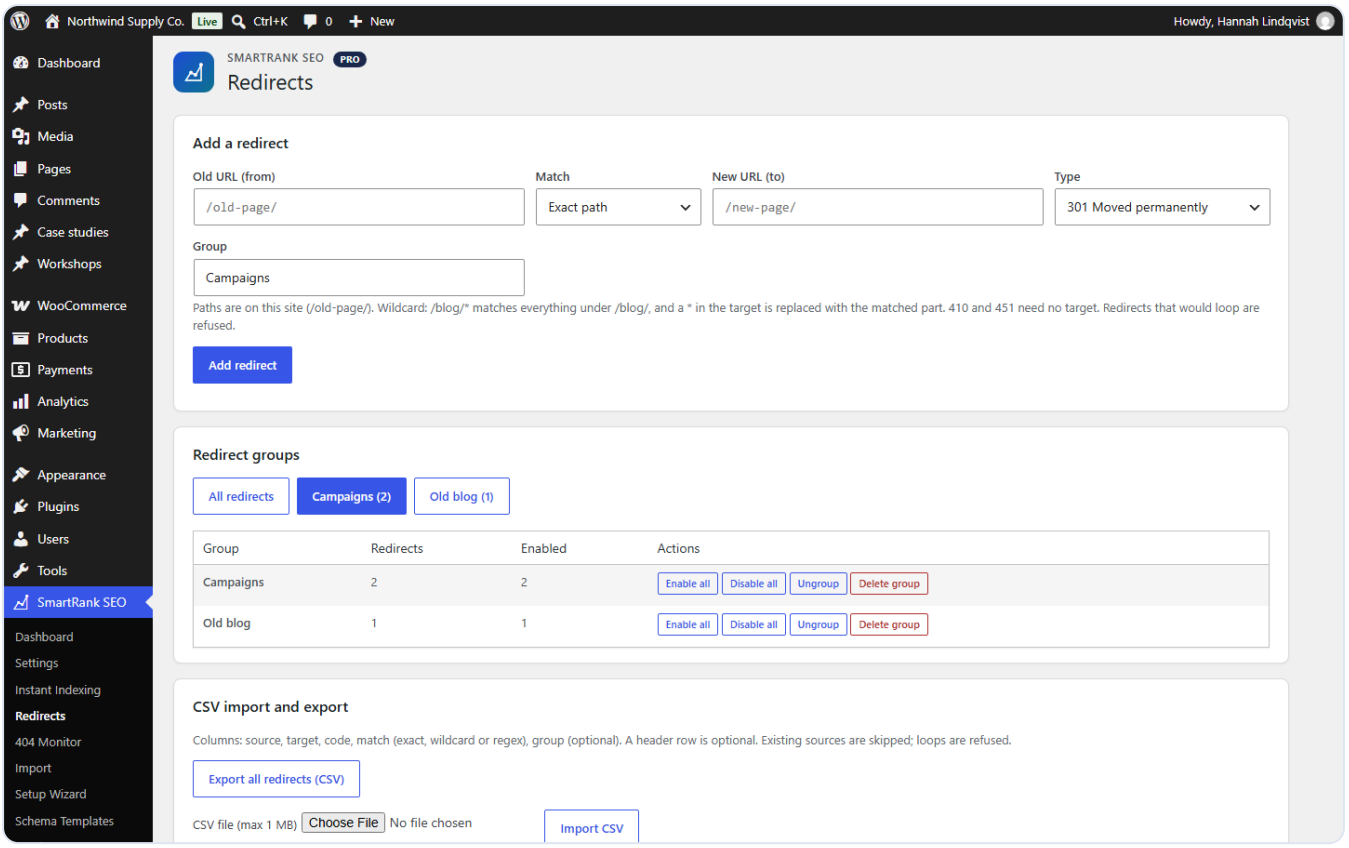
- Empty fields use the template from Settings → Titles & Meta (shown in grey); variables such as `%title%` and `%sep%` work.
- Character counts turn red above 60 (title) or 158 (description) characters. The line under each title shows the title as it is printed now.
- Changed rows are highlighted; **Save changes** saves them all in one request. Rows you are not allowed to edit are skipped. Leaving the page with unsaved rows asks first.

Who can use it: users with the "edit SEO fields" role permission (Settings → Roles), and only for content they may edit.

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24. Pro: redirect groups and 404 clean-up

On **SmartRank SEO → Redirects** ( ) every redirect can have a **Group** (for example "Spring campaign" or "Old blog"). The **Redirect groups** box lists groups with their counts and lets you **filter** the table by group, **Enable all** or **Disable all** redirects of a group at once (useful for seasonal campaigns), **Ungroup** them or **Delete group** (deletes its redirects). CSV export and import include a fifth column, `group`.

