

MARTECH INTELLIGENCE REPORT

ENTERPRISE SEO PLATFORMS: *A MARKETER'S GUIDE*

THIRTEENTH EDITION





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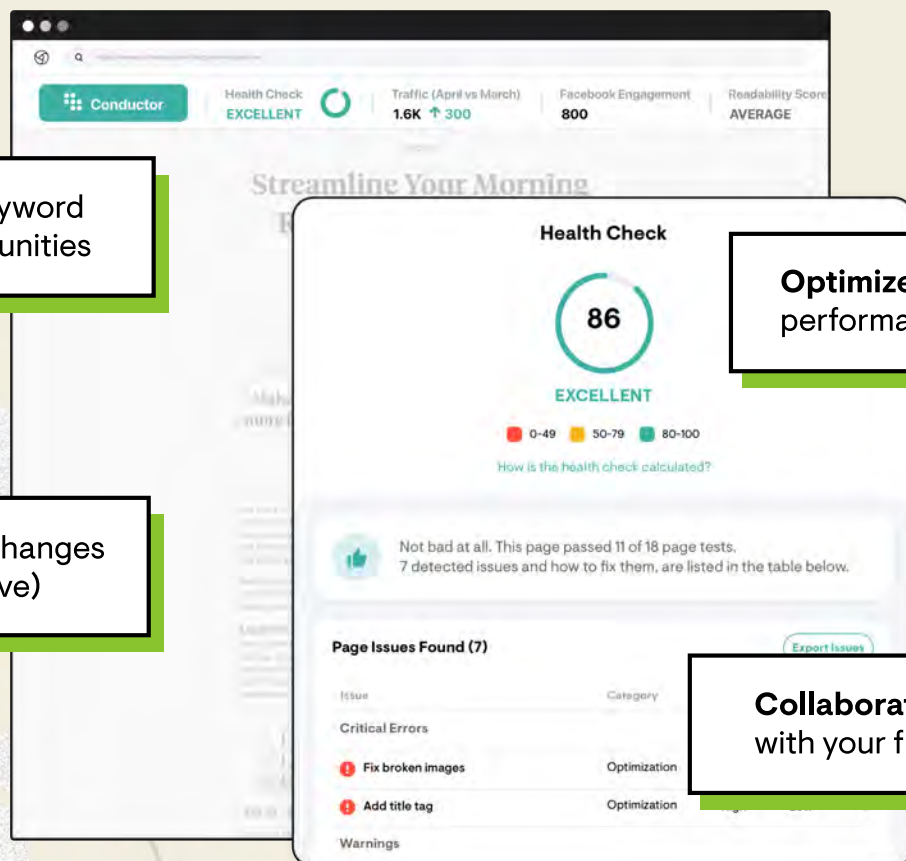


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Table of Contents

Scope and methodology	2	Choosing an enterprise SEO platform	12
SEO market overview	3	The benefits of using enterprise SEO platforms.....	12
Figure 1: Search engines are the top place consumers find new products and research them.....	3	Pricing/annual contracts	13
Figure 2: The global market for SEO software is expanding at a 14.4% compound annual growth rate	4	Recommended steps to making an informed purchase	13
The evolving SERP	4	Step 1: Determine whether you need an enterprise SEO platform	13
Figure 3: Google commands 93% of the global search market and 88% in the U.S.....	4	Step 2: Identify and contact appropriate vendors.....	14
Figure 4: How often SERP features occurred in the top 20 results in Google.....	5	Step 3: Scheduling the demo.....	15
AI chat interfaces	5	Step 4: Check references, negotiate a contract	16
Figure 5: Google's example of what search results could look like with AI features	6	Conclusion	18
Algorithm updates and ranking	6	Vendor profiles	19
The foundation: create content with humans in mind	7	AgencyAnalytics.....	19
Successfully structuring data	7	Ahrefs.....	21
Technical SEO and user experience.....	7	ALPS.....	24
Figure 6: Google research correlates page speed and revenue	8	Botify	27
Mature vendor market includes product suites and point solutions	8	BrightEdge.....	30
Enterprise SEO platform capabilities	9	Conductor	33
Link analysis and acquisition	10	Dragon Metrics	37
Keyword research/rank analysis	10	Lumar.....	40
Search intent-based analysis	10	Moz.....	43
Custom site crawls/audits.....	11	Quattr	46
Content marketing and analysis.....	11	Searchmetrics.....	50
International search tracking	11	Semrush.....	53
Mobile/local analytics.....	11	seoClarity	57
Technical SEO and crawling	12	SE Ranking.....	61
Direct implementation of changes	12	Serpstat	63
Cross-device attribution	12	Siteimprove.....	66
		STAT Search Analytics	69
		Visably.....	72
		WebCEO	74

Scope and methodology

This report examines the current market for enterprise search engine optimization (SEO) platforms and the considerations involved in implementing them. This report addresses the following questions:

- What trends are driving the adoption of enterprise SEO platforms?
- What choices are available in SEO platforms?
- What capabilities do enterprise SEO platforms provide?
- Does my company need an SEO platform?
- How much does an SEO platform cost?

If you are considering implementing an SEO platform, this report will help you decide which one, if any, best suits your business's needs. The report is all new and includes the latest industry statistics, developing market trends and new vendor profiles and product information.

For the purposes of this report, search engine optimization (SEO) is defined as the process of generating traffic from the “free,” “organic,” “editorial,” or “natural” listings on search engines through practices like content creation, link building, structured mark-up and developing an optimal on-site experience for site visitors. SEO platforms provide reporting and analytics, as well as prescriptive recommendations, that help marketers prioritize their activities to achieve higher rankings and greater visibility that result in more site traffic and revenue.

The vendors profiled represent some of the options available, but nothing in this report should be considered a recommendation of any provider or an endorsement of any particular product or service, nor should the list of companies profiled be considered exhaustive.

None of the vendors profiled paid to be included in this report. SEO point solutions that focus on one or two specific aspects of SEO may be discussed in the report, but its primary focus is on platforms that help marketers with multiple aspects of SEO. Agencies that offer proprietary SEO tools as part of their services and tools that focus on ecommerce listings management fall outside the scope of this report.

Third Door Media conducted in-depth interviews with leading vendors and industry experts in the first quarter of 2023. These, in addition to third-party research, form the basis for this report.

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SEO market overview

Of all the tactics for driving traffic on the web, search engine optimization (SEO) is perhaps the most powerful, given that 53% of a website's traffic can typically be attributed to organic search, according to a BrightEdge study.

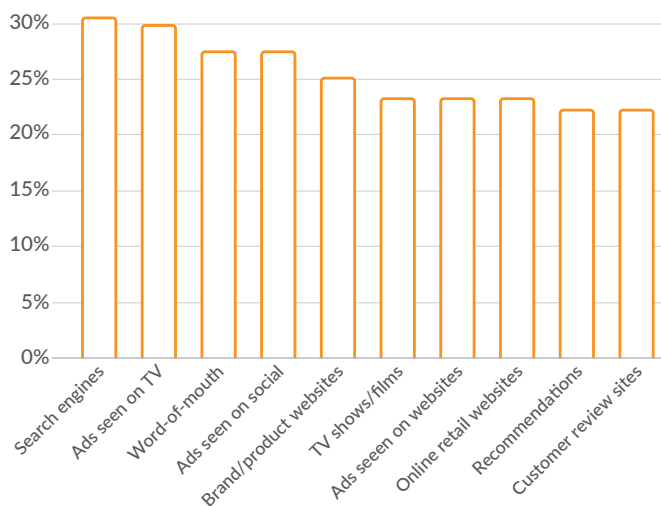
For ecommerce companies, SEO is even more important, with search generating 65% of website traffic and 67% of website revenue on a last-click basis, according to a survey and traffic analysis by Wolfgang Digital performed in 2020, the last year for which such figures are available. Search engines still play an important role in consumers' purchase journeys, representing users' most-employed resource for both product discovery and product research (see Figure 1).



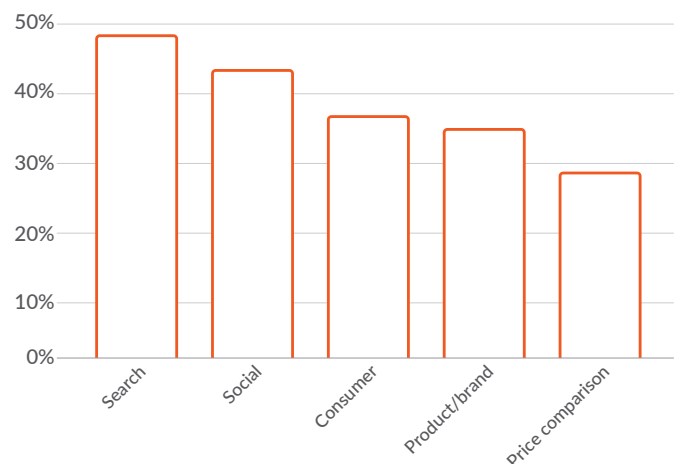
Of all the tactics for driving traffic on the web, search engine optimization (SEO) is among the most powerful....

Figure 1: Search engines are the top place consumers find new products and research them (respondents could choose multiple answers)

The top ways consumers find new products in 2023



How consumers research new products in 2023

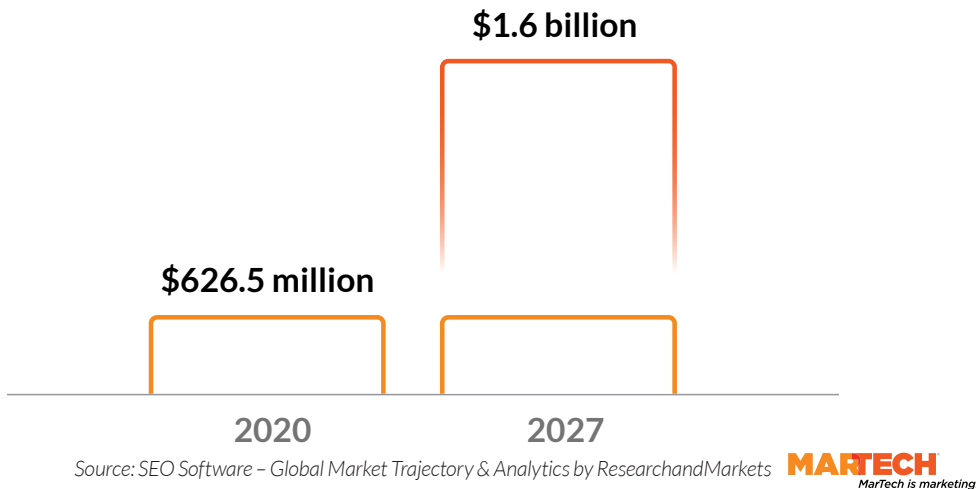


Source: GCI survey and publication, "How consumers find new brands and research products in 2023"

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The essential role of search for consumers and business buyers, combined with the increasing complexity of the SEO environment, is why marketers turn to SEO platforms to gather the data and insights they need to identify appropriate tactics, set priorities and even implement solutions directly.

The global market for SEO software is expected to grow to \$1.6 billion by 2027, up from \$626.5 million in 2020, according to ResearchandMarkets, representing a compound annual growth rate of 14.4% over the period (see Figure 2).

Figure 2: The global market for SEO software is expanding at a 14.4% compound annual growth rate

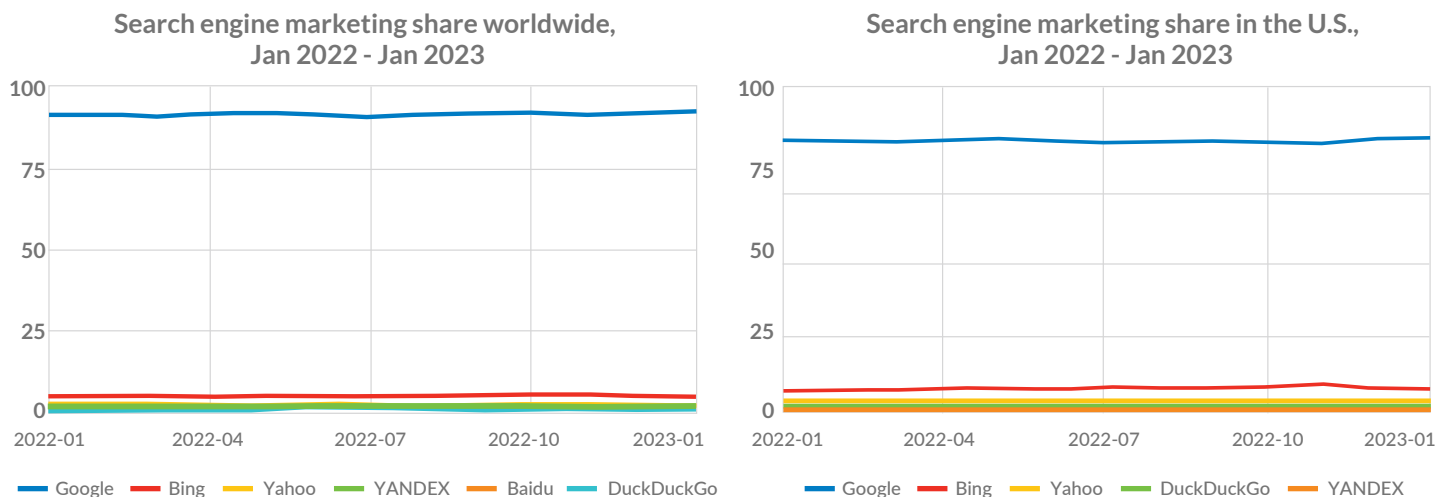
SEO has long been a foundational strategy in digital marketing, but the practice continues to provide benefits and return on investment.

The evolving SERP

SEO has long been a foundational strategy in digital marketing and the practice continues to provide benefits and return on investment. However, SEO is not without its challenges.

One important obstacle for SEOs is understanding the ever-more-complex environment of the search engine results pages (SERPs), which have evolved considerably since the “10 blue links” era. What was once organic space on the SERPs has been taken over by engines’ monetization efforts – in the form of larger, more dynamic ad placements – and also by SERP features like media-rich carousels, featured snippets, knowledge panels, “people also ask” suggestions and more.

Though Bing and other players like DuckDuckGo are active in search, Google still claims the lion’s share of the market (88.11%) in the United States. The company’s innovations lead the market and command most of SEOs’ attention. Smaller players are far behind, with Bing only fielding 6.67% of searches, Yahoo attracting 2.73% and DuckDuckGo taking up only 2.1% of the market, according to Statcounter (see Figure 3).

Figure 3: Google commands 93% of the global search market and 88% in the U.S.

While there are an estimated 2,000 unique features in Google results, most SEOs, and SEO platforms, focus on the most popular variations (see Figure 4). Each feature is tailored to a certain type of search or search intent. They're not all displayed at once and some are extremely rare. But, of the initial SERPs delivered, only 2.51% on desktop and 1.7% on mobile are without any kind of special feature, Semrush Sensor data showed in February 2023.

Figure 4: How often SERP features occurred in the top 20 results in Google (Ordered from most frequently seen to the least frequently seen)

SERP Feature	% of SERPs where this feature in the top 20 results	
	Mobile	Desktop
Site links	64.27%	71.42%
People also ask	57.27%	57.69%
Images	56.59%	50.22%
Reviews	46.06%	49.31%
Video	32.05%	23.95%
Knowledge panel	25.39%	27.11%
Local pack	24.11%	19.09%
Apps block	6.90%	N/A
Top stories	5.30%	4.32%
Tweet	5.09%	5.34%
Featured snippet	4.90%	6.19%
Carousel	4.60%	1.56%
Top ads	3.41%	2.49%
Instant answer	2.58%	2.84%
Bottom ads	1.99%	14.86%
Shopping results	1.88%	1.62%
No SERP features	1.70%	2.51%

Source: Semrush Sensor data, sampled April 11, 2022

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While there are an estimated 2,000 unique features in Google results, most SEOs, and SEO platforms, focus on the most popular variations

While there have been periodic uproars about these features taking up valuable real estate and directly answering questions that previously could have led to a site visit, practical SEOs are focused on maximizing their sites' and products' visibility in these features, which is why they've become an integral part of many SEO platforms.

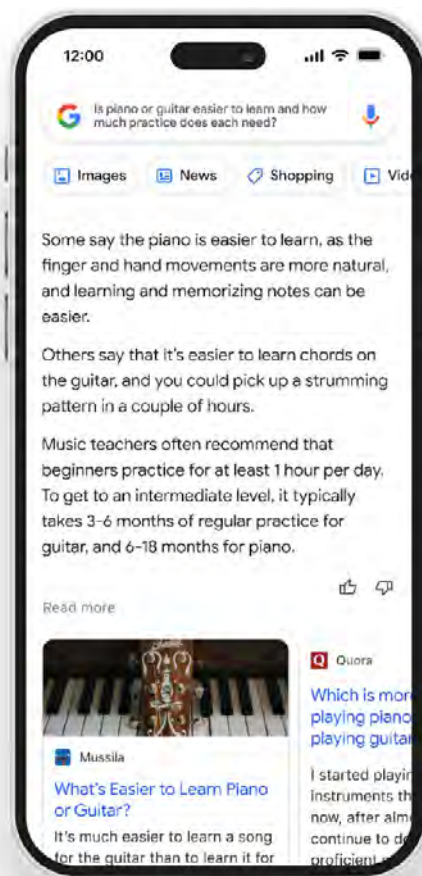
AI chat interfaces

Recently, we've seen efforts by both Google and Bing to explore a completely different interface and model for search, after OpenAI's ChatGPT burst onto the scene and dazzled users in November 2022.

Bing is ahead of Google in this regard, slowly rolling out "the new Bing," which doesn't deliver any blue links at all – instead, the AI-powered tool consolidates information from sources across the web and directly answers questions posed to it, while also citing the sources of that information.

Google rushed in with its own experiment, Bard, that has not yet been released to the public at the time of this writing, but is currently being trained by “trusted testers” within and without the company. Bard isn’t expected to become part of search, but will remain a standalone product like ChatGPT, though SERPs may eventually incorporate AI features.

Figure 5: Google’s example of what search results could look like with AI features



Source: Google blog post, February 6, 2023

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No matter how chat interfaces for search end up looking, it’s still too early for SEO platform vendors to have anticipated these developments and developed tools to help marketers cope.

No matter how chat interfaces for search end up looking, it’s still too early for SEO platform vendors to have anticipated these developments and developed tools to help marketers cope. If this interface takes hold and eventually serves as a source of traffic, however, expect a scramble as vendors add new features to their platforms.

Algorithm updates and ranking

While Google continually explores ways to improve the display of content on SERPs, its primary focus is on tweaking its algorithm – the ranking systems Google uses to decide the order in which things appear – to ensure it’s delivering SERPs that meet the user’s intent when inputting a query.

These systems do everything from divining the precise meaning of combinations of words (BERT) to understanding words and concepts (Neural matching and RankBrain) to determining whether site content is helpful and written “by people for people” rather than solely to rank well in search engines (Helpful content system). Other systems look for fresh, reliable, original content and attempt to

eliminate duplicate content and spam (SpamBrain). And Google still looks at links between sites (PageRank), which was the original concept that helped it become the dominant search engine.

In recent years, Google has periodically announced updates to these systems that introduce changes either targeted at a particular problem, like link spam, or to elevate a certain type of content (Helpful content), or just generally to make search better (Core updates). When these updates roll out, sites can see their traffic drop suddenly and dramatically. Identifying that something like this has occurred, determining when and why it happened, and suggesting how to fix the site to compensate, are central functions of search engine optimization platforms.

The foundation: create content with humans in mind

Even as the environment continues to change, stalwart SEO practices like keyword research, the creation of high-quality content, page-level analysis, backlink tracking and acquisition are still of critical importance, while share-of-voice metrics are on the rise.

While there's no real way to "optimize" for the artificial intelligence systems influencing Google's rankings, SEOs should be more confident that their content will perform well in rankings if it truly provides the information sought by the searcher. Consequently, SEOs have begun to focus more on understanding user intent and creating content that meets that need.

Enterprise SEO platforms help in this endeavor by providing marketers with data that they can use to craft their content marketing strategies and effectively compete for the highest rankings and most promising SERP features, optimizing for the features that deliver the most return on investment.

Successfully structuring data

Increasingly, Google is using structured data – code added to a site that is invisible to humans but tells the search engine exactly what is being presented – to display SERP features tailored to the particular type of content.

As the use of structured data has risen, the search giant now supports schema for at least 32 different features — everything from articles to videos, including things like how-tos, books, events, FAQs, movies and recipes.

While the use of structured data doesn't directly impact how pages will rank, it could enable larger, more dynamic display types that drive greater click-through. This means it's an important aspect of optimization and, therefore, of SEO platforms.

Technical SEO and user experience

Structured data falls into the realm of what's called technical SEO because it involves the way website content and interfaces are coded. Other considerations here include crawling issues, duplicate URL issues and canonical issues.

Page load times have also grown immensely in importance as mobile phones, with their typically narrower bandwidth, are the devices most used for performing searches (see Figure 6).

Though Google has shied away from setting a specific standard for page load times on mobile, it's made clear that it will give a boost to sites that load quickly – increasing the importance of tools that help troubleshoot the mechanics of content delivery, especially where the delivery of mobile content is concerned.

Structured data falls into the realm of what's called technical SEO because it involves the way website content and interfaces are coded.

Figure 6: Google research correlates page speed and revenue

As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Source: Google/SOASTA Research, 2017



Most digital marketers now use some form of SEO software, be it free or paid, to help analyze and improve their organic search rankings.

