ToolGPA

NOVEMBER 2026

SERPed

The Insider's Guide

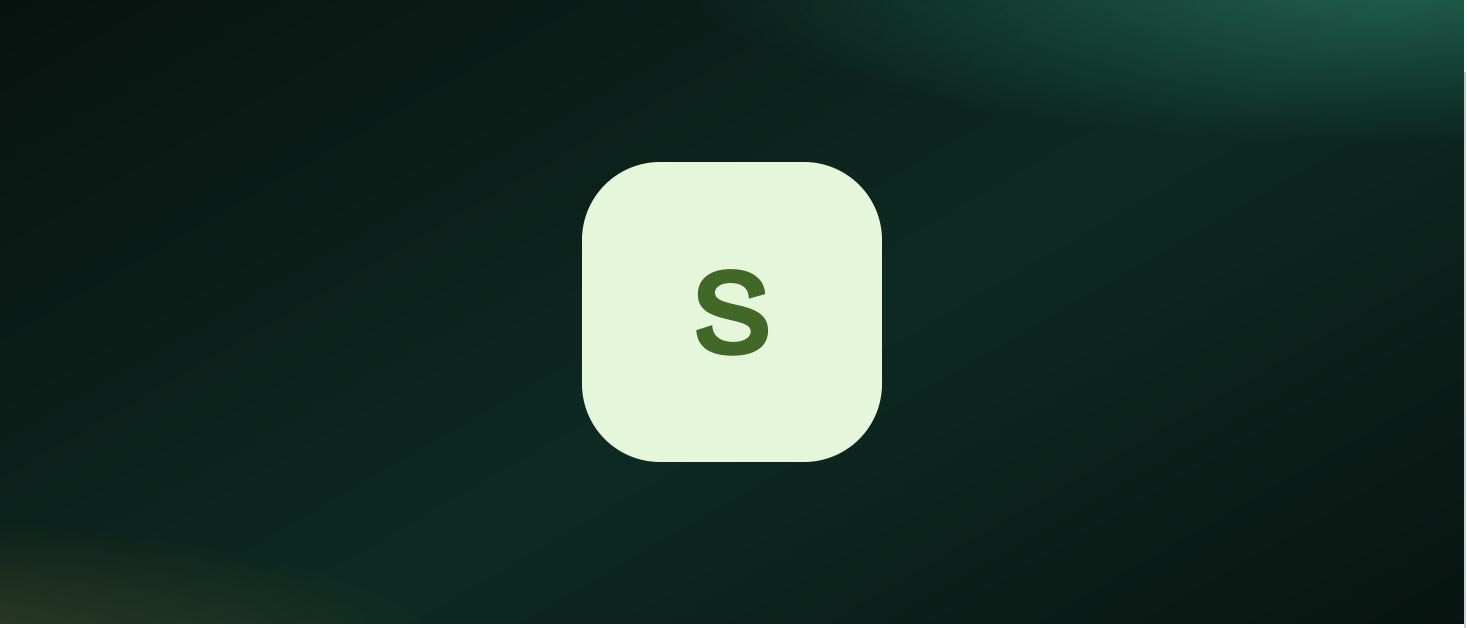
SEO suite with rank tracking, backlinks and white-label reports



Every plan, grade, refund rule and rival among rank trackers, read from SERPed's own pages.

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

1.6
GPA



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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 SERPed's own pages, its app-store listings and our grades. Every fact in it is on SERPed'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

1.6

GPA, above 0 of the 40 other rank trackers we grade

SERPed is a suite of SEO tools sold as one subscription. Alongside rank tracking for Google, YouTube and Amazon, it covers keyword research, backlink and site analysis, domain research, site management and white-label PDF reports. Plans are sized by how many sites, URLs and keywords you can use each month, and there is no free plan, only a paid 30-day trial.

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

> **It's a web suite with sites, keywords and URLs to set up before it's any use, and a lot of tools to learn.**
>
> From our grade for ease of use

1 **Best for rank tracking bundled with an SEO suite**

SERPed bundles rank tracking for Google, YouTube and Amazon with keyword research, backlink checks and white-label reports in one subscription.

