**Meta Description**: Are you troubled with SemRush alternatives you can't afford? Here is a list of 8 SEO tools with key features, pricing, pros and cons, and customer reviews.

# 8 Best Competitive SemRush Alternatives in 2022

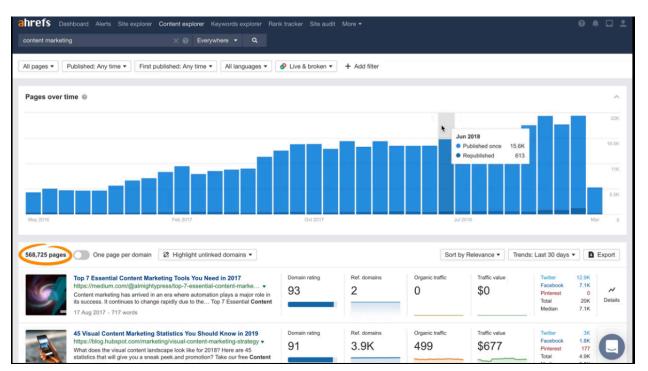
SemRush is the uncontested winner among the SEO tools. It's the go-to for massive corporations such as Samsung, Apple, Walmart, Forbes, etc.

It's also the most expensive one on the block.

The truth is, most of us can't afford \$119.95 per month. You *can* bring it down to \$99.95 monthly if you pay for the entire year in one go. But, we don't always have \$1,415.29 lying around, do we?

Let's check out the 7 best competitive SemRush alternatives with lower subscription fees.

# 1. Ahrefs



Source: Ahrefs

Anyone who isn't using SemRush is using Ahrefs. If SemRush is the tech companies' choice, Ahref is for Netflix, Shopify, Uber, Huffpost, Adobe- we can go on.

#### **Features of Ahrefs**

#### **Backlink Checker**

Ahrefs <u>cloud-based web crawler</u> only comes second to Google. As such, their backlink database provides a current picture.

You can filter the backlinks further by similar, referring, organic traffic, link worth, anchors, and many more.

The qualification of a good link is in the relevance, authority of a website, its anchor text, and placement of the link. Ahrefs helps you narrow it down until you know which sites are worth contacting.

Backlink analysis also gives you a peek into how your competitors are performing, along with Ahrefs site explorer tool.

## Website-wide keyword research

This is where Ahrefs shines as the SemRush alternative.

Instead of focusing on a single search engine, Ahrefs covers 10, including Google, YouTube, Amazon, Bing, Yahoo, and Yandex.

Out of the search engines, some are popular in particular countries, such as Naver and Daum in South Korea and Baidu in China. Seznam logs 14 million searches inside the Czech Republic.

So, you want to rank your products on Amazon or become a trending brand in South Korea? You have the search data.

To top it off, the results come with backlink estimates and parent topic suggestions.

The SERP position history is there so you know which 5 websites have consistently ranked on the target keyword. You can use it to determine how long it would take before your page can get a spot there.

#### **Rank Tracker**

The rank tracker of Ahrefs comes with a terrific visual graph, reflecting rank over time. The SERP feature gives you a percentage of all your attempted keywords.

However, what makes the rank tracker stand out is the ability to compare competitor keywords and ranking over time to yours. Filter this more and you have actionable insights into how to improve your rank.

## **Pricing**

Ahrefs is pretty generous with its list of free tools. You get a lot of solid information on website authority, backlinks, and broken links.

Though, the feature which helps generate a detailed report is behind a \$99 Lite subscription. The Standard (\$199) and Advanced (\$399) plan is for SEOs and thriving business owners. The Enterprise (\$999) is what we can assume eBay and Huffpost are using.

You have to pay an extra \$20 and \$50 per month for each casual and power user you add. No change for inactive users.

#### **Pros of Ahrefs**

- Link-building campaigns.
- SERP history.
- Content explorer tool.
- CTR metrics.
- Extensive filtering options.

#### **Cons of Ahrefs**

Customer support isn't satisfying.

## Customer reviews on G2, Software Advice and TrustRadius

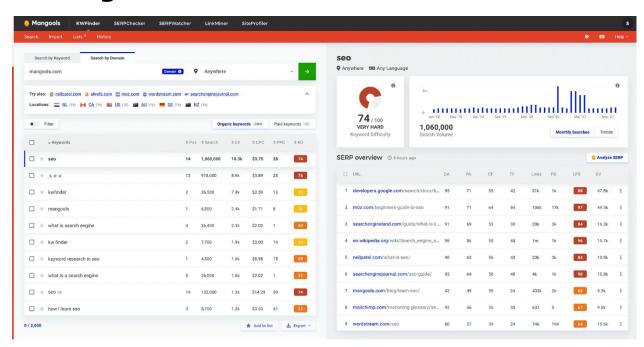
A solid 4.6 out of 5 on G2, 4.74 out of 5 on Software Advice, and 8.8 out of 10 on TrustRadius, people love Ahrefs.

