GUIDES

Mandalytics or Ahrefs: which is right for a small business?

By Erik Mäkitalo, founder of Mandalytics · Updated 4 November 2026 · 5 min read

THE SHORT ANSWER

Choose Ahrefs if you want the best backlink and keyword data to research yourself. Choose Mandalytics if you want a short weekly list of what to do, in plain language. Ahrefs starts at $29 a month, and its Lite plan at $129 includes 150 AI prompt checks. Mandalytics starts at $12 a month and checks Google and AI tools for you every week.

How do they compare at a glance?

	Mandalytics	Ahrefs
Starts at	$12 a month (top 3 tasks), $29 for all 5	$29 a month (Starter), $129 (Lite), or a free tier
What you get	A weekly email and PDF with ranked tasks	Research tools for backlinks, keywords and site audits
AI search	3 to 25 questions a week on ChatGPT, plus Gemini and Perplexity from $29	150 AI prompt checks on Lite; Brand Radar AI add-on from $199 a month
Login	None	Yes
Best for	Owners, bloggers and small teams who act on a short list	SEO specialists who research links and keywords

Prices checked on each company's own pricing page on 4 November 2026, in US dollars, before tax.

Where is Ahrefs the better choice?

- **Backlink data.** Ahrefs is known for one of the largest link indexes, which matters for link building and competitor research.
- **Keyword research.** You can explore search demand for any topic, in any market, whenever you like.
- **Brand Radar.** For brands that need to follow AI mentions at scale, its add-on goes much further than a weekly check.

Where is Mandalytics the better choice?

- **Priorities, not data.** You get the three to five tasks that will bring the most visitors this week, each with steps.
- **For the whole team.** An executive summary for decision makers, and step-by-step details for your writer or developer.
- **Google and AI in one place.** Every report covers both, from the cheapest plan.
- **No learning curve.** No login and no dashboard. It comes by email.

Frequently asked questions

Can Mandalytics replace Ahrefs?

For deciding what to work on each week, yes. For deep link and keyword research, no.

Is Ahrefs too advanced for a small business?

Not if someone on the team enjoys SEO research. If nobody has the time, a short weekly list is easier to act on.

Does Mandalytics check backlinks?

Yes, it watches your links each week and flags links to pages that no longer exist, but it is not a research tool for links.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- Ahrefs pricing
- Mandalytics pricing