2 **Paid plans start at $53 a month**

As its pricing page puts it: $53 per month, billed yearly ($79 billed monthly), up to 2,500 keywords.

3 You can try it first

30-day trial of the full suite for $7 on the Premium and Ultimate plans, then rebilled at the plan price. 30-day money-back guarantee.

4 It runs on Web

Web.

5 Rank tracking

Tracks keyword positions in Google and other search engines by country, city or neighborhood and by device. Separate YouTube and Amazon trackers have their own keyword limits.

6 Keyword research

Keyword discovery with metrics for each keyword, plus monthly keyword reports and top-10 ranking data with difficulty ratings.

7 Backlink and site analysis

Looks up a domain's backlinks and metrics, and includes a site crawler, an index checker and a link indexer.

8 A 1.6 GPA, above 0 of 40

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

9 Keep it

To replace SERPed 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.

SERPed at a glance

PRICING
Free trial, from $53 per month, billed yearly ($79 billed monthly), up to 2,500 keywords

FREE PLAN
No

FREE TRIAL
30-day trial of the full suite for $7 on the Premium and Ultimate plans, then rebilled at the plan price. 30-day money-back guarantee.

RUNS ON
Web

MADE BY
SERPed

CATEGORY
Rank Trackers

OUR GRADE
1.6 GPA, weak

The report card

Best for rank tracking bundled with an SEO suite

SERPed bundles rank tracking for Google, YouTube and Amazon with keyword research, backlink checks and white-label reports in one subscription. But there's no free plan, the way in is a $7 trial that rebills on its own, and the keyword allowance is small for the money: 2,500 a month on the $53 plan works out at about 83 checked daily.

TOOLGPA REPORT CARD	SERPed	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$53 a month on yearly billing for Premium ($79 monthly), against a category middle of $19.99 and a dearer quarter starting at $49. For that you get about 83 keywords checked daily, and the client dashboards need an Agency add-on on top.

SUBJECT	GRADE	COMMENT
Free plan and trial	D	No free plan. The way in is a 30-day trial for $7 that rebills at the plan price afterwards, which is a card up front. There's a 30-day money-back guarantee too, but that isn't a trial.
Features	C	Rank tracking by country, city and device plus keyword research, backlink and site analysis and white-label reports. The listing itself flags gaps: monthly keyword caps, and client dashboards locked behind the Agency add-on.
Ease of use	C	No store rating on record. It's a web suite with sites, keywords and URLs to set up before it's any use, and a lot of tools to learn.
Platforms and integrations	C	Web only, and the listing names no integrations or API. Everything happens in the browser.
Grade point average		Weak, out of 4.0 **1.6**

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 SERPed is for

- ✓ Fits if you want rank tracking, backlinks and reports under one login and can live with a keyword budget
- ✓ Works for freelancers who send white-label PDFs to clients and can pay for the Agency add-on

Who it is not for

- ✕ Not for you if you want a free plan, as there's only a $7 trial that rebills afterwards
- ✕ Tight if you track many keywords: 2,500 a month on Premium is about 83 checked daily
- ✕ Pricey if you need client dashboards, which are a $29 a month add-on ($20 billed yearly) on top of the plan
- ✕ Watch out: the $7 trial is shown on Premium and Ultimate but not on Enterprise, and everything is web only

Good to know

Good for

- ✓ Freelancers and small agencies that want rank tracking inside a broader SEO suite
- ✓ Tracking YouTube and Amazon keywords next to Google rankings
- ✓ Producing white-label PDF reports for clients

Worth knowing

- ⓘ There is no free plan; the entry point is a $7 trial for 30 days.
- ⓘ Rank tracking is capped by a monthly keyword allowance. On Premium, 2,500 keywords a month means about 83 keywords checked daily.
- ⓘ White-label client dashboards and client acquisition tools need the Agency add-on, listed at $29 a month ($20 a month billed yearly) as a launch price on top of the plan.
- ⓘ The $7 trial is shown on Premium and Ultimate but not on Enterprise.

