

Comparing SEO Giants: Serpstat vs Ahrefs for Your Business

This comparison between **Serpstat vs Ahrefs** will help you choose the right one for your needs. Read on to find out which tool is the winner in this battle!

Serpstat vs Ahrefs: A Head-to-Head Analysis of SEO Powerhouses



Comparing Serpstat and Ahrefs: A comprehensive analysis of SEO tools

Alt: Comprehensive analysis of Serpstat vs Ahrefs tools

Serpstat and Ahrefs are two of the most popular SEO tools. Both are known for their robust features and ability to provide valuable insights into keyword research, competitor analysis, and backlink analysis. However, which one is the better option for your SEO needs?

This article will compare **Serpstat vs Ahrefs** regarding their features, pricing, user-friendliness, and customer support. By the end, you should have a clearer understanding of which tool suits your SEO strategies. So, let's dive in and see how these SEO giants stack against each other!

Serpstat vs Ahrefs: Overview



An analysis of two major SEO tools, Serpstat and Ahrefs

Alt: Comprehensive comparison between Serpstat and Ahrefs

Before analyzing these **Serpstat vs Ahrefs**, we take a look at what they are and are used for:

What is Serpstat?

Serpstat is a versatile SEO tool that helps businesses improve their online presence. It offers features like position tracking, backlink analysis, keyword research, site audits, and competitor research. Some famous clients, such as Shopify, L'Oreal, and Lenovo, use Serpstat for their SEO strategy.

What is Ahrefs?

According to Ahrefs, anyone may enhance website traffic even if you are not a professional SEO expert. Their platform offers significant instructional resources as well as assistance for users of all ability levels. Site investigation, keyword analysis, audits, rank tracking, and content discovery are all available through Ahrefs.

Serpstat And Ahrefs - Main Features Comparison

Serpstat Top Features



Discover the powerful features of Serpstat for comprehensive SEO analysis

Alt: Some main features of Serpstat

Keyword Research

Serpstat offers a comprehensive keyword research tool that allows users to collect proven keywords and compare them based on various factors like volume, competition level, and search results.

The platform also provides organic keywords, a number of Facebook shares, and a potential traffic score for each keyword. Serpstat further offers suggestions for variations and supports long-tail keyword research, with the ability to target countries in different languages.

Additionally, users can analyze keyword popularity through a simple graph, helping to identify fluctuations and trends. Serpstat calculates keyword difficulty by considering factors such as external backlinks, page ranking, trust ranking, and keyword usage in titles.

Backlink Analysis

Backlink analysis is essential, and Serpstat offers convenient one-click reports. It provides a detailed list of anchors and referring pages, allowing users to monitor backlinks for their own website and competitors' websites.

Serpstat also helps identify trustworthy sources of quality backlinks to avoid penalties. However, some users have reported that Serpstat's backlink capabilities could be more comprehensive compared to other SEO tools like Ahrefs.

Search and Advertising Analytics

Serpstat provides robust search analytics, allowing users to analyze competitor keywords and identify their strengths and weaknesses. The Landscape analysis feature helps in formulating improvement plans by understanding competitor performance. The Competitor's Graph provides an overview of the main competitors.

Users can compare their domain visibility with competitors and assess campaign effectiveness. Valuable insights can be gained from competitor data, including advertising budgets, ad positions, and cost-per-click in AdWords. Serpstat's search queries section displays all keywords competitors are ranking for in the top 100 Google search results.

Content Marketing Ideation

To generate content ideas, utilizing their content marketing ideation tools help identify the questions your target audience. Additionally, their related keywords database provides insights into popular search terms, and you can track the social shares of your content on Facebook.

Rank Tracking

The image is a promotional graphic for Serpstat Rank Tracker. It features a dark blue background with the text "Boost Traffic and Outpace Your Competitors with Serpstat Rank Tracker" in white. Below the text is a screenshot of the Serpstat Rank Tracker interface, showing a line graph of search engine rankings over time for various keywords and a table of data. To the right of the screenshot are three green checkmarks with corresponding text: "SEO and PPC SERP types", "mobile and desktop SERPs", and "choosing track frequency".

