July 2022

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DATA QUADRANT REPORT

Search Engine Optimization

677
Customer References

15
Solutions Evaluated

Table of Contents

Data Quadrant 4

Category Overview 5

Vendor Capability Summary 7

Vendor Capabilities 11

Product Feature Summary 23

Product Features 29

How to Use the Report

Info-Tech's Data Quadrant Reports provide a comprehensive evaluation of popular products in the Search Engine Optimization market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other products in the category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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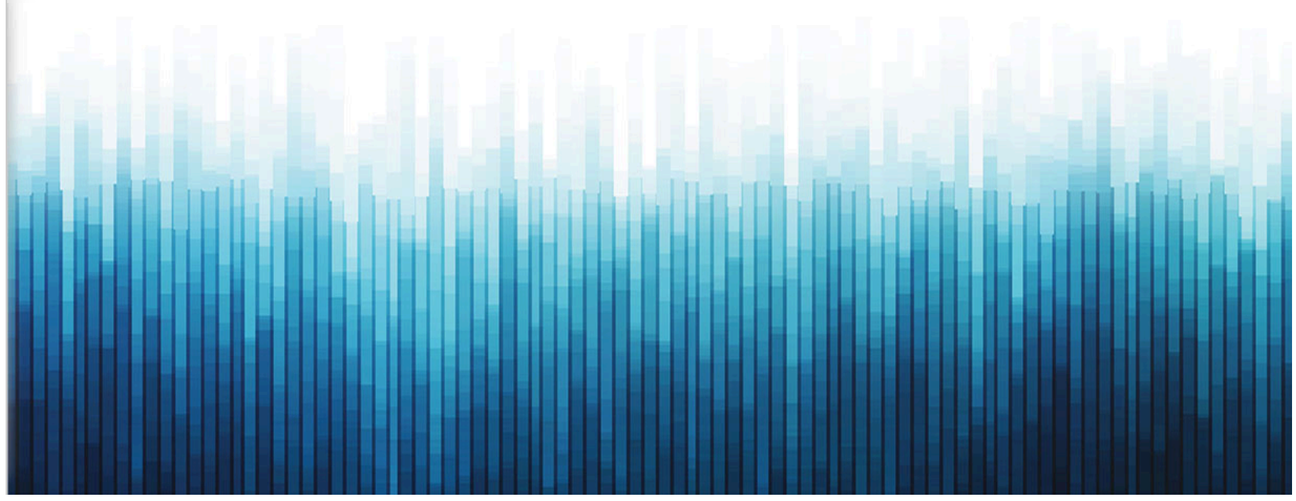

Software Directory

SEARCH ENGINE OPTIMIZATION SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software products in a particular category. Use this page to create the right product shortlist by exploring all of the options available to your organization.

Search Engine Optimization Software

- AccuRanker
- Ahrefs
- Botify
- BrightEdge
- Conductor
- ContentKing for Conductor
- Diib
- Moz Pro
- Netpeak SEO
- RankAbove
- Raven
- Searchmetrics
- Semrush
- seoClarity
- SEO PowerSuite
- SEOptimer
- SEO Spider
- SE Ranking
- Serpstat SEO
- Silktide
- Sitechecker SEO Platform
- Siteimprove
- SpyFu
- Surfer SEO
- Verbolia
- WebCEO
- WooRank

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SOFTWARE REVIEWS
Data Quadrant

Assess vendor and product performance at a glance and use the SoftwareReviews Data Quadrant to identify which products and vendors are leadings the pack and which are trailing.

SEARCH ENGINE OPTIMIZATION

The Software Reviews Data Quadrant evaluates and ranks products based on feedback from IT and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

The Complete Software Experience

When distilled down, the software experience is shaped by both the experience with the software and the relationship with the vendor. Evaluating enterprise software along these two dimensions provides a comprehensive understanding of the product and helps identify vendors that can deliver on both.

Product Features and Satisfaction

The satisfaction is captured in the overall satisfaction score, which is driven by the likelihood of users to recommend the software, combined with user satisfaction across top product features.

Vendor Experience and Capabilities

The vendor relationship is calculated in a weighted average of the satisfaction scores tied to vendor capabilities (e.g. software implementation, training, customer support, product roadmap) as well as emotional response ratings toward the vendor (e.g. trustworthy, respectful, fair).

Note: The axes ranges are dynamically adjusted based on minimum and maximum values in the dataset.

Category Overview

This page provides a high level summary of product performance within the Search Engine Optimization category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
	Conductor	8.8/10	+90	2% NEGATIVE 92% POSITIVE	86%	88%	89%	21
	Siteimprove	8.8/10	+93	-- NEGATIVE 94% POSITIVE	85%	83%	90%	30
	Surfer SEO	8.7/10	+90	3% NEGATIVE 93% POSITIVE	82%	85%	90%	82
	Searchmetrics	8.6/10	+93	-- NEGATIVE 94% POSITIVE	81%	81%	87%	23
	SE Ranking	8.6/10	+95	-- NEGATIVE 96% POSITIVE	80%	80%	87%	36
6	ContentKing for Conductor	8.4/10	+85	4% NEGATIVE 89% POSITIVE	85%	84%	84%	24
7	Semrush	8.3/10	+83	3% NEGATIVE 86% POSITIVE	78%	82%	89%	158
8	Serpstat	8.2/10	+83	4% NEGATIVE 87% POSITIVE	78%	81%	87%	39
9	Verbolia	8.2/10	+83	4% NEGATIVE 87% POSITIVE	80%	81%	85%	22
10	Ahrefs	8.1/10	+79	7% NEGATIVE 86% POSITIVE	78%	81%	86%	41
AVERAGE SCORES		8.3/10	+84	4% NEGATIVE 88% POSITIVE	80%	81%	85%	40