What it costs

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

$53
A month to start

SERPed is a paid product with a free trial, starting at $53 per month, billed yearly ($79 billed monthly), up to 2,500 keywords.

PREMIUM

$53

per month, billed yearly ($79 monthly), up to 2,500 keywords

20 sites, 2,500 keywords tracked a month (83 checked daily), 750 instant checks, 200 URLs analyzed, 2 team accounts. $7 trial applies.

ULTIMATE

$120

per month, billed yearly ($179 monthly), up to 7,000 keywords

75 sites, 7,000 keywords tracked per month (for example 233 checked daily), 3,000 instant checks, 500 URLs analyzed per month and 5 team accounts. The $7 trial applies.

ENTERPRISE

$253

per month, billed yearly ($379 monthly), up to 22,000 keywords

200 sites, 22,000 keywords tracked a month (733 checked daily), 10,000 instant checks, 1,500 URLs analyzed, 20 team accounts. No $7 trial shown.

Trying it first

30-day trial of the full suite for $7 on the Premium and Ultimate plans, then rebilled at the plan price. 30-day money-back guarantee.

Read from serped.net on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Annual billing saves about a third

The page shows Premium at $53 a month billed yearly against $79 billed monthly, Ultimate at $120 against $179 and Enterprise at $253 against $379.

Stated on serped.net

What it does

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

1

Place it runs: Web

SEO suite with rank tracking, backlinks and white-label reports. Here is what it does, as its own site describes it, and what it covers: reports, keyword research, rank tracking, site audit, backlink analysis, youTube SEO.

> **Rank tracking by country, city and device plus keyword research, backlink and site analysis and white-label reports.**
>
> From our grade for features

Rank tracking

Tracks keyword positions in Google and other search engines by country, city or neighborhood and by device. Separate YouTube and Amazon trackers have their own keyword limits.

Keyword research

Keyword discovery with metrics for each keyword, plus monthly keyword reports and top-10 ranking data with difficulty ratings.

Backlink and site analysis

Looks up a domain's backlinks and metrics, and includes a site crawler, an index checker and a link indexer.

White-label reports

Builds PDF reports for a project or a client under your own branding. Report counts are unlimited on every plan.

Site management

One dashboard for each project, with a WordPress manager, web analytics and uptime monitoring for the sites you add.

Agency add-on

A paid add-on that unlocks customizable white-label client dashboards and client acquisition tools.

Where it runs

Web

What it works with

Its own pages name no integrations.

SERPed is made by SERPed.

Where it stands

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

0/40

Other rank trackers it is graded above

SERPed's GPA of 1.6 is higher than 0 of the 40 other rank trackers we grade, and level with 3.

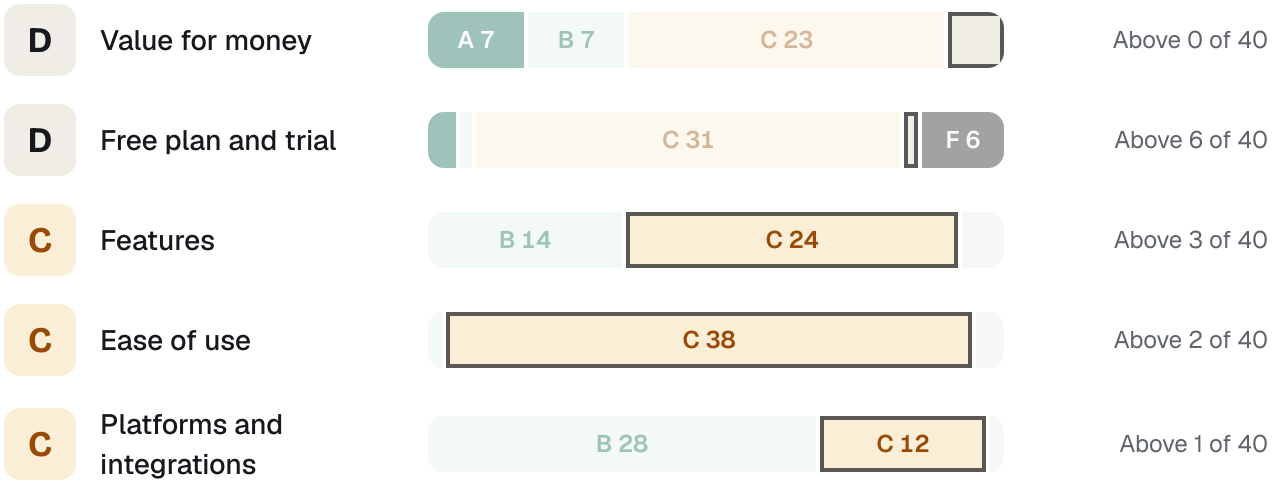
It stands best on features (C, above 3 of 40) and worst on value for money (D, above 0).