Boost Traffic and Outpace Your Competitors with

Serpstat Rank Tracker

✓ **SEO and PPC SERP types**

✓ **mobile and desktop SERPs**

✓ **choosing track frequency**

Monitor your website's search engine rankings with Serptat's Rank Tracking

Serpstat makes rank tracking effortless by providing an advanced algorithm that collects and analyzes data for the top 100 domains related to any keyword. You can easily monitor your keyword rankings on Google and Yandex, in any language or location. With unlimited keyword tracking and the ability to add unlimited users at no additional charge, sharing reports becomes hassle-free.

Market Intelligence

You may learn a lot about the tactics used by market leaders in your field by studying market intelligence. This entails looking at local and international data to follow the success of prominent rivals and provides you with a better knowledge of their strategies. This knowledge can direct your own method of making strategic decisions.

On-Page Audit

The on-site audit tool provides a comprehensive analysis of your web page's performance. It allows you to examine different sections of your website, pinpoint any areas that need improvement, and address them effectively. Moreover, you can uncover optimization gaps in your domain, rectify both on and off-site issues, and enhance crawl rates,...

Ahrefs's Top Features



A comprehensive overview of Ahrefs's standout features and capabilities

Alt: Some outstanding features of Ahrefs

Site Explorer

A helpful tool for website analysis, Ahref's Site Explorer combines organic traffic research, backlink checkers, and paid traffic research. By simply entering a website into their Site Explorer, you can browse the 'organic search' section and discover insights.

Ahref's backlink profile section allows you to easily analyze any website's backlink profile, boasting the fastest backlink checker in the industry and the world's largest index of live backlinks. Additionally, you can research paid keywords and gain valuable information about your competitor's advertising strategy through their paid ad keyword research feature.

Site Audit tool

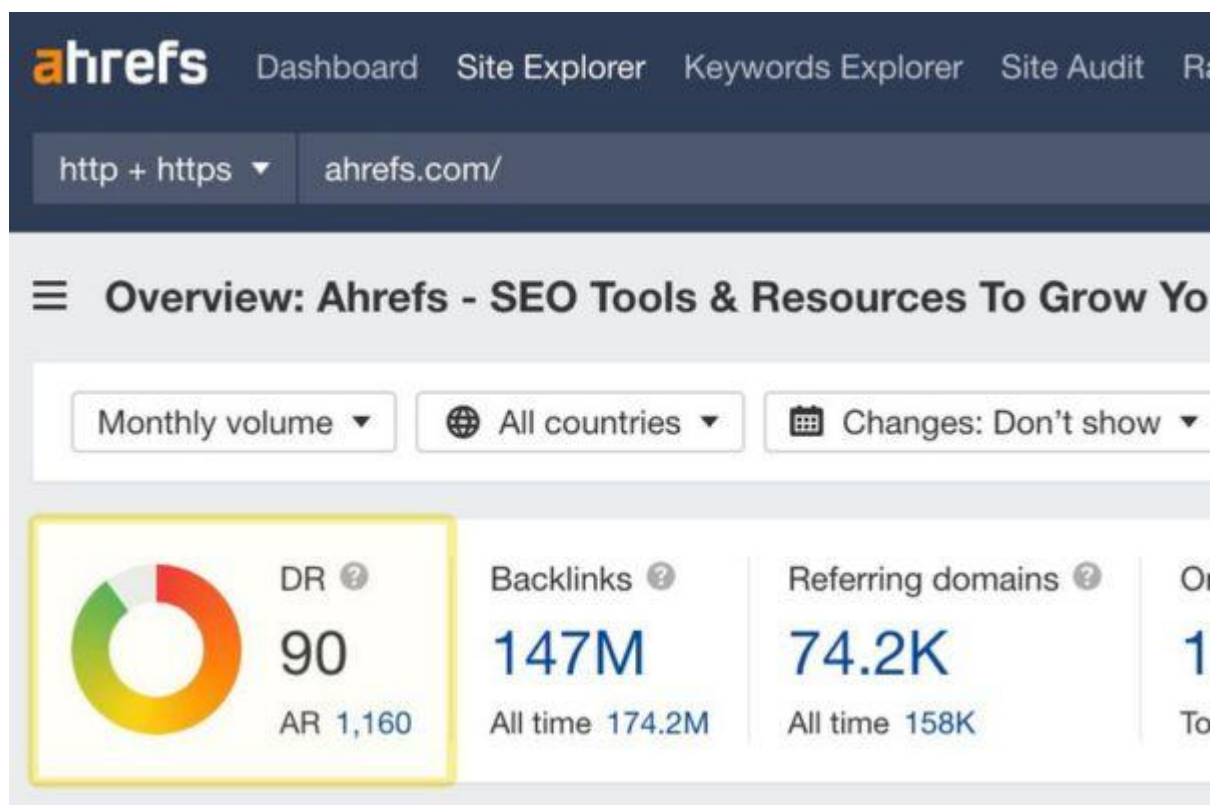
The Site Audit tool is conveniently cloud-based, eliminating the need for installation. It offers the flexibility to schedule regular crawls for your websites, ensuring automatic and effortless monitoring without any manual intervention required.

