

2022 BuzzSumo Review: Is It Only Good for Social Share Reports?

BuzzSumo bridges the gap between SEO and content marketing tools into a single platform. It's a clever mashup of the best features of Semrush and Buffer.

Most PR professionals would have zero hesitation about signing up for the tool if not for the cost of the paid plans.

And so, in our BuzzSumo review, we'll dissect the features, pros and cons, and customer opinion to determine if the paid version is worth it.

Let's head straight in!

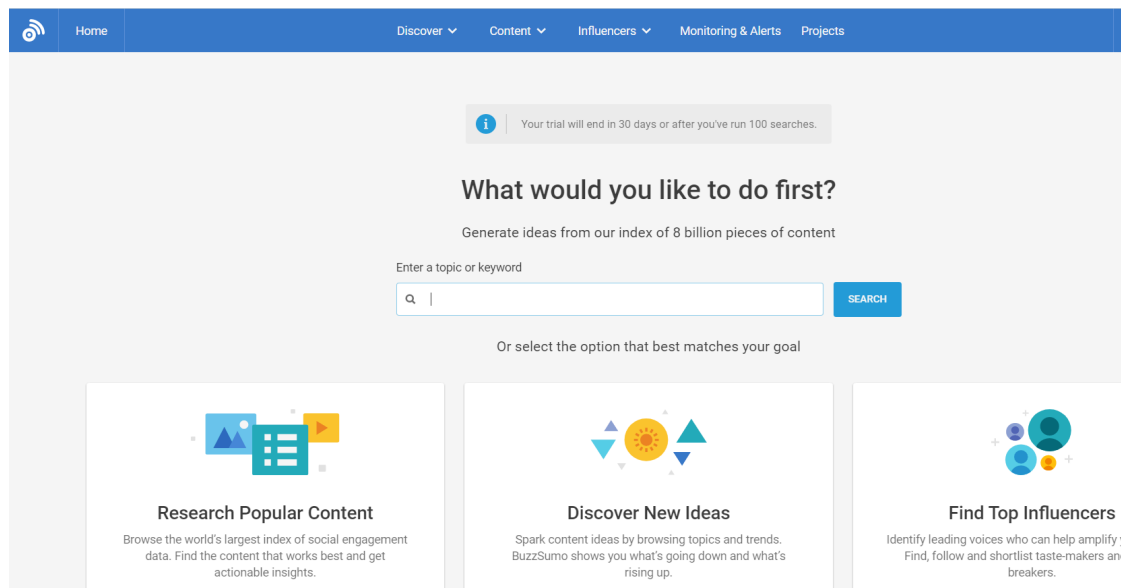
What is BuzzSumo?

BuzzSumo is a freemium SEO tool and social media analyzer. Established in 2014, BuzzSumo was one of the first hybrid tool platforms on the scene.

Some of its key innovative features include:

- Influencer and author competition analysis.
- Sourcing of influencers and authors.
- Trend alerts based on personal algorithm, country, and topics.
- Content analysis and generation.
- YouTube top performance discovery.
- Facebook page analysis.
- Finding top questions for a given topic.

BuzzSumo Features



Source: [BuzzSumo](https://buzzsumo.com)

BuzzSumo doesn't allow you to sign up for their free version right away.

You have an obligation to try their 30-day free trial first. Which can end faster, if you do 100 searches before the month ends.

Then, you get to decide if you want to cancel your account, continue with the free version, or upgrade to the paid one.

No need to enter your credit card information for the free trial. There's no attempt at duping you into paying for the paid version once you forget to cancel.

This consideration for customers alone makes BuzzSumo impressive in a sea of content marketing tools.

Signup with Facebook or input your email credentials the traditional way.

Your first onboarding gift from their team is a 3-minute intro video on how the platform works. You can skip it if you want. BuzzSumo will send you an email with the video anyway.

Their team will be in contact with you throughout the trial period to ensure you get the most out of the platform.

The [main dashboard](#) opens up right after, with all the main tools lining up at the top left of the page. The star contents of this page are your recent feeds and your recent saved searches.

You'll find the **Settings** section at the top right from the drop-down menu under your name.

