

Global Keyword Rank Tracking Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Keyword Rank Tracking Software market size is expected to reach \$ 1729 million by 2032, rising at a market growth of 8.5% CAGR during the forecast period (2026-2032).

Keyword ranking tracking software is a software tool or SaaS platform for SEO practitioners, digital marketing teams, corporate brands, e-commerce operators, local merchants, and marketing agencies. It is used to continuously monitor the organic ranking position, ranking changes, search visibility, SERP function placeholders, mobile vs. desktop differences, regional differences, and historical trends of websites, web pages, brands, or competitors in search engine results pages for specified keywords. Keyword ranking tracking software focuses on ranking monitoring systems with keyword lists, search engines, countries/cities, device types, languages, competitors, target URLs, and reporting periods as basic configuration units. Main product forms include standalone rank trackers, rank tracking modules within SEO suites, enterprise-level search visibility platforms, local SEO map ranking monitoring tools, SERP data APIs, and AI search visibility monitoring modules.

From a demand structure perspective, SEO agencies, SMEs, multinational brands, e-commerce platforms, local service providers, media websites, and B2B companies are the main buyers of keyword ranking tracking software. Agencies emphasize client project management, white-label reports, bulk keyword reporting, automated reporting, and permission allocation; enterprise clients emphasize multi-country, multi-language, multi-domain, competitor monitoring, APIs, data governance, and integration with BI tools; local merchants and local SEO service providers are more concerned with city, zip code, map results, and Google Business Profile visibility. Demand in the Chinese market is more concentrated on keyword ranking, cross-regional ranking, website group

monitoring, and webmaster tools for search engines such as Baidu, Sogou, 360, and Shenma. There are differences in payment capacity and product packaging methods compared to the SaaS market in Europe and the United States. As AI search gradually changes the path users discover information, the demand for ranking tracking is expanding from 'what position' to 'whether it is cited, whether it appears in AI summaries, and whether it gains brand exposure.'

This report studies the global Keyword Rank Tracking Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Keyword Rank Tracking Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Keyword Rank Tracking Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Keyword Rank Tracking Software total market, 2021-2032, (USD Million)

Global Keyword Rank Tracking Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Keyword Rank Tracking Software total market, key domestic companies, and share, (USD Million)

Global Keyword Rank Tracking Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Keyword Rank Tracking Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Keyword Rank Tracking Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Keyword Rank Tracking Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Semrush Holdings, Inc., Ahrefs Pte. Ltd., Similarweb Ltd., SE Ranking Limited, Moz Group, BrightEdge Technologies, Inc., Conductor, Inc., AccuRanker ApS, SEOmonitor, Pro Rank Tracker, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Keyword Rank Tracking Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Keyword Rank Tracking Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Keyword Rank Tracking Software Market, Segmentation by Type:

Daily Update

Weekly Update

Monthly Update

Global Keyword Rank Tracking Software Market, Segmentation by Coverage Engine:

Single Engine

Multiple Engines

Global Keyword Rank Tracking Software Market, Segmentation by Keyword Limit:

5,000

Global Keyword Rank Tracking Software Market, Segmentation by Application:

Legal Services

Education & Training

Healthcare

Manufacturing

Other

Companies Profiled:

Semrush Holdings, Inc.

Ahrefs Pte. Ltd.

Similarweb Ltd.

SE Ranking Limited

Moz Group

BrightEdge Technologies, Inc.

Conductor, Inc.

AccuRanker ApS

SEOmonitor

Pro Rank Tracker

Nozzle

AuthorityLabs

Wincher AB

Sitechecker

Serpstat

RankWatch

Whitespark

Local Falcon

Dragon Metrics

SEOptimer

AgencyAnalytics Inc.

Seobility GmbH

Botify SAS

seoClarity

Morningscore ApS

Zhuhai May 18th Technology

Xiamen Xianglian Technology

Key Questions Answered

1. How big is the global Keyword Rank Tracking Software market?
2. What is the demand of the global Keyword Rank Tracking Software market?
3. What is the year over year growth of the global Keyword Rank Tracking Software market?
4. What is the total value of the global Keyword Rank Tracking Software market?
5. Who are the Major Players in the global Keyword Rank Tracking Software market?
6. What are the growth factors driving the market demand?

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