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Category Overview

This page provides a high level summary of product performance within the Search Engine Optimization category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
11	WebCEO	8.0/10	+80	7% NEGATIVE / 87% POSITIVE	78%	77%	86%	21
12	Moz Pro	7.9/10	+79	6% NEGATIVE / 85% POSITIVE	75%	78%	82%	28
13	BrightEdge	7.8/10	+74	5% NEGATIVE / 79% POSITIVE	77%	80%	81%	28
14	seoClarity	7.8/10	+78	6% NEGATIVE / 84% POSITIVE	77%	79%	78%	20
15	SEO PowerSuite	7.7/10	+72	10% NEGATIVE / 82% POSITIVE	78%	81%	77%	25
AVERAGE SCORES		**8.3/10**	**+84**	4% NEGATIVE / 88% POSITIVE	**80%**	**81%**	**85%**	**40**
	PRODUCTS WITH INSUFFICIENT DATA							
--	SpyFu	8.0/10	+80	3% NEGATIVE / 83% POSITIVE	79%	81%	82%	19
--	SEO Spider	8.9/10	+97	-- NEGATIVE / 97% POSITIVE	81%	87%	90%	17
--	Botify	7.2/10	+68	10% NEGATIVE / 78% POSITIVE	70%	70%	80%	17
--	Netpeak SEO	9.2/10	+99	-- NEGATIVE / 99% POSITIVE	85%	89%	94%	15
--	WooRank	8.2/10	+88	-- NEGATIVE / 89% POSITIVE	72%	88%	80%	6

Category Overview

This page provides a high level summary of product performance within the Search Engine Optimization category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
	PRODUCTS WITH INSUFFICIENT DATA							
--	Sitechecker SEO Platform	8.8/10	+98	-- NEGATIVE 99% POSITIVE	88%	83%	84%	5

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Vendor **Capability** Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
Conductor	86%	90%	86%	85%	80%	83%	90%	87%	87%	80%	90%	88%
Siteimprove	85%	82%	86%	87%	83%	88%	88%	84%	85%	79%	85%	88%
ContentKing for Conductor	85%	80%	81%	85%	81%	84%	89%	87%	88%	84%	83%	88%
Surfer SEO	82%	83%	79%	81%	82%	81%	85%	81%	81%	77%	84%	86%
Searchmetrics	82%	85%	79%	82%	76%	80%	91%	77%	76%	73%	92%	83%
SE Ranking	81%	85%	78%	81%	78%	81%	85%	81%	82%	76%	79%	81%
Verbolia	80%	84%	77%	79%	84%	87%	91%	74%	73%	77%	72%	76%
Serpstat SEO	79%	80%	81%	78%	74%	78%	84%	78%	79%	72%	79%	82%
WebCEO	78%	79%	80%	81%	80%	75%	86%	70%	81%	78%	71%	82%
Semrush	78%	81%	83%	80%	78%	77%	76%	78%	78%	73%	75%	81%
CATEGORY AVERAGE	80%	82%	81%	80%	79%	79%	85%	78%	79%	76%	80%	82%

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Vendor **Capability** Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
SEO PowerSuite	78%	86%	86%	73%	80%	65%	91%	67%	71%	77%	80%	88%
Ahrefs	78%	86%	84%	84%	77%	79%	73%	77%	78%	72%	69%	79%
BrightEdge	77%	77%	75%	79%	77%	70%	85%	77%	76%	76%	83%	78%
seoClarity	77%	76%	79%	78%	82%	79%	87%	74%	70%	64%	81%	76%
Moz Pro	76%	75%	80%	75%	69%	74%	72%	75%	83%	73%	80%	80%
CATEGORY AVERAGE	80%	82%	81%	80%	79%	79%	85%	78%	79%	76%	80%	82%

PRODUCTS WITH INSUFFICIENT DATA												
SpyFu	79%	84%	79%	82%	71%	80%	80%	71%	86%	78%	75%	79%
SEO Spider	82%	88%	82%	90%	84%	79%	79%	83%	80%	77%	76%	81%
Botify	70%	72%	81%	79%	62%	65%	74%	63%	72%	57%	76%	69%
Netpeak SEO	85%	87%	89%	88%	80%	87%	88%	86%	84%	80%	79%	85%
WooRank	74%	79%	79%	79%	54%	75%	81%	75%	69%	75%	81%	70%

Vendor **Capability** Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
CATEGORY AVERAGE	**80%**	**82%**	**81%**	**80%**	**79%**	**79%**	**85%**	**78%**	**79%**	**76%**	**80%**	**82%**
PRODUCTS WITH INSUFFICIENT DATA												
Sitechecker SEO Platform	**88%**	**95%**	**90%**	**85%**	**90%**	**85%**	**75%**	**90%**	**85%**	**95%**	**90%**	**90%**

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Capabilities

This table lists and briefly describes all vendor capabilities that are evaluated in the Search Engine Optimization software category. For your convenience, you will also find longer descriptions of the capabilities under the capability subheadings in the subsequent pages.

Business Value Created	The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.
Breadth of Features	Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.
Quality of Features	Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.
Product Strategy and Rate of Improvement	Purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use the data in this section to separate innovators from imposters.
Usability And Intuitiveness	End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.
Vendor Support	The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-service their product and which will offer quality support.
Ease of Data Integration	The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.
Ease of Administration	Administrative interfaces don't get the same attention as those built for end users, but they shouldn't be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.
Ease of Customization	Out-of-the-box functionality often isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. Don't get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.
Availability and Quality of Training	Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.
Ease of Implementation	Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Business Value Created

The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.

conductor

CONDUCTOR

TOP PRODUCT

Delights	62%
Highly Satisfies	38%
Almost Satisfies	--
Disappoints	--

90% Business Value Created

2	Ahrefs		86%	41 REVIEWS
3	SEO PowerSuite		86%	25 REVIEWS
4	Searchmetrics		85%	23 REVIEWS
5	SE Ranking		85%	36 REVIEWS
6	Verbolia		84%	22 REVIEWS
7	Surfer SEO		83%	82 REVIEWS
8	Siteimprove		82%	30 REVIEWS
9	Semrush		81%	158 REVIEWS
10	ContentKing for Conductor		80%	24 REVIEWS
11	Serpstat SEO		80%	39 REVIEWS
12	WebCEO		79%	21 REVIEWS
13	BrightEdge		77%	28 REVIEWS
14	seoClarity		76%	20 REVIEWS
15	Moz Pro		75%	28 REVIEWS
		CATEGORY AVERAGE	82%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		84%	19 REVIEWS
--	SEO Spider		88%	17 REVIEWS
--	Botify		72%	17 REVIEWS
--	Netpeak SEO		87%	15 REVIEWS
--	WooRank		79%	6 REVIEWS
--	Sitechecker SEO Platform		95%	5 REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Breadth of Features

Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.

