Here's a comparison of the features, services, and pricing of MOZ, Semrush, and Ahrefs to help you decide which tool suits your needs best:

1. Features & Services

Feature/Service	MOZ	Semrush	Ahrefs
SEO Site Audits	Yes, focuses on crawling issues, on-page errors, and suggestions for improvement.	Yes, includes technical SEO audits, errors, warnings, and recommendations.	Yes, with detailed technical audits, including crawl errors, performance suggestions.
Keyword Research	Strong keyword explorer tool with suggestions, difficulty scoring, and opportunities.	Excellent keyword research tool with broad and long-tail keywords, difficulty, and volume metrics.	Powerful keyword tool with unique keyword difficulty scoring and advanced filters.
Backlink Analysis	Comprehensive backlink database, with link tracking and analysis.	Extensive backlink database, allowing competitor link analysis and link building strategies.	One of the largest backlink databases with real-time updates, strong competitive analysis features.
Rank Tracking	Track rankings over time with historical performance data.	Highly detailed rank tracking with local and international tracking, daily updates.	Accurate rank tracking with mobile and desktop ranking updates.
Content Suggestions	Content optimization recommendations based on ranking data.	Offers content creation and optimization ideas via its content marketing toolkit.	Focuses less on content suggestions but provides keyword insights for content.

Competitor Analysis	Decent competitor analysis for tracking other domains' rankings and keywords.	Advanced competitor analysis, including keyword gaps, traffic insights, backlinks, and PPC data.	Focused on backlink and keyword comparison for competitor insights.
PPC/Ad Research	No PPC research features.	Strong PPC competitor analysis, CPC data, ad copies, etc.	Limited PPC data, mainly organic SEO focused.
SERP Features	Displays SERP features in rank tracking but not a primary focus.	Extensive SERP feature tracking, including snippets, local packs, etc.	Displays SERP features for keyword analysis.
Local SEO Tools	Specializes in local SEO with listing management and citation tracking.	Offers local SEO features like tracking for local keyword rankings.	Limited local SEO tools.
User Interface	User-friendly and simple to navigate.	Feature-rich but has a steeper learning curve.	Intuitive, though may be overwhelming due to the depth of data provided.

<mark>2. Pricing (As of September 2024)</mark>

Platform	Pricing Tiers
MOZ	- Standard: $99/month (basic tools and metrics) - Medium: $179/month (more advanced features, larger keyword/website limits) - Large: $299/month (increased limits, keyword tracking, backlink tracking) - Premium: $599/month
Semrush	- Pro: $129.95/month (suitable for freelancers, startups) - Guru: $249.95/month (adds content marketing tools, historical data) - Business: $499.95/month (for large businesses, includes API access, extended limits)

Ahrefs	- Lite: $99/month (limited access to tools, fewer tracked keywords) - Standard: $199/month (broader access, more tracking) - Advanced: $399/month (larger limits, advanced tools) - Enterprise: $999/month (custom limits/features)

3. Best For

- MOZ: Best for businesses focusing on local SEO and those who need an easier-to-use interface. It's suitable for beginners and those looking for comprehensive SEO audits.
- Semrush: Best for digital marketing agencies or users looking for an all-in-one marketing platform, including SEO, PPC, content marketing, and competitor analysis.
- Ahrefs: Best for experienced SEO professionals who need deep backlink analysis, keyword research, and competitor tracking.

Final Consideration:

- If budget is a constraint and you need local SEO or a simple interface, go for MOZ.
- For all-in-one SEO and digital marketing tools, Semrush is excellent.
- If your focus is backlink analysis and advanced SEO tracking, Ahrefs is the way to go.

Differences:

The main difference between MOZ, Semrush, Ahrefs, and Google Analytics, Search Console, and Tag Manager lies in their focus and the type of data they provide. Let's break down each tool's purpose and compare their functionalities:

1. Purpose & Focus

Tool	Primary Focus
MOZ, Semrush, Ahrefs	Focused on SEO tools for keyword research, backlink analysis, rank tracking, competitor analysis, and site audits.
Google Analytics	Focused on tracking website traffic, user behavior, conversions, and analyzing how users interact with a website.