Its paid plans start at $53 a month, against a middle price of $21 for the category: 24 of the 30 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 21 tools score higher and cost less.

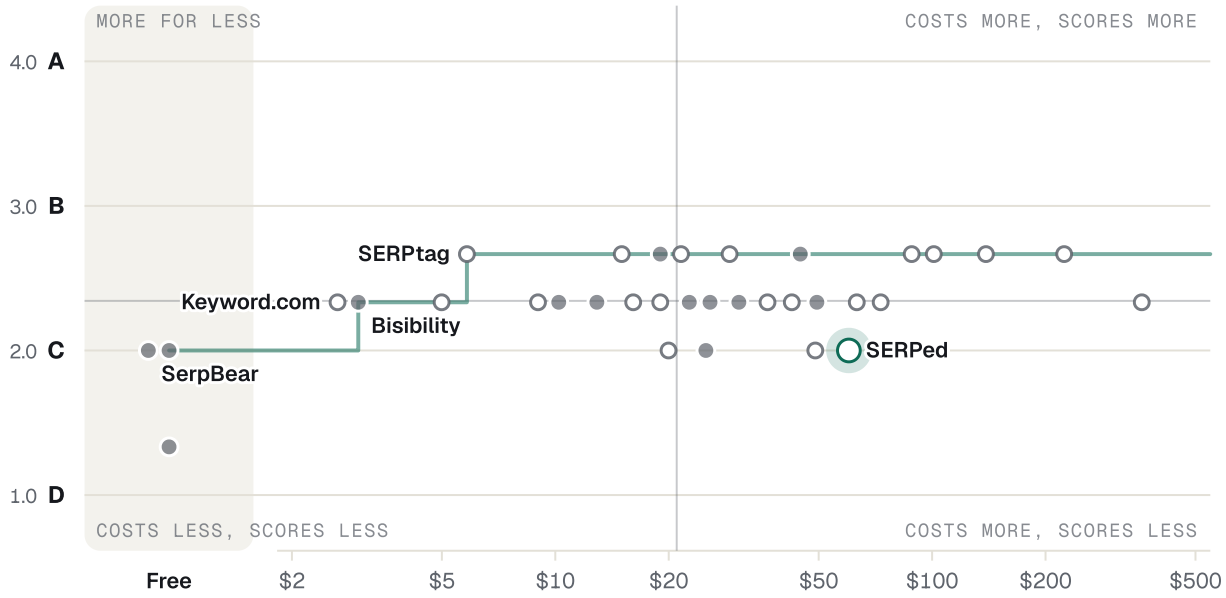
Each grade against the category

Every bar is all 41 rank trackers we grade, cut by the letter each got. SERPed's own letter is outlined.



Price against what you get

Each dot is one of 34 rank trackers. Further left costs less; higher up scores better on features, ease of use and platforms. SERPed 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 SERPed 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: 37 of the 40 other rank trackers grade higher. It costs $636 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.
- An index of the links between billions of web pages.
- Daily checks of where your pages rank in search results.
- A crawler that checks every page of a site.
- Search data for YouTube topics and channels.