Siteimprove

SITEIMPROVE

TOP PRODUCT

Delights	57%
Highly Satisfies	30%
Almost Satisfies	13%
Disappoints	--

86% Breadth of Features

2	SEO PowerSuite	86%	25 REVIEWS
3	Conductor	86%	21 REVIEWS
4	Ahrefs	84%	41 REVIEWS
5	Semrush	83%	158 REVIEWS
6	ContentKing for Conductor	81%	24 REVIEWS
7	Serpstat SEO	81%	39 REVIEWS
8	Moz Pro	80%	28 REVIEWS
9	WebCEO	80%	21 REVIEWS
10	Searchmetrics	79%	23 REVIEWS
11	Surfer SEO	79%	82 REVIEWS
12	seoClarity	79%	20 REVIEWS
13	SE Ranking	78%	36 REVIEWS
14	Verbolia	77%	22 REVIEWS
15	BrightEdge	75%	28 REVIEWS
	CATEGORY AVERAGE	81%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	79%	19 REVIEWS
--	SEO Spider	82%	17 REVIEWS
--	Botify	81%	17 REVIEWS
--	Netpeak SEO	89%	15 REVIEWS
--	WooRank	79%	6 REVIEWS
--	Sitechecker SEO Platform	90%	5 REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Quality of Features

Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.

Siteimprove

SITEIMPROVE
TOP PRODUCT

Delights	46%
Highly Satisfies	54%
Almost Satisfies	--
Disappoints	--

87% Quality of Features

2	ContentKing for Conductor	85%	24	REVIEWS
3	Conductor	85%	21	REVIEWS
4	Ahrefs	84%	41	REVIEWS
5	Searchmetrics	82%	23	REVIEWS
6	SE Ranking	81%	36	REVIEWS
7	WebCEO	81%	21	REVIEWS
8	Surfer SEO	81%	82	REVIEWS
9	Semrush	80%	158	REVIEWS
10	Verbolia	79%	22	REVIEWS
11	BrightEdge	79%	28	REVIEWS
12	seoClarity	78%	20	REVIEWS
13	Serpstat SEO	78%	39	REVIEWS
14	Moz Pro	75%	28	REVIEWS
15	SEO PowerSuite	73%	25	REVIEWS
	CATEGORY AVERAGE	80%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	82%	19	REVIEWS
--	SEO Spider	90%	17	REVIEWS
--	Botify	79%	17	REVIEWS
--	Netpeak SEO	88%	15	REVIEWS
--	WooRank	79%	6	REVIEWS
--	Sitechecker SEO Platform	85%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Product Strategy and Rate of Improvement

Purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

VERBOLIA

VERBOLIA
TOP PRODUCT

Delights	50%
Highly Satisfies	37%
Almost Satisfies	14%
Disappoints	--

84% Product Strategy and Rate of Improvement

2	Siteimprove		83%	30 REVIEWS
3	Surfer SEO		82%	82 REVIEWS
4	seoClarity		82%	20 REVIEWS
5	ContentKing for Conductor		81%	24 REVIEWS
6	WebCEO		80%	21 REVIEWS
7	SEO PowerSuite		80%	25 REVIEWS
8	Conductor		80%	21 REVIEWS
9	Semrush		78%	158 REVIEWS
10	SE Ranking		78%	36 REVIEWS
11	BrightEdge		77%	28 REVIEWS
12	Ahrefs		77%	41 REVIEWS
13	Searchmetrics		76%	23 REVIEWS
14	Serpstat SEO		74%	39 REVIEWS
15	Moz Pro		69%	28 REVIEWS
		CATEGORY AVERAGE	79%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		71%	19 REVIEWS
--	SEO Spider		84%	17 REVIEWS
--	Botify		62%	17 REVIEWS
--	Netpeak SEO		80%	15 REVIEWS
--	WooRank		54%	6 REVIEWS
--	Sitechecker SEO Platform		90%	5 REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Usability And Intuitiveness

End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.

Siteimprove

SITEIMPROVE
TOP PRODUCT

Delights	57%
Highly Satisfies	37%
Almost Satisfies	7%
Disappoints	--

88% Usability And Intuitiveness

2	Verbolia	87%	22	REVIEWS
3	ContentKing for Conductor	84%	24	REVIEWS
4	Conductor	83%	21	REVIEWS
5	SE Ranking	81%	36	REVIEWS
6	Surfer SEO	81%	82	REVIEWS
7	Searchmetrics	80%	23	REVIEWS
8	Ahrefs	79%	41	REVIEWS
9	seoClarity	79%	20	REVIEWS
10	Serpstat SEO	78%	39	REVIEWS
11	Semrush	77%	158	REVIEWS
12	WebCEO	75%	21	REVIEWS
13	Moz Pro	74%	28	REVIEWS
14	BrightEdge	70%	28	REVIEWS
15	SEO PowerSuite	65%	25	REVIEWS
		CATEGORY AVERAGE 79%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	80%	19	REVIEWS
--	SEO Spider	79%	17	REVIEWS
--	Botify	65%	17	REVIEWS
--	Netpeak SEO	87%	15	REVIEWS
--	WooRank	75%	6	REVIEWS
--	Sitechecker SEO Platform	85%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Support

