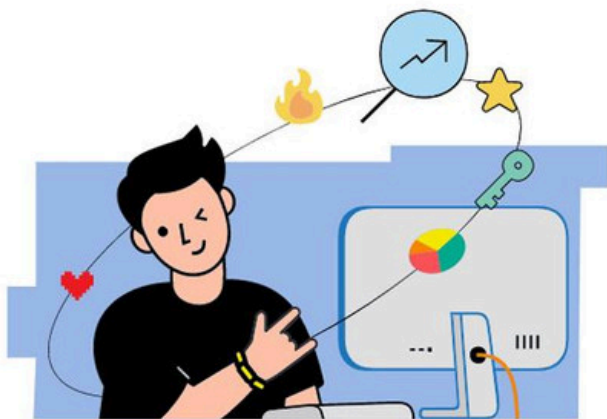
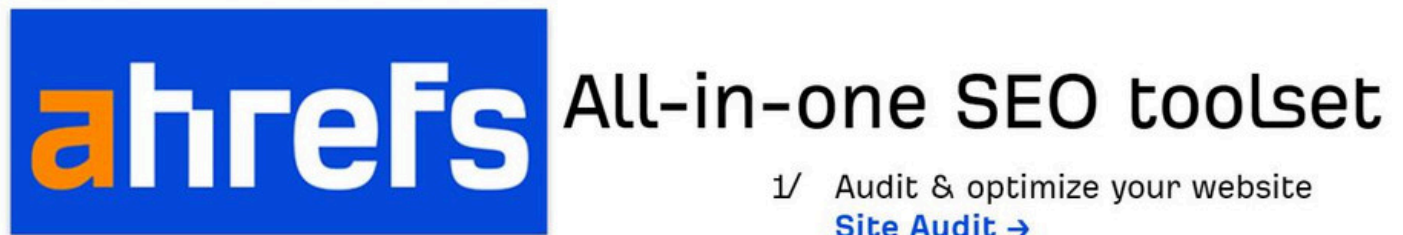




# Ahrefs SEO Review 2022: The World's Most Powerful SEO Tool



- 1/ Audit & optimize your website  
[Site Audit](#) →
- 2/ Analyze your competitors  
[Site Explorer](#) →
- 3/ Find keywords your customers are searching for  
[Keywords Explorer](#) →
- 4/ Learn from your industry's top performing content  
[Content Explorer](#) →

Ahrefs is a powerful tool for analyzing your website's search engine optimization performance. It's easy to use, and you can use it to find out which keywords are bringing in the most traffic, where those visitors are coming from, and how many backlinks your site has.

This information can help you figure out how well your site is doing on Google's search engine results pages (SERPs) so that you can make improvements as needed to rank higher.

## Ahrefs SEO Tool Overview

[Ahrefs is an SEO tool](#) that helps you do SEO. You probably already guessed that, but let me explain what I mean by "doing SEO". Ahref backlink checker gives you a complete picture of your SEO performance so you can make informed decisions about how to improve it.

It also helps you [find new keywords](#), tracks your backlinks (the sites linking to yours), finds broken links (broken pages on your site), and more.

The most impressive thing about Ahrefs is its ease of use—it's a drag-and-drop interface where everything works intuitively without having to read through any tutorials or documentation first.

There are some great features here like quarantine lists for keeping track of bad links or pages on your website, as well as [keyword difficulty scores](#) for each [keyword in the SERP](#) so you know how competitive it is before targeting it with more resources (time/money).

# What Is Ahrefs, and Who Is It For?

Ahrefs is a tool for SEO link-building strategies. It's for anyone who wants to improve their SEO, whether you work in digital marketing or are just interested in learning how to make your site more visible and popular on the internet.

Your competitors are probably using Ahrefs; why shouldn't you?

## What does Ahrefs stand for?

Ahrefs is a tool that helps you to find out more about your competitors. The tool has a large number of tools that you can use to find out more about your competitors.

