



# SEO TOOLS MATRIX

Through trials, websites, demos, and inquiries, we've compared the capabilities of 11 SEO tools from entry level to enterprise, in no particular order.

	BRIGHT EDGE	SEOMoz	RAVEN	conductor	AuthorityLabs	UpCity	Advanced Web Ranking	web ceo	ANALYTICS SEO	HubSpot	seoClarity
<b>PRICING</b>	\$\$\$	\$\$	\$\$	\$\$\$	\$	\$	\$\$	\$\$	\$\$\$	\$\$	\$\$\$
<b>DEPLOYMENT</b>	●	●	●	●	●	●	●	●	●	●	●
<b>CLOUD</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Key: ● Difficult ● Moderate ● Easy										
<b>KEYWORD RESEARCH</b>											
Rank Tracking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Search Traffic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Suggestions/Synonyms	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Universal Search	✓	✗	✗	✓	✓	✗	✓	✗	✓	✗	✓
<b>MONETIZATION FEATURES</b>											
ROI Forecasting Features	✓	✗	✗	✓	✗	✗	✗	✗	✗	✓	✓
<b>BACKLINK FEATURES</b>											
Backlink Finder	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
Backlink Management	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓
Backlink Recommendations	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓
<b>SITE ANALYSIS</b>											
On-Page SEO	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
<b>COMPETITOR MONITORING</b>											
Link Metrics and Rankings	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓
Competitor Management	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
<b>INTEGRATION</b>											
Google Analytics	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓
<b>PAGE RANKING</b>											
PageDomain Score	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓
Google Pagerank	✗	✓	✓	✗	✗	✗	✗	✗	✓	✗	✓

## ROI-DNA asked, "Does this tool..."

### Keyword Research:

Track keyword ranking over time and determine the search traffic for keywords? Show how keywords rank in universal search results i.e. images, shopping, places and news?

### Monetization Features:

Translate SEO strategy implementation into dollars?

### Backlink Features:

Display and manage backlinks? Find and recommend sites to build links on?

### Competitor Monitoring:

Display link metrics and rankings for competitor sites? Manage and monitor competitor data?

### Integration:

Integrate with Google Analytics and Social Media APIs like Facebook and Twitter?

### Page Ranking:

Gauge page strength through a page domain score and/or Google Pagerank?

Learn more about activating your marketing strategy at [www.roidna.com/blog](http://www.roidna.com/blog)

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