The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-service their product and which will offer quality support.

searchmetrics

SEARCHMETRICS

TOP PRODUCT

Delights	65%
Highly Satisfies	35%
Almost Satisfies	--
Disappoints	--

91% Vendor Support

2	SEO PowerSuite		91%	25 REVIEWS
3	Verbolia		91%	22 REVIEWS
4	Conductor		90%	21 REVIEWS
5	ContentKing for Conductor		89%	24 REVIEWS
6	Siteimprove		88%	30 REVIEWS
7	seoClarity		87%	20 REVIEWS
8	WebCEO		86%	21 REVIEWS
9	BrightEdge		85%	28 REVIEWS
10	Surfer SEO		85%	82 REVIEWS
11	SE Ranking		85%	36 REVIEWS
12	Serpstat SEO		84%	39 REVIEWS
13	Semrush		76%	158 REVIEWS
14	Ahrefs		73%	41 REVIEWS
15	Moz Pro		72%	28 REVIEWS
		CATEGORY AVERAGE	85%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		80%	19 REVIEWS
--	SEO Spider		79%	17 REVIEWS
--	Botify		74%	17 REVIEWS
--	Netpeak SEO		88%	15 REVIEWS
--	WooRank		81%	6 REVIEWS
--	Sitechecker SEO Platform		75%	5 REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Data Integration

The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.

ContentKing for conductor

CONTENTKING FOR CONDUCTOR

TOP PRODUCT

Delights	61%
Highly Satisfies	26%
Almost Satisfies	13%
Disappoints	--

87% Ease of Data Integration

2	Conductor	87%	21	REVIEWS
3	Siteimprove	84%	30	REVIEWS
4	SE Ranking	81%	36	REVIEWS
5	Surfer SEO	81%	82	REVIEWS
6	Serpstat SEO	78%	39	REVIEWS
7	Semrush	78%	158	REVIEWS
8	Ahrefs	77%	41	REVIEWS
9	Searchmetrics	77%	23	REVIEWS
10	BrightEdge	77%	28	REVIEWS
11	Moz Pro	75%	28	REVIEWS
12	seoClarity	74%	20	REVIEWS
13	Verbolia	74%	22	REVIEWS
14	WebCEO	70%	21	REVIEWS
15	SEO PowerSuite	67%	25	REVIEWS
	CATEGORY AVERAGE	78%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	71%	19	REVIEWS
--	SEO Spider	83%	17	REVIEWS
--	Botify	63%	17	REVIEWS
--	Netpeak SEO	86%	15	REVIEWS
--	WooRank	75%	6	REVIEWS
--	Sitechecker SEO Platform	90%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Administration

Administrative interfaces don't get the same attention as those built for end users, but they shouldn't be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

ContentKing for conductor

CONTENTKING FOR CONDUCTOR

TOP PRODUCT

Delights	65%
Highly Satisfies	22%
Almost Satisfies	13%
Disappoints	--

88% Ease of Administration

2	Conductor	87%	21	REVIEWS
3	Siteimprove	85%	30	REVIEWS
4	Moz Pro	83%	28	REVIEWS
5	SE Ranking	82%	36	REVIEWS
6	Surfer SEO	81%	82	REVIEWS
7	WebCEO	81%	21	REVIEWS
8	Serpstat SEO	79%	39	REVIEWS
9	Semrush	78%	158	REVIEWS
10	Ahrefs	78%	41	REVIEWS
11	Searchmetrics	76%	23	REVIEWS
12	BrightEdge	76%	28	REVIEWS
13	Verbolia	73%	22	REVIEWS
14	SEO PowerSuite	71%	25	REVIEWS
15	seoClarity	70%	20	REVIEWS
		CATEGORY AVERAGE 79%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	86%	19	REVIEWS
--	SEO Spider	80%	17	REVIEWS
--	Botify	72%	17	REVIEWS
--	Netpeak SEO	84%	15	REVIEWS
--	WooRank	69%	6	REVIEWS
--	Sitechecker SEO Platform	85%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Customization

Out-of-the-box functionality often isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. Don't get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

ContentKing for conductor

CONTENTKING FOR CONDUCTOR

TOP PRODUCT

Delights	55%
Highly Satisfies	27%
Almost Satisfies	18%
Disappoints	--

84% Ease of Customization

2	Conductor	80%	21	REVIEWS
3	Siteimprove	79%	30	REVIEWS
4	WebCEO	78%	21	REVIEWS
5	Verbolia	77%	22	REVIEWS
6	SEO PowerSuite	77%	25	REVIEWS
7	Surfer SEO	77%	82	REVIEWS
8	BrightEdge	76%	28	REVIEWS
9	SE Ranking	76%	36	REVIEWS
10	Semrush	73%	158	REVIEWS
11	Moz Pro	73%	28	REVIEWS
12	Searchmetrics	73%	23	REVIEWS
13	Ahrefs	72%	41	REVIEWS
14	Serpstat SEO	72%	39	REVIEWS
15	seoClarity	64%	20	REVIEWS
		CATEGORY AVERAGE	76%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	78%	19	REVIEWS
--	SEO Spider	77%	17	REVIEWS
--	Botify	57%	17	REVIEWS
--	Netpeak SEO	80%	15	REVIEWS
--	WooRank	75%	6	REVIEWS
--	Sitechecker SEO Platform	95%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Availability and Quality of Training

Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.