Mature vendor market includes product suites and point solutions

Most digital marketers now use some form of SEO software, be it free or paid, to help analyze and improve their organic search rankings. The enterprise SEO software market includes many suite-based platforms as well as point solutions that automate singular pieces of the SEO puzzle. Both types of vendors offer unique benefits based on marketing needs, budget and internal resources.

Suite-based platforms, which we are focusing on in this report, offer a “one-stop-shop” approach to SEO management, providing search marketers with multiple tools in one interface as well as enterprise-level customer service and support.

Point solutions, such as Screaming Frog or Majestic, can be used alongside these platforms or in place of a platform for search marketers needing best-of-breed agility or specific SEO task management. One category of point solutions seeing a dramatic influx of entrants is AI-enabled content generation, with companies like Jasper, Writesonic, Frase, Scalenut, CopyAI and Surfer attracting interest. These tools may provide valuable time savings for SEOs in this especially labor-intensive part of the process.

However, point solutions cannot offer the full range of services provided by an enterprise SEO tool. Instead, point solutions typically provide a deeper focus on a specific area, which makes them ripe targets for acquisition by larger platforms.

The past few years have seen significant consolidation. Most recently, Conductor acquired Searchmetrics in February 2023, with the intention of combining the European company's technology into its own over the next 18 months or so. (Terms of the deal were not disclosed.) This latest acquisition follows Conductor's February 2022 purchase of real-time technical SEO monitoring tool ContentKing. Conductor announced a \$150 million funding round in November of 2021, which helped to make these acquisitions possible.

Meanwhile, Semrush appears to be focusing on attracting new customers through education. In February 2023, it acquired Traffic Think Tank (TTT), a training platform that provides content from marketing experts, to add to its Academy offering. Prior to TTT, Semrush acquired SaaS PR tool

Prowly in September 2022, after purchasing SEO training site Backlinko in January of the same year. (The terms of the deals were not disclosed.) The two education-focused platforms help the company build its brand among marketers who have more recently begun in SEO roles, given that training appeals to people getting up to speed and gaining new skills. Another notable recent event was Semrush's initial public offering, which occurred in March 2021.

In June 2022, seoClarity acquired RankSense's technology, which it planned to use to grow its no-code SEO execution platform, ClarityAutomate.

In February 2022, BrightEdge purchased technical SEO platform Oncrawl. Oncrawl is BrightEdge's third acquisition since its founding in 2007. Most recently, it bought Trilibis in 2019.

Another long-time company in the space, Moz, was acquired by iContact, a subsidiary of J2 Global, in June 2021, which added search Moz' search marketing tools (Moz Pro, STAT) to iContact's existing brands focused on email – iContact, Campaigner, SMTP, Communicator and Kickbox.

We've also seen some activity among start-ups targeting the SEO market. In October 2022, Jasper, an AI-powered content writing platform, raised \$141 million in a Series A round led by Insight Partners. Semantic, which says it customizes its SEO software for customers' needs, attracted a pre-seed round of funding in February 2022, according to Techcrunch.



Enterprise SEO platform vendors offer numerous capabilities that range from keyword research and rank-tracking to backlink analysis and acquisition, as well as competitive intelligence and content optimization.

Enterprise SEO platform capabilities

Enterprise SEO platform vendors offer numerous capabilities that range from keyword research and rank-tracking to backlink analysis and acquisition, as well as competitive intelligence and content optimization. Most of the SEO platforms profiled in this report offer the following core capabilities:

- Keyword research and rank tracking.
- Page-level SEO analysis.
- Content optimization analysis.
- Link (also called backlink) analysis and acquisition/removal.
- Site error detection.
- Organic search traffic market share.
- Competitive analysis.
- International search results and rank tracking.
- Internal cross-linking.
- APIs for third-party data integration and management, as well as for export to other analysis tools.

Enterprise-level platforms may also provide more extensive link and site audits or proprietary analytics that include predictive scoring systems to identify potential opportunities to improve page performance or link authority. Vendors differentiate by offering more frequent or detailed data updates or content marketing features that sometimes require additional investment. These more advanced capabilities may include, but are not limited to:

- Daily or real-time site crawls.
- Features to manage adjacent fields like PPC or social media marketing.
- Search intent-based analysis, perhaps involving artificial intelligence or machine learning.
- Universal search rankings incorporating featured snippets, knowledge panels, reviews, local packs, images, top stories, video, related questions, carousels, tweets and other dynamic displays.
- Content marketing analysis and performance tools.

- On-page content quality analysis.
- Competitive intelligence and benchmarking.
- Identification of technical issues such as broken pages, slow loading pages, content duplication, excessive redirects, which can impact rankings.
- No- or low-code implementation of modifications, especially technical fixes, identified by the analytical tools.
- Cross-device attribution.

The following section discusses some of these capabilities and the key considerations involved in choosing an enterprise SEO platform.

Link analysis and acquisition

Links continue to be one of the most important external or “off-page” signals that can help content rise in search engine rankings. Most enterprise SEO platforms provide link analysis (i.e., what sites are linking to yours), link building or removal recommendations via competitive analysis and other reports that reveal opportunities for obtaining links (i.e., what sites should you solicit links from) as part of their base platforms.

Keyword research/rank analysis

Keyword research – knowing what terms people use to find your website, how your pages rank for various queries and how you should use those terms in your copy – is a pillar of effective SEO. Virtually all enterprise SEO platforms provide keyword research tools that allow marketers to discover the ways that consumers search for content and what keywords are driving traffic for competitors.

Vendors source this data differently, however. Some vendors license data from point solutions or ISPs, due to Google's restrictions on scraped data in its terms of use and the percentage of search results that are keyword “(not provided).” Other vendors develop and manage a proprietary database of keyword terms. As a result, reliable keyword data has become less of a commodity and more expensive.

It's also important to note that rank analysis has grown increasingly complex as Google has upped its use of more dynamic and visual SERPs. Marketers are no longer satisfied with a simple numeric designation of how their page ranks for a particular query; they want to know if it's displayed in a carousel, in a knowledge panel, with sitelinks – or any of the other SERP features.

One of the newest entrants to the SEO platform category, Visably, offers a different look at ranking, going so far as to look at all the content on pages that rank for a particular keyword and then categorizing those pages. With all this data, it seeks to give brands a sense of how they're coming across in search generally, even if the brand-related activity is happening on third-party sites. Other providers are also coming up with their own proprietary formulas for calculating “share of voice” or other metrics in search.

Search intent-based analysis

Google's search algorithms, often powered by artificial intelligence, are focusing less on keyword matches and more on search intent. To counter the lack of keyword data, SEO platform vendors are developing more tools that analyze search intent and predict or recommend the most relevant content that would meet the searcher's needs.

Links continue to be one of the most important external or “off-page” signals that can help content rise in search engine rankings.

Custom site crawls/audits

With content quality becoming the lynchpin for many marketers' SEO strategies, site crawls or audits are important tools offered by enterprise SEO platform vendors. Some platforms offer optimization recommendations for keywords, page structures and crawlability. They often prioritize and assign scores for such factors as HTML title tags, body tags and meta tags.

Most of the SEO platform vendors profiled in this report provide daily site crawls; some feature real-time technical data, while others offer updates on a weekly basis. Ideally, the tool should be able to crawl the entire site, not just random pages. However, some enterprise sites are so large it's unrealistic to expect a tool to crawl it in its entirety.

Content marketing and analysis

SEO and content marketing have become closely aligned, as Google has raised the content quality bar through artificial intelligence as well as its regular algorithm updates. As a result, relevant, up-to-date content has become integral to SEO success.

Many vendors have upgraded the content optimization and content marketing capabilities of their enterprise SEO platforms and expanded the tools' content marketing features. These include page management tools or APIs to monitor on-page content and errors, reports on content performance and traffic trends, influencer identification and campaign management, and real-time content recommendations.

More advanced platforms perform analysis to help improve the depth and quality of content by performing topical analysis of content and comparing it against the competition to identify potentially important gaps and make recommendations for improvement.

One emerging area in which vendors are investing is the ability to automatically and proactively suggest topics that marketers should create content about – eliminating the need to spend lots of time on analysis. Some even aid in developing the type of content that will show up in queries for target keywords, often employing artificial intelligence. We expect this type of functionality to grow as marketers begin to incorporate generative AI into their workflows.

International search tracking

International search coverage has become a critical capability, as the global economy leads more U.S.-based enterprises to conduct business online and offline in multiple countries and languages.

Virtually all enterprise SEO platforms profiled in this report offer some level of international search coverage that crosses borders, languages and alphabets. The capabilities include international keyword research, integrating global market and search volume data into the platform, as well as integrating global CPC currency data.

Mobile/local analytics

Google's search engine updates are increasingly focused on improving the mobile/local search user experience. While mobile-friendly sites are now table stakes in the SEO game, appearance in local listings has become more important in the post-COVID era, which elevated ecommerce and digital communication among local retailers and restaurants, in part to cope with the demand for buy-online-pick-up-in-store (BOPIS) and curbside delivery.

With content quality becoming the lynchpin for many marketers' SEO strategies, site crawls or audits are important tools offered by enterprise SEO platform vendors.

Technical SEO and crawling

Tools to identify technical issues that may be hindering ranking performance are important, given that many marketers rank technical SEO fixes as their number one priority. These include things like slow page load, implementation of schema markup, identification of crawling issues, the allocation of crawl budget and the flagging of duplicate URL and canonical issues.

Direct implementation of changes

While SEO platforms are still largely focused around research, analytics and suggestions for improving rankings, at least one company, seoClarity, is working to automate some of the tasks required to implement technical fixes. Contending that marketers have a large backlog of technical fixes to tackle, in part because of the challenge of bringing in development resources to handle these tasks, the company has taken a low-/no-code approach with ClarityAutomate, which it launched in 2022.

Cross-device attribution

Recognizing that SEO is just one aspect of a brand's marketing efforts, and that search traffic (especially on brand keywords) is influenced by paid media, some vendors are developing capabilities that help marketers determine what marketing initiative is driving website visits or sales. This is becoming increasingly difficult, however, as third-party cookies are no longer being supported by many companies.

With thousands, tens of thousands, and even millions of pages, sites, social conversations, images, and keywords to manage and optimize, enterprise SEO has become increasingly complicated and time-consuming.

Choosing an enterprise SEO platform

The benefits of using enterprise SEO platforms

With thousands, tens of thousands, and even millions of pages, sites, social conversations, images, and keywords to manage and optimize, enterprise SEO has become increasingly complicated and time-consuming.

Using an enterprise SEO platform can increase efficiency and productivity while reducing the time and errors involved in managing organic search campaigns.

More specifically, managing SEO through an enterprise toolset can provide the following benefits:

- **Many tools, one interface.** Enterprise SEO platforms perform many tasks in one system. A comprehensive dashboard can help your organization monitor SERP rankings and trends, how you measure up to competitors and your share of voice. The integration and prioritization of tasks, reporting and user permissions can offer substantial benefits to enterprise-level SEO operations.
- **Intent insights.** Because of the search engines' increased focus on user intent, enterprise-level SEO tool vendors are developing machine learning models that analyze user behavior and site content to help marketers answer searchers' questions. This information can inform content development strategy – a critical element given the foundational importance of quality content.
- **More efficient management of global operations.** Enterprise SEO tools have built-in diagnostics that can be invaluable on a global scale to identify site-wide issues across languages, countries or regions. These tools uncover macro and micro issues with pages, templates and infrastructure.

- **Keeping pace with the search engines.** SEO software vendors have dedicated teams and engineers to follow frequent search engine algorithm changes and their impact on the SEO reporting required by enterprises. Through education as well as software tool development, a relationship with a quality vendor can give marketers a competitive advantage.
- **Automated reporting to provide data in near real-time.** Many brands end up trying to put a lot of data in spreadsheets and updating them manually. But that doesn't provide a complete view of the data. Most enterprise SEO platforms offer highly customized reporting capabilities that are widget- and wizard-driven to make reporting faster and easier. Many also allow for the export of data to business intelligence tools or other analytics software.

Pricing/annual contracts

Licensing an enterprise SEO platform can be a significant investment, particularly for ecommerce or retail brands with hundreds of thousands of SKUs or product pages. Marketers typically spend tens of thousands of dollars each month in licensing fees. They may also pay for installation and staff training to maximize the value of the platform and its capabilities.

Virtually all enterprise SEO platforms are provided on a software-as-a-service (SaaS) basis (i.e., the vendor makes the software available online and is responsible for all maintenance and system administration). Enterprise-level pricing models vary and are often customized based on the number of users, sites, keyword rankings, link volume, international coverage and other SEO activities.

Licensing an enterprise SEO platform can be a significant investment, particularly for ecommerce or retail brands with hundreds of thousands of SKUs or product pages.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements are all critical pieces of the SEO platform decision-making process. The following section outlines four steps to help your organization begin that process and choose the SEO platform that is the right fit for your business needs and goals.

Step 1: Determine whether you need an enterprise SEO platform

Deciding whether your company needs an enterprise-level SEO platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs and resources, staffing, management support and financial resources. Use the following questions as a guideline to determine the answers.

- **Do we have the right human resources in place?** Employing people to implement and use SEO platforms is a prerequisite to success. If you have marketing staff, utilizing SEO tool sets can make them more efficient and effective.
- **Do we have C-level buy-in?** Enterprise SEO software can be a five- or six-figure investment annually. It is critical to demonstrate the value of SEO to C-level executives by running pilot test projects and agreeing to a definition of "success" in advance.
- **Do we have the right technical resources?** Successful enterprise SEO needs dedicated technical resources – human developers or no-code tools – to act on the recommendations and opportunities surfaced by the analytics and reports. With many SEOs reporting a technical backlog as the primary thing hindering their SEO success, allocating resources to this task can be the factor that determines whether an implementation is successful.

- **Who will own enterprise SEO?** Enterprise SEO is commonly placed into marketing, editorial or IT, depending on the nature of the business. Unfortunately, in large companies, it usually ends up with either whoever has the budget or whoever can best articulate the business case. In a best-case scenario, it should be both.
- **Can we invest in staff training?** It is vital to provide training to technical, design, content and marketing teams, and reinforce it on a regular basis. A successful enterprise SEO implementation will find ways to inject SEO knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent and continuous. Some tool companies include or offer training for an additional fee, so be sure to ask about this.
- **To what extent do we need to share reports with non-SEO staff?** Some tool providers focus significant development resources on simple interfaces that can be utilized by people in other organizational roles – such as writers or C-suite executives. If this is important to you, make sure you specifically look for this when evaluating possible platforms.
- **Have we established KPIs and put a system in place for tracking, measuring and reporting results?** It's important to know upfront what you want your SEO to achieve. Do you want to improve organic search rankings or the time visitors spend on your site? Is conversion – whether a product purchase or whitepaper download – your key objective? Having goals will help you decide if you're ready to put an enterprise platform to good use, as well as help you decide which tool will best meet your organizational needs.
- **How will we measure success?** Depending on your site's monetization strategy, make sure you know how you'll determine if the rollout of the platform and the successful execution of the established KPIs actually increased sales, conversions or page views.
- **Do we have realistic expectations?** Enterprise SEO efforts can take at least six months to generate tangible results. If SEO is a new initiative within the organization, cultural shifts and workflow processes will need to be implemented and refined. Setting realistic timelines and goals will help build support at all levels of the enterprise and will ensure leadership doesn't pull the plug before the SEO program has had an opportunity to deliver results.
- **Do we have an SEO culture?** Many organizations begin to invest in SEO but find that a lack of understanding of SEO across the organization cripples its progress. Broad educational programs are often required to provide consistent performance and results.

Depending on your site's monetization strategy, make sure you know how you'll determine if the rollout of the platform and the successful execution of the established KPIs actually increased sales, conversions or page views.

Step 2: Identify and contact appropriate vendors

Once you have determined that enterprise SEO software makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the SEO capabilities you currently have, those that you would like to have and those that you can't live without. This last category is critical and will help you avoid making a costly mistake. If you find that one vendor doesn't offer this "must-have" capability, it's obviously not a fit. When it comes to international data, it can be cost-prohibitive to track all your markets, so you may want to use an enterprise-level tool to track your most important market, then use simpler tools for secondary markets.
- Take your list of capabilities and then do some research. Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.

- Narrow your list to those vendors that meet your criteria. Submit your list of the SEO capabilities you've identified and set a timeframe for them to reply.
- Decide whether you need to engage in a formal RFI/RFP process. This is an individual preference, however, be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your business and its SEO needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your SEO efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step 3: Schedule a demo

Set up demos with your shortlist of vendors within a relatively short time frame after receiving the RFP responses to help make relevant comparisons. Make sure that all potential internal users are on the demo call and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?
- Is the reporting actionable?

Other questions to ask each vendor include:

- **How do you calculate search volumes?** Knowing how the system treats information types will impact how you ascribe value to certain keyword terms, make decisions about keyword and content choices and affect the ROI of your search marketing efforts. Find out from where raw data is extracted (i.e., analytics, log files, a proprietary tracking pixel).
- **Can this system track millions of searches, visits, site pages, etc.?** Knowing whether the platform is a true enterprise solution or a simple tool that may not scale for your business needs is crucial. Limits on the numbers of keyword rankings, pages or traffic tracked could impact your use of the system or significantly increase the cost.
- **Do you support international search?** There are many nuances within international SEO that can mislead even the best SEOs. Find out if the numerator in the calculation of the platform's average clicks per search or average search volume is normalized for global or local (in that market) search and whether search ranks are calculated from within the country or remotely. Does their tool make hreflang coding recommendations? Will it manage the page relationship and directional recommendations? The misapplication of international data could impact the ROI of your search marketing efforts.
- **How do you track and report on SERP features?** You will want to know if and where your site was listed on the results page. For example, did your listing appear in web results, in Top Stories, in a carousel or the video results? That location and reporting feedback helps to quantify strategic and tactical efforts, which is especially important given that these SERP features can drive substantial or more-targeted traffic.

The most effective RFPs only request relevant information and provide ample information about your business and its SEO needs.

- **Does your tool help customers understand what competitors do and derive actionable insights from that?** What are the most important features the tool has for providing competitive research? Competitive intelligence is a standard feature for virtually all enterprise SEO platforms – but the scope and cost differ between vendors. Find out what level of data is provided about your competitors and vertical industry and make sure it fits your requirements.
- **How robust and flexible are your reporting options?** Different users have different reporting needs. Find out if reports can be customized and automatically delivered to different users and types of users, and whether data can be exported in CSV format.
- **Where are the actionable reports?** Enterprise tools have dashboards and generous amounts of data but it's important to understand how (and which) reports can immediately benefit your business. A good sales team will understand your company's objectives and KPIs and will have reports ready or be able to run them in real-time. This is data that can be handed over to the appropriate teams and promptly acted upon.
- **What other meta-information does your system collect that may be made available via API?** Being able to trace search traffic data from the front of the funnel all the way to sales data in a CRM or business intelligence (BI) system will help you to more accurately calculate ROI.
- **Is there a workflow built in that allows us to coordinate the work of our marketing, content, web development and social media teams across the organization?** SEO cannot operate in a silo. A true enterprise platform should provide built-in workflow management that includes task assignment, management and monitoring of completion rates across groups.
- **What does the onboarding process entail and how long will it take?** What are the training options (i.e., is it online only or will you send people to our location to train us on-site)? Be sure to find out what onboarding and support is included in pricing and what is an add-on.
- **What kind of ongoing support and client engagement will your account team provide?** How will you gauge our use or non-use of the platform's features? One of the most common reasons a company transitions out of an enterprise platform is because they don't use it enough. How do they propose you avoid tool fatigue and checkout for your organization? A vendor should be prepared to address this issue and specifically how the tool creatively engages users and gets them back into the environment.
- **What new features are you considering?** What are the long-term roadmap and launch dates? The SEO landscape is constantly changing with new features to further leverage digital assets rapidly coming out of Google and Bing. This is especially important as AI chat interfaces emerge as a key channel for customer engagement. Find out how quickly the vendor responds to the implementation of new SERP features and begins tracking them. It's important to understand the level of innovation and the ability to add and track emerging technologies. Knowing a vendor's new feature release date schedule and its ability to stick to committed timelines is also important. This helps establish long-term trust and an expectation with the vendor that it will always be on the cutting edge of SEO.

Being able to trace search traffic data from the front of the funnel all the way to sales data in a CRM or business intelligence (BI) system will help you to more accurately calculate ROI.

Step 4: Check references, negotiate a contract

Before deciding on a vendor, take the time to speak with one or two customer references, preferably someone in a business like yours. The SEO vendor should be able to supply you with several references if you cannot identify them yourself.

Use this opportunity to ask any additional questions and find out more about any topics that weren't addressed during the demo. Make sure that the person you've been referred to is a primary user of the solution. Consider also asking some of these basic questions:

- ✓ Why did you move to an enterprise SEO platform?
- ✓ Why did you select this platform over others?
- ✓ Has this platform lived up to your expectations?
- ✓ How long did the system take to implement?
- ✓ Are you also using additional tools for crawling, page evaluations, competitive analysis, domain and link data?
- ✓ Were there any surprises that you wish you'd known about beforehand?
- ✓ What was the quality of the training resources and the onboarding process?
- ✓ Where have you seen the most success? The biggest challenges?
- ✓ Do other teams in your company use the tool? How did you get their buy-in?
- ✓ How are you measuring your own success?
- ✓ How easy was the set-up process and how long? Did the vendor help?
- ✓ How responsive is customer service?
- ✓ Has there been any downtime?
- ✓ Do you use all the resources provided? If not, which ones and why?
- ✓ What is the most useful, actionable (favorite) report the tool generates?
- ✓ What do you wish they did differently?
- ✓ Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up.

