

EMOTIONAL FOOTPRINT REPORT

Search Engine Optimization

559

Reviews

16

Products Included

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How to Use the Report

Info-Tech’s Category 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 vendors in their 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 vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

 AccuRanker

 BrightEdge

 Diib

 RankAbove

 Semrush

 SEOptimer

 Serpstat SEO

 Siteimprove

 Verbolia

 Ahrefs

 Conductor

 Moz Pro

 Raven

 seoClarity

 SEO Spider

 Silktide

 SpyFu

 WebCEO

 Botify

 ContentKing

 Netpeak Spider

 Searchmetrics

 SEO PowerSuite

 SE Ranking

 Sitechecker SEO Platform

 Surfer SEO

 WooRank



SOFTWARE REVIEWS

Emotional Footprint Diamond

SEARCH ENGINE OPTIMIZATION

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

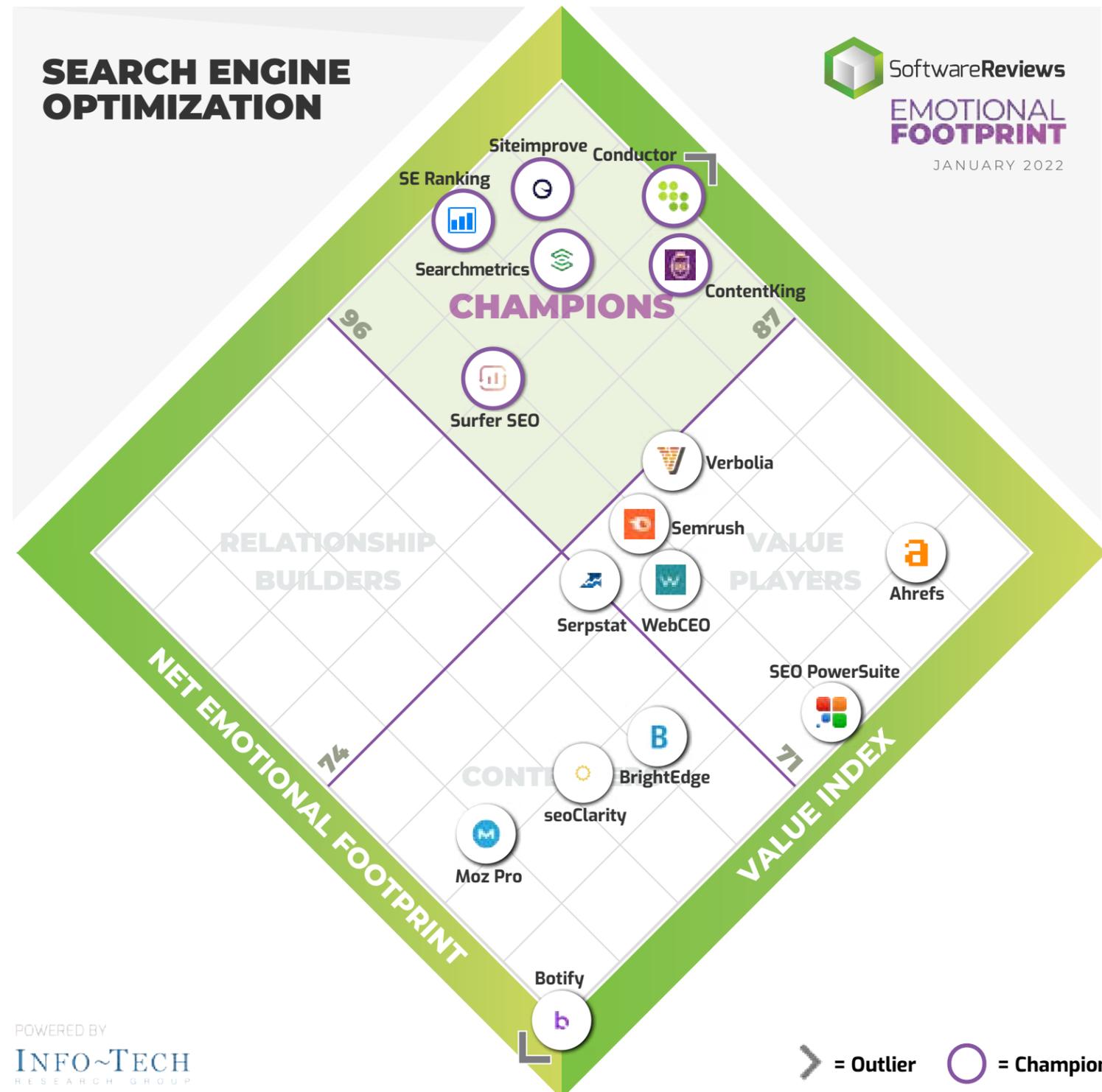
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

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

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.



Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



RANK	PRODUCT	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
1	Conductor	9.0	+90 😄	2% NEGATIVE 92% POSITIVE	90	HELPS INNOVATE 100% TRUSTWORTHY 100%	OVER PROMISED 13% CHARGES FOR PRODUCT ENHANCEMENTS 13%	16
2	SE Ranking	9.0	+95 😄	1% NEGATIVE 96% POSITIVE	84	HELPS INNOVATE 100% EFFECTIVE 100%	COMMODITY FEATURES 7% HARDBALL TACTICS 4%	30
3	Siteimprove	8.9	+93 😄	1% NEGATIVE 94% POSITIVE	85	HELPS INNOVATE 100% FAIR 100%	VENDOR'S INTEREST FIRST 9% OVER PROMISED 5%	26
4	Searchmetrics	8.8	+92 😄	1% NEGATIVE 93% POSITIVE	85	CARING 100% RESPECTFUL 100%	OVER PROMISED 7% LEVERAGES INCUMBENT STATUS 6%	18
5	ContentKing	8.7	+88 😄	4% NEGATIVE 92% POSITIVE	86	INSPIRING 100% RELIABLE 95%	PERFORMANCE RESTRICTING 10% ROADBLOCK TO INNOVATION 10%	21
6	Surfer SEO	8.6	+90 😄	3% NEGATIVE 93% POSITIVE	82	TRUSTWORTHY 97% RESPECTFUL 96%	FRUSTRATING 7% OVER PROMISED 5%	73
7	Verbolia	8.3	+83 😄	4% NEGATIVE 87% POSITIVE	83	TRUSTWORTHY 100% SECURITY PROTECTS 95%	CHARGES FOR PRODUCT ENHANCEMENTS 16% GREEDY 14%	21
8	Semrush	8.2	+82 😄	3% NEGATIVE 85% POSITIVE	82	PERFORMANCE ENHANCING 95% ENABLES PRODUCTIVITY 92%	CHARGES FOR PRODUCT ENHANCEMENTS 7% OVER PROMISED 7%	142
9	Serpstat	8.1	+82 😄	4% NEGATIVE 86% POSITIVE	81	SAVES TIME 97% RESPECTFUL 94%	SELFISH 10% OVER PROMISED 10%	35
10	WebCEO	8.1	+80 😄	7% NEGATIVE 87% POSITIVE	82	INTEGRITY 95% SECURITY PROTECTS 95%	LEVERAGES INCUMBENT STATUS 15% OVER PROMISED 14%	21

