



SEMrush vs. WebCEO Comparison

Compare SEMrush 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.

	
Plans & Pricing	
<p>Pro - \$99.95/mo Guru - \$199.95/mo Business - \$399.95/mo Enterprise - custom price</p> <p>Buy 12 months - save ~ 16%</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>
Free Trial	
<p>YES</p> <p>7 day Free Trial</p> <p>credit card required</p>	<p>YES</p> <p>14 day Free Trial</p> <p>no credit card required</p>
Multi-user access	
<p>1 user included with any SEMrush plan</p> <p>1 additional user - \$70/mo</p> <p>2 additional users - \$140/mo per each user seat</p>	<p>Solo plan - 1 user</p> <p>Startup, Corporate, Agency Unlimited - unlimited users for no additional charge</p>

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Branded reports

YES

Custom logo, header, images (starting with Guru **\$199.95/mo** and higher)

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

Backlink Audit - weekly, biweekly or monthly (the first task should be done manually)

Rank Checker - daily

Tech Audit - daily, weekly

On Page SEO Checker - weekly

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

Daily, weekly or monthly. The number of reports a user can send on a schedule is **limited:**

PRO – 5 reports/mo,

GURU – 20 reports/mo,

BUSINESS – 50 reports/mo.

Not possible to setup email delivery through your own SMTP server.

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

Available in Business (**\$399.95/mo**) + purchase of API units

- pull data from: the Backlink tool, Rank Tracker, Keyword Research tool, PPC tool

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

Keyword Rankings
 Competitor Backlinks
 Competitor Content
 Competitor Estimated Traffic
 Competitor Paid Keywords
 Estimated Costs and Ads

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 and Baidu

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

Multitargeting

(checking rankings for multiple devices and locations for the same project)

Available in Guru (**\$199.95/mo**) and higher

Available in all WebCEO plans

Mobile rank check

YES

YES

Rank checker: scan history

YES

YES

Instant ranking check

YES

YES

Compare results to a custom date

YES

SEMrush saves your daily data points for up to 60 days and your weekly data points for up to 140 weeks.
Compare only for a period: 2, 7, 30, 60, 90 days

YES

WebCEO saves your ranking history during **36 months**.
Compare your present results with any **custom date** (or also with the **best** or **previous** results)

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Keyword research tool: Keyword data sources

Clickstream

Google Ads, Google Search Console, spy on competitors

Keyword research tool: Keyword database freshness

SEMrush keyword database is updated once a month

Immediate keyword update with each user query

Backlink quality tool

YES

YES

Majestic backlink data for free

NO

You should have a Majestic subscription with the API access for **\$399.99/mo**

When SEMrush is connected to a Majestic profile, it can gather information on up to 10 links from a single referring domain and 1 backlink per referring page

YES

WebCEO does not require users to have a Majestic subscription

You can get the following amount of backlink data according to your subscription plan:

Solo - 1,000 backlinks

Startup - 10,000 backlinks

Agency Unlimited - unlimited backlinks analyzed at \$0.40 per 1,000 found

Corporate - 150,000 backlinks

Backlink management tool

(track earned partner links, disappeared/modified links)

NO

YES

Link disinfection 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

YES

Facebook, Twitter, Instagram, YouTube, Pinterest

YES

Facebook, Pinterest, Twitter, Google Analytics

Social citations of your page in social networks

Twitter, all Web

Facebook, Pinterest, Twitter, News and Blogs, Social Visits

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

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DIY SEO Checklist

NO

YES

SEO Dashboards

YES

YES

Help & Tutorials

Online Interactive Demo (**paid**)

Knowledge Base

Academy

Community

SEO Guides

Video Tutorials & Podcasts

API references

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

SEO lead generation tools

YES

YES

Live chat support

YES

YES

Email support

YES

YES



Multilingual interface

SEMrush is available in 10 languages:

English, Spanish, German, French, Italian, Portuguese and Brazilian Portuguese, Russian, Chinese, Japanese

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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