- ✓ Are there charges for custom integrations, if so, how much (and how long will the onboarding take)?
- ✓ What is the hourly charge for engineering services and is there a minimum?
- ✓ What partner organizations are available to install and integrate the tool?
- ✓ If you need to train a new hire midyear, what will that cost?
- ✓ What is the "out" clause?
- ✓ Are they open to a trial period with options to exit the contract?

Obtaining the answers upfront – and having them in writing – will ensure fewer surprises and fewer costs down the road.



Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract.

Conclusion

Organic search continues to evolve rapidly as Google and Bing explore new interfaces, such as AI chat and new SERP features, and continually tweak their ranking and display systems. At the same time, technical considerations like schema markup and user experience are growing in importance, given that they're considered key indicators of user experience. And new vendors leveraging generative AI technologies are opening up new possibilities for how, and how quickly, content can be created – though the human touch will continue to be critical.

Partnering with a company that can help marketers navigate this quickly shifting terrain can give a company an important competitive advantage. Search marketers have many choices, including many suite-based platforms – often assembled through acquisitions of point solutions – as well as smaller providers that focus specifically on a particular channel or aspect of search.

A careful self-assessment of your business needs and resources, staffing, management support and financial resources will help to ensure that your organization makes the right choice for long-term success. ■

“Partnering with a company that can help marketers navigate this quickly shifting terrain can give a company an important competitive advantage.”

VENDOR PROFILES



AgencyAnalytics
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agencyanalytics.com

Key customers

Rankings.io
OneLocal
Leadbox
ChartLocal

Key executives

Joe Kindness, Founder and
Chief Executive Officer
Blake Acheson, Founder and
Chief Technology Officer
Jacob Varghese,
Chief Marketing Officer
Jesse Smith, VP of Product

Target audience

- AgencyAnalytics' target audience is mid-sized and large marketing agencies with 25+ clients and 1M-50M+ in annual revenues.

Company overview

- Founded in 2010.
- 95 employees.
- AgencyAnalytics is privately held, bootstrapped, and profitable.
- The company considers its mission to be helping agencies scale with automated reporting.
- AgencyAnalytics integrates with more than 75 top marketing platforms, enabling agencies to monitor and report on all of their clients' channels in one seamless dashboard.
- The company's platform includes a full suite of SEO tools designed to help agencies streamline and automate.
- Based in Toronto, Ontario, AgencyAnalytics serves marketing agencies worldwide with its fully remote and global team.

Product overview

- AgencyAnalytics is a growth platform for marketing agencies to automate their client reporting quickly and easily. With AgencyAnalytics, agencies can build customizable dashboards and reports that connect their clients' data across silos. With access to 75+ marketing integrations, marketing agencies monitor campaign performance at scale and communicate with their clients.
- AgencyAnalytics has direct integrations to help monitor SEO progress and identify new growth opportunities. Users automatically pull in rankings, find and correct site issues, track organic traffic growth, and more using direct integrations with Google Analytics, Semrush, Ahrefs, Moz, Google Search Console, Bing Webmaster Tools and more.

Search intelligence and competitive research

- AgencyAnalytics' Rank Tracker tool gathers the latest search engine ranking metrics for an agency's clients in one place, providing users with a constant and up-to-date view of SEO campaigns.
- Additional detailed information is available about individual keywords, such as keyword ranking performance over time and how a client ranks against their competition.
- AgencyAnalytics' competition analyzer, Rank Tracker, helps agencies understand how their clients stack up against the competition by identifying which keywords they're ranking and how difficult they are to target.
- With 13 SEO-related integrations, AgencyAnalytics can report all of the metrics provided by these tools, including backlink tracking, keyword rankings, time spent on specific pages and more.

Technical SEO and user experience

- AgencyAnalytics' Site Audit tool allows users to identify and resolve common website issues that may impact a client's search engine rankings and user experience, like 404 errors, duplicate content, broken links, and more.
- The Site Audit tool automatically checks for more than 40 technical errors on a one-time or scheduled basis to ensure a client's website is performing well and aligning with SEO best practices.

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AgencyAnalytics
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 Toronto, ON
 Canada
agencyanalytics.com

Paid media

- AgencyAnalytics connects to 20 of the biggest PPC and paid social platforms, offering custom dashboards and automated PPC reports.
- Agencies pull all of their clients' advertising data from various sources into one centralized dashboard. Combining data from multiple PPC platforms (such as Google Ads, Amazon Ads, and Bing Ads), display ad, programmatic campaigns, and even their paid social metrics (like Facebook Ads, Twitter Ads, TikTok Ads, etc.) gives clients the full picture of their paid campaign performance.

Reporting

- AgencyAnalytics lets agencies automate client reporting by providing dozens of prebuilt report and dashboard templates that can be customized using an intuitive drag and drop report builder.
- Built-in data visualization options allow agencies to display this data using key metrics, line charts, pie charts, bar charts, and more. This allows them to track progress against their clients' goals.
- Agencies use the report scheduling feature to automatically send client reports on a daily, weekly, biweekly, monthly, quarterly or annual basis. If agencies want to do a final check before the report goes to their client, or add any additional personalizations, they can be notified before it is sent.

Page-level audit

- AgencyAnalytics' Site Audit tool helps users to identify and prioritize issues, as well as schedule website audits on a regular basis.
- They can use the Site Audit tool to select an issue, such as a 404 or a missing alt tag, and identify which pages on their website are suffering from the issue.

Collaboration and third-party integrations

- AgencyAnalytics is built around collaboration and third-party

integrations. The tools let agencies monitor client campaigns, provide seamless client communication and provide granular user access and permissions.

- Agencies can provide clients with their own login so they can access live dashboards and reports in real-time without sharing any sensitive information.
- An agency's team can be added as individual users, which allows team leaders to create tasks for each campaign, assign them to team members and track their progress. These features allow agencies to keep their teams organized and provide clients with visibility into what is being done on their behalf. Completed tasks can also be added to automated monthly reports.
- Agency Analytics connects to 75+ marketing channels to automate reporting. Integrations include: Google Analytics, Google Business Profiles, various call tracking software, SEO software (Rankings, Site Audit and Majestic), social (Facebook, Facebook Ads, Instagram, Twitter, LinkedIn, YouTube), and email marketing providers.

Pricing and support

- An annual contract is not required.
- A free trial is available.
- Subscription plans can be billed monthly or annually, and vary by plan based on agency size (ranging from 10 to 200+ clients). The Freelancer plan starts at \$12/month per client campaign (minimum of 5 campaigns), and \$18/month per campaign (minimum of 10 campaigns) for the Agency plan. An Enterprise plan is available for agencies that require more than 100 client campaigns.
- All plans offer 24/5 customer support and a dedicated account manager is included with the Enterprise plan.
- Agencies have access to an extensive help center, getting started videos and FAQs to help them get the most out of the platform.

VENDOR PROFILES



Ahrefs

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ahrefs.com

Key customers

IBM
Westpac
Wunderman Thompson
Zoom Video Communications

Key executives

Dmitry Gerasimenko,
Founder and
Chief Executive Officer
Igor Pikovets,
Chief Technology Officer
Tim Soulo, Chief Marketing
Officer and Product advisor

Target audience

Freelancers, agencies, midmarket companies and enterprises.

Company overview

- 100+ Employees.
- Founded in 2010.
- Ahrefs offers an all-in-one SEO platform that helps companies of any size grow their search traffic, analyze their competitors' digital strategies, explore content ideas, and find SEO-related issues with their websites.
- Ahrefs is headquartered in Singapore and has an office in Boston.

Product overview

Ahrefs was built to not only provide rich and accurate data across 19.8 billion keywords, 10 search engines and 243 countries but also provide easy-to-interpret visualizations and insights across the following six areas:

- Competitive analysis
- Content research
- Site audits
- Backlink research
- Rank tracking
- Web monitoring

Search intelligence and competitive research

Ahrefs' Site Explorer combines three SEO tools in one visual interface:

- Organic traffic research lets users see what keywords their competitors are ranking for and which pages bring the most search engine traffic by country.
- Backlink checker enables users to see which websites link to their competitors' sites and gauge the quality of their backlink profiles. In addition to seeing top content by backlinks, one can also track which content has the most social shares, Ahrefs index of live backlinks is updated with fresh data every 15-30 minutes. Email alerts can be created for new backlinks to clients' websites and their competitors.
- Paid traffic research helps marketers learn whether their competitors are doing paid search advertising, what their ads look like and what keywords they are bidding on.
- Rank tracker monitors a site's rankings over time and charts performance against competitors' so users can easily visualize how their SEO efforts are paying off. In addition to seeing rank progress, search traffic, and SERP features, the tool lets users find out which websites and pages are fighting for search traffic from a list of tracked keywords.
- Content Explorer helps find the most traffic and share-worthy content in any niche with contextual insights on which pages gain or lose links and traffic over time. This lets users reverse engineer a competitor's content marketing strategy by understanding their publishing and republishing frequency.
- Various backlink reports reveal where competitors are getting external backlinks from and help marketers find more information about those backlinks.

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**Ahrefs**

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ahrefs.com

AI and ML capabilities

- Ahrefs utilizes artificial intelligence and machine learning in several different areas.
 - The company has developed a search volume model that combines data from multiple sources to provide more accurate results.
 - Keyword clustering functionality groups similar keywords together.
 - An n-gram analysis reveals the common language used by top-ranking pages in a niche.

Content research, creation and distribution

- Keywords Explorer pulls relevant keyword suggestions from a database of over 19.2 billion keywords. Keyword difficulty score and advanced keyword metrics helps you decide which keywords to target for content, with data on how competitors rank for various keywords.
- Keyword Explorer will also help generate ideas and spot content opportunities by providing ideas in six different ways:
 - Phrase match: phrases that contain the target keyword.
 - Having same terms: ideas that contain all the terms in the target keyword (in any order).
 - Also rank for: keywords for which the top-ranking pages also rank for.
 - Search suggestions: queries suggested via 'autocomplete' when people are searching for your target keyword.
 - Newly discovered: search queries that were added to the company's database recently.
 - Questions: phrased as a question.

Technical SEO and user experience

- Site Audit monitors a website's on-page SEO performance, checks the website for 100+ pre-defined SEO issues related to:
 - Performance: slow pages, too-large CSS or HTML.
 - HTML tags: missing, duplicate or non-optimal length of title tags,

meta descriptions and H1 tags.

- Social tags: incomplete or missing Open Graph tags and Twitter cards.
- Content quality: low word counts, unconsolidated duplicate pages.
- Localization: all issues with Hreflang.
- Incoming links: detecting orphan pages, issues with nofollow links.
- Outgoing links: detecting links to redirects, broken pages.
- Resources: issues with images, JavaScript, CSS.
- External pages.
- Site Audit lets users create custom rules and crawl staging sites.
- Site Audit automatically groups issues by type and provides actionable recommendations on how to fix the issues that can easily be shared with others. Audits support JavaScript-powered websites and can crawl mobile versions. These can be set to run automatically daily, weekly, or monthly.
- Ahrefs also helps users clean backlink profiles from low-quality backlinks that can harm website performance in search and monitoring of outgoing links.

SERP display and structured data

Ahrefs reports rankings across 13 SERP features:

- Featured snippet
- Sitelinks
- Top stories
- Image pack
- Thumbnails
- Ads top
- Ads bottom
- Shopping results
- Knowledge card
- Knowledge panel
- Videos
- Tweet box
- People also ask

Paid media

- Ahrefs will show recent PPC keywords and ads of any website and can list who ranks on PPC ads for a particular keyword and when (starting from 2015).

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Ahrefs

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ahrefs.com

Page-level audit

- Site Explorer lets users analyze backlinks and organic rankings of individual pages. Site Audit identifies and recommends on-page SEO fixes related to H1 tags, alt text, title tags, and meta descriptions.
- Additionally, the ahrefs free SEO toolbar will help with quick on-page SEO data checks.

Third-party integrations

- Google Data Studio connector for reporting.
- An API is available for custom integrations.

Pricing and support

- No annual contract required, but discounts are given for those who commit to an annual subscription.
- The company offers five pricing plans:
 - Lite - \$99/month (\$82 with annual subscription). Fits SMBs and DIY SEOs who work with a few sites only.

- Standard - \$199/month (\$166 with annual subscription). Mostly used by SEO freelancers and SMBs who are more active in content marketing and SEO.
- Advanced - \$399/month (\$332 with annual subscription). Used by small agencies and fast-growing businesses.
- Enterprise - starting at \$999/month (\$832 with annual subscription). Intended for agencies and enterprise companies. Customized based on needs. Contact for a custom quote.
- Chat and email customer support is available at no extra charge 24 hours a day, 5 days a week. The Ahrefs Insider community consists of more than 10,000 members to bounce ideas off of and collaborate with.
- The Ahrefs platform includes educational how-tos, tutorials, and insider tips.
- Onboarding support and a dedicated account manager are available for an additional fee.

VENDOR PROFILES**Target customer**

- B2B and B2C enterprises, medium and large.

ALPS, a wholly owned subsidiary of iQuanti

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T: 201-633-2125

www.alps.ai

Key customers

Accenture
Citi
Discover
Freshworks
Guaranteed Rate
Silicon Valley Bank

Key executives

Ajay Rama, President
Yuvraj Singh, VP, Engineering
Apoorv Gadwal, Sr. Director,
Product Management
Rajnish Ranjan, Sr. Director,
Data Science

Company overview

- 600+ employees.
- Founded in 2008.
- Headquartered in Jersey City, NJ, and has additional offices in India.

Product overview

- ALPS is an enterprise SEO platform for managing SEO and content marketing programs. It is a unified platform that manages all aspects of SEO and helps align stakeholder teams to drive business outcomes.
- An AI-driven data model is at the core of ALPS, which reverse engineers Google's algorithm to provide rank and traffic insights.
- With ALPS Simulation, users can predict the performance impact of any changes in content, authority and technical parameters before making the changes live.
- ALPS provides both AI and competitor-driven content optimization recommendations.
- The ALPS platform benefits marketers through various stages of the SEO program. Use cases include:
 - **Strategy and planning:** Identifies and prioritizes opportunities to inform an SEO program's strategic roadmap by proprietary scoring and benchmarking of all domain pages as compared to the competition. Based on scores, determines both the difficulty to rank and exact area focus to improve a company's rank.
 - **Optimization:** ALPS simulates impact changes in terms of rank and traffic, prior to publication. It recalculates content scores whenever a change is made and assesses the impact on Google rank and traffic. It also generates detailed content briefs for writers within minutes to help maximize writer productivity and create optimized content with minimal effort.
 - **Auditing:** Locates action items and prioritizes opportunities across content, authority and technical aspects of pages that maintain or improve the health of an SEO program.
 - **Measurement:** Tracks the progress of an SEO and content program, as well as ROI measurement of initiatives. The system also generates AI and competitor-driven recommendations to improve content quality.

Search intelligence and competitive research

- Topical authority:
 - Creates topic-wise benchmarked authority scores to determine gaps against the competition; lets the user know which topics to target and the amount of content to create.
 - Gives users an understanding of the winners in each topic and provides detailed insights into every page's contribution in driving the competitor's authority.
- Share of voice report:
 - In addition to tracking share of voice trends, the report also provides insights into which underlying topic/category are driving traffic for competitors.
 - Reveals the demand, traffic and share of voice for different competitor domains across the entire topical landscape.
 - Finds specific keyword groups and pages capturing user demand for every competitor.

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- Finds patterns in demand and performance by analyzing data using a comprehensive set of filters across different time periods.

Content research, creation and distribution

- Keyword research:
 - Provides keyword research for a topic, specific page, or an entire website.
 - Helps SEOs make informed keyword choices by filtering primary and secondary keywords based on search volume and relevancy.
 - Automatically surfaces related keywords, pre-grouped into themes, based on how Google relates keywords.
 - Selects keyword groups based on preference, with added flexibility to add or remove any keyword of choice.
 - Enables keyword research for multiple locations and countries.
- Content brief:
 - Creates a content outline to help SEOs determine what resonates with the company's audience.
 - Minimizes research time from content idea to comprehensive brief.
 - Accumulates key insights from top-ranking pages, including insights on keywords, competitor pages, questions to answer, phrases to use, headlines, titles and meta descriptions that are highly optimized
- Content audit:
 - ALPS determines how well content is optimized across relevant themes.
 - Delivers keyword-level recommendations that help users understand which keywords are optimized, which require optimization and where new content is needed.
 - Analyses can be conducted on various attributes like business priority, search intent of keywords and search volume.
- Simulation:
 - The system can model "what-if"

scenarios, helping users determine what optimization ideas create maximum performance impact.

- Pages can be optimized for multiple keywords at once. Users can also simulate the performance impact of changes in content, authority and technical parameters.
- The software generates objective scores for every ranking factor, helping users understand what issues need to be addressed.
- The impact of content changes can be measured on all targeted keywords.

Paid media

- ALPS does not offer functionality related to paid media.

Technical SEO and user experience

- A tech audit delivers a list of all the tech issues that can adversely impact performance. All issues that affect user experience – such as content, experience, indexation, mobility and social – are categorized and prioritized based on severity.

SERP display and structured data

- ALPS offers users a view of keyword performance, allowing SEOs to find changes in rank and traffic distribution across time. The product:
 - Tracks changes in domain footprint, traffic and rank distribution for relevant categories.
 - Obtains insights via a deep-dive into rank and traffic data with filtering attributes like marketing funnel stage, branded/non-branded keywords, rank, search volume, etc.
 - Tracks rank and traffic changes across mobile and desktop.
- For any keyword, ALPS shows all the search packs that are currently shown in the SERP.

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Page-level audit

- With any page, ALPS can demonstrate what the page lacks with respect to the competition and make actionable recommendations.
- A page gap analysis feature displays the difficulty of ranking for target keywords and details gaps on the content, authority, and technical fronts compared to the top-ranking pages.

Analytics and reporting

- ALPS provides a comprehensive dashboard with a summarized view of all SEO metrics, including:
 - Rank distribution
 - Search share
 - Traffic
 - Conversion trends
- Access to the ALPS data lake and warehouse for custom reporting is also provided.

Third-party integrations

- ALPS integrates with Google Search Console. It also integrates with the following systems for data:
 - Lumar for tech data
 - Ahrefs, backlink data
 - Semrush and Google Keyword Planner – keyword research and

search volume

- ALPS supports web analytics integration from any platform through secured FTP.

Pricing and support

- Customers are required to commit to an annual contract. Prices start at \$24,000/year
- A one-week free trial and testing pre-purchase is offered where required.
- Users can access ALPS SEO Checker and Content Simulation tools free of charge on the alps.ai website.
- Basic support is provided for all customers at no cost. This covers product set-up, monthly cadence and email support. All customers also are assigned dedicated account managers.
- Premium customer support is available for additional fees. These services include business meetings to discuss program status and SEO strategy reviews/re-alignments.
- Customers can also opt for complete SEO management using ALPS. This includes strategy building, content creation, execution, and reporting with ALPS.

VENDOR PROFILES



Botify

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botify.com

Key customers

Neiman Marcus
Expedia
L'Oréal
Crate and Barrel
Condé Nast
Groupon

Key executives

Adrien Menard, Co-Founder and
Chief Executive Officer
Stan Chauvin, Co-Founder and
Co-Chief Innovation Officer
Thomas Grange, Co-Founder and
Co-Chief Innovation Officer
Robert Rothschild,
Chief Marketing Officer

Target audience

- Enterprise websites with an emphasis on ecommerce/retail, publishers/media, classifieds and travel verticals.

Company overview

- Founded in 2012.
- 300+ employees.
- Raised a total of \$82.2 million with \$55 million in Series C funding in 2021.
- Botify, a performance marketing platform for organic search, uses proprietary first-party data to protect and scale organic web traffic by surfacing insights and understanding. The company's solution uncovers opportunities to increase relevant search results, drive profitability and build better brand authority in parallel and at scale.
- Offices in New York, Seattle, London, Paris, Sydney, Tokyo and Singapore.

Product overview

- The Botify platform is comprised of three main suites to meet the size and scale of enterprise brands:
 - **Botify Analytics:** solutions for factors that affect a site's organic search results. It allows users to drill down into over 1,200 different metrics included inside Botify's Unified Data Model.
 - **Botify Intelligence:** Provides prescriptive insights to optimize opportunities to increase traffic and mitigate risk.
 - **Botify Activation:** Automates organic search optimization at scale.

Search intelligence and competitive research

- RealKeywords, from Botify Analytics, offers access to search users' behavior, including:
 - Search queries, impressions, ranking, click-through rate and volume
 - Searcher location
 - Devices
 - Trends in queries over time
 - Which keywords are trending up and down over time
- Provides competitive intelligence through an integration with Semrush that allows customers to compare their performance with their competitors.
- Ability to combine data points and reveal insights, such as the reason for poor rankings
- Crawl metrics such as inlinks, meta tags, page speed, page depth, etc. are available for competitor websites when a customer elects to crawl their competitor's websites.

AI and ML capabilities

- Botify uses AI and machine learning to prioritize the recommendations surfaced by Botify Intelligence. The ActionBoard tool calculates the estimated impact of implementing the AI-powered recommendations by ranking each as high, medium, or low priority. This allows organic search teams to better understand how implementing each recommendation could impact their crawled and active pages.



Botify

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botify.com

Content research, creation and distribution

- RealKeywords, part of the Botify Analytics suite:
 - Keyword research and rank tracking solution that bridges real user queries from the Google Search Console API with advanced technical SEO insights.
 - Automatically detects the main keyword of a page based on real user interactions with a brand's webpages. It then detects, at scale, any time this main keyword is and is not present in common SEO elements such as titles, descriptions, anchor texts, etc.
 - Reveals real searcher data to help content creators detect which keywords are trending up or down with their audience, as well as how keywords are performing by device and location over time.
- Botify has a number of content quality indicators that allow users to see their content how search engines see it (examples: duplicate content, thin content) and rapidly address any issues. All content quality indicators can be overlaid with 1000+ other metrics from the Botify platform to allow a user to see, for example, how thin content might correlate with rank position or quantity of traffic.
- Botify collects titles, descriptions and heading tags for every page that is crawled on a website, allowing for the detection of empty, short, long, and duplicate values for any of them.