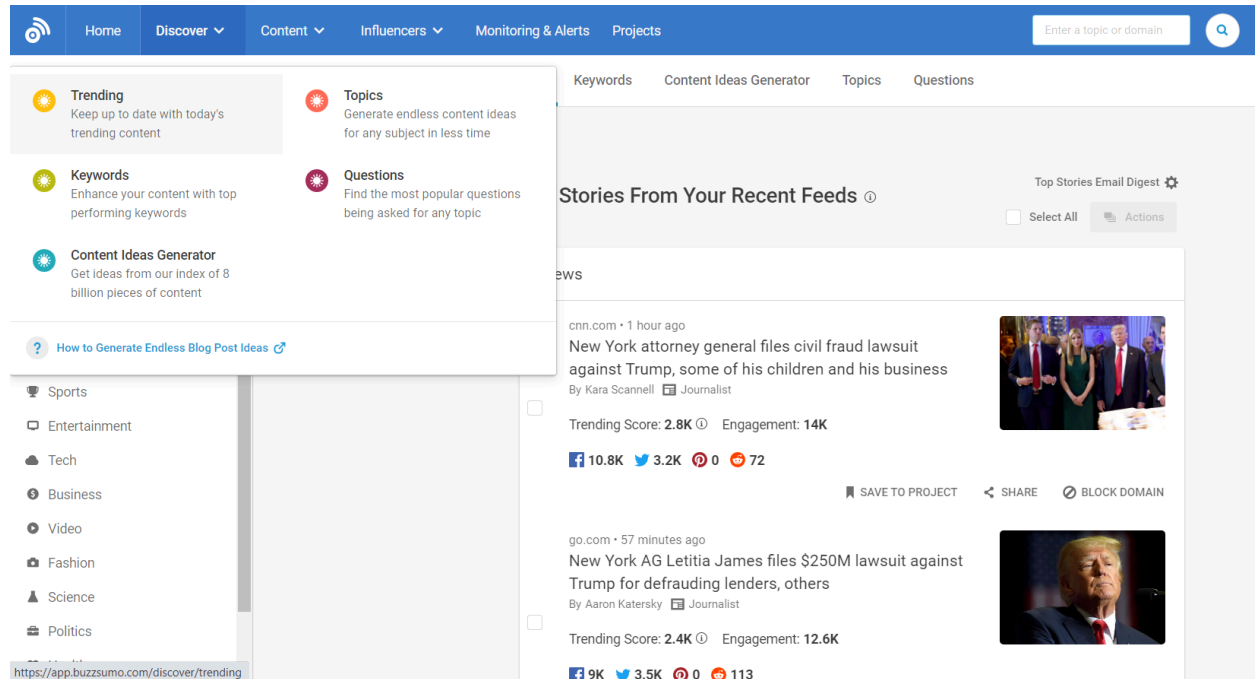
This is where you can connect BuzzSumo to your Twitter, Facebook, and Slack. Also the place to:

- Track and upgrade your plan.
- Change your billing method.
- Download your [API documentation](#).
- Set your preferences.

Now that you have a sense of how BuzzSumo works, let's go through the features which have made the platform popular.

Note: When you go to BuzzSumo.com, you won't find the home page right away. You'll have to click on the **Go to App** option, which will direct you to the tool page.

The Discover Feature



Source: [BuzzSumo](https://app.buzzsumo.com/discover/trending)

The Discover feature is your imagination sparker. Every time you enter a topic, keyword or domain, you get a huge list of trending content and news related to it.

While browsing through what's popular, you get an idea of what works with the audience and can modify your content accordingly.

One thing to remember, you only get 1 year of historical data from these tools.

There are 5 sections to the Discover tool.

Trending: You'll find the top articles from your connected social media sites here. It sources the trending content from your Facebook, Twitter, Pinterest, etc, and shows under the recent feeds list.

Each of the articles comes with a trending score, engagement points, and share count on Facebook, Twitter, Pinterest, and Reddit.

A list of genres such as news and digital marketing is listed under **Curated feed**. Click on any of those to focus only on trending news from those.

You can also check out trending stories of each country. Sort the stories further by applying language filters in the countries and limiting the trending time from 24 hours to 1 hour.

These are merely the general trends you get from BuzzSumo scouring your socials.

You can tailor your trend search to specific topics.

For example, if you type in "BuzzSumo reviews", you can refine your search further by adding more related hashtags and words and excluding keywords you don't want in the content.

You can also limit or exclude particular domains.

