

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

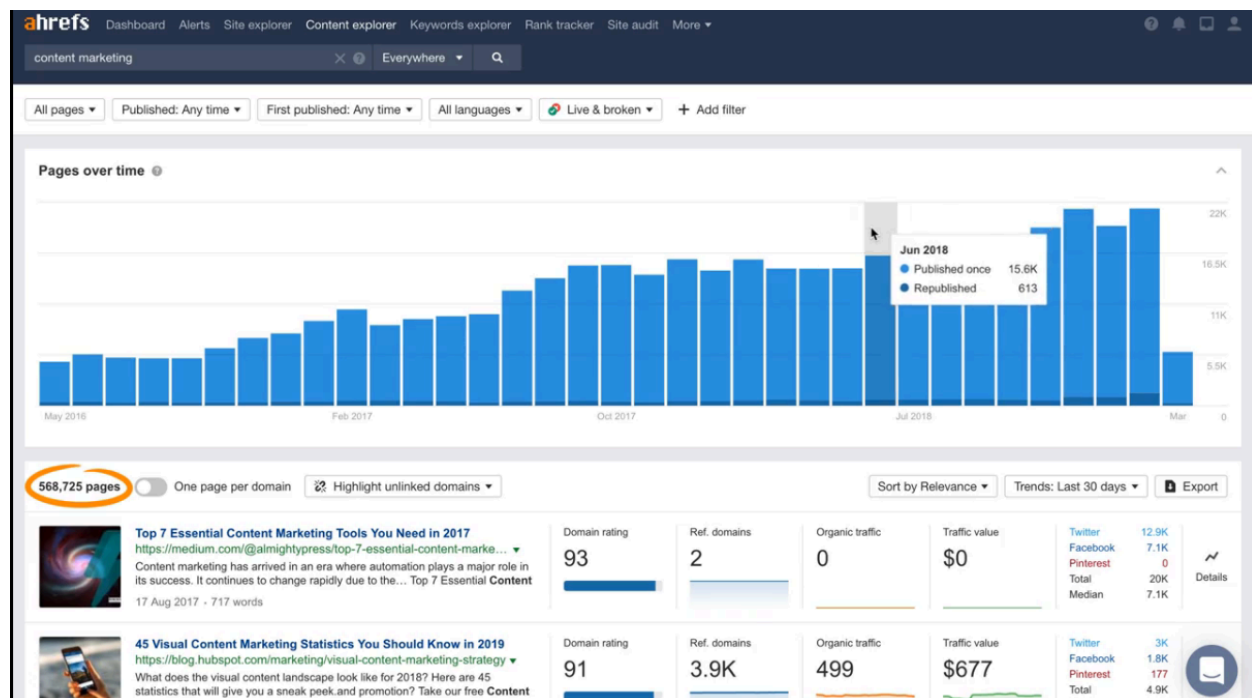
SemRush is the uncontested winner among the SEO tools. It's the go-to for massive corporations such as Samsung, Apple, Walmart, Forbes, etc.

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](https://ahrefs.com)

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

Features of Ahrefs

Backlink Checker

Ahrefs [cloud-based web crawler](#) 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 charge 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

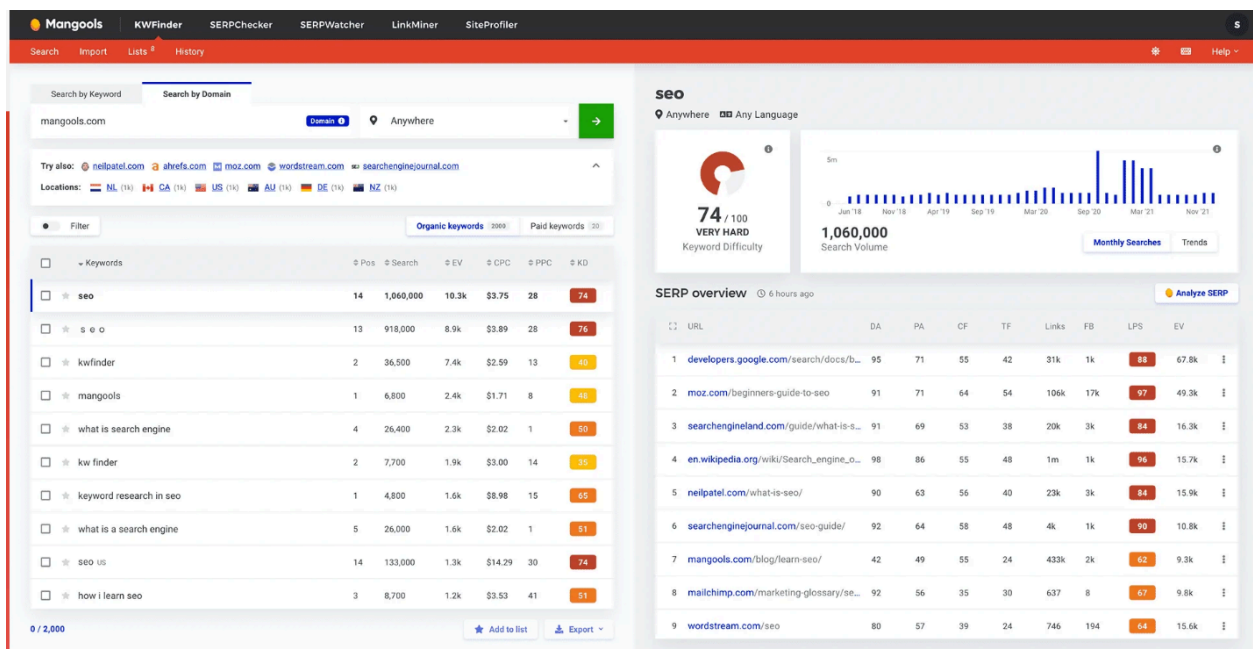
A solid 4.6 out of 5 on G2, 4.74 out of 5 on Software Advice, and 8.8 out of 10 on TrustRadius, people love Ahrefs.

