

ahrefs

15 most popular use cases



With videos!

Hello there! 🖐️

Whether you're a long-time user or fresh to the tool, here are thirteen ways you can use Ahrefs to get better marketing results.

It doesn't matter if you're focused on content marketing, paid search, or SEO; this guide outlines actionable tips to help you get the most out of Ahrefs.



Tim Soulo,
CMO @ Ahrefs

Ahrefs is amazing for:

Competitor research

Content

PPC

Website performance

Brand

SEO

Reporting

& more!



Follow along with video demos!
Just scan the QR code next to each use case.

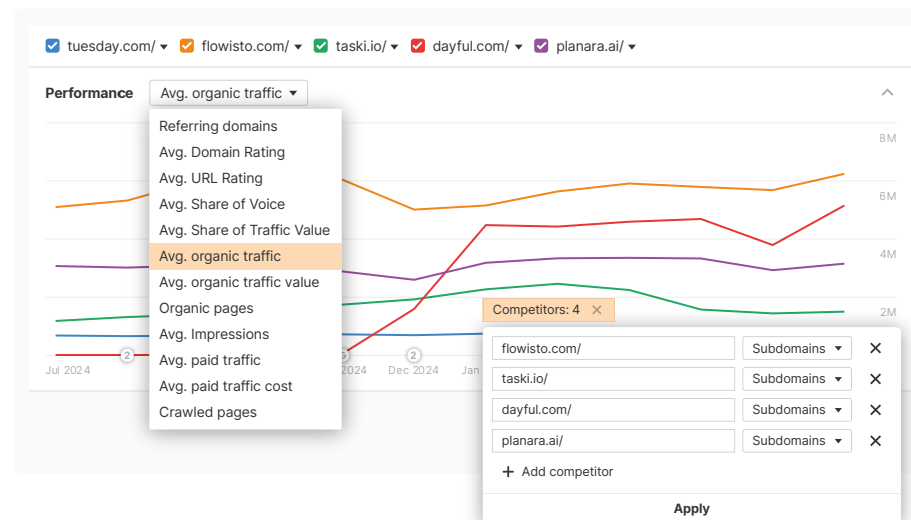
Tool: Site Explorer → Report: Overview

Compare your website against competitors

1

Use **Site Explorer** to analyze your competitors' traffic, content, backlinks, and PPC ads.

Turn those gaps into actionable insights and outrank them.



Tip: Compare up to 10 competitors across 12 metrics to spot who's improving – and where.

Tool: AI Content Helper

2

Write quality, SEO-optimized articles that rank



Watch

Beat the blank page with AI that delivers insights and inspiration on demand.

173+

Languages supported

AI Content Helper helps you create winning content by offering:

- / Topic-centric content scoring
- / Automatic detection of multiple search intents
- / AI chat to brainstorm ideas and refine copy

Topics ▾

Refine your draft to better address the questions your audience is asking about this topic. Helpful content benefits the customer and often ranks higher.

Newsletter Best Practices 70

This topic explores best practices for newsletters, including keeping content concise, ensuring it is valuable, and making it mobile-friendly.

Relevant terms

actionable marketing advice • call to action • concise copy • customer-focused style • exclusive conversations • lead nurturing • mobile version • niche interest alignment • responsive email template • successful newsletter examples • unique, relevant information • white space

✦ Ask AI

Content score

53

Words: 520 / 0-3.1K ✓

Topics

AI chat New

Title tag

Meta description

Headings

Competitors

Internal links

Chat + New chat ⌚ History

1. Overly Vague and Unsubstantiated Claims

Your introduction and sections such as "Newsletters Are the Backbone of the Tech Industry" make broad, unsupported statements (e.g., "It's widely believed by some that tech companies would crumble without newsletters."). These claims are not backed by evidence, data, or even anecdotal support, which weakens their persuasiveness and may make readers question the reliability of your advice.

2. Clarity reduced by lack of structure

Sections like "A World Without Newsletters Is a World Lost" and "When the World Ends, the Newsletter Will Be the Only Means of Communication" use hyperbolic and humorous exaggeration (e.g., "if newsletters didn't exist, where would we be? People might forget things. Or not know things."). While this can be entertaining, it doesn't

Ask AI anything...

+ Add context

Don't worry about AI content silencing your brand voice.

