

Guru SEO AI

Complete WordPress Plugin Documentation

A practical, beginner-friendly guide to understanding SEO while using Guru SEO AI. Learn what each control means, why it matters, when to use it, and when to leave it alone.

Version 1.1

The Guru Way!

A Guru Plugins Product
https://plugins.guru-is.com

START HERE

How to Use This Guide

Guru SEO AI is designed so you can use the plugin without becoming an SEO technician. This manual goes one step further: it teaches the concepts behind the controls so you can make safer, more confident decisions.

> **Beginner rule**
>
> Do not change a technical SEO setting just because the field exists. Many defaults are correct for most pages. This guide tells you when a control is useful and when leaving it alone is the better choice.

QUICK START

Your First 15 Minutes with Guru SEO AI

- Open Guru SEO AI > Settings. Confirm Site Name, choose Organization or Person, enter the identity name, and choose a Logo or Identity Image.
- Choose a Default Social Image. This acts as a fallback for social sharing when a page-specific social image is not available.
- If another supported SEO plugin is active, do not rush to deactivate it. Use Guru SEO AI's migration preview first.
- Edit a published page. Open the Guru SEO AI panel and move through SEO, Social, Schema, and Audit.
- Open Audit and refresh the live page. Compare what you expected with what the public HTML actually contains.
- Only change what you understand. Titles and descriptions are usually safe starting points. Canonicals and noindex deserve extra care.
- Optionally enable Guru AI Advisor. Choose one supported AI platform and add your own key. Core SEO works without AI.

Best first exercise
Pick a page that already ranks or receives traffic. Refresh its Audit, read the rendered title, description, canonical, robots state, headings, links, images, and Schema. Do not change anything at first. Learn what the page is already sending.

What Guru SEO AI does not promise

- No plugin can guarantee rankings, traffic, rich results, or a particular search-result layout.
- A clean technical audit does not make thin, inaccurate, or unhelpful content competitive.
- Search engines can choose different titles, snippets, canonicals, and visual treatments than the ones you prefer.

1. SEO basics in plain English

Search engine optimization, or SEO, is the practice of helping search engines understand your pages and helping searchers choose your result when it appears. Good SEO is not a trick. It is a mix of clear technical signals, helpful content, good structure, and a good user experience.

Guru SEO AI focuses on the parts of SEO a WordPress site owner can realistically control: titles, descriptions, canonicals, index settings, social metadata, structured data, redirects, and an honest analysis of the live page output.

Why This Matters
Beginners often think SEO starts with keywords. In practice, SEO starts with understanding what page is being crawled, whether it can be indexed, how it is described, and whether the page actually helps the visitor.

Stage	Plain-English meaning
1. Crawl	A search engine requests URLs and discovers links and resources.
2. Index	The engine decides whether a page belongs in its searchable index and what the page appears to be about.
3. Rank	For a query, ranking systems evaluate many signals to decide which indexed results may be useful.
4. Display	The search result may show a title link, snippet, breadcrumb, image, or other supported appearance.

2. Analyze the output, not the editor

Guru SEO AI's core principle is simple: the public page output is the truth. Many WordPress sites use page builders, shortcodes, custom fields, theme templates, and other plugins that change what the final page contains. A page may look one way in the editor and another way in the actual HTML sent to a search engine.

That is why Guru SEO AI checks the rendered front-end page for published content. It verifies the real title, description, canonical, robots state, headings, links, images, and Schema that a search engine would actually receive.

- Divi may store shortcode-like builder data in WordPress.
- A theme may inject headings or breadcrumbs.
- Another plugin may add Schema or meta tags.
- A utility plugin may insert notices, links, or images into the rendered content.

Good to Know
Search engines do not inspect the WordPress database directly. They receive the page WordPress produces.

Beginner Recommendation
If the Audit surprises you, trust the rendered evidence first and then figure out where that output came from.

3. Search Appearance overview

The SEO tab controls how Guru SEO AI describes the page for search engines. The most common settings are SEO Title, Meta Description, Canonical URL, Index this page, Follow links, and Preferred Search Image.

Guru SEO AI also shows a Google Search Preview. This preview is educational. It helps you understand the information you are sending, but it cannot guarantee how Google will actually display your result.