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](https://mangools.com/)

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

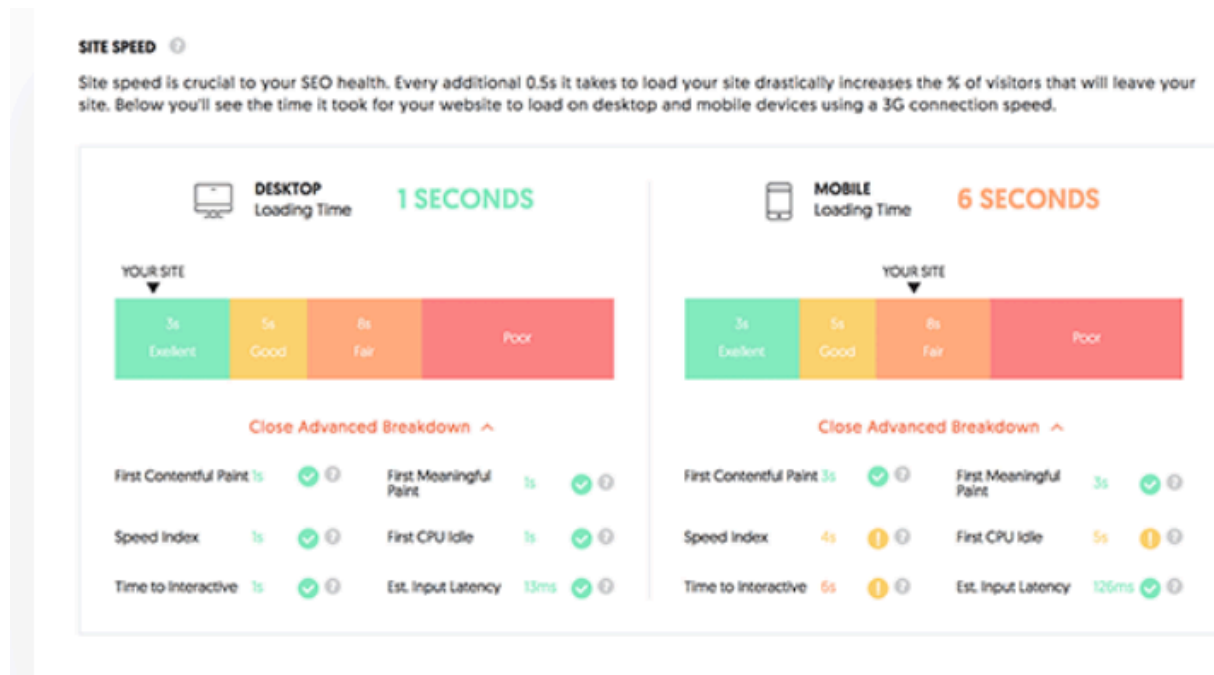
On G2, Mangools registers a 4.5 out of 5. It has a score of 4.76 on Software Advice and 9.9 on TrustRadius.

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: [Ubersuggest](#)

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.

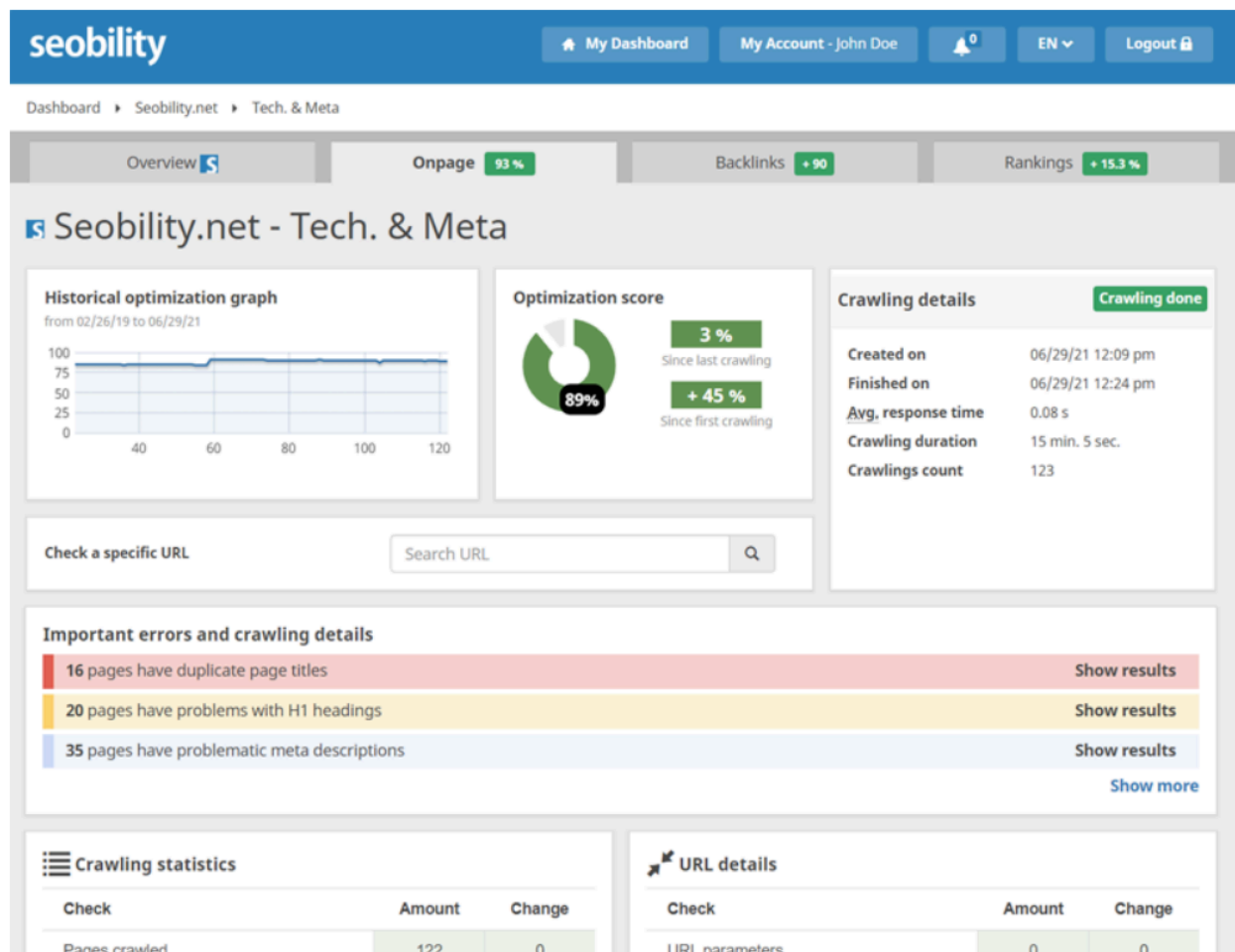
Customer reviews on G2, Software Advice and TrustRadius

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](https://www.seobility.net/)

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

Create perfect content using the TF*IDF tool!

The TF*IDF analysis gives you valuable insights into the text optimization of good ranked websites. Identify important terms and keywords that are of high relevance to search engine ranking for specific search terms and compare your own content with your competitors.

Keyword

URL

Country

TF*IDF check

You have 3 of 3 checks left today.
More credits? [Sign up](#)

[Advanced Settings](#)

Activate Windows
Go to Settings to activate Windows.
[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 Checker from Seobility

Check your Website Rankings for any keyword in Google.

Use our Keyword rank tool to check your search engine position ranking for any search term. See rankings from specific cities or regions as well as mobile or desktop rankings.

Search term

Domain (optional)

Country

Device

Local Search ☐ No city/region setting

Activate Windows
Go to Settings to activate Windows.