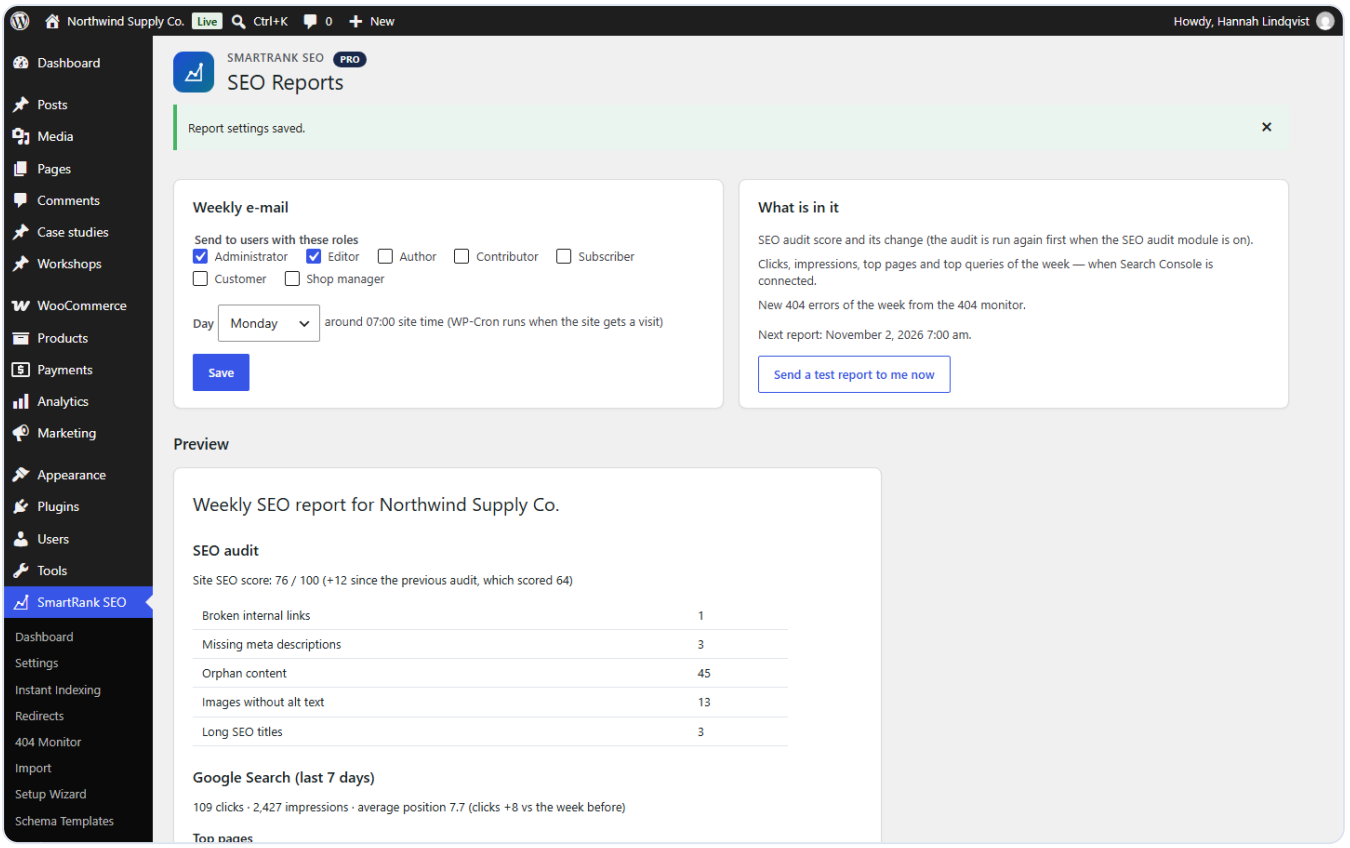


On **SmartRank SEO → 404 Monitor**, **Delete entries not seen for … days** sets a daily clean-up (WP-Cron); 0 keeps everything (then old entries only go when the log reaches its size limit). **Clean up now** runs it immediately.

---

25. Pro: weekly SEO report

Switch the **Weekly SEO report** module on (Dashboard → Modules; it is off by default because it sends e-mail). On **SmartRank SEO → SEO Reports** ( ):



- **Send to users with these roles** — every user with a ticked role gets the report (up to 50 recipients).
- **Day** — the report goes out on that weekday at about 07:00 site time. WP-Cron runs when your site gets a visit; on a quiet site it can be later.

The e-mail contains the SEO audit score and its change (the audit is run again first when the SEO audit module is on), the list of issues, clicks, impressions, the top 5 pages and queries of the last 7 days when Search Console is connected, and the new 404 errors of the week. **Preview** shows it on the screen; **Send a test report to me now** sends it to your own address. It is sent with `wp_mail`, so an SMTP plugin is recommended for reliable delivery.

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26. Pro: AI assistant

The AI assistant uses **your own account** with OpenAI, Anthropic (Claude) or Google Gemini. SmartRank never ships or resells an AI key.

Set it up on **SmartRank SEO → AI Assistant**:

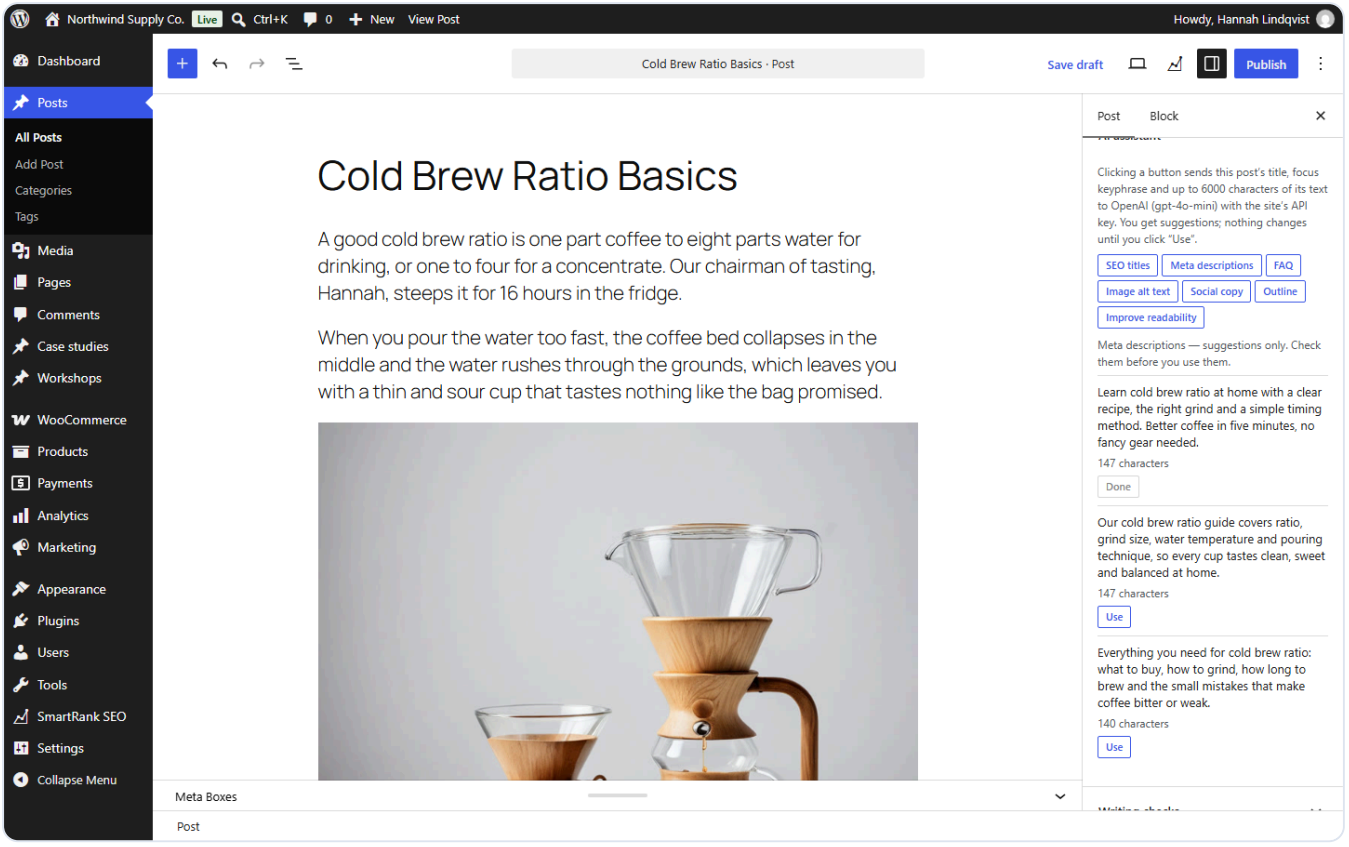
1. **Provider** — OpenAI, Anthropic (Claude) or Google Gemini (or "Off").
2. **Model** — any model your account can use, for example `gpt-4o-mini`, `claude-haiku-4-5` or `gemini-2.5-flash`. Empty uses the provider's default shown in grey.
3. **API key** — paste the key from your provider's dashboard. It is stored encrypted (the key is derived from your site's WordPress salts) and never shown again; the screen only says "Key saved, encrypted" with the date. Tick **Remove** to delete it. You can store one key per provider and switch between them.

