ToolGPA

NOVEMBER 2026

SEO Review Tools

The Insider's Guide

Free SEO and AI visibility checkers, plus a paid data API



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

Made by SEO Review Tools · checked Nov 13, 2026 · toolgpa.com

2.6
GPA



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

2.6

GPA, above 61 of the 70 other SEO tools we grade

SEO Review Tools offers 84 free web-based SEO and AI tools, including a keyword tool, rank checker, backlink checker, domain authority checker and AI brand visibility checker. A paid API sells the same kinds of data in monthly credit plans for people who want to build their own reports and dashboards. A Chrome extension and a Google Sheets route to the data are also listed.

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

> **Free tools take a URL or keyword and return a result, but the API needs developer setup.**
>
> From our grade for ease of use

1 **Best for free one-off SEO checkers**

SEO Review Tools offers 84 web tools free to use, from a keyword tool to a rank checker, and sells a metered API on top.

2 **Paid plans start at $60 a month**

As its pricing page puts it: $60 per month, billed annually ($75 billed monthly), for the API.

3 There is a free plan

The 84 web tools are free to use; the API has a 15-day free trial with 500 trial credits.

4 It runs on Web

Web, with a browser extension too.

5 Free SEO tool collection

84 web tools cover keyword research, rank checking, backlink checking, domain authority, readability and an on-page SEO checker.

6 AI visibility tools

Free checkers look at how AI models perceive a brand, and the homepage names Claude among the models. The API lists ChatGPT and Gemini visibility endpoints.

7 SEO content editor

A free writing assistant scores content for search and adds AI optimization feedback.

8 A 2.6 GPA, above 61 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 SEO Review Tools 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.

SEO Review Tools at a glance

PRICING
Free plan, from $60 per month, billed annually ($75 billed monthly), for the API

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web, Browser extension

MADE BY
SEO Review Tools, since 2013

CATEGORY
SEO Tools

OUR GRADE
2.6 GPA, good

The report card

Best for free one-off SEO checkers

SEO Review Tools offers 84 web tools free to use, from a keyword tool to a rank checker, and sells a metered API on top. The free tools are separate checkers with no project dashboard, and the paid part is an API at $75 a month for 7,500 credits, not an SEO suite.

TOOLGPA REPORT CARD — **SEO Review Tools** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	The 84 web tools are free. The paid API starts at $60 a month on annual billing ($720 up front) or $75 monthly, which is dearer quarter territory in a category whose middle is $40.
Free plan and trial	B	The web tools are free to use, and the API has a 15-day trial with 500 credits. One person checking a site now and then could live on the free tools.

SUBJECT	GRADE	COMMENT
Features	C	Many individual checkers, an AI visibility tool and a content editor. No single project dashboard exists for ongoing tracking, so it is a toolbox rather than a suite.
Ease of use	C	No store rating is on record. Free tools take a URL or keyword and return a result, but the API needs developer setup.
Platforms and integrations	B	Web, a Chrome extension, an API, an MCP server, Google Sheets and Postman.
Grade point average		Good, out of 4.0 **2.6**

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 SEO Review Tools is for

- ✓ Fits if you run one-off checks and want no subscription
- ✓ Works for developers who want SEO data through an API

Who it is not for

- ✗ Skip it if you want one dashboard that tracks rankings over time, as the free tools are separate checkers
- ✗ Pricey if you want the API, at $75 a month for 7,500 credits
- ✗ Not for you if you want a point-and-click suite, since the paid product is metered credits
- ✗ Watch out: annual API billing is one yearly payment of $720, $1,680 or $4,320
- ✗ Watch out: the Chrome extension is the only browser extension named

Good to know

Good for

- ✓ Individuals who need occasional quick checks without a subscription
- ✓ Developers building custom SEO dashboards or reports on an API
- ✓ Agencies that want white-label reports from API data

Worth knowing

- ⓘ The paid product is a metered API, not a dashboard suite; the monthly credits are 7,500, 25,000 or 75,000.
- ⓘ Free tools are individual checkers, so there is no single project dashboard for ongoing tracking.
- ⓘ Annual API billing saves 20%, but is billed as one yearly payment of $720, $1,680 or $4,320.
- ⓘ The Chrome extension is the only browser extension named on the homepage.