[Do you need help?](#)

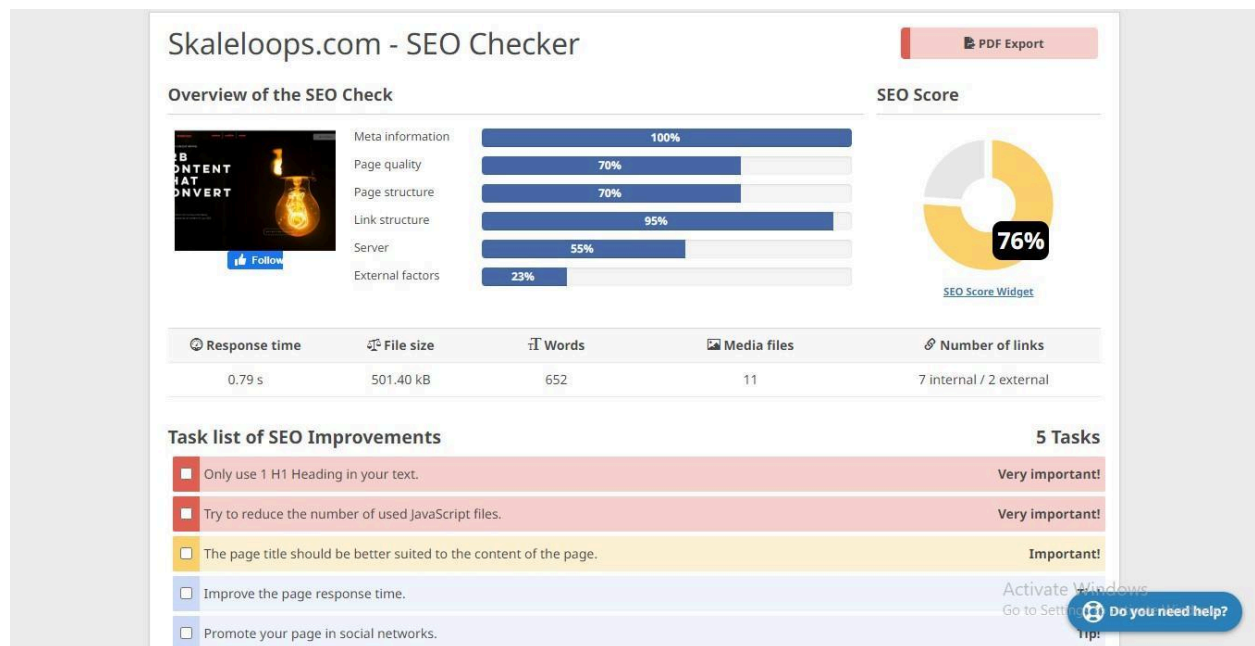
Source: [Skaleloops](https://www.skaleloops.com/)

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](https://skaleloops.com)

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.

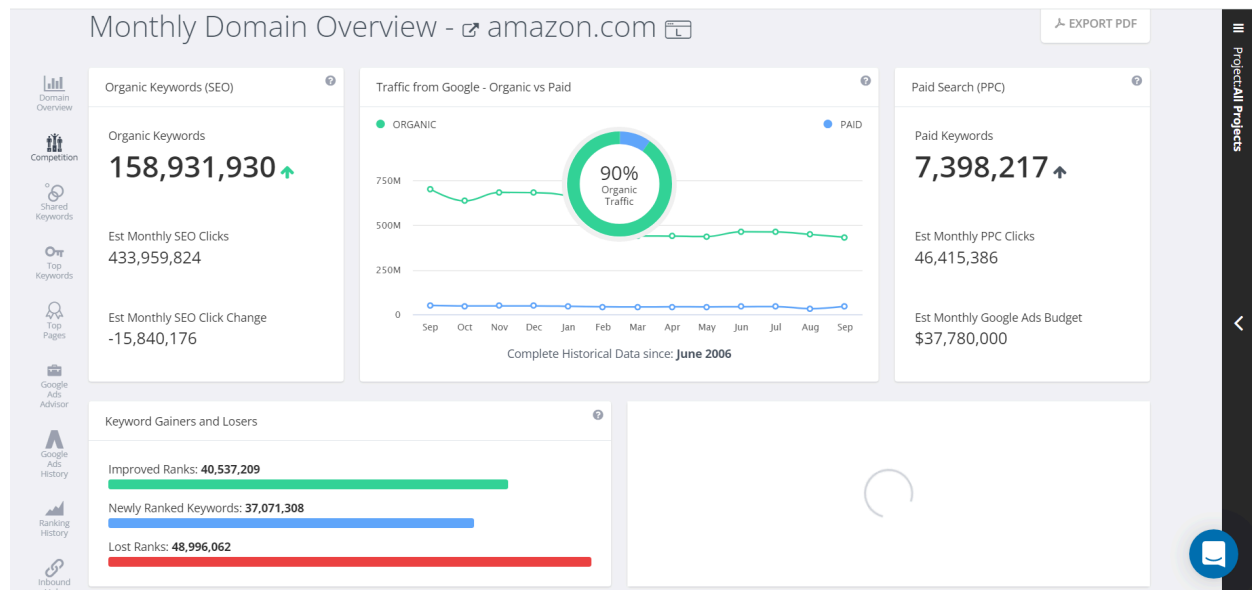
Customer reviews on G2, Software Advice and TrustRadius

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



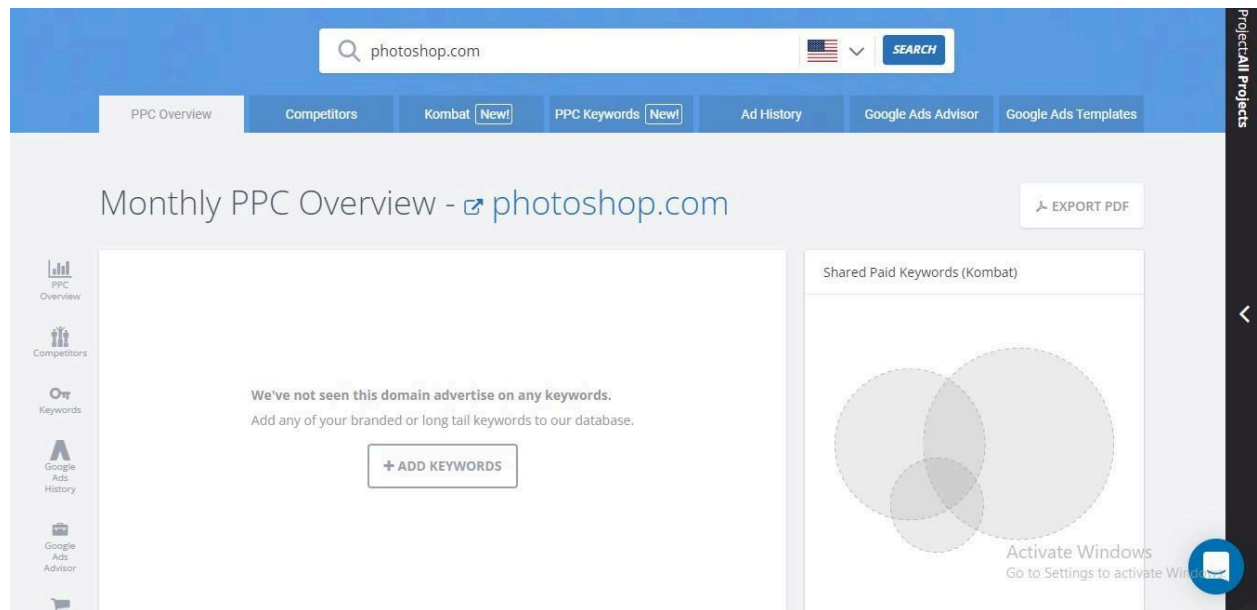
Source: [SpyFu](#)