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

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11	Ahrefs	8.0	+74 😊	9% NEGATIVE 83% POSITIVE	85	PERFORMANCE ENHANCING 100% ENABLES PRODUCTIVITY 90%	GREEDY 17% FRUSTRATING 14%	30
12	BrightEdge	7.8	+76 😊	4% NEGATIVE 80% POSITIVE	79	EFFICIENT 93% RESPECTFUL 93%	WASTES TIME 13% DESPISED 13%	15
13	seoClarity	7.7	+77 😊	6% NEGATIVE 83% POSITIVE	78	ENABLES PRODUCTIVITY 94% RELIABLE 94%	VENDOR'S INTEREST FIRST 18% BUREAUCRATIC 11%	18
14	SEO PowerSuite	7.7	+72 😊	10% NEGATIVE 82% POSITIVE	82	EFFECTIVE 92% ENABLES PRODUCTIVITY 92%	BUREAUCRATIC 17% STAGNANT 17%	24
15	Moz Pro	7.7	+78 😊	7% NEGATIVE 85% POSITIVE	76	ENABLES PRODUCTIVITY 96% RESPECTFUL 96%	GREEDY 14% CHARGES FOR PRODUCT ENHANCEMENTS 13%	25
16	Botify	7.1	+71 😊	9% NEGATIVE 80% POSITIVE	71	FAIR 92% CARING 88%	VENDOR'S INTEREST FIRST 21% COMMODITY FEATURES 15%	16
PRODUCTS WITH INSUFFICIENT DATA								
--	SpyFu	7.8	+73 😊	5% NEGATIVE 78% POSITIVE	83	RESPECTFUL 92% UNIQUE FEATURES 92%	VENDOR'S INTEREST FIRST 17% CHARGES FOR PRODUCT ENHANCEMENTS 17%	13
--	SEO Spider	9.6	+99 😄	0% NEGATIVE 99% POSITIVE	93	INSPIRING 100% FRIENDLY NEGOTIATION 100%	SECURITY FRUSTRATES 10%	10
--	WooRank	8.5	+90 😄	1% NEGATIVE 91% POSITIVE	80	CARING 100% INTEGRITY 100%	STAGNANT 20%	5

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.



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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Disrespectful vs. Respectful

1	Siteimprove	+100 😄	DISTRIBUTION -- -- 100%	26 REVIEWS
2	Searchmetrics	+100 😄	DISTRIBUTION -- -- 100%	18 REVIEWS
3	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
4	Surfer SEO	+93 😄	DISTRIBUTION 3% 1% 96%	73 REVIEWS
5	BrightEdge	+93 😄	DISTRIBUTION -- 7% 93%	15 REVIEWS
6	Moz Pro	+92 😄	DISTRIBUTION 4% -- 96%	25 REVIEWS
7	Serpstat	+91 😄	DISTRIBUTION 3% 3% 94%	35 REVIEWS
8	Semrush	+90 😄	DISTRIBUTION 1% 8% 91%	142 REVIEWS
9	ContentKing	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
10	Verbolia	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
11	WebCEO	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
12	Conductor	+82 😄	DISTRIBUTION 6% 6% 88%	16 REVIEWS

13	Ahrefs	+79 😄	DISTRIBUTION 7% 7% 86%	30 REVIEWS
14	Botify	+75 😄	DISTRIBUTION 6% 13% 81%	16 REVIEWS
15	seoClarity	+67 😄	DISTRIBUTION 11% 11% 78%	18 REVIEWS
16	SEO PowerSuite	+66 😄	DISTRIBUTION 13% 8% 79%	24 REVIEWS
CATEGORY AVERAGE		+88 😄	DISTRIBUTION 3% 6% 91%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+92 😄	DISTRIBUTION -- 8% 92%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

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% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Bureaucratic vs. Efficient

1	SE Ranking	+100 😄	DISTRIBUTION -- -- 100%	30 REVIEWS
2	Searchmetrics	+100 😄	DISTRIBUTION -- -- 100%	18 REVIEWS
3	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
4	BrightEdge	+93 😄	DISTRIBUTION -- 7% 93%	15 REVIEWS
5	Moz Pro	+92 😄	DISTRIBUTION 4% -- 96%	25 REVIEWS
6	Surfer SEO	+90 😄	DISTRIBUTION 4% 1% 94%	73 REVIEWS
7	Verbolia	+90 😄	DISTRIBUTION 5% -- 95%	21 REVIEWS
8	Semrush	+88 😄	DISTRIBUTION 2% 7% 90%	142 REVIEWS
9	Serpstat	+88 😄	DISTRIBUTION 3% 6% 91%	35 REVIEWS
10	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
11	Siteimprove	+84 😄	DISTRIBUTION 4% 8% 88%	26 REVIEWS
12	Ahrefs	+82 😄	DISTRIBUTION 7% 4% 89%	30 REVIEWS

13	WebCEO	+81 😄	DISTRIBUTION 5% 10% 86%	21 REVIEWS
14	seoClarity	+72 😄	DISTRIBUTION 11% 6% 83%	18 REVIEWS
15	Botify	+68 😄	DISTRIBUTION 13% 6% 81%	16 REVIEWS
16	SEO PowerSuite	+62 😄	DISTRIBUTION 17% 4% 79%	24 REVIEWS
CATEGORY AVERAGE		+87 😄	DISTRIBUTION 4% 5% 91%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+69 😄	DISTRIBUTION -- 31% 69%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Neglectful vs. Caring