4. **Limits** — requests per user per hour (default 20), requests per day for the whole site (default 200), and how many characters of text are sent (default 6,000 — only the start of long posts).
5. **Send a test request** sends one tiny request without any site content and tells you whether the provider answered.

The **Recent requests** table shows the last 50 requests: time, user, task, model and result — never the content.

What is sent, and when. Nothing is sent automatically. Only when an editor clicks a button in the AI assistant panel, the post title, the focus keyphrase and the start of the text are sent to the provider you chose. For alt text, the image file names are sent too; images themselves are never uploaded. Your provider's terms and privacy policy apply, and usage is billed to your account.

In the editor ( ): open the post settings sidebar → **AI assistant** (classic editor: the "AI assistant" box). Buttons:



- **SEO titles** and **Meta descriptions** — three suggestions each with their length; **Use** puts one into the SmartRank SEO title / description field.
- **FAQ** — three to five questions answered from your text. **Add to the FAQ schema** fills the rich result schema builder (FAQ type); tick "Show on the page", review, then save the post. **Copy all** copies them.
- **Image alt text** — for images in the text without alt text, a short literal description from the file name and context; **Use** sets it on the image block.
- **Social copy** — a sharing title and description; **Use for social** fills the Open Graph and X fields.

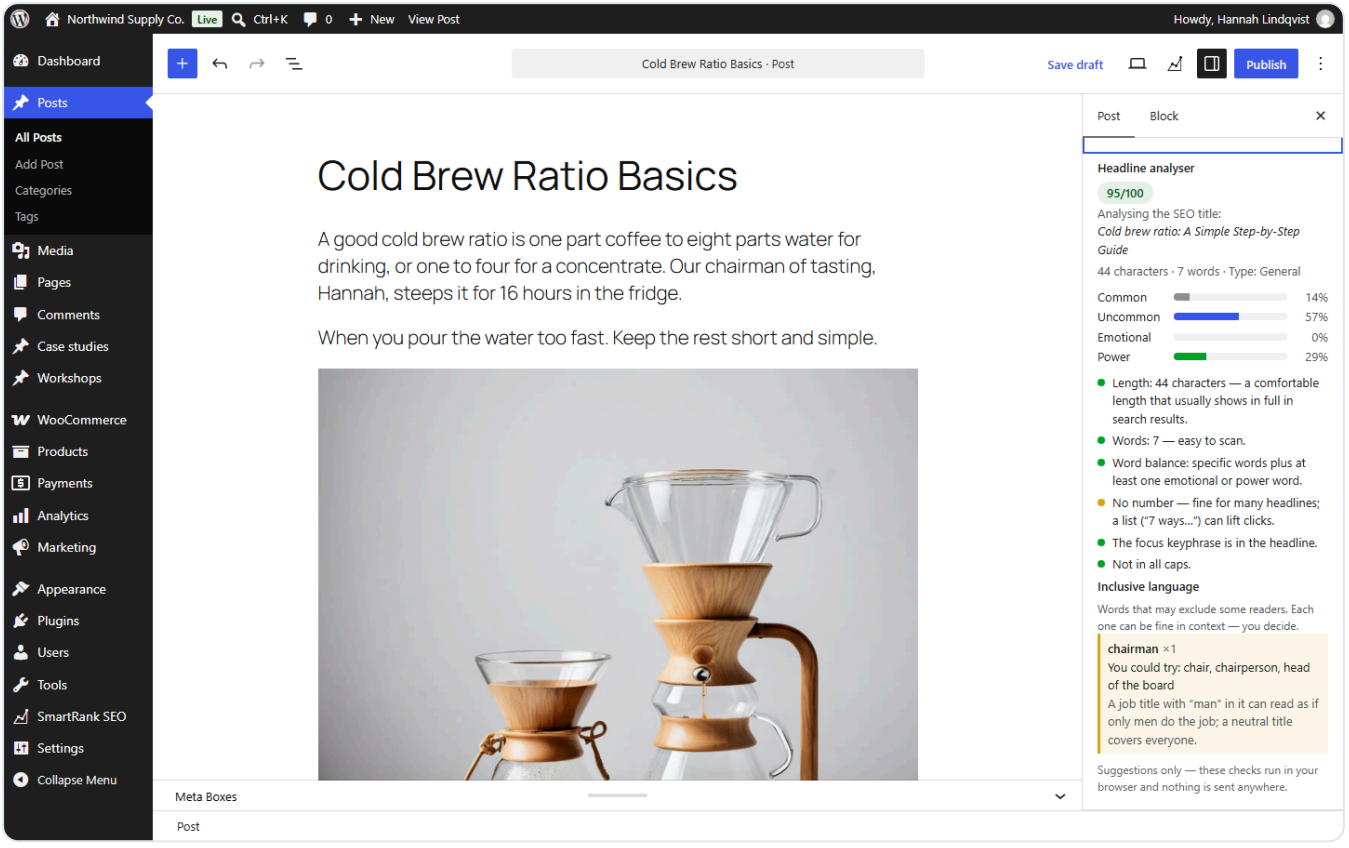
- **Outline** — suggested H2/H3 subheadings; **Add these headings at the end** inserts them as heading blocks.
- **Improve readability** — rewrites of sentences longer than 22 words; **Replace in text** swaps the sentence in your post.