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



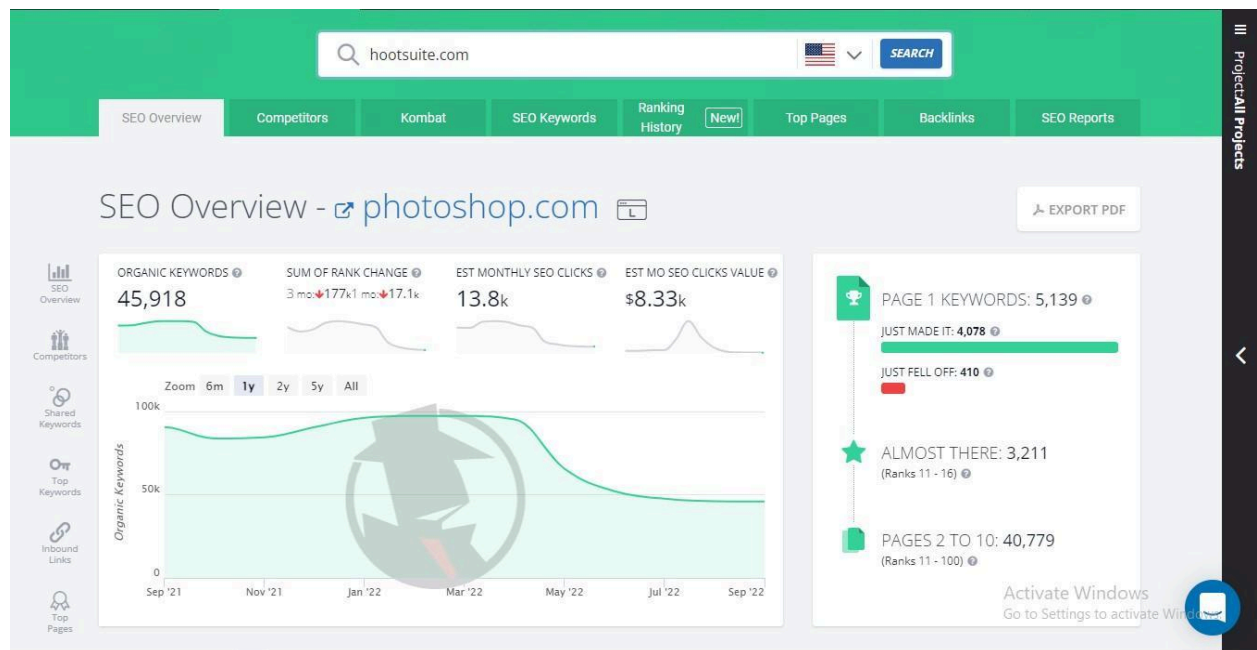
Source: [Photoshop](https://www.spyfu.com/)

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](https://hootsuite.com)

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

The screenshot shows the Spyfu List Builder interface. The top navigation bar includes links for Overview, SEO Research, PPC Research, Keyword Research, Backlinks, List Builder (active), Tracking, and Reports. Below this, there are tabs for Domain Top Lists, Keyword Top Lists, Custom Lists, and Leads. The main content area is titled 'Domain Top Lists' with a subtitle 'Domains that Spend the Most on Google Ads'. It displays a table with the following data:

Rank	Domain	Monthly Budget
1	amazon.com	\$21.8M
2	info.com	\$16.7M
3	google.com	\$11M
4	consumersadvocate.org	\$6.54M
5	expedia.com	\$5.92M

At the bottom of the table is a 'VIEW ALL >' link. On the right side of the interface, there is a vertical sidebar with 'Project All Projects' and a back arrow. An 'Activate Windows' watermark is visible in the bottom right corner.

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.

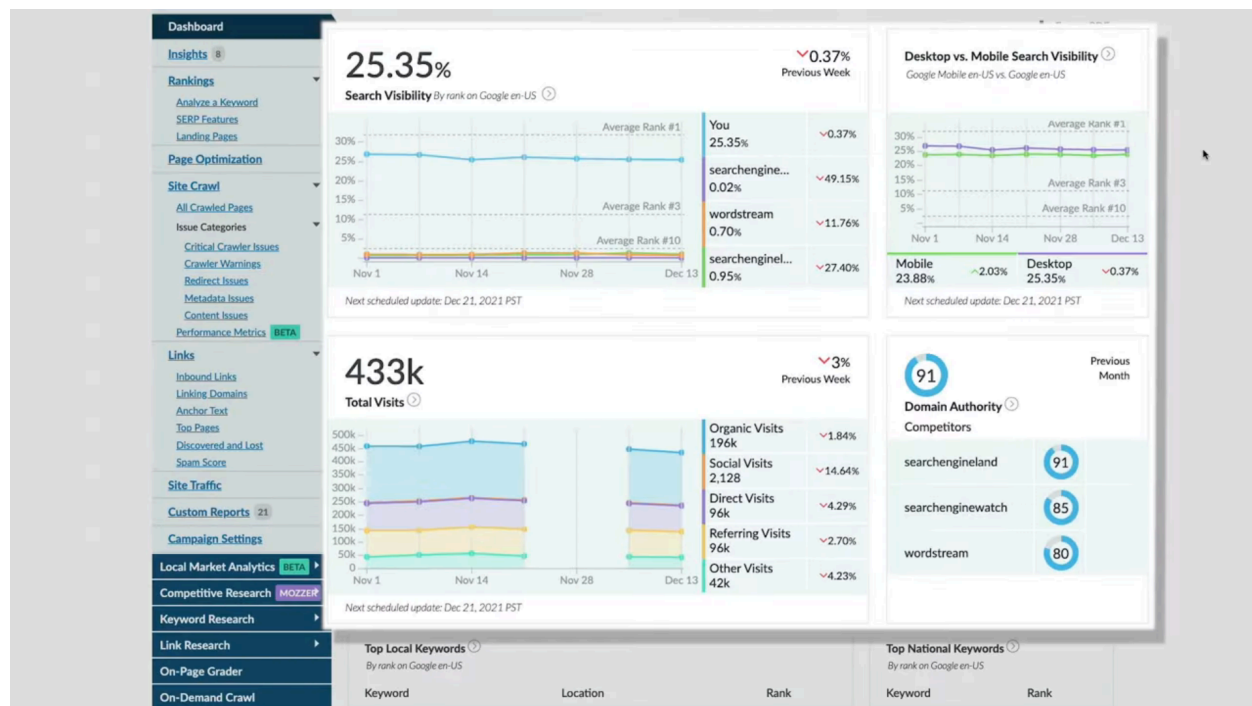
Customer reviews on G2, Software Advice and TrustRadius