The results include videos, though you can exclude YouTube videos in the filters too.

Topics: When you go to Topics, BuzzSumo will greet you with the 5 popular global searches.

Not of any use to you? No problem.

Enter a topic you want information on in the search bar. If you want to search multiple keywords, use OR after every one of them. In case you want to filter out specific words, use minus.

The result page will have all the related words, some in larger fonts to indicate their popularity.

Below, you'll find aligning topics and content ideas for each topic. BuzzSumo generates the entire article title for you.

Select the Insights and content idea option beside the topics and you'll find a wealth of information.

There's a chart indicating the total number of articles published on the topic every month with the engagement score and link to the most popular article.

You can view all the content, questions on Quora and Reddit, and more related keywords for each topic.

Studying all this, you can understand what works and why it works.

Keywords: You can enter a keyword or a domain here.

If you enter a keyword, the results include:

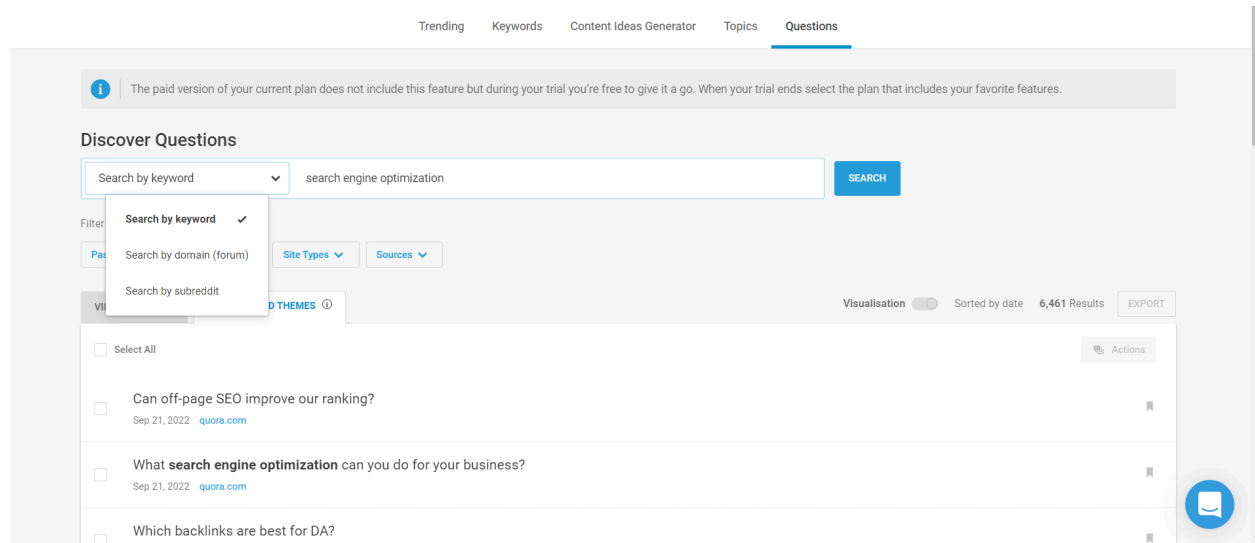
- Search volume.
- CPC
- Total articles published.
- Related and similar keywords.
- Related topics.
- Tiny trend chart.

It doesn't have a wide selection of tools for keyword research like other SEO tools but you get the key points.

On domain search, you get:

- Ranking keywords counter.
- Organic monthly traffic.
- Page authority.
- Domain authority.

The domain keyword search results only retrieve a small amount of data. Sometimes, you get almost nothing if there's a prohibition on advertising on the search term.



Source: [BuzzSumo](https://buzzsumo.com)

Questions: You can find the most popular questions for any given topic here.

Perform a general keyword search for questions or limit it to forums and subreddits.

You can also narrow down the question timelines anywhere from the past year to 24 hours. There's also the option of filtering based on site type and top-level domain of each country.

Content Ideas Generator: The Content Ideas Generator is a new section and an exciting one.

The first research panel contains a shortened version of the topics, keywords, questions and trending features in one place.

The second panel contains data obtained from Content Analyzer. You get an idea of the format you should use and the appropriate length of the content from here.

The third panel also summarizes data from the Content Analyzer tool. You can understand the social channels you'll get the most engagement from for the content and the best weekday to post.

