ToolGPA

NOVEMBER 2026

AuthorityLabs

The Insider's Guide

Daily rank tracking by keyword, domain, location and device



Every plan, grade, refund rule and rival among SEO tools, read from AuthorityLabs's own pages.

Made by ScraperAPI, LLC · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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ToolGPA put this guide together from AuthorityLabs's own pages, its app-store listings and our grades. Every fact in it is on AuthorityLabs's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 5 of the 70 other SEO tools we grade

AuthorityLabs is a rank tracking service that checks where domains appear in Google, Bing and Yahoo each day. It tracks results by country, city and postal code and separates mobile from desktop. Reports can carry a customer's own branding, and every plan allows unlimited user logins.

To get you started, here are **9 things to know about AuthorityLabs**, taken from its own pages and our grades.

> "
>
> **You add your domains and keywords, then wait for the first checks.**
>
> From our grade for ease of use

1 **Best for daily rank tracking for agencies**

Authority Labs tracks keyword rankings daily with local and mobile views, white-label reports and unlimited users.

2 **Paid plans start at $65 a month**

As its pricing page puts it: $65 per month for 250 keywords.

3 **You can try it first**

14-day free trial of the selected plan, no credit card required

4 **It runs on Web**

Web.

5 **Daily rank checks**

Rankings are refreshed every day on every plan, for domains, pages and competitor sites tracked side by side.

6 **Local and mobile tracking**

Results can be pulled by state, city or postal code, and mobile rankings are tracked separately from desktop.

7 **Search engines and countries**

Domains can be added for any country or language that Google, Bing and Yahoo support.

8 **A 2.0 GPA, above 5 of 70**

That is against the other SEO tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace AuthorityLabs you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

AuthorityLabs at a glance

PRICING Free trial, from $65 per month for 250 keywords	FREE PLAN No
FREE TRIAL 14-day free trial of the selected plan, no credit card required	RUNS ON Web
MADE BY ScraperAPI, LLC	CATEGORY SEO Tools
OUR GRADE 2.0 GPA, fair	

The report card

Best for daily rank tracking for agencies

Authority Labs tracks keyword rankings daily with local and mobile views, white-label reports and unlimited users. It does only that, with no site audit or backlink tools, there is no free plan beyond a 14-day trial, and the cheapest plan stops at 250 keywords.

TOOLGPA REPORT CARD	AuthorityLabs	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$65 a month for 250 keywords sits between the category's middle at $40 and its dearer quarter at $69. Per keyword it gets dearer fast: $129 for 1,000, $295 for 2,500.
Free plan and trial	C	A 14-day trial with no card needed. After that, nothing is free.
Features	C	Daily rank checks, local and mobile tracking, white-label reports and an API. It does that one job fully, and it is a smaller job than a full SEO suite.
Ease of use	C	No store rating is on record. You add your domains and keywords, then wait for the first checks.
Platforms and integrations	C	Web only, with Google Data Studio as the one integration listed.
Grade point average		Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who AuthorityLabs is for

- ✓ Fits if you track under 250 keywords across up to 50 domains
- ✓ Works for agencies that want white-label rank reports with unlimited users

Who it is not for

- ✗ Skip it if you want a free plan, as the 14-day trial is the only free access
- ✗ Not for you if you need site audits or backlink checks, which it does not include
- ✗ Tight if you track more than 250 keywords, since the next step is $129 a month
- ✗ Pricey if you track 2,500 keywords, at $295 a month
- ✗ Watch out: only monthly prices are shown, with no annual option mentioned

Good to know

Good for

- ✓ Agencies that need white-label rank reports and many client logins
- ✓ Local SEO work that needs rankings by city or postal code
- ✓ Teams that want daily checks on a modest keyword list

Worth knowing

- ⓘ There is no free plan; the 14-day trial is the only free access.
- ⓘ The cheapest plan caps tracking at 250 keywords and 50 domains, and the next steps up are $129, $295 and $585 a month.
- ⓘ The pricing page shows monthly prices only and does not mention annual billing.
- ⓘ It tracks rankings and keyword data only, so it does not include site audits or backlink analysis.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$65
A month to start

AuthorityLabs is a paid product with a free trial, starting at $65 per month for 250 keywords.

PLUS

$65

per month for up to 250 keywords

250 keywords across up to 50 domains, with local and mobile tracking, daily updates, white-label reports and unlimited users.

PRO

$129

per month for up to 1,000 keywords

1,000 keywords across up to 100 domains, with the same feature set as Plus.

PRO PLUS

$295

per month for up to 2,500 keywords

2,500 keywords across up to 300 domains, with the same feature set.

ENTERPRISE

$585

per month for 5,000+ keywords

5,000 or more keywords across unlimited domains, with the same feature set.

Trying it first

14-day free trial of the selected plan, no credit card required

Read from authoritylabs.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Daily rank tracking by keyword, domain, location and device. Here is what it does, as its own site describes it, and what it covers: public API, reports, keyword research, rank tracking.

