ToolGPA

NOVEMBER 2026

ChangeTower

The Insider’s Guide

Page change monitoring with snapshots, diffs and AI filtering



Every plan, grade, refund rule and rival among technical SEO tools, read from ChangeTower’s own pages.

Made by ChangeTower · checked Nov 13, 2026 · toolgpa.com

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

ToolGPA put this guide together from ChangeTower's own pages, its app-store listings and our grades. Every fact in it is on ChangeTower'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

2.4

GPA, above 44 of the 91 other technical SEO tools we grade

ChangeTower watches web pages and alerts a team when their content changes. It keeps dated snapshots of each page, shows before-and-after differences, and can watch whole pages, single sections or specific keywords. Plans are sized by the number of pages monitored and how often they are checked.

> "
>
> **You pick pages and set what counts as a change.**
>
> From our grade for ease of use

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

1 **Best for watching web pages for changes with snapshots**

ChangeTower watches pages and alerts you when their content changes, keeping dated snapshots and before-and-after diffs.

2 **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month for 25 pages, billed annually ($12 billed monthly).

3 **There is a free plan**

3 monitored pages, checked daily.

4 **It runs on Web**

Web.

5 **Scheduled page checks**

Pages are checked on a schedule that depends on the plan: daily on Free and Lite, hourly from Essential, with custom days and times from Essential up.

6 **Content change detection**

Shows the exact before and after of a change, and can alert only when chosen keywords appear or disappear.

7 **Selective monitoring**

Essential watches or ignores parts of a page by section; Business goes down to individual elements.

8 **A 2.4 GPA, above 44 of 91**

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

9 **Keep it**

The plain part of ChangeTower you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

ChangeTower at a glance

PRICING Free plan, from $10 per month for 25 pages, billed annually ($12 billed monthly)	FREE PLAN Yes
FREE TRIAL 5-day free trial on every paid plan	RUNS ON Web
MADE BY ChangeTower	CATEGORY Technical SEO & Site Audits
OUR GRADE 2.4 GPA, fair	

The report card

Best for watching web pages for changes with snapshots

ChangeTower watches pages and alerts you when their content changes, keeping dated snapshots and before-and-after diffs. The free plan covers 3

pages checked daily, hourly checks need Essential at $29, and a section-level watch is not on the cheapest plans.

TOOLGPA REPORT CARD	ChangeTower	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$10 a month on yearly billing for 25 pages ($12 monthly), at the top of the category's cheaper quarter.
Free plan and trial	C	A free plan with 3 pages checked daily, which you'll outgrow quickly, plus a 5-day trial on paid plans.
Features	C	Scheduled checks, snapshots, diffs, keyword and section watching, AI filtering and alerts. The listing shows gaps: hourly checks and selective monitoring start on Essential, and Slack and webhooks on Business.
Ease of use	C	No store rating on record. You pick pages and set what counts as a change.
Platforms and integrations	B	Web only, with Slack, webhooks and an MCP on the top plan.
Grade point average		Fair, out of 4.0 **2.4**

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 ChangeTower is for

- ✓ Fits if you watch a short list of pages, like a competitor's pricing
- ✓ Works for small teams that want history of each change

Who it is not for

- ✕ Tight if you stay free: 3 pages and daily checks
- ✕ Skip it if you need hourly checks cheaply, as they start at $29 a month on Essential
- ✕ Pricey if you want Slack, webhooks or element-level watching, which start on Business at $62
- ✕ Watch out: more than 200 pages means a sales-priced Enterprise plan

Good to know

Good for

- ✓ SEO teams watching key pages for unexpected content changes
- ✓ Compliance staff who need dated page snapshots
- ✓ Small teams that want a per-page price they can predict

Worth knowing

- ⓘ The Free plan covers 3 pages and checks only daily.
- ⓘ Hourly checks start on Essential at $36 per month billed monthly.
- ⓘ Selective monitoring, Slack and webhooks are not on the lowest plans.
- ⓘ Business has 200 pages; more pages need the sales-priced Enterprise plan.

What it costs

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

$10

A month to start. There is a free plan too

ChangeTower has a free plan. Paid plans start at $10 per month for 25 pages, billed annually ($12 billed monthly).

FREE

$0

3 monitored pages, checked daily.

LITE

$10

per month for 25 pages, billed annually ($12 billed monthly)

25 pages checked every 24 hours, 1 additional team member, 30 days of snapshot history.

ESSENTIAL

$29

per month for 100 pages, billed annually ($36 billed monthly)

Hourly checks, 3 extra members, 60 days of history, selective monitoring by section and custom schedules.

BUSINESS

$62

per month for 200 pages, billed annually ($78 billed monthly)

Hourly checks, 5 extra members, 6 months of history, element-level monitoring, Slack, webhooks and MCP.

ENTERPRISE

Custom

Custom page and member counts, domain scanning, multi-region monitoring, SAML single sign-on.

The free plan

3 monitored pages, checked daily.

Trying it first

5-day free trial on every paid plan

Read from changetower.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly billing saves about 20%

The pricing page lists yearly rates of $10, $29 and $62 per month for Lite, Essential and Business, against $12, $36 and $78 billed monthly.

