



# Raven vs. WebCEO Comparison

Compare Raven 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.

	
<p style="text-align: center;">Plans &amp; Pricing</p>	
<p>Freelancer - \$49/mo + extra costs*</p> <p>Start - \$109/mo + extra costs*</p> <p>Grow - \$199/mo + extra costs*</p> <p>Thrive - \$299/mo + extra costs*</p> <p>Lead - \$479/mo + extra costs*</p> <p>Buy 12 months - save ~ 17%</p> <p><i>* extra costs occur in case the scanning limit has been exceeded</i></p>	<p>Solo - \$39/mo</p> <p>Startup - \$99/mo</p> <p>Agency Unlimited – \$99/mo + scanning fees*</p> <p>Corporate - \$299/mo</p> <p>Buy 3 months - save 10%</p> <p>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>
<p style="text-align: center;">Free Trial</p>	
<p style="text-align: center;"><b>YES</b></p> <p style="text-align: center;">14 day Free Trial</p> <p style="text-align: center;"><b>no credit card required</b></p>	<p style="text-align: center;"><b>YES</b></p> <p style="text-align: center;">14 day Free Trial</p> <p style="text-align: center;"><b>no credit card required</b></p>

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### Multi-user access

Freelancer - 1 user

Start - 4 users

Grow - 8 users

Thrive - 20 users

Lead - 40 users

Additional users: **\$19/mo** per 1 user

Solo plan - 1 user

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

### Branded reports

**YES**

WYSIWYG reports only - custom logo and text. Quick Reports: the reports generated from the Tool Options menu in individual tools in Raven, **cannot be** branded at this time.

**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

**YES**

custom.domain.com (starting from **\$199/mo** plan)

**YES**

seo.yourdomain.com

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

### Scheduled scanning

Site Audit - weekly, monthly

WYSIWYG reports - daily, weekly, monthly, quarterly

Site Performance - biweekly

Competitor Manager - monthly

Rank checker - daily, weekly, monthly

**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 (daily, weekly, monthly, quarterly) of WYSIWYG reports.

**YES**

Custom mailing schedule (daily, weekly, monthly, quarterly), for all WebCEO tools. **Unlimited reports per month.**

### Report export formats

PDF, CSV

PDF, CSV

### API

**YES**

- create and manage campaigns (websites)
- Keyword Manager and Link Manager data for developers

**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

Competitor Rank Checker  
 Organic Competitor Discovery  
 Competitor Keywords  
 Backlink Explorer

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)

### Proprietary Rank checker tool

**NO**

Data from Authority Labs:  
 that means the cost of the service is higher as it implies payments to the 3-rd party for their data

**YES**

WebCEO's own tool and data: you do not overpay.

### Rank checker: local search engines and query language

**YES (BETA)**

Google, Bing, Yahoo, Baidu and Yandex

**YES**

Google, YouTube, Bing, Yahoo, AOL, Ask + other search engines  
**(all countries, all languages)**

### Local ranking check

**YES**

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

**YES**

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

### Mobile rank check

**YES**

**YES**

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### Rank checker: scan history

**YES**

**YES**

### Instant ranking check

**NO**

Scanning results will be available **within 24 hours**

**YES**

Update your rankings results any time. Receive them within a few minutes to a half hour depending on the size of your request

### Compare results to a custom date

**YES**

**YES**

### Keyword research tool: Keyword data sources

Majestic, Moz, Google Ads, Calais, and IBM Watson

Google Ads, Google Search Console, spy on competitors

### Backlink quality analysis data sources

Powered by Majestic and Moz

Powered by Majestic

### Backlink report history

Backlink reports in Raven are deleted after **90 days**

Available any time in WebCEO

### Backlink management tool (track earned partner links, disappeared/modified links)

**NO**

**YES**

### Link disinfection tool

**NO**

**YES**

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### Integration with Google Disavow Tool

**NO**

**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

**YES**

Facebook, Twitter, LinkedIn, Youtube

**YES**

Facebook, Pinterest, Twitter, Google Analytics

### Social citations of your page in social networks

**NO**

**YES**

### SEO lead generation tools

**NO**

**YES**



### 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

**YES**

**YES**

### DIY SEO Checklist

**YES**

**YES**

### SEO Dashboards

**YES**

**YES**

### Help & Tutorials

PDF checklists  
Help Desk  
SEO Guides  
Video Tutorials & Webinars  
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**



### Live chat support

**NO**

**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

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