The Content Feature

The screenshot displays the BuzzSumo Content Analyzer interface. At the top, there's a search bar with the text 'digital marketing' and a 'SEARCH' button. Below the search bar, there are related topics like 'web marketing', 'digital strategy', 'best digital marketing', 'social media marketing', and 'digital agencies'. A filter section allows users to refine results by 'Past Year', 'All Countries', 'Language Filter', 'Journalists', and 'B2B publishers'. The main results table shows two articles: 'Prepare for the future with Google Analytics 4' and 'The HubSpot Blog's 2022 Marketing Industry Trends Report'. Each article row includes columns for Facebook Engagement, Twitter Shares, Pinterest Shares, Reddit Engagement, Number of Links, Evergreen Score, and Total Engagement. The first article has 4.3K Facebook engagements, 1.4K Twitter shares, 5 Pinterest shares, 1K Reddit engagements, 567 links, an Evergreen Score of 88, and 6.7K total engagements. The second article has 621 Facebook engagements, 199 Twitter shares, 27 Pinterest shares, 1 Reddit engagement, 143 links, an Evergreen Score of 40, and 848 total engagements. Action buttons like 'View Top Sharers', 'View Backlinks', and 'View Analysis' are available for each article.

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement
Prepare for the future with Google Analytics 4 Mar 16, 2022 blog.google	4.3K	1.4K	5	1K	567	88	6.7K
The HubSpot Blog's 2022 Marketing Industry Trends Report: Data from 1,000+ Global Marketers By Maxwell Iskier Nov 23, 2021	621	199	27	1	143	40	848

Source: [BuzzSumo](#)

Unlike a lot of content tools which only focus on blog posts, you can research top-performing content on Facebook and YouTube through BuzzSumo. It's also a backlink finder and content analysis report generator.

Content Analyzer: First, enter a keyword, domain, or article link on the Content Analyzer. Watch as BuzzSumo lists a year's worth of content on the target topic with social scores and the number of links.

Additionally, you get an evergreen score for the content, which indicates how long the article has managed to maintain relevance.

You can narrow your search to focus only on press releases, newsletters, lists, or even podcasts on the content analyzer. Other filters like length, publisher size, and [reaction analyzer](#) make the feature even more effective.

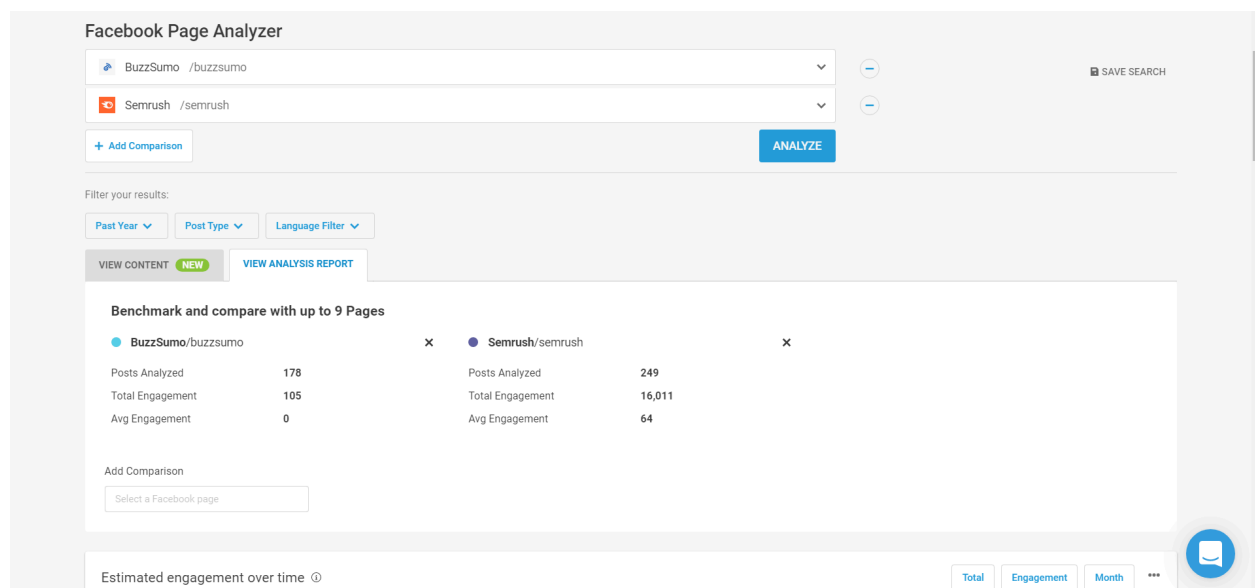
You can also export a PDF of the analysis report which provides a visual breakdown of the results.