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

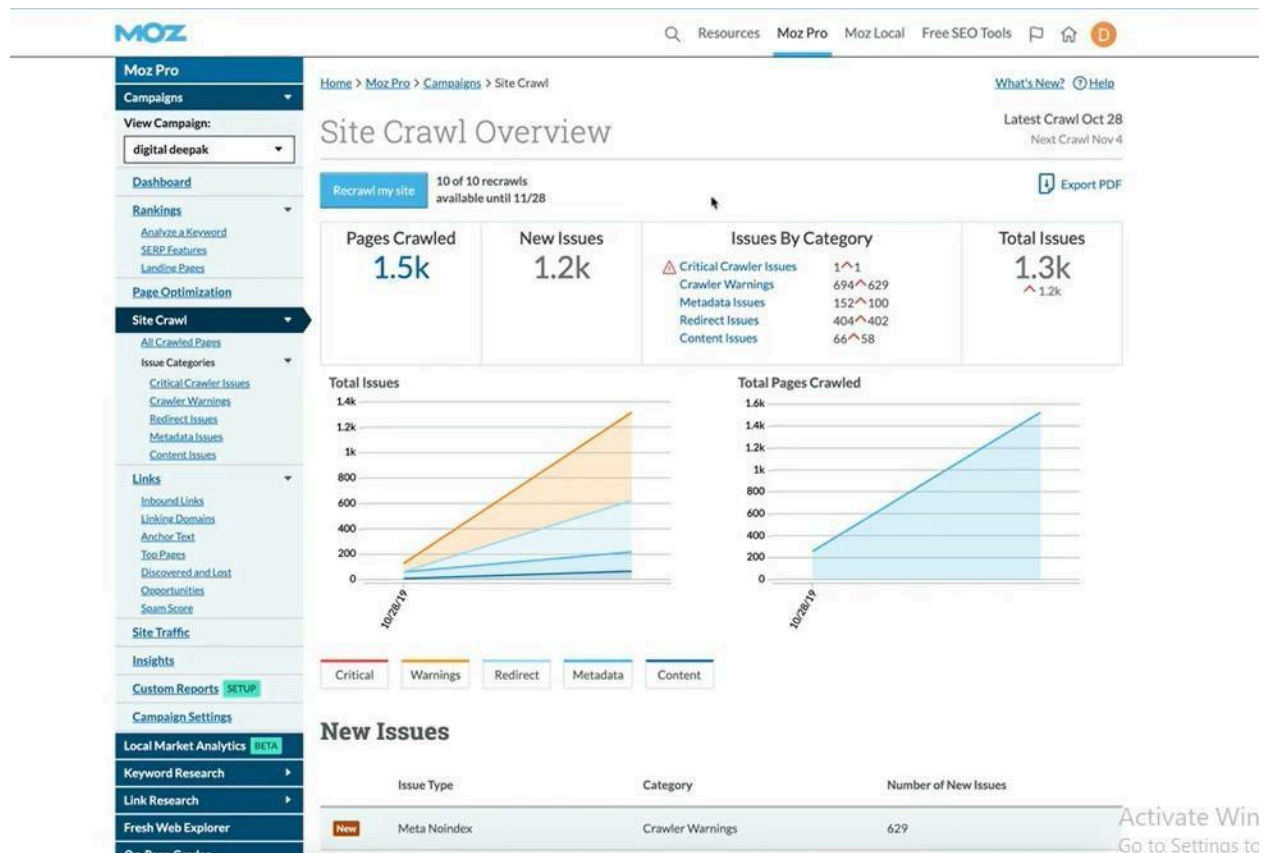


Source: [Moz Youtube Channel](#)

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, 99designs and more.