Google Search Console (GSC)	Primarily for monitoring website performance on Google search, indexing, and understanding how Google views and crawls your site.
Google Tag Manager	Manages and deploys marketing tags (code snippets) on websites without modifying the code, allowing easier tracking of user interactions.

2. Key Features & Functionalities

Feature	MOZ, Semrush, Ahrefs	Google Analytics	Google Search Console (GSC)	Google Tag Manager
SEO Keyword Research	Provides detailed keyword analysis, including search volume, difficulty, and competitor insights.	Does not provide keyword research.	Limited to the performance of keywords related to your website's organic search results.	No keyword research functionality.
Backlink Analysis	Extensive backlink databases for analyzing competitors' backlinks, anchor text, and link-building opportunities.	No backlink data provided.	Offers limited insights into your website's backlinks, including who is linking to your site.	Not related to backlink analysis.
Rank Tracking	Tracks keyword rankings over time, shows improvements or declines in specific regions.	No rank tracking provided.	Provides keyword ranking performance data but limited compared to SEO tools.	Not relevant to rank tracking.

Site Audit & Crawling	Performs technical SEO audits, identifies on-page SEO issues, crawling problems, and recommendations.	Does not perform SEO audits.	Offers basic crawling issues related to Google's ability to index your website.	Not a site auditing tool.
Competitor Analysis	Allows detailed competitor tracking, keyword gaps, and backlink comparison.	No competitor analysis features.	No competitor analysis features.	Not relevant to competitor analysis.
Website Traffic Analysis	Does not track user traffic but provides insight into organic traffic, keyword, and backlink trends.	Extensive user traffic analysis, including sessions, users, bounce rate, pages per session, time on site, etc.	Provides data on clicks, impressions, CTR, and rankings related to organic search but not as comprehensive for traffic analysis.	Not focused on traffic analysis but assists in setting up tracking for other analytics platforms like Google Analytics.
User Behavior Tracking	No direct tracking of user behavior (except from an SEO perspective).	Tracks how users interact with the website, user flows, goals, and conversion paths.	Does not provide user behavior tracking beyond search results.	Manages tags that track events like form submissions, button clicks, video plays, and other user interactions on the website.

Technical SEO	Provides deep insights into on-page and off-page SEO, including metadata, heading tags, broken links, and mobile optimization.	No SEO-specific insights provided.	Provides basic crawling and indexing insights but is limited compared to dedicated SEO tools.	Not focused on technical SEO, but can help with setting up tracking for technical aspects like form errors or specific page interactions.
Paid Search Data (PPC)	Semrush offers strong PPC tools; MOZ and Ahrefs are more focused on organic traffic analysis.	No PPC analysis; focuses solely on organic and referral traffic.	Does not provide PPC data.	Not relevant to PPC data.
Real-Time Analytics	No real-time analytics; these tools focus on long-term SEO performance tracking.	Offers real-time insights into user activity on the website.	No real-time analytics features.	Can help implement real-time tracking events through tag deployment but does not offer direct reporting.

3. How They Differ

- SEO Tools (MOZ, Semrush, Ahrefs) focus on improving search engine visibility, optimizing for organic traffic, and analyzing competitors' strategies. These tools help with keyword research, backlink analysis, technical audits, and ranking tracking.
- Google Analytics focuses on tracking website traffic, user behavior, and conversion tracking. It helps understand how visitors interact with the site, which pages perform well, and how visitors move through the conversion funnel.
- Google Search Console is used for monitoring website health in search results, ensuring proper indexing, analyzing search performance, and identifying technical issues like crawl errors. It helps optimize a site for Google's search engine specifically.
- Google Tag Manager allows easier implementation of tracking codes or "tags" on your site without needing a developer. This is primarily useful for event tracking, setting up conversion tracking, and managing different analytics or advertising tags.