Technical SEO and user experience

- Full integration of Core Web Vitals data, including historical performance and trends.
- Every error code and page load event on the website is reported.
- Integrations with analytics platforms illustrate how any site issues could be affecting the visitor experience, as evidenced by metrics like pages per visit, bounce rate, time on site, etc.

Paid media

- Organic and social visits report offers visibility into which of their pages are getting traffic from social.
- Allows users to evaluate how Google AdsBot is crawling pages, helpful for evaluating whether the right pages are being crawled for paid advertising purposes.
- RealKeywords allows paid media teams to see:
 - Which keywords are trending and may be worth bidding on.
 - Which keywords are ranking in a low organic position and may be worth paying to show up for.
 - Which keywords are ranking in a high organic position and getting lots of clicks, possibly eliminating the need to bid for that same keyword.

SERP display and structured data

- Full analysis of a website's structured data allows users to scale across all the pages on a website at one time. Reporting capabilities include (but are not limited to):
 - Pages with structured data errors
 - Pages missing structured data altogether
 - Structured data types by segment (product scheme on product pages, article schema on article pages, etc.)
 - Ability to cross-reference thousands of metrics such as visits, time on site, Google crawls, etc. with structured data types and implementations.

Page-level audit

- Collects data on each page that spans every phase of the SEO funnel – crawl, render, index, rank, and traffic/conversions. Evaluates the structure and content of websites just like a search engine.
- SiteCrawler, from Botify Analytics, crawls the site at a speed of up to 250 URLs/second (HTML) and 100 URLs/second (JavaScript), picking up every relevant data point.

VENDOR PROFILES



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- Chrome extension allows users to see each page's data while visiting it.
- LogAnalyzer, from Botify Analytics, analyzes up to 100 million search engine requests per day to see how any search engine is crawling digital assets.
- Botify Intelligence layers on prescriptive insights and automated actions. This allows users to see, for example, what optimizations will have the highest impact and which pages require immediate action.
- Botify Activation performs several different functions. SpeedWorkers automatically reduce or eliminate the impact of poor JavaScript performance on page indexing for even the largest, most complex web properties. PageWorkers help to optimize content and URLs at scale and performing organic search testing. FastIndex automates the process of generating sitemaps to direct search engines to a website's most critical content.

Third-party integrations

- EngagementAnalytics, from Botify Analytics, integrates data from analytics platforms such as Google Analytics, Adobe Analytics, and Piano for full data suite.
- Offers an API for custom integrations.

Reporting

- AlertPanel, from Botify Intelligence, is an early detection system that sends alerts when SEO issues arise.

- Custom Reports allow anything in Botify's unified data model to be displayed directly in the platform or sent to a business intelligence application via the Botify API.

Pricing and support

- Annual contract required
- No free trial. Personalized demos with real data can be offered as part of pre-purchase process.
- In-app support is available to ensure that any question about the platform is answered within a day.
- A dedicated team is available to customize the platform to the customer's needs and onboard users.
- Each account has an account manager who acts as strategic partner for the full duration of the engagement to provide support at no additional cost.
- A search data strategist and a client delivery manager are accessible for the first 90 days to help integrate and analyze data and discuss strategic initiatives.
- Professional service add-ons are available. For example, customers can outsource the definition and execution of their organic search strategy to Botify's strategic consultants.
- The Botify Certification Program allows clients to take courses and certification exams to improve their mastery of the platform.

VENDOR PROFILES

BRIGHTEDGE **Target audience**

BrightEdge

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Key customers

Marriott
Adobe
Standford Health Care
Visa
Microsoft

Key executives

Jim Yu,
Chief Executive Officer
Lem Park,
Chief Technology Officer
Krish Kumar,
Chief Operating Officer

- Digital marketers, content marketers and SEOs in global enterprise companies and mid-market SMBs across all B2B and B2C verticals including finance, retail, automotive, ecommerce, travel, hospitality, education, manufacturing, health & beauty, technology, communications, consumer products, fashion, food & beverage, insurance, legal services, marketing, media, pharma, publishing, real estate & construction and recreation.

Company overview

- 500 employees.
- Founded in 2007.
- BrightEdge previously raised a total of \$61.9 million in four venture funding rounds. Investors include: Illuminate Ventures, Insight Venture Partners, Intel Capital, Altos Partners and Battery Ventures.
- In 2019 BrightEdge acquired mobile technology developed from Trilibis which has now been transformed and integrated into the BrightEdge Autopilot solution. In 2022 BrightEdge acquired Oncrawl to create a new intelligent system of insights for search marketers by combining the best of SEO and Data Science.
- BrightEdge's all-in-one platform provides web-wide, real-time identification of new search and content opportunities alongside business intelligence, data science and automation to help customers maximize organic and online revenue.
- Headquartered in Foster City, CA, with offices in Cleveland, Chicago, Seattle, New York, London, Tokyo, and Sydney.

Product overview

- SaaS-based SEO and content performance marketing platform that leverages Business Intelligence (BI) and real-time search insights to connect consumers to experiences across all digital channels.
- BrightEdge Data Cube indexes billions of pieces of SEO, content and digital data points across the globe and by device types, including desktop and smartphones.
- BrightEdge Instant empowers marketers to utilize real-time insights to optimize content within one platform across 37,000 locations and 46 languages.
- BrightEdge Autopilot brings smart, end-to-end automation of SEO.
- BrightEdge SearchIQ, driven by an advanced combination of deep learning and machine learning, provides vertical-specific search intelligence.

Search intelligence and competitive research

- BrightEdge provides both Business Intelligence (BI) on macro trends and search intelligence in granular detail in a single platform.
 - BrightEdge Market Insights is integrated into the BrightEdge platform, offering tailored macro-market trends for effective for strategic planning and identification of prescriptive opportunities. Marketers leverage these insights to inform their overall digital strategy and gain a comprehensive understanding of audience demand.
 - BrightEdge offers a comprehensive suite of keyword intelligence tracking and measurement tools, including the BrightEdge Share of Voice for keyword groups, which accurately identifies key competitors based on their presence in search results. The platform also enables direct tracking of Facebook performance, and provides actionable recommendations to increase visibility of posts both internally and externally.

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brightedge.com

- Core Web Vitals analysis allows marketers to quickly see how up to 500 URLs will measure for Google's Core Web Vitals.
- Active Backlinks empowers marketers to monitor the backlink profile of their own website and competitors in real-time, enabling them to make informed decisions on how to enhance and expand their digital footprint for improved organic search visibility.

AI and ML capabilities

- BrightEdge has been utilizing AI and ML in its products for more than a decade. It started with the Data Cube. Since then, the company has introduced several other innovations, such as DataMind, which uses the same deep-learning best practices applied by Google in its voice and image recognition algorithms. AI is woven into the BrightEdge Platform to power search, content and digital marketing solutions.

Content research, creation and distribution

- Research on demand: Gives marketers access to real-time, on-demand data — including conversational search — which allows them to ask specific questions and discover data-driven answers. Analysis of key individual and group keyword ranking factors for content action.
- Rankings in real-time across any search engine and any device across 37,000 locations and 46 languages.
 - Analysis of video (YouTube) and image SERP rankings in real-time to allow marketers to optimize for those search types.
 - Checks rankings of pages on Amazon. Offers brand protection on Amazon.
- Page-Level Reporting: Defines gaps and opportunities of content against competitor pages that outrank it for on-page tactical optimizations. Includes social signals and offsite elements that may be influencing organic listings.

- Market Insights: Gives content insights and recommendations at macro and micro levels.

SERP display and structured data

- BrightEdge provides real-time analysis of search results, including attributes such as Knowledge Graph, images, carousels, 'people also ask,' instant results, quick answers, video, paid search listings, local, hyperlocal, and map packs.
- BrightEdge also provides a classic and blended rank view of organic performance to help marketers understand how these attributes impact traditional organic results and continuous scrolling developments.
- BrightEdge provides advanced tools for analyzing competitors use of structured data. BrightEdge Data Cube detects universal results for keywords so marketers understand how search engines utilize structured data in SERP results. BrightEdge Instant offers a real-time view of markup usage with immediate insights.

Technical SEO and user experience

- Recommendations and Page Speed Performance allows marketers to understand, at scale, desktop and mobile site speed performance while comparing and contrasting against the competition.
- BrightEdge ContentIQ identifies errors, redirects, and issues that negatively impact both SEO and user experience, website traffic, conversions, and revenue.
- BrightEdge's specialized technical log file and crawling solution addresses specific technical needs such as anomalies across site sections, specific errors, site migrations or relaunches. It preserves personally identifiable information (PII), and is data compliant.
- Scalable Page Speed Test and Core Web Vitals analysis enables users to take proactive action to optimize website performance.

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brightedge.com

- BrightEdge Autopilot helps improve user experience by automating certain aspects of an SEO program that are repetitive and difficult to scale.

Paid media

- BrightEdge keyword reporting shows marketers where paid results are also appearing on a results page and adjusts the overall visibility of organic results to account for paid presence. This helps with intent-based prioritization and targeting. Throughout multiple views, BrightEdge also assigns keyword value from a CPC perspective to help marketers understand the cost avoidance and media equivalent value of organic search.

Page-level audits

- A page-level recommendation engine also provides granular recommendations for each page on the site, including keyword usage, internal linking needs, social linking requirements, external backlink requirements, and general content format opportunities.
- BrightEdge SearchIQ identifies key factors that contribute to higher rankings and recommends improvements.

Collaboration and third-party integrations

- BrightEdge supports integrations with Facebook (Certified PMD partner), Twitter, Google Voice, Alexa, Google Analytics, Adobe Analytics, and IBM Coremetrics. Each integration pulls in site-wide, page-level metrics, and granular conversion metrics.

- Accredited Adobe and Google partner with two-way integrations and an official SAP Commerce Cloud (formerly SAP Hybris) integration partner. Adobe integrates BrightEdge into all AEM deployments for content optimization, and BrightEdge integrates with content management systems such as Adobe AEM, SiteCore, Drupal, and WordPress. BrightEdge has supported over 10,000 integrations with all major martech solutions, including bid management and all major marketing automation systems and content platforms and CRM e.g., Salesforce.

Pricing and support

- An annual contract is required; multi-year contract discounts are available.
- No free trials are available.
- Specific pricing details aren't disclosed publicly but SaaS-based pricing is based on the number of keywords and websites.
- All BrightEdge customers are assigned a Customer Support Manager who provides live insights and guidance on a bi-monthly basis.
- All customers have 24/7 access to the support team (across five continents) through email and help centers.
- BrightEdge offers best practices consulting by industry, international rollout programs, technical SEO, website optimization, content marketing strategy, ranging from strategy, analytics, technology, and operational. Specific engagements include Site Migration & Redesign Support, Technical Audit, Content Landscape Audit, Keyword Research, SEO Technical Audit – to include structured data & international.

VENDOR PROFILES**Conductor**

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Key customers

Samsung
Citigroup
Microsoft
SAP
Johns Hopkins
StockX

Key executives

Seth Besmertnik,
Chief Executive Officer
Tom Martin,
Chief Revenue Officer
Wei Zheng, Chief Product Officer
Alok Srivastava,
Chief Technology Officer

Target audience

- Conductor's target audience is enterprise organic marketing teams (inclusive of SEO, content, and web management). Conductor partners with companies across all verticals, with focus in technology, retail, finance, healthcare, travel & hospitality and manufacturing.

Company overview

- 300 employees.
- Founded in 2010.
- Acquired by WeWork in March 2018, spun out as an independent company in December 2019.
- Valued at \$525 million post-money valuation in \$150 million series A funding by Bregal Sagemount in 2021.
- Conductor acquired real-time SEO auditing and monitoring technology company ContentKing in 2022, with plans to integrate both platforms as a holistic, end-to-end SEO solution for enterprises. Conductor also acquired European-based competitor Searchmetrics at the start of 2023, increasing Conductor's customer base and market share, and helping expand reach into the European market.
- Conductor is an organic marketing technology company with a mission to empower brands to transform marketing into a force for helping people. Cross-functional teams collaborate on Conductor's platform to acquire and educate customers by creating and optimizing content that gets found online. Conductor also offers a suite of services and support, including strategy engagements, consulting projects, site migrations and enablement solutions.
- Conductor is headquartered in New York City, with offices in San Francisco, London, Buenos Aires, Kyiv, Amsterdam, Brno and Berlin.

Product overview

- Conductor combines keyword data, social engagement metrics and audience demographics to illuminate customer intent. Users can uncover new content and optimization opportunities and create customer-first content at scale, with in-platform AI-powered content recommendations and via one-click integrations to workflow management tools.
- Users can also implement on-page website optimizations in real-time, directly from the platform to any content management system (CMS). Rank tracking, change detection and content analytics capabilities let marketers track and share the performance of content and campaigns across channels.

Search intelligence and competitive research

- Keyword and competitive research in Explorer lets users uncover which topics are in-demand, displaying monthly search volume for over 20+ billion keywords, enhanced with:
 - Opportunity score.
 - Cost-per-click data.
 - Semantically related search terms.
 - Social intelligence, like social media mentions and engagement.
 - Audience demographics.
 - Regional topic demand.
 - Mapping by customer journey stage.

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conductor.com

- Explorer provides instant insight into the search audience with demographics like occupation, interests, geography and 'people also ask' results.
- Users can track organic visibility and rank position by location, device, channel, page, and category in hundreds of search engines. This includes the user's brand and competitor content on YouTube and Amazon.
- Users can also perform keyword research directly in their browser on any live content with the Conductor for Chrome browser extension, showing monthly search volume and related keywords in-line on any live content.
- Users can instantly see which of their competitors own a valuable share of the Google SERP. They can also view how their content ranks and SEO health compared to competitors to identify opportunities across locations and devices, for any product or category.
- Explorer allows for on-demand competitive intelligence. Compare domains, subdomains, or subfolders to identify competitive opportunities where their brand is not as visible as the competition.
- Content Guidance lets users uncover elements that make up the top-ranking pages for their topic including title, meta description, body copy, schema markup readability and more.
- Conductor's Content Guidance report applies natural language processing on topics users research to provide insights.
 - Stemming allows Conductor to quickly recognize common patterns across the content that ranks well for a topic.
 - The report also calculates a Health Check score (which is also found in the Conductor for Chrome browser extension) based on a proprietary model that analyzes a page's content and on-page elements, including factors like title, meta description, hreflang, links, page speed and more
- With the acquisition of ContentKing, Conductor offers fully automated and continuously running crawling -- which uses AI for throttling and prioritization of the highest-authority pages. This gives customers access to 24/7 technical SEO auditing and website monitoring.

Content research, creation, distribution

- Conductor Actions lets users create and optimize website content with customizable, in-platform content briefs.
- Content Guidance provides users with prioritized AI- recommendations for content optimizations, including insight into header tags, metadata, schema markup and more.
- Live Editor proactively notifies users of their top-priority site optimizations and allows users to make real-time changes to their live on-page content directly from the platform.
- In Marketplace, users can request on-demand services from Conductor and its trusted partners to get guidance on their content calendar or buyer's journey.
- Conductor's content analytics suite provides a comprehensive view of performance and correlates changes in traffic to website changes and SEO activity, through automatic content change detection and custom annotations to keep track of all SEO and content activities.

AI and ML capabilities

- Conductor's keyword research solution, Explorer, uses AI in the form of natural language processing, machine learning and data science. Using its 20-billion plus keyword index, Explorer delivers semantically related, conversational keywords for any topic.
- Keyword volumes are calculated from petabytes of search engine data that is processed through a machine learning algorithm and returns a computational model.
- To infer sentiment related to topics and search queries, Conductor leverages deep learning algorithms and advanced pattern recognition.

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SERP display and structured data

- Users have access to comprehensive reporting for all major Featured Snippets / Result Types such as, 'people also ask' (PAA) results, answer boxes, local packs, articles, in-depth articles, Twitter profiles, app packs, jobs, the news carousel and more, for all keywords. The tool prescribes relevant schema markup for content that is not already included.
- Conductor's custom extraction tool that identifies multiple tags — including Microdata, RDFa and JSON — gives users recommendations for optimizing schema markup. The platform also allows marketers to add schema language to websites in bulk and measure the impact of this work through analytics integrations with Google, Adobe and IBM Analytics.

Paid media

- In Conductor's content analytics suite, users can compare organic and paid traffic to your page and uncover the impact of each channel with automatic and custom annotations.
- Users can also track any web property — paid, owned, earned, competitive, or third-party — across YouTube, Amazon, social media, press, on the Google SERP and at the channel level. Also, track keywords and ranking for Amazon brand profiles and product listings on the Amazon SERP.
- Paid and organic optimizer helps optimize brands' paid and organic strategy and reveal their competitors' paid strategy. Users can receive prioritized alerts of top competitive movements.

Technical SEO and user experience

- Customers have access to real-time technical SEO auditing and website monitoring with coverage of any site

they own. Users have access to always-on proactive alerting that surfaces technical issues before search rankings are impacted. Key capabilities include:

- 24/7 technical website auditing
- Continuous site monitoring to instantly detect errors
- Customized, real-time alerts available in-app and delivered via email and Slack
- Multiple APIs and integrations with Adobe, Google Search Console, Google Analytics and more
- Crawls are fully automated and run continuously, prioritizing the highest authority pages. Speeds may be set for different windows, based on user preference. Alerts are configurable by type and trigger, including specific page properties and issues like Content, Relations (links broken, Hreflang changed), Pages, and Analytics.
- Intelligence scoring algorithm prioritizes based on criteria such as the number of internal links, link depth, traffic and change frequency. Automated throttling adjusts crawl speed based on site performance.
- Full page changelogs are available and can be filtered by active status, site segmentation, page details (title, Hreflang implementation, canonical links) and more. Users can view live performance reports that combine health, issues, change types and core web vitals in a single interface. They can also access historical data for up to 60 months with customizable views for different stakeholders.
- Conductor's Chrome Extension also offers instant page and technical auditing, including desktop and mobile page speed, sitemaps, robot.txt, canonicals, redirects and linking. With the extension, users can make real-time on-page optimizations to structured data directly from the Chrome browser. The extension also offers proprietary scoring to assess how audiences will experience the content — including desktop and mobile page speed.

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Collaboration and third-party integrations

- Conductor is available across a web application and Chrome extension.
- . Conductor also has an available API and offers SSO / SAML support.
- Assign briefs, keyword lists and tasks to team members in one click, with seamless integrations to Asana, Jira, Trello and Google.

Pricing and support

- An annual contract is required.
- A free trial is available.
- Pricing isn't disclosed publicly but the company provides quotes on custom solutions upon request.
- All Conductor customers get access to customer success services as part of their subscription. Customer success

provides onboarding, product training and support to help them be successful with the platform. During onboarding, customers complete a proprietary organic marketing assessment and work with the team to create a custom success plan. Every Conductor subscription includes monthly customer success offerings, like content briefs, optimizations and visibility reports.

- Conductor also offers professional services and consulting add-ons. Offerings include consulting projects, site migrations, strategy engagements and enablement solutions to strengthen in-house operations.
- In-platform marketplace provides direct access to a curated menu of SEO service offerings from Conductor's in-house and partner experts. This includes resources from content creation to organic performance reports.

VENDOR PROFILES

DRAGON METRICS

Dragon Metrics

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dragonmetrics.com

Key clients

Dell
Booking.com
Canva
Group M
iProspect
IPG Mediabrands

Key executives

Simon Lesser, Cofounder
and Chief Executive Officer
Richard Mabey, Cofounder

Target audience

- Enterprise marketers, digital marketing and SEO agencies as well as in-house teams.

Company overview

- Founded in 2012.
- Number of employees not disclosed.
- Dragon Metrics is a group of SEO experts passionate about building tools that help customers rank higher in organic search and automate reporting.
- The company is headquartered in Hong Kong, with offices in New York City and London.

Product overview

Dragon Metrics is an all-in-one SEO platform providing a holistic view of all aspects of organic search performance. The platform was built for global search marketers and those with a local focus, with support for eleven search engines in more than 250 country/language combinations and over 100,000 locations at the city/neighborhood level. Use cases include:

- Getting a holistic view of a site's organic performance.
- Tracking rankings.
- Tracking indexation on up to 140,000 URLs.
- Automating SEO reporting.
- Comparing performance to competitors.
- Improving Core Web Vitals.
- Finding and fixing onsite technical optimization issues.
- Monitoring search demand trends.
- Tracking backlink performance.
- Researching and prioritizing keywords and content ideas.
- Uncovering keyword cannibalization issues.

Search intelligence and competitive research

- 12 ranking reports with filtering and segmenting options provide a look at organic performance from every angle.
- Indexation Tracking provides indexation status for up to 140,000 URLs per domain, directly from Google and tracked daily automatically.
- Dynamic Tags let users create customized rules based on many dynamic ranking, keyword, or search volume metrics to automatically compare sites' performance by segment.
- Ranking Research pulls data from more than 400 million SERPs to see any site's ranking performance instantly.
- Keyword Gap reveals all keywords a site is ranking for that another one is not.
- Competitor Discovery automatically finds and tracks share of voice for the top 50 sites for each tag and search engine.
- Keyword Cannibalization Tools help uncover SERPs where multiple URLs on a site are fighting over the same keyword.
- Google Search Console integration pulls daily rankings for up to 50,000 keywords per site (does not count towards keyword quota).
- 11 backlink reports are available to see who's linking to any site and analyze the strength of their backlink profile.

