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Best SEO Tools & Software Of 2025

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Former Product Review Editor

[& 1 other](#) 

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HigherVisibility



Learn More

On Highervisibility's Website

Plan costs

Starting at \$1,250 per month

Year Founded

2009

Location

Memphis, TN

2

WebFX



Learn More

On WebFX's Website

Plan costs

Starting at \$2,500 per month

Year Founded

1995

Location

Harrisburg, PA

3

SmartSites



Learn More

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Plan Costs

Starting at \$2,400 per month

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Paramus, NJ

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Learn More

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Best SEO Tools 2025

BEST OVERALL ALL-IN-ONE SEO TOOL

Ahrefs



Starting price	\$108 per month (billed annually)
Monthly and annual plans	Yes
Free trial	No

[Editor's Take](#)

[Pros & Cons](#)

BEST VALUE

KWFinder



Starting price	\$19.90 per month (billed annually)
Monthly and annual plans	Yes
Free trial	10 days

[Editor's Take](#)

[Pros & Cons](#)

MOST USER-FRIENDLY

WooRank



Starting price	\$53.25 per month (billed annually)
Monthly and annual plans	Yes

[Editor's Take](#)

[Pros & Cons](#)

BEST FOR POWER USERS

Semrush



Starting price	\$139.95 per month (billed monthly) and \$117.33 per month (billed annually)
Monthly and annual plans	Yes
Free trial	14 days

[Editor's Take](#)

[Pros & Cons](#)

BEST FOR LOCAL SEO

BrightLocal



Starting price	\$29 per month (billed annually)
Monthly and annual plans	Yes
Free trial	14 days

[Editor's Take](#)

[Pros & Cons](#)

BEST AFFORDABLE SEO TOOL

AnswerThePublic

Starting price	\$11 per month or \$119 one-time fee for lifetime use
Monthly and annual plans	No (monthly and lifetime plans are available)
Free trial	Seven days

[Editor's Take](#)

[Pros & Cons](#)

BEST FOR DEBUGGING YOUR SITE

Google Search Console



Starting price	Free
Monthly and annual plans	No
Free trial	N/A

[Editor's Take](#)

[Pros & Cons](#)

BEST FOR FINDING ON-SITE SEO ISSUES

Screaming Frog



Starting price	Free; starts at \$259 per year
Monthly and annual plans	No
Free trial	N/A

[Pros & Cons](#)

BEST FOR FREE SITE ANALYTICS

Google Analytics



Starting price	Free (premium plan by quote only)
Monthly and annual plans	No
Free trial	N/A

[Editor's Take](#)

[Pros & Cons](#)

BEST AHREFS ALTERNATIVE

Moz Pro



Starting price	\$39 per month (billed annually)
Monthly and annual plans	Yes
Free trial	30 days

[Editor's Take](#)

[Pros & Cons](#)

Compare Top SEO Tools

ANNUAL PLANS				
 Ahrefs	\$108 per month (billed annually)	Yes	No	View More
 KWFinder	\$19.90 per month (billed annually)	Yes	10 days	View More
 WooRank	\$53.25 per month (billed annually)	Yes	Three days	View More
 Semrush	\$139.95 per month (billed monthly) and \$117.33 per month (billed annually)	Yes	Seven days	View More
 BrightLocal	\$29 per month (billed annually)	Yes	14 days	View More
 AnswerThePublic	\$11 per month or \$119 one-time fee for lifetime use	No (monthly and lifetime plans are available)	Seven days	View More
 Google Search Console	Free	No	N/A	View More
 Screaming Frog	Free; starts at \$259 per year	No	N/A	View More
 Google Analytics	Free (premium plan by quote only)	No	N/A	View More

Moz Pro

What Is SEO Software?

Creating an SEO plan without the top SEO tools is a bit like trying to bake a loaf of bread without measuring spoons or an oven. Using SEO software can help you start an SEO plan, monitor your efforts and analyze the data, so you can then refine your plan for better results. Some SEO software are hyper-focused on a single feature, such as KW research, while others are suites of SEO features to help with on-site and local SEO.

How To Choose the Best SEO Tools

When deciding on which is the best SEO tool for you, you will want to consider a few factors. To start, consider your goals and how you plan to achieve them. For example, if you are looking to improve your ranking in search by tweaking site elements such as meta descriptions, copy and title tags, you will need to make sure that the SEO tool is compatible with your website's content management system, such as WordPress or Wix.