1	Conductor	+100 😄	DISTRIBUTION -- -- 100%	16 REVIEWS
2	Searchmetrics	+100 😄	DISTRIBUTION -- -- 100%	18 REVIEWS
3	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
4	Siteimprove	+96 😄	DISTRIBUTION -- 4% 96%	26 REVIEWS
5	Surfer SEO	+90 😄	DISTRIBUTION 4% 1% 94%	73 REVIEWS
6	Verbolia	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
7	Botify	+88 😄	DISTRIBUTION -- 13% 88%	16 REVIEWS
8	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
9	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
10	Serpstat	+85 😄	DISTRIBUTION 3% 9% 88%	35 REVIEWS
11	Moz Pro	+84 😄	DISTRIBUTION 4% 8% 88%	25 REVIEWS
12	Semrush	+81 😄	DISTRIBUTION 3% 13% 84%	142 REVIEWS

13	WebCEO	+81 😄	DISTRIBUTION 5% 10% 86%	21 REVIEWS
14	SEO PowerSuite	+75 😄	DISTRIBUTION 13% -- 88%	24 REVIEWS
15	seoClarity	+72 😄	DISTRIBUTION 6% 17% 78%	18 REVIEWS
16	Ahrefs	+67 😄	DISTRIBUTION 11% 11% 78%	30 REVIEWS
CATEGORY AVERAGE		+86 😄	DISTRIBUTION 3% 8% 89%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+54 😐	DISTRIBUTION 8% 31% 62%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Frustrating vs. Effective

1	SE Ranking	+100 😄	DISTRIBUTION -- -- 100%	30 REVIEWS
2	Searchmetrics	+100 😄	DISTRIBUTION -- -- 100%	18 REVIEWS
3	ContentKing	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
4	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
5	Siteimprove	+92 😄	DISTRIBUTION 4% -- 96%	26 REVIEWS
6	Verbolia	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
7	Moz Pro	+88 😄	DISTRIBUTION 4% 4% 92%	25 REVIEWS
8	Surfer SEO	+86 😄	DISTRIBUTION 7% -- 93%	73 REVIEWS
9	Semrush	+84 😄	DISTRIBUTION 2% 12% 86%	142 REVIEWS
10	SEO PowerSuite	+84 😄	DISTRIBUTION 8% -- 92%	24 REVIEWS
11	seoClarity	+83 😄	DISTRIBUTION 6% 6% 89%	18 REVIEWS
12	Serpstat	+82 😄	DISTRIBUTION 6% 6% 88%	35 REVIEWS

13	WebCEO	+80 😄	DISTRIBUTION 10% -- 90%	21 REVIEWS
14	BrightEdge	+73 😄	DISTRIBUTION -- 27% 73%	15 REVIEWS
15	Botify	+69 😄	DISTRIBUTION 6% 19% 75%	16 REVIEWS
16	Ahrefs	+68 😄	DISTRIBUTION 14% 4% 82%	30 REVIEWS
CATEGORY AVERAGE		+86 😄	DISTRIBUTION 4% 6% 90%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+54 😐	DISTRIBUTION 15% 15% 69%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Wastes Time vs. Saves Time

1	Searchmetrics	+100 😄	DISTRIBUTION -- 100%	18 REVIEWS
2	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
3	Siteimprove	+96 😄	DISTRIBUTION -- 4% 96%	26 REVIEWS
4	ContentKing	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
5	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
6	Serpstat	+94 😄	DISTRIBUTION 3% -- 97%	35 REVIEWS
7	Moz Pro	+92 😄	DISTRIBUTION 4% -- 96%	25 REVIEWS
8	Surfer SEO	+91 😄	DISTRIBUTION 3% 3% 94%	73 REVIEWS
9	seoClarity	+89 😄	DISTRIBUTION -- 11% 89%	18 REVIEWS
10	Semrush	+87 😄	DISTRIBUTION 2% 9% 89%	142 REVIEWS
11	Verbolia	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
12	WebCEO	+76 😄	DISTRIBUTION 10% 5% 86%	21 REVIEWS

13	Ahrefs	+75 😄	DISTRIBUTION 11% 4% 86%	30 REVIEWS
14	SEO PowerSuite	+75 😄	DISTRIBUTION 4% 17% 79%	24 REVIEWS
15	Botify	+73 😄	DISTRIBUTION -- 27% 73%	16 REVIEWS
16	BrightEdge	+67 😄	DISTRIBUTION 13% 7% 80%	15 REVIEWS
CATEGORY AVERAGE		+88 😄	DISTRIBUTION 3% 6% 91%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+92 😄	DISTRIBUTION -- 8% 92%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.



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Lack Of Integrity vs. Integrity

1	Siteimprove	+100 😄	DISTRIBUTION -- 100%	26 REVIEWS
2	Verbolia	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
3	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
4	Surfer SEO	+93 😄	DISTRIBUTION 2% 3% 95%	73 REVIEWS
5	ContentKing	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
6	WebCEO	+90 😄	DISTRIBUTION 5% -- 95%	21 REVIEWS
7	SE Ranking	+90 😄	DISTRIBUTION -- 10% 90%	30 REVIEWS
8	Semrush	+85 😄	DISTRIBUTION 1% 13% 86%	142 REVIEWS
9	Serpstat	+83 😄	DISTRIBUTION 3% 10% 86%	35 REVIEWS
10	Conductor	+82 😄	DISTRIBUTION 6% 6% 88%	16 REVIEWS
11	BrightEdge	+80 😄	DISTRIBUTION 7% 7% 87%	15 REVIEWS
12	Moz Pro	+79 😄	DISTRIBUTION 4% 13% 83%	25 REVIEWS

13	seoClarity	+77 😄	DISTRIBUTION 6% 11% 83%	18 REVIEWS
14	Ahrefs	+71 😄	DISTRIBUTION 11% 7% 82%	30 REVIEWS
15	Botify	+70 😄	DISTRIBUTION 15% -- 85%	16 REVIEWS
16	SEO PowerSuite	+66 😄	DISTRIBUTION 10% 14% 76%	24 REVIEWS
CATEGORY AVERAGE		+86 😄	DISTRIBUTION 3% 8% 89%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+82 😄	DISTRIBUTION -- 18% 82%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

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Vendor Friendly Policies vs. Client Friendly Policies

1	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
2	ContentKing	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
3	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
4	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
5	Siteimprove	+92 😄	DISTRIBUTION 4% -- 96%	26 REVIEWS
6	Surfer SEO	+87 😄	DISTRIBUTION 3% 7% 90%	73 REVIEWS
7	Serpstat	+87 😄	DISTRIBUTION 3% 7% 90%	35 REVIEWS
8	SEO PowerSuite	+85 😄	DISTRIBUTION 5% 5% 90%	24 REVIEWS
9	Moz Pro	+83 😄	DISTRIBUTION 4% 9% 87%	25 REVIEWS
10	seoClarity	+82 😄	DISTRIBUTION 6% 6% 88%	18 REVIEWS
11	Semrush	+81 😄	DISTRIBUTION 5% 8% 86%	142 REVIEWS
12	Verbolia	+79 😄	DISTRIBUTION 5% 11% 84%	21 REVIEWS

