

Semrush and Ahrefs Battle for SEO Supremacy among IT Companies, Finds TechBehemoths Survey

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/EINPresswire.com/ -- Semrush and Ahrefs Battle for SEO Supremacy among IT Companies, Finds TechBehemoths Survey

Between May 15-25, 2023, TechBehemoths [conducted a survey](#) across 2,542 IT companies located in

57 countries and territories. The survey aimed to identify which digital marketing tools are most popular and effective for IT companies and digital agencies.

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The survey once more reveals the eternal battle between the two SEO giants, this time won by SEMRush”

TechBehemoths

The top three most used SEO tools are Semrush, Ahrefs, and Google Search Console.

Google Search Console, proves to be widely adopted, with 78.80% of respondents utilizing it, but as Google powers it, it stands out of the competition.

The survey shows that Semrush holds the highest usage percentage at 55.20%, followed closely by Ahrefs at

44.80%. Both tools offer comprehensive SEO functionalities, including keyword research, competitor analysis, backlink analysis, and site auditing.

Other notable SEO tools in the survey results include Google Trends (47.30%), Yoast (43.20%), Moz (24.50%), Bing Webmaster (22.80%), and Google Lighthouse (19.90%). These tools offer features such as keyword research, content optimization, technical SEO analysis, and performance monitoring, and can be considered cross-sectional competitors.



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The survey results also show that 3.70% of respondents indicated that their company or agency does not use any SEO tools, suggesting that a small portion may rely on manual SEO practices or outsource SEO tasks to specialized professionals.

Additional SEO tools like Majestic SEO, SpyFU, Screaming Frog, Sitebulb, Answer the Public, RankMath, All in One SEO, Similarweb, and others received varying levels of usage percentages, highlighting the diverse range of tools available in the market to cater to specific SEO needs.

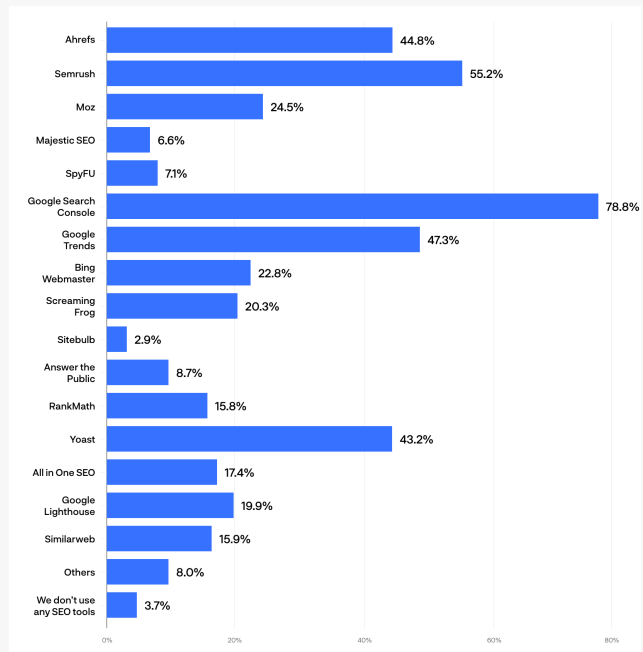
Compared to the [previous year's survey](#), the distance between Ahrefs and Semrush has diminished significantly, but not in the favour of any of them, as multiple SEO tools have emerged in the given timespan - each biting small pieces of Ahrefs and Semrush rating.

The survey also shows that almost 60% of IT Companies and digital agencies frequently use SEO tactics and tools in their activity. According to over 2400 survey participants, 34.4% of IT companies use extremely often SEO tools and tactics, while another 30.3% declared rated as often the usage of SEO.

The responses for the lower ratings (1, 2, and 3) indicate that a smaller percentage of companies have a relatively lower focus on SEO. However, even the lowest rating of 1 received 1.7% of the responses, suggesting that there are still a few companies that allocate some attention to SEO, albeit to a lesser extent compared to others.

Other industry insights from the TechBehemoths survey show that 88.8% of respondents use

SEO Tools IT Companies and Digital Agencies use most(multiple choice)

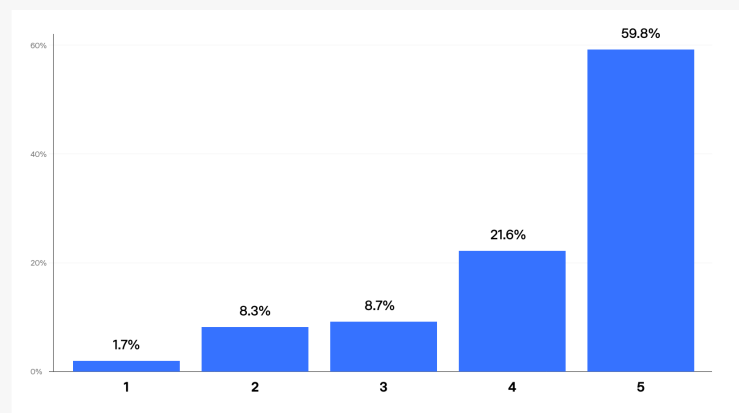


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SEO Tools it companies and digital agencies use most TechBehemoths

SEO Tools and Tactics Usage Frequency Among IT Companies and Digital Agencies.



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SEO tools and tactics usage frequency among it companies and digital agencies

SEO as their primary digital marketing strategy. On a 10% distance, SEO is followed by [Content Marketing](#) and Social Media Marketing, both options being chosen by 79,3% and 76,8% respectively.

At the same time, it turns out that IT companies and digital agencies use affiliate marketing and influencer marketing the least, with a rate of under 10% of responses.

TechBehemoths is the platform that connects projects with IT service providers globally. It is created in Germany and lists 45,000+ reputable IT service providers from 140 countries, that cover 500+ services, from logo design to complex AI and enterprise projects.

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