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DRAGON METRICS

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dragonmetrics.com

Content research, creation and distribution

- Ranking Research pulls from a database of over 400 million SERPs to uncover keywords that are driving organic traffic to competitors.
- Keyword Ideas provides related keywords, topic ideas and questions.
- Keyword Gap Analysis reveals keywords that competitors are getting organic traffic from that the user's site does not.
- Search Demand Trends provides long-term search volume history by topic to help users stay on top of changes in searcher behavior.
- Content creation workflows help group and prioritize keywords and topics, then monitor content performance over time.

Technical SEO and user experience

- Core Web Vitals Tracking automatically monitors sites for page speed and user experience issues.
- High-level reports compare the entire site's Core Web Vitals performance by URL trended over time.
- Full Google Lighthouse reports are available for each individual page to understand and fix individual issues at the URL level.

Paid media

- Customers can track paid search and social traffic in more than nine reports that allow comparisons by source, keyword, landing page, device and more.
- Users can track their brand's content performance on the SERP regardless of which site it's on, allowing for the monitoring of performance on Yelp, YouTube, Amazon, social media profiles and more.

SERP display and structured data

- Dragon Metrics tracks more than 30 types of SERP features and rich results across three search engines, including:

- Featured Snippets
- People Also Ask
- Ads
- FAQ
- Reviews
- Knowledge Cards
- Knowledge Panel
- Knowledge Carousel
- Local (Map Pack)
- News (Top Stories)
- Images
- Video
- Sitelinks
- Mini-sitelinks
- Twitter
- AMP
- Recipes
- Shopping
- Hotels
- Flights
- Top Sights
- Interesting Finds
- Visual Stories

- Content from Featured Snippets, People Also Ask, and Related Searches is automatically extracted, tracked, and available in reports.
- The SERP Features report compares visibility of tracked sites in each rich result compared to competitors. Reports may be filtered by SERP Feature appearance.

Page-level audit

- Site Auditor crawls a site to automatically detect 70 of the most common onsite and technical optimization issues. Issues are segmented by category and prioritized by severity. Step-by-step guides and the most important contextual data help users fix the most important issues.
- Site Explorer lets customers sort and filter by over 200 URL-level data points to understand and leverage content on their site.
- URL X-Ray provides a holistic view of all relevant organic search data for a page in a single place, including page content, keyword optimization, keyword rankings, images, indexation status, internal links, backlinks, Google

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dragonmetrics.com

Search Console, and traffic from Google Analytics.

- Core Web Vitals Tracking includes a full Google Lighthouse integration to automatically monitor URLs for page speed and user experience issues.
- Advanced crawling options are available, such as JavaScript rendering, custom robots.txt or user agent strings, crawl password protected sites, include/exclude parts of site etc.

Reporting and collaboration

- Dragon Metrics Report Builder provides users with the ability to create highly-customized and automated white-labeled reports.
- More than 80 configurable reporting modules covering ranking, site audits, backlinks, content, analytics, and Google Search Console can be dragged and dropped to the reporting canvas. Options for customization include filters for all fields, choosing which elements are shown, table columns and sort orders, renaming metrics and fields, which chart type is shown, colors and more.
- Reports can be white-labeled, scheduled, and shared as mobile-ready, responsive and interactive HTML reports or PDFs.
- Intelligent templating system allows for large-scale report automation across multiple sites or clients.
- In-depth collaboration tools allow teams to work together seamlessly on reporting creation, keyword research, prioritization and more.

Third-party integrations

- Google Search Console integration for Search Performance, URL Inspection, and Indexation Tracking
- Google Analytics integration powers over 40 in-app GA reports.
- Core Web Vitals / Google Lighthouse integration.
- 13 Looker Studio (Google Data Studio) connectors available.
- Free and unlimited access to Dragon Metrics API.

Pricing and support

- No annual contract is required.
- A 30-day free trial is available pre-purchase.
- Pricing is based primarily on the number of keywords tracked, beginning at USD \$82 per month for 1,000 keywords.
- All plans at or above 10,000 keywords include unlimited user seats and websites / campaigns.
- Monthly subscriptions available, with discounts for annual and multi-year subscriptions.
- Custom plans for up to 2 million keywords are available.
- Included support consists of 24/7/365 in-app live chat support, a dedicated account manager, unlimited training and onboarding sessions, phone and email support, as well as an online knowledge base of over 400 articles and tutorials.

VENDOR PROFILES



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lumar.io

Key clients

Comcast
CNN
Motley Fool
Nestle
Tiffany & Co.
Twitch

Key executives

Craig Dunham,
Chief Executive Officer
Michal Magdziarz,
President and Co- Founder
Erin Demster,
VP, Customer Success

Target audience

- Enterprise organizations of all types with large/complex websites. Emphasis on ecommerce and retail; media and publishing; financial; automotive; technology and travel.

Company overview

- Founded in 2010.
- 98 employees.
- Raised \$19 million in a series B financing in early 2020 and then received a smaller injection of investment in the summer of 2022.
- Lumar was formerly known as Deepcrawl prior to a rebranding in September of 2022.
- Lumar aims to help businesses see their websites' technical foundations in a new light — so they can easily identify and implement the website changes that will have the most impact on their digital-driven growth.

Product overview

- Lumar's software comprises four different modules.
 - **Analyze** facilitates website technical health audits and site migrations, providing the detailed analysis teams need to identify, prioritize and fix issues that need addressing to improve site performance.
 - **Protect** handles pre-release testing, helping development teams identify issues before they hit the live site and allows for collaboration between teams to get issues resolved.
 - **Monitor** helps SEO and marketing teams keep on top of website technical health issues to spot, prioritize and fix issues.
 - **Impact** allows the team to easily track the impact of improvements, benchmark the site on an ongoing basis and keep everyone on the same page.
- The Lumar platform is powered by a proprietary crawler, which it says can crawl as fast as the customer's infrastructure allows. In tests, it has achieved up to 450 URLs/second for non-rendered pages and 350 URLs/s for rendered pages.

Search intelligence and competitive research

- Lumar provides over 250 metrics related to a site's technical health — including metrics related to the availability, indexability, uniqueness, discoverability, rankability and experience of a site's pages, which includes reports relating to links and backlinks.
- The Lumar platform connects to Google or Adobe Analytics and Google Search Console to bring in additional information on inclusion in SERPs, bounce rates, etc.
- Lumar also connects to business intelligence tools including Google's Looker Studio and Tableau, to enable users to merge more detailed content data with Lumar's website technical health data.
- Lumar Monitor provides a high-level overview of specific metrics across multiple domains, geographies or important sections of a large, complex site, and provides customizable alerts to allow users to be notified when specific thresholds are breached.
- Lumar Protect provides automated pre-release testing on specific issues, which can also include user experience metrics — preventing errors being published to the live site.



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AI and ML capabilities

- Lumar's Monitor and Protect apps both use previous data to automatically update, or suggest new, alert thresholds. The purpose is to remove manual administration and ensure alerts stay relevant and useful rather than simply becoming noise. The company says it's investigating other ways it can use artificial intelligence and machine learning to improve processes and remove manual administration.

Content research, creation and distribution

- Lumar's website intelligence platform identifies technical issues with page content in the Rankability section, pointing to issues relating to titles, descriptions, thin pages, H1 tags, and content, word and link mismatches. (The platform is focused on website technical health, and therefore does not include data related to specific content suggestions.)

Technical SEO and user experience

- Lumar's traffic funnel and health scores include a specific section on Experience, which displays metrics for Core Web Vitals, engagement, user experience, security and external linking.
- The Availability category gives a detailed analysis of error codes from across the entire site.
- Integration with analytics platforms also allows additional data to be brought into the Lumar platform, such as bounce rates, time on page, etc.

SERP display and structured data

- Lumar's Rankability category includes a number of reports to identify pages that have, or are missing, structured data, and where issues exist. These reports include structured data relating to breadcrumbs, Q&A, news articles, product pages, events, FAQs, recipes and video objects.

- Lumar's website intelligence has specific reports relating to Page Content and Structured Data issues which can impact whether content is presented in rich results.

Reporting and collaboration

- Lumar provides extensive analytics and reporting on the foundational technical health of a site. Reports are broken down into specific categories (availability, indexability, uniqueness, discoverability, rankability and experience), which form stages of the company's traffic funnel and our health scores. These features are aimed at providing an easy-to-understand overview of a site's technical health, which can be used to simplify reporting to key stakeholders.
- Lumar Impact also provides the traffic funnel and health score views in a separate app, allowing digital marketing, product management, web ops and other teams identify and track progress of website technical health issues.
- Each category and subcategory within Lumar has its own dashboard, providing graphs and other visualizations, to help make sense of the data. Lumar also includes extensive trend tracking, to let users quickly spot spikes and identify trends.
- Task Manager helps teams increase productivity by scheduling and assigning tasks based on real report data, and automatically alerting relevant stakeholders to critical improvements via email, Slack or Teams. This allows teams to focus on high priority tasks, track progress on the most pressing tasks with trend charts populated from regular crawls and reduce time to fix.
- Lumar can also be integrated with external ticketing tools such as Jira, to automatically create tickets from tasks created in the Lumar platform.
- Lumar Protect also improves collaboration between SEO and development teams, helping align teams on best practices for optimization, and preventing pages with issues being published to the live site.

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Third-party integrations

- Analytics Data: Google Analytics, Adobe Analytics and Google Search Console.
- Log files: Logz.io and Splunk.
- BI tools: Direct connector to Looker Studio. Connection to Tableau, Power BI, Azure, Tealium, Apache Zeppelin, Data Iku, Pandas, Jupyter, Python and others via Google Big Query.
- CI/CD pipelines: GitHub, Jenkins, CircleCI, Azure DevOps and more.
- Alert integrations: Email, Slack and Teams.
- Lumar also integrates with many other tools via Zapier, including Jira, Trello, Asana and many others. The company also offers a GraphQL API to facilitate the creation of custom integrations.

Pricing and support

- An annual contract is required.
- No free trial is available.
- Lumar doesn't publicly publish pricing but provides quotes based on the

specific requirements of the prospect.

- Support levels are dependent on the package chosen by the prospect, but generally include:
 - Technical support: Provide technical back up to ensure integrations are running smoothly and helping investigate questions about data;
 - Customer success: Included in most packages, the customer success manager is the overall relationship manager and first port of call for actionable insights. They also provide training and a comprehensive list of use cases. They also ensure clients have a clearly defined plan for getting value from the partnership, and work with the client on delivering.
- Professional services: Customers can access professional services for strategic help with developing crawl strategies, deciding on issue prioritization and developing plans to resolve issues.

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MOZ

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Key customers

iProspect
VMLY&R
Hive Digital
DashThis
Obility

Key executives

Tammy Berentson Laspalakakis,
Chief Revenue Officer, Moz
Willow Mack, SVP, People Ops,
Business Transformation and
Enterprise Solutions
Andrea Harrison,
VP Product and Engineering
Michael Pepe,
President and GM, Moz Group

Target customer

- Agencies and mid-sized and enterprise companies with in-house marketing and SEO teams.

Company overview

- Founded in 2004 as SEOMoz.
- 120 employees.
- Acquired STAT Search Analytics in October 2018.
- Headquartered in New York, NY with an office in Vancouver, Canada.
- Part of the Moz Group with the acquisition by Ziff Davis in 2021. Ziff Davis (NASDAQ: ZD) is a vertically focused digital media and internet company whose portfolio includes leading brands in technology, entertainment, shopping, health, cybersecurity and martech.

Product overview

- Moz Pro is an all-in-one SEO analytics and research platform for professional SEOs and marketers providing insights, tools for competitive analysis and actionable recommendations powered by robust link and keyword data. Link data is also available via the Moz Links API.
- Reporting templates, which include drag-and-drop modules, include: competitive analysis overview, full competitive analysis, campaign overview, link analysis, rankings analysis, ranking opportunities, full site audit, quick site audit and search visibility.

Content research, creation and distribution

- On-Page Optimization:
 - Leverages semantic-related phrases in Content Suggestions to help broaden a site's reach through topics related to target keywords – powered by natural language processing (NLP) and graph models. With this technology, Moz's system can take a keyword like "Brittney Griner" and recommend "female professional basketball player."
 - Evaluates performance of on-page SEO with Page Optimization Score and a list of factors that are impacting page scores.
 - Provides recommendations of relevant page content to accelerate ranking potential of a site.
- Keyword Explorer:
 - Database and suggestion engine includes 1.25+ billion quality-vetted English keywords and more than 180 million SERPs updated every other week.
 - Includes AI keyword feature that groups related keywords based on the preference of close, moderate or broad similarities.
 - Enables users to prioritize keywords using a scoring system that combines: Monthly Search Volume, Keyword Difficulty and Organic Click Through Rate to understand how likely an organic ranking is to be seen based on the SERP features on the page, how difficult it will be to compete for rankings and how often it will be searched for.
 - Finds gaps and opportunities by reviewing current ranking keywords of a domain, subdomain, or page, against the top-ranking keywords of competing sites.
 - Keyword Lists enables importing of existing keyword lists, provides prioritization tools and metrics, and CSV export functionality.
 - Accepts a custom score of 1 to 10 to designate the importance of a particular keyword.

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- Distills millions of keywords into related keyword suggestions to be grouped and sorted by similarities, long-tail options, or in question format, to help marketers find competitive options and insight for fresh and relevant content.

Search intelligence

- Link Explorer and Moz Links API:
 - Index includes 8 trillion pages, 718 million root domains, 43 trillion links. Analyzes discovered and lost links, full inbound link profiles, anchor text; finds broken links. Proprietary Link Metrics with historical views
- Domain Authority:
 - This proprietary metric predicts the likelihood that one domain will outrank another based on link factors, using machine learning.
- Page Authority:
 - Uses machine learning to predict how well a specific page will rank in search based on link factors.
- Linking Root Domains:
 - Provides a complete site link profile and allows comparison with up to five other domains.
- Top Pages Report:
 - Surfaces the pages on a site with the most backlinks, providing insight for marketers to understand what type of page content attracts links and the most valuable building blocks for internal linking.
- Link Intersect:
 - Exposes competitive link opportunities by showing which domains and pages link to certain sites and not others, and which pages they link to.
- Link Tracking Lists:
 - Provides marketers with tracking and reporting of link prospecting activities by aggregating link prospects into lists by link targets – keeps track of when target domains are linking to a site, when and how, complete with note-taking functionality.

- MozBar – SEO Toolbar Chrome Extension:

- Quick and meaningful insights on any page or SERP including SEO metrics at a glance such as Domain Authority and Keyword Difficulty.
- Custom searches by search engine, country, region or city.
- Analyze Page overlay exposes page elements.
- On-page optimization insights help for building out link-worthy content.
- Previews for validation of authorship, schema.org, and other markups inside the browser.
- Detailed page-level analysis, including linking root domains and subdomain links.

Competitive research

- Campaigns:
 - Tracks and compares Search Visibility, presence in SERP features, and keyword rankings against competitors by URL: domain, subdomain, page, or path.
 - Tracks and compares link profiles across a site and its competitors.
 - Keyword labels allow for performance comparison between different keyword groups, clusters, or categories.
 - Compares mobile vs. desktop rankings.
 - Streamlines workflows with real-time actionable tips and insights across all tracked data.
- Keyword Explorer:
 - Compares keywords that rank for certain sites and not others to ID opportunities for competitive content optimization and rank tracking.
- Link Explorer:
 - Provides top ranking pages for any site for quick comparison.
 - Compares link profile metrics across up to 5 sites at a time: domain, subdomain, or exact page.
 - Shows which links are pointing to sites other than a target site to reveal link building opportunities.

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- Competitive research tools:
 - Identifies true SERP competitors based on fresh SERP data.
 - Compares a domain against competing sites to identify gaps in keyword and content strategies.
 - Finds quick win opportunities to optimize keyword strategies.

User experience

- Site audits:
 - Weekly, automatic full site crawls with instant recrawl capability up to 5,000,000 pages.
 - On-demand site crawl checks the health of any site up to 3,000 pages.
 - Site health monitoring crawls large sites weekly to ensure search engines are indexing web pages correctly.
 - Provides error reports categorized by impact and effort to fix.
 - Alerts are triggered and sent automatically when new issues are detected.
 - Downloadable site audit reports available detailing critical issues and recommended fixes.
- Performance metrics:
 - Automatically tracks Google's Core Web Vitals metrics that form part of their ranking algorithm.
 - Prioritizes pages that matter the most.
 - Compares mobile to desktop performance instantly.
 - Reports on Core Web Vitals over time with three-month lookbacks and custom reports.

SERP display

- SERP Features and Rank Tracking:
 - Tracks Featured Snippets in position 1.
 - Tracks search presence against competitors across 16 SERP features, including Featured Snippets, Answer Boxes, Local Packs.
 - Tracks and monitors search engine rankings and organic search traffic over time to prove SEO efforts are working.

- Tracks and compares keyword rankings by search engine across 170+ International Google search engines; Bing and Yahoo; Google Mobile and Desktop.

Page-level audit

- Site Crawl Reports provide the total pages crawled and page-level details including: page title, status code, page speed, Page Authority, word count, referring URL, crawl directives, and any crawl issues associated with the page.
- Page Optimization surfaces factors that could be hindering a page's ability to rank for a specific keyword, including analysis of the meta description and optimal placement within key locations of the page.

Pricing and support

- Enterprise-level plans:
 - Annual contracts are standard, but not required; multi-year contract discounts are available.
 - Enterprise-level plans and services are available for customization.
 - Includes a dedicated account manager and personalized onboarding.
 - Custom integrations and databases are available upon request (for a fee).
 - Additional training available (for a fee) on request.
- Self-serve plans:
 - Self-service plans are available on a monthly basis, from \$99 to \$999/month (does not include customization options, personalized onboarding, or account management).
 - Free trial available.
 - Free Community account available with limited access to self-serve tools.
- Access data through Moz Link API for custom solutions:
 - Free plan available with limited access
 - Pricing for API ranges from \$250/month to \$10,000/month, based on the volume of data required.
 - Please contact the company for Enterprise pricing.

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Quattr

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quattr.com

Key customers

McAfee
Coursera
Pinterest
Housing.com
Kiteworks
Telesign

Key executives

Anurag Singhal, Founder and
Chief Executive Officer

Chris Smith, Sr., Director of Sales

Snehal Desai,
Head of Engineering

Target audience

- Quattr works with businesses across all verticals and industries, including both B2B and B2C companies. Customers range from upstarts with \$10M+ in annual revenues to enterprises with \$10B+ in annual revenues.

Company overview

- Founded in 2019.
- 35 employees.
- Quattr is a venture-backed company that has raised over \$7M in venture financing.
- The company focuses on transforming website optimization with AI, delivering higher traffic and engagement for organizations of all sizes.

Product overview

- Quattr is a growth optimization platform focused on driving higher SEO and SEM traffic, engagement, and leads.
- Quattr brings together a brand's website data in one place and assesses its digital presence in real-time.
- The company then uses AI and proprietary models to make content, experience and discoverability recommendations, providing real-time guidance to capture previously missed opportunities.

Search intelligence and competitive research

- Quattr's search intelligence starts with its deep learning-based query understanding engine that can understand search intent for queries in all global languages. The company says its content understanding technology goes deeper than simple SERP metrics tracking by performing a search engine-like evaluation of the URLs identified as competing pages for a given search intent and geography.
- Quattr helps users answer questions about the following areas:
 - Ranking factors: The tool can detail how a company's landing page compares with competing pages across top ranking factors. It also provides guidance on where to focus improvement efforts. Quattr crawls top competing pages and compares them across numerous ranking factors calculated and aggregated into categories like semantic relevance, content quality, technical SEO factors, accessibility, etc. That means hours of computation for select customer and competitor URLs to apply various machine learning models to every aspect of a page that can influence rankings.
 - Keyword opportunity: The tool helps users identify the top ten keyword clusters (search intents) a landing page should be optimized for.
 - Keyword relevance: Helps users determine whether their landing page is the most targeted for the top ten keyword clusters. If not, the tool provides guidance on what edits will improve its ranking.
 - Internal linking: Shows users how to link to other semantically relevant and valuable pages on their website.
 - Comprehensive traffic metrics and rank or market share: Determines what a brand's presence is in Google overall or by each intent, country, language and device. Quattr ingests all client keyword-level performance data from Google Search Console, Google Ads, and Google Analytics and applies query understanding to this data at scale to discover trends for search behaviors and related performance changes. It layers this search performance data with proprietary market share metrics data like SERP rankings, market share and third-party data on missing keywords and search intents.

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- Organic social data: Quattr allows organic search performance to be compared with organic social channels across various metrics and options.

Content research, creation and distribution

- Quattr provides brands complete competitive research via its functionality to determine market share. The platform identifies the specific URLs competing for a given keyword. Then, Quattr deploys content relevancy and quality algorithms across a brand's content and that of its competitors to see where the gaps exist.
- The system walks users through guided workflows to close gaps and improve content.
- The company's reporting also helps customers identify which keyword clusters (search intents) a page should be optimized for across thousands of potential keywords.
- Additionally, it provides guidance on important topics that may be missing on a landing page and preventing it from ranking for the target keyword cluster(s).
- Quattr also helps users compare their current content to those of other top-performing pages and suggests ways to improve and close the gap.