Their customer demographic ranges from SEO analysts to brand managers, CMOs, Assistant Directors, and Web developers.

Ahref registers an overwhelming number of positive sentiments from customers when it comes to the tool itself.

However, customer support is the biggest source of issues. Ahrefs doesn't allow you to upgrade from one plan to another once you make the yearly payment, which is something that bothers people a lot too.

# 2. Mangools



Source: Mangools

The Mangools is built with total beginners in mind. If you don't have an SEO team and have to do the job yourself, this is the one for you.

# **Features of Mangools**

#### **KWFinder**

Mangools' keyword finder isn't the most innovative tool in the market, but it is an intuitive one. Enter a competitor's domain and KWfinder will list every keyword they're targeting.

You can filter those down to locality or search history. With a combination of advanced and basic tools, Mangools succeeds by keeping all features in plain sight.

Newbies know the next course of action because Mangools makes it clear.

#### **SERP Checker**

SERP checker is there so you can spy on your competition. It provides a straightforward analysis of your rivals' strengths and weaknesses.

After calculating their featured snippets, answer boxes, and carousels, you get an estimate of whether it's possible to beat them.

For example, it's not easy to outrank Forbes but you may have some chances with Bloomberg.

#### Linkminer

The Linkminer tool allows you to mine, gauge link health, view link placement inside the tool page, and save the best links into a list.

However, this isn't Mangools' own link support but an integration of the Majestic SEO API.

# **Pricing**

After the 10-day free trial is up, you have to pay \$29.90 per month if you make an annual payment for Mangools Basic. Otherwise, it's \$49 per month.

The Mangools premium is \$39.90 per month on one-time pay and 69 per month. Mangools Agency plan is \$79.90 per month annually or \$129.00.

Both Premium and Agency plan offers unlimited keyword searches. You can also get your money back within 48 hours.

## **Pros of Mangools**

- Customer support with responsive live chatting.
- Extension for Chrome and Firefox browsers.
- Website and link preview.
- Wide range of keyword suggestions.

## **Cons of Mangools**

 The SiteProfiler tool doesn't offer anything KWFiner and SERPchecker already don't.

#### **Customer reviews on G2, Software Advice and TrustRadius**

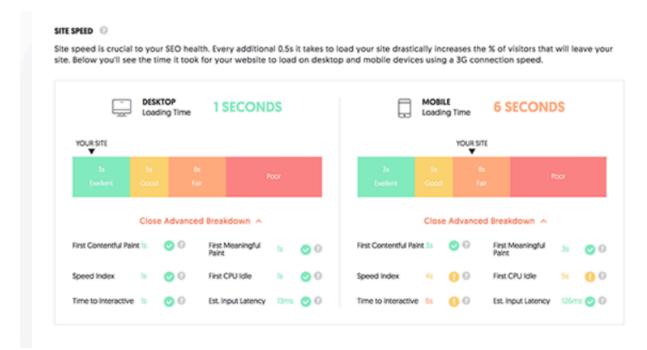
On G2, Mangools registers a 4.5 out of 5. It has a score of 4.76 on Software Advice and 9.9 on TrustRadius.

Despite the high rating, we have to note the reviews on each site are an aggregation of less than 50 reviewers.

Rather than a reflection of customers' opinions on the entire SEO toolset, the influence on the majority's decision is from the KWFinder tool.

Customers also expect more from the backlink tool, which Mangools isn't living up to at present.

# 3. Ubersuggest



Source: <u>Ubersuggest</u>

Almost on par with SemRush and Ahrefs in terms of accuracy, Ubersuggest offers packed features at a 90% lower cost. It particularly stands out as a SemRush alternative because of its lifetime subscription offer.

# **Features of Ubersuggest**

#### **Chrome Extension**

A lot of SEO tools offer Chrome extensions, but few are as useful as Ubersuggest. You can research on the go rather than sticking to the confines of a tool.

To try it out, search any term. The results will come with monthly searches, CPC, SEO difficulty, search volume, mobile or desktop searches, clicks or no clicks, and age range of the searchers.

You can see the DA, estimated visits, and social shares of any sites which appear on the SERP. Further, you have keyword suggestions, related terms, traffic, prepositions, questions, and a backlink volume graph.