Everything is a suggestion: nothing in the post changes until you click "Use" (or the matching button), and you still save the post yourself. AI text can be wrong — check facts and tone.

> Testing note: the OpenAI, Anthropic and Gemini connections in this release were verified against local test servers that mimic each provider's API (request format, authentication headers, response format, refused keys), not against live accounts.

27. Pro: writing checks

In the post settings sidebar → **Writing checks** (classic editor: the "Writing checks" box), updated as you type ( ):



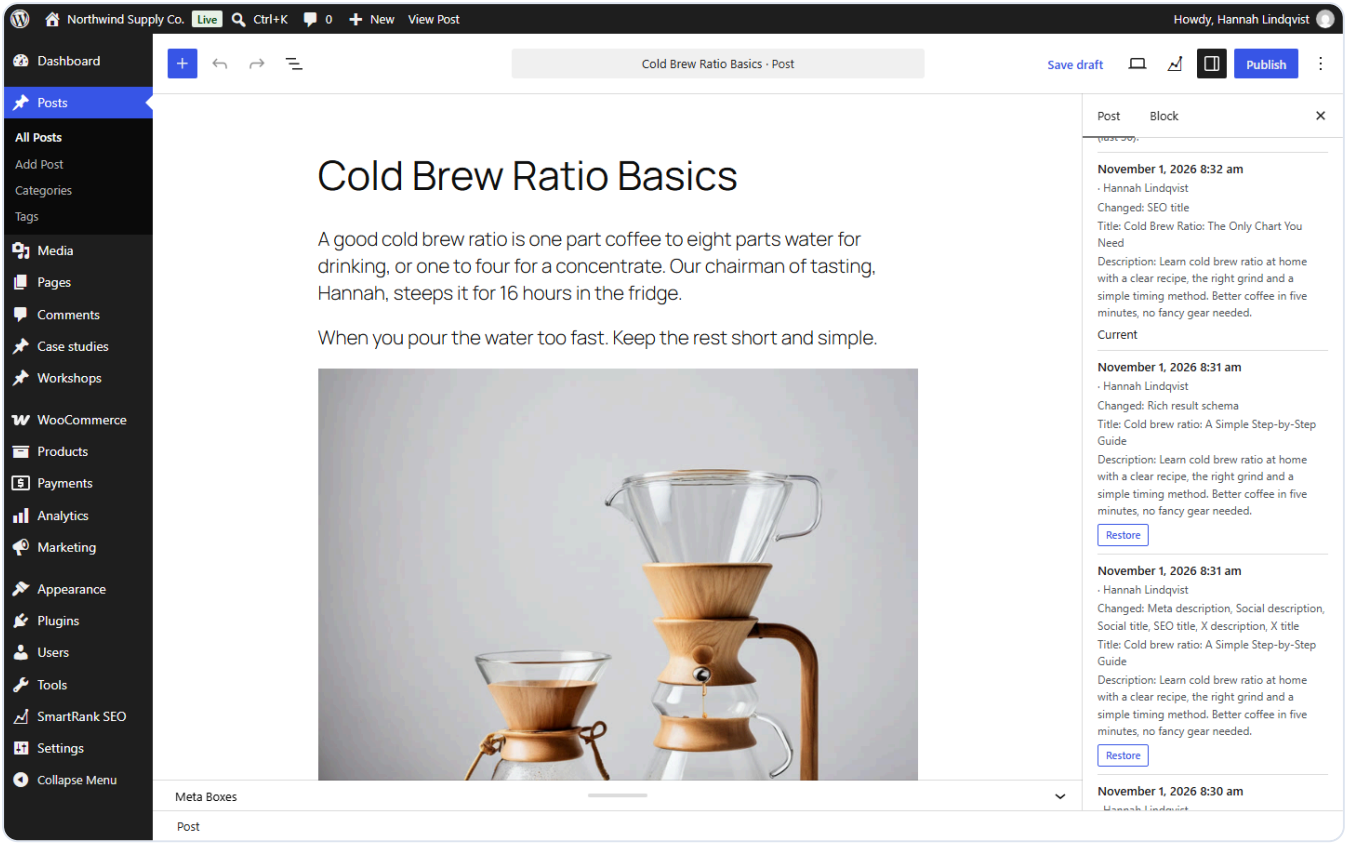
- **Headline analyser** — scores the SEO title (or the post title when no SEO title is set) out of 100: length in characters (40–65 is best), word count (6–12), word balance (common, uncommon, emotional and power words), whether it contains a number, the focus keyphrase and no ALL CAPS. It also names the headline type (how-to, list, question or general).
- **Inclusive language (English)** — flags words and phrases that may exclude some readers (for example "chairman", "blacklist", "crazy" used as a metaphor) with alternatives and a short reason. These are suggestions only — a word can be fine in context.

Both run in your browser; nothing is sent anywhere.

28. Pro: SEO revisions

Every time the SEO fields of a post change — in either editor, the bulk editor, the REST API, WP-CLI or an import — SmartRank stores a snapshot of all its SEO fields (title, description, keyphrases and synonyms, robots, canonical, social fields, schema type and builder data, cornerstone, primary category and the E-E-A-T fields). The last 30 per post are kept.