What this rests on. SERPed'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



AccuRanker, Nightwatch, Pro Rank Tracker, Keyword.com and SEOmonitor

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

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



1.8 GPA

AccuRanker

From $224/mo

Daily rank tracker for agencies and enterprises, priced by keywords.

- SERPed also covers site audit, backlink analysis and youTube SEO.
- AccuRanker also covers AI search visibility.

SERPed and AccuRanker compared in full



2.4 GPA

Nightwatch

Free trial · from €79/mo

Rank tracker with AI answer tracking, priced by keywords and prompts.

- SERPed also covers backlink analysis and youTube SEO.
- Nightwatch also covers AI search visibility.

SERPed and Nightwatch compared in full



2.4
GPA

Pro Rank Tracker

Free trial · from $89/mo

Daily top-100 rank tracker for Google, Maps, YouTube and AI answers.

- Only Pro Rank Tracker lists iOS and Android apps.
- SERPed also covers site audit, backlink analysis and youTube SEO.
- Pro Rank Tracker also covers AI search visibility.

SERPed and Pro Rank Tracker compared in full



2.6
GPA

Keyword.com

Free trial · from $3/mo

Google rank tracker and AI visibility tracker, priced by keywords.

- SERPed also covers site audit, backlink analysis and youTube SEO.
- Keyword.com also covers AI search visibility.

SERPed and Keyword.com compared in full



2.2
GPA

SEOmonitor

Free trial · from $73/mo

Rank tracking, forecasting and AI search tracking for SEO agencies.

- SERPed also covers site audit, backlink analysis and youTube SEO.
- SEOmonitor also covers AI search visibility.

SERPed and SEOmonitor compared in full

Quick answers

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

12

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 SERPed free?

No, SERPed is a paid product, but you can try it first. 30-day trial of the full suite for $7 on the Premium and Ultimate plans, then rebilled at the plan price.

How much does SERPed cost?

SERPed lists 3 plans. Premium: $53 per month, billed yearly ($79 monthly), up to 2,500 keywords.

What platforms does SERPed work on?

SERPed is available on Web.

Does SERPed offer any discounts?

SERPed publicly lists the following: Annual billing saves about a third.

Does SERPed have an Android app?

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

Does SERPed have an iPhone app?

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

Is SERPed open source?

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

Who makes SERPed?

SERPed is made by a company of the same name.

What are the alternatives to SERPed?

The closest alternatives to SERPed in our directory are AccuRanker, Nightwatch, Pro Rank Tracker, Keyword.com and SEOmonitor.

How does SERPed compare with other rank trackers?

SERPed's GPA of 1.6 is higher than 0 of the 40 other rank trackers we grade, and level with 3.

Is SERPed good value for money?

ToolGPA grades SERPed D for value for money. Its paid plans start at $53 a month, against a middle price of $21 for the category: 24 of the 30 others that charge start lower.

Could I make my own version of SERPed?

To replace SERPed 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 SERPed'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 SERPed'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 SERPed. Prices change, so check serped.net before you buy.

serped.net/plans-and-pricing.php

serped.net

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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

SERPed, kept up to date

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

toolgpa.com/tools/serped

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, "SERPed: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/serped
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Know someone choosing between rank trackers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded rank trackers after SERPed, each with an Insider's Guide of its own.

Rank Trackers Insider's Guide

Every one of the 41 rank trackers we grade, compared

Algoroo Insider's Guide

Free daily chart of how much Google's search results are moving

2.8 GPA

Monitorank Insider's Guide

French daily rank tracker priced per keyword, with AI Overviews data

2.8 GPA

Keyword.com Insider's Guide

Google rank tracker and AI visibility tracker, priced by keywords

2.6 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 SERPed'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. SERPed is a trademark of its owner, and this guide is not made, paid for or approved by SERPed. Prices and plans change: check serped.net before you buy.