13	Botify	+77 😄	DISTRIBUTION 8% 8% 85%	16 REVIEWS
14	WebCEO	+75 😄	DISTRIBUTION 5% 15% 80%	21 REVIEWS
15	Ahrefs	+68 😄	DISTRIBUTION 14% 4% 82%	30 REVIEWS
16	BrightEdge	+66 😄	DISTRIBUTION 7% 20% 73%	15 REVIEWS
CATEGORY AVERAGE		+84 😄	DISTRIBUTION 4% 7% 88%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+82 😄	DISTRIBUTION -- 18% 82%	13 REVIEWS
-	SEO Spider	+89 😄	DISTRIBUTION -- 11% 89%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

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Selfish vs. Altruistic

1	Searchmetrics	+100 😄	DISTRIBUTION -- 100%	18 REVIEWS
2	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
3	SE Ranking	+93 😄	DISTRIBUTION -- 7% 93%	30 REVIEWS
4	Surfer SEO	+92 😄	DISTRIBUTION 3% 2% 95%	73 REVIEWS
5	Siteimprove	+91 😄	DISTRIBUTION -- 9% 91%	26 REVIEWS
6	ContentKing	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
7	Verbolia	+89 😄	DISTRIBUTION -- 11% 89%	21 REVIEWS
8	WebCEO	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
9	Semrush	+83 😄	DISTRIBUTION 2% 13% 85%	142 REVIEWS
10	seoClarity	+82 😄	DISTRIBUTION -- 18% 82%	18 REVIEWS
11	SEO PowerSuite	+80 😄	DISTRIBUTION 10% -- 90%	24 REVIEWS
12	Moz Pro	+77 😄	DISTRIBUTION 9% 5% 86%	25 REVIEWS

13	Botify	+77 😄	DISTRIBUTION 8% 8% 85%	16 REVIEWS
14	BrightEdge	+73 😄	DISTRIBUTION -- 27% 73%	15 REVIEWS
15	Serpstat	+66 😄	DISTRIBUTION 10% 14% 76%	35 REVIEWS
16	Ahrefs	+63 😄	DISTRIBUTION 11% 15% 74%	30 REVIEWS
CATEGORY AVERAGE		+84 😄	DISTRIBUTION 3% 9% 87%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+91 😄	DISTRIBUTION -- 9% 91%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Big Fat Liars vs. Trustworthy

1	Conductor	+100 😄	DISTRIBUTION -- 100%	16 REVIEWS
2	Siteimprove	+100 😄	DISTRIBUTION -- 100%	26 REVIEWS
3	Searchmetrics	+100 😄	DISTRIBUTION -- 100%	18 REVIEWS
4	Verbolia	+100 😄	DISTRIBUTION -- 100%	21 REVIEWS
5	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
6	Surfer SEO	+96 😄	DISTRIBUTION 1% 1% 97%	73 REVIEWS
7	ContentKing	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
8	Semrush	+90 😄	DISTRIBUTION 1% 8% 91%	142 REVIEWS
9	Serpstat	+90 😄	DISTRIBUTION 3% 3% 93%	35 REVIEWS
10	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
11	Moz Pro	+86 😄	DISTRIBUTION 5% 5% 91%	25 REVIEWS
12	WebCEO	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS

13	seoClarity	+83 😄	DISTRIBUTION 6% 6% 89%	18 REVIEWS
14	Ahrefs	+79 😄	DISTRIBUTION 7% 7% 86%	30 REVIEWS
15	Botify	+77 😄	DISTRIBUTION 8% 8% 85%	16 REVIEWS
16	SEO PowerSuite	+67 😄	DISTRIBUTION 14% 5% 81%	24 REVIEWS
CATEGORY AVERAGE		+90 😄	DISTRIBUTION 3% 5% 93%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+91 😄	DISTRIBUTION -- 9% 91%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Unfair vs. Fair

1	Siteimprove	+100 😄	DISTRIBUTION -- 100%	26 REVIEWS
2	Searchmetrics	+100 😄	DISTRIBUTION -- 100%	18 REVIEWS
3	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
4	ContentKing	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
5	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
6	Botify	+92 😄	DISTRIBUTION -- 8% 92%	16 REVIEWS
7	Surfer SEO	+90 😄	DISTRIBUTION 2% 6% 92%	73 REVIEWS
8	Semrush	+89 😄	DISTRIBUTION 2% 7% 91%	142 REVIEWS
9	Verbolia	+89 😄	DISTRIBUTION -- 11% 89%	21 REVIEWS
10	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
11	Moz Pro	+86 😄	DISTRIBUTION 5% 5% 91%	25 REVIEWS
12	Serpstat	+85 😄	DISTRIBUTION 4% 7% 89%	35 REVIEWS

13	WebCEO	+80 😄	DISTRIBUTION 10% -- 90%	21 REVIEWS
14	seoClarity	+78 😄	DISTRIBUTION 11% -- 89%	18 REVIEWS
15	SEO PowerSuite	+76 😄	DISTRIBUTION 10% 5% 86%	24 REVIEWS
16	Ahrefs	+75 😄	DISTRIBUTION 7% 11% 82%	30 REVIEWS
CATEGORY AVERAGE		+88 😄	DISTRIBUTION 3% 6% 91%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+73 😄	DISTRIBUTION 9% 9% 82%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Negotiation and Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.



Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Greedy vs. Generous

1	SE Ranking	+96 😄	DISTRIBUTION -- 4% 96%	30 REVIEWS
2	ContentKing	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
3	Surfer SEO	+89 😄	DISTRIBUTION 3% 5% 92%	73 REVIEWS
4	Searchmetrics	+87 😄	DISTRIBUTION -- 13% 87%	18 REVIEWS
5	Conductor	+86 😄	DISTRIBUTION 7% -- 93%	16 REVIEWS
6	Siteimprove	+86 😄	DISTRIBUTION -- 14% 86%	26 REVIEWS
7	Serpstat	+84 😄	DISTRIBUTION 3% 10% 87%	35 REVIEWS
8	BrightEdge	+80 😄	DISTRIBUTION 7% 7% 87%	15 REVIEWS
9	WebCEO	+76 😄	DISTRIBUTION 5% 14% 81%	21 REVIEWS
10	SEO PowerSuite	+75 😄	DISTRIBUTION 8% 8% 83%	24 REVIEWS
11	Semrush	+71 😄	DISTRIBUTION 7% 15% 78%	142 REVIEWS
12	Verbolia	+67 😄	DISTRIBUTION 14% 5% 81%	21 REVIEWS

13	Moz Pro	+67 😄	DISTRIBUTION 14% 5% 81%	25 REVIEWS
14	seoClarity	+65 😄	DISTRIBUTION 6% 24% 71%	18 REVIEWS
15	Ahrefs	+58 😐	DISTRIBUTION 17% 8% 75%	30 REVIEWS
16	Botify	+57 😐	DISTRIBUTION 14% 14% 71%	16 REVIEWS
CATEGORY AVERAGE		+78 😄	DISTRIBUTION 6% 10% 84%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+75 😄	DISTRIBUTION -- 25% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Deceptive vs. Transparent

1	SE Ranking	+100	DISTRIBUTION -- -- 100%	30 REVIEWS
2	Searchmetrics	+100	DISTRIBUTION -- -- 100%	18 REVIEWS
3	Siteimprove	+95	DISTRIBUTION -- 5% 95%	26 REVIEWS
4	ContentKing	+90	DISTRIBUTION 5% -- 95%	21 REVIEWS
5	Surfer SEO	+86	DISTRIBUTION 5% 5% 91%	73 REVIEWS
6	Botify	+86	DISTRIBUTION -- 14% 86%	16 REVIEWS
7	Serpstat	+84	DISTRIBUTION 3% 10% 87%	35 REVIEWS
8	Semrush	+83	DISTRIBUTION 4% 10% 87%	142 REVIEWS
9	seoClarity	+82	DISTRIBUTION 6% 6% 88%	18 REVIEWS
10	Conductor	+80	DISTRIBUTION 7% 7% 87%	16 REVIEWS
11	BrightEdge	+80	DISTRIBUTION -- 20% 80%	15 REVIEWS
12	WebCEO	+76	DISTRIBUTION 5% 14% 81%	21 REVIEWS

13	Verbolia	+71	DISTRIBUTION 10% 10% 81%	21 REVIEWS
14	SEO PowerSuite	+71	DISTRIBUTION 8% 13% 79%	24 REVIEWS
15	Ahrefs	+66	DISTRIBUTION 13% 8% 79%	30 REVIEWS
16	Moz Pro	+66	DISTRIBUTION 10% 14% 76%	25 REVIEWS
CATEGORY AVERAGE		+82	DISTRIBUTION 5% 8% 87%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+75	DISTRIBUTION -- 25% 75%	13 REVIEWS
-	SEO Spider	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Over Promised vs. Over Delivered

1	SE Ranking	+96 😄	DISTRIBUTION -- 4% 96%	30 REVIEWS
2	Searchmetrics	+86 😄	DISTRIBUTION 7% -- 93%	18 REVIEWS
3	ContentKing	+81 😄	DISTRIBUTION 5% 10% 86%	21 REVIEWS
4	Surfer SEO	+79 😄	DISTRIBUTION 5% 11% 84%	73 REVIEWS
5	Conductor	+74 😄	DISTRIBUTION 13% -- 87%	16 REVIEWS
6	Ahrefs	+72 😄	DISTRIBUTION 8% 12% 80%	30 REVIEWS
7	Moz Pro	+71 😄	DISTRIBUTION 5% 19% 76%	25 REVIEWS
8	seoClarity	+71 😄	DISTRIBUTION -- 29% 71%	18 REVIEWS
9	Serpstat	+70 😄	DISTRIBUTION 10% 10% 80%	35 REVIEWS
10	Siteimprove	+68 😄	DISTRIBUTION 5% 23% 73%	26 REVIEWS
11	Verbolia	+66 😄	DISTRIBUTION 10% 14% 76%	21 REVIEWS
12	WebCEO	+62 😄	DISTRIBUTION 14% 10% 76%	21 REVIEWS

13	SEO PowerSuite	+62 😄	DISTRIBUTION 13% 13% 75%	24 REVIEWS
14	Semrush	+60 😄	DISTRIBUTION 7% 26% 67%	142 REVIEWS
15	BrightEdge	+53 😐	DISTRIBUTION 7% 33% 60%	15 REVIEWS
16	Botify	+50 😐	DISTRIBUTION 7% 36% 57%	16 REVIEWS
CATEGORY AVERAGE		+70 😄	DISTRIBUTION 7% 17% 77%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+59 😐	DISTRIBUTION 8% 25% 67%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+67 😄	DISTRIBUTION -- 33% 67%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Vendor's Interest First vs. Client's Interest First

1	Conductor	+93 😄	DISTRIBUTION -- 7% 93%	16 REVIEWS
2	SE Ranking	+93 😄	DISTRIBUTION -- 7% 93%	30 REVIEWS
3	Searchmetrics	+93 😄	DISTRIBUTION -- 7% 93%	18 REVIEWS
4	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
5	Surfer SEO	+83 😄	DISTRIBUTION 5% 8% 88%	73 REVIEWS
6	Verbolia	+81 😄	DISTRIBUTION 5% 10% 86%	21 REVIEWS
7	BrightEdge	+80 😄	DISTRIBUTION -- 20% 80%	15 REVIEWS
8	SEO PowerSuite	+80 😄	DISTRIBUTION 8% 4% 88%	24 REVIEWS
9	Serpstat	+76 😊	DISTRIBUTION 7% 10% 83%	35 REVIEWS
10	WebCEO	+76 😊	DISTRIBUTION 10% 5% 86%	21 REVIEWS
11	Siteimprove	+73 😊	DISTRIBUTION 9% 9% 82%	26 REVIEWS
12	Semrush	+72 😊	DISTRIBUTION 7% 14% 79%	142 REVIEWS

13	Ahrefs	+68 😊	DISTRIBUTION 12% 8% 80%	30 REVIEWS
14	Moz Pro	+61 😊	DISTRIBUTION 10% 19% 71%	25 REVIEWS
15	Botify	+58 😐	DISTRIBUTION 21% -- 79%	16 REVIEWS
16	seoClarity	+53 😐	DISTRIBUTION 18% 12% 71%	18 REVIEWS
CATEGORY AVERAGE		+76 😊	DISTRIBUTION 7% 10% 83%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+33 😞	DISTRIBUTION 17% 33% 50%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Hardball Tactics vs. Friendly Negotiation