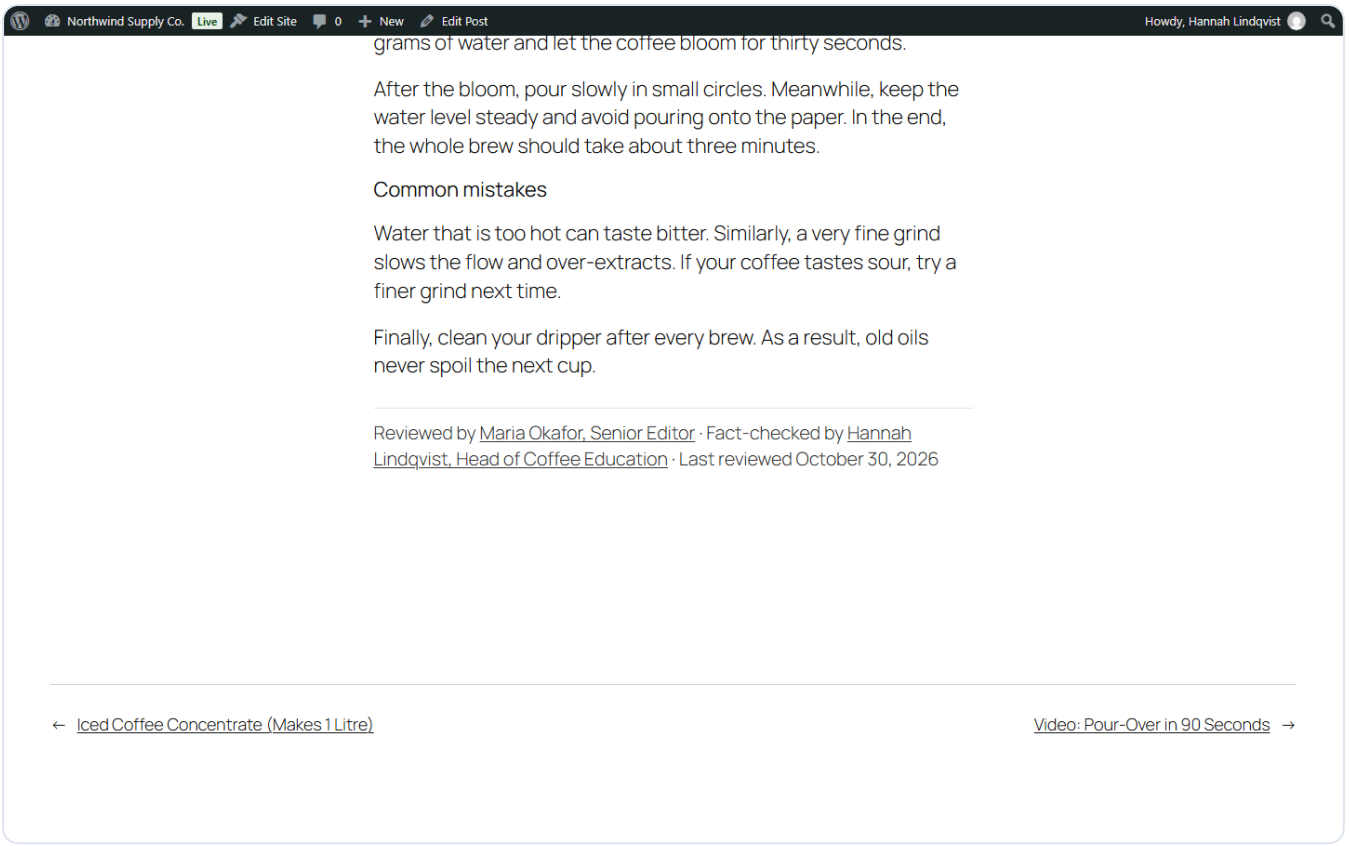
In the post settings sidebar → **SEO revisions** (classic editor: the "SEO revisions" box) you see when each change happened, who made it, which fields changed and the title / description of that version ( ). **Restore** writes that version back. In the block editor the fields in the sidebar update at once; in the classic editor the page reloads.



29. Pro: author E-E-A-T

On each user's profile (Users → Profile, section "Expertise (SmartRank SEO)"): job title, credentials and qualifications (one per line), areas of expertise (comma separated), education and awards. Together with the biography and "Profile links for schema", these go into that person's Person schema (`jobTitle` , `hasCredential` , `knowsAbout` , `alumniOf` , `award` , `sameAs` , profile picture).

On each post: post settings sidebar → **Review (E-E-A-T)** (classic editor: the "Review (E-E-A-T)" box): **Reviewed by**, **Fact-checked by** (anyone who can edit posts) and **Last reviewed** (date). The page schema gets `reviewedBy` and `lastReviewed` . Schema.org has no separate "fact-checked by" property, so both people are listed as reviewers there; the visible credit line names their roles ( ).

