GUIDES

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

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

THE SHORT ANSWER

Choose Semrush if you want to explore SEO data yourself every day. Choose Mandalytics if you want to be told, once a week, the few tasks that will bring the most visitors. Semrush is an excellent toolbox for specialists and agencies, from $139 a month. Mandalytics does one job, from $12 a month: it checks your site in Google and in AI tools, and emails the tasks with plain steps.

How do they compare at a glance?

	Mandalytics	Semrush
Starts at	$12 a month (top 3 tasks), $29 for all 5	$139 a month (SEO plan), or a limited free plan
What you get	A weekly email and PDF with ranked tasks	A dashboard with dozens of research tools
AI search	3 to 25 questions a week on ChatGPT, plus Gemini and Perplexity from $29	Included; 50 prompts tracked daily from the $199 Starter plan
Login	None	Yes
Best for	Owners, bloggers and small teams who act on a short list	SEO specialists and agencies who analyse data

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

Where is Semrush the better choice?

- **Depth.** Keyword research, backlink analysis and competitor research go far deeper than any weekly report.
- **On demand.** You can run a site audit or check a keyword whenever you like, not once a week.
- **Scale.** Many projects, many users and client reporting suit agencies.
- **Daily AI tracking.** Higher plans track more prompts, every day.

Where is Mandalytics the better choice?

- **It tells you what to do.** Every task comes ranked, with the reason, the steps, who should do it and how long it takes.
- **Nothing to learn.** No login, no dashboard. The report arrives on the day you choose.
- **Cost.** From $12 a month, about a tenth of a suite.
- **A real person.** Mandalytics is made by one founder, Erik, who answers every message himself.

You can also use both. Many people build the weekly habit with Mandalytics and add a suite later, when they need the data.

Frequently asked questions

Can Mandalytics replace Semrush?

For the weekly "what should I do next" job, yes. For deep keyword or backlink research, no.

Do I need to know SEO to use Mandalytics?

No. Each task explains why it matters and how to do it, so you learn as you go.

Does Semrush track ChatGPT?

Yes. Its paid plans include AI search tracking, with more prompts on higher plans.

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

- Semrush pricing
- Mandalytics pricing