SERP display and structured data

- Quattr reports on features in Google search results and includes items like Featured Snippets, Reviews, Videos, Images results, and other anomalies detected when compared against a traditional search engine results list. This is available in dashboards and calculated on a daily basis.
- All search results-related metrics can be filtered or drilled down by customizable search intents, a taxonomy of content (e.g., Listing Pages or Listing Pages - Men's Shoes), countries, languages, non-brand flag, etc.
- One of the dimensions Quattr scores

against is the presence and complexity of structured data. For example, if a client site has no structured data on a given URL, Quattr will identify if the competing URLs in search have structured data and what type so users can understand and close the competitive gap.

Technical SEO and user experience

- Quattr considers experience and technical performance to be important parts of its overall platform optimization strategy. The company's systems perform Lighthouse audits at scale across an entire website, aggregating issues at the issue-level instead of URL by URL. This gives brands a prioritized list of issues that can be looked at from the perspective of the site as a whole.
- Quattr's platform also helps prioritize these issues by using Google Search Console metrics, combining the scope of the user experience with the scale of traffic impact.

Paid media

- Quattr pulls in all keyword data, including keywords from paid search, via an API integration with Google Ads. This allows brands to have a unified classification hierarchy for their keywords rather than separating paid and organic into their own silos.
- Quattr joins the Google Ads keyword data to Google Search Console so that brands can report on these metrics together.
- Furthermore, Quattr's keyword clustering at the page level and user interface to view these clusters allows brands to connect keyword conversions from paid to organic. Brands can then choose to optimize their SEO with the data-driven conversions from paid as a data input source.
- These unified reports also allow marketers to view Google Ad Relevance (Quality Score) data that helps them optimize paid landing pages to convert better.

VENDOR PROFILES**Quattr**832 Loma Verde Ave
Palo Alto, CA 94303quattr.com**Page-level audit**

- Quattr's page-level analysis includes scraping and analyzing for keyword relevance and structured data. This manifests in the page-level optimization workflow where brands can see their URLs against the specific URLs competing in search.
- Quattr processes data at the page level first to create a stacked rank list of the most critical landing pages to optimize.
- When users look at the data for a specific landing page, Quattr displays a Ranking Factors view to explain the type of optimization needed, either technical or content-focused. Each ranking factor score is linked to a detailed review and improvement workflow guided by AI. For example, when entering the content audit at the page level, all of the keywords are clustered at these micro-levels with various scorings to give the user an understanding of the most important optimization areas of that page and the baseline level relevancy the site has for a given keyword cluster.
- The user can then select one of the "weaker" keyword clusters and view a competitive breakdown of all the landing pages competitive for that cluster with on-page elements scored individual (metadata, headings, body, alt text, anchor text, structured data). Now that the user knows which cluster is important, they can see which component of the page is weakest.
- The platform then surfaces a workflow to update these components that includes keyword research data.

Reporting

- Part of the Quattr platform sits on an instance of Google's business intelligence and big data platform, Looker. This enables marketers to extract whatever information they need from their data.
- For more regular reporting, the platform includes automated weekly and monthly email reports that break down all analytics on the site and provide information on the main priorities to be

done across the technical and content workstreams.

- The main core of the product is loosely based on the Google Search Console user interface, except it includes more filtering and drill-down options as well as various visualizations.

Collaboration and third-party integrations

- The Quattr platform includes multiple workflows for tackling site issues — both technical and content-related. Each can be connected to Slack and Jira, with each task having its own shareable URL to facilitate discussions about that work. Users can share links via Slack or create a new Jira ticket directly from Quattr.
- Quattr's data integration layer is powered by an ELT platform that offers 200+ connectors. This allows Quattr to extend its own SEO data lake with customer-specific data integrations.
- Quattr's cloud and API-based architecture enables customers to easily extend the platform's functionality. Sharing is supported from the warehouse database level to REST APIs.
- Additionally, the platform is built upon Looker to extend the reporting and analytics capabilities and offer a data science workbench to more advanced customers.

Pricing and support

- Annual contracts are required.
- Free trials are available.
- Pricing ranges widely from tens of thousands of dollars a year to several hundred thousand per year. The price is based on the type of website (B2B, B2C, ecommerce), average monthly clicks from Google search and the number of domains included in the scope. Pricing is fixed for the duration of the annual contract.
- Quattr is mostly a turnkey solution that involves customers giving Quattr access to different data sources as a part of onboarding. The process is simple and well documented. If customers need

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support, Quattr provides full integration support for no extra charge. Quattr conducts weekly onboarding meetings throughout the initial onboarding period, which can last 2 to 4 weeks, and then shifts to biweekly meetings during the rest of the engagement. Support is

provided by Quattr's Concierge team of SEO and web experts who share their platform knowledge and industry experience.

VENDOR PROFILES

searchmetrics

now a part of  conductor

Searchmetrics

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Germany

Conductor, NYC HQ

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searchmetrics.com

Key customers

eBay
Zendesk
Siemens
Lenovo
National Football League
McKinsey & Company

Key executives

Matthew Colebourne, Chief
Executive Officer, Searchmetrics
Seth Besmertnik, Chief Executive
Officer, Conductor
Tom Martin, Chief Revenue
Officer, Conductor

Target audience

- Digital marketers, SEO professionals, content marketers and e-commerce professionals at large enterprises. The company serves all verticals, especially retail, publishers, brands and financial services.

Company overview

- 204 employees.
- Searchmetrics was acquired by Conductor, a leading enterprise SEO platform, in 2023. Founded in 2005 and based in Berlin, Searchmetrics had built a reputation as a global provider of data, software platforms and expertise.
- As Conductor integrates the acquisition, Searchmetrics' SEO data assets and global expertise, along with ContentKing's proprietary real-time auditing and monitoring technology, will sit within Conductor's connected product ecosystem. The aim is to empower team collaboration, streamline workflows and demonstrate organic marketing as an enduring investment for enterprises to grow digital revenue.

Product overview

- Searchmetrics solutions are custom-built for each client across data, software and consulting services, based on their unique goals and needs.
- Most often, enterprises turn to Searchmetrics to help them:
 - Understand their audiences.
 - Predict market demand.
 - Attract the right visitors to their site.
 - Convert those visitors to customers.
 - Report ROI across the organization.
- The company's offerings include:
 - Software products: The Searchmetrics Suite helps marketing teams understand the search landscape globally, create content that attracts the right audiences and converts them to customers. They can also audit and improve their sites and report on their progress.
 - Searchmetrics insights are custom in-depth reports that help clients pinpoint trends in market demand, size markets, and decide what to promote when.
 - SEO Advisory Programs, which include strategic consulting, execution, site relaunch plans, and more. They act both as external consultants and as in-house experts, ensuring that different departments work together for success in organic search.
 - Data products: These flexible solutions allow clients to predict market demand, track performance and integrate data from search across the enterprise.
- In the future, Conductor plans to release a fully integrated platform that will build upon the best of both products.

Search intelligence and competitive research

- Searchmetrics aims to help customers move beyond search volume and truly understand digital demand, performance and competitors.
- The Searchmetrics Suite allows users to:
 - Analyze what people are truly looking for (transactional, informational, or navigational terms).
 - Identify opportunities to gain market share.
 - Track performance against priority keywords.
 - Understand deeper performance via a proprietary metric called 'Organic Visibility'

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Conductor, NYC HQ

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searchmetrics.com

- Compare performance to every competitor.
- Searchmetrics also offers standard SEO software features, including keyword rank tracking, topic explorer, PPC data, backlink monitoring, technical analysis and alerts, search trends over time, differences across mobile and desktop, etc.

SERP display and structured data

- Searchmetrics provides data on the key Google SERP features that are most commonly shown based on domain or country selected (for both desktop and mobile). This includes information on which SERP features normally appear for a particular keyword and which search features are associated with content. Desktop and mobile trend data are available on features including:
 - Related Questions
 - Videos
 - AMP
 - Knowledge Panel
 - Site Links
 - Images
 - Maps
 - Product Listing Ads
 - News
 - Twitter
 - Ads (top)
 - Ads (bottom)
 - Direct Answer
 - Featured Snippets
 - Mobile Apps
 - Recipes
 - Carousel
 - Google Destinations
 - Google Music
 - Hotel 3-pack
 - Google Jobs
 - Hotels
 - Science Articles
 - Flights
 - Events 3-packs
- Searchmetrics feature tracking and trend capabilities are updated as Google adds new SERP features.
- The company's Research Cloud Keyword Discovery feature shows some structured data common to

ranking results for individual keywords. For instance, while doing keyword research in Research Cloud, users will find keyword volume, traffic potential and CPC data and also information about the types of snippets shown for that keyword such as Site Links, Video, Answer Box, Related Questions in addition to revealing other SERP features for those keywords, such as Product Listing Ads (PLAs), News Box Integration, Knowledge Graph Integration, Google Maps and Images.

Technical SEO and user experience

The Searchmetrics Suite helps clients improve user experience by tracking site performance across key metrics.

- Crawls and evaluates the technical performance of websites or specific pages, including pages rendered with JavaScript.
- Identifies site changes or site errors that will have the most immediate impact and improve visitors' experiences.
- Evaluates the areas of a site that are crawled and indexed.
- Identifies server errors, canonical tags, no index/index pages.
- Conducts ad hoc or scheduled crawls.
- Compares results of crawls to identify long-term changes and trends.
- Lists all the issues that might impact a website's search performance with clear recommendations how to fix them.
- Identifies and focuses on optimizing essential areas with high traffic potential.
- Takes precise action by combining insights for page speed, website architecture, internal linking and content with URL ranking data to effectively enhance on-page performance and increase the user experience on a website.

Paid media

- The Searchmetrics Suite provides information about paid search such as:
 - Potential traffic from each paid keyword.

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- Estimates on the value of organic traffic based on CPC data.
- Estimates of the average spend a competitor would use to rank for that keyword.
- Paid keyword count.
- Paid spread.
- The Visibility (proprietary metric) of paid campaigns on desktop and mobile.
- Top 100 paid competitors.
- Average paid keyword count for top 10 competitors..

Collaboration and third-party integration

- Searchmetrics API enables enterprises to connect the dots from SERP to sale by adding search data directly into their BI and data warehouse applications.

Pricing and support

- Usually, Searchmetrics' solutions are used by marketing teams and not individuals. The pricing is structured with that in mind and includes:

- Unlimited users, projects, dashboards and reports, and research.
- A dedicated client success manager
- Comprehensive online SEO training courses and Help Center articles and videos.
- Pricing is customized depending on factors such as:
 - Size of markets a company wants to analyze and optimize (Search Experience)
 - Amount of Content a company creates (Content Experience)
 - Number of URLs that needs to be crawled (Site Experience)
 - Scale of Data Exports and Integrations (API)
 - Scope of additional Search-, Content-, Data Analytics Consulting (Digital Strategies Group)
- The average solution for enterprises can be around \$5,000 per month with international enterprises usually paying more than \$10,000 per month.

VENDOR PROFILES



SEMRUSH

Semrush, Inc.

800 Boylston St, Ste 2475

Boston, MA 02199

T: 800 815-9959

semrush.com

Key customers

Tesla

Quora

Vodafone

Walmart

Forbes

P&G

Key executives

Oleg Shchegolev,
Chief Executive Officer
and Co-founder

Eugene Levin,
President

Vitalii Obishchenko,
Chief Operating Officer

Andrew Warden,
Chief Marketing Officer

Target audience

- Digital marketing specialists working for in-house teams of mid-size and enterprise companies and marketing agencies.

Company overview

- Founded in August 2008.
- 1000-plus employees.
- Semrush went public on the New York Stock Exchange in March 2021 under the ticker symbol "SEMR."
- Headquartered in Boston, MA and has offices in Philadelphia, Treviso, Austin, Dallas, Amsterdam, Barcelona, Belgrade, Berlin, Limassol, Prague, Warsaw and Yerevan.

Product overview

- Solutions for competitive analysis, keyword research, link building, on-page and technical SEO, rank tracking, content marketing, digital PR, advertising and social media.
- Semrush's toolkit lets users establish and improve online visibility.
- More than 50 products, tools and add-ons within the platform.

Search intelligence and competitive research

- *Organic Research* uncovers top organic search competitors and their most effective keywords, providing information on available SERP features for target phrases.
- *Keyword Gap* and *Backlink Gap* tools allow the comparison of up to five domains to identify organic, paid, and Google Shopping keywords and backlink opportunities. These tools can also uncover keywords and backlinks opportunities from competitors' profiles.
- *Keyword Overview* gives a full set of metrics on any keyword.
- *Keyword Magic Tool* offers access to an extended database with more than 24.3 billion keywords, displaying in real time keyword metrics and information about SERP features. Includes a question based phrase filter (30+ languages) for voice search optimization.
- *Keyword Intent* feature allows users to see any keyword's intent value when researching keywords or domains in Semrush's database.
- *Organic Traffic Insights* combines data from Google Analytics and Google Search Console with Semrush's proprietary data to uncover "not provided" keywords and evaluate performance by device (desktop, mobile, tablet) and geo-location.
- *Backlink Analytics* shows any domain's backlink profile, and Bulk Analysis helps prospecting link building opportunities with analysis of backlinks between 200 unique URLs and domains.
- *Backlink Audit* provides workflow for reviewing a website's backlink profile by checking links for toxicity. Integration with Google Search Console, Google Analytics, and Majestic. The tool also enables link removal outreach/disavowing.
- *Link Building* lets users use Semrush data to identify new link building opportunities and manage outreach campaigns within the tool.
- *Position Tracking* tracks a website's search performance for a custom set of keywords in Google and Baidu in multiple locations and on different devices. Reports on Featured Snippets rankings for relevant keywords. Locations can be targeted by ZIP code with 98,000+ locations available for tracking.
- *Listing Management* tool makes it easy to distribute business data automatically to the most authoritative directories (80+ for the U.S., 40+ for other countries) and even make it voice search ready with automatic distribution of the information to Amazon Alexa, Apple, Bing, and Google.

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semrush.com

- *Semrush Sensor* tracks the volatility of Google and Baidu SERPs to identify potential algorithm updates.
- *Domain Overview* shows any domain's paid and organic search engine presence for global and mobile (Google) databases, covering data for 130 countries as well as giving insights on the global level.
- *Organic Research* finds top organic search competitors and their most effective keywords, with information on available SERP features for target phrases.
- *Trends* lets users conduct market analysis.
- *Traffic Analytics* lets users reverse engineer their competitors' online marketing strategies by analyzing their traffic, traffic sources, top pages, audience overlap, and key user engagement metrics on desktop and mobile.
- *Market Explorer* shows competitors' main traffic channels, market size, and audience demographics, among other insights.
- *Social Tracker* tracks the social media accounts of competitors on Twitter, Facebook, Instagram, YouTube, Pinterest and LinkedIn.
 - Compare growth and engagement Levels.
 - Identify top-performing content in the niche.

AI and ML capabilities

- The Semrush Rephraser Tool (part of the SEO Writing Assistant) uses AI to instantly rewrite parts of users' site copy to help make them more SEO-friendly.
- ImpactHero is an AI-powered tool that breaks down content by customer journey stages, detecting the most impactful pieces and providing recommendations for content that can perform better.

Content research, creation and distribution

- Semrush Content Marketing Toolkit.
 - *Topic Research* tool suggests the most popular topics, questions and

headlines related to a keyword and the target location.

- *Content Audit* evaluates content performance by laying out all on- and off-site content metrics in one table.
 - ♦ Allows integration with Google Analytics and Google Search Console.
- *Post Tracking* helps measure success of external content, such as PR efforts, and compare it against competitors.
- *SEO Content Template* gives content writers SEO optimization tips, based on the analysis of the top-10 organic competitors for the target keyword, prior to creating content. Checks for plagiarism and tone of voice; also includes a Rewriter feature.
- *SEO Writing Assistant* add-on for Google Docs, Microsoft Word and WordPress provides real-time SEO recommendations for content optimization, based on best-performing articles for given keywords in a given location.
 - ♦ Checks for plagiarism and tone of voice.
- *Content Outline Builder* uses artificial intelligence to analyze and generate content including providing insights on word count, tone of voice, keywords to use and images.
- *Content Marketplace* helps users order and manage content from the professional content writers.
- *Impact Hero* is an AI-powered tool that breaks down your content by customer journey stages, detects the most impactful pieces, and provides recommendations for content that can perform better.
- *Social Poster* lets users manage social media workflow and analysis in one place. Draft, schedule, and post content on:
 - ♦ Facebook Business pages.
 - ♦ LinkedIn.
 - ♦ Pinterest.
 - ♦ Twitter.
 - ♦ Instagram.
 - ♦ Google Business Profile.

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semrush.com

- Google Chrome extension one-click scheduling of posts on Facebook, Twitter, Instagram, Pinterest, LinkedIn, or Google Business Profile while browsing the web.
- On Page SEO Checker uses combined data from Google Search Console, Google Analytics and Semrush's databases to deliver prioritized recommendations for improving content.
 - Benchmarked against top 10 real-time organic competitors.
 - Provides recommendations on strategy, backlinks, technical SEO, SERP features, and UX.

Technical SEO and user experience

- Semrush Site Audit website crawler analyzes more than 140 on-page and technical SEO issues.
 - Identifies which website sections and versions of the site (desktop, mobile or AMP) need urgent attention.
 - Crawls parts of the website still under construction and closed for users to check the technical health before making them accessible.
 - Reports on crawlability, markups, HTTPS, international SEO, performance, Core Web Vitals and internal linking.
- Log File Analyzer reports on what happens when a search engine crawls a website.
 - Uncrawled and most-crawled pages.
 - Errors encountered during the crawl.
 - Crawl budget expenditure analysis.
 - Crawl rate management recommendations.

SERP display and structured data

- Position Tracking tool provides data with specifics on SERP features.
 - Featured Snippet.
 - Knowledge panel
 - AMP
 - Reviews.
 - Video.

- Top stories.
- Images.
- Twitter.
- Shopping ads.
- Ads (bottom).
- Local pack.
- Site links.
- Featured video.
- People also ask.
- Instant Answer.
- Ads (top).
- Hotels
- Flights
- Reports on new, lost, improved, declined, unchanged keyword positions.
- Positions report of Organic Research tool estimates share of traffic driven to the website with the given keyword, difficulty on ranking well in organic search for the given keyword, and CPC.
- Share of voice metric takes into account the total combined volume of all tracked keywords and shows the ratio of traffic that website gets.
- Keyword Intent displays the audience's search intent for each keyword in the tracking campaign
- Semrush Site Audit website crawler provides additional reports about pages crawled within Site Audit project, including the Markups report.
- Markups report gives a grade based on the number of invalid vs. valid structured data items found on the site providing a breakdown of the total number of pages with markups, the markup type, and then a list of the actual structured data items found on the site.

Paid media

- Advertising Toolkit
 - Advertising research.
 - ♦ Shows keywords that competitors are bidding on.
 - ♦ Analyzes keywords by CPC, competitive density, and more competitive metrics.
 - ♦ Shows actual copies of the competitor's ads and seasonality.
 - ♦ Provides historical data going back to January 2012.

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semrush.com

- PLA Research analyzes performance of an advertiser's Google Shopping ad campaigns, checking their positions and copies.
- Social Media toolkit.
 - Social Tracker.
 - ◆ Tracks social media accounts on Twitter, Facebook, Instagram, YouTube, Pinterest, and LinkedIn.
 - ◆ Compares competitors' growth and engagement levels.
 - ◆ Identifies top-performing content in the niche.
 - Social Poster.
 - ◆ Allows to draft, schedule, and post content on Facebook (Business pages), Instagram, LinkedIn, Pinterest, Google Business Profile and Twitter.
 - ◆ Pair with analysis from Social Media Tracker to manage social media workflow and analysis in one place.
- Semrush App Center
 - The Semrush App Center is a curated collection of apps, both created by Semrush and third-party vendors. Each one is designed to address a specific marketing need, such as App Store Optimization, Competitive Intelligence, Local SEO or YouTube optimization, etc.

Page-level audit

- Site Audit.
 - Analyzes 140+ on-page and technical SEO issues.
 - Identifies which web site sections and versions of the site (desktop, mobile or AMP) need urgent attention.
 - Crawls parts of a website still under

construction and closed for users to check technical health before making them accessible.

- Audits international SEO, performance, and internal linking.
- On Page SEO Checker.
 - Analyzes and gives recommendations for specific pages on a website.
 - Generates technical SEO ideas.
 - Generate ideas to target SERP Features.

Pricing and support

- Monthly subscriptions are available for several different packages:
 - Pro (\$119.95) includes 5 projects, 500 keywords to track, 10,000 results per report, SEO, social, and PPC tools for competitor analysis, keyword research, website audit, advertising and social media tools.
 - Guru (\$229.95) includes 15 projects, 1,500 keywords to track, 30,000 results per report, all Pro features plus: Content Marketing Toolkit, historical data, multi-location and device tracking, Looker Studio integration.
 - Business (\$449.95) includes 40 projects, 5,000 keywords to track, 50,000 results per report, all Guru features plus: Share of Voice, extended limits, API access, PLA analytics, free migration from third-party tools.
- Training and professional services also available to enterprise clients.
- Additional features like Trends, the Agency Growth Kit and ImpactHero are available for an additional charges per month or per user/per month. View all pricing details on the [Semrush site](https://semrush.com).

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seoClarity

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Key customers

Expedia
Overstock
Paychex
MoneySuperMarket
Samsung
Zillow

Key executives

Mitul Gandhi, Co-Founder and
Chief Product Architect

Kalpesh Guard,
Co-Founder and
Chief Financial Officer

Orrin Wolf,
Chief Operations Officer

Christopher Sachs,
Vice-President, Client Success

Target audience

- Enterprise brands and agencies worldwide.

Company overview

- Founded in February 2004.
- Platform launched in 2008.
- Privately held.
- 90+ employees.