> **Daily rank checks, local and mobile tracking, white-label reports and an API.**

From our grade for features

Daily rank checks

Rankings are refreshed every day on every plan, for domains, pages and competitor sites tracked side by side.

Local and mobile tracking

Results can be pulled by state, city or postal code, and mobile rankings are tracked separately from desktop.

Search engines and countries

Domains can be added for any country or language that Google, Bing and Yahoo support.

Not provided keywords report

Every plan includes reports aimed at recovering keywords that analytics tools label as not provided.

White-label reporting

Reports can carry the agency's own branding, and any number of team members or clients can have a login at no extra cost.

Interface API access

Plans list API access to the rank tracker interface, and the company sells separate SEO and data-service APIs.

Where it runs

Web

What it works with

Google Data Studio

AuthorityLabs is made by ScraperAPI, LLC.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

5/70

Other SEO tools it is graded above

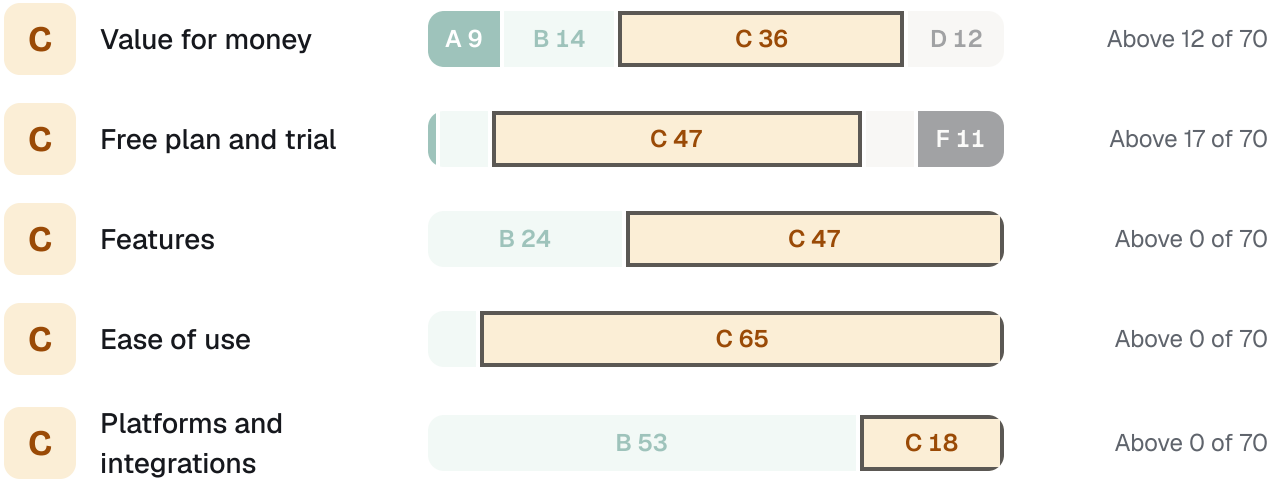
AuthorityLabs's GPA of 2.0 is higher than 5 of the 70 other SEO tools we grade, and level with 18.

Its paid plans start at $65 a month, against a middle price of $39.10 for the category: 45 of the 60 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 34 tools score higher and cost less.