By the time you reach the end of the analysis page, you'll know:

- Which month has the lowest number of content published on a given keyword.
- Which month sees the most content.
- The social media site which engages the most with the keyword.
- Which content type is most popular.
- The best day to publish.
- Length of content which will garner the most engagement.
- General sentiment towards the content.
- The top domains on the topic.
- And the current top-performing content based on engagement.

The content analyzer practically maps out what you need to make and where you need to distribute it to get more attention to your business.

Facebook Page Analyzer: In addition to analyzing your Facebook page, you can compare your competitor's page on the tool.



Source: [BuzzSumo](https://buzzsumo.com)

For example, take a look at the screenshot of the comparison between BuzzSumo and Semrush's Facebook page. It's easy to see Semrush has an overwhelming amount of engagement-to-post ratio compared to BuzzSumo.

When you scroll down, you'll see charts pointing out the exact difference in approach and engagement rate. You can check the post content to understand what Semrush is doing right which BuzzSumo is missing out on.

YouTube Analyzer: The YouTube content analyzer isn't that different from the general or Facebook page analyzer. A notable feature is the paid ads and organic ads filter.

Backlinks: BuzzSumo's backlink data isn't as big as Ahrefs, but it has a unique sorting method the other tools lack. Along with the domain authority of a linking website, you can view the social currency the website has.

This is invaluable data as not only do you understand which websites to target for backlinks, but also the real audience capture they have.

The Influencers Feature

The screenshot shows the BuzzSumo interface for finding Twitter influencers. At the top, there are tabs for Twitter, Facebook, YouTube, and Authors, with Twitter selected. Below the tabs, there's a search bar with the text "Associated with" and a dropdown menu, and a search input field containing "search marketing". A blue "SEARCH" button is to the right of the search input. Below the search bar, there are two links: "+ Tweeted articles about" and "+ Tweeted articles from the website". A tip below these links says: "Narrow your results by using the negative operator to exclude non relevant terms, for example: skincare -beauty Advanced Search Tips". Below the tip, there's a section "Filter your results:" with four dropdown menus: "Location", "Influencer Activity", "Journalists", and "Influencer Type". To the right of these filters, there's a "Sort by: Relevance" dropdown, "5,991 Results", and an "EXPORT" button. Below the filters, there's a table of results. The first row shows a profile for Lisa Paasche. The table has columns: "Select All", "Actions", "Page Authority", "Domain Authority", "Twitter Followers", "Retweet Ratio", "Reply Ratio", and "Avg Retweets". The data for Lisa Paasche is: 13 Page Authority, 7 Domain Authority, 20.5K Twitter Followers, 17% Retweet Ratio, 59% Reply Ratio, and 1.5 Avg Retweets. Below the table, there are tags for "Blogger" and "Influencer".

Select All	Actions	Page Authority	Domain Authority	Twitter Followers	Retweet Ratio	Reply Ratio	Avg Retweets
☐		13	7	20.5K	17%	59%	1.5

Source: [BuzzSumo](https://buzzsumo.com)

You can find influencers out of 4 sections via BuzzSumo.

- Twitter.
- Youtube.
- Facebook.
- Authors.

The general gist of all this section is the same. You enter a niche keyword and BuzzSumo presents you with the most influential people on the topic.

For Facebook, Authors, and Youtube, you mainly have the location, language, and category filters. Twitter filters are more extensive.

You can choose influencer type, activity type, and restrict your search to journalists.

BuzzSumo doesn't only find you the top influencers of each platform, but also their:

- Page authority.
- Domain authority.
- Follower number.
- Retweet and reply ratio for Twitter.
- Average retweets for Twitter.
- Subscribers and views for YouTube.
- Page likes and followers for Facebook.
- Articles published, total and average engagement for authors.

You can find influencers with a genuine following for your team with this tool. Plus, you'll know the influencers your competitors are collaborating with, which will help you create a better advertisement strategy.