Product overview

- All-in-one SEO and content optimization platform powered by the Clarity Grid infrastructure, which provides real-time, interactive analysis and insights.
 - Keywords, daily crawls of the web, and years of historical data.
 - Machine-learning algorithms.
 - Patented analyses.
- *Dashboards and Reporting* provides data and ROI storytelling.
 - Customizable dashboards.
 - Flexible reporting.
 - 150+ visualizations.
 - Automated alerts of detected issues and KPI performance in real-time.
 - Full site analytics integration.
- *Rank Intelligence* provides an advanced, real-time exploration of ranking data and no limits on the number of competitive comparisons.
- *Research Grid* provides interactive and dynamic keyword research and discovery.
- *Clarity Audits* is server-based site audit technology with built-in crawler.
- *Content Marketing Suite* with Content Fusion includes artificial intelligence-driven content analysis, optimization, and content writer tool.
- *ClarityAutomate* is an SEO execution platform that publishes critical fixes, updates or adds internal links, runs SEO split testing, deploys schema, and optimizes for page speed in real-time.
- *Clarity360* provides a full view of the SEO funnel. Layer log file data alongside any other SEO metrics from site audits, rankings, site analytics, and search analytics.

Search intelligence and competitive research

- *Actionable Insights* organizes, sorts, and filters petabytes of data to provide quick insights from ranking performance to site audit updates.
 - Increases team efficiencies and recognize trends as they happen.
- *Visibility Share* replaces traditional rank position with pixel level rankings.
- *Keyword Difficulty* analyzes rankings, links, topical authority and more to uncover opportunities.
- *Site Analytics* tracks, analyzes and prioritizes SEO campaigns based on site analytics data integrated with all SEO metrics.
 - Covers the entire SEO lifecycle with data and insights from petabytes of data from daily crawls of the web with billions of data points.
 - Includes ranking data with 27+ metrics, search demand, links (backlinks and internal link structure), and site health metrics.
 - SERP preview to validate data as needed.
 - Access to 30+ billion keywords every month within keyword research and clickstream data.

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seoclarity.net

- Detect correlation among rankings, bot-level, page speed, traffic and more.
- *SERP Visibility* provides a range of metrics for Google SERP features.
 - Featured snippets.
 - Images.
 - Video.
 - Local.
 - Jobs.
- *Dynamic SEO segmentation* groups keywords and pages to simplify analysis of very large datasets and align with buyer's journey.
- *Search Analytics* offers:
 - Page-level analytics and Google Search Console integrations.
 - Trended CTR analysis by average rank position.
 - Includes 16 months of historical GSC data.
 - Allows correlation of keyword level data with all SEO metrics.
 - Patent-pending.
- *Rank Intelligence* provides 27+ SEO metrics.
 - All SEO data and metrics updated daily and stored indefinitely. Includes unlimited competitor comparisons.
 - Daily or weekly ranking data.
 - Unlimited daily rank tracking from every country, on every search engine, both desktop and mobile including Naver, Yandex, Google, Bing.
 - Bulk ad hoc rankings and search volume retrieval on demand.
 - Google Images, Google Jobs, Google Shopping, Amazon and YouTube video rank tracking.
- Global coverage in 180+ countries with support for native languages including Chinese, Japanese, and Arabic letters and characters.
- *Bot Clarity* provides advanced log-file analysis tool.
 - Identify search engine crawl issues as they happen.
 - Analyze against other SEO metrics from a full funnel view from log-files to site analytics metrics.
 - Identify spoof-bots acting as search engines.
 - Determine how quickly new pages

are being crawled by the search engines.

- *Research Grid* provides insights for any domain, subdomain, URL, or keyword.
- *Content Gaps* lets users compare up to five domains to understand overlap and gaps, and determine what is relevant.
- *Rank Intelligence* provides interactive analysis with an unlimited number of competitor comparisons.
 - Allows for on-the-fly competitive research for any domain.

Content research, creation and distribution

- *Research Grid*
 - Understand content performance for any domain, sub-domain, URL or keyword.
 - Voice search optimization tools and workflow including Featured Snippets opportunities.
 - Prioritize quick wins.
 - Research competitive insights.
 - 90+ countries and billions of keywords, updated every month for mobile and desktop with 5+ years historical data
 - Keyword research focused on Baidu rankings, keywords and search volume of 5+ million keywords.
- *Content Gaps/Content Ideas* identifies gaps with competitors and reveals content ideas from the largest People Also Ask data set.
- *Content Guard* monitors changes 24/7 on over 150 page elements, sorting them into prioritized action lists with sophisticated alerts.
- *SEO Split Tester* allows for an integrated SEO split testing approach to test changes on the site, evaluate results and roll out changes without changing the site infrastructure.
- Free Google Chrome plugin provides real-time page-level content analysis and insights for all levels of users.
- *Topic Explorer* lets users research and discover a topic based on industry, topic clusters, and search demand.
 - Execute topic research with AI-powered *Intelligent Match*.

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**seoClarity**

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- Build topic clusters based on Intent Similarity.
- *True Demand* remedies inaccuracies and gaps to provide the granularity in search volume data lost over the years from Google Keyword Planner.
 - Expand research with keywords actually searched by your users.
 - Identify related long-tail keywords.
 - Trend search volume for 24 months.
 - Data set of 30+ billion keywords and growing.
- *Content Fusion*. AI-enabled content writer tool provides must-use topics for any targeted keyword/topic along with a competitive recap and metadata within one interface.
 - Analyze content against competitors.
 - Optimize content with relevancy score on must-use topics.
 - Generate SEO content brief in one click.
 - Supports 16+ languages.
 - Google Doc & Word plug-in.
- User intent applied at every stage of content research and development to capture target audience along the entire buyer journey.
- Leverage Google Trends integration to monitor search demand and trends.

Technical SEO and user experience

- *Clarity Audits* evaluate 100+ technical health checks including page speed/load times, error codes and links issues.
 - Includes built-in HTML and JavaScript crawler.
 - Configuration capabilities throttle speed and depth.
 - Crawls 100 million pages at 100 pages per second.
 - Includes an unlimited number of crawl projects or number of pages crawled.
 - Internal link audit and analysis.
- Canonical, schema, hreflang, pagination and duplicate content audits.
- Easily compare crawls for data and resolution reporting.
- *Crawler* is a cloud-based, built-in HTML and JavaScript crawler that emulates

search engines' bots.

- *Internal Link Analysis* provides sites an evaluation about users' navigational experience.
- *Page Speed* accesses Google Page Speed to display issues based on Core Web Vitals metrics.
- *ClarityAutomate*. Automates changes and updates to your website to make implementation of tough technical changes simple.
- *Link Optimizer*. Automated internal linking to support topical authority and improve customer experience.

SERP display and structured data

- All ranking metrics such as Weighted Average Rank, Average Rank, Estimated Traffic, Top Keyword Rank Position. SERP features displays rank and sub-rank within the carousel or pack.
- Visual/pixel-depth ranking visibility.
- Customized metrics.
- Topic and keyword-level search volume.
- Multi-domain roll-up reporting and metrics.
- Technical site health metrics and reports.
- Link data, such as backlinks and internal links.
- Open data platform imports data from almost any analytics source, including Adobe, IBM, Google Analytics and internal data warehouses.
- Data exports and integration with BigQuery, RedShift, Looker Studio, Tableau, Zapier and others.
- Data and ROI storytelling with customizable dashboards and flexible reporting.
- Automated alerts notify users of detected issues and KPI performance in real time.
- Unlimited, customizable dashboards with 150+ visualizations.
- *Schema Testing* is a structured data-testing tool to ensure structured data is implemented correctly.
 - Supports all vocabularies and focuses on 16+ schema mark-up languages that Google cares about.
 - Deploys schema mark-up directly to

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seoclarity.net

the website.
Paid media

- Includes paid and organic integration.
- Integrates paid search data to provide insights and opportunities to align, create, and optimize campaigns.

Page-level auditing

- *Clarity Audits* provide page-level analysis with a built-in crawler.
- *Page Clarity* offers page-level analysis including insights for on-page SEO optimizations and recommendations.

Collaboration and third-party integration

- Built-in workflow management system integrates with JIRA, Asana, Microsoft Teams and Slack for customizable team collaboration.
- API access is available and included in some plans.
- Looker Studio connector
- Microsoft Word, Excel plug-ins
- Tableau, BigQuery and other BI tools direct integrations.

Pricing and services

- Pricing tiers based on the scale of coverage needed for domains and ranking keywords, annual or multi-year commitment, and timing.
- Free, customized five-day trial with the brand's domain and selection of

keywords to rank track.

- Platform Packages include:
 - Core Enterprise Package:
 - ♦ Includes Rankings, Ranking Analysis, Keyword Research, Dashboards/ Reporting, and Content Analysis and Optimization.
 - ♦ Includes a dedicated Client Success Manager, SEO Professional Services audit, access to the Technical SEO team and recommendations.
 - ♦ Unlimited training and support.
 - Pro Enterprise Package includes all Core Enterprise Package capabilities plus additional advanced SEO capabilities
 - ♦ Unlimited training and support.
 - ♦ Unlimited bot log file analysis.
 - ♦ SAML login integration.
 - ♦ Historical analytics and rankings imports.
 - ♦ API access and data warehouse integrations.
 - ♦ Executive sponsorship and support.
- Unlimited keywords and competitor comparisons package available.
- Content marketing services are available. These include strategy, planning, creation and analysis of content.
- SEO Advisory Services are available to all clients for no additional fee.

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SE Ranking

15 Ingestre Place,
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seranking.com

Key customers

Wargaming.net
Plarium
SQ Digital
Exposure Ninja
VSI.SI
Unitel Direct

Key executives

Vik Kuushynau,
Chief Executive Officer
Alexy Dymovich,
Chief Technology Officer
Bogdan Babyak,
Chief Marketing Officer

Target audience

- In-house SEO teams and SEO agencies from all over the globe. SE Ranking develops SEO software that allows anyone to independently optimize and promote a website, regardless of their level of expertise.

Company overview

- 135+ Employees.
- Founded in 2013.
- Offices in Wrocław, Kyiv and Palo Alto with headquarters in London.

Product overview

- SE Ranking offers an all-in-one SEO platform with over 30 tools for every task in search marketing, including keyword research, website audit, competitive analysis, backlink monitoring and rank tracking.

Search intelligence and competitive research

- SE Ranking collects data on every aspect of a website's performance in search: from the keywords it is optimized for to its page rankings in different search engines.
 - Keyword Rank Tracker tool lets users monitor keyword rankings in Google, Bing, Yahoo and YouTube for any language, location and device.
 - Backlink Checker provides full backlink profile data for any website, checks the status of links and their source, builds anchor text lists of the tested domain, and a map of the geographical origin of donor websites.
 - SERP Competitors tool provides insights into any site's search competition by monitoring the top 100 search results and their ranking dynamics.
- The Competitive Research tool helps users find data on organic and paid search competitors in 190+ countries. Features include:
 - Competitor keyword rankings and search engine visibility scores.
 - Competitor keywords, organic and paid traffic data, rankings and semantic competitor comparisons.
 - Competitor suggestions based on keywords, domains, subdomains and URLs.
 - Popular competitor pages and keywords targeted in their online campaigns.
 - Keyword alternatives for organic and paid campaigns.
 - Any website's backlink profile analysis against 15 key SEO parameters.
 - Page changes monitoring automatically notifies whenever a web page is altered.
 - Analyzing retrospective data on competitors' rankings: how they were changing over time and why.

AI and ML capabilities

- SE Ranking uses AI technologies to improve data quality, deliver smarter insights and speed up the content creation process.
- To better define keyword search volume, SE Ranking combines several data points using an AI-backed algorithm.
- On-Page Checker and SERP Analyzer tools deliver page optimization tips driven by AI-based analysis of the SERP leaders.
- The newly launched AI Writer tool generates title and heading ideas as well as text sections created for users' target keywords and chosen tone of voice.

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SE Ranking

SE Ranking

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seranking.com

Content research, creation and distribution.

- The SE Ranking Content marketing module helps users find content ideas, create briefs and write SEO-friendly text. The Content Editor tool uses AI and NLP to analyze top-ranking content and provide tips for creating new content that will rank well. It offers:
 - Recommendations for content length, number of headings, images and external links.
 - A list of terms to be included in the text (count and strategic placements within the heading tags).
 - The Content Score of text, which will grow as users optimize text in the built-in editor.
 - Grammar and punctuation checks, usage of stop words.
 - Readability and uniqueness scores.
 - Text structure suggestions and relevant questions to cover.
 - SERP snippet previews.

SERP display/Structured data

- Keyword Rank Tracker shows what SERP features Google displays for every keyword. The tool currently monitors 35 SERP features, including:
 - Local pack
 - Featured snippet
 - Reviews
 - Videos
 - Carousel results
 - Knowledge graph
- If Google includes an analyzed website in any of the SERP features, the tool will detect this and show which ones the analyzed website is featured in.

User experience

- The Website Audit tool finds technical errors hindering a website's SEO success, crawling every page of the website in the process, including subdomains and test domains. It also offers professional tips on how to fix each found error. The tool evaluates websites against key SEO parameters like:

- Technical setup
- Security
- Meta tags and headers
- Page loading speed
- Image optimization
- Content optimization
- Link optimization
- Scanning sources include link-by-link crawling, XML sitemap, and user list of URLs. Subdomains and closed/test domains can be scanned upon request.

Paid media

- The Competitive Research tool provides an overview of any competitor's paid keywords, including the following data points:
 - Estimated number of monthly clicks from target keywords.
 - Estimated monthly budget.
 - Detailed analysis of paid keywords.
 - What ads a website uses.
 - What ad versions are being tested.
 - The number of times each ad was used in a particular PPC campaign.
 - Tracks paid keyword rankings and compares them to previous checks.
 - Shows a breakdown of rankings by increased, decreased, new and lost keywords.
 - For any domain and any keyword, users can view a list of the most popular ads, their analytics, copy and their preview on Google.

Page-level audit

- SE Ranking's On-Page SEO Checker evaluates the top-ranking pages of the target SERP against 91 parameters and delivers AI-powered tips for optimizing a page better for a specific keyword. The tool checks:
 - Indexation status.
 - Page title, meta descriptions, and URL.
 - Keyword density, text readability, and content structure.
 - Page experience and usability metrics.
 - Image optimization.

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seranking.com

- Internal and external links.
- Markup usage.
- Backlinks pointing to a page (This doesn't impact the On-Page score, but helps users quickly assess off-page optimization signals).

Pricing and support

- No annual contract required.
- Free 14-day trial is available. Free demo with a guided tour of the platform and answers to questions can be provided upon request.
- Monthly and yearly subscription plans at three access levels.
 - Essential from \$39.20/month
 - Pro from \$87.20/month
 - Business from \$191.20/month
- Free technical support for all customers (both trial and paid users), including the solution of technical issues and platform demos.

VENDOR PROFILES



SERPSTAT

Serpstat

Netpeak LTD
Unit 2000, 2nd Floor,
6 Market Place,
Fitzrovia, London, W1W 8AF
United Kingdom
serpstat.com

Key customers

Rakuten
Viber
Philips
Shopify
Deloitte
Samsung
Uber

Key executives

Oleg Salamaha,
Founder and Board Member

Artem Borodatyuk,
Co-founder

Ekaterina Kabakova,
Chief Executive Officer

Alex Danilin,
Chief Product Officer

Target audience

- All levels of digital marketers from SMB to enterprise. This includes SEO agencies and in-house SEO teams, for all business verticals.

Company overview

- 85 employees.
- Founded in 2013.
- Serpstat was founded in Ukraine as an internal analytics tool for the Netpeak digital marketing agency. The tool was spun out as an independent subsidiary of Netpeak Group in 2015, when it launched a Google USA database and began global expansion. An investment of \$250,000 by Digital Future fueled those moves.
- The company has continued to add new functionality over time and now provides more than 50 tools with 240 geographic databases for Google.
- Serpstat is a Ukraine-based company with additional headquarters in the UK and the U.S.

Product overview

- Serpstat is a multifunctional SEO platform with tools that help customers analyze competitors and lead projects, track daily rankings, monitor backlinks and content quality, collect keywords for new and old web pages, find website issues with recommendations on how to fix them and much more. Use cases include:
 - Market share monitoring: Gauge the demand for a product or service in a target market via search query analysis, including geography and seasonality.
 - Competitor research: Serpstat's tools allow users to explore the successful organic search and search ad tactics of their primary competitors.
 - Technical SEO: Serpstat's tools allow users to perform regular technical audits on their websites. With these audits, marketers receive recommendations on how to fix errors to ensure search engines are effectively crawling and indexing their sites.
 - Position tracking: The tool lets marketers know how their websites are positioned compared to their competitors in the search results.
 - AI content generation: Speed up the processes of content creation by generating meta tags and articles, checking grammar and spelling, highlighting important insights from competitor texts, etc.
 - Local SEO: Makes users' brands more visible in the local search results.
 - Analyze trending queries: The tool can create a list of the most popular searches for the selected region, allowing users to capitalize on emerging keywords.

Search intelligence and competitive research

- Keyword Research: Using a 7-billion-word database, Serpstat performs detailed keyword analysis and provides data on volume, cost per click, competition and difficulty; suggestions, questions, and semantically related keywords.
- Rank Tracking: Monitoring measures market share and competitors' performance by checking local organic and paid Google search results.
- Backlink Analysis: Provides a complete and detailed picture of a domain's backlink profile. This helps SEOs uncover a competitor's strategies, identify their primary sources of links and helps them to develop their own backlinks tactics.

VENDOR PROFILES



Serpstat

Netpeak LTD
Unit 2000, 2nd Floor,
6 Market Place,
Fitzrovia, London, W1W 8AF
United Kingdom
serpstat.com

AI and ML capabilities

- Serpstat offers an AI-powered Content Generation tool that speeds the processes of content creation. With it users can generate meta tags, descriptions, paraphrases and articles; check grammar and spelling; and highlight important insights from competitors' text.

Content research, creation and distribution

- The Serpstat product suite includes several tools related to content optimization: Keyword Clustering, Text Analytics, Keyword Trends and AI Content Generation.
- Since a single webpage can rank for multiple keywords, Keyword Clustering helps with planning and optimizing content that targets dozens of similar and related keywords. The tool automatically groups a large number of keywords into clusters for working on the semantic core of the site. After the clusters are ready, the Text Analytics tool can be launched.
- The Text Analytics tool is designed to help optimize the text on a webpage to rank for the whole clusters instead of keywords. It provides a list of recommended keywords to use in title, H1, and body based on top 10 search results of all keywords.
- The Keyword Trends tool helps users determine what emerging keywords they might consider optimizing for.
- The Search Questions tool analyzes Google's autocomplete suggestions and gives ideas on the best topics for content. "Only Questions" filter returns search suggestions that contain question words, giving users insights into what questions searchers are asking on Google. Additionally, Serpstat arranges these in groups based on the words in the questions.

SERP display and structured data

- Serpstat provides data on all special elements in SERP including:
 - Currency conversion
 - Tournaments Table
 - Color Codes
 - Dictionary
 - Date and time
 - Earthquake
 - Flights
 - Featured snippet
 - Unit Converter
 - Route Map
 - Energy value of products
 - Population
 - Dates and addresses
 - Sport events
 - Exchange quotes
 - Translate
 - Weather forecast
 - Event date
 - Bottom PPC block
 - Top PPC block
 - Related questions
 - Reviews
 - Online calculator
 - Auto loan calculator
 - Related objects Graph
 - Brand knowledge graph
 - Carousel
 - Large carousel
 - Related queries
 - Disease
 - Room booking
 - Knowledge graph with map
 - Local pack
 - Map
 - Mortgage calculator
 - Images for request
 - Refine by brand
 - Related keywords
 - Articles for request
 - Right shopping block
 - Top shopping block
 - Top stories for query
 - Video thumbnail
- The Serpstat Site Audit tool provides detailed information on markup-related issues, including information on whether the website has implemented Open Graph, schema markup and Twitter cards.

VENDOR PROFILES**Serpstat**

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serpstat.com

Technical SEO and user experience

- Serpstat's Site Audit tool provides information regarding error codes on the website or on a single page. Results are displayed by priority with detailed recommendations for issues elimination.
- The Page-level Audit tool checks any site for 60+ types of technical issues and evaluates the results of the SEO work. It also determines and reports page loading speed for Mobile and Desktop.

Paid media

- The Serpstat Keyword Research Tool helps users collect the most relevant organic and paid keywords.
- The PPC research tool enables users to do paid competition research, collecting the competition's paid keywords and ads. Marketers can also use the tool to identify gaps in their own PPC campaigns and find opportunities for growth.

Page-level audit

- With Serpstat Page-Level Audit Tool, customers can run fast and automatic audits of individual pages to save time and stay under usage limits.

Reporting

- The custom reporting tool allows users to compile clear and convenient reports for colleagues and clients from ready-made blocks containing Serpstat data that can be mixed from several standard reports.
- SEOs can customize the visual display of the reports to match a ready-made template or one of their own making. Data from many different modules can be combined in a single report.
- Reports can be exported to PDF and sent to colleagues or clients.

- Serpstat's White Label reports provide a handy tool for agencies or others serving multiple clients. Users can set up automatic reports and receive notifications about changes in projects. They can specify what permissions certain contacts have — whether they can read or edit reports. For these white label reports, the default Serpstat logo can be replaced with the agency's logo, or it can be removed entirely.

Collaboration and third-party integrations

- The Team Management function provides access to the entire team's workflow to monitor simultaneous activity on joint projects. This includes advanced analytics on teamwork and gives team leaders control of the use of credits.
- The Project Transfer feature speeds transitions of data from other platforms.
- Serpstat's data integration typically involves using other platforms and customers' in-house capabilities.
- Serpstat's API makes available access to any tool and any paid pricing plan.