1	Conductor	+93 😄	DISTRIBUTION -- 7% 93%	16 REVIEWS
2	Searchmetrics	+93 😄	DISTRIBUTION -- 7% 93%	18 REVIEWS
3	Siteimprove	+90 😄	DISTRIBUTION -- 10% 90%	26 REVIEWS
4	ContentKing	+90 😄	DISTRIBUTION 5% -- 95%	21 REVIEWS
5	SE Ranking	+89 😄	DISTRIBUTION 4% 4% 93%	30 REVIEWS
6	Serpstat	+87 😄	DISTRIBUTION 3% 7% 90%	35 REVIEWS
7	Verbolia	+86 😄	DISTRIBUTION -- 14% 86%	21 REVIEWS
8	Surfer SEO	+85 😄	DISTRIBUTION 3% 8% 88%	73 REVIEWS
9	WebCEO	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
10	Semrush	+77 😄	DISTRIBUTION 2% 19% 79%	142 REVIEWS
11	seoClarity	+76 😄	DISTRIBUTION 6% 12% 82%	18 REVIEWS
12	BrightEdge	+67 😄	DISTRIBUTION -- 33% 67%	15 REVIEWS

13	Moz Pro	+66 😄	DISTRIBUTION 5% 24% 71%	25 REVIEWS
14	SEO PowerSuite	+66 😄	DISTRIBUTION 13% 8% 79%	24 REVIEWS
15	Ahrefs	+62 😄	DISTRIBUTION 13% 13% 75%	30 REVIEWS
16	Botify	+57 😐	DISTRIBUTION 14% 14% 71%	16 REVIEWS
CATEGORY AVERAGE		+80 😄	DISTRIBUTION 4% 12% 84%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+50 😐	DISTRIBUTION 8% 33% 58%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.



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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Roadblock To Innovation vs. Helps Innovate

1	Conductor	+100 😄	DISTRIBUTION -- -- 100%	16 REVIEWS
2	Siteimprove	+100 😄	DISTRIBUTION -- -- 100%	26 REVIEWS
3	SE Ranking	+100 😄	DISTRIBUTION -- -- 100%	30 REVIEWS
4	Surfer SEO	+89 😄	DISTRIBUTION 3% 5% 92%	73 REVIEWS
5	Semrush	+88 😄	DISTRIBUTION 1% 11% 89%	142 REVIEWS
6	Searchmetrics	+88 😄	DISTRIBUTION -- 12% 88%	18 REVIEWS
7	Serpstat	+85 😄	DISTRIBUTION 3% 9% 88%	35 REVIEWS
8	WebCEO	+85 😄	DISTRIBUTION -- 15% 85%	21 REVIEWS
9	SEO PowerSuite	+83 😄	DISTRIBUTION -- 17% 83%	24 REVIEWS
10	Botify	+79 😄	DISTRIBUTION 7% 7% 86%	16 REVIEWS
11	seoClarity	+77 😄	DISTRIBUTION 6% 11% 83%	18 REVIEWS
12	ContentKing	+76 😄	DISTRIBUTION 10% 5% 86%	21 REVIEWS

13	Moz Pro	+74 😄	DISTRIBUTION 9% 9% 83%	25 REVIEWS
14	Ahrefs	+73 😄	DISTRIBUTION 10% 7% 83%	30 REVIEWS
15	BrightEdge	+73 😄	DISTRIBUTION -- 27% 73%	15 REVIEWS
16	Verbolia	+70 😄	DISTRIBUTION 5% 20% 75%	21 REVIEWS
CATEGORY AVERAGE		+85 😄	DISTRIBUTION 3% 9% 88%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+75 😄	DISTRIBUTION -- 25% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Stagnant vs. Continually Improving

1	Siteimprove	+100 😄	DISTRIBUTION -- 100%	26 REVIEWS
2	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
3	Conductor	+94 😄	DISTRIBUTION -- 6% 94%	16 REVIEWS
4	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
5	Verbolia	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
6	Surfer SEO	+87 😄	DISTRIBUTION 5% 3% 92%	73 REVIEWS
7	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
8	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
9	Semrush	+83 😄	DISTRIBUTION 2% 14% 85%	142 REVIEWS
10	Ahrefs	+83 😄	DISTRIBUTION -- 17% 83%	30 REVIEWS
11	seoClarity	+83 😄	DISTRIBUTION 6% 6% 89%	18 REVIEWS
12	Serpstat	+82 😄	DISTRIBUTION 6% 6% 88%	35 REVIEWS

13	WebCEO	+80 😄	DISTRIBUTION 5% 10% 85%	21 REVIEWS
14	Botify	+79 😄	DISTRIBUTION 7% 7% 86%	16 REVIEWS
15	Moz Pro	+74 😄	DISTRIBUTION 4% 17% 78%	25 REVIEWS
16	SEO PowerSuite	+58 😐	DISTRIBUTION 17% 8% 75%	24 REVIEWS
CATEGORY AVERAGE		+85 😄	DISTRIBUTION 3% 9% 88%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+75 😄	DISTRIBUTION -- 25% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+40 😐	DISTRIBUTION 20% 20% 60%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Charges For Product Enhancements vs. Includes Product Enhancements

1	Surfer SEO	+93 😄	DISTRIBUTION 2% 3% 95%	73 REVIEWS
2	SE Ranking	+93 😄	DISTRIBUTION -- 7% 93%	30 REVIEWS
3	Siteimprove	+92 😄	DISTRIBUTION -- 8% 92%	26 REVIEWS
4	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
5	Serpstat	+81 😄	DISTRIBUTION 3% 13% 84%	35 REVIEWS
6	Searchmetrics	+81 😄	DISTRIBUTION -- 19% 81%	18 REVIEWS
7	WebCEO	+80 😄	DISTRIBUTION 5% 10% 85%	21 REVIEWS
8	seoClarity	+77 😄	DISTRIBUTION 6% 11% 83%	18 REVIEWS
9	Semrush	+74 😄	DISTRIBUTION 7% 11% 81%	142 REVIEWS
10	Ahrefs	+72 😄	DISTRIBUTION 7% 14% 79%	30 REVIEWS
11	SEO PowerSuite	+70 😄	DISTRIBUTION 13% 4% 83%	24 REVIEWS
12	BrightEdge	+66 😄	DISTRIBUTION 7% 20% 73%	15 REVIEWS