Monitoring and Alerts

The screenshot shows the 'Create Brand Alert' interface in BuzzSumo. The left sidebar contains a form with the following fields:

- Type:** A dropdown menu set to 'Brand'.
- Alert name:** A text input field containing 'amazon' with a character count of 6/25.
- What brand would you like to monitor?:** A text input field containing 'Amazon'.
- Case sensitive:** A checkbox that is currently unchecked.
- Results MUST ALSO contain ALL of these keywords:** A text input field with the placeholder 'Enter a keyword'.
- Results MUST NOT contain these keywords:** A text input field with the placeholder 'Enter a keyword'.
- Buttons:** 'CANCEL' and 'CREATE ALERT' buttons at the bottom.

The main content area is titled 'Create an alert' and includes the instruction 'Get started by selecting what you would like to monitor'. It features a grid of four alert types, each with an icon and a description:

- Competitors:** Track when your competitors are mentioned.
- Backlinks:** Track when someone links to a website.
- Keywords:** Follow a topic or keyword you care about like 'big data'.
- Authors/Journalists:** Monitor the content produced by a specific author.

Source: [BuzzSumo](https://buzzsumo.com/alerts)

You can monitor 6 key metrics via BuzzSumo.

- Brands
- Competitors
- Backlinks
- Content
- Keywords
- Authors

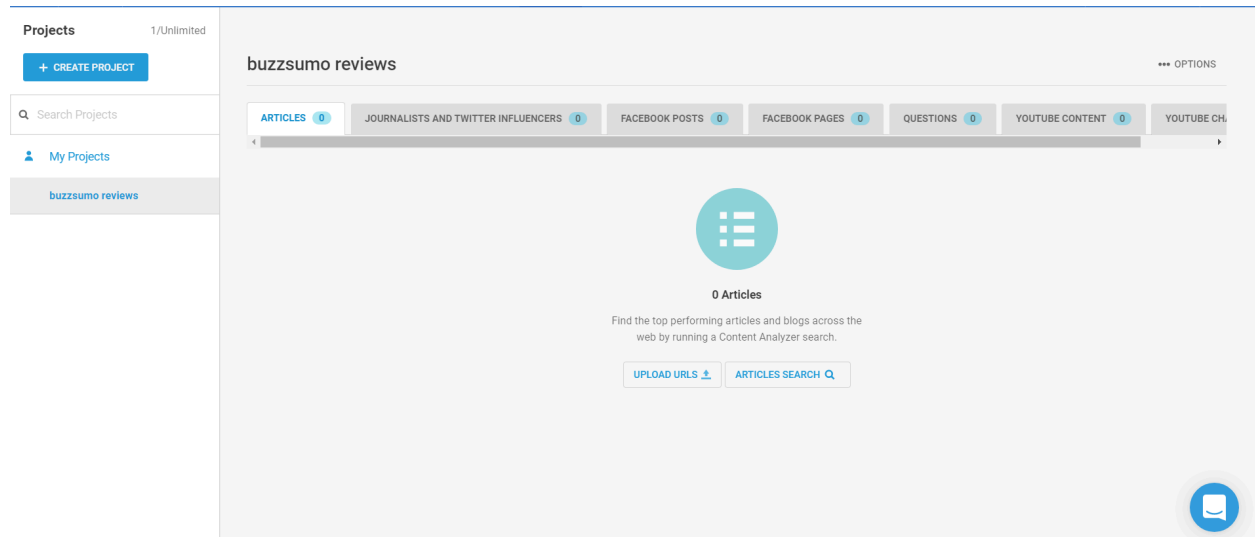
It's the simplest feature to set up on the platform but one of the most useful one. For one, you can keep track of every time new content is uploaded on a keyword you're targeting. You can also monitor the response to your content as an author.

However, the monitoring and alert feature is even better for spying on your competition. You can set alerts for every time someone mentions a specific brand or competitor on the internet or links to a website.

Instantly getting the news will allow you to swoop in and tempt the consumer into availing your product or service instead.

You can choose a time of the day to get these alerts or for instant notification for every mention.

The Projects Feature



Source: [BuzzSumo](https://buzzsumo.com)

You save all the data you gathered such as top articles for a keyword or the famous influencers on a topic here. The project section can act as your crisis management center whenever you're out of content to make.