Features of Moz

Site Audits

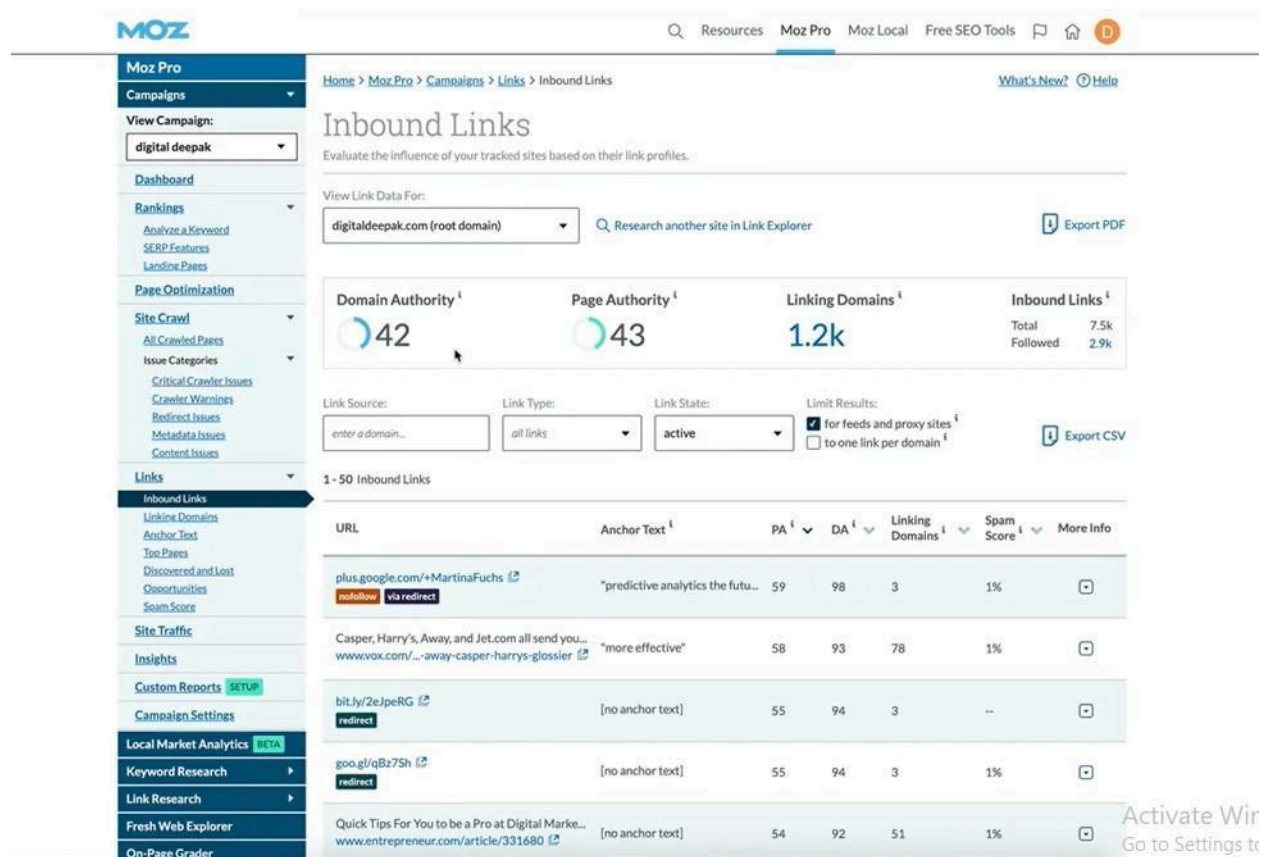


Source: [Digital Deepak](#)

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: [Digital Deepak](#)

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.

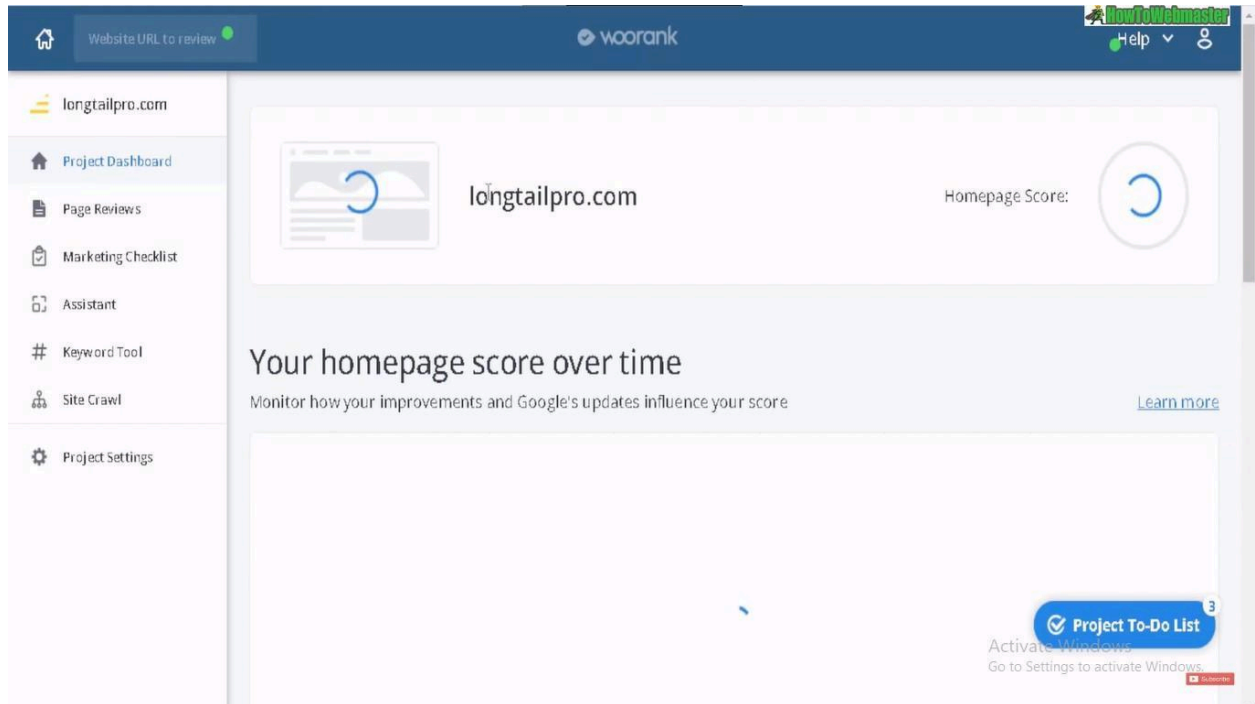
Customer reviews on G2, Software Advice and TrustRadius

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

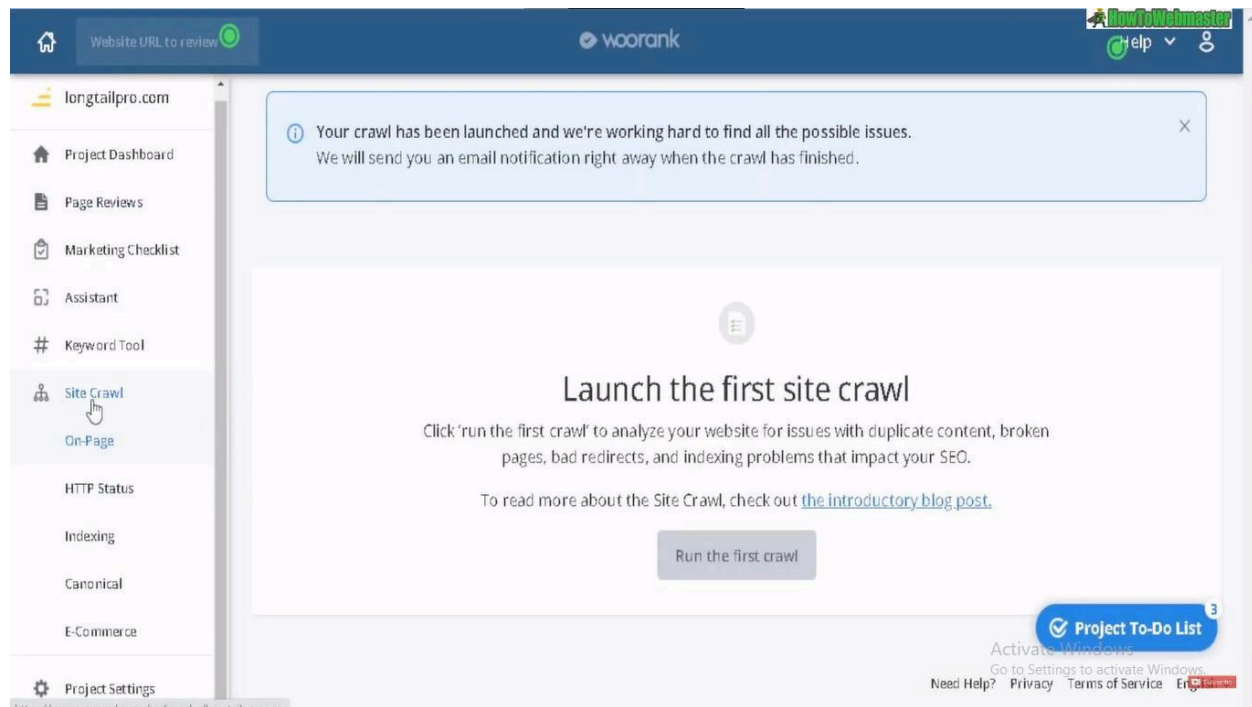


Source: [How to Webmaster](#)

