




# SemRush vs BrightEdge Comparison




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# Semrush vs BrightEdge

Competitive Research	 SEMRUSH	BRIGHTEDGE
Traffic analysis	Organic, paid, referral, social, and direct channels	Organic channel
Market research*	Based on clickstream data, backlinks, keywords, SERP positions, website categories	Based on keywords
Data by device type	Desktop & mobile	Desktop & mobile
Organic and paid keywords & ads	✓	Organic keywords only
Historical data	✓	✓
Gap analysis	✓	✓
Clickstream data on real users*	✓	✗
Audience analysis*	✓	✗
Mobile app performance*	✓	✗
<b>Keyword Research</b>		
Keyword database	21B	3.5B
Keyword lists	✓	✓
Question keywords	✓	✓
E-commerce keyword analysis*	✓	✓
Cross-tool keyword management	✓	✗
On-demand metrics update	✓	✗
Search intent analysis via semantic groups	✓	✗
Keyword intent	✓	✗
Language filter	✓	✗


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Rank Tracking	 SEMRUSH	BRIGHTEDGE
Update frequency	Daily	Daily
Positions to track	100	100
Mobile & local rankings	✓	✓
SERP features	✓	✓
Share of Voice	✓	✓
Google 3-pack rankings	✓	✓
YouTube rank tracker*	✓	✓
SERP reputation management	✓	✓
Cannibalization report	✓	✗
<b>On Page &amp; Technical SEO</b>		
JavaScript-based website analysis	AJAX crawling	JavaScript rendering
Technical audit	✓	✓
Site health score	✓	✓
On-page recommendations	✓	✓
Actionable ideas and suggestions	✓	✓
Core Web Vitals	✓	✗
Structured data checks	✓	✗
Instant on-page SEO improvements	✓	✗
<b>API &amp; Integrations</b>		
Integrations		
API data	Traffic, organic/paid results, competitors, top domains, keyword research, backlinks, position tracking, technical health	Keyword research, organic results, position tracking

# Semrush vs BrightEdge

Content Marketing	 SEMRUSH	BRIGHTEDGE
Topic research	✓	✓
Strategy analysis	✓	✓
Content audit	✓	✓
Personalized suggestions on keywords, text length, tone of voice, readability, and plagiarism	✓	On-page recommendations only
Real-time content check	✓	✗
Text rephrasing	✓	✗
Plugins for content creation	  	✗
<b>Reporting &amp; Collaboration</b>		
Export formats	Excel, CSV, PDF, PNG	CSV, PDF, PNG
Custom reports	✓	✓
Report templates	✓	✓
Scheduling	✓	✓
External sources data embedding	✓	✓
Custom themes	✓	✗
Google Data Studio connector	✓	✗
<b>Agency Solutions*</b>		
Marketing agencies directory	✓	Listings as a part of the agency program
Client portal for automated reporting and task sharing	✓	✗
Branded & white-label reporting	✓	✗
Extended email customisation	✓	✗
Digital marketing bids aggregator	✓	✗
Agency-tailored CRM	Leads, clients, statuses, projects, reports, tasks, documents	✗

# Semrush vs BrightEdge

Backlinks	 SEMRUSH	BRIGHTEDGE
Data source	Own database with over 43T backlinks	3rd-party database
Competitive analysis	✓	✓
Link monitoring	✓	✓
Detailed backlink audit	40+ markers	✗
Link building suggestions	✓	✗
Outreach automation with contact data	✓	✗
Outbound domains	✓	✗
Domain categorization	✓	✗


















## Semrush Unique Features

### Advertising







Display advertising*	✓	✗
Product Listing Ads	✓	✗
Search campaign optimization	✓	✗
Competitors' social & video ads*	✓	✗

### Social Media

Available networks	      	✗
Mentions monitoring*	   	✗
Influencer marketing analytics*	   	✗
Competitive analysis	✓	✗
Cross-platform posting & analytics	✓	✗
Instant banner generator*	✓	✗



# Semrush vs BrightEdge

Local SEO*	 SEMRUSH	BRIGHTEDGE
Managed directories	80+	✗
Integration with GBP & Facebook	✓	✗
Automated data submission	✓	✗
Listing protection	✓	✗
Review management	✓	✗
Google Maps & Local Finder rankings	✓	✗
<b>Public Relations*</b>		
Media contacts database	1M	✗
Media contacts CRM	✓	✗
Press release creator	✓	✗
Media pitching tool	✓	✗
Online newsroom	✓	✗
Email campaign analytics	✓	✗
 <b>Customer Support</b>		
Multilingual email support		
User interface localization		
Live chat	✓	✓
Onboarding	✓	✓
Bespoke subscriptions	✓	✓
Dedicated customer success management	✓	✓

Do you have questions, or are you ready to talk about next steps? Schedule a 15 minute consultation with our team!

Call 855.482.8474 or visit [worldsynergy.com](https://worldsynergy.com)

We can help you take your business from Thought to Thrive®.



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