- MOZ, Semrush, Ahrefs: Use these tools if you want to focus on SEO efforts like improving keyword rankings, gaining insights on backlinks, and conducting competitor analysis.
- Google Analytics: Use this to track overall website performance, including where traffic comes from, how users behave, and how effective your site is at converting visitors into customers.
- Google Search Console: Use this to monitor how Google sees your website. It helps in troubleshooting issues related to indexing, keyword performance in search results, and maintaining SEO health.
- Google Tag Manager: Use this to manage and deploy tracking codes efficiently across your website without constantly modifying the website code.

5. Pricing

- MOZ, Semrush, Ahrefs: These are paid tools with tiered pricing (as outlined above).
- Google Analytics: Free (standard version); Google Analytics 360 (premium enterprise version) is paid.
- Google Search Console: Free.
- Google Tag Manager: Free.

Conclusion:

- Use MOZ, Semrush, or Ahrefs if your focus is SEO strategy and competitor insights.
- Use Google Analytics to track traffic and user behavior.
- Use Google Search Console for organic search health and technical SEO monitoring.
- Use Google Tag Manager for efficient tag management and to track user actions on your site.

Here's how MOZ, Semrush, Ahrefs, Google Analytics, Google Search Console, and Google Tag Manager handle insights on traffic sources, industry insights, and segmentation:

1. Traffic Source Insights

Tool	Traffic Source Insights

MOZ	MOZ does not directly provide traffic source insights. It focuses on SEO metrics such as rankings, backlinks, and keyword opportunities, but does not give a detailed breakdown of where the traffic (organic, referral, paid, etc.) comes from.
Semrush	Yes, Semrush provides detailed insights into traffic sources, such as organic, paid, referral, and social. It also offers a Traffic Analytics feature where you can analyze your competitors' traffic distribution, traffic journey, and engagement.
Ahrefs	Ahrefs primarily focuses on organic traffic insights based on keywords and backlinks but does not provide detailed traffic source breakdowns like Semrush. It shows organic traffic potential but lacks comprehensive traffic source data.
Google Analytics	Yes, Google Analytics excels in tracking traffic sources. It breaks down traffic by channels (organic, direct, social, paid, referral, etc.), showing where users are coming from, including specific referral websites or campaigns.
Google Search Console	Limited, GSC shows traffic data only for organic search (clicks, impressions, and keyword performance) but does not include data for other traffic sources like paid, social, or direct traffic.
Google Tag Manager	GTM itself does not provide traffic insights but is used to deploy tracking codes that feed data into tools like Google Analytics.

2. Industry Insights

Tool	Industry Insights
MOZ	MOZ does not provide industry-specific insights. It focuses on keyword research and SEO metrics, which can be customized to an industry, but it doesn't have a specialized industry comparison feature.
Semrush	Yes, Semrush provides detailed industry insights, especially through its Market Explorer and Traffic Analytics features. These allow you to compare your website's performance within an industry, segment competitors, and analyze market trends.

Ahrefs	Ahrefs lacks dedicated industry benchmarking but offers competitive SEO data such as keyword rankings, backlink profiles, and traffic estimates, which you can analyze for different industries based on your competitors.
Google Analytics	Google Analytics provides custom segmentation for users, but it doesn't offer specific industry benchmarking unless paired with tools like Google Data Studio. However, custom reports can be generated based on industry segments (if tracked).
Google Search Console	GSC does not offer industry insights; it focuses solely on organic search performance and how Google perceives and ranks your website.
Google Tag Manager	No industry insights are provided. GTM is purely for tracking deployment, not for insights or analysis.

3. Segmentation

Tool	Segmentation Capabilities
MOZ	MOZ doesn't offer detailed user segmentation. It focuses more on keyword and SEO analysis rather than customer segmentation or traffic personas.
Semrush	Yes, Semrush offers advanced segmentation capabilities, particularly through its Traffic Analytics tool. You can segment traffic based on geography, device type, and engagement. Competitor analysis also allows segmentation by industry and region.
Ahrefs	Ahrefs does not provide detailed segmentation of website visitors or traffic beyond keyword data. You can track keywords and backlinks by country but it doesn't have user-level segmentation tools like Google Analytics or Semrush.
Google Analytics	Yes, Google Analytics excels in segmentation. It allows you to segment traffic by demographics, interests, devices, geography, and behavior. You can create custom segments based on user behavior (e.g., new vs. returning users, converters, etc.).

