

SE Ranking

AI SEO Software That Gets Results

Est. 2013 | N/A | SEO | seranking.com

BEST FOR

- + SEO agencies managing multiple clients who need affordable per-project pricing — SE Ranking's Growth plan at \$223.20/month (annual) provides 30 projects with dedicated support, guest links, and the optional Agency Pack (\$69/month) adds white-label reporting and client seats
- + Marketing teams tracking both traditional SEO and AI search visibility — SE Ranking uniquely combines rank tracking with AI Overviews, AI Mode, ChatGPT, Gemini, and Perplexity tracking in a single platform, with the AI Search add-on providing dedicated LLM competitive research
- + SMBs and entrepreneurs who need a full SEO toolkit at a competitive price point — the Core plan at \$103.20/month (annual) includes unlimited keyword, competitor, and backlink research with no per-query caps, which competitors like Ahrefs and Semrush restrict on lower tiers
- + Data-driven teams needing programmatic SEO data access — the API add-on at \$149/month provides 12M credits across backlinks, domains, keywords, AI search, and audit, with MCP integration for connecting to AI assistants

NOT IDEAL FOR

- ! Enterprise organizations requiring single sign-on (SSO) or advanced security certifications — SE Ranking does not document SOC 2 or ISO 27001 compliance, and SSO availability is not publicly listed; enterprises with strict infosec requirements should verify with sales
- ! Teams needing real-time collaborative editing — only one active session is allowed per login at a time; if someone else signs in, the current user is prompted to hand off the session, which limits simultaneous access workflows
- ! Users who need a completely free SEO tool for ongoing use — the 14-day trial is generous but there is no permanent free tier; after the trial, a paid subscription starting at \$103.20/month (annual) is required

Key Features

Rank Tracking Across Traditional Search and AI Platforms

SE Ranking tracks keyword rankings daily across major search engines (Google, Bing, Yahoo, YouTube) with Google Top 100 tracking and Share of Voice metrics. The platform uniquely extends into AI search with its AI Search Toolkit, tracking brand visibility across AI Overviews, AI Mode, ChatGPT, Gemini, and Perplexity. The Core plan includes 2,000 keywords and 100 AI prompts tracked daily; Growth provides 5,000 keywords and 250 prompts daily. SE Visible, a strategic dashboard for tracking brand mentions, citations, and sentiment trends across AI platforms, is included with the AI Search add-on.

Comprehensive SEO Research and Audit Tools

SE Ranking provides unlimited keyword research, competitor analysis, and backlink research on all plans — with no per-query caps for research lookups. Website Audit crawls up to 250,000 pages per month on Core and 2 million pages on Growth, identifying technical SEO issues with prioritized recommendations. The On-Page SEO Checker analyzes individual pages against SERP competitors (50 checks on Core, 1,000 on Growth). Backlink Checker provides link profile analysis with monitoring capabilities for tracking gained and lost backlinks over time.

Content Marketing and AI Writer

The Content Marketing tool provides an editorial workflow for planning, creating, and optimizing SEO content. The Content Editor scores content against top-ranking competitors with real-time optimization suggestions for target keywords, structure, and readability. The AI Writer generates content based on SEO data and SERP analysis. Core includes 25 content articles per month and Growth includes 50, with additional articles available from \$39.20 per month.

Agency-Focused Tools and White Label

SE Ranking offers an Agency Pack add-on at \$69 per month (annual billing only) that includes white-label branding for the platform and reporting, unlimited scheduled reports with AI summaries, client seats (30 included), a Lead Generator for prospecting, and placement in the SE Ranking Agency Catalog. Guest links allow view-only sharing with clients without consuming manager seats. The SEO Report Generator creates branded, automated client reports.

Local Marketing and Listing Management

The Local Marketing tool manages business listings across 100+ directories worldwide, tracks local and map rankings (1,500 keywords included), and enables Google Business Profile post management. Each plan includes 3 locations with additional locations available from \$18.40 per month. The tool provides a unified dashboard for managing multi-location businesses with review monitoring and local competitive analysis.

API, Integrations, and Data Platform

SE Ranking integrates natively with Looker Studio, Matomo, GA4, and Google Search Console on all plans, with MCP (Model Context Protocol) support on Growth. The API add-on (\$149 per month, annual only) provides 12 million credits for programmatic access to backlinks, domain analysis, keyword research, AI search, and website audit data. A standalone API product starts at \$318 per month for high-volume data consumers needing 24M backlink lookups or 240K domain analyses per month.