#### The Ubersuggest Tool

You can enter your domain and multiple domains of your competitors on the Ubersuggest tool.

Get information on competitors' traffic sources, common keywords, and content gaps. Of course, they haven't skipped out on the most important tool, backlink data.

#### **Site Audit**

Ubersuggest doesn't have the best site audit feature but it's solid enough. You get your SEO score, critical errors, warning, and site speed graph.

They pull up a list of the SEO issues, ranking them in descending order to signify which one you should fix first.

#### **Pricing**

In all honesty, with the amount of tools packed in the free version, you might not have to pay for Ubersuggest at all.

If you do choose to pay for it, the lifetime subscription for an Individual plan is a mere \$120. Business is \$200 and Enterprise is \$400.

If you go for the monthly subscription, it's still \$12, \$20 and \$40 per month for Individual, Business, and Enterprise plans respectively.

# **Pros of Ubersuggest**

- 7-day free trial.
- Free chrome extension.
- Integrated AnswerThePublic.
- Good customer support.

# **Cons of Ubersuggest**

• Tool loading time is long.

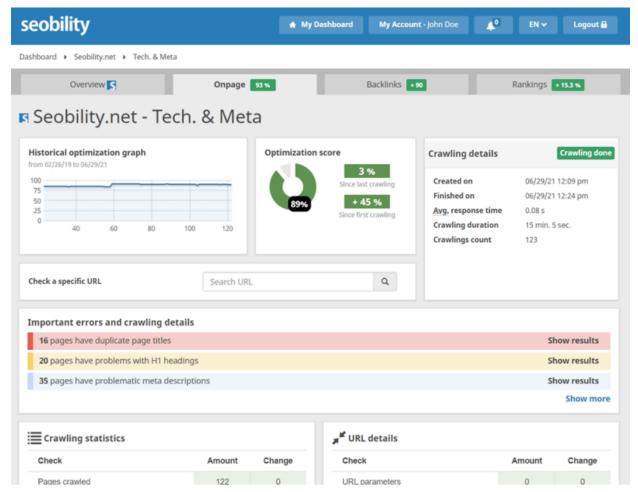
# **Customer reviews on G2, Software Advice and TrustRadius**

4.2 out of 5 on G2, 4.5 out of 5 on Software Advice, and 8.2 out of 9 on TrustRadius, Ubersuggest is the choice of many.

In fact, a large number of people who can't afford SemRush or Ahrefs opt for Ubersuggest.

It has all the features the customers were looking for when it comes to an all-in-one SEO tool. The only thing they appear to bemoan is that Ubersuggest doesn't allow you to export enough keywords to a CSV file in one go.

# 4. Seobility



Source: Seobility

Seobility is a relatively new SEO tool. In fact, it's so fresh, the affiliate program is still kicking off. In the small time though, the all-in-one SEO software has Targo Bank, EU Business School, WWF, and Baxi as some of its customers.

# **Features of Seobility**

#### **TF\*IDF Tool**

Creat	e perfect content the TF*IDF tool!		
optimization of <u>c</u> keywords that	analysis gives you valuable insigh good ranked websites. Identify in are of high relevance to search e n terms and compare your own co competitors.	nportant terms and ngine ranking for	
Keyword	Keyword		
URL	URL (optional)		
Country	Google.com		
	TF*IDF check		
	You have 3 of 3 checks left today. More credits? Sign up		
	Advanced Settings		Activate Mindows Go to Sett Do you need help?

Source: The Hoth

The TF\*IDF Tool is essentially the keyword research tool. However, it has a simplistic setup than most SEO tools and only focuses on a couple of vital pieces of information.

Once you enter a keyword, it analyzes the total value of the term, search intent, and alternatives for the given keyword. It also finds recurring words on the top search results. It's a good tool to help you find long-tail keywords and content ideas.

You can perform search checks in specific countries and websites. As such, it's also a competition analysis tool since you can gain insight into what value some keywords are providing your competitors.

# **Rank Tracking**

Free Website Ranking Check	ker from Seobility		
	Website Rankings f word in Google.	or any	
ranking for any sear	nk tool to check your search engine ch term. See rankings from specific well as mobile or desktop rankings.	cities or	
Search term	Search term		
Domain (optional)	Domain (optional)		
Country	Google.com		
Device	Desktop		
Local Search	☐ No city/region setting	Activate Windows Go to Setting Do you nee	ed help?

