

2016

BUYER'S GUIDE

SEO

SOFTWARE

I Introduction

In today's reality of SEO, you can no longer do full-cycle search marketing manually. SEO software is not just a way to save time on the tedious, time-consuming tasks; it is often the only way to approach SEO comprehensively and get tangible results.

As the SEO industry is developing, more and more ranking factors come into play, some of them purely technical, others content-related, and many having to do with backlinks. Most of these factors are next to impossible to check and optimize manually. That's where software solutions come in.

In this guide, you'll find an in-depth, facts-only comparison of the 11 most popular SEO apps of 2016: SEO PowerSuite, Moz, SEMRush, Raven, SEOPProfiler, WebCEO, HubSpot, IBP, AWR, Majestic, and Ahrefs. We've tried and tested each of these tools, comparing them feature by feature, price by price. Read on for tips on choosing SEO software and find the best pick for your business!

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| What should I look for in SEO software?

You probably already have some idea of features and qualities you're looking for in an SEO application. But to make sure you end up with a comprehensive solution that's cost-effective in the long run, there are certain things you should pay attention to - regardless of your business niche, personal preferences, and experience in SEO.

Here are the top 5 things your SEO tool should be able to do, above all else.

1. Cover every step of an SEO campaign.

If you're committing to purchase an SEO app, it's a good idea to choose a toolkit that takes care of all aspects of search marketing rather than just one or two. The crucial steps your software should be able to handle are:

Keyword research – Rank tracking – Backlink auditing – Link Building – On-site SEO

Choosing a solution that covers the full cycle of an SEO campaign will not only save you tons of time and money; it'll let you manage all your SEO activities in one place. Check the [individual tables](#) below for specific features within each of the key SEO steps.

2. Fit your budget.

Before you decide on the SEO tool you'll be using, make sure its pricing matches what you're ready to pay. While this may sound a little too obvious, note that a lot of SEO platforms offer monthly subscriptions, so make sure you do the calculations in advance and see how these expenses fit into your yearly budget. Just as importantly, look out for any hidden fees or payments (eg. for extra features or data volumes). In the [pricing table](#) below, you'll find the exact cost of every SEO tool we reviewed, including all additional costs.

3. Be easy to use and offer prompt support.

Just like with any other software, it's critical that the SEO app you're about to order has an easy-to-navigate interface and is intuitive to use. Features that contribute to the convenience of use, like scheduled tasks or handy data export, are also good to know about in advance. Additionally, remember to make sure the software vendor's website offers video tutorials, user manuals, and top-notch customer service (you could even try and shoot them a test message to get first-hand experience with the support team).

4. Be able to process the amount of data you need.

Before making a purchasing decision, remember to evaluate the amount of data you'll need your SEO software to process (eg. the number of sites you'll be optimizing, keywords to track rankings for, search engines to check positions in, etc). A lot of SEO tools have strict data limitations, with prices

rising dramatically as soon as you exceed the limits.

If you aren't sure at this point what amounts of data you'll need, it's a good idea to look for a toolkit that offers unlimited data at a fixed price.

5. Offer other Internet Marketing features to complement SEO.

As Internet Marketing strategies are getting increasingly interwoven, SEO works best in combination with other marketing efforts. Ideally, your SEO software should be able to give you some data that's above pure SEO in order to help you form a better marketing strategy overall. Look for a tool that offers extra features like social media stats, traffic analytics, and competitive research functionality.

Now that you know what you're looking for, it's time to get down to business and pick the SEO app that suits your business needs best. Our SEO team spent several weeks testing, exploring, and comparing 11 most-bought SEO tools of 2016; the result is the feature-by-feature comparison below.