searchmetrics

SEARCHMETRICS

TOP PRODUCT

Delights	70%
Highly Satisfies	30%
Almost Satisfies	--
Disappoints	--

92% Availability and Quality of Training

2	Conductor	90%	21	REVIEWS
3	Siteimprove	85%	30	REVIEWS
4	Surfer SEO	84%	82	REVIEWS
5	ContentKing for Conductor	83%	24	REVIEWS
6	BrightEdge	83%	28	REVIEWS
7	seoClarity	81%	20	REVIEWS
8	Moz Pro	80%	28	REVIEWS
9	SEO PowerSuite	80%	25	REVIEWS
10	Serpstat SEO	79%	39	REVIEWS
11	SE Ranking	79%	36	REVIEWS
12	Semrush	75%	158	REVIEWS
13	Verbolia	72%	22	REVIEWS
14	WebCEO	71%	21	REVIEWS
15	Ahrefs	69%	41	REVIEWS
		CATEGORY AVERAGE 80%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	75%	19	REVIEWS
--	Botify	76%	17	REVIEWS
--	SEO Spider	76%	17	REVIEWS
--	Netpeak SEO	79%	15	REVIEWS
--	WooRank	81%	6	REVIEWS
--	Sitechecker SEO Platform	90%	5	REVIEWS

Vendor **Capability** Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Implementation

Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Siteimprove

SITEIMPROVE

TOP PRODUCT

Delights	54%
Highly Satisfies	46%
Almost Satisfies	--
Disappoints	--

88% Ease of Implementation

2	Conductor		88%	21 REVIEWS
3	SEO PowerSuite		88%	25 REVIEWS
4	ContentKing for Conductor		88%	24 REVIEWS
5	Surfer SEO		86%	82 REVIEWS
6	Searchmetrics		83%	23 REVIEWS
7	WebCEO		82%	21 REVIEWS
8	Serpstat SEO		82%	39 REVIEWS
9	Semrush		81%	158 REVIEWS
10	SE Ranking		81%	36 REVIEWS
11	Moz Pro		80%	28 REVIEWS
12	Ahrefs		79%	41 REVIEWS
13	BrightEdge		78%	28 REVIEWS
14	seoClarity		76%	20 REVIEWS
15	Verbolia		76%	22 REVIEWS
		CATEGORY AVERAGE	82%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		79%	19 REVIEWS
--	SEO Spider		81%	17 REVIEWS
--	Botify		69%	17 REVIEWS
--	Netpeak SEO		85%	15 REVIEWS
--	WooRank		70%	6 REVIEWS
--	Sitechecker SEO Platform		90%	5 REVIEWS

SoftwareReviews

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Product **Feature** Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ANALYTICS AND REPORTING	AUDITING	COMPETITION ANALYSIS	CONTENT OPTIMIZATION	ON-PAGE TRACKER/ OPTIMIZATION
Conductor	88%	85%	85%	93%	90%	87%
Surfer SEO	85%	82%	84%	86%	88%	85%
ContentKing for Conductor	84%	83%	87%	79%	87%	82%
Siteimprove	83%	83%	82%	81%	85%	82%
Semrush	82%	83%	80%	88%	80%	79%
SEO PowerSuite	81%	75%	89%	85%	77%	81%
Serpstat SEO	81%	80%	81%	83%	83%	78%
Searchmetrics	81%	74%	78%	85%	86%	81%
Ahrefs	81%	81%	80%	86%	75%	82%
Verbolia	81%	81%	75%	82%	87%	78%
CATEGORY AVERAGE	81%	80%	80%	84%	82%	80%

Product **Feature** Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ANALYTICS AND REPORTING	AUDITING	COMPETITION ANALYSIS	CONTENT OPTIMIZATION	ON-PAGE TRACKER/ OPTIMIZATION	
SE Ranking	80%	84%	81%	80%	77%	77%	
BrightEdge	80%	81%	73%	83%	82%	79%	
seoClarity	79%	79%	76%	84%	77%	80%	
Moz Pro	77%	83%	76%	83%	70%	75%	
WebCEO	77%	73%	71%	80%	79%	81%	
CATEGORY AVERAGE	81%	80%	80%	84%	82%	80%	

PRODUCTS WITH INSUFFICIENT DATA							
SpyFu	81%	84%	81%	88%	77%	74%	
SEO Spider	87%	87%	89%	82%	86%	89%	
Botify	69%	78%	79%	55%	67%	67%	
Netpeak SEO	89%	88%	87%	86%	88%	93%	
WooRank	88%	88%	88%	88%	94%	85%	

Product **Feature** Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ANALYTICS AND REPORTING	AUDITING	COMPETITION ANALYSIS	CONTENT OPTIMIZATION	ON-PAGE TRACKER/ OPTIMIZATION	
CATEGORY AVERAGE	**81%**	**80%**	**80%**	**84%**	**82%**	**80%**	
PRODUCTS WITH INSUFFICIENT DATA							
Sitechecker SEO Platform	**83%**	**85%**	**80%**	**75%**	**85%**	**90%**	

SoftwareReviews

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Product **Feature** Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ALERTS	BACKLINK TOOLS	KEYWORD RESEARCH	LOCAL SEO	RANK TRACKING
Conductor	88%	88%	--	92%	89%	90%
Surfer SEO	85%	75%	--	78%	78%	77%
ContentKing for Conductor	84%	90%	--	--	--	--
Siteimprove	83%	75%	81%	85%	80%	84%
Semrush	82%	78%	80%	88%	79%	86%
SEO PowerSuite	81%	70%	73%	83%	69%	83%
Serpstat SEO	81%	--	77%	84%	79%	84%
Searchmetrics	81%	--	64%	79%	67%	77%
Ahrefs	81%	76%	80%	86%	--	77%
Verbolia	81%	72%	--	76%	78%	81%
CATEGORY AVERAGE	81%	77%	76%	83%	77%	82%

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Product **Feature** Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ALERTS	BACKLINK TOOLS	KEYWORD RESEARCH	LOCAL SEO	RANK TRACKING
SE Ranking	80%	79%	84%	83%	--	82%
BrightEdge	80%	84%	69%	80%	71%	83%
seoClarity	79%	74%	70%	83%	76%	87%
Moz Pro	77%	75%	81%	79%	76%	79%
WebCEO	77%	71%	76%	85%	78%	83%
CATEGORY AVERAGE	81%	77%	76%	83%	77%	82%