13	Verbolia	+63 😄	DISTRIBUTION 16% 5% 79%	21 REVIEWS
14	Conductor	+62 😄	DISTRIBUTION 13% 13% 75%	16 REVIEWS
15	Moz Pro	+61 😄	DISTRIBUTION 13% 13% 74%	25 REVIEWS
16	Botify	+57 😐	DISTRIBUTION 14% 14% 71%	16 REVIEWS
CATEGORY AVERAGE		+78 😄	DISTRIBUTION 6% 10% 84%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+58 😐	DISTRIBUTION 17% 8% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Siteimprove	+92 😄	DISTRIBUTION -- 8% 92%	26 REVIEWS
2	Surfer SEO	+91 😄	DISTRIBUTION 3% 3% 94%	73 REVIEWS
3	ContentKing	+90 😄	DISTRIBUTION -- 10% 90%	21 REVIEWS
4	SE Ranking	+90 😄	DISTRIBUTION -- 10% 90%	30 REVIEWS
5	Conductor	+82 😄	DISTRIBUTION 6% 6% 88%	16 REVIEWS
6	Searchmetrics	+82 😄	DISTRIBUTION 6% 6% 88%	18 REVIEWS
7	Botify	+79 😄	DISTRIBUTION 7% 7% 86%	16 REVIEWS
8	Serpstat	+78 😄	DISTRIBUTION 3% 16% 81%	35 REVIEWS
9	BrightEdge	+73 😄	DISTRIBUTION 7% 13% 80%	15 REVIEWS
10	Semrush	+71 😄	DISTRIBUTION 3% 22% 74%	142 REVIEWS
11	Verbolia	+69 😄	DISTRIBUTION 5% 21% 74%	21 REVIEWS
12	seoClarity	+67 😄	DISTRIBUTION 11% 11% 78%	18 REVIEWS

13	Ahrefs	+66 😄	DISTRIBUTION 10% 14% 76%	30 REVIEWS
14	WebCEO	+65 😄	DISTRIBUTION 15% 5% 80%	21 REVIEWS
15	SEO PowerSuite	+62 😄	DISTRIBUTION 13% 13% 75%	24 REVIEWS
16	Moz Pro	+61 😄	DISTRIBUTION 13% 13% 74%	25 REVIEWS
CATEGORY AVERAGE		+77 😄	DISTRIBUTION 5% 13% 82%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+67 😄	DISTRIBUTION 8% 17% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+60 😄	DISTRIBUTION -- 40% 60%	5 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT



Despised vs. Inspiring

1	Conductor	+100 😄	DISTRIBUTION -- 100%	16 REVIEWS
2	Siteimprove	+100 😄	DISTRIBUTION -- 100%	26 REVIEWS
3	ContentKing	+100 😄	DISTRIBUTION -- 100%	21 REVIEWS
4	SE Ranking	+100 😄	DISTRIBUTION -- 100%	30 REVIEWS
5	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
6	Surfer SEO	+91 😄	DISTRIBUTION 3% 3% 94%	73 REVIEWS
7	Ahrefs	+87 😄	DISTRIBUTION 3% 7% 90%	30 REVIEWS
8	Semrush	+84 😄	DISTRIBUTION 2% 12% 86%	142 REVIEWS
9	Verbolia	+84 😄	DISTRIBUTION 5% 5% 89%	21 REVIEWS
10	Moz Pro	+83 😄	DISTRIBUTION 4% 9% 87%	25 REVIEWS
11	Serpstat	+81 😄	DISTRIBUTION 3% 13% 84%	35 REVIEWS
12	WebCEO	+80 😄	DISTRIBUTION 5% 10% 85%	21 REVIEWS

13	Botify	+72 😄	DISTRIBUTION 7% 14% 79%	16 REVIEWS
14	SEO PowerSuite	+66 😄	DISTRIBUTION 13% 8% 79%	24 REVIEWS
15	seoClarity	+66 😄	DISTRIBUTION 6% 22% 72%	18 REVIEWS
16	BrightEdge	+60 😄	DISTRIBUTION 13% 13% 73%	15 REVIEWS
CATEGORY AVERAGE		+86 😄	DISTRIBUTION 3% 8% 89%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+75 😄	DISTRIBUTION -- 25% 75%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- 100%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.



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EMOTIONAL SPECTRUM SCALE



% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT



Unreliable vs. Reliable

1	Conductor	+100 😄	DISTRIBUTION -- -- 100%	16 REVIEWS
2	SE Ranking	+100 😄	DISTRIBUTION -- -- 100%	30 REVIEWS
3	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
4	seoClarity	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
5	Surfer SEO	+93 😄	DISTRIBUTION 1% 4% 94%	73 REVIEWS
6	Semrush	+90 😄	DISTRIBUTION 2% 7% 92%	142 REVIEWS
7	ContentKing	+90 😄	DISTRIBUTION 5% -- 95%	21 REVIEWS
8	Siteimprove	+88 😄	DISTRIBUTION 4% 4% 92%	26 REVIEWS
9	Moz Pro	+88 😄	DISTRIBUTION 4% 4% 92%	25 REVIEWS
10	WebCEO	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
11	Ahrefs	+84 😄	DISTRIBUTION 3% 10% 87%	30 REVIEWS
12	Serpstat	+81 😄	DISTRIBUTION 3% 13% 84%	35 REVIEWS

13	Verbolia	+81 😄	DISTRIBUTION 5% 10% 86%	21 REVIEWS
14	BrightEdge	+80 😄	DISTRIBUTION 7% 7% 87%	15 REVIEWS
15	Botify	+77 😄	DISTRIBUTION 8% 8% 85%	16 REVIEWS
16	SEO PowerSuite	+71 😄	DISTRIBUTION 8% 13% 79%	24 REVIEWS
CATEGORY AVERAGE		+88 😄	DISTRIBUTION 3% 6% 91%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+84 😄	DISTRIBUTION 8% -- 92%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Restricts Productivity vs. Enables Productivity

1	SE Ranking	+97 😄		30 REVIEWS
2	Siteimprove	+96 😄		26 REVIEWS
3	Conductor	+94 😄		16 REVIEWS
4	Searchmetrics	+94 😄		18 REVIEWS
5	seoClarity	+94 😄		18 REVIEWS
6	Moz Pro	+92 😄		25 REVIEWS
7	SEO PowerSuite	+92 😄		24 REVIEWS
8	Surfer SEO	+90 😄		73 REVIEWS
9	Semrush	+90 😄		142 REVIEWS
10	ContentKing	+90 😄		21 REVIEWS
11	Ahrefs	+87 😄		30 REVIEWS
12	Verbolia	+85 😄		21 REVIEWS