Be Careful
A field existing does not mean you should always fill it. Some controls, especially Canonical URL and noindex, should only be changed intentionally.

4. SEO titles

The SEO Title is usually the page title that search engines may use in search results. It also commonly appears in browser tabs and may influence how people understand the page at a glance.

A good title is clear, specific, and relevant to the page. It should tell both search engines and humans what the page is about. Stuffing many repeated keywords into a title usually makes it worse, not better.

- Keep the title closely related to the actual page content.
- Make each important page title distinct.
- Lead with the most meaningful topic when possible.
- Use branding naturally, not mechanically.

Why This Matters
The title is one of the strongest clues about page topic and one of the first things a searcher sees.

Good to Know
Google can rewrite titles. Your goal is to provide a strong starting point, not to force a specific display.

5. Meta descriptions

A Meta Description is a short summary of the page. Search engines often use it as a snippet, but they are not required to do so. A description helps set expectations for the visitor and can improve click appeal when it matches the query and the page well.

Write descriptions for humans first. Explain the benefit of the page or what the visitor will find. Repeating the same keyword several times usually makes the description weaker.

Good to Know
Google may generate different snippet text based on the query and visible page content.

Beginner Recommendation
If you are not sure what to write, describe the page in one clear sentence and explain why the page would be useful.

6. Canonical URLs

A canonical URL tells search engines which URL you consider the primary version of a page when the same or very similar content can be reached through multiple URLs.

In normal situations, Guru SEO AI handles the standard self-referencing canonical automatically. The Canonical URL field is an override for deliberate cases where another URL should be treated as the preferred version.

- Use a canonical override only when you understand why another URL should be preferred.
- Do not point every similar page to one page just because the content overlaps a little.
- Do not use canonicals as a substitute for proper redirects when a page truly moved.

Be Careful
If you are unsure, leave Canonical URL blank. An incorrect canonical can tell search engines to favor another page instead of the one you are editing.

7. Index and noindex, follow and nofollow

Index this page controls whether you are asking search engines to include the page in search results. Follow links controls whether you are asking search engines to follow the links found on the page.

Most important pages should remain index and follow. These controls are useful, but they are easy to misuse if you do not understand the consequence.

Beginner Recommendation
Leave important public content as index and follow unless you have a deliberate reason to hide it from search results.

Be Careful
Noindex can remove a page from search visibility. Do not use it casually on pages you want people to find.

Setting	Plain-English effect	Typical beginner guidance
Index	Ask search engines to include the page in search results.	Normal choice for important public content.

Setting	Plain-English effect	Typical beginner guidance
Noindex	Ask search engines not to include the page in search results.	Use intentionally for pages you do not want discovered through search.
Follow	Allow search engines to follow links on the page.	Normal choice.
Nofollow	Ask search engines not to follow links on the page.	Use intentionally, not as a default habit.

8. Preferred Search Image and Featured Image

Guru SEO AI lets you choose a Preferred Search Image for the Search Preview. If that is not set, the plugin can fall back to the WordPress Featured Image. If neither exists, the preview may show no image.

This preview helps you choose a strong representative image, but it does not guarantee that Google will use that image in search results.

> **Good to Know**
> Guru SEO AI does not grab a random rendered body image just to fill the Search Preview. It is better to show no reliable image than to imply that any image on the page is the intended search image.

9. Social SEO in plain English

Social SEO is about how a page looks when shared on platforms such as Facebook and X. Social metadata lets you control the title, description, and image used by those platforms or by other apps that understand the same standards.

Your best Google title is not always your best social headline. Social copy can be more promotional or curiosity-driven while still remaining honest.

> **Why This Matters**
> A page may rank well and still look weak when shared socially. Social metadata helps your content look intentional instead of accidental.

10. Open Graph, Facebook, and Default Social Image

Open Graph is a set of metadata fields widely used to describe how a URL should appear when shared. Guru SEO AI gives you Facebook or Open Graph title, description, and image fields. It also lets you set a Default Social Image at the site level.

If a page does not have a page-specific Open Graph image, the Default Social Image can act as a sitewide fallback.