Google Search Console	GSC offers limited segmentation, mainly focusing on geographical segmentation for organic search traffic. You can filter search data by country, device, and search appearance (AMP, rich results).
Google Tag Manager	Tag Manager itself does not provide segmentation but helps to trigger different tags based on user actions. These tags can segment users based on specific events (e.g., clicks, page views) for other tools like Google Analytics.

Breakdown:

- MOZ: Primarily focused on SEO metrics and doesn't provide detailed traffic source breakdowns, industry insights, or user segmentation.
- Semrush: Offers strong insights into traffic sources, industry benchmarks, and segmentation, especially for competitive analysis. It helps understand traffic flows in the context of industry norms and competitors.
- Ahrefs: While great for organic traffic insights, Ahrefs lacks deep traffic source analysis or segmentation features. Its primary focus is on SEO performance.
- Google Analytics: Best for traffic source insights and segmentation. It provides comprehensive user segmentation, showing traffic by channel (organic, paid, referral, etc.) and user behavior based on demographics and interests. Custom reports for different user segments can also be created.
- Google Search Console: Focuses on organic search performance with limited insights into traffic segmentation and no industry benchmarks.
- Google Tag Manager: No insights directly, but it enables detailed tracking that feeds into Google Analytics for further segmentation and insights.

Use Case Scenarios:

- Industry Insights: If you want to see how your site compares to others in the same industry, Semrush is the best choice.
- Traffic Source Breakdown: Google Analytics is ideal for understanding where your traffic comes from in detail. Semrush also provides solid traffic insights.
- Segmentation: For advanced user segmentation (demographics, device types, behaviors), Google Analytics is the most powerful tool. Semrush offers segmentation for traffic and competitors but is less customizable than Analytics.

For a comprehensive traffic analysis and segmentation of your audience, Google Analytics is the most detailed, while Semrush complements it with competitor and industry insights.

As of 2024, MOZ does not offer a built-in feature specifically for generating SEO-rich content using AI, unlike some other SEO tools that integrate AI for content creation or optimization (such as SurferSEO, Jasper AI, or tools within Semrush).

MOZ primarily focuses on SEO tools for keyword research, backlink analysis, rank tracking, and site audits, but it doesn't have AI-powered content generation capabilities. However, it does provide insights and recommendations to help optimize content for SEO, such as:

- Keyword Explorer: Suggests keywords and related topics for content.
- On-Page Grading: Gives recommendations for improving page SEO.
- Content Suggestions: Helps refine your content to rank better for specific keywords.

If you're looking for tools that generate or optimize content using AI, you might consider alternatives like Semrush's Content Marketing Toolkit, SurferSEO, or standalone AI writers like Jasper AI, which have features specifically designed for creating SEO-rich content.

Here's a comparison of the key features, including the number of users and account management options, for MOZ and Semrush:

1. Key Features Comparison: MOZ vs. Semrush

Feature	MOZ	Semrush
Keyword Research	- Keyword Explorer: Provides keyword suggestions, difficulty scores, and SERP analysis. - Keyword metrics include monthly search volume, keyword difficulty, and potential. - Focuses more on organic keywords.	- Keyword Magic Tool: Extensive keyword research for both organic and paid keywords. - Includes search volume, keyword difficulty, and trends. - Allows segmentation of keywords by question, broad, phrase match, etc.

