

Ahrefs Review

Pricing, pros, cons and practical fit

SEO research, backlink analysis, keyword research, competitor analysis, and website auditing.

QUICK FACTS

At a glance

Starting price	Starter \$29/mo; Lite \$129/mo
Free plan	Yes
Free trial	No
Difficulty	Medium
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Excellent backlink and competitor research with one of the largest web crawlers in the industry.

MAIN LIMITATION

Full SEO plans are expensive for small websites and solo users.

WISETECHLIST VERDICT

Should you use Ahrefs?

Ahrefs is a strong choice for SEO professionals and marketing teams that care about backlink research, competitor analysis, and deep search data. Website owners can also use Ahrefs Webmaster Tools at no cost for verified sites, while the paid Ahrefs plans unlock broader competitor and keyword research.

USE CASES

What can you use Ahrefs for?

- Keyword research
- Backlink analysis
- Competitor research

- Site audit
- Rank tracking

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Excellent backlink database
- Strong competitor research
- Useful keyword research tools
- Good site audit capabilities
- Clear SEO data and reporting

WHAT TO CONSIDER

- Full plans are expensive
- Some advanced features have usage limits
- Can be more than a small website needs

PRACTICAL FIT

How Ahrefs fits a small business workflow

WHAT IT IS

Ahrefs is an SEO research platform focused on backlink analysis, keyword research, competitor research, rank tracking, and technical site auditing. It is especially well known for competitive search data and backlink research. Ahrefs Webmaster Tools is the free entry point for verified sites, providing site-audit and search-performance data without requiring a paid Ahrefs subscription.

WHERE IT FITS

Ahrefs fits into a small business workflow when SEO work regularly includes competitor research, backlink analysis, content opportunity discovery, and technical audits. Site owners can start with the free Webmaster Tools features for verified properties, then move to paid Ahrefs plans when they need broader keyword, backlink, and competitor research beyond their own sites.

WHEN IT MAY NOT FIT

Ahrefs may not be the right fit if you only need basic rank tracking, occasional keyword ideas, or lightweight SEO monitoring. The free Webmaster Tools offering is limited to verified sites, while full plans can be expensive for small sites and may provide more research depth than a low-activity SEO program needs.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Ahrefs if competitor research, backlink analysis, and deep SEO data are important to your work.

SKIP IF

Skip Ahrefs if you only need basic SEO monitoring or have a small software budget.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/ahrefs/>