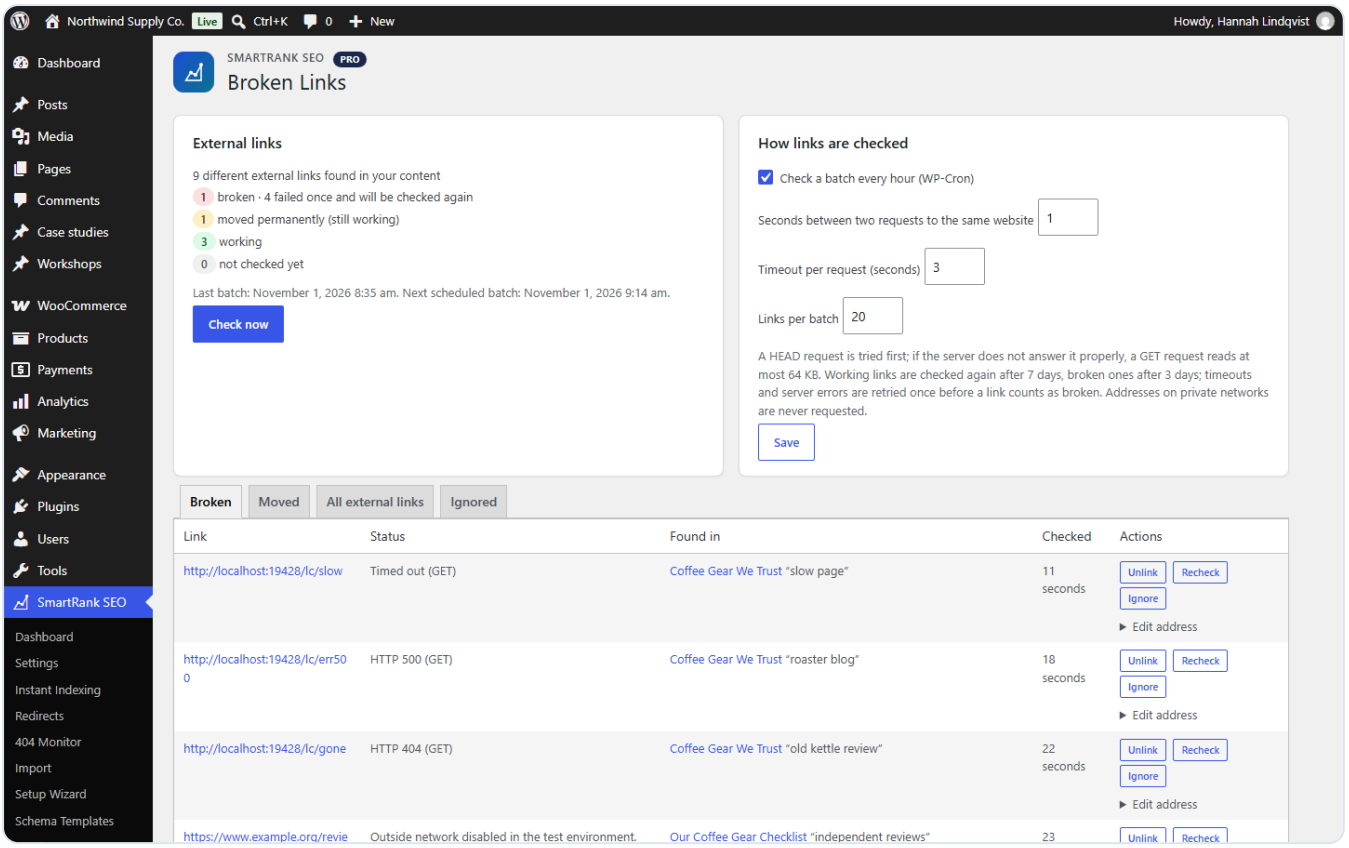


Settings → Schema & Breadcrumbs → Author E-E-A-T: **Review credit line** (on by default) prints "Reviewed by … · Fact-checked by … · Last reviewed …" under posts that have a reviewer; **Author box** adds a box with picture, bio and credentials under blog posts. The `[ssuite_author_box]` shortcode (optional `user="ID"`) places it anywhere.

Only add credentials that are true and visible on your site.

30. Pro: broken link checker

SmartRank SEO → Broken Links ( ) checks the **external** links in your content. The list of links comes from the internal-link index (section 20), so keep the **Internal links** module on.



How links are checked:

- A batch runs every hour with WP-Cron (switch off with "Check a batch every hour"), and **Check now** runs one batch immediately.
- A HEAD request is tried first; if the server does not answer it properly (for example 405, 403 or an error), a GET request reads at most 64 KB.
- Redirects are followed one by one (up to 5), so a permanent move (301 / 308) is shown with its new address.
- **Seconds between two requests to the same website** (default 3) keeps the checker polite; links waiting for a busy website move to the next batch.
- **Timeout per request** (default 10 s) and **Links per batch** (default 20).
- Working links are checked again after 7 days, broken ones after 3 days. Timeouts, server errors (5xx) and "too many requests" are retried once an hour later before a link counts as broken.
- Addresses on private or local networks are never requested.

Views: **Broken**, **Moved**, **All external links** and **Ignored**. For each link you see the status (HTTP code or error, and whether HEAD or GET answered), the posts it appears in with the link text, and when it was checked. Actions:

- **Unlink** — removes the link from every post that contains it; the link text stays.
- **Edit address** — type a new URL and **Replace in all posts**.
- **Update to new address** (moved links) — uses the address the link now redirects to.
- **Recheck** and **Ignore** / **Stop ignoring**.

Links inside page-builder data (Elementor, Bricks, Beaver Builder) are checked, but unlink and edit only change normal post content — edit those in the builder.

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31. Pro: integrations

Settings → **Integrations** shows what was detected on your site and has these switches:

- **Page builders** — the saved content of Elementor, Bricks and Beaver Builder pages, and Divi's shortcode content, is used by the content analysis and the internal-link index. SmartRank reads the data the builders save; the builders do not have to be active in the WordPress editor. Save in the builder, then reload the WordPress editor to see the updated score. (Oxygen is not supported yet.)
- **Advanced Custom Fields** — text, text area and WYSIWYG fields are added to the analysis, and `%acf_field_name%` (for example `%acf_brew_time%`) works in SEO titles, descriptions and templates.
- **hreflang links** — with Polylang or WPML, every published, indexable translation of a post links to the others with `hreflang` and an `x-default` (the default language). SmartRank's set replaces the multilingual plugin's own, so there is only one.
- **Per-language sitemaps** — `/sitemap-lang-en.xml`, `/sitemap-lang-de.xml` … listed in the sitemap index, each with `xhtml:link` alternates.
- **Web Stories** — the "web-story" post type is listed under Settings → Sitemaps like any other content type, with its poster image.