Brand Kit helps you ensure messaging consistency through:

- / Brand guidelines automatically built from your site's content
- / Customizable writing rules
- / Content suggestions based on your market and audience

Writing style

Define how your brand should sound in writing.

Author persona

Describe how the AI should think and sound if it were part of your team.

You are a knowledgeable and approachable SEO expert who guides users with clarity and confidence. You simplify concepts without dumbing them down and celebrate small

Tone of voice

Describe the tone you want, both emotionally and intellectually.

Professional, yet friendly, direct, and supportive. The tone is educational and encouraging, aiming to instill confidence and trust in the reader.

Structure and formatting

Add specific guidelines for the AI to follow. The more specific, the better.

Begin with a concise summary or key takeaway. Use short paragraphs and clear language. Incorporate bullet points for actionable steps, features, or tips. Make information easy to scan.

3

Tool: Site Explorer → Report: Top Pages

Analyze competitor content and the changes driving their growth



Watch

Use the **Top Pages** report to spot their best-performing content.

Spot which **content changes** actually drive traffic growth, then replicate those winning strategies.

Top pages	Change	Content changes
Traffic		
13,278 4.6%	+5.7%	Minor
9,872 3.4%	+9.2%	Moderate
9,584 3.3%	+58.6%	Overhaul

26 Nov 2023, 09:59 PM

90.63% of Content Gets No Traffic From Google. And How to Be in the Other 9.37% [New Research for 2020]

By Tim Soulo

January 31, 2020 11 min read

Tim Soulo

Tim is the CMO at Ahrefs. But most importantly he's the biggest fanboy and the truest evangelist of the company.

Article Performance

3 Dec 2023, 06:39 PM

96.55% of Content Gets No Traffic From Google. Here's How to Be in the Other 3.45% [New Research for 2023]

By Tim Soulo ✓ Reviewed by Joshua Hardwick

December 1, 2023 6 min read

Tim Soulo

Tim is the CMO at Ahrefs. But most importantly he's the biggest fanboy and the truest evangelist of the company.

Article Performance

Tool: Competitive Analysis → Report: Content Gap

Find gaps in your content strategy in seconds

4

Content Gap shows you keywords your competitors ranks for, but you don't. Fill your content calendar for months to come.

Video
action
this way



Watch

Competitive Analysis

Analyze competitors' websites compared to yours.

Show **keywords** referring domains referring pages

This target doesn't rank for

Subdomains ▼

But these competitors do

Subdomains ▼

Subdomains ▼

+ Competitor

Show keyword opportunities

5

Tool: Keywords Explorer → Metric: Growth Metric

Target evergreen keywords

See this in action



Watch

Spot trends early and focus on keywords that are gaining traction.

Use the **Growth Metric** to see how search volume has changed over the past 12 months.

28.7B

Keywords filtered out of 110B discovered

ahrefs All tools Dashboard Brand Radar AI Content Helper Site Explorer Keywords Explorer Content Explorer Site Audit

5g digital marketing, ai in digital marketing, augmented reality marketing, blockchain digital marketing, digital m United States

21 keywords SV 160K GSV 1.0M

<input type="checkbox"/> Keyword	Intents	KD	SV	GR 12M	DD	GSV
<input type="checkbox"/> ✓ digital marketing	I	93	155K	+11%		995K
<input type="checkbox"/> + digital marketing automation	I C	88	1.6K	+15%		5.3K
<input type="checkbox"/> ✓ ai in digital marketing	I C	64	1.3K	+27%		5.2K
<input type="checkbox"/> + voice search optimization	I	60	1.0K	+13%		4.3K
<input type="checkbox"/> + augmented reality marketing	I C	24	400	+2%		1.4K
<input type="checkbox"/> + future of digital marketing	I	31	300	+4%		2.4K

Tool: Keyword Explorer → Filter: Search Intents

Reveal audience search intent to refine your content

6



Watch

Use the **Intents filter** to uncover the reason behind thousands of keyword searches.

Or, dive into a specific keyword with the **Identify Intents** feature. See what type of content people expect, and how traffic is split across each intent.

Intents

Identify intents

User intents

- ☐ Informational I
- ☐ Navigational N
- ☐ Commercial C
- ☐ Transactional T

Branding

- ☒ All keywords
- ☐ Branded
- ☐ Non-branded

Location

- ☒ All keywords
- ☐ Local
- ☐ Non-local

Apply

Informational 48%

Users seeking general information about calligraphy, such as its history, techniques, or examples.