13	WebCEO	+80 😄		21 REVIEWS
14	Serpstat	+78 😄		35 REVIEWS
15	BrightEdge	+66 😄		15 REVIEWS
16	Botify	+62 😄		16 REVIEWS
CATEGORY AVERAGE		+89 😄		

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+77 😄		13 REVIEWS
-	SEO Spider	+100 😄		10 REVIEWS
-	WooRank	+100 😄		5 REVIEWS

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Performance Restricting vs. Performance Enhancing

1	Siteimprove	+100 😄	DISTRIBUTION -- -- 100%	26 REVIEWS	13	Botify	+77 😊	DISTRIBUTION 8% 8% 85%	16 REVIEWS
2	Ahrefs	+100 😄	DISTRIBUTION -- -- 100%	30 REVIEWS	14	Searchmetrics	+76 😊	DISTRIBUTION -- 24% 76%	18 REVIEWS
3	Semrush	+94 😊	DISTRIBUTION 1% 5% 95%	142 REVIEWS	15	WebCEO	+75 😊	DISTRIBUTION 10% 5% 85%	21 REVIEWS
4	Surfer SEO	+91 😊	DISTRIBUTION 3% 3% 94%	73 REVIEWS	16	BrightEdge	+66 😊	DISTRIBUTION 7% 20% 73%	15 REVIEWS
5	SE Ranking	+90 😊	DISTRIBUTION 3% 3% 93%	30 REVIEWS	CATEGORY AVERAGE				
6	seoClarity	+89 😊	DISTRIBUTION -- 11% 89%	18 REVIEWS	PRODUCTS WITH INSUFFICIENT DATA				
7	Conductor	+88 😊	DISTRIBUTION 6% -- 94%	16 REVIEWS	-	SpyFu	+92 😊	DISTRIBUTION -- 8% 92%	13 REVIEWS
8	Serpstat	+81 😊	DISTRIBUTION 3% 13% 84%	35 REVIEWS	-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
9	Verbolia	+81 😊	DISTRIBUTION 5% 10% 86%	21 REVIEWS	-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS
10	ContentKing	+80 😊	DISTRIBUTION 10% -- 90%	21 REVIEWS					
11	Moz Pro	+80 😊	DISTRIBUTION 8% 4% 88%	25 REVIEWS					
12	SEO PowerSuite	+79 😊	DISTRIBUTION 4% 13% 83%	24 REVIEWS					

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Commodity Features vs. Unique Features

1	Conductor	+100 😄	DISTRIBUTION -- -- 100%	16 REVIEWS
2	Verbolia	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
3	Siteimprove	+92 😄	DISTRIBUTION -- 8% 92%	26 REVIEWS
4	Surfer SEO	+90 😄	DISTRIBUTION 4% 1% 94%	73 REVIEWS
5	Searchmetrics	+88 😄	DISTRIBUTION -- 12% 88%	18 REVIEWS
6	Moz Pro	+88 😄	DISTRIBUTION 4% 4% 92%	25 REVIEWS
7	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
8	SE Ranking	+86 😄	DISTRIBUTION 7% -- 93%	30 REVIEWS
9	ContentKing	+85 😄	DISTRIBUTION 5% 5% 90%	21 REVIEWS
10	Semrush	+82 😄	DISTRIBUTION 2% 14% 84%	142 REVIEWS
11	Serpstat	+78 😄	DISTRIBUTION 6% 9% 84%	35 REVIEWS
12	seoClarity	+77 😄	DISTRIBUTION 6% 11% 83%	18 REVIEWS

13	WebCEO	+75 😄	DISTRIBUTION 10% 5% 85%	21 REVIEWS
14	Ahrefs	+64 😄	DISTRIBUTION 13% 10% 77%	30 REVIEWS
15	Botify	+62 😄	DISTRIBUTION 15% 8% 77%	16 REVIEWS
16	SEO PowerSuite	+62 😄	DISTRIBUTION 13% 13% 75%	24 REVIEWS
CATEGORY AVERAGE		+82 😄	DISTRIBUTION 5% 8% 87%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+84 😄	DISTRIBUTION 8% -- 92%	13 REVIEWS
-	SEO Spider	+100 😄	DISTRIBUTION -- -- 100%	10 REVIEWS
-	WooRank	+100 😄	DISTRIBUTION -- -- 100%	5 REVIEWS

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% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Security Frustrates vs. Security Protects

1	SE Ranking	+97 😄	DISTRIBUTION -- 3% 97%	30 REVIEWS
2	Verbolia	+95 😄	DISTRIBUTION -- 5% 95%	21 REVIEWS
3	Searchmetrics	+94 😄	DISTRIBUTION -- 6% 94%	18 REVIEWS
4	Surfer SEO	+92 😄	DISTRIBUTION 1% 6% 93%	73 REVIEWS
5	WebCEO	+90 😄	DISTRIBUTION 5% -- 95%	21 REVIEWS
6	Siteimprove	+88 😄	DISTRIBUTION -- 12% 88%	26 REVIEWS
7	Moz Pro	+88 😄	DISTRIBUTION 4% 4% 92%	25 REVIEWS
8	BrightEdge	+87 😄	DISTRIBUTION -- 13% 87%	15 REVIEWS
9	Conductor	+81 😄	DISTRIBUTION -- 19% 81%	16 REVIEWS
10	Semrush	+81 😄	DISTRIBUTION -- 19% 81%	142 REVIEWS
11	ContentKing	+76 😄	DISTRIBUTION 10% 5% 86%	21 REVIEWS
12	Ahrefs	+76 😄	DISTRIBUTION 10% 3% 86%	30 REVIEWS

13	Serpstat	+75 😄	DISTRIBUTION 3% 19% 78%	35 REVIEWS
14	seoClarity	+70 😄	DISTRIBUTION 6% 18% 76%	18 REVIEWS
15	SEO PowerSuite	+66 😄	DISTRIBUTION 13% 8% 79%	24 REVIEWS
16	Botify	+62 😄	DISTRIBUTION 15% 8% 77%	16 REVIEWS
CATEGORY AVERAGE		+83 😄	DISTRIBUTION 3% 11% 86%	

PRODUCTS WITH INSUFFICIENT DATA

-	SpyFu	+92 😄	DISTRIBUTION -- 8% 92%	13 REVIEWS
-	SEO Spider	+70 😄	DISTRIBUTION 10% 10% 80%	10 REVIEWS
-	WooRank	+80 😄	DISTRIBUTION -- 20% 80%	5 REVIEWS