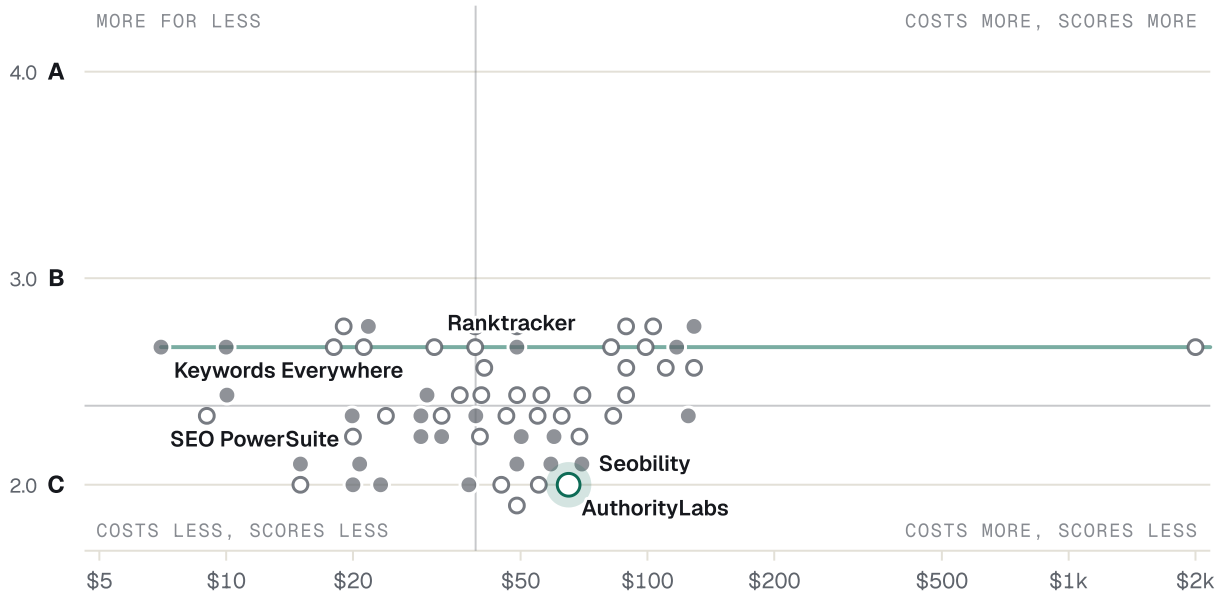
Each grade against the category

Every bar is all 71 SEO tools we grade, cut by the letter each got. AuthorityLabs's own letter is outlined.



Price against what you get

Each dot is one of 61 SEO tools. Further left costs less; higher up scores better on features, ease of use and platforms. AuthorityLabs is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace AuthorityLabs you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 47 of the 70 other SEO tools grade higher. It costs $780 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Search volumes for millions of keywords, gathered and kept up to date.
- Daily checks of where your pages rank in search results.
- It plugs into other products, Google Data Studio among them, and has an API.

What this rests on. AuthorityLabs's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Wincher, Ranktracker and SE Ranking

The 3 tools AuthorityLabs is most often weighed against, with where each one differs from it.

2.2 GPA

Wincher

Free trial · from $49/mo

Daily keyword rank tracker with competitor and local tracking.

AuthorityLabs and Wincher compared in full

2.6 GPA

Ranktracker

Free trial · from $31.20/mo

Rank tracking with keyword research, backlinks and site audits.

- Ranktracker also covers site audit and backlink analysis.

AuthorityLabs and Ranktracker compared in full

2.2 GPA

SE Ranking

Free trial · from $103.20/mo

SEO platform for rank tracking, audits, research and AI visibility.

- SE Ranking also covers site audit and backlink analysis.

AuthorityLabs and SE Ranking compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is AuthorityLabs free?

No, AuthorityLabs is a paid product, but you can try it first. 14-day free trial of the selected plan, no credit card required.

How much does AuthorityLabs cost?

AuthorityLabs lists 4 plans. Plus: $65 per month for up to 250 keywords.

What platforms does AuthorityLabs work on?

AuthorityLabs is available on Web.

Does AuthorityLabs have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. AuthorityLabs is listed for Web.

Does AuthorityLabs have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. AuthorityLabs is listed for Web.

Is AuthorityLabs open source?

AuthorityLabs is not described as open source on its own site, as read on Nov 13, 2026.

Does AuthorityLabs have an API?

Yes. AuthorityLabs offers a public API, according to its own site.

What does AuthorityLabs integrate with?

AuthorityLabs's listing names Google Data Studio. A listing names up to eight integrations, so it may connect to more.

Who makes AuthorityLabs?

AuthorityLabs is made by ScraperAPI, LLC.

What are the alternatives to AuthorityLabs?

The closest alternatives to AuthorityLabs in our directory are Wincher, Ranktracker and SE Ranking.

How does AuthorityLabs compare with other SEO tools?

AuthorityLabs's GPA of 2.0 is higher than 5 of the 70 other SEO tools we grade, and level with 18.

Is AuthorityLabs good value for money?

ToolGPA grades AuthorityLabs C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of AuthorityLabs?

To replace AuthorityLabs you would be making search volumes for millions of keywords, gathered and kept up to date.

Where this guide comes from

The prices, plans, platforms and features were read from AuthorityLabs's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Authority Labs's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by ScraperAPI, LLC. Prices change, so check authoritylabs.com before you buy.

authoritylabs.com/pricing/

authoritylabs.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

AuthorityLabs, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/authoritylabs

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "AuthorityLabs: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/authoritylabs
```

Know someone choosing between SEO tools?

Send them this guide:
toolgpa.com/tools/authoritylabs/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SEO tools after AuthorityLabs, each with an Insider's Guide of its own.

SEO Tools Insider's Guide

Every one of the 71 SEO tools we grade, compared

Rank Math Insider's Guide

WordPress SEO plugin for meta tags, schema, sitemaps and rank tracking

3.0 GPA

Keywords Everywhere Insider's Guide

Browser extension that shows search volume on the sites you browse

2.8 GPA

NeuronWriter Insider's Guide

Content editor that scores drafts against the pages already ranking

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what AuthorityLabs's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. AuthorityLabs is a trademark of its owner, and this guide is not made, paid for or approved by ScraperAPI, LLC. Prices and plans change: check authoritylabs.com before you buy.