PRODUCTS WITH INSUFFICIENT DATA						
SpyFu	81%	74%	70%	86%	77%	81%
SEO Spider	87%	79%	80%	85%	92%	75%
Botify	69%	65%	48%	70%	66%	65%
Netpeak SEO	89%	--	--	--	--	85%
WooRank	88%	88%	75%	100%	95%	94%

Product **Feature** Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ALERTS	BACKLINK TOOLS	KEYWORD RESEARCH	LOCAL SEO	RANK TRACKING	
CATEGORY AVERAGE	**81%**	**77%**	**76%**	**83%**	**77%**	**82%**	

PRODUCTS WITH INSUFFICIENT DATA							
Sitechecker SEO Platform	**83%**	**85%**	**95%**	**95%**	**88%**	**90%**	

SoftwareReviews

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Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Product Features

This table lists and describes all the features that are evaluated in the Search Engine Optimization software category. For your convenience, these descriptions are repeated under the feature subheadings in the subsequent pages.

Mandatory Features

Analytics and Reporting	Includes historical & real-time dashboard visualizations, detailed & summary reporting and easy data extraction for data analysis.
Auditing	Tools crawl a website, check links, loading speeds etc. and provides feedback on a website's SEO "health".

Standard Features

Alerts	Ability to provide realtime threat or suspicious activity alerts.
Backlink Tools	Build a website's backlink profile, discover new opportunities for acquiring links, manage and audit your backlinks.

Differentiating Features

Change Tracking	The ability to track all website changes including page/website history, search functions, robots.txt file changes & change tracking on custom elements.
Competition Analysis	Provides an informed view of what competitors are doing in terms of keywords, ranks and organic traffic.
Content Optimization	The ability to dynamically optimize content deployed to certain channels (web, mobile, social) using customer profiles.
On-Page Tracker/Optimization	Pinpoints a website's weaknesses and suggests ideas to improve page rankings.
Keyword Research	Helps users pick the best keywords or phrases to target and bring in site traffic.
Local SEO	Assists in optimizing a website for local searches and targeting local customers.
Rank Tracking	The ability to check keyword ranks on one or many major search engines.
Holistic Visibility Tracking	SEOs risk SERP cannibalization across their own content if they do not measure the search visibility of all their digital assets – not just owned domains.
Productivity/Task Management	Create and manage SEO tasks and content/optimization briefs directly in-platform with seamless sharing to task management solutions.

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Analytics and Reporting

Mandatory Feature

Includes historical & real-time dashboard visualizations, detailed & summary reporting and easy data extraction for data analysis.

conductor

CONDUCTOR
TOP PRODUCT

Delights	48%
Highly Satisfies	42%
Almost Satisfies	10%
Disappoints	--

85% Analytics and Reporting

2	SE Ranking		84%	36 REVIEWS
3	ContentKing for Conductor		83%	24 REVIEWS
4	Semrush		83%	158 REVIEWS
5	Siteimprove		83%	30 REVIEWS
6	Moz Pro		83%	28 REVIEWS
7	Surfer SEO		82%	82 REVIEWS
8	Ahrefs		81%	41 REVIEWS
9	BrightEdge		81%	28 REVIEWS
10	Verbolia		81%	22 REVIEWS
11	Serpstat SEO		80%	39 REVIEWS
12	seoClarity		79%	20 REVIEWS
13	SEO PowerSuite		75%	25 REVIEWS
14	Searchmetrics		74%	23 REVIEWS
15	WebCEO		73%	21 REVIEWS
		CATEGORY AVERAGE	80%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		84%	19 REVIEWS
--	SEO Spider		87%	17 REVIEWS
--	Botify		78%	17 REVIEWS
--	Netpeak SEO		88%	15 REVIEWS
--	WooRank		88%	6 REVIEWS
--	Sitechecker SEO Platform		85%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Auditing

Mandatory Feature

Tools crawl a website, check links, loading speeds etc. and provides feedback on a website's SEO "health".

SEO PowerSuite

SEO POWERSUITE
TOP PRODUCT

Delights	67%
Highly Satisfies	29%
Almost Satisfies	--
Disappoints	4%

89% Auditing

2	ContentKing for Conductor		87%	24 REVIEWS
3	Conductor		85%	21 REVIEWS
4	Surfer SEO		84%	82 REVIEWS
5	Siteimprove		82%	30 REVIEWS
6	SE Ranking		81%	36 REVIEWS
7	Serpstat SEO		81%	39 REVIEWS
8	Ahrefs		80%	41 REVIEWS
9	Semrush		80%	158 REVIEWS
10	Searchmetrics		78%	23 REVIEWS
11	seoClarity		76%	20 REVIEWS
12	Moz Pro		76%	28 REVIEWS
13	Verbolia		75%	22 REVIEWS
14	BrightEdge		73%	28 REVIEWS
15	WebCEO		71%	21 REVIEWS
		CATEGORY AVERAGE	80%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		81%	19 REVIEWS
--	SEO Spider		89%	17 REVIEWS
--	Botify		79%	17 REVIEWS
--	Netpeak SEO		87%	15 REVIEWS
--	WooRank		88%	6 REVIEWS
--	Sitechecker SEO Platform		80%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Competition Analysis

Mandatory Feature

Provides an informed view of what competitors are doing in terms of keywords, ranks and organic traffic.