SEO Audits	- Site Crawl: Identifies SEO issues, on-page problems, and suggestions for improvement. - Focuses on issues like missing meta tags, broken links, redirects, etc. - Provides recommendations for fixing problems.	- Site Audit Tool: Performs in-depth technical SEO audits. - Highlights issues like slow page speed, internal linking problems, crawl errors, and HTTPS issues. - Provides visual graphs of website health.
Backlink Analysis	- Link Explorer: Offers backlink data, including total links, linking domains, and anchor text. - Analyzes competitors' backlinks but database is smaller compared to Semrush or Ahrefs.	- Backlink Analytics: Provides one of the largest backlink databases. - Detailed competitor backlink analysis, anchor texts, and referring domains. - Backlink gap analysis for discovering new opportunities.
Rank Tracking	- Rank Checker: Tracks keyword rankings over time with historical data. - Customizable rank tracking for specific regions and devices.	- Position Tracking Tool: Allows daily tracking of keyword rankings by country, city, or device. - Tracks competitors' rankings, SERP features (featured snippets, etc.), and local pack results.
Content Optimization	- On-Page Grading: Offers suggestions to optimize existing content based on target keywords. - Provides guidance on keyword usage, metadata, headings, and other SEO elements.	- Content Marketing Toolkit: Includes content templates, topic research, and SEO writing assistance. - Provides content optimization recommendations based on top-ranking competitors and target keywords.
Competitor Analysis	- Competitor analysis is limited to tracking rankings and backlinks. - Provides domain comparisons for keywords and linking domains.	- Competitive Analysis Tools: Provides detailed competitor tracking, keyword gap analysis, backlink gap analysis, and paid keyword data. - Traffic Analytics gives insights into competitors' traffic sources and visitor behavior.

Feature	MOZ	Semrush
Traffic Analysis	- No detailed traffic analysis provided. - Focuses primarily on organic traffic estimates and keyword data.	- Traffic Analytics Tool: Provides insights into traffic sources, traffic distribution (organic, direct, paid), and engagement metrics (bounce rate, time on page). - Can analyze competitor traffic as well.
Local SEO	- Moz Local: Specializes in local SEO, with tools for managing business listings and citations. - Local rank tracking and optimization tips for Google My Business (GMB) profiles.	- Local SEO Tracking: Allows tracking of local keywords and visibility in local search results. - Also provides insights into local competitors and map pack rankings, but doesn't have a dedicated tool like Moz Local.
PPC (Paid Search)	- No PPC tools available.	- PPC Analysis Tools: Provides competitive PPC insights, including paid keyword tracking, ad copy, and CPC data. - Allows comparison of competitors' PPC campaigns alongside organic traffic.
User Interface	- Simple and easy to use, designed to be beginner-friendly. - Less overwhelming compared to Semrush due to its narrower feature set.	- Feature-rich interface with a steeper learning curve due to the range of tools available. - Provides an all-in-one dashboard for SEO, PPC, and content marketing.

2. Number of Users and Account Management

Feature	MOZ	Semrush

Number of Users	- MOZ Pro plans come with a single user seat by default. - Additional users can be added at an extra cost (typically $49/user/month). - Designed more for small teams and individual use.	- Semrush Pro allows 1 user by default. - Guru allows 3 users by default. - Business allows 5 users by default. - Additional users can be added at a cost of $45/user/month.
Team Collaboration	- MOZ allows for basic team collaboration, but the platform is more tailored to smaller teams or individuals with fewer collaboration features. - Additional users can view reports and share data.	- Semrush provides stronger team collaboration features, especially for agencies and larger businesses. - Shared reports, project management, and access to tools for different team members make it better for large teams.
Account Management	- MOZ allows the primary account holder to add users manually. - Admins can manage permissions and control which tools are accessible to different users.	- Semrush has advanced user management options, allowing different levels of access for each user. - Features like project-based access, different permissions, and reports sharing help teams collaborate effectively.

3. Pricing Plans (Users)

Platform	Number of Users Included	Pricing (As of September 2024)
MOZ Pro	1 user (additional users: $49/user/month)	- Standard: $99/month (basic tools) - Medium: $179/month (increased keyword limits) - Large: $299/month (more tracking features) - Premium: $599/month

	- Pro: 1 user	- Pro: $129.95/month (freelancers, startups)
Semrush	- Guru: 3 users	- Guru: $249.95/month (agencies, growing businesses)
	- Business: 5 users (additional users: $45/user/month)	- Business: $499.95/month (large companies, custom solutions)

Summary

- MOZ is ideal for smaller teams or individuals, offering a simpler user experience and affordable entry-level pricing. It focuses primarily on organic SEO, with strengths in local SEO.
- Semrush is better suited for larger teams and agencies, with more robust tools for traffic analysis, competitor research, and PPC insights. It offers stronger collaboration tools and allows for more users in higher-tier plans.