You can also add the URLs of various websites you're tracking here. BuzzSumo will do automatic engagement scores for the websites. This way, you can compare how your content is performing against your competitors in one place.

Pros of BuzzSumo

- Free Chrome extension.
- Clutter-free user interface. You aren't bombarded with features but you have access to it all when you need them.
- High customer-oriented approach.
- Accurate social share estimation.
- No setup fee.
- Analyzes every possible piece of content, from blog posts to social media posts and videos.
- Content idea bank.

- Capture snapshots of the top results.
- Lots of filter options spanning domain, language, location, and time.

Cons of BuzzSumo

- No audience data for Instagram, Snapchat, Tiktok, LinkedIn, etc.
- Expensive.
- Lacks demographic data such as age range or device use.
- Bugs in the Slack integration.
- No guarantee you'll find the contact info of the influencers or authors.
- The results for domain search aren't the most reliable.

BuzzSumo Pricing

BuzzSumo offers extensive pricing options.

While a worthwhile preview of what you can achieve with the platform, the **Free** plan caps your searches at 10 per month.

The restriction extends to 1 user, no alerts, 1 project with 100 items, 1 year of historical data with 1000 results, and 1 custom data.

You also miss out on Question, Youtube, Facebook page analyzer, and top author search. Not a bad deal overall. Yet, it feels so when you check the higher tier plans.

You pay \$99/month for the **Pro** plan or \$79/month at annual billing. You still miss the social media analyzing tools, but you get an upgrade of unlimited monthly searches.

Add to that 1 year of data with no limit on the results, 5 users and alerts, 50 exports/month, 10 custom feeds, and no curb on the projects.

The **Plus** plan costs \$179/month or \$139/month if you make a one-time payment. It adds more users, alerts, exports and custom feeds to the benefits of the Pro plan. Only now, you also have access to the Question Analyzer tool.

It's the most popular plan, generally of use to small agencies.

The **Large** plan costs the big agencies and marketers \$299/month or \$239/month yearly. It removes restrictions on the features you couldn't use on the Pro and Plus plan. Plus, you get an increase in every tool limit.

The **Enterprise** plan from BuzzSumo comes with custom pricing for industrial giants. You get 5 years of historical data and can negotiate the usage limits with the BuzzSumo team. BuzzSumo will send you a quote once you give them your requirements.

You can try the Pro, Plus, and Large plans for free for 30 days.

BuzzSumo Reviews on G2, Software Advice, and TrustRadius

Experiences can differ a great deal depending on the user. Let's check out the sentiment among BuzzSumo customers on trusted review websites.

G2

BuzzSumo has 4.5 stars out of 5 on G2. 94 customers took the time to discuss what they love and dislike about the tool.

As it turns out, BuzzSumo would have way more users with a more economic plan pricing.

Customers seem to get the most use out of the content analyzer tool and the influencer finder.

Software Advice

131 customers gave an overwhelming number of positive reviews on Software Advice. It's not easy to get a 4.53 score out of 5 when many people review your tool.

Again, the pricing is the main issue, though the Value for money score is also high.

The ROI from using the tool pleases a lot, with organic and paid campaigns resulting in real likes, shares, and engagement. Users can also show the statistical reports to their clients and use those for their own research.

TrustRadius

On TrustRadius, it's a clean 8.5 out of 10 for BuzzSumo.

Customers use the tool to verify social shares, research topics, monitor brands and keep up with trending news.

TrustRadius customers don't necessarily have a huge issue with the price. What they do want is to increase the usage options on the free plan.

Considering how popular Instagram and TikTok have gotten in recent times, users will also appreciate the incorporation of insights from these sites.

Final Thoughts

Most social media and SEO tools work separately. While plenty of platforms incorporate the features together, few do it as extensively as BuzzSumo. It doesn't feel like you're paying mostly for a social insight tool or SEO too.

You get the feeling you're paying for both.

This is what makes the somewhat expensive nature of BuzzSumo justifiable. You have refined features together which you would have to pay for on separate platforms otherwise.

At the same time, a lot of the features are wasted if you aren't a content marketer or a digital marketer. So, only go for it if it aligns properly with your job description.

Meta Description: Want to know if you should sign up for BuzzSumo? Check out our BuzzSumo review where we discuss every feature to help you make a decision.