WISETECHLIST

# Moz Review

Pricing, pros, cons and practical fit

SEO research and rank monitoring with keyword data, backlink insights, site audits, and Domain Authority metrics.

QUICK FACTS

## At a glance

| | |
|---|---|
| Starting price | **Moz Pro Starter $49/mo (USD); Standard $99/mo or $79/mo billed** |
| Free plan | **No** |
| Free trial | **Yes** |
| Difficulty | **Medium** |
| Last verified | **Nov 2026** |
| Best for | **Agency, Consultant, Marketing Team, Small Business,** |

DECISION SNAPSHOT

## Why it may or may not fit

WHY IT STANDS OUT

A well-established SEO toolkit that pairs keyword and link research with site-health checks, campaign tracking, and educational resources.

WHAT TO WATCH

The $49 Starter tier is narrow for multi-site teams, and broader keyword, crawl, AI-visibility, and reporting quotas require higher-priced plans.

WISETECHLIST TAKE

## The short verdict

Moz Pro is a practical SEO suite for website owners who prefer a focused set of research and monitoring tools. Evaluate the Starter limits carefully: growing agencies often need Standard or Medium rather than assuming all Moz features are available at the minimum price.

### Want the full picture?

Read the full review for detailed use cases, pros and cons, workflow fit, alternatives, and current source links.

**https://wisetechlist.com/tools/moz/**