Representative pricing and general info

	Price for 1 year	Projects	Keywords	Backlinks	Search engines to track	Crawled pages	Data delivered immediately?
SEO PowerSuite 9.9/10 Download it!	\$299 +\$99.95 (maintenance)	✔ Unlimited	✔ Unlimited	✔ Up to 40K per site	✔ Unlimited	✔ Unlimited	✔ Immediate
Moz 8.8/10 Review	\$1,188	✘ 5	✘ 350	✘ Up to 10K	✘ 3	✘ 250k	✘ 7 days
SEMRush 9.3/10 Review	\$839	✘ 5	✘ 500	✘ 10K	✔ Up to 29	✘ 20k per project	✔ Immediate
Raven tools 6.2/10 Review	\$1,188	✔ Unlimited	✔ Unlimited	✔ 50k	✘ 2	✘ 1K per day	✔ Depends on type of data
HubSpot 7.8/10 Review	\$2,400 +\$600 (onboarding fee)	✘ 1	✔ 1k	✘ Up to 1k per site	✘ 1	✘ <1% of site's pages	✔ Immediate ranks, crawling ~7 days
IBP 6.2/10 Review	\$249.95 +\$109.9 (maintenance)	✘ 5	✔ Unlimited	✔ Very few links found, no limit specified	✘ 452	✘ n/a	✔ Immediate
SEOProfiler 7.9/10	\$1,199.4	✔ 50	✔ 1k	✔ Up to 200k links per site	✘ 3	✘ Up to 25k per site	✔ Immediate
AWR cloud 6.6/10 Review	\$1,188	✔ Unlimited	✔ 7k	✘ n/a	✔ Unlimited	✘ n/a	✔ Immediate
WebCEO online 8.1/10 Review	\$1,188	✘ 5	✘ 200	✔ 1k per project, 5k total	✔ Unlimited	✘ 1k per project, 5k total	✔ Depends on type of data
Majestic 13/37 Review	\$947.88	✔ Unlimited	✘ n/a	✔ Up to 5k links per site	✘ n/a	✘ n/a	✔ Immediate
Ahrefs 13/37 Review	\$2,148	✔ Unlimited	✘ n/a	✔ Up to 25k links per site	✘ n/a	✘ Up to 100k pages	✔ Immediate

The verdict: With the features it offers for the price, [SEO PowerSuite](#) is perhaps the most cost-effective solution on the market (\$398.50 in the first year, including maintenance; \$124.95/y every subsequent year). **IBP** comes close at \$359.85/y (note there's a 5 project limit and some basic SEO functionality missing, eg. site auditing). **SEMRush** (\$839/y) and **Majestic** (\$947.88/y) are significantly pricier, but also fall in the under-a-thousand category. These two platforms do not cover full-cycle SEO though, so keep in mind that you'll need to splurge on other tools alongside Majestic or SEMRush if you'd like to run a comprehensive SEO campaign.

Keyword research

	Number of keywords suggested	Keyword Efficiency	Competition for keywords	Search Volume for keywords	Keyword suggestion sources	Current rankings for researched keywords	Traffic through researched keywords	Keyword Difficulty	PPC metrics
SEO PowerSuite 9.9/10 Download it!	✔ Unlimited	✔	✔	✔	✔ 17 (Google AdWords, Analytics, competitor research, SEMRush, etc)	✔	✔	✔	✔
Moz 8.8/10 Review	✘	✘	✘	✘ Bing	✘	✔	✔	✔	✘
SEMRush 9.3/10 Review	✔ Unlimited	✘	✘ PPC competition only	✔	✔ 2 (phrase match, related keywords)	✘	✘	✔	✔ Very good
Raven tools 6.2/10 Review	✘ Up to 300	✘	✘	✔	✔ 1 (Google AdWords)	✘	✘	✘	✔
HubSpot 7.8/10 Review	✔ 1k	✘	✔	✘	✘ 1 unknown source	✔ "Approximate" rankings	✔ Up to 3k visits	✔	✘
IBP 6.2/10 Review	✔ Unlimited	✘	✔	✔ Only local	✘ 1 source + 7 tweaking mechanisms (ex. misspellings)	✘	✘	✘	✔
SEOProfiler 7.9/10	✔ Unlimited	✘ Only indicates low-competition words	✔	✔ Only local	✘ 1 source (Google AdWords?)	✘ Only in Rankings monitor, up to 1k keywords	✘	✔	✔
AWR cloud 6.6/10 Review	✔ Unlimited	✘	✔	✔	✘ 1 source (Google AdWords)	✘	✘	✘	✔
WebCEO online 8.1/10 Review	✘ A few dozens (no exact numbers)	✘	✘ PPC competition only	✔	✘ 2 (Google AdWords, competitors)	✘	✘	✘	✔
Majestic 13/37 Review	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a
Ahrefs 13/37 Review	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a

The verdict: When it comes to keyword research, [SEO PowerSuite](#) is a clear winner with its 17 research methods and numerous keyword analysis options. If you're researching keywords for a PPC campaign, **SEMRush** is also a good choice with its advertising-oriented functionality.