Featured snippet 2

Calligraphy - Wikipedia
<https://en.wikipedia.org/wiki/Calligraphy>

Knowledge panel 4

Calligraphy | Art, Examples, & Alphabet
<https://www.britannica.com/art/calligraphy>

Community and Discussion 26%

Users looking to engage with a community or find discussions related to calligraphy.

r/Calligraphy 5

<https://www.reddit.com/r/Calligraphy/>

Learning and Tutorials 9%

Users interested in learning calligraphy, particularly beginners looking for tutorials and guides.

START HERE - CALLIGRAPHY FOR BEGINNERS 6

https://www.youtube.com/playlist?list=PLZWKJbcVBg3lw38hTT0ZRwmr9S9JaVyC_

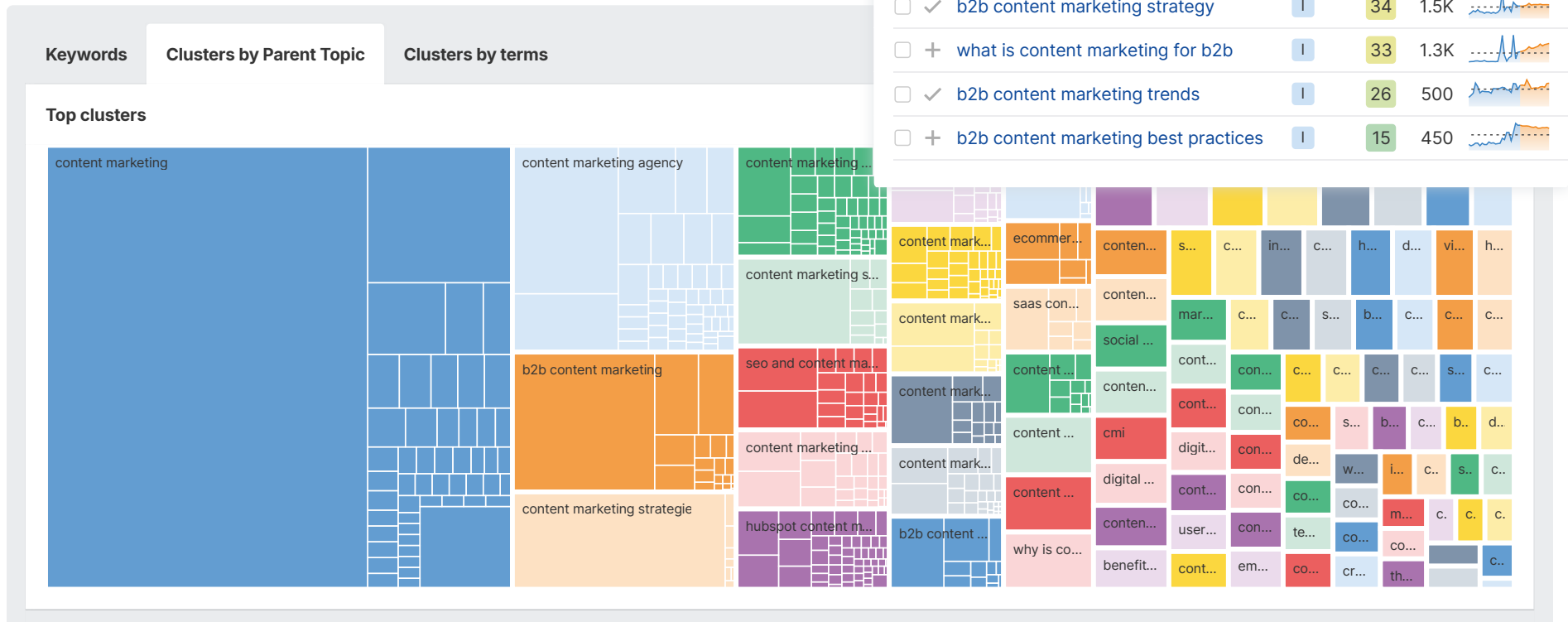


Watch

Tool: Keyword Explorer → Filter: Matching terms

Group keywords into topic clusters for smarter planning

Cluster by **Parent Topic** to group similar keywords together that should be covered on a single page and build topical authority faster.