Here's a detailed comparison between the Semrush Pro and MOZ Pro Medium packages, focusing on features, users, and value for money.

1. Pricing and Users

Package	Semrush Pro	MOZ Pro Medium
Price	$129.95/month	$179/month
Number of Users	1 user (additional users: $45/user/month)	1 user (additional users: $49/user/month)

2. Features Comparison

Feature	Semrush Pro	MOZ Pro Medium
Keyword Research	- Keyword Magic Tool: 10,000 results per report and 3,000 keyword metrics updates per day.	- Keyword Explorer: 5,000 keyword queries per month, 500 keyword suggestions per query.

Position Tracking	- Track 500 keywords with daily updates and up to 10 competitors.	- Track 1,500 keyword rankings across search engines, with custom rankings by device and region.
Site Audits	- 100,000 crawled pages per month. - Detects 130+ technical SEO issues and site health monitoring.	- 60 crawled pages per week (more limits than Semrush). - Highlights on-page issues and recommendations.
Backlink Analysis	- 100,000 backlinks report and Backlink Audit Tool.	- Backlink Explorer: 10,000 backlink queries per month, analyzing inbound and outbound links.
Traffic Analytics	- Detailed traffic data for your site and competitors. - Traffic sources (organic, paid, referral, etc.).	- No traffic analytics, focuses on SEO metrics only.
Competitor Analysis	- Competitive Research Tools: Keyword gap, backlink gap, traffic distribution for up to 5 competitors.	- Basic competitor keyword and backlink analysis. - Lacks advanced competitor features like Semrush.
On-Page SEO	- On-Page SEO Checker: Provides actionable recommendations and tracks content optimization.	- On-Page Grading: Evaluates pages for SEO improvements based on target keywords and optimization metrics.
Local SEO	- Local position tracking available, but lacks a specialized local SEO tool like Moz.	- Moz Local (available separately): Helps manage local business listings and optimize for local search.
Content Optimization	- SEO Writing Assistant: Helps optimize content based on top-ranking competitors, includes readability checks.	- On-Page Content Optimization: Provides recommendations for keyword usage, headings, and metadata.

PPC (Paid Search)	- Supports PPC analysis with paid keyword research and competitor ad data.	- No PPC tools available in Moz.
Reports & Dashboards	- Customizable reports with white-label options (PDFs, Excel).	- Basic reporting features with 10 scheduled reports and customizable templates.
API Access	- Available at an additional cost for Pro users.	- Not available at the Medium plan level.

3. Key Strengths Comparison

Area	Semrush Pro	MOZ Pro Medium
Keyword Research	- Best for broad keyword research (organic + paid).	- Best for organic keyword research.
Technical SEO Audits	- Better site audits (up to 100,000 pages).	- Limited to 60 pages per week crawl.
Backlink Analysis	- Larger backlink database and competitor backlink tools.	- Limited backlink exploration but still effective.
Competitor Analysis	- Comprehensive with traffic, keywords, backlinks, PPC data.	- Limited to SEO metrics and lacks detailed competitor traffic.
Content Optimization	- Strong with AI-driven content tools and writing assistants.	- Basic optimization based on page grading.
Local SEO	- Local rank tracking, but lacks dedicated tools.	- Moz Local (available separately) is specialized for local SEO.