Rank tracking

	Number of search engines	Search engine results checked	Monitoring of competitors ranks	Scheduled and on-demand checks	Ranking history	Local rank tracking	Extras: Universal, Mobile, YouTube rankings	Traffic to ranking correlation
SEO PowerSuite 9.9/10 Download it!	✔ 456	✔ 1k	✔	✔	✔	✔	✔	✔
Moz 8.8/10 Review	✘ 3	✘ 50	✔	✘ Automated only	✔	✔	✔ Universal	✔
SEMRush 9.3/10 Review	✘ 1 (Google)	✔ 100	✔	✔	✘ Up to 90 days	✔	✘ Mobile only	✘ % of traffic displayed
Raven tools 6.2/10 Review	✘ 2 (Google via GWT, Bing via BWT)	✘ As shown in GWT	✘	✘ Automated only	✔	✘	✘	✘
HubSpot 7.8/10 Review	✘ 1	✔ 100	✔	✘ Automated only	✔	✘	✘	✘
IBP 6.2/10 Review	✔ 452	✔ 500	✘ Possible, but too messy to use	✔	✔	✘	✘	✘
SEOProfiler 7.9/10	✘ 3	✔ 100	✔ Summary-like style	✘ Automated only	✔	✔	✘	✘
AWR cloud 6.6/10 Review	✔ >400	✔ 100	✔ Summary-like style	✘ Automated only	✔	✔	✔	✔
WebCEO online 8.1/10 Review	✔ Unlimited	✘ 30	✔	✔	✔	✔	✘	✔
Majestic 13/37 Review	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a
Ahrefs 13/37 Review	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a	✘ n/a

The verdict: Out of the 11 SEO tools we tested, [SEO PowerSuite](#), **AWR**, and **WebCEO** performed best in terms of rank tracking, offering a wide coverage of search engines, competitor rank monitoring, local rank tracking, and historical ranking data.

Backlink checker

	Link index size	Comparison of multiple sites	Historic, lost and live links reporting	Anti-Penalty link audit	Backlink factors	Advanced link analytics	Traffic via links	Import & analyze links from any source	No of sites to check
SEO PowerSuite 9.9/10 Download it!	✓ 613+ billion linking pages	✓	✓	✓	✓ nofollow, anchor text, # of links on page, etc	✓ Over 40 factors: PA/DA, PR, referring IP, Link Value, Alexa, etc nofollow, anchor text, # of links on page, etc	✓	✓ Plain text or CSV import	✓ Untitled
Moz 8.8/10 Review	✓ 324 billion linking pages	✓ basic	✗	✓	✓ nofollow, anchor text	✓ PA/DA, referring IP	✗	✗	✓
SEMRush 9.3/10 Review	✓ 125 billion as of 2014	✓ basic	✓ first seen, last seen	✗	✓ nofollow, anchor text, # of links on page, etc	✓ anchors, report, IPs report, TLD, referring domains	✗	✗	✓
Raven tools 6.2/10 Review	✓ Majestic's 231 billion URLs crawled (fresh)	✗	✗	✗	✓	✗	✗	✓ Very	✓ Unlimited
HubSpot 7.8/10 Review	✗ Unknown	✗	✗	✗	✓ Authority only	✗	✗	✗	✗
IBP 6.2/10 Review	✗ No index, uses search engines (very few links found)	✗	✗	✗	✓	✗	✗	✓	✗ 5
SEOProfiler 7.9/10	✗ Unknown	✗	✗	✓	✓	✗	✗	✗	✗ As many as project (50)
AWR cloud 6.6/10 Review	✗ No backlink functionality	✗	✗	✗	✗	✗	✗	✗	✗
WebCEO online 8.1/10 Review	✗ No index, uses Moz and Ahrefs	✓	✗	✓	✓	✗	✗	✗	✗ 5
Majestic 13/37 Review	✓ 321+ billion URLs crawled (fresh)	✗ Basic comparison of overall link counts	✓	✗	✓	✗	✗	✗	✓ Unlimited
Ahrefs 13/37 Review	✗ Unknown	✗ Basic comparison of overall link counts	✓	✗	✓	✗	✗	✗	✓ Unlimited