conductor

CONDUCTOR
TOP PRODUCT

Delights	71%
Highly Satisfies	29%
Almost Satisfies	--
Disappoints	--

93% Competition Analysis

2	Semrush		88%	158 REVIEWS
3	Surfer SEO		86%	82 REVIEWS
4	Ahrefs		86%	41 REVIEWS
5	Searchmetrics		85%	23 REVIEWS
6	SEO PowerSuite		85%	25 REVIEWS
7	seoClarity		84%	20 REVIEWS
8	Serpstat SEO		83%	39 REVIEWS
9	Moz Pro		83%	28 REVIEWS
10	BrightEdge		83%	28 REVIEWS
11	Verbolia		82%	22 REVIEWS
12	Siteimprove		81%	30 REVIEWS
13	SE Ranking		80%	36 REVIEWS
14	WebCEO		80%	21 REVIEWS
15	ContentKing for Conductor		79%	24 REVIEWS
		CATEGORY AVERAGE	84%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		88%	19 REVIEWS
--	SEO Spider		82%	17 REVIEWS
--	Botify		55%	17 REVIEWS
--	Netpeak SEO		86%	15 REVIEWS
--	WooRank		88%	6 REVIEWS
--	Sitechecker SEO Platform		75%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Content Optimization

Mandatory Feature

The ability to dynamically optimize content deployed to certain channels (web, mobile, social) using customer profiles.

conductor

CONDUCTOR
TOP PRODUCT

Delights	67%
Highly Satisfies	29%
Almost Satisfies	5%
Disappoints	--

90% Content Optimization

2	Surfer SEO		88%	82 REVIEWS
3	Verbolia		87%	22 REVIEWS
4	ContentKing for Conductor		87%	24 REVIEWS
5	Searchmetrics		86%	23 REVIEWS
6	Siteimprove		85%	30 REVIEWS
7	Serpstat SEO		83%	39 REVIEWS
8	BrightEdge		82%	28 REVIEWS
9	Semrush		80%	158 REVIEWS
10	WebCEO		79%	21 REVIEWS
11	seoClarity		77%	20 REVIEWS
12	SEO PowerSuite		77%	25 REVIEWS
13	SE Ranking		77%	36 REVIEWS
14	Ahrefs		75%	41 REVIEWS
15	Moz Pro		70%	28 REVIEWS
		CATEGORY AVERAGE	82%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		77%	19 REVIEWS
--	SEO Spider		86%	17 REVIEWS
--	Botify		67%	17 REVIEWS
--	Netpeak SEO		88%	15 REVIEWS
--	WooRank		94%	6 REVIEWS
--	Sitechecker SEO Platform		85%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

On-Page Tracker/Optimization

Mandatory Feature

Pinpoints a website's weaknesses and suggests ideas to improve page rankings.

conductor

CONDUCTOR
TOP PRODUCT

Delights	58%
Highly Satisfies	31%
Almost Satisfies	11%
Disappoints	--

87% On-Page Tracker/ Optimization

2	Surfer SEO		85%	82 REVIEWS
3	ContentKing for Conductor		82%	24 REVIEWS
4	Siteimprove		82%	30 REVIEWS
5	Ahrefs		82%	41 REVIEWS
6	SEO PowerSuite		81%	25 REVIEWS
7	WebCEO		81%	21 REVIEWS
8	Searchmetrics		81%	23 REVIEWS
9	seoClarity		80%	20 REVIEWS
10	Semrush		79%	158 REVIEWS
11	BrightEdge		79%	28 REVIEWS
12	Verbolia		78%	22 REVIEWS
13	Serpstat SEO		78%	39 REVIEWS
14	SE Ranking		77%	36 REVIEWS
15	Moz Pro		75%	28 REVIEWS
		CATEGORY AVERAGE	80%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		74%	19 REVIEWS
--	SEO Spider		89%	17 REVIEWS
--	Botify		67%	17 REVIEWS
--	Netpeak SEO		93%	15 REVIEWS
--	WooRank		85%	6 REVIEWS
--	Sitechecker SEO Platform		90%	5 REVIEWS

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Alerts

Standard Feature

Ability to provide realtime threat or suspicious activity alerts.

ContentKing for conductor

CONTENTKING FOR CONDUCTOR
TOP PRODUCT

Delights	71%
Highly Satisfies	17%
Almost Satisfies	13%
Disappoints	--

90% Alerts

2	Conductor		88%	21 REVIEWS
3	BrightEdge		84%	28 REVIEWS
4	SE Ranking		79%	36 REVIEWS
5	Semrush		78%	158 REVIEWS
6	Ahrefs		76%	41 REVIEWS
7	Siteimprove		75%	30 REVIEWS
8	Moz Pro		75%	28 REVIEWS
9	Surfer SEO		75%	82 REVIEWS
10	seoClarity		74%	20 REVIEWS
11	Verbolia		72%	22 REVIEWS
12	WebCEO		71%	21 REVIEWS
13	SEO PowerSuite		70%	25 REVIEWS
		CATEGORY AVERAGE	77%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		74%	19 REVIEWS
--	SEO Spider		79%	17 REVIEWS
--	Botify		65%	17 REVIEWS
--	WooRank		88%	6 REVIEWS
--	Sitechecker SEO Platform		85%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Backlink Tools

Standard Feature

Build a website's backlink profile, discover new opportunities for acquiring links, manage and audit your backlinks.

