

DIGITAL REACH · MANUFACTURING SEO

The Manufacturing SEO Tool Shortlist

What each tool is for, what it costs, and which prices we could not verify. Prices checked August 2026.



ORIENTATION

Sixteen tools, nine published prices, and seven we *refuse to guess*.

Every figure in this shortlist was read off the vendor's own pricing page in August 2026. The enterprise platforms that quote privately are listed with no number at all — because an invented price is worse than no price when you are building a budget.

What it is

The paper twin of the tool price table on the Digital Reach manufacturing SEO tools post. Same sixteen tools, same prices, same order.

Who it is for

Anyone assembling or defending an SEO tool budget for a manufacturer, who needs to know which line items have a published number behind them and which do not.

The evidence rule on this table

A price only appears here if we could load the vendor's own pricing page and read the number off it. Seven vendors publish no price and quote per account — those rows say "Not verified" and stay that way until a figure is published. We do not estimate, average, or repeat a number from a third-party round-up.

THE SHORTLIST · 1 OF 2

Sixteen tools, in name order.

TOOL	PRICE	BEST FOR	PRICE VERIFIED
Ahrefs	\$129/mo Lite plan	Backlink data and competitor gap analysis	Verified Aug 2026 Vendor pricing page
Botify	Not verified	Log file and crawl analysis on very large sites	Not verified Quoted privately
BrightEdge	Not verified	Enterprise search intelligence for large teams	Not verified Quoted privately
Conductor	Not verified	Enterprise content and SEO workflow at scale	Not verified Quoted privately
Google Search Console	\$0 Free	Your own query, impression and indexing data	Verified Aug 2026 Free product, no paid tier
Lumar formerly Deepcrawl	Not verified	Automated technical monitoring for large sites	Not verified Quoted privately
Majestic	\$49.99/mo Lite plan	Link data with unusually long history	Verified Aug 2026 Vendor pricing page
Mangools	\$49/mo Basic plan	Simple keyword research for small teams	Verified Aug 2026 Vendor pricing page

THE SHORTLIST · 2 OF 2

Sixteen tools, in name order.

TOOL	PRICE	BEST FOR	PRICE VERIFIED
Moz Pro	\$99/mo Standard plan	Straightforward rank tracking and link metrics	Verified Aug 2026 Vendor pricing page
OnCrawl	Not verified	Crawl plus log analysis for technical teams	Not verified Quoted privately
Screaming Frog SEO Spider	£199/yr Annual licence	Desktop crawls of large spec and product catalogues	Verified Aug 2026 Vendor pricing page
SE Ranking	\$65/mo Pro plan	Budget rank tracking with client reporting	Verified Aug 2026 Vendor pricing page
Searchmetrics	Not verified	Enterprise visibility tracking and content data	Not verified Quoted privately
Semrush	\$139.95/mo Pro plan	All-in-one keyword, rank and paid research	Verified Aug 2026 Vendor pricing page
seoClarity	Not verified	Enterprise data warehouse plus rank tracking	Not verified Quoted privately
Sitebulb	\$13.50/mo Lite, billed annually	Readable technical audits you can hand to a developer	Verified Aug 2026 Vendor pricing page

READING THE TABLE

Nine figures, and seven *deliberate blanks*.

9

published prices, read off the vendor's own pricing page in August 2026.

7

vendors that publish no price and quote per account. Those rows stay blank.

On the figures: every price is reproduced exactly as the vendor listed it on their own pricing page on the date checked (August 2026). Both £ and \$ appear because that is how each vendor publishes — nothing on this table is currency-converted, and no exchange rate is implied. Plans named in the table are the entry tier quoted; higher tiers cost more. Vendors change prices without notice, so treat this as a snapshot, not a quote.

On comparing by price: to rank these figures against each other, normalise each vendor's published figure to a monthly basis — dividing annual licences by twelve — and ignore currency. Rows with no published price belong at the bottom in either direction: they are absent evidence, not a high or a low number.

WHAT TO DO WITH THIS

Budget the nine, *quote the seven.*

Nine of the sixteen publish a figure you can put in a budget line today. The other seven quote per account — keep them in a separate column and get a number in writing before you commit to one.

One line on this shortlist costs nothing: Google Search Console is a free product with no paid tier, and it is the only source here that reports your own query, impression and indexing data.

Re-check anything you are about to buy against the vendor's own pricing page. This is a snapshot taken in August 2026, not a quote, and vendors change prices without notice.

The full tools post this shortlist came from — including what each tool is actually good at on an industrial catalogue — is on our site.

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