The verdict: When it comes to backlink research and analysis, [SEO PowerSuite](#) is the strongest competitor with its rich backlink index, plentiful link quality metrics, and especially anti-penalty auditing functionality. **Ahrefs** and **Majestic** come close with their impressive in-house backlink indexes.

Link building

	Find link opportunities	Verify link quality	Build link strategy based on competition research	Find sites that already link to you	Find contact info	Automate outreach	Monitor link profile growth	Verify links for nofollow etc (anti-cheater mechanism)
SEO PowerSuite 9.9/10 Download it!	✓	✓	✓	✓	✓	✓	✓	✓
Moz 8.8/10 Review	✓	✓	✓ Basic research	✓	✗	✗	✗	✓
SEMRush 9.3/10 Review	✓	✓	✗ Possible, but no special tools	✓	✗	✗	✗	✓
Raven tools 6.2/10 Review	✓	✓	✗ Possible, but no special tools	✓	✗	✗	✗	✓
HubSpot 7.8/10 Review	✗	✓ Authority only	✗	✓	✗	✗	✗	✓ Checks if link passes SEO credit
IBP 6.2/10 Review	✓	✗	✓	✓	✓	✓	✗	✗
SEOProfiler 7.9/10	✓ Basic	✓ Link influence score	✓	✓	✗	✗	✗	✗
AWR cloud 6.6/10 Review	✗ n/a	✗	✗	✗	✗	✗	✗	✗
WebCEO online 8.1/10 Review	✓ Basic	✓	✓	✓	✗	✗	✗	✓
Majestic 13/37 Review	✓	✓	✓	✓	✗	✗	✗	✓
Ahrefs 13/37 Review	✓	✓	✓	✓	✗	✗	✗	✓

The verdict: If you're looking for a full-cycle link building tool, [SEO PowerSuite](#) is your top choice, offering A to Z link building functionality. **Ahrefs** and **Majestic** come pretty close, but don't offer outreach functionality, which means that you'll need to look through link prospects' websites manually for contact info, and use your email client to contact them. If you're serious about building links, doing this manually can get incredibly tedious and time-consuming.

On-page SEO

	Technical Site Audit	SEO Site Audit	How-to-fix tips	Sitemap generation	robots.txt	Automate and on-demand scans	Landing page optimization
SEO PowerSuite 9.9/10 Download it!	✓	✓	✓	✓	✓	✓	✓
Moz 8.8/10 Review	✗	✓	✗	✗	✗	✗ Automate only	✓
SEMRush 9.3/10 Review	✓	✓	✓	✗	✗	✓ On-demand or weekly	✗
Raven tools 6.2/10 Review	✗	✓	✓	✗	✗	✗ Automate only	✗
HubSpot 7.8/10 Review	✗	✓ Basic	✓ Basic	✓	✗	✗ Automate only	✓
IBP 6.2/10 Review	✗ Outdated top 10 optimizer report	✗ Outdated top 10 optimizer report	✗ Outdated top 10 optimizer report	✗	✗	✓	✗
SEOProfiler 7.9/10	✗	✓	✓	✓	✓	✗ Automate only	✗
AWR cloud 6.6/10 Review	✗	✗	✗	✗	✗	✗	✗
WebCEO online 8.1/10 Review	✗	✗	✗	✗	✗	✗	✗
Majestic 13/37 Review	✓	✓	✓ Basic	✓	✗	✗ Automate only	✓
Ahrefs 13/37 Review	✗ n/a	✗ n/a	✗ n/a	✗ n/a	✗ n/a	✗ n/a	✗ n/a

The verdict: Out of all the tools we compared, [SEO PowerSuite](#) is the only one that handles all aspects of on-site SEO. **Majestic** came second with its impressive on-page features, but lost to SEO PowerSuite due to the lack of functionality to generate and edit sitemaps and robots.txt files.