Rank Tracker

The rank tracking tool is incredibly useful as it allows you to monitor your Google rankings on both desktop and mobile. By inputting a list of keywords and adding your competitor's URLs, you can see how you rank in comparison.

Additionally, the tool allows you to identify the websites that are competing for search traffic using your tracked keywords. This valuable information helps you understand how traffic is divided among your top competitors. You can even set up automatic email notifications to receive regular reports on your performance.

Keywords Explorer



Keywords Explorer for finding and analyzing keywords effectively

Ahrefs offers a powerful keyword explorer feature that allows users to access a database of over 7 billion keywords from 171 countries. Users can refine their searches using various parameters such as phrase match, same terms, rank for, search suggestions, newly discovered, and questions.

Ahrefs also provides a KD scoring method to determine keyword difficulty based on linking domains. With the largest index of live backlinks, Ahrefs ensures accurate results. Additionally, it provides insight into the number of backlinks needed to appear on the first page of search results. It offers many advanced SEO metrics like clicks, clicks per search, % of clicks, % of paid clicks vs. organic clicks,...

Content Explorer

You may simply sort and filter results based on many factors such as organic traffic, referring domains, domain rating, traffic value, and social shares since you have access to a large database of over a billion web pages. Furthermore, you may go deeper into certain themes by studying word count or author. This tool enables you to do extensive research and gain significant insights.

Competitor Analysis

You can simply find your largest competitors and acquire useful information by using the keyword explorer tool. The batch analysis tool allows you to rapidly obtain critical facts for each domain, such as the domain rating and number of referring domains.

Furthermore, the site explorer tool allows you to thoroughly check your rivals' backlink growth, offering crucial information about their rate of gaining new referring domains. Furthermore, you may find broken pages on other domains with hyperlinks, allowing you to study the content.

Serpstat vs. Ahrefs – Pros and Cons



An in-depth comparison of the main features between Serpstat and Ahrefs

Alt: Closely examine Serpstat vs. Ahrefs

Serpstat Pros

- Try out their limited free plan for testing purposes
- Get to an extensive suite of SEO tools
- Benefit from helpful training resources in their knowledge base
- Stay up-to-date with regular updates that bring new keywords
- Experience good customer service from their team

Serpstat Cons

- Ahrefs doesn't cover as many search engines as other tools
- The backlink tool could offer a more comprehensive analysis
- There is limited information available on low-volume searches

Ahrefs Pros

- User-friendly interface for easy navigation
- Comprehensive toolkit for all your SEO needs
- Extensive search coverage across multiple search engines and websites
- Helpful Facebook community for valuable insights
- Excellent customer support for any assistance required
- Vast database of high-quality backlinks for stronger website optimization

Ahrefs Cons

- The pricing is on the expensive side, without any option for a free trial
- There are limitations on the lowest-priced plan, which can be frustrating if you exceed the limit quickly