PART 02 · PRICING

What it costs

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

$60

A month to start. There is a free plan too

SEO Review Tools has a free plan. Paid plans start at $60 per month, billed annually ($75 billed monthly), for the API.

> **One person checking a site now and then could live on the free tools.**

From our grade for free plan and trial

FREE TOOLS

$0

The vendor's web tools, such as the keyword tool, rank checker, backlink checker and AI visibility checker. Sign-up is offered.

API LITE

$60

per month, billed annually ($75 billed monthly)

7,500 API credits a month, all endpoints, full support and a 15-day free trial. Annual billing is $720 up front.

API STANDARD

$140

per month, billed annually ($175 billed monthly)

25,000 API credits a month and all endpoints. Annual billing is $1,680 up front.

API ADVANCED

$360

per month, billed annually ($450 billed monthly)

75,000 API credits a month and all endpoints. Annual billing is $4,320 up front.

The free plan

The 84 web tools are free to use; the API has a 15-day free trial with 500 trial credits.

Read from seoreviewtools.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off API plans billed annually

Annual billing brings Lite to $60 a month, Standard to $140 and Advanced to $360, billed as one yearly payment.

Stated on seoreviewtools.com

What it does

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

2

Places it runs: Web and Browser extension

Free SEO and AI visibility checkers, plus a paid data API. Here is what it does, as its own site describes it, and what it covers: public API, keyword research, rank tracking, backlink analysis, AI search visibility, sERP API.

> **Many individual checkers, an AI visibility tool and a content editor.**

From our grade for features

Free SEO tool collection

84 web tools cover keyword research, rank checking, backlink checking, domain authority, readability and an on-page SEO checker.

AI visibility tools

Free checkers look at how AI models perceive a brand, and the homepage names Claude among the models. The API lists ChatGPT and Gemini visibility endpoints.

SEO content editor

A free writing assistant scores content for search and adds AI optimization feedback.

Data API

Backlinks, keywords, rankings, traffic estimates, domain authority and AI visibility are available by API, with every endpoint included on every plan.

Chrome extension and MCP server

A Chrome extension gives access to the tools, and an MCP server lets AI agents query the API.

Where it runs

Web

Browser extension

What it works with

Google Sheets

Postman

SEO Review Tools is made by SEO Review Tools, and has been around since 2013.

Where it stands

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

61/70

Other SEO tools it is graded above

SEO Review Tools's GPA of 2.6 is higher than 61 of the 70 other SEO tools we grade, and level with 5.

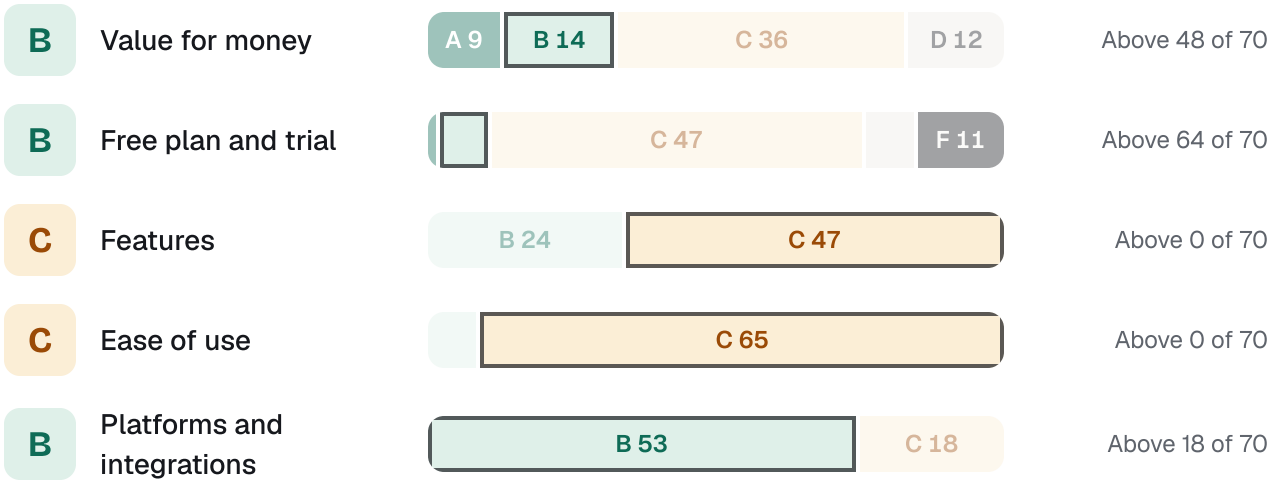
It stands best on free plan and trial (B, above 64 of 70) and worst on features (C, above 0).