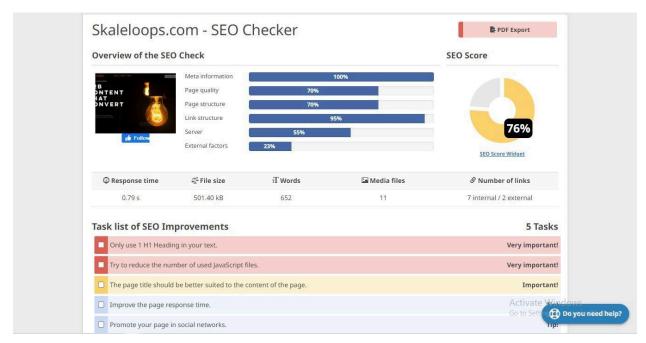
Source: <u>Skaleloops</u>

Seobility tracks your ranking on multiple search engines, devices, and regions. The ranking reports for mobile and desktop are automatic and also paired with competitors' rankings.

The rank tracker monitors your on-page performance with your ranking on search results. So, your evaluations come with tips on areas you can improve.

The individual visibility value is one of the key features of this tool. It gives you the exact position of your site on the search term and alerts you when you move up or down.

#### **On-Site Audit**



Source: Skaleloops

Seobility crawlers check more than 300 website factors to determine your optimization score. It evaluates your content quality and alerts you if there are duplicates on the web.

The crawlers also analyze the structure of the website, from the perspective of the search engine and visitors.

The best feature of the crawlers is the technical and meta-analysis. It evaluates if there are crawling issues, general technical errors, and issues with meta tags.

## **Pricing**

The Basic version of Seobility, which is also the beginner's version, is free. Sign up and you can use it without paying a penny.

The Premium plan is \$50 per month with a 30-day free trial available. You have to pay \$200 per month for the Agency plan with no trial option. You get to work on 15 projects and 100,000 pages so it's a fair trade.

You can save about 20% if you pay yearly. Premium is \$480 per year and the Agency plan is \$1920.

#### **Pros of Seobility**

- Problematic page titles analysis.
- Search term suggestions.
- Excellent service.
- Automatic crawl reports.
- Backlink checker to spy on competitors.

#### **Cons of Seobility**

• The visual interface needs improvement.

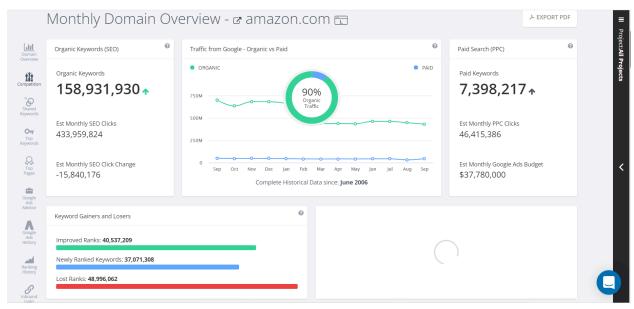
#### **Customer reviews on G2, Software Advice and TrustRadius**

Not enough customers have reviewed Seobility on TrustRadius to gain a rating yet. However, it has a solid 4.5 on G2 and 4.69 on Software Advice out of 5.

Customers speak fondly of how it takes some time to get used to the Seobility tool. But, once they did, they loved the visibility feature more than anything.

They like they can not only track their performance on searches along with other social media websites.

# 5. SpyFu



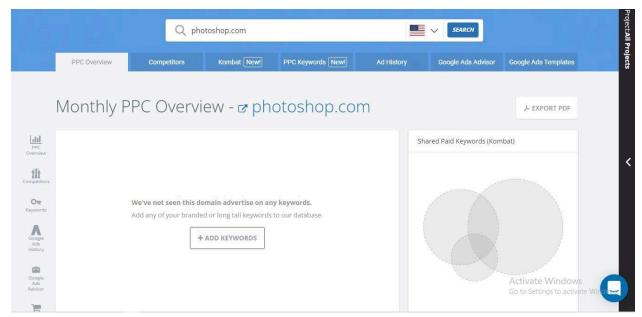
Source: SpyFu

The name gives you a good idea of what SpyFu focuses on. Yes, SpyFu tries to bring you the best result via extensive competition research.

It's the choice of digital marketers and SEO specialists. As far as Semrush alternatives go, it is one of the most mentioned tools.