Serpstat vs Ahrefs – Pricing



Evaluate the pricing models of Serpstat and Ahrefs

Alt: Breakdown of Serpstat vs Ahrefs pricing plans

When comparing the pricing of **Serpstat vs Ahrefs**, there are a few key differences to consider:

Serpstat Pricing

Trial: You can begin by signing up for a 7-day free trial of Serpstat to try out all the features mentioned in this post. After the trial period, you can choose the pricing plan that suits your requirements from the four options available. It provides 3 basic plans:

- **Individual (50\$):** Ideal for individuals and freelancers involved in SEO, this package allows you to efficiently handle up to 5 projects. Gain valuable insights from comprehensive tools that analyze competitors' online strategies, empowering you to enhance your own SEO endeavors.
- **Team (100\$):** Perfect for small in-house teams, this SEO tool offers a range of features including AI Tools for advanced analysis, Batch Analysis for efficient processing, Branded reports to showcase your brand, and Team Management for seamless collaboration.
- **Agency (410\$):** This package is perfect for marketing agencies and large teams seeking extensive data. It includes more projects, credits, team members, and the option for white labeling.
- **Customized Plan (contact Serpstat's employee):** In addition to our standard services, Serpstat provides specialized solutions tailored to the unique needs of large

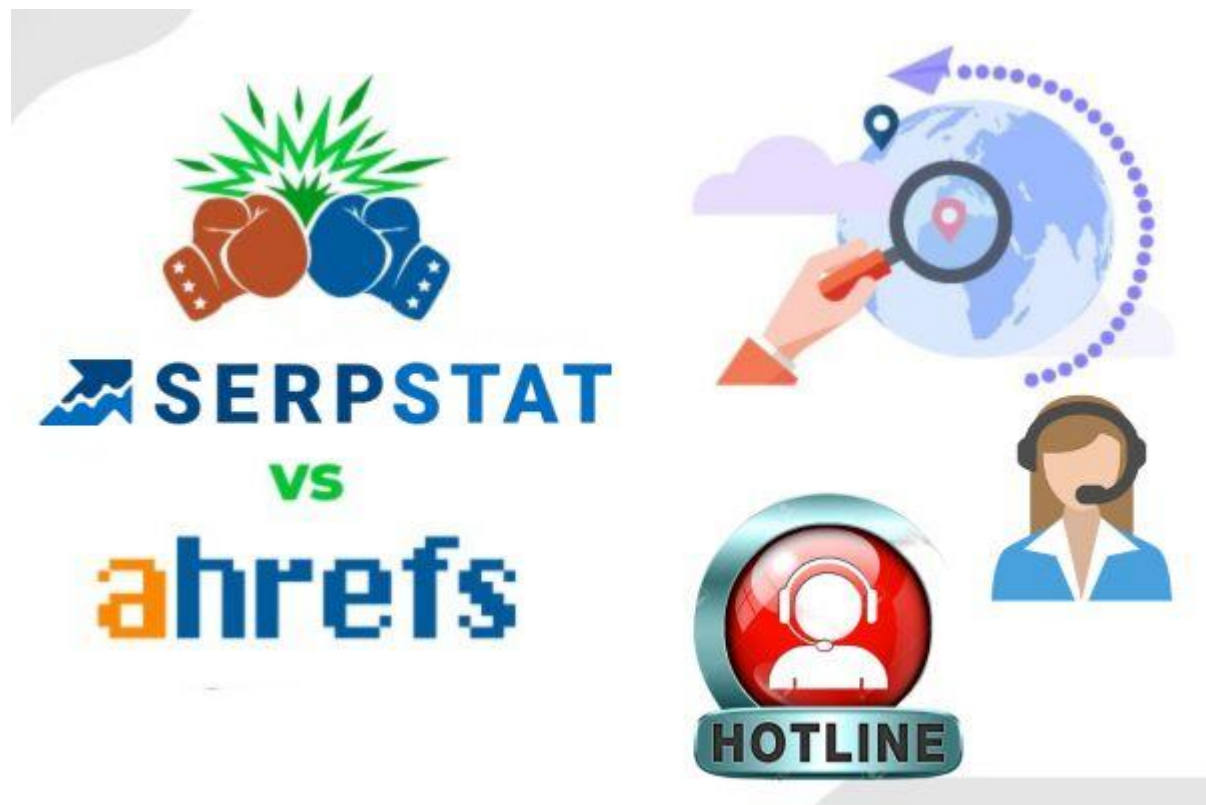
businesses. Reach out to their enterprise team for more details on this exclusive plan.