SE RANKING
TOP PRODUCT

Delights	50%
Highly Satisfies	35%
Almost Satisfies	15%
Disappoints	--

84% Backlink Tools

2	Moz Pro		81%	28 REVIEWS
3	Siteimprove		81%	30 REVIEWS
4	Ahrefs		80%	41 REVIEWS
5	Semrush		80%	158 REVIEWS
6	Serpstat SEO		77%	39 REVIEWS
7	WebCEO		76%	21 REVIEWS
8	SEO PowerSuite		73%	25 REVIEWS
9	seoClarity		70%	20 REVIEWS
10	BrightEdge		69%	28 REVIEWS
11	Searchmetrics		64%	23 REVIEWS
		CATEGORY AVERAGE	76%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		70%	19 REVIEWS
--	SEO Spider		80%	17 REVIEWS
--	Botify		48%	17 REVIEWS
--	WooRank		75%	6 REVIEWS
--	Sitechecker SEO Platform		95%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Keyword Research

Standard Feature

Helps users pick the best keywords or phrases to target and bring in site traffic.

conductor

CONDUCTOR
TOP PRODUCT

Delights	71%
Highly Satisfies	24%
Almost Satisfies	5%
Disappoints	--

92% Keyword Research

2	Semrush	88%	158	REVIEWS
3	Ahrefs	86%	41	REVIEWS
4	WebCEO	85%	21	REVIEWS
5	Siteimprove	85%	30	REVIEWS
6	Serpstat SEO	84%	39	REVIEWS
7	seoClarity	83%	20	REVIEWS
8	SEO PowerSuite	83%	25	REVIEWS
9	SE Ranking	83%	36	REVIEWS
10	BrightEdge	80%	28	REVIEWS
11	Searchmetrics	79%	23	REVIEWS
12	Moz Pro	79%	28	REVIEWS
13	Surfer SEO	78%	82	REVIEWS
14	Verbolia	76%	22	REVIEWS
		CATEGORY AVERAGE 83%		

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu	86%	19	REVIEWS
--	SEO Spider	85%	17	REVIEWS
--	Botify	70%	17	REVIEWS
--	WooRank	100%	6	REVIEWS
--	Sitechecker SEO Platform	95%	5	REVIEWS

Product **Feature** Satisfaction

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Use these pages to dig deeper into areas of particular interest or concern.

Local SEO

Standard Feature

Assists in optimizing a website for local searches and targeting local customers.

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CONDUCTOR
TOP PRODUCT

Delights	62%
Highly Satisfies	33%
Almost Satisfies	5%
Disappoints	--

89% Local SEO

2	Siteimprove		80%	30 REVIEWS
3	Serpstat SEO		79%	39 REVIEWS
4	Semrush		79%	158 REVIEWS
5	Surfer SEO		78%	82 REVIEWS
6	WebCEO		78%	21 REVIEWS
7	Verbolia		78%	22 REVIEWS
8	seoClarity		76%	20 REVIEWS
9	Moz Pro		76%	28 REVIEWS
10	BrightEdge		71%	28 REVIEWS
11	SEO PowerSuite		69%	25 REVIEWS
12	Searchmetrics		67%	23 REVIEWS
		CATEGORY AVERAGE	77%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		77%	19 REVIEWS
--	SEO Spider		92%	17 REVIEWS
--	Botify		66%	17 REVIEWS
--	WooRank		95%	6 REVIEWS
--	Sitechecker SEO Platform		88%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Rank Tracking

Standard Feature

The ability to check keyword ranks on one or many major search engines.

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CONDUCTOR
TOP PRODUCT

Delights	62%
Highly Satisfies	38%
Almost Satisfies	--
Disappoints	--

90% Rank Tracking

2	seoClarity		87%	20 REVIEWS
3	Semrush		86%	158 REVIEWS
4	Siteimprove		84%	30 REVIEWS
5	Serpstat SEO		84%	39 REVIEWS
6	WebCEO		83%	21 REVIEWS
7	BrightEdge		83%	28 REVIEWS
8	SEO PowerSuite		83%	25 REVIEWS
9	SE Ranking		82%	36 REVIEWS
10	Verbolia		81%	22 REVIEWS
11	Moz Pro		79%	28 REVIEWS
12	Searchmetrics		77%	23 REVIEWS
13	Ahrefs		77%	41 REVIEWS
14	Surfer SEO		77%	82 REVIEWS
		CATEGORY AVERAGE	82%	

PRODUCTS WITH INSUFFICIENT DATA

--	SpyFu		81%	19 REVIEWS
--	SEO Spider		75%	17 REVIEWS
--	Botify		65%	17 REVIEWS
--	Netpeak SEO		85%	15 REVIEWS
--	WooRank		94%	6 REVIEWS
--	Sitechecker SEO Platform		90%	5 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Change Tracking

Differentiating Feature

The ability to track all website changes including page/website history, search functions, robots.txt file changes & change tracking on custom elements.

ContentKing for conductor

CONTENTKING FOR CONDUCTOR

TOP PRODUCT

Delights	70%
Highly Satisfies	15%
Almost Satisfies	15%
Disappoints	--

89% Change Tracking

2	SE Ranking	88%	36 REVIEWS
3	Ahrefs	75%	41 REVIEWS
	CATEGORY AVERAGE	84%	

PRODUCTS WITH INSUFFICIENT DATA

--	Botify	62%	17 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Holistic Visibility Tracking

Differentiating Feature

SEOs risk SERP cannibalization across their own content if they do not measure the search visibility of all their digital assets – not just owned domains.

conductor

CONDUCTOR
TOP PRODUCT

Delights	63%
Highly Satisfies	31%
Almost Satisfies	5%
Disappoints	--

89% Holistic Visibility Tracking

2	SE Ranking		86%	36 REVIEWS
3	Searchmetrics		84%	23 REVIEWS
4	Serpstat SEO		80%	39 REVIEWS
5	Ahrefs		80%	41 REVIEWS
		CATEGORY AVERAGE	84%	

PRODUCTS WITH INSUFFICIENT DATA

--	Botify		68%	17 REVIEWS

Product **Feature** Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Productivity/Task Management

Differentiating Feature

Create and manage SEO tasks and content/optimization briefs directly in-platform with seamless sharing to task management solutions.

conductor

CONDUCTOR
TOP PRODUCT

Delights	52%
Highly Satisfies	37%
Almost Satisfies	11%
Disappoints	--

85% Productivity/Task Management

2	Serpstat SEO		78%	39 REVIEWS
		CATEGORY AVERAGE	82%	

PRODUCTS WITH INSUFFICIENT DATA

--	Botify		57%	17 REVIEWS