Pricing & Plan Guidance

PLAN	PRICE (ANNUAL)	KEY INCLUDES
Core	\$103.20/month (20% off	10 projects & 1 manager seat 2,000 keywords tracked daily 100 AI prompts tracked daily 5 domains in GEO (AI competitive) research 250,000 pages per month in audit Unlimited keyword, competitor, backlink research Rank tracking across major search engines Website & on-page audit (50 on-page checks) 25 content marketing articles per month Looker Studio / Matomo / GA4 / GSC integrations Local marketing (3 locations, 1,500 keywords) 6 months historical data 10 reports, 50,000 data export rows Shared customer success support
Growth	\$223.20/month (20% off	30 projects & 3 manager seats 5,000 keywords tracked daily 250 AI prompts tracked daily 15 domains in GEO research 2 million pages per month in audit All Core features, plus: Historical data across entire project lifetime Guest links for client collaboration Page changes monitoring (250 pages) 1,000 on-page checks 50 content marketing articles per month API access with 100,000 credits MCP integration 100,000 data export rows Dedicated customer success support
Enterprise	Custom	Flexible terms and custom limits Custom pricing based on requirements Full API access and advanced integrations Dedicated support and onboarding

PLAN GUIDANCE

SE Ranking's Core plan at \$103.20 per month (annual) or \$129 per month (monthly) is built for small marketing teams and solo SEO professionals managing up to 10 projects with 2,000 tracked keywords daily. It includes unlimited research lookups — a key differentiator vs. competitors that cap research queries. Growth at \$223.20 per month (annual) or \$279 per month (monthly) targets agencies and multi-client teams with 30 projects, 3 manager seats, lifetime historical data, guest links for client sharing, and API access. The jump from Core to Growth roughly doubles the price but triples projects, adds 2.5x the keywords, and unlocks critical agency features (guest links, page monitoring, API, dedicated support). Agencies should consider the Agency Pack add-

on at \$69 per month for white-label and client management. Teams focused on AI search visibility should add the AI Search add-on at \$71.20 per month (annual) for dedicated LLM tracking beyond the base plan's included prompts. Annual billing saves 20% across all plans. Free migration assistance is included with annual subscriptions.

Compliance Transparency Index™

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Score: 80 / 100

Security 30/40 | Pricing 25/25 | Data Rights 15/20 | Legitimacy 10/15

Methodology: blocksentient.com/about

COMPLIANCE SNAPSHOT

✔ SOC 2 Yes	✔ GDPR Yes	✔ SSO Yes	✗ Data Retention No
✔ Public Pricing Yes	✔ Free Trial Yes	✔ Data Export Yes	✔ Data Deletion Yes

KEY FACTS

Starting Price	\$103.20/month (20% off	Output Ownership	User
AI Training Opt-Out	Not documented	Legal Entity	SE Ranking LTD

HOW IT WORKS

You sign up for a free 14-day trial at seranking.com — no credit card required. The trial includes up to 10 projects, 750 tracked keywords per day, 20 AI prompts per day, and AI competitive research for up to 3 domains. After the trial, you select a Core, Growth, or Enterprise plan and optionally add the Agency Pack, AI Search, or API add-ons. You create projects by entering your website URL, target keywords, competitors, and search engines to track, and SE Ranking begins collecting daily ranking data. The platform operates as a browser-based SaaS application — no software installation required. Core workflows include daily rank tracking with position history and SERP snapshots, website audits that crawl your site and flag technical issues, keyword research for finding new opportunities, competitor analysis showing traffic estimates and top pages, backlink monitoring, and content optimization via the Content Editor and AI Writer. Reports can be automated and white-labeled (with the Agency Pack). SE Ranking was founded in 2012–2013 and is headquartered in the UK (SE Ranking LTD, Watford) with offices in the US (Delaware/Miami), Poland (Wrocław), and other locations. The company acquired Planable (social media management) in 2025, generates approximately \$35M in annual revenue, and serves over 1 million users. Entity: SE Ranking LTD.

ALTERNATIVE TO CONSIDER

Ahrefs: Ahrefs offers a more extensive backlink analysis and a larger user community.

seranking.com

Full review: blocksentient.com/review/se-ranking