Stated on changetower.com

What it does

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

1

Place it runs: Web

Page change monitoring with snapshots, diffs and AI filtering. Here is what it does, as its own site describes it, and what it covers: public API, AI features, screenshots, reports.

> **Scheduled checks, snapshots, diffs, keyword and section watching, AI filtering and alerts.**
>
> From our grade for features

Scheduled page checks

Pages are checked on a schedule that depends on the plan: daily on Free and Lite, hourly from Essential, with custom days and times from Essential up.

Content change detection

Shows the exact before and after of a change, and can alert only when chosen keywords appear or disappear.

Selective monitoring

Essential watches or ignores parts of a page by section; Business goes down to individual elements.

AI monitoring

Lets you describe in plain language what to watch, and is switched on for every monitor on every plan.

Snapshot history

Stores a snapshot on each check, kept for 30 days to 6 months depending on the plan, with comments and an activity log for the team.

Alerts and hooks

Sends email notifications on all plans. Slack, webhooks and an MCP connection for AI assistants are listed on Business.

Where it runs

Web

What it works with

Slack · Webhooks · MCP

ChangeTower is made by ChangeTower.

PART 04 · STANDING

Where it stands

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

44/91

Other technical SEO tools it is graded above

ChangeTower's GPA of 2.4 is higher than 44 of the 91 other technical SEO tools we grade, and level with 18.

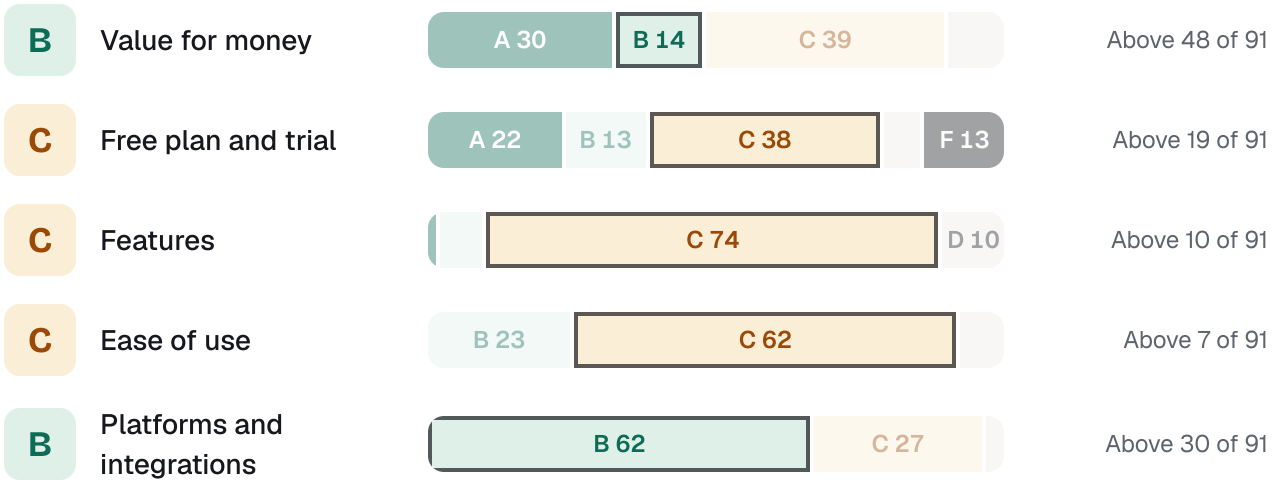
It stands best on value for money (B, above 48 of 91) and worst on ease of use (C, above 7).

Its paid plans start at $10 a month, against a middle price of $19.95 for the category: 9 of the 58 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