Ahrefs Pricing

When comparing **Serpstat vs Ahrefs** in terms of pricing, Ahrefs also offers four basic pricing plans for your customers:

- **Trial:** A 7-day trial is available for \$7.
- **Lite (\$99/month):** This plan allows one user to access five projects. This plan is designed for freelancers or small companies and offers limited tool access. However, it's important to note that the search limit may be reached fairly quickly.
- **Standard (\$199/month):** When choosing this subscription, the user may manage up to 10 projects at once and take advantage of improved capabilities including increase keyword tracking and thorough site audits. Smaller internal teams will particularly benefit from this strategy.
- **Advanced (\$399/month):** For marketing teams, our package is quite affordable. 3 individuals have access to thousands of monitored keywords and websites through 25 ongoing projects. It's the ideal option for large or medium-sized teams wishing to maximize their marketing efforts.
- **Enterprise (\$999/month):** The plan offers 100 projects split among 5 users, which is great for large companies with vast marketing teams. This service gives users access to thorough searches, keyword reports, and content analysis tools to maximize their SEO efforts.

Serpstat vs Ahrefs – Support



Both Serpstat and Ahrefs offer comprehensive customer support options

Alt: Thorough analysis of Serpstat vs. Ahrefs

Serpstat Support

The user guide for Serpstat is highly valuable since it provides step-by-step instructions on how to navigate the platform. If you have any questions or concerns, you can easily reach out to their customer support team through their ticketing system. When comparing **Serpstat vs Ahrefs**, users have praised the team for their assistance and quick response time.

Ahrefs Support

The YouTube Channel is where Ahrefs Support posts instructional videos, how-to guides, and other information on utilizing the Ahrefs platform. Ahrefs, like Serpstat, offers a helpful ticketing system for queries, and users appreciate their responsiveness. They also have a customer support team who are extremely helpful and responsive.

Ahrefs Support also offers a Facebook community called Ahrefs Insider. This community serves as a platform for Ahrefs users to connect, interact, and share their experiences and knowledge related to SEO and Ahrefs tools. Users can ask questions, seek advice, discuss strategies, and learn from other people who are also utilizing Ahrefs for their SEO needs.

The Similarities Between Serpstat and Ahrefs



Both Serpstat and Ahrefs offer comprehensive SEO research tools

Alt: Expertly evaluate Serpstat and Ahrefs SEO tools

There are several similarities between **Serpstat vs Ahrefs**. Both popular SEO tools have:

- Keyword research tools
- Advertising analytics
- Rank tracking
- In-depth page audits
- A user-friendly interface
- Good training for new users
- Helpful, friendly customer service reps

Brief Main Differences Between Serpstat and Ahrefs



Serpstat and Ahrefs differ in their features and pricing

Alt: Thoughtfully compare Serpstat and Ahrefs

Here is a short evaluation of the main differences between **Serpstat vs Ahrefs**:

- Trial: Serpstat offers a free trial version to test their platform, while Ahrefs charges \$7 for a 7-day trial.
- Search engines: Serpstat uses 2 primary search engines, while Ahrefs scans through a total of 10 search engines.
- Backlink tool: Serpstat's backlink tool lacks comprehensiveness, while Ahrefs offers a highly comprehensive backlink tool in comparison.
- Pricing: Serpstat is priced lower, while Ahrefs is slightly higher when it comes to SEO tools.
- Support: Serpstat lacks an active online user community, while Ahrefs offers a beneficial Facebook group for networking.

Overall, Ahrefs is a more comprehensive tool since it offers more functionality, but you have to be willing to spend more because it is more expensive.