Many of the best SEO software offer tools to help you improve your site in the long term with ongoing optimizations, site audits and reports. However, not all are created for this purpose. Some are geared toward helping you better select keywords and craft SEO-friendly content around said keywords.

Essential Features

Not every SEO tool is exactly the same, so it's difficult to say which are the essential features. You can't easily compare KWFinder, a KW research tool, to Ahrefs, a platform full of SEO features. The essentials, whether you're getting them as a suite or à la carte, are as follows:

KW research: You have to know what users are searching for before you can create the content or ads needed for those queries. Most SEO programs let you search for KWs and phrases and should give you the search volume and estimated difficulty for ranking for those KWs.

Site auditing: There are a few ways in which you can audit a website's SEO. In many cases, this is meant to show you the health of a site and what needs to change to optimize it for search engines. Using site crawlers, some SEO software can help you quickly discover broken links, missing meta titles and descriptions, page load speed and analyze your site structure.

Local SEO: Local SEO is vital for brick-and-mortar businesses that rely on high rankings in local search results. Some of the best SEO software and services make it easy to submit your name, address and phone number (NAP) to online directories.

Analytics: To ensure you're doing all you can to help your site rank high in search engines, you need reports to show you what's working and what isn't. You should be able to easily follow the data for information on how users interact with your landing pages, which page they exit from, whether they bounce, visitor origination and who's linking to which pages.

Link analysis: Backlinks are important for your site's domain authority (DA), so it's important you understand what people are linking to and whether they're quality links. You should be able to analyze your own links and your competitors'.

Content analysis: It's important to perform content audits to ensure you don't have duplicate content or that you aren't using the same KW for multiple pieces of content. These practices can water down your SEO and prevent you from ranking high in the SERPs. Some tools can pinpoint areas on your site that could be problematic for your rankings.

All-in-One Platforms vs. Individual Tools

As mentioned above, not all SEO programs are meant to be comprehensive—some are niche tools with only one or two features. All-in-one platforms tend to cover everything from KW research and competitor analysis to site audits and backlink management. Examples of these workhorses include Ahrefs, Semrush and Moz Pro. They also tend to be more expensive than single-use tools.

Individual tools typically do one thing really well and may include some bonus features, but you're still likely to need more than just one tool. For example, Screaming Frog is great for on-site SEO auditing, but you can't do keyword research. KWFinder is an excellent tool for KW research, but it's lacking in advanced features, such as KW gap analysis and thorough site auditing. These tools are usually more affordable than all-in-one solutions.

Pricing and Fees

Pricing for the best SEO software varies greatly because the tools are usually so different. Comparing AnswerThePublic to Ahrefs isn't quite an apples-to-apples comparison—you need to compare the varieties of apples, so to speak.

Data Sources, Update Frequency and Integrity

It should come as no surprise that Google is the most often used search engine and where most data is sourced for these SEO apps. However, there are other data sources that are important for a comprehensive SEO plan. The biggest players in the SEO industry have their own crawlers to collect data on indexed sites and pages. Google is king, but YouTube, Facebook, Amazon, Etsy, Pinterest and other destination websites have valuable data as well.

Content is constantly changing online, so it's important to have access to fresh data. The best SEO software refresh data often. For example, Ahrefs updates its data every 15 minutes. In Semrush's case, the keyword database gets an update every month.

While many SEO software companies prefer to use their own crawlers to supply their databases, some choose to forge partnerships with powerhouses such as Google and Majestic. Data integrity is key to having a good SEO plan, therefore it's important to choose the best SEO apps that are trusted in the industry so you can be sure the data you're using is accurate and up to date.

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Plan costs	Plan costs	Plan Costs	Plan Costs
Starting at \$1,250 per month	Starting at \$2,500 per month	Starting at \$2,400 per month	Starting at \$2,400 per month
Year Founded	Year Founded	Year Founded	Year Founded
2009	1995	2011	2011
Location	Location	Location	Location
Memphis, TN	Harrisburg, PA	Paramus, NJ	Missouri, MO

Other Useful SEO Tools and Software

Even if you choose a powerful all-in-one SEO tool, you may find that you're lacking a specific tool or service. In some cases, you may simply prefer a specific feature in one tool versus the one you're currently using. For example, KW research on Ahrefs, Semrush and Moz Pro are likely to be slightly different from each other. And in some cases, you may simply prefer to take care of a single avenue of SEO work manually or with the help of an individual tool.