Beginner Recommendation
Set a good Default Social Image in Settings so your site has a safe fallback, then override it only on pages that deserve a more specific image.

11. X metadata

X has its own metadata system, historically known as Twitter Card metadata. Guru SEO AI gives you X title, description, and image controls. If those are not set, the preview can fall back through the documented priority chain.

The goal is not to fill every field mechanically. The goal is to provide a clean and intentional social presentation.

Good to Know
Facebook and X often can use the same message, but they do not have to. Guru SEO AI lets you separate them when needed.

12. Logo or Identity Image and Site Identity

In Settings, Site Identity helps Guru SEO AI describe whether the site primarily represents an Organization or a Person. The Logo or Identity Image is tied to that identity and supports structured data and brand presentation. The Default Social Image is different. It is a fallback share image, not your entity logo.

The Logo or Identity Image should usually be a clean mark, portrait, or identity image that genuinely represents the site owner. The Default Social Image can be more promotional and visually rich.

Why This Matters
Beginners often use one image for everything. Guru SEO AI separates identity from social sharing so each image can do its own job well.

13. Understanding the Audit

Audit is where Guru SEO AI checks the live page output for published content. It is meant to teach you what the page is actually sending, not to turn SEO into a fake score-chasing game.

A useful audit tells you what the title is, whether there is a description, what canonical is present, how robots are set, what headings exist, how links are distributed, what images appear, and what Schema is on the page.

- Refresh Audit after publishing meaningful changes.
- Compare what you intended with what the live page really contains.
- Investigate surprises instead of covering them up.

Best first exercise
Refresh the Audit on a page you did not build yourself. You will often discover output from the theme, builder, or another plugin that you did not know was there.

14. Headings

Headings help organize a page for readers and help search engines understand section structure. H1 is usually the primary heading. H2 and H3 headings divide major and minor sections.

A heading is not a place to dump keywords. It is a signpost for the reader.

- Aim for a clear H1 that matches the page topic.
- Use H2 headings to break the page into understandable sections.
- Use H3 headings under H2 sections when a subsection truly needs one.

> **Good to Know**
> Multiple H1s are not automatically a disaster, but a clean structure is easier for both people and machines to understand.

15. Links

Guru SEO AI distinguishes between contextual internal links, contextual external links, and broader template or global links. Contextual links inside the main content usually say more about the page topic than navigation links repeated sitewide.

Internal links help search engines and visitors discover related content. External links can support credibility when they point to relevant sources.

> **Beginner Recommendation**
> Link to genuinely relevant pages that help the visitor continue their task. Do not add random internal links just to inflate a count.

16. Images and alt text

Images should support the page, not distract from it. Alt text helps accessibility by describing the meaning or purpose of an image when needed. Good alt text is specific and helpful. Bad alt text is either empty when it should explain something or stuffed with unrelated keywords.

Decorative images may not need meaningful alt text. Important content images usually do.

> **Why This Matters**
> Alt text is first an accessibility aid. Good accessibility decisions often align with clearer SEO signals.

17. Schema 101

Schema, often implemented as JSON-LD, is structured data that describes the meaning of information on a page in a machine-readable format. It can help search engines understand entities, page types, and relationships more explicitly.

Schema is not a magic ranking button. Valid Schema does not guarantee a rich result, and invented or misleading Schema can be worse than leaving something out.

Fact Integrity
Guru SEO AI is designed to build structured data from real configured facts, not from guesswork.

Beginner Recommendation
If you are new to Schema, configure your Site Identity correctly and then leave most page-level Schema on sensible defaults until you understand it.

18. Site Identity Schema: Organization and Person

Use Organization when the site primarily represents a company, agency, nonprofit, church, school, team, or other organization. Use Person when the site primarily represents an individual such as a consultant, creator, coach, or author.

The Logo or Identity Image helps support this entity information. SameAs links can point to official profiles or other authoritative representations of the same entity.

Be Careful
Do not switch between Organization and Person casually. Choose the identity that truly represents the website.

19. Page and content Schema types

Guru SEO AI supports practical page and content Schema types such as WebPage, Article, BlogPosting, AboutPage, ContactPage, CollectionPage, BreadcrumbList, and FAQPage.