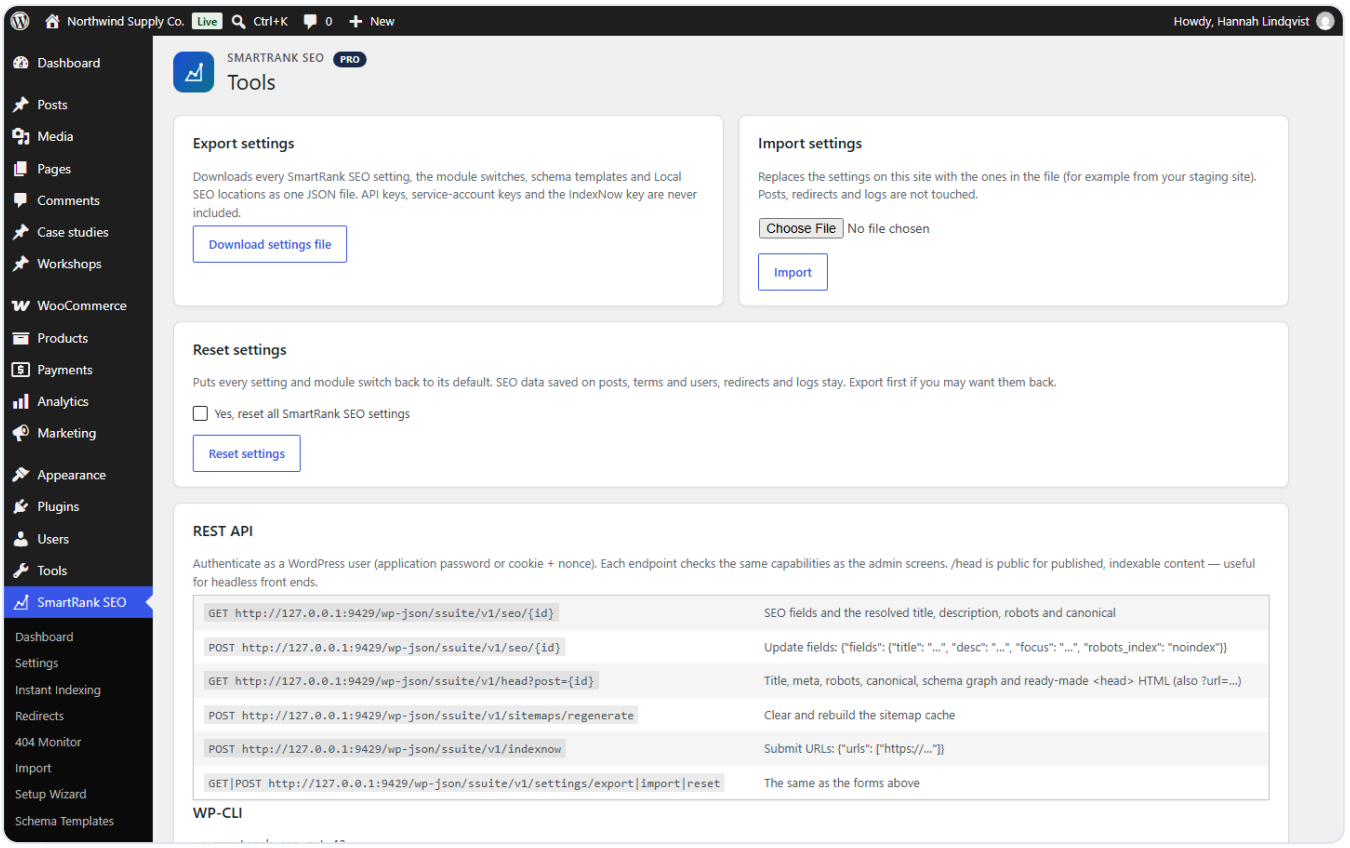
The schema builder also has a **Podcast episode** type: audio file URL, podcast name and home page, episode number, length and date.

> Testing note: Polylang, WPML, ACF, Web Stories and the page builders could not be installed in our test environment. Their saved data and public functions were stood in for with the same formats, so real-world differences between versions are possible.

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32. Pro: REST API, WP-CLI and settings transfer

SmartRank SEO → **Tools** ( ):



- **Export settings** — downloads one JSON file with every setting, module switch, schema template and Local SEO location. API keys, Google service-account keys and the IndexNow key are never included.
- **Import settings** — replaces this site's settings with the file's (for example from staging to live). Posts, redirects and logs are not touched.
- **Reset settings** — tick the box and click **Reset settings** to put every setting and module switch back to its default. SEO data on posts, terms and users, redirects and logs stay. Export first.

REST API (namespace `ssuite/v1`; authenticate with an application password or cookie + nonce — each endpoint checks the same capabilities as the admin screens):

Endpoint	What it does
`GET /seo/{id}`	SEO fields plus the resolved title, description, robots and canonical
`POST /seo/{id}`	Update fields: `{"fields": {"title": "…", "desc": "…", "focus": "…", "robots_index": "noindex"}}`
`GET /head?post={id}` or `?url=…`	Public for published, indexable content: title, description, robots, canonical, schema graph and ready-made head HTML — for headless front ends
`POST /sitemaps/regenerate`	Clear and rebuild the sitemap cache
`POST /indexnow`	Submit URLs: `{"urls": ["https://…"]}`

Endpoint	What it does
`GET /settings/export`, `POST /settings/import`, `POST /settings/reset`	Same as the Tools screen

WP-CLI:

```
wp smartrank seo get 42
wp smartrank seo set 42 --title="Pour-Over Guide %sep% %sitename%" --description="…" --focus="pour-over" --robots=noindex
wp smartrank sitemap regenerate
wp smartrank indexnow submit https://example.com/new-page/ --post=42,43
wp smartrank settings export --file=smartrank.json
wp smartrank settings import smartrank.json
wp smartrank settings reset --yes
wp smartrank links check --batch=20
```

> Testing note: the WP-CLI commands were tested by calling the command class inside WordPress with a minimal WP-CLI stand-in (our test environment cannot run the `wp` binary against its database), not with the real `wp` tool.