# **Features of SpyFu**

# **PPC Competitor Research**



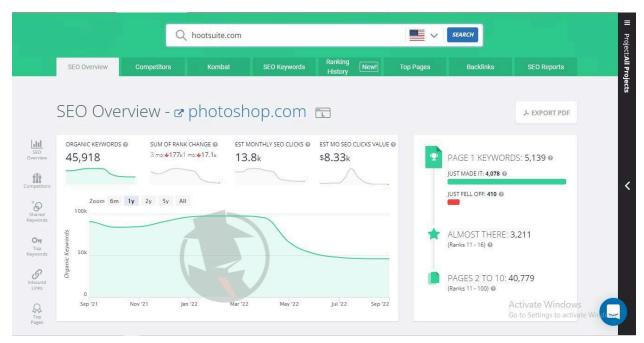
Source: Photoshop

Drop the name of a competitor and you can get an entire history of their search ad tests and bought keywords.

It doesn't stop at listing out the keywords, but SpyFu gives you the results from those ads and the pricing of each. You can compare the keywords you bought with your competitors' too.

Additionally, you can monitor the biddings of other domains on your Google Ads.

## **SEO Research**

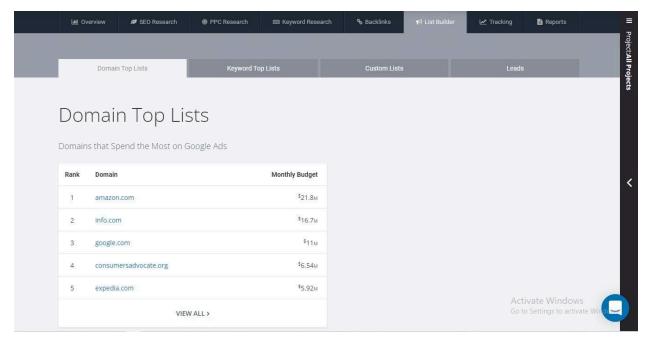


Source: Photoshop

You can track the content and ranking of every website in your keyword niche. You can check competitor backlinks, ranking history, and find keyword gaps.

You can track your own keyword ranking as well as get suggestions for backlinks.

#### **List Builder**



Source: Spyfu List Builder

The list builder provides effective reports on which domains are ranking in specific categories.

For example, you can get reports on which domain ranks the most on Twitter or Facebook. You can also filter these lists by organic traffic or paid traffic.

# **Pricing**

The Basic plan is \$39 per month, the Professional is \$79 and the Team costs \$299.

If you do the one-time annual payment, it costs \$33 per month for Basic, \$58 for Professional, and \$199 for Team.

# **Pros of SpyFu**

- PPC research.
- Comprehensive report.
- Historic traffic.
- Accurate SERP ranking.

#### Cons of SpyFu

Weak backlink database.

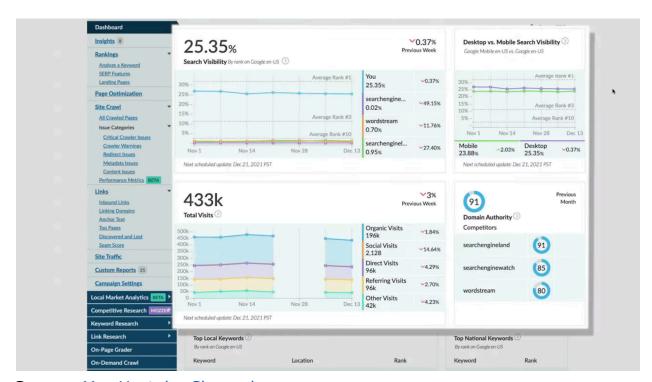
#### Customer reviews on G2, Software Advice and TrustRadius

SpyFu has a score of 4.6 out of 5 on G2, 4.46 out of 5 on Software Advice, and 8.1 on TrustRadius.

The customers are particularly impressed with the cheaper pricing combined with robust tools. It's unthinkable for an SEO tool to provide PPC competitor data for free the way SpyFu does.

Most complaints come from the complex interface. Customers state they had to set aside time to go through the tutorials before they could use it properly.

# 6. Moz



Source: Moz Youtube Channel

Originally an online community operating under the name SEOmoz, it was a place the SEO experts of the world would frequent. Now, it's the SEO tool of choice for Zillow, Trivago, Razorfish, 99desigsn and more.

#### **Features of Moz**

## **Site Audits**

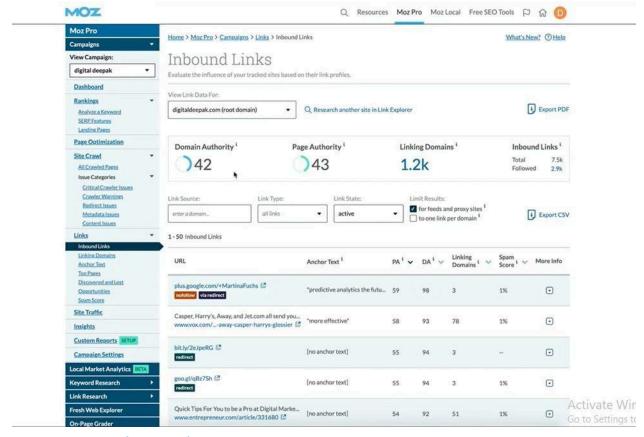


Source: Digital Deepak

Moz performs a deep crawl of your time and lists out new and recurring issues. You receive an explanation for each issue, how it can harm your site's SEO and how to fix it.

