

# SE Ranking vs Semrush

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

## QUICK COMPARISON

### At a glance

| Compare        | SE Ranking                                                                                   | Semrush                                                            |
|----------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| Starting price | \$103.20/mo billed annually                                                                  | \$117.33/mo billed annually                                        |
| Free plan      | No                                                                                           | No                                                                 |
| Free trial     | Yes                                                                                          | Yes                                                                |
| Difficulty     | Medium                                                                                       | Medium                                                             |
| Best for       | SEO rank tracking, website audits, competitor research, backlinks, and AI search visibility. | SEO, keyword research, competitor analysis, and content marketing. |
| Last checked   | Oct 2026                                                                                     | Oct 2026                                                           |

## KEY DIFFERENCES

### Where each tool stands out

#### SE Ranking

Key strength: Combines traditional SEO tracking with GEO and AI search monitoring.

Main limitation: Current plans may be too expensive for very small websites.

#### Semrush

Key strength: Very complete SEO and competitor research toolkit.

Main limitation: Can be expensive for small businesses.

## USE CASES

# What can you use them for?

## SE Ranking

- Rank tracking
- Website audit
- Competitor research
- Backlink research
- AI search tracking

## Semrush

- Keyword research
- Competitor analysis
- Site audit
- Content research
- PPC competitor research

## PROS AND CONS

# Trade-offs to consider

## SE Ranking

### What we like

- + Strong rank tracking
- + Useful website audits
- + Competitor and backlink research
- + AI search visibility features
- + Good fit for agencies and teams

### What to consider

- Pricing can be high for small sites
- Feature set may feel broad for beginners
- Some capabilities depend on plan level

## Semrush

### What we like

- + Strong keyword and competitor research
- + Very complete SEO toolkit
- + Useful site audit features
- + Good competitive intelligence data
- + Combines SEO, content, PPC, and market research tools

### What to consider

- More expensive than many alternatives
- Can feel overwhelming for beginners
- Many advanced features are unnecessary for simple websites

## BEST FIT

# Who should choose each tool?

## SE Ranking

**Best fit:** Choose SE Ranking if you want a broad SEO platform with rank tracking, audits, competitive research, and AI search monitoring.

**Skip it if:** Skip SE Ranking if you only need a simple keyword tracker or manage a very small site with a limited budget.

## Semrush

**Best fit:** Choose Semrush if you need a complete SEO and competitor research platform and regularly work with keyword research, content, site audits, or digital marketing campaigns.

**Skip it if:** Skip Semrush if you only need basic SEO features or manage a very small website with a limited software budget.