33. Pro: archives, pagination and RSS

- **Per category / tag** (edit the term): "Advanced robots (SmartRank SEO Pro)" — noarchive, nosnippet, noimageindex. noindex and nofollow per term are in the free SEO box above.
- **Per author** (user profile → "Author archive robots"): nofollow, noarchive, nosnippet, noimageindex. noindex per author is free.
- **Settings → Crawl & Permalinks → Archives, pagination & RSS**:
  - **Paginated archives** — noindex, follow on page 2 and later of category, tag, author, date and blog archives (off by default).
  - **rel prev / next** — prints rel="prev" / rel="next" on paginated archives (Google ignores them; other engines may use them).
  - **RSS: before / after each item** — text added to each feed item, with `%postlink%`, `%sitelink%`, `%sitename%`, `%title%` and `%author%` (links in the first two). Empty adds nothing.

Canonical URLs of paginated archives always point to the page itself.

34. Pro: more Stage 4 improvements

- **Schema builder in the sidebar** — Settings → Schema & Breadcrumbs → Rich result schema builder → "In the editor sidebar" moves the builder into the post settings sidebar → **Rich result**

schema (`pro-42-schema-sidebar.png`). **Save schema** saves it at once; it is also saved when you save the post. The classic editor always shows it below the content.

- **One offer per variation** — variable WooCommerce products list every purchasable variation as its own Offer (price, stock, SKU, GTIN, link) inside the price range. GTINs come from WooCommerce's own "GTIN, UPC, EAN or ISBN" field on each variation (older WooCommerce versions get a SmartRank GTIN field on the variation).
- **Vimeo thumbnails** — Vimeo videos in a post without a featured image get their thumbnail from Vimeo's public oEmbed service when the post is saved (once per video; switch off under Settings → Video & News).

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35. Multisite

Network-activate SmartRank SEO and every existing site (up to 500 at once; any other site on its first visit) and every new site gets its own default settings, tables and IndexNow key. Each site keeps its own settings, licence and data. When the plugin is deleted, each site's data is removed only if that site ticked "Delete all SmartRank SEO data". There are no network-wide settings screens yet, and multisite was not part of our automated tests.

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36. FAQ

Can I run SmartRank next to another SEO plugin? Import, then deactivate the other plugin. Two plugins print duplicate tags.

Does it slow my site down? Page output is calculated once per request from one cached settings option and data WordPress already loaded. Sitemaps, llms.txt and the redirect list are cached.

Why does my sitemap not show a post? It is noindexed, password-protected, excluded by ID, its canonical URL points elsewhere, or its content type is switched off under Settings → Sitemaps.

What happens when my Pro licence ends? Pro features switch off; all their data (keyphrases, regex redirects, redirect groups, schema data and templates, locations, the encrypted Google keys, the link index, keyword history and audit results) stays saved and returns on renewal. Free features keep working, and Pro shortcodes print nothing instead of raw text.

Does SmartRank add review stars I do not have? No. Product ratings come only from approved WooCommerce reviews with a star rating, and the Review type is your own review written in the post. Nothing is invented.

Can I use the Google Indexing API for all my posts? Google says it is only for job posting and livestream pages, so SmartRank sends only those automatically. Use the sitemap and IndexNow for the rest.

Which outside services does Pro contact? Only what you set up: Google's OAuth, Indexing API and Search Console API endpoints when you upload your own service-account key; the AI provider you choose, with your own key, when an editor clicks an AI button; Vimeo's oEmbed service for thumbnails of Vimeo videos in posts without a featured image; the external links in your own content (broken link

checker); and OpenStreetMap or Google Maps — loaded by visitors' browsers — on pages where you place a map. Plus the licence check with coodecraft.com.

What is deleted when I delete the plugin? Nothing, unless you ticked "Delete all SmartRank SEO data". Then settings, SEO fields, redirects, the 404 log and logs are removed. Other plugins' data is never touched.

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37. Troubleshooting

- **Title or description does not change** — clear your page cache; check the module "Titles & meta" is on; check that another SEO plugin is not active.
- `/sitemap.xml` **shows a 404 or the old WordPress sitemap** — go to Settings → Permalinks and click Save, then clear any server cache. Some hosts send `/sitemap.xml` to `/wp-sitemap.xml`; SmartRank serves its index on both.
- **IndexNow shows 403** — the key file could not be fetched: open `https://your-site.com/<key>.txt`; a security plugin or CDN rule may block `.txt` files.
- **Category URLs return 404 after removing the category base** — save Settings → Permalinks once to rebuild rewrite rules.
- **A redirect does not run** — check it is enabled, the module "Redirects" is on, and that you are not testing a cached page.
- **Google Indexing API says 403** — add the service account's e-mail as an **Owner** (not just a user) of the site in Search Console, and check that the Web Search Indexing API is enabled in the service account's Google Cloud project.
- **"cannot be decrypted — upload the JSON key again"** — the WordPress salts in `wp-config.php` changed (for example after a migration). Remove the key and upload it again.
- **Product category URLs return 404 after removing the base** — save Settings → Permalinks once; make sure no page or post category uses the same slug.
- **No review stars in the product schema** — the product needs approved reviews with a star rating, and "Enable star rating on reviews" must be on in WooCommerce → Settings → Products.
- **A video is not in the video sitemap** — save the post again or click **Scan all content**; Vimeo videos use the featured image, else Vimeo's oEmbed thumbnail (if that setting is on).
- **Search Console says 403** — add the service account's e-mail as a user of the property (Settings → Users and permissions) and check that the property chosen on the Connection panel matches exactly (`https://` vs `sc-domain:`, with or without `www`).
- **The link index or the audit seems stuck** — WP-Cron only runs when the site gets visits. Open SmartRank SEO → Internal Links and click **Index now**, or run the audit from its screen; both continue where they stopped.
- **The AI assistant says the key was refused** — check the key in your provider's dashboard (billing set up, key not revoked) and that the model name exists for your account.

- **"hourly limit of AI requests"** — raise "Requests per user per hour" on SmartRank SEO → AI Assistant, or wait.
- **Broken Links stays at "not checked yet"** — WP-Cron needs visits; click **Check now**. Links on a website that answers slowly wait for the next batch because of the per-host delay.
- **hreflang links are missing** — the translation must be published, not noindexed, and linked as a translation in Polylang / WPML.
- **The weekly report does not arrive** — send a test from SmartRank SEO → SEO Reports. If that fails too, your site cannot send e-mail; install an SMTP plugin.