4. Who Should Use Each Package?

- Semrush Pro is ideal for:

- Broad digital marketing needs, combining SEO, PPC, content optimization, and competitive analysis.
- Agencies or businesses that want an all-in-one solution for SEO and PPC research.
- Those who require advanced competitor tracking and traffic analytics.
- MOZ Pro Medium is ideal for:
  - Businesses primarily focused on organic SEO without needing PPC or paid traffic insights.
  - Teams or individuals looking for local SEO optimization and keyword tracking at a regional level.
  - Those who prioritize keyword research and backlink monitoring but with fewer budget constraints.

5. Limitations

Semrush Pro	MOZ Pro Medium
- Limited to 1 user unless you pay extra for additional users.	- Fewer technical SEO tools compared to Semrush.
- Higher learning curve due to a large number of features.	- No paid search or PPC insights.
- Competitor insights are more comprehensive but can feel overwhelming for smaller businesses.	- Traffic analytics are not available.

Conclusion

- Semrush Pro offers more comprehensive features across SEO, PPC, and competitive research, making it a versatile tool for agencies or businesses looking for an all-encompassing solution.
- MOZ Pro Medium is best for organic SEO-focused efforts, with simpler keyword research and local SEO tools but without the same breadth of features as Semrush, especially in competitor and traffic analysis.

For more users or deeper insights, Semrush Pro provides more advanced capabilities, but MOZ Pro Medium may be more suitable for focused SEO work.

1. Pricing and Users

Package	Semrush Pro	MOZ Pro Medium
Price	$139.95/month	$179/month
Number of Users	1 user (additional users: $45/user/month)	2 users (additional users: $49/user/month)

2. Features Comparison

Feature	Semrush Pro	MOZ Pro Medium
Keyword Research	- Keyword Magic Tool: 10,000 results per report and 3,000 keyword metrics updates per day.	- Keyword Explorer: 5,000 keyword queries per month, 500 keyword suggestions per query.
Position Tracking	- Track 500 keywords with daily updates and up to 10 competitors.	- Track 1,500 keyword rankings across search engines, with custom rankings by device and region.
Site Audits	- 100,000 crawled pages per month. - Detects 130+ technical SEO issues and site health monitoring.	- 60 crawled pages per week (more limits than Semrush). - Highlights on-page issues and recommendations.
Backlink Analysis	- 100,000 backlinks report and Backlink Audit Tool.	- Backlink Explorer: 10,000 backlink queries per month, analyzing inbound and outbound links.
Traffic Analytics	- Detailed traffic data for your site and competitors. - Traffic sources (organic, paid, referral, etc.).	- No traffic analytics, focuses on SEO metrics only.

Competitor Analysis	- Competitive Research Tools: Keyword gap, backlink gap, traffic distribution for up to 5 competitors.	- Basic competitor keyword and backlink analysis. - Lacks advanced competitor features like Semrush.
On-Page SEO	- On-Page SEO Checker: Provides actionable recommendations and tracks content optimization.	- On-Page Grading: Evaluates pages for SEO improvements based on target keywords and optimization metrics.
Local SEO	- Local position tracking available, but lacks a specialized local SEO tool like Moz.	- Moz Local (available separately): Helps manage local business listings and optimize for local search.
Content Optimization	- SEO Writing Assistant: Helps optimize content based on top-ranking competitors, includes readability checks.	- On-Page Content Optimization: Provides recommendations for keyword usage, headings, and metadata.
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Backlink Analysis	- Larger backlink database and competitor backlink tools.	- Limited backlink exploration but still effective.
Competitor Analysis	- Comprehensive with traffic, keywords, backlinks, PPC data.	- Limited to SEO metrics and lacks detailed competitor traffic.
Content Optimization	- Strong with AI-driven content tools and writing assistants.	- Basic optimization based on page grading.
Local SEO	- Local rank tracking, but lacks dedicated tools.	- Moz Local (available separately) is specialized for local SEO.

Conclusion

- Semrush Pro is slightly more expensive now at $139.95/month and offers a more robust set of tools for those needing SEO, PPC, and competitive insights. However, it's designed more for individuals or teams needing a diverse set of marketing tools (with paid users for additional access).
- MOZ Pro Medium is better for teams of 2 users with a focus on organic SEO and local SEO with basic competitor and keyword insights.