Its paid plans start at $60 a month, against a middle price of $39.10 for the category: 42 of the 60 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 12 tools score higher and cost less.

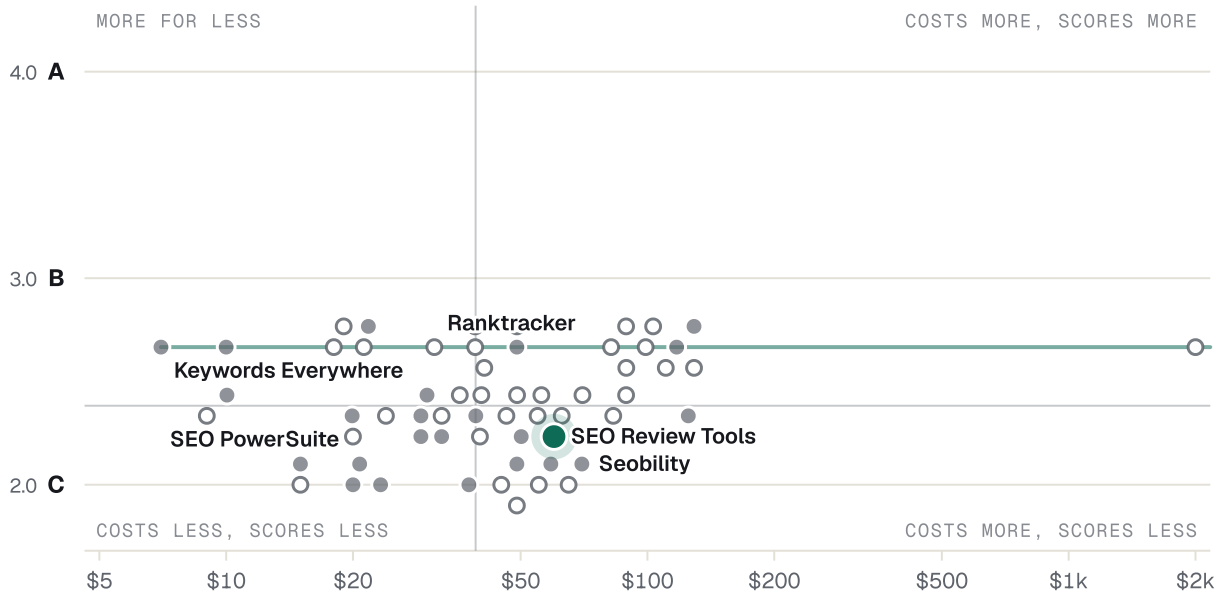
Each grade against the category

Every bar is all 71 SEO tools we grade, cut by the letter each got. SEO Review Tools'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. SEO Review Tools 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 SEO Review Tools 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.

It is one of the better ones too: its GPA of 2.6 is higher than 61 of the 70 other SEO tools we grade. It costs $720 a year.

What you could not

- ✕ Search volumes for millions of keywords, gathered and kept up to date.
- ✕ An index of the links between billions of web pages.

- ✕ Search results fetched at scale from many countries without being blocked.
- ✕ Daily checks of where your pages rank in search results.
- ✕ The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- ✕ It plugs into other products, Google Sheets and Postman among them, and has an API.