Let's start with [Ahrefs Site Explorer](#). Site Explorer allows you to search for any website and see all of the pages linked from it, as well as the anchor texts used by those links. This information can be used in [keyword research](#) because it shows which words your competitors are using in their content and which keywords they're getting their links from

## How Much Does Ahrefs Cost?

Ahrefs is a very affordable tool, to the point that it's worth it for most businesses. The price of \$99 per month (with a discount for annual subscriptions) is well worth the investment if you're serious about SEO.

## How to Get Started With Ahrefs for SEO

To get started, download the tool and create an account. After that, head over to your Ahrefs dashboard and log in.

The next step is to set up your profile so that the tool can accurately analyze your website's SEO. You can fill out the information about yourself or leave it blank if you want to keep things anonymous. Once you're done with this, click on "Save Changes" (if applicable).

Now it's time to start using Ahrefs for SEO! Let's take a look at all of its features by section:

### Keyword Research With Ahrefs

There are several tools in the Ahrefs keyword generator platform that can help you with keyword research. The best way to learn how to use these tools is by getting hands-on experience and trying them out for yourself. However, if you'd like some direction on how each tool works and what it does, keep reading!

### Link Building With Ahrefs

[Link building](#) is the process of acquiring links to your website from other websites. Links are important because they help search engines determine the relevance of your content, as well as how trustworthy it is.

At its core, link building is an essential part of SEO and a long-term strategy that can boost traffic and increase your brand visibility.

Link earning is simply getting backlinks by creating great content on another site to attract readers who will link back to you. Some examples of this include guest posting on popular

blogs or writing articles for industry publications (like Ahrefs).

You could also do something more creative like a giveaway or promotion with another business or influencer

### **How to Build Broken Links With Ahrefs**

Broken link building is a great way to build links and rank your website. This process involves [finding broken links](#) from other websites, replacing them with your link, and then sending traffic to that page.

Ahrefs makes it easy for you to find broken links on a website or even your site. Simply login into Ahrefs, click “SEO” in the left sidebar menu, and choose “Broken Links” under “Link Health” in the right panel menu.

To limit your results based on domain authority, language or country select these filters before clicking “Show Results” at the bottom of this page.

You can also view all of the broken links found by Ahrefs in one convenient place by going here: <https://ahrefs.com/broken-links>

### **Link Removal with Ahrefs**

When it comes to link removal, you have two options:

- One is to [manually find each piece of spammy content and remove it](#). This can be a very time-consuming process and requires that you know what kind of content has been published on your site.
- The second option is to use an SEO tool like Ahrefs that identifies the problem links for you so that they can be removed more efficiently.

If there are any old articles or pages on your website containing outbound links, this tool will help you identify these quickly and easily by creating a list for review. You can then make a decision about whether or not each page should be updated with new content (which would remove all external links).

## **Checking Your Backlink Profile With Ahrefs**

The Ahrefs SEO tool provides a complete [backlink analysis tool](#), which allows you to check your current backlinks and see if they are broken or spammy. This is a must-have feature in any modern SEO tool suite.

To access it, go to the “Crawl” tab in the left sidebar and click on “Backlinks” at the bottom of the page. You can also get there by clicking on “Backlinks” under “Account Health” in the main menu.

In addition to checking for broken links and spammy ones, this area will also show you:

- Social signals (i.e., shares) for each URL that has been given a link from another site.

- [Anchor text](#) (words used before URLs). It will tell you what percentage of all links use each word as its anchor text—so if most people are linking with words like “best product ever made” but not with words like “awful product! never buy again!” then it would be a good idea to change some of those old posts’ formatting so they seem newer/more relevant than they are.

### **An easy-to-use tool for improving your search engine optimization.**

The [Ahrefs SEO tool](#) is an easy-to-use tool that allows you to improve your search engine optimization. It is quick and easy to get started, allowing both beginners and experts to use it effectively.

The tool offers useful information for link building, keyword research, checking your backlink profile, broken link building, and more. It’s also great at determining the domain authority of a site so that you can see how well it ranks in Google’s organic search results (or Bing/Yahoo).

### **Conclusion**

Ahrefs is a great tool for those who want to improve their SEO and learn more about their competitors. It’s easy to use, has plenty of features, and can help you improve your website’s rank on Google search results pages. If you’re looking for an SEO tool that will help you find new backlinks or analyze your link profile, then Ahrefs is worth considering.

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