You can choose to fix or ignore issues, based on their priority level. Moz also performs site crawls weekly and sends out alerts for new and demanding issues.

#### **Link Explorer**



Source: <u>Digital Deepak</u>

This is your link analysis and link-building tool.

You can analyze your website's inbound links to recreate well-ranking content. Additionally, get information on broken links, spam scores, and competitor backlinks set.

Monitor your links, from when a link is broken to when someone links you recently. The anchor text data helps you contextualize why sites are linking to you.

#### **MozBar Chrome Extension**

The MozBar chrome extension allows you to customize your search based on the city, country, region, and device. You can sort links by type, locate and highlight keywords on a page and find page elements such as schema markup and HTTP status. Get domain authority, page authority, spam score, etc and export the data for later use.

## **Pricing**

The standard Moz plan is \$99 per month. You pay \$179 for the Medium plan, \$299 for the Large, and \$599 for the Premium plan.

The alternative choice is to save 20% on each plan by paying on a yearly basis. There is also a 30-day free trial.

#### **Pros of Moz**

- Not only do they have good customer support, Moz has an entire online academy and community for SEO learners.
- An expert walks you through each tool when you first subscribe.
- Good at analyzing the behavior of site visitors.
- Excellent breakdown of statistics.

#### **Cons of Moz**

• They don't offer reports for mobile ranking.

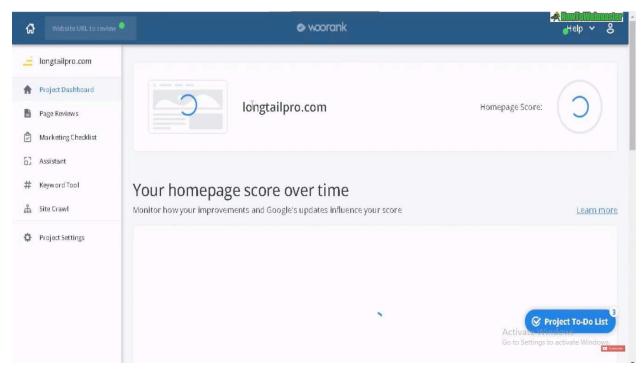
## **Customer reviews on G2, Software Advice and TrustRadius**

4.4 on G2, 4.45 on Software Advice, and 8.3 on TrustRadius for Moz Pro. It is safe to say the tool is doing great.

Customers like the crawling feature of Moz more than anything. They have a fast crawler which doesn't leave out any page.

At the same time, customers wish they could get more insight into website visitor behavior.

# 7. Woorank

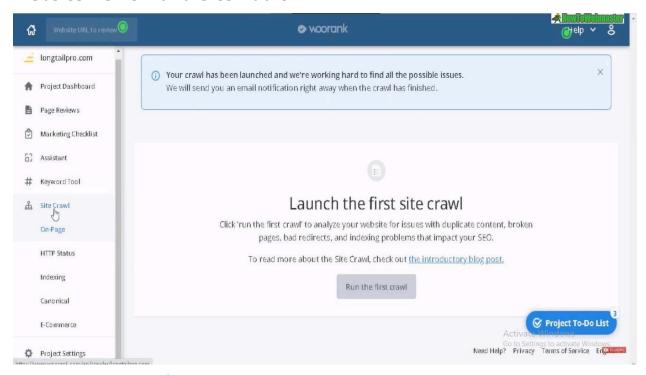


Source: How to Webmaster

Woorank is the one-stop digital solution for agencies, marketers, developers, and small businesses. The tool tracks your SEO performance along with your content strategy and social media presence

## **Features of Woorank**

#### **Website Review and Site Audit**



Source: <u>How to Webmaster</u>

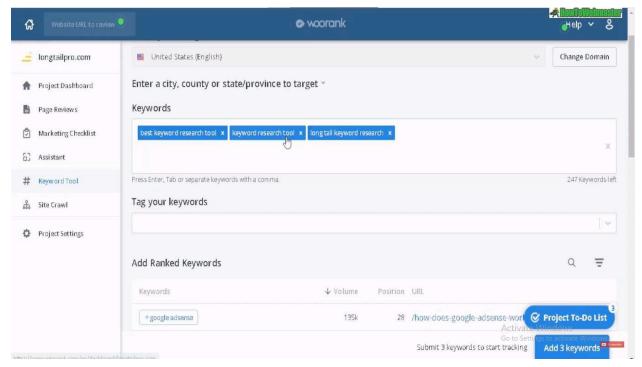
The website review feature is simply the site audit in other SEO tools. Except, you are looking at a more simplified version of it.

