



Keyword Research & Analysis

Moz Keyword Explorer

Key Features	Description
Keyword Suggestions	Provides a list of related keyword ideas based on a seed keyword.
SERP Analysis	Analyzes the top-ranking pages for a given keyword to understand the competitive landscape.
Difficulty Score	Estimates the difficulty of ranking for a keyword based on domain authority and page authority.
Organic CTR	Estimates the organic click-through rate for a keyword.
Priority Score	Combines difficulty, opportunity, and volume into a single score to help prioritize keywords.

SEMrush Keyword Magic Tool

Key Features	Description
Broad Match Keywords	Generates a massive list of keyword variations, including broad match, phrase match, and exact match.
Keyword Grouping	Organizes keywords into thematic groups for better targeting.
Search Volume Data	Provides detailed search volume data for each keyword, including global and local volumes.
Keyword Difficulty	Estimates the difficulty of ranking for a keyword based on various factors.
Questions & Related Keywords	Identifies question-based keywords and related search terms.

Ahrefs Keywords Explorer

Key Features	Description
Clickstream Data	Uses clickstream data to provide accurate search volume and keyword metrics.
Keyword Difficulty	Estimates the difficulty of ranking for a keyword based on backlinks to the top-ranking pages.
Parent Topic	Identifies the main topic that a keyword belongs to, helping to target broader audiences.
SERP Overview	Provides a detailed overview of the search engine results page (SERP) for a given keyword.
Keyword Ideas	Generates keyword ideas from multiple sources, including search suggestions and related terms.

Site Audit & Technical SEO

Moz Pro Site Crawl

Key Features	Description
Crawl Diagnostics	Identifies technical SEO issues such as crawl errors, missing title tags, and duplicate content.
Mobile Friendliness	Checks for mobile-friendliness issues.
Page Speed Analysis	Analyzes page speed and provides recommendations for improvement.
Customizable Crawl Settings	Allows you to customize crawl settings, such as crawl scope and speed.
Weekly Crawl Reports	Provides weekly crawl reports to track progress and identify new issues.

SEMrush Site Audit Tool

Key Features	Description
Comprehensive Audit	Performs a comprehensive audit of your website, checking for hundreds of technical and on-page SEO issues.
Thematic Reports	Organizes issues into thematic reports, such as crawlability, site performance, and internal linking.
Issue Prioritization	Prioritizes issues based on their impact on SEO performance.
HTTPS Implementation	Checks for HTTPS implementation issues.
International SEO Checks	Checks for hreflang implementation issues.

Ahrefs Site Audit

Key Features	Description
Detailed Crawl Analysis	Provides a detailed analysis of your website's crawlability, identifying issues such as broken links and redirect chains.
Performance Metrics	Tracks key performance metrics, such as load time and time to first byte.
JavaScript Rendering	Renders JavaScript to accurately identify issues on JavaScript-heavy websites.
Customizable Crawl Settings	Allows you to customize crawl settings, such as crawl scope and speed.
Visualizations	Presents data in visually appealing charts and graphs.

Link Building & Analysis

Moz Link Explorer

Key Features	Description
Link Intersect	Finds websites that link to your competitors but not to you.
Domain Authority	Moz's proprietary metric for predicting a website's ranking potential.
Spam Score	Identifies potentially spammy links that could harm your website's ranking.
Anchor Text Analysis	Analyzes the anchor text distribution of your website's backlinks.
Discovered & Lost Links	Displays discovered and lost links over time.

SEMrush Backlink Analytics

Key Features	Description
Backlink Gap	Identifies backlink opportunities by comparing your backlink profile to those of your competitors.
Authority Score	SEMrush's metric for evaluating the quality and authority of a domain.
Toxic Link Detection	Identifies potentially toxic backlinks that could harm your website's ranking.
Referring Domains	Analyzes the referring domains linking to your website.
Backlink Audit	Audits your backlink profile for potentially harmful links.

Ahrefs Site Explorer

Key Features	Description
Referring Domains	Displays the number of referring domains linking to your website.
Domain Rating (DR)	Ahrefs' metric for evaluating the strength of a website's backlink profile.
Backlink Growth	Tracks the growth of your website's backlink profile over time.
Lost Backlinks	Identifies backlinks that have been lost over time.
Top Pages by Links	Shows which of your pages have the most backlinks.

Rank Tracking & Reporting

Moz Rank Tracker

Key Features	Description
Daily Rank Updates	Tracks your website's ranking in search engines on a daily basis.
Mobile Rank Tracking	Tracks your website's ranking on mobile devices.
Local Rank Tracking	Tracks your website's ranking in local search results.
Share of Voice	Provides insights into your website's share of voice in search results.
Reporting	Generates reports to track your ranking performance over time.

SEMrush Position Tracking

Key Features	Description
Historical Data	Provides historical ranking data for your keywords.
SERP Features Tracking	Tracks the SERP features that appear for your keywords.
Competitor Tracking	Tracks the ranking of your competitors for your target keywords.
Customizable Reports	Allows you to customize reports to track the metrics that are most important to you.
Ranking Distribution	Shows the distribution of your rankings across different positions.

Ahrefs Rank Tracker

Key Features	Description
Scheduled Reports	Sends scheduled reports to your email inbox.
Ranking History	Tracks your website's ranking history over time.
SERP Features	Shows which SERP features appear for your keywords.
Mobile Rankings	Tracks mobile rankings for your keywords.
Visibility Metrics	Provides metrics such as visibility and traffic potential.