8

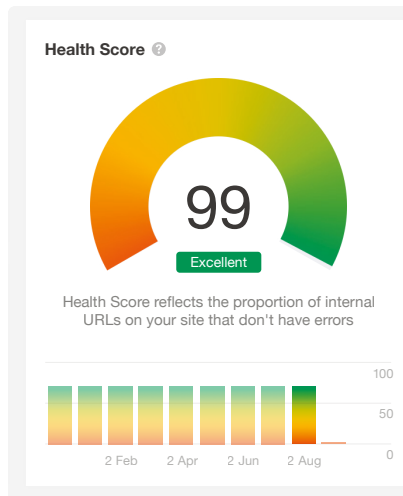
Tool: Site Audit → Report: Overview

Find SEO issues that hurt your website's performance in Google

Scan your website for **170+ technical & on-page SEO issues**, and get concise suggestions on how to fix them.

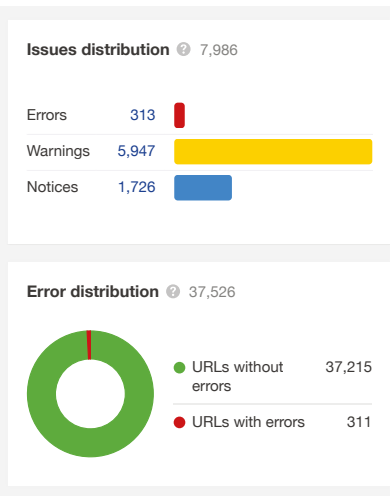
1

Your website's current Health Score and its history



2

Breakdown of issues by priority



3

Number of URLs with errors

250+

Site audit endpoints available

Tool: Site Audit → Report: Patches

Fix meta titles and descriptions — no developers needed

With **Patches**, you can update meta tags directly from Site Audit in just one click.

Use AI to generate meta titles and descriptions — one at a time or in bulk — then push the changes live to your website by yourself.

9



Watch



Meta description too long

Max

Meta description

Keyword research is the process of finding keywords that you want to rank for in search engines. It's about understanding what potential customers are searching for and why.

Patch it

Batch AI

Enter new meta description

Ask AI

AI suggestion

Learn how to effectively conduct keyword research for SEO, ensuring your content gets the visibility it deserves. Boost your website's traffic with practical tips.

↑ Add as draft

↻ Try again

10

Tool: Site Explorer → Report: Best by Links

Discover your competitor's most linkable assets

Scan & hit play!



Watch

Racking your brain for new ways to generate backlinks?

Study your competitors' most linked pages with the **Best-by-links** report to find link-worthy content ideas.

Target page	UR	Referring domains
90.63% of Content Gets No Traffic From Google. And How to Be in the Other 9.37% [New Research for 2020] https://ahrefs.com/blog/search-traffic-study/ EN WORDPRESS	36	2,732
Ahrefs Blog Get Better at SEO & Marketing https://ahrefs.com/blog/ EN	33	2,389
How long does it take to rank in Google? (A study by Ahrefs) https://ahrefs.com/blog/how-long-does-it-take-to-rank/ EN WORDPRESS	34	2,040
Long-tail Keywords: What They Are and How to Get Search Traffic From Them https://ahrefs.com/blog/long-tail-keywords/ WORDPRESS	35	1,985
Keyword Research: The Beginner's Guide by Ahrefs https://ahrefs.com/blog/keyword-research/ EN	35	1,946
Ahrefs' Study Of 2 Million Featured Snippets: 10 Important Takeaways https://ahrefs.com/blog/featured-snippets-study/ EN WORDPRESS	33	1,783

For example, our most linked posts are primarily data-driven studies.

Tool: Site Explorer → Report: Linking Authors

See your competitors' key authors

11



Watch

Use the **Linking Authors** report to find contacts for link-building, guest blogging, or new publications in your niche.

Author name	Status	Ref. domains	Top DR	Ref. pages
Rebekah Carter		9	78	75
Makarar Done		8	70	8
Alex Birkett		4	80	20

Domain	Status	DR	Dofollow ref. domains	Dofollow linked domains	Traffic
pulsemention.com		80	13,215	7,306	44,975
glimpstr.com	New	71	1,228	2,230	5,100
promptradar.ai		70	902	1,154	2,866
aiscope.io		70	2,631	563	68,294

Make every ad dollar count with paid keyword insights

Don't we all love videos?