Pricing and support

- An annual contract is not required.
- Free trials are available.
- Serpstat offers several different plans including:
 - Lite: \$69/month
 - Standard: \$149/month
 - Advanced: \$299/month
 - Enterprise: \$499/month
- Paying on an annual, rather than a monthly, basis gains customers a 20% discount.
- Serpstat offers its customers training and consulting with the help of a personal manager as well as online chat support.

VENDOR PROFILES



Siteimprove

Siteimprove

5600 W 83rd St, Ste 400
Bloomington, MN 55437
siteimprove.com

Global Headquarters:
Sankt Annæ Plads 28,
DK-1250 Copenhagen,
Denmark

Key customers

Not disclosed.

Key executives

Shane Paladin,
Chief Executive Officer

Mogens Abel-Bache,
Chief Product and Technology
Officer

Izabela Misiorny,
Chief Marketing Officer

Target audience

Digital marketers and SEO specialists in enterprise and mid-market organizations.

Company overview

- Over 600 employees.
- Founded in 2003.
- Nordic Capital was announced as Siteimprove's new majority owner in September 2020, a move aimed at supporting the company's future growth.
- Headquartered in Copenhagen, Denmark.
- 13+ offices with a large presence in Northern America based out of Minneapolis and Toronto. It also has several European offices, including in Berlin, London, Amsterdam, and more.
- Siteimprove is part of the World Wide Web Consortium (W3C), the leading group developing international web standards, and an Adobe partner.

Product overview

- Siteimprove is a people-centric software company that empowers organizations with insights to simplify the complexities of managing large websites and regain control over their digital footprints.
- With over 70+ SEO checks and a patented SEO scoring methodology, Siteimprove's SEO capabilities allows customers to integrate SEO into their workflow, benchmark their website's SEO performance, and drive content optimization.

Search intelligence and competitive research

- Key features of the Siteimprove platform include:
 - Keyword and topics research.
 - Search engine analytics.
 - Technical SEO auditing.
 - Content optimization.
 - Link building and backlink analysis.
 - Competitive intelligence.
 - Policy building.

AI and ML capabilities

- Siteimprove leverages ML technology to detect and flag duplicate content on a site and identifies interesting keywords likely to boost SEO ranking.

Content research, creation and distribution

- Siteimprove SEO supports content research and optimization with the following features:
 - Keyword Suggestions: query-based research for a specified search engine, country and device.
 - Keyword Discovery: provides customers with an overview of keywords they are ranking for.
 - Google Business Profile integration: allows customers to manage their local SEO directly in the platform.
 - Google Search Console integration: delivers insights into search query performance relating to the customer's website.

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Denmark

- Page-level SEO Score, Content Analysis, and Recommendations: support content creation.
- Customizable Activity Plans allow customers to monitor, track, and showcase the progress of SEO efforts based on responsibilities, departments, or regions.

Technical SEO and user experience

- Siteimprove's provides a patented SEO Score that quantifies the SEO quality of websites. The SEO score is defined by four categories: Technical, Content, User Experience and Mobile. Siteimprove also provides an "industry benchmark," which enables customers to compare scores with those of other companies or organizations in the industry.
- Advanced filtering options unique to Siteimprove allows users to prioritize SEO issues based on:
 - Highest Impact: Issues that will raise SEO scores by the highest number of points if fixed.
 - Quick Wins: Quick fixes that will add easy points to the SEO score.
 - Number of Occurrences: Issues that occur most frequently. This includes multiple occurrences that can be fixed with a single update.
- The Siteimprove Performance module provides page performance analysis based on Core Web Vitals metrics, including detailed website speed analysis and detailed recommendations for optimizing page load time by improving the structure of digital assets and delivery modes (HTML, CSS, JavaScript, images).

SERP display and structured data

- Siteimprove SEO ranks performance and search volume per keyword, split by country and device. It also provides intelligence on all modern SERP features, such as Sitelinks, Knowledge Graph, Carousel, Local Pack, Top Stories, Reviews, and Images.

- Siteimprove SEO checks for the correct implementation of structured data markup, including encodings like RDF, Microdata, and JSON-LD. Siteimprove also supports the audit of Open Graph protocol implementation on the pages.

Paid media

- Siteimprove's dedicated paid search tool, Siteimprove Ads, offers tools for optimizing Quality Score, landing page experiences and conversions. It covers the whole user journey, allowing marketers to optimize their paid search budget more efficiently.
- Siteimprove's Insights Stream analyzes both Ads and SEO data to provide an overview of recommendations and the most impactful actions that can be taken to drive more online traffic and opportunities for conversion.
- Budget Analysis helps customers visualize their spends and highlights areas where budget can be better utilized to increase conversions.
- Siteimprove Ads provides features that enable customers to improve the performance of their Google Ads account directly from the Siteimprove platform.

Page-level audit

- Siteimprove SEO's Target Page Optimization tool guides users through mapping keywords to a specific page. It also recommends how to make the biggest SEO impact by optimizing key content areas of the page, such as meta content and headings. Users have a sandbox environment to create their metadata, and using CMS integrations, they can directly input those changes into the page.
- All pages are subjected to review for duplicate content with respect for noindex, nofollow and canonical tags.
- Siteimprove provides all the technical checks contained in the website audit on the page level report, too.

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Denmark

Collaboration and third-party integrations

- Siteimprove integrates with 24 major CMS platforms, with in-platform page reports highlighting code and content issues for quicker identification and optimization. Additionally, Siteimprove integrates into project management workflows with Jira (on-premises and cloud) and Azure DevOps integrations.
- Siteimprove provides a Google Search Console integration which complements the native technical checks in Siteimprove by helping customers identify, troubleshoot, and resolve any issues Google may encounter as it crawls and indexes the website in search results.
- With CMS integrations, Siteimprove's Prepublish feature allows users to review content in their publishing environment prior to publication. Within the content optimization tools, users can also detect related content for internal linking purposes and/or areas of similar content on their site.
- Browser extensions, CMS plugins, an API, and connectors for BI, task management, marketing automation, and more solutions are available, so marketers can choose where to integrate Siteimprove into their workflow.

Pricing and support

- An annual contract is required.
- No free trials are available.
- Pricing is available on request.
- Siteimprove customers can choose from a range of three success plans depending on the level of support they need.
- Siteimprove Customer Support provides customers with around the clock support, no matter their location or time zone. Support is delivered in 12 languages. Technical Support can be contacted from within the Siteimprove platform via live chat or a 24/7 online ticket submission system.
- Siteimprove also provides many self-service resources, including the Help Center, the Siteimprove Community, and interactive product tutorials.
- The Siteimprove Academy is Siteimprove's solution for large-scale online training for SEO and other topics. Customers receive 20 complimentary training spots.

VENDOR PROFILES



STAT Search Analytics
720 Robson St.
Vancouver, BC, Canada
V6Z 1A1
getstat.com

Key customers

Trivago
iProspect
TELUS

Key executives

Michael Pepe, President
and GM, Moz Group
Willow Mack, SVP, People Ops,
Business Transformation and
Enterprise Solutions
Andrea Harrison, VP of Product
and Engineering
Duncan Sze, VP of Enterprise

Target audience

- Agencies and enterprise websites, in any industry or vertical. A typical STAT customer manages thousands of pages — across one website or many — in the retail and ecommerce, finance, travel and hospitality, or media and entertainment spaces.

Company overview

- Founded in 2009
- 120 employees.
- STAT was acquired by Moz in 2018 and then became part of the Moz Group with the acquisition by Ziff Davis in 2021. Ziff Davis (NASDAQ: ZD) is a vertically focused digital media and internet company whose portfolio includes leading brands in technology, entertainment, shopping, health, cybersecurity, and martech.
- STAT's mission is to push the limits of SERP tracking, help make sense of the changing search landscape, and give SEOs back their power.

Product overview

- STAT is a SERP tracking and analytics platform built for tackling large-scale SEO with accuracy. STAT delivers precision SERP insights fresh each day. STAT helps SEOs with:
 - Performance monitoring and optimization.
 - Keyword research and content ideation.
 - Competitor research.
 - Data analysis and reporting.
- STAT supports these use cases with:
 - **Daily, detailed SERP insights at scale.** STAT parses everything on the 100-result SERP — including SERP features — seven days a week and delivers detailed SERP analytics, plus CPC and search volume metrics, in any location, on desktop and mobile, for keyword minimums that start in the thousands.
 - **Custom keyword segmentation.** Users can group their keywords into term- and metric-specific segments so they can view their data from every angle and get the exact insights they need to be successful.
 - **Competitive insight.** STAT's share of voice metrics show a detailed view of the competitive landscape for any given keyword set. Unlimited site tracking and automatic site syncing are provided to make it easy to monitor multiple competitors.
 - **Keyword suggestions.** Designed specifically with keyword research in mind, STAT provides thousands of suggestions so users can quickly generate initial keyword lists, perform regular keyword refreshes and create unique and impactful content and optimization strategies.
 - **Easy data portability.** STAT's data is available for export and integration through one-click CSV reports, standards-compliant XML and JSON APIs, and pre-built Looker Studio connectors.

Search intelligence and competitive research

- STAT delivers comprehensive daily ranking metrics so users can get an instant performance health-check, understand their SERP visibility at a glance, and spot trends over time.
 - STAT displays each day's average rankings and ranking distribution metrics, as well as how they compare against 30-day averages to show gains or losses.
 - STAT maps both the daily and 30-day average keyword counts and rank over time, and compares average rankings vs. ranking distributions over time.

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STAT Search Analytics
 720 Robson St.
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 V6Z 1A1
getstat.com

- STAT's share of voice metrics combine ranking analytics with search volume and click-through data to help users understand their competitive landscape.
 - Users can see: the top 10 share of voice earners and how those trend over time; the top 20 current share of voice leaders and any gains or losses in share of voice.
 - Current day metrics can be compared with values 7, 30, 60, 90 and 180 days before.
 - Users can pin up to 10 sites that may not make the top 10 or 20 in order to keep an eye on emerging competitor threats.
 - Users can see how much share of voice new keywords are capable of driving, and how much share of voice current competitors own.
 - With an unbiased list of who's showing up in a new keyword space, users can tell business competitors from topic competitors and marketing opportunities.
- STAT displays ranking and share of voice metrics at any level of granularity — site, keyword segment, segment group and even single keywords/SERPs.

Content research, creation and distribution

- Keyword Suggestions — powered by Moz Keyword Explorer — offers thousands of suggestions to fuel content creation and guide optimization efforts.
 - Relevancy and search volume metrics identify high-value keyword opportunities to ensure content has the largest possible audience.
 - Suggestions can be filtered in six different ways to narrow focus and surface topics — for example: query term exclusion for broader ideas; closely related topics; keywords with similar SERPs; are questions.
 - Suggestions can be grouped by lexical similarity to create keyword clusters. High lexical similarity produces a breadth of topics; low lexical similarity produces topics with more depth.

- Suggestions can be exported out of STAT and sent directly to clients and content teams or integrated into other reporting suites.

SERP display

- STAT provides comprehensive and up-to-date SERP feature parsing, identifying ~40+ SERP features; adding and retiring as they come and go.
- STAT has a dedicated SERP feature dashboard.
 - It shows the type of SERP features appearing for a keyword segment, the number of keywords producing those features and the share of voice generated by them, as well as the SERP features and share of voice owned by users' sites.
- Three deep-dive SERP feature reports.
 - Local Pack report — shows the keywords surfacing a local pack and the name of every business in it, plus all available URLs, the position of each result in the pack, as well as its overall ranking on the SERP, whether it's an ad or organically won, and Google ratings info when available.
 - Related Searches report — shows the eight related searches for each keyword.
 - People Also Ask report — shows the questions, the ranking URLs, and the order they appear in.
- The Title Tag Tracking report identifies how titles displayed on the SERP may fluctuate due to Google rewrites.
- STAT also delivers the full HTML Google SERP, going back up to 31 days, for every keyword.

Analytics and reporting

- Users can create a range of one-time and scheduled reports based on their sites, keyword segments or segment groups.
- STAT's reports are delivered as unformatted CSV spreadsheets, which allow for quick customization and easy integration with users' own internal reporting processes.

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- Popular reports include:
 - Ranking trends over time. Compares keyword ranking changes across two specific dates, or compares weekly or monthly averages.
 - Multiple ranking URLs. Shows when different pages on a user's site are competing on the same SERP.
 - Synced sites comparison. Shows how a user's site compares to their synced competitor sites.
 - Top 20 comparison. Compares the top 20 results on a single Google SERP for two different dates so users can analyze gains and losses in SERP features and rank.
 - Dynamic tag in/out. Shows which keywords are driving gains or losses in SERP feature ownership or causing fluctuations in average rankings.
- STAT's dashboards can be exported as PNG images and shared with internal management teams and clients.
- Custom alerts signal when users need to take action. Users can choose whichever keywords and metrics they need to identify issues, opportunities and successes.
- STAT's paid specialty API provides a daily archive of:
 - HTML SERPs for each keyword to allow for more in-depth analysis.
 - Fully parsed SERPs in XML or JSON format for each keyword to allow for more comprehensive data-mining.
 - Google AdWords ads for each keyword in XML or JSON format so users have direct insight into who's bidding on AdWords ads in their keyword space and what the full text of those ads are.
- STAT has six Looker Studio connectors that provide ranking data, ranking distribution data, and share of voice metrics for sites and keyword segments.

Collaboration and third-party integrations

- STAT doesn't charge for additional users to encourage full-team collaboration.
- Users are able to create as many accounts as they need — for their teams, clients and vendors — and can set permissions one by one.
- STAT has context-smart menus and tabbed dashboards for quick and easy multitasking.
- STAT's standard included API provides users with:
 - Programmatic site and keyword management.
 - Ranking and ranking distribution data and share of voice metrics.
 - The fully-parsed SERP and top 10 competitors.
- Annual contract not required.
- Free trial or other pre-purchase testing is available.
- Pricing starts at \$720/month for 6,000 keywords.
 - Includes access to STAT's standard API.
 - No extra charge for users.
 - Typical contract is annual.
- Custom reports and analytics are available upon request for an additional fee.
- Specialty API services are priced separately.
- Dedicated client success team is available for comprehensive onboarding, training and strategizing.
- The STAT Fundamentals certification course allows users to build more familiarity with the tool, onboard new hires and assess their team's understanding of key STAT workflows and functionality.
- Dedicated, real-time support Monday through Friday, with escalation support on weekends and holidays.

VENDOR PROFILES



Visably

292 East Kelly Avenue
Jackson Hole, WY 83001
T: (307) 264-5176
visably.com

Key customers

Not publicly disclosed.

Key executives

Chris Dickey, Chief Executive Officer and Founder

Brendan Price, Chief Technology Officer and Co-Founder

Target customer

- Enterprise and agencies in verticals such as consumer packaged goods (CPG), financial services, automotive, software and travel.

Company overview

- 12 employees.
- Founded in 2019.
- Visably provides brand measurement within search.
- Headquartered in Jackson Hole, WY.

Product overview

- **Brand measurement in search:** Visably has developed the first comprehensive measurement of brand distribution and customer reach in search.
- **Share of Click:** Visably developed a proprietary measurement called “Share of Click” which aims to quantify customer reach and distribution within search. Share of Click is a measurement of the estimated share of all achievable clicks a brand may receive within the organic results.
- **Channel measurement:** Visably measures brand performance across specific media channels that appear in search. Visably can measure brand visibility within earned media, shopping, owned media, listing services and several other result types that appear in search results.
- **Content recognition:** Visably recognizes brand content matches rather than domain matches, dramatically expanding the net by which brands are able to measure their true footprint within the SERP.
- **Gap analysis:** Visably helps brands recognize where their gaps are in search. The software can identify top performing shopping, affiliates, publishers, blogs and other high-performing results where a brand is not featured, giving the company an opportunity to seek visibility in those channels.
- **Competitor analysis:** Visably's unique brand analysis of the SERP provides intelligence on how competitors are reaching customers through omni-channel strategies.
- **Data points available include:**
 - Share of Click
 - Multi-channel performance statistics
 - Monthly keyword search volume and CPC
 - Keyword intent
 - Estimated Brand Clicks (e.g. customer reach)
 - Brand Frequency (e.g. distribution)
 - Organic CPC Value
 - Top performing results
 - Gap analysis

AI and ML capabilities

- Visably natural language processing to help categorize websites into various “buckets” of media types: brand-owned, shopping, earned media, listing services, etc.

VENDOR PROFILES



Visably

292 East Kelly Avenue
Jackson Hole, WY 83001
T: (307) 264-5176
visably.com

SERP display and structured data

- Visably catalogs and analyzes the following SERP features for brand presence:
 - Featured Snippet
 - Recipes
 - Organic Links
 - Site Links
 - Local Pack
 - Knowledge Panel
 - Research / Reviews
 - Top Products
 - People Also Ask
 - Popular Products
 - Videos
 - Top Stories

Pricing and support

- No annual contract is required.
- A free trial is available.
- A typical Visably customer spends \$1500 / month.
- The company charges a \$300 setup fee for custom plans.
- Visably offers free training and customer support.
- Provides keyword development consultation services on-request.

VENDOR PROFILES



WebCEO

30 N Gould Street
Ste 20296
Sheridan, WY 82801
T: 866-793-2366
webceo.com

Key Customers

Turbify
Planet Ocean Communications
Click Star Marketing
Infront Webworks
Techwyse

Key Executives

Viktor Tatarov, Founder
Allen MacCannell, VP, Sales and Partnerships
Ivan Dobrovolskyi, VP Sales and Marketing
Joanne Pimanova, Marketing Director

Target audience

- Digital agencies, web hosting service providers, and content management system providers.

Company overview

- Founded in 2000.
- Privately held; self-funded.
- 65-plus employees.

Product overview

- SaaS-based, enterprise-level SEO platform for digital agencies and large corporations.
- Language wiki actively used by 1,500,000 users to keep the interface multilingual.
- Lead-generation widget lets agency websites offer visitors free SEO audit reports.
- Journal of Events keeps track of SEO work being done on a web site, including Google Update notifications.
- White-label hosting of the tools on custom domains.

Search intelligence and competitive research

- Provides monthly search volume per keyword down to the city level.
- Provides local rank results, including Featured Snippets and vertical results, down to the ZIP-code level of cities.
- Backlink data provided to WebCEO by Majestic. Backlink tracking tool identifies backlinks and helps users analyze them.
- The Competitor Backlink Spy shows competitor backlinks with their anchor texts.
- Tracks Facebook and Pinterest likes and share result totals.
- Tracks Twitter and Google-registered blog mentions.
- Reveals what keywords competitors have optimized for.
- Reveals how competitors rank for keywords.
- Determines what competitors pay for their keywords.
- Analyzes competitor backlinks, sorted by those enjoyed by more than one competitor.
- The Google Business Profile tool shows details about other sites competing for the same Google Places positions.
- Track mentions of competitors in Twitter and on Google-registered blogs.
- Dangerous Competitors Tool identifies web sites with the best average ranking for the most recently rank-scanned set of keywords.
- Tracks competitors' social media likes and shares.

Content research, creation and distribution

- Provides the keyword research and current rank results for determining what keywords to use.
- The keyword research tool provides suggestions, competitive intelligence, and Google Search Console integration. Keywords can be entered in any language.
- Sorts by Keyword Effectiveness Index and shows sortable city-specific, local, monthly search statistics.
- Offers an up-to-date content submission tool and a sitemap creation and submission tool.
- The SEO Content Assistant tool analyzes how individual webpage content stacks up against corresponding competitor webpages and provides useful insights and advice on what can be changed to achieve higher rankings.

VENDOR PROFILES



WebCEO

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webceo.com

Technical SEO and user experience

- Site auditing tools provide detailed suggestions on more than 50 ranking factors, including mobile friendliness, page load speed and broken links, as well as recommended changes to HTML code and schema markup.

SERP display and structured data

- Three-pack results are shown by default but a setting can allow all Google Places results to show (the “More Places” results).
- Special image icon shows a keyword’s image carousel position.
- SEO Analysis tool checks schema and Open Graph code.

Paid media

- Identifies ads found during rank scans.
- Uses Google data in the Keyword Research tools to identify how much a keyword costs per click in Google Ads at the moment.

Page-level audit

- Provides rankings per page.
- Landing page analysis.
- Keyword placement map.
- Analysis of a page’s code.

Collaboration and third-party integrations

- All plans allow users to brand the user interface and reports so agencies can share reports and collaborate with their clients.
- Agency Task Manager lets users assign work on various projects to appropriate colleagues.
- The Agency Unlimited plan includes a white-label option or an API option, allowing agencies and other partners to access SEO tools from their own domain with their own branding.

Pricing and support

- Free trials available for new registrants and anyone who asks in good faith. Agencies can get full white-label features on a trial basis at no cost.
- Accounts are billed monthly; discounts are applied to annual subscriptions, which aren’t required. Customers can work with WebCEO on a month-to-month basis with refunds for unused time.
- Tiered pricing ranges from a freemium model to a Corporate plan for \$299/month.
- Agency Unlimited plans are available for \$99/month plus \$2/active project and \$4/1,000 rank queries, depending on the volume of keywords, number of search engines, and how deep in the SERPs a user chooses to search.
- Additional charge of \$4/10,000 backlinks found.
- Custom fixed-price plans are also available.
- Customer support is available 7 a.m. to 7 p.m. GMT via phone, email, live chat, and Skype.
- Free and unlimited Skype training from 9 p.m. to 5 p.m. GMT for all plans, including freemium. After hours demos are often granted. Any screenshare app can be used.