Keyword Research

Smaller businesses that may not need a full-fledged suite of SEO features may just want to run KW research on a single word or phrase to help guide their content plans. Consider these free and low-cost tools that focus on KW research:

WordStream: This KW research tool lets you search for keywords for free. You'll get back help data, including search volume, CPC ranges and a difficulty rating (low to high). It's a free tool, but you need to register with the site.

ChatGPT: Sign up for the free service to unlock an easy way to find KWs related to a word or phrase. You won't be able to get search volume or difficulty, but it's a good place to start.

Google Keyword Planner: Google provides a free KW research tool meant for advertisers that can be useful to find related KW phrases for your content plan. It's easy to use and it gives you the KW difficulty and volume range.

keep tabs on competitors, pricing on products or [online lead generation](#). Many of these scrapers are a bit limiting. They're still going to be easier to use than doing the work manually.

Backlink Analysis and Link Management

If you're using an all-in-one SEO platform, you likely have link management built in, such as with Ahrefs or Moz Pro. However, if you're only using a KW research tool, you may want to consider adding a link management tool to help with backlink analysis. It's important to be aware of how many other sites are linking to your pages and what the quality is of each link. All these links and referring domains contribute to your DA, for better or worse.

Tracking, Reporting and Analytics

Most SEO software come with dashboards to help you visualize your data, from links and DA score to KW rankings. Not every small business has the budget for comprehensive SEO software, though. So, if you're using a few individual, piecemeal programs to help with your SEO plan, you should use Google Analytics, at the very least to keep track of your site data.

With good analytics, you can track key metrics including organic traffic, search engine visibility, rankings and even your competitors' data.

Local SEO

Local SEO is vital for brick-and-mortar businesses that need an online presence that ties to their physical locations. It's how consumers are able to find doctor's offices, retailers, restaurants and other businesses in their region. To show up in those all-important local packs in search results, you need to make sure you fill out your NAP info in online directories.

Keep reviews in mind, too. The higher your rating and the more reviews you have, the higher you'll rank in the local SERPs. You can monitor your reviews and respond to them manually, but this is time-consuming for any business. There are apps that can help you quickly submit your citations to a variety of directories and monitor your reviews. You may also want to consider services that do this for you.

Page Speed

How quickly your pages load on desktop and mobile devices is directly related to your ranking in search engines. Essentially, search engines want to provide the best experience for their users, and page speed is a big part of that. You can use free services, such as Google's PageSpeed Insights to see how long each of your pages takes to load. Alternatively, you can test your website's performance with speed checkers such as GTmetrix or Dareboost, which can also provide site speed comparisons and tips for optimization.

Methodology

In our analysis of dozens of top SEO apps, Forbes Advisor took every effort possible to make sure that we recommend solutions that are priced fairly in light of the value offered, provide the features you need to be successful at SEO and offer the support you require. Knowing that SEO tool users include everyone from beginners to technically advanced professionals, we also considered user-friendliness in our evaluation.

Features and Functionality

Since the primary goal of SEO is to help your website rank higher on Google, we considered which features were important to help you do that, such as keyword research tools, SERP rank tracking, content evaluation tools, competitor analysis, backlink monitoring and website audit functionality.

Ease of Use

Most SEO tools are often so feature-rich that they require a bit of a learning curve. Yet, some tools are more user-friendly than others, and we took that into account when creating this list.

Pricing

While there are some free SEO programs, the most powerful tools come at a price. Forbes considered whether the fees charged for the tools were in line with the value offered.

Customer Support

The types and quality of support offered via online learning resources and direct support modalities, such as email, chat and phone, matters to customers, and thus, Forbes factored in support features as we created this list of best SEO software.

Frequently Asked Questions (FAQs)

- + **What is the best SEO tool?**
 - + **What are the best SEO tools for beginners?**
 - + **Are SEO tools worth it?**
 - + **Is SEO better than Google Ads?**
 - + **What is an SEO service provider?**
 - + **What is technical SEO?**
 - + **Should I manage my own SEO?**
-

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