

MOZ vs. WebCEO Comparison

Compare MOZ to WebCEO to see which platform covers all your marketing needs: scheduled rank checks, in-depth SEO audits, backlink analysis and link detox, competitor research, collaboration tools for your in-house SEO team and more.

MOZ	web ceo
Plans & Pricing	
<p>Standard - \$99/mo Medium - \$179/mo Large - \$249/mo Premium - \$999/mo</p> <p>Buy 12 months – 20% off</p>	<p>Solo - \$39/mo Startup - \$99/mo Agency Unlimited – \$99/mo + scanning fees* Corporate - \$299/mo</p> <p>Buy 3 months - save 10% Buy 12 months - save 25%</p> <p><i>* scanning fees are applied only for ranking and backlink queries with the Agency Unlimited plan</i></p>
Free Trial	
<p>YES 30 day PRO Medium Trial credit card required</p>	<p>YES 14 day Free Trial no credit card required</p>
Number of websites	
5, 10, 25, 100	1, 5, 30, unlimited with the Agency Unlimited plan

Conduct better SEO with WebCEO's Marketing Platform: [Sign Up FREE >>](#)



Multi-user access

From 2 users (\$99/mo) to 60 (with the \$999/mo plan)

Solo plan - 1 user

Startup, Corporate, Agency Unlimited - **unlimited** users for **no additional charge**

Branded reports

YES

Custom logo, title, description, notes (starting from the **\$179/mo plan**)

YES

Custom logo, header, footer, color scheme, cover page text, images and background (starting with the \$99/mo Startup plan and higher)

A white-label SEO platform on a custom domain

NO

YES

seo.yourdomain.com

Use custom domain for an extra **\$20/mo** (with the **\$99/mo** Agency Unlimited plan)

Scheduled scanning

Rankings and site audit: once a week

Daily with the \$99/mo Agency Unlimited plan

Weekly, monthly, quarterly with the WebCEO fixed price plans:

SEO Analysis, Your and Competitor Link Profile Quality reports, Competitors Backlink Spy, Chosen Link Watch, Rank Checker, Tech Audit, Internal Link Optimization, Social Engagement - weekly, monthly, quarterly.

Scheduled report emailing

YES

Custom mailing schedule (Ranking, Site Audit) daily, weekly, monthly

YES

Custom mailing schedule (daily, weekly, monthly, quarterly), for all WebCEO tools.

Conduct better SEO with WebCEO's Marketing Platform: [Sign Up FREE >>](#)



Report export formats

PDF, CSV

PDF, CSV

API

YES

API plans from **\$250/mo** to \$10,000/mo

- URL metrics, Links, Top pages, Anchor text

YES

Available in Agency Unlimited (**\$99/mo** + scanning fees)

- create and manage projects (websites)
- pull data from: the three Backlink tools, Internal Links Tool, Lead Generation module, Rank Tracker, Keyword Research tool, Sitemap Generator, Social Metrics, Technical Audit & SEO Analysis Tools, Web Buzz Tool, Web Analytics Tool (competitor traffic), Facebook Insights, Scan Schedule, SEO Checklist
- manage users and client reporting
- manage your white label SEO tools

An all-in-one SEO report which combines data from all tools

YES

YES

Competitors investigation

Rankings

Backlinks

On-page optimization by Keyword

Off-page parameters

Competitor Rankings including breakdowns by Keyword and SE

Dangerous Competitors finder

Competitor Backlink Spy

Competitor Link Profile

Competitor Traffic

Competitor Social Citations

Spy on Competitors (Semantic core of keywords determined by domain)



Rank checker: local search engines and query language

YES

Google, Bing, Yahoo. You **cannot** select a location or language, only a country

YES

Google, YouTube, Bing, Yahoo, AOL, Ask + other search engines

(all countries, all languages)

Local ranking check

NO

YES

Specific to a country, state/region, city, or zip code

Mobile rank check

YES

YES

Rank checker: scan history

YES

YES

Instant ranking check

NO

You can't choose your custom date

YES

You can check your rankings any time and receive them within a few minutes to a half hour depending on the size of your request

Compare results to a custom date

NO

YES

Keyword research tool: Keyword data sources

Google Ads, spy on competitors

Google Ads, Google Search Console, spy on competitors



Backlink quality analysis data sources

Own database

Powered by Majestic

Integration with Google Disavow Tool

YES

YES

Traffic analysis: integration with Google Analytics

YES

YES

SEO Audit: On-page and Off-page SEO factors influencing rankings

YES

YES

Tech Audit: Site health and usability check

YES

YES

Social Engagement Metrics

NO

YES

Facebook, Pinterest, Twitter, Google Analytics

Social citations of your page in social networks

NO

YES

SEO lead generation tools

NO

YES

Conduct better SEO with WebCEO's Marketing Platform: [Sign Up FREE >>](#)



Content Submission

NO

YES

Local places and directories, shopping search engines, download sites, blog directories and search engines, press release sites, photo/video sharing sites, infographic submission sites and more (210+ resources overall)

Sitemap Generator

NO

YES

DIY SEO Checklist

YES

YES

SEO Dashboards

YES

YES

Help & Tutorials

Beginner's Guide to SEO
Video at starting point
Help Hub
Workshops & Training
Community Q&A
SEO Training
SEO Blog

Online Interactive Demo
Help Center & FAQ
SEO Roadmap and DIY SEO Checklists
Quick Start Guide
SEO Guides
Video Tutorials
API references
SEO Blog

Email support

YES

YES

Conduct better SEO with WebCEO's Marketing Platform: [Sign Up FREE >>](#)



Live chat support

YES

YES

Multilingual interface

NO

English only

WebCEO is available in 25 languages:

English, Arabic, Simplified Chinese and Traditional Chinese, Danish, Dutch, English, Finnish, French, German, Hebrew, Hungarian, Italian, Japanese, Korean, Polish, Portuguese and Brazilian Portuguese, Romanian, Russian, Spanish, Swedish, Turkish, Ukrainian, and Greek

TRY WEBCEO FREE

14-day free trial. No credit card required

Conduct better SEO with WebCEO's Marketing Platform: [Sign Up FREE >>](#)