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: [How to Webmaster](#)

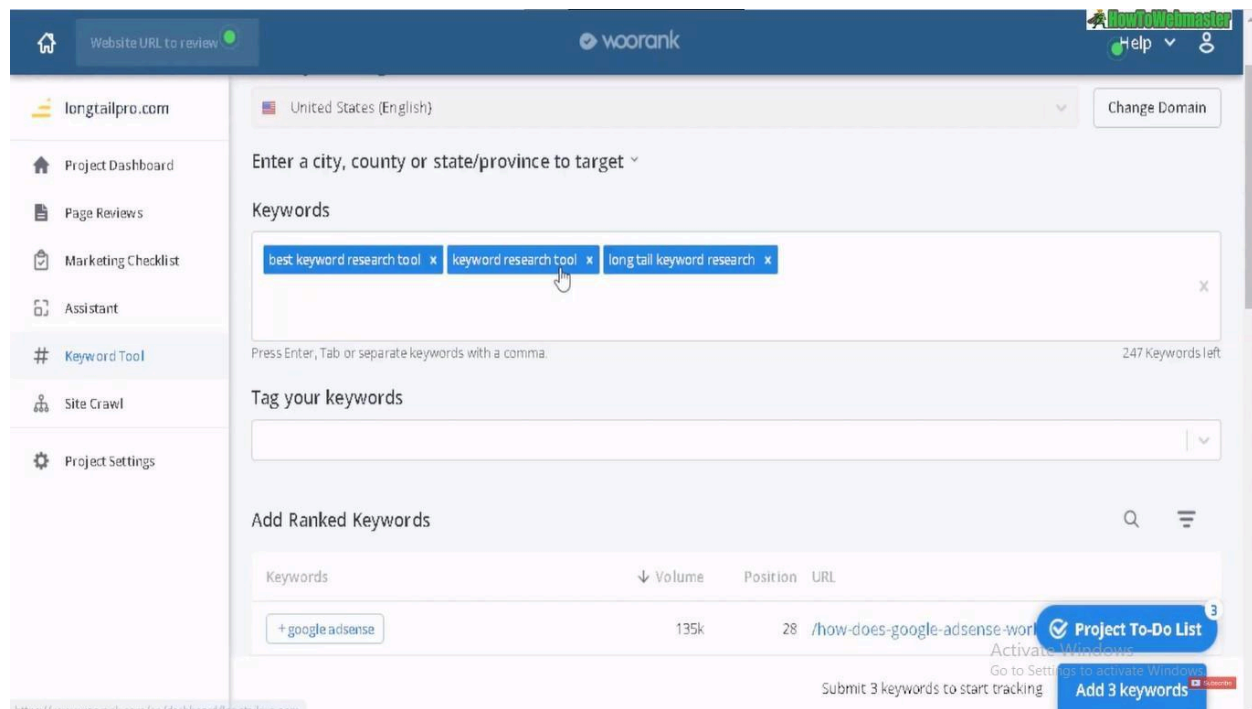
The website review feature is simply the site audit in other SEO tools. Except, you are looking at a more simplified version of it.

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

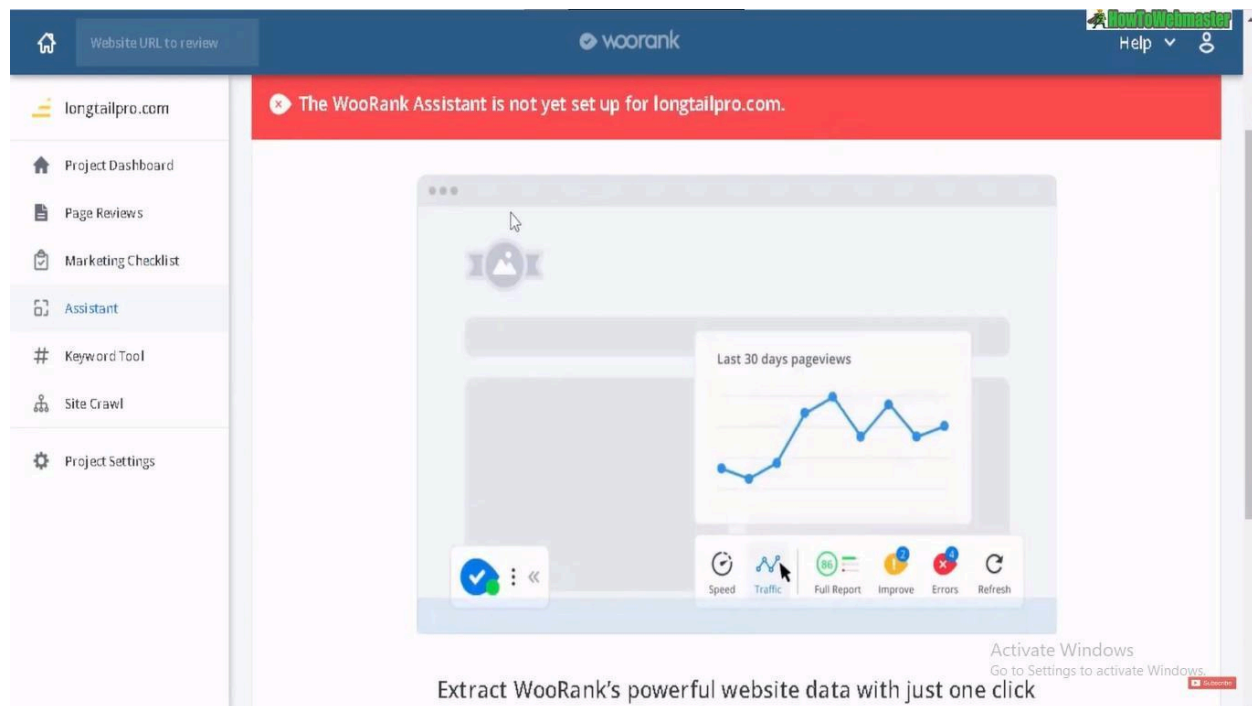


Source: [How to Webmaster](#)

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.