Use the type that best matches what the page really is. The goal is accurate description, not using the most complicated label available.

Schema type	When it usually fits
WebPage	A normal page that does not need a more specific content type.
Article	A published informational or editorial article.
BlogPosting	A blog post or dated post-style article.
AboutPage	A page primarily about the person, company, or organization.
ContactPage	A page primarily for contacting the entity.
CollectionPage	A page that collects or lists related items or content.
BreadcrumbList	Describes the page's position in a navigational hierarchy.

Schema type	When it usually fits
FAQPage	A page that visibly contains the questions and answers being represented.

20. FAQ Schema and current expectations

FAQ Schema should only be used when the page visibly contains the actual questions and answers. It is not a place to hide marketing claims or content that does not appear to visitors.

Google reduced support for FAQ rich results for most sites, so you should not treat FAQ Schema as a guaranteed visibility tactic.

> **Good to Know**
> As of May 2026, Google no longer shows FAQ rich results for most sites. FAQ Schema can still describe content honestly, but you should not expect the old FAQ search treatment as a default outcome.

21. Redirects in plain English

Redirects tell visitors and search engines that a requested URL should lead somewhere else or that a removed page is intentionally gone. Guru SEO AI Free includes exact-path redirects with 301, 302, 307, and 410 support.

Redirects are useful, but careless redirects can create confusion, chains, and irrelevant destinations.

> **Be Careful**
> Do not redirect every deleted page to the homepage. Redirect only when there is a genuinely relevant replacement.

Type	Plain-English meaning	Common use
301	The old URL has permanently moved to another URL.	The page moved and the new URL is the proper replacement.
302	The move is temporary.	A short-term change where the original URL may return later.
307	A temporary redirect that more explicitly preserves the request method.	Technical temporary moves where method preservation matters.
410	The page was intentionally removed and there is no replacement.	A deleted page that should be understood as gone.

22. Migration from another SEO plugin

SEO data lives in the WordPress database, but each SEO plugin may store that data in its own way. Guru SEO AI includes import tools for supported SEO plugins so you can preview incoming data before bringing it into

Guru SEO AI.

If another supported SEO plugin is active, Guru SEO AI pauses its own front-end SEO output to avoid duplicate metadata and Schema. This is intentional conflict protection.

> **Beginner Recommendation**
> Import first, review, then deactivate the old SEO plugin when you are ready. Do not assume deactivating the old plugin automatically moves the data.

23. Guru AI Advisor

Guru AI Advisor is an optional assistant. Core SEO features work without AI. In the free version, you can choose one active provider at a time: OpenAI, Anthropic, or Gemini. When configured, Guru AI Advisor can analyze the current page and suggest an SEO Title or Meta Description.

AI is not the SEO engine. Guru SEO AI's deterministic systems still verify whether a title exists, whether the page is noindex, whether there is Schema, how headings are structured, and what the live page actually contains.

- Use AI to save time or get a second opinion.
- Do not let AI invent business facts, rankings, or promises.
- Review AI suggestions before saving them.

> **Why This Matters**
> Many tools call a chatbot and label the result 'SEO.' Guru SEO AI uses live technical evidence first, then lets AI help explain or refine it.

24. Privacy and external services

AI provider requests are server-side and occur only after you configure a provider and intentionally use the AI features. Guru SEO AI Free does not use telemetry. It does not call an AI service merely because someone opens the admin page.

When you choose to use an AI provider, review that provider's terms and privacy policy. You are responsible for deciding whether that service is appropriate for your site and data.

25. Troubleshooting

When something looks wrong, start with the simplest question: is the live page output actually wrong, or is your expectation wrong? The Audit can help answer that. Work from rendered evidence outward.

- If a title or description is unexpected, refresh the Audit and see what the live page actually contains.
- If another SEO plugin is active, expect Guru SEO AI to pause front-end output.
- If social previews look wrong, confirm page-level settings, then site-level fallback images.
- If Schema is unexpected, check identity settings, page type, and whether another plugin or theme adds its own Schema.

- If Audit cannot verify a published page, solve the retrieval problem instead of assuming raw editor content is the answer.

> **Good to Know**
> Troubleshooting usually gets easier when you stop asking 'What does the editor say?' and start asking 'What does the page actually output?'

26. Common beginner mistakes

- Changing every field just because it exists.
- Treating noindex as harmless.
- Overriding canonicals without a clear reason.
- Stuffing titles or descriptions with repetitive keywords.
- Using FAQ Schema for invisible or weak content.
- Redirecting everything to the homepage.
- Assuming AI output is automatically correct.
- Ignoring what the live page actually renders.
- Trying to improve a page without first understanding what the page is already sending.

27. Beginner SEO checklist

- Is the page useful and accurate?
- Does the page have a clear SEO Title?
- Does the page have a helpful Meta Description?
- Is the page index and follow unless there is a real reason otherwise?
- Is the page using the normal canonical unless there is a real reason to override it?
- Does the page have a strong H1 and a sensible heading structure?
- Are there helpful internal links?
- Do important images have sensible alt text?
- Is the page's social preview acceptable?
- Is the Site Identity configured correctly?
- Does the selected Schema type match the real page?
- Have you refreshed the Audit and reviewed the rendered truth?

> **Beginner Recommendation**
> If you can answer every checklist item confidently, you probably understand the page well enough to start making improvements.

28. What the Pro version adds

ZenSEO AI Pro extends the same core philosophy into deeper workflows. Pro expands rendered front-end inspection into sitewide crawling, scheduled audits, history, issue lifecycle, advanced redirects, richer Schema tooling, external data integrations, and broader AI workflows.

The core idea remains the same: understand the real output first, then act on reliable evidence.

29. Final guidance

Good SEO is usually calm, consistent, and evidence-based. Guru SEO AI is designed to help you learn what your site is already saying before you change it. The more clearly you understand your pages, the better your decisions become.

Use the plugin as a guide, not as a panic machine. Improve one thing at a time, learn from the rendered output, and build pages that genuinely help people.

> **The Guru Way!**
> Keep it simple. Minimal changes with maximum clarity usually beat constant over-adjustment.

Further learning

- Google Search Central documentation
- Google Search Central SEO starter guide
- Schema.org documentation
- WordPress developer documentation for themes, metadata, and images

Appendix A. Go Pro and Edition Comparison

Guru SEO AI Free includes an optional Pro information area inside WordPress. It explains the benefits of Pro without changing your current SEO settings or enabling paid features.

Where to find the Free vs Pro comparison

- In the WordPress dashboard, open Guru SEO AI and choose the Go Pro tab.
- Review the four feature highlights, then scroll to the full Free vs Pro table. The table compares 31 features organized into seven groups.
- Explore ZenSEO AI Pro opens the product page. Compare Free vs Pro Online opens the separate public comparison page.

> **Optional upgrade notice**
> A dismissible ZenSEO AI Pro notice can appear above the normal Guru SEO AI tabs. Dismissing it hides the notice for that administrator for three days. The Go Pro tab remains available.

What the comparison highlights

- Both editions include core search and social metadata, Schema basics, current-page rendered analysis, exact-path redirects, and optional Guru AI Advisor.
- Pro adds sitewide audits, advanced Schema and Local SEO, redirects and 404 monitoring, connected search data, and extended multi-provider AI tools.
- Pro also includes professional tools such as diagnostics, job management, rollback snapshots, and settings import/export.

Moving from Free to Pro

ZenSEO AI Pro is a standalone plugin, not an add-on. Deactivate Free before activating Pro.
Both editions use shared Guru SEO AI settings and SEO data. You can then remove Free.

External data connections may require credentials or incur separate API charges. AI remains optional and requires an API key from a supported AI provider.

ZenSEO AI Pro: https://plugins.guru-is.com/plugin/zenseo-ai-pro/

Online comparison: https://plugins.guru-is.com/compare-zenseo-ai-free-vs-pro/

Name change and data retention

Guru SEO AI is the current name (WordPress slug: guru-seo-ai). The rename preserves existing SEO data.
Deleting the plugin removes its files, not saved SEO settings, page metadata, or redirect rules.
Reinstalling Guru SEO AI or installing Pro can reuse the retained WordPress data.