

SEO PLATFORMS

The Best Platforms to Boost Your Search Rankings

What is an SEO Platform?

“An SEO platform is a marketing solution that helps you manage, implement, and measure your brand’s presence in organic channels.”
(Conductor)

What is the difference between an SEO platform and an SEO tool?

SEO platforms offer multiple SEO tools in a suite for end-to-end search optimization management, while an SEO tool is a software application designed to help user perform a specific task or a small range of tasks

Digital marketing platforms with SEO capabilities

These platforms are not SEO-focused and may work better for your business based on your needs

Here are our top-rated all-in-one SEO platforms

SEMRUSH

Pro Plan: \$119.95/month



- Track keyword rankings, organic traffic, and backlinks.
- Zero in on your competitors’ data and analyze how to improve.
- Save your searches in lists, and have reports and updates sent to your email.
- SEO site audits.
- Insights and data at your fingertips.

MOZ PRO

Standard Plan: \$99/month (\$79/month yearly)



- Strategically target keywords with accurate keyword volume and difficulty metrics
- Save keyword lists that you can track and update as needed.
- Track local and national search rankings
- Find new link opportunities and maximize to impact of your existing links

AHREFS

Standard Plan: \$179/month



- Site Explorer: See the backlink profile and organic search traffic data for any website
- Keywords Explorer: Research keywords and data like search volume, keyword difficulty, and clicks
- Rank Tracker: Track your Google rankings and compare them to your competitors’
- Site Audit: Get a full visual of your site’s SEO health

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