Every website gets a score with actionable tips which will increase the score.

The site audit performs a deeper crawl to present how Google views your website. You can download the results so you can capitalize on them later.

Though, the best part is how Woorank explains technical jargon. Site auditing isn't of much use if you don't understand how to fix it.

# **Keyword Tracker**

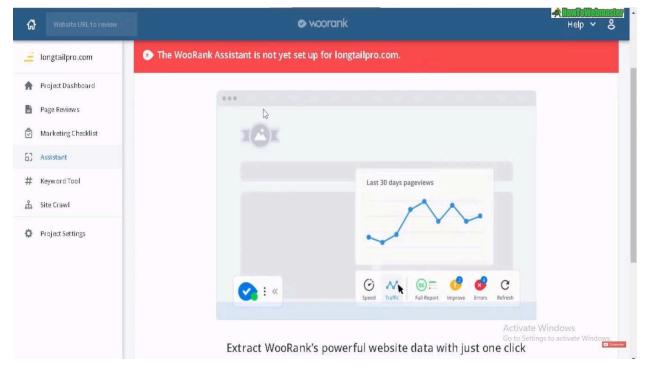


Source: How to Webmaster

The keyword tool takes care of a couple of things. It is for keyword research, monitoring, localization, and content strategy.

You can also batch keywords of your competition to monitor your performance against theirs.

#### **Woorank Assistant**



Source: How to Webmaster

The Woorank assistant isn't a tool. Rather, it is a feature which allows you to integrate different tools like Google Analytics and offers filters for reports.

It's a persistent friend who remains under the radar until you miss something while working.

## **Pricing**

The monthly version of Woorank would cost you \$79.99 for Pro and \$199.99 for Premium. They don't disclose the pricing for Enterprises and instead, tailor their charge to the team's needs.

On yearly payment, it costs \$53.25 monthly for Pro and 133.25 for Premium. The first 4 month is technically free for this scheme.

#### **Pros of Woorank**

- Available in 6 languages.
- Clean, efficient interface.
- Quick report generation.
- Excellent pricing.

#### **Cons of Woorank**

You have to manually enter your competitors. This is difficult if you're
a small business that is unaware of the big players in the market.

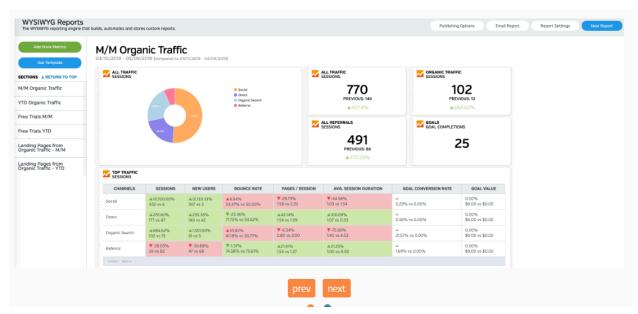
## **Customer reviews on G2, Software Advice and TrustRadius**

Woorank developers can brag about a rating of 4.3 on G2, 4.5 on Software Advice, and 9.1 on TrustRadius.

If there's one thing Woorank users dislike, it's how limiting the information is when one uses Woorank for free. This is easily rectified with the wealth of information Woorank offers when you subscribe to their services.

Otherwise, from the browser extension to competition analysis, SEO audit reports, and scoring system, all impress the users.

# 8. Raven Tools



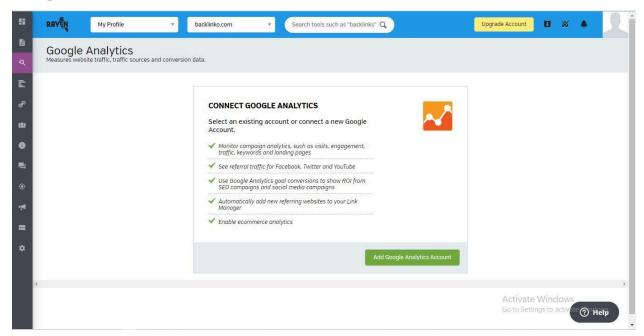
Source: Raven Tools

Raven Tools is the perfect fit for marketing agencies and advertisers. Along with multiple common SEO tools, it generates reports covering different social channels.