Other features

	Traffic analytics	Social media popularity	Export, PDF reports	Help & Support	Free trial
SEO PowerSuite 9.9/10 Download it!	✓	✓	✓ Enterprise version	Manuals, videos, Knowledgebase, 24/7 support	Time-unlimited No card required
Moz 8.8/10 Review	✓	✓	✓	Manuals, Knowledgebase, blog, support	30 days Cards required (\$1 charge)
SEMRush 9.3/10 Review	✓	✗	✓	Manuals, videos, FAQ, support	Time-unlimited 10 keywords, 10 links etc. No card required
Raven tools 6.2/10 Review	✗	✗	✓	Knowledgebase, FAQ, blog, support	30 days No card required
HubSpot 7.8/10 Review	✗ Keywords only Up to 3k visits	✗	✓ Export only	Manuals, blog, support	30 days No card required
IBP 6.2/10 Review	✗	✗	✓	Manuals, FAQ, support	Unlimited time Limited demo version No card required
SEOProfiler 7.9/10	✗	✓	✓	Manuals, FAQ, blog, support	30 days Card required (\$1 charge)
AWR cloud 6.6/10 Review	✓	✓	✓	Manuals, blog, support	30 days No card required
WebCEO online 8.1/10 Review	✓	✗	✓	Guide, FAQ, blog, support	30 days No card required
Majestic 13/37 Review	✗	✗	✓	FAQ, blog, support	1 research allowed No card required
Ahrefs 13/37 Review	✗	✓	✓	Blog, support	Only 10 lines in report No card required

The verdict: [SEO PowerSuite](#) and **Moz** both offer impressive extra-SEO functionality, letting you take a comprehensive approach to Internet Marketing rather than focus on SEO alone. These two tools offer useful stats like social media signals and traffic analytics. Additionally, both SEO PowerSuite and Moz have a great community and loads of educational resources, making learning SEO and sharing experience easy and fun.

Summary

Here's an overview of the 11 SEO tools we compared with final scores and a brief description of each.

1. **SEO PowerSuite** (Score 9.9/10)

This software came first among the top SEO tools because it offers:

- all features you need to plan, execute, and maintain your SEO campaign;
- unlimited projects, keywords, backlinks, crawled pages, search engines, etc;
- a low, fixed price for unlimited data and immediate data delivery;
- urgent software updates to keep up with all the changes in the SEO industry.

You can try SEO PowerSuite right now by taking it on a free test drive. Or order your copy and start rocking full-scale SEO with SEO PowerSuite straight away!

[DOWNLOAD](#)[ORDER](#)

2. **SEMrush** (Score 9.3/10)

SEMrush is among the most useful tools for keyword and competitive research. It offers informative dashboards for analyzing a site's current state and comparing it against SEO competition. SEMrush is being actively developed, but so far, it is a little behind the winner in some aspects of SEO, such as backlink research and rank tracking. SEMrush is better priced than other SaaS tools like Moz, HubSpot or Raven, but unfortunately, they all have very strict limits on the number of websites, keywords, and search engines you can work with.

3. **Moz** (Score 8.8/10)

As an education portal for SEO, Moz is a great choice. At Moz, you can join the active and experienced community and find lots of learning materials. As a software tool though, Moz is perhaps less useful. It often appears a little limited feature-wise, especially when it comes to on-site SEO (though it does have solid keyword research, rank tracking and backlink research functionality). Moz is pretty expensive, and, like other SaaS platforms, has limitations on the amount of data you can track, and the frequency with which this data is updated.

4. **WebCEO** (Score 8.1/10)

WebCEO is a solid SEO platform that takes care of numerous aspects of SEO: keyword research, rank tracking, link auditing, and link building. It does these things pretty well, but unfortunately lacks some features crucial for a comprehensive SEO campaign (eg. no keyword research method other than Google AdWords, no Universal search rank tracking, etc).

This platform doesn't offer any on-page SEO functionality – given that it's pretty costly as it is, you'll probably need to purchase an extra tool for on-page optimization on top of that.