What this rests on. SEO Review Tools'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



Ubersuggest, Keywords Everywhere, SEOptimer, Mangools and Semrush

The 5 tools SEO Review Tools is most often weighed against, with where each one differs from it.

2.4 GPA

Ubersuggest

Free plan · from $29/mo

Low-cost SEO tool for keyword ideas, site audits and rank tracking.

- SEO Review Tools also covers AI search visibility and sERP API.
- Ubersuggest also covers site audit.

SEO Review Tools and Ubersuggest compared in full

2.8 GPA

Keywords Everywhere

Free plan · from $7/mo

Browser extension that shows search volume on the sites you browse.

- Only SEO Review Tools lists a web app.
- SEO Review Tools also covers rank tracking, AI search visibility and sERP API.

SEO Review Tools and Keywords Everywhere compared in full

SEOptimer

2.6 GPA

Free plan · from $21.75/mo

SEO audit tool with white-label reports and a lead-generation widget.

- SEO Review Tools also covers AI search visibility and sERP API.
- SEOptimer also covers reports and site audit.

SEO Review Tools and SEOptimer compared in full

Mangools

2.0 GPA

Free plan · from $37.70/mo

Bundle of five SEO tools led by the KWFinder keyword research app.

- SEO Review Tools also covers AI search visibility and sERP API.

SEO Review Tools and Mangools compared in full

Semrush

2.2 GPA

Free plan · from $117.33/mo

SEO suite for keyword research, rank tracking and AI search visibility.

- Only SEO Review Tools lists a browser extension.
- SEO Review Tools also covers AI search visibility and sERP API.
- Semrush also covers reports and site audit.

SEO Review Tools and Semrush compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 SEO Review Tools free?

SEO Review Tools has a free plan. The 84 web tools are free to use; the API has a 15-day free trial with 500 trial credits.

How much does SEO Review Tools cost?

SEO Review Tools lists 4 plans. Free tools: $0.

What platforms does SEO Review Tools work on?

SEO Review Tools is available on Web. It also has a browser extension.

Does SEO Review Tools offer any discounts?

SEO Review Tools publicly lists the following: 20% off API plans billed annually.

Does SEO Review Tools have an Android app?

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

Does SEO Review Tools have an iPhone app?

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

Is SEO Review Tools open source?

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

Does SEO Review Tools have an API?

Yes. SEO Review Tools offers a public API, according to its own site.

What does SEO Review Tools integrate with?

SEO Review Tools's listing names Google Sheets and Postman. A listing names up to eight integrations, so it may connect to more.

Who makes SEO Review Tools?

SEO Review Tools is made by a company of the same name. It dates from 2013.

What are the alternatives to SEO Review Tools?

The closest alternatives to SEO Review Tools in our directory are Ubersuggest, Keywords Everywhere, SEOptimer, Mangools and Semrush.

How does SEO Review Tools compare with other SEO tools?

SEO Review Tools's GPA of 2.6 is higher than 61 of the 70 other SEO tools we grade, and level with 5.

Is SEO Review Tools good value for money?

ToolGPA grades SEO Review Tools B for value for money. Its paid plans start at $60 a month, against a middle price of $39.10 for the category: 42 of the 60 others that charge start lower.

Could I make my own version of SEO Review Tools?

To replace SEO Review Tools 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 SEO Review Tools'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 SEO Review Tools'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 SEO Review Tools. Prices change, so check seoreviewtools.com before you buy.

seoreviewtools.com/api-pricing/
seoreviewtools.com/

seoreviewtools.com/seo-api/

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

SEO Review Tools, kept up to date

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

toolgpa.com/tools/seo-review-tools

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:

```
ToolGPA, "SEO Review Tools: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/seo-review-tools
```

Know someone choosing between SEO tools?

Send them this guide: toolgpa.com/tools/seo-review-tools/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SEO tools after SEO Review Tools, 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 SEO Review Tools'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. SEO Review Tools is a trademark of its owner, and this guide is not made, paid for or approved by SEO Review Tools. Prices and plans change: check seoreviewtools.com before you buy.