Agencies get to show a comprehensive report to their clients with the help of Ravel tools.

## **Features of Raven Tools**

## **Google Data Studio**



Source: Raven SEO

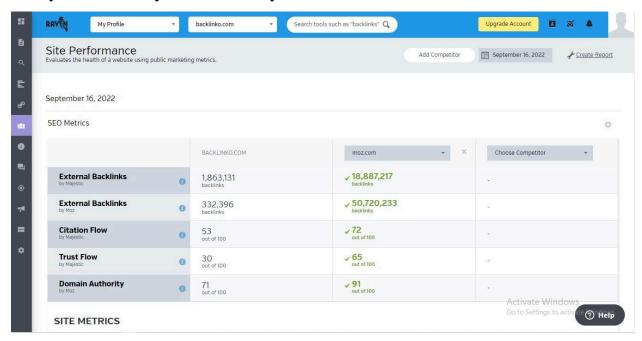
You can incorporate the data from all your social media campaigns under Raven Tool and transform it into a visual dashboard via Google Data Studio.

In other words, you can connect data from your Facebook page insights and ads, LinkedIn Pages and ads, Snapchat ads, Hubspot analytics, Adroll, and Mailchimp.

The best part? You can compare the data from different insight tools.

Ravel Tools is looking to add more connectors, so you can try requesting if you want Instagram Insights or such.

#### Competitor analysis and comparison tool



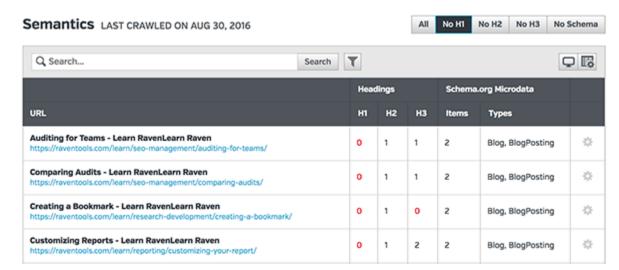
Source: Raven Tools

Raven imports its data directly from Majestic and Moz. So, it's no SemRush but you get mixed data from two APIs to present a somewhat accurate version.

You can read an analysis of your competitor's content, their entire backlink sources, speed, and domain authority. You can check your competitor's keywords and compare how it differs from yours.

The most defining feature has to be the comparison tool. You can line up your website against multiple competitor websites and get an overview based on 16 metrics.

## **Semantic Analysis**



Source: Raven Tools

Despite being a big part of keyword research, semantics analysis is a rare feature for any SEO tool. Yet, semantics plays a key part in how Google decides to rank your content.

It is due to the crawlers' understanding of semantics that if you make a post on "tools like Ahrefs" you'll also rank for "Ahrefs alternatives".

Raven Tool analyses your website's semantic information along with your competitors. You know your topic and what you should cover under the topic this way.

# **Pricing**

Raven Tool has 5 subscription tiers. If you pay for the subscription yearly, you can get the Small Biz plan at \$39, Start at \$79, Grow at \$139, Thrive at \$249, and Lead at \$399 per month.

In the event you choose to make monthly payments, the prices drastically increase. This means Small Biz is at \$49, Start is \$109, Grow is \$199, Thrive is \$299, and Lead costs you \$479.

#### **Pros of Raven Tools**

- You can add bits of information to the report to give a fuller picture.
- Automatically generates basic reports on all metrics.

- Incorporates all key data and resources into a single system.
- Connects to Google Adwords, Google Analytics, and Google Search Console.

#### **Cons of Raven Tools**

It takes time to understand how the software works.

#### **Customer Reviews on G2, Software Advice and TrustRadius**

Raven Tools has a 4.2 out of 5 on G2, 4.5 out of 5 on Software Advice, and 7.2 out of 10 on TrustRadius.

The rating is consistent across all platforms, which speaks to Raven Tool's reliability.

From customer evaluations, it seems most like how easy it is to set up and integrate the tool. The deciding factor for choosing this tool is the automatic reporting system.

Some complain the auditing for WordPress websites isn't the best.

# Final Thoughts: Which is the perfect SemRush alternative?

If you can afford it, Ahrefs is the logical SemRush alternative. Its pricing is better compared to SemRush. Yet, Ahrefs offers a similar set of tools and true unique ones SemRush doesn't have.

Now, when you can't pay upward of \$90 monthly but don't want to fall behind your competitors, it's either Ubersuggest or SpyFu. Ubersuggest has a giant database and SpyFu is your secret weapon against competitors.