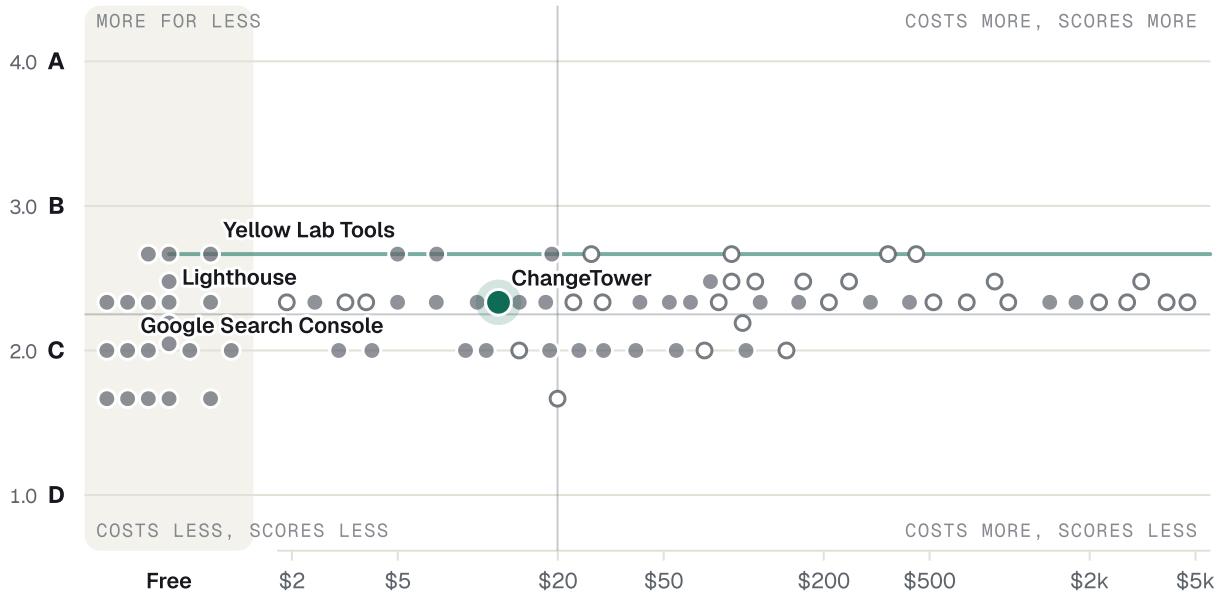
Each grade against the category

Every bar is all 92 technical SEO tools we grade, cut by the letter each got. ChangeTower's own letter is outlined.



Price against what you get

Each dot is one of 80 technical SEO tools. Further left costs less; higher up scores better on features, ease of use and platforms. ChangeTower 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

The plain part of ChangeTower you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

It costs $120 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Capture tools hooked into the operating system.

- It plugs into other products, Slack, Webhooks and MCP among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. ChangeTower'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



Hexowatch, Visualping, Little Warden and SEOTesting

The 4 tools ChangeTower is most often weighed against, with where each one differs from it.

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Hexowatch

Free plan · from $10.50/mo

AI website change monitoring with plain-language explanations.

- ChangeTower also covers screenshots.

ChangeTower and Hexowatch compared in full

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Visualping

Free plan · from $10/mo

Web page change alerts by visual and text comparison.

- Only Visualping lists a browser extension.

ChangeTower and Visualping compared in full



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Little Warden

Free trial · from $34.99/mo

Website change monitoring for domains, SSL, redirects and SEO tags.

- ChangeTower has a free plan. Little Warden does not, though it has a free trial.
- ChangeTower also covers screenshots and reports.
- Little Warden also covers site audit and page speed.

ChangeTower and Little Warden compared in full



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SEOTesting

Free trial · from $50/mo

SEO tests and reports built on your own Search Console data.

- ChangeTower has a free plan. SEOTesting does not, though it has a free trial.
- Only SEOTesting lists a browser extension.
- ChangeTower also covers screenshots.

ChangeTower and SEOTesting compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 ChangeTower free?

ChangeTower has a free plan. 3 monitored pages, checked daily.

How much does ChangeTower cost?

ChangeTower lists 5 plans. Free: $0.

What platforms does ChangeTower work on?

ChangeTower is available on Web.

Does ChangeTower offer any discounts?

ChangeTower publicly lists the following: Yearly billing saves about 20%.

Does ChangeTower have an Android app?

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

Does ChangeTower have an iPhone app?

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

Is ChangeTower open source?

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

Does ChangeTower have an API?

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

What does ChangeTower integrate with?

ChangeTower's listing names Slack, Webhooks and MCP. A listing names up to eight integrations, so it may connect to more.

Does ChangeTower have a free trial?

Yes. 5-day free trial on every paid plan.

Who makes ChangeTower?

ChangeTower is made by a company of the same name.

What are the alternatives to ChangeTower?

The closest alternatives to ChangeTower in our directory are Hexowatch, Visualping, Little Warden and SEOTesting.

How does ChangeTower compare with other technical SEO tools?

ChangeTower's GPA of 2.4 is higher than 44 of the 91 other technical SEO tools we grade, and level with 18.

Is ChangeTower good value for money?

ToolGPA grades ChangeTower B for value for money. Its paid plans start at $10 a month, against a middle price of $19.95 for the category: 9 of the 58 others that charge start lower.

Could I make my own version of ChangeTower?

The plain part of ChangeTower you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from ChangeTower'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 ChangeTower'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 ChangeTower. Prices change, so check changetower.com before you buy.

changetower.com/pricing/
changetower.com/faqs/

changetower.com

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

ChangeTower, kept up to date

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

toolgpa.com/tools/changetower

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, "ChangeTower: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/changetower
```

Know someone choosing between technical SEO tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Technical SEO & Site Audits Insider's Guide

Every one of the 92 technical SEO tools we grade, compared

Lighthouse Insider's Guide

Google's open-source audit of page speed, accessibility and SEO

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PageSpeed Insights Insider's Guide

Free Google speed test with real-user Core Web Vitals and Lighthouse

3.2 GPA

Yellow Lab Tools Insider's Guide

Free open-source audit of a page's speed and front-end code

3.2 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 ChangeTower'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. ChangeTower is a trademark of its owner, and this guide is not made, paid for or approved by ChangeTower. Prices and plans change: check changetower.com before you buy.