FAQs

Do either Serpstat or Ahrefs have mobile apps?

Both options do not have a mobile app; however, they may be accessed via mobile browsers for added convenience.

Are Serpstat and Ahrefs cloud-based or downloadable?

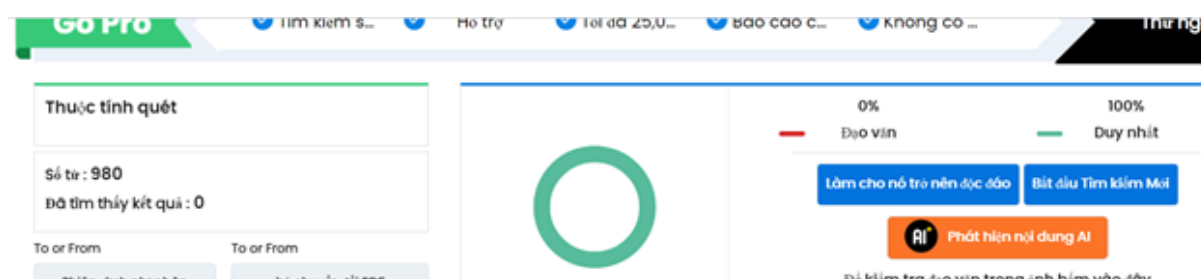
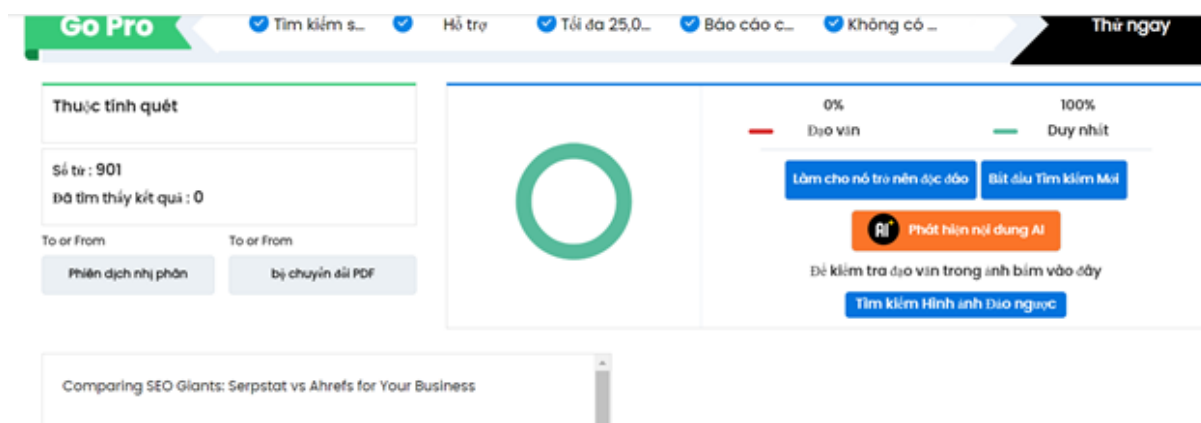
Yes, **Serpstat vs Ahrefs** are cloud-based tools. There are no downloads or installs required.

Is se ranking better than serpstat?

It depends. SE Ranking and Serpstat are two powerful website optimization solutions for businesses. SE Ranking offers features such as Local Rank Tracking, Automatic Daily Updates, and Competitor Monitoring. On the other hand, Serpstat provides a platform specifically designed to manage online visibility and improve rankings.

Conclusion

In conclusion, while Serpstat offers a range of good tools and a user-friendly interface, Ahrefs emerges as the winner in this battle of **Serpstat vs Ahrefs**. Despite the higher price, Ahrefs provides a more comprehensive experience by searching from a wider array of search engines and offering valuable tools for competitor analysis. Additionally, the user forum adds an extra advantage for freelancers seeking networking opportunities and marketing strategy inspiration.



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Serpstat vs Ahrefs – Support

Reth Serpstat and Ahrefs offer comprehensive customer support online