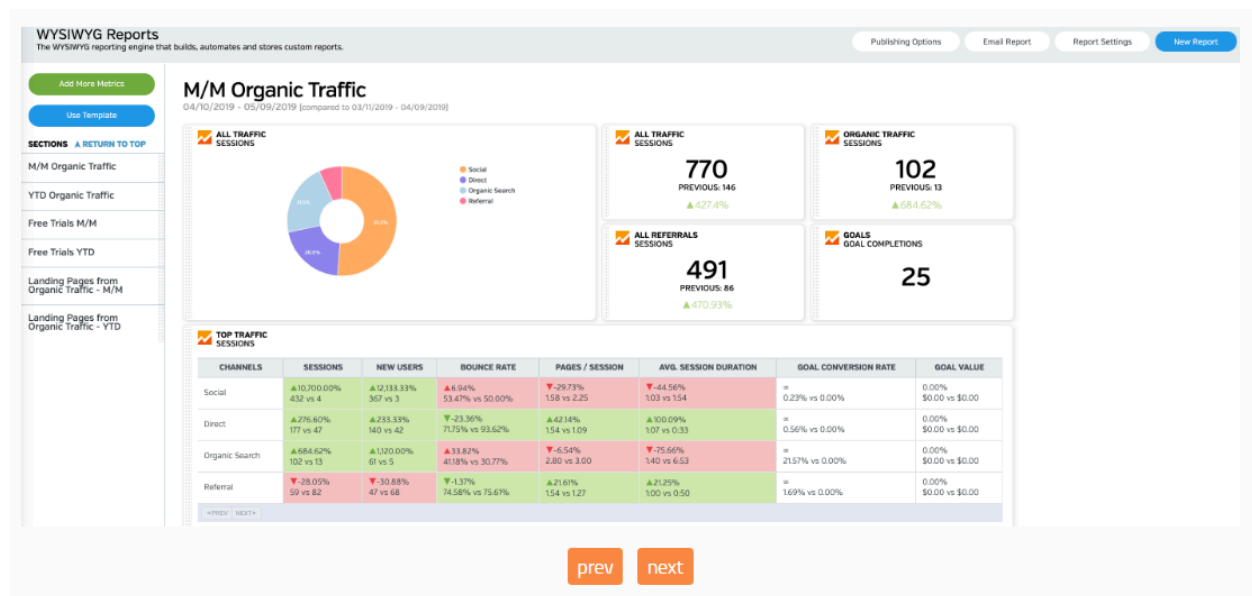
Customer reviews on G2, Software Advice and TrustRadius

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



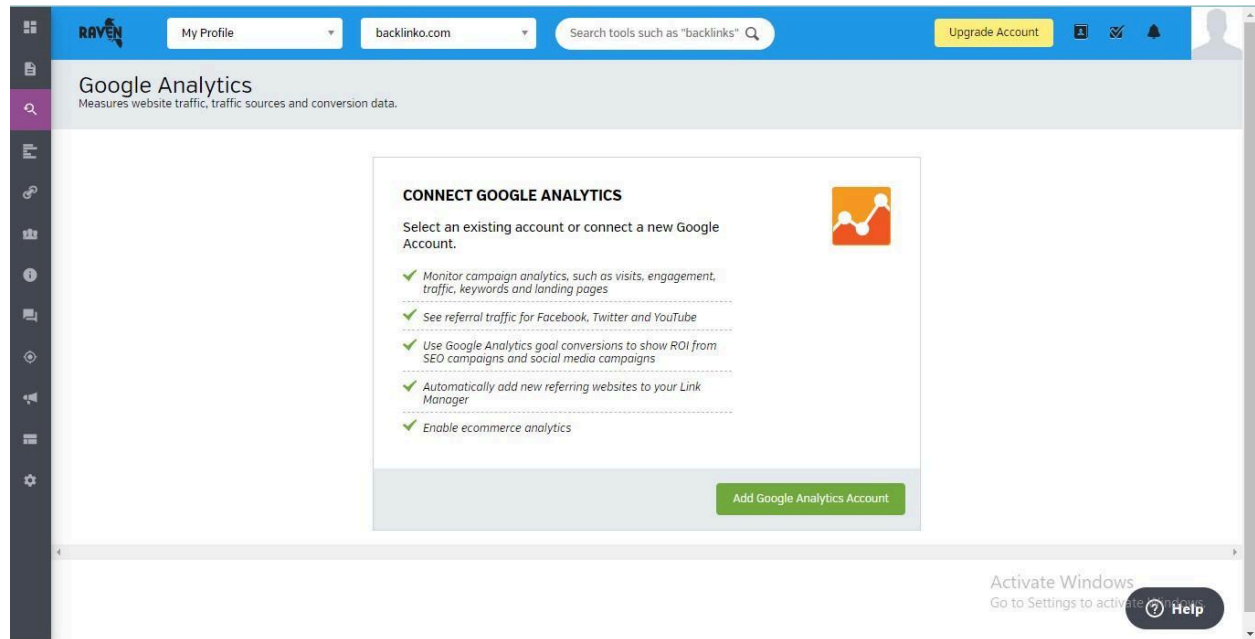
Source: [Raven Tools](#)

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

The screenshot displays the Raven Tools interface for a 'Site Performance' analysis. The top navigation bar includes the Raven logo, a profile dropdown, a domain dropdown set to 'backlinko.com', a search bar, and an 'Upgrade Account' button. The main header shows the date 'September 16, 2022' and a 'Create Report' link. The 'SEO Metrics' section compares 'backlinko.com' with 'moz.com' across five metrics:

	BACKLINKO.COM	moz.com	
External Backlinks by Majestic	1,863,131 backlinks	✓ 18,887,217 backlinks	-
External Backlinks by Moz	332,396 backlinks	✓ 50,720,233 backlinks	-
Citation Flow by Majestic	53 out of 100	✓ 72 out of 100	-
Trust Flow by Majestic	30 out of 100	✓ 65 out of 100	-
Domain Authority by Moz	71 out of 100	✓ 91 out of 100	-

Below the table is a 'SITE METRICS' section. An 'Activate Windows' watermark is visible in the bottom right corner.

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

Semantics LAST CRAWLED ON AUG 30, 2016

All No H1 No H2 No H3 No Schema

URL	Headings			Schema.org Microdata		
	H1	H2	H3	Items	Types	
Auditing for Teams - Learn Raven https://raventools.com/learn/seo-management/auditing-for-teams/	0	1	1	2	Blog, BlogPosting	⚙
Comparing Audits - Learn Raven https://raventools.com/learn/seo-management/comparing-audits/	0	1	1	2	Blog, BlogPosting	⚙
Creating a Bookmark - Learn Raven https://raventools.com/learn/research-development/creating-a-bookmark/	0	1	0	2	Blog, BlogPosting	⚙
Customizing Reports - Learn Raven https://raventools.com/learn/reporting/customizing-your-report/	0	1	2	2	Blog, BlogPosting	⚙

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.