5. SEOProfiler (Score 7.9/10)

SEOProfiler can come in really handy for on-site SEO, backlink research and auditing, and link building. The app can run SEO site audits and offer how-to-fix tips (though unfortunately, it doesn't have the functionality to audit or optimize individual landing pages). SEOProfiler is pretty good at off-page SEO, and offers a bunch of useful link quality stats.

Unfortunately, the app is pretty limited in terms of keyword research and rank tracking, with only 1 keyword suggestion source, 3 supported search engines, and no on-demand ranking checks.

6. HubSpot (Score 7.8/10)

HubSpot is a great platform, but not one meant for SEO specifically. It is a powerful inbound marketing tool that helps companies attract visitors, convert leads, and close sales. The SEO part of HubSpot's functionality is basic, and though it can provide some useful data for a marketer, it's not even a fraction of what is needed to get a website to rank in search. If you are a marketer and do not focus on SEO, you will surely appreciate HubSpot's lead generating and nurturing powers. But if you need to run comprehensive SEO campaigns, you'll find specialized SEO tools like SEO PowerSuite more helpful.

7. AWR Cloud (Score 6.6/10)

AWR has impressive rank tracking functionality, with hundreds of supported search engines and advanced rank checking options (like Universal search, mobile rankings, historical ranking data, and even some competitor rank tracking functionality). The tool also offers basic AdWords-based keyword research features.

However, AWR doesn't handle any on- or off-site SEO as such (no site auditing, page optimization, backlink research, or link building). So while it can be a handy rank tracking tool (though a pretty costly one), you'll need to look for other options to do the search engine optimization itself.

8. IBP (Score 6.2/10)

IBP is among the cheapest SEO software solutions on the market, and that's a big pro; but for its small price, you only get to manage up to 5 projects. IBP can be useful for keyword research, rank checking, and link building, but is lagging behind its competitors in terms of backlinks (the app uses an outdated way of backlink search by looking in search engines' indexes).

Internet Business Promoter doesn't have any on-site SEO functionality, so you'll need to turn to other solutions to tackle that part of your campaign.

9. Raven (Score 6.2/10)

This software is among the best choices - it's still cited by some SEO experts as a great tool. However, in the last couple of years, Raven tools have become considerably less useful than other toolkits in our review. Raven tools have become considerably less useful than other toolkits in our review. Raven is pretty much just a dashboard and a reporting tool where you'll get data from Google Analytics, AdWords, and Webmaster Tools, along with a few other third-party paid tools (Majestic and Moz).

This makes Raven less helpful than competitors for rank tracking and on-site SEO, which results in little value for the money (\$99/month).

10. Ahrefs (Score 13/37)

Ahrefs was made as a backlink checking app in the first place, and that is the thing it's really good at. It has then been developed to offer other features, but backlink research is still its go-to functionality. It has a nicer interface and more convenient UX than Majestic. However, when you need not just a big list of links, but some in-depth link analytics, SEO PowerSuite is a better choice. For just a tiny fraction of Ahrefs' price, SEO PowerSuite will find all site's backlinks and offer deep link analysis and management features you won't find anywhere else.

11. Majestic (Score 13/37)

Majestic is a great tool for finding backlinks that point (or pointed) to any website. It has quite an impressive in-house link index (231+ billion URLs in fresh index vs 613+ billion pages in SEO PowerSuite) and is more modestly priced than Ahrefs (although it's still much more expensive than SEO PowerSuite). However, it is only focused on finding links, and not on determining their relevance and quality.

Need more detailed reviews of these SEO software tools?

Here is the complete index of reviews. Click on any tool to read the review and see a side-by-side comparison with SEO PowerSuite.

SEO PowerSuite Order it! 9.9/10	Majestic 13/37	IBP (Internet Business Promoter) 6.2/10
SEMRush 9.3/10	Ahrefs 13/37	AWR desktop 4.6/10
Moz (SEOMoz) 8.8/10	AWR cloud (Advanced Web Ranking) 6.6/10	Market Samurai 3.2/10
WebCEO online 8.1/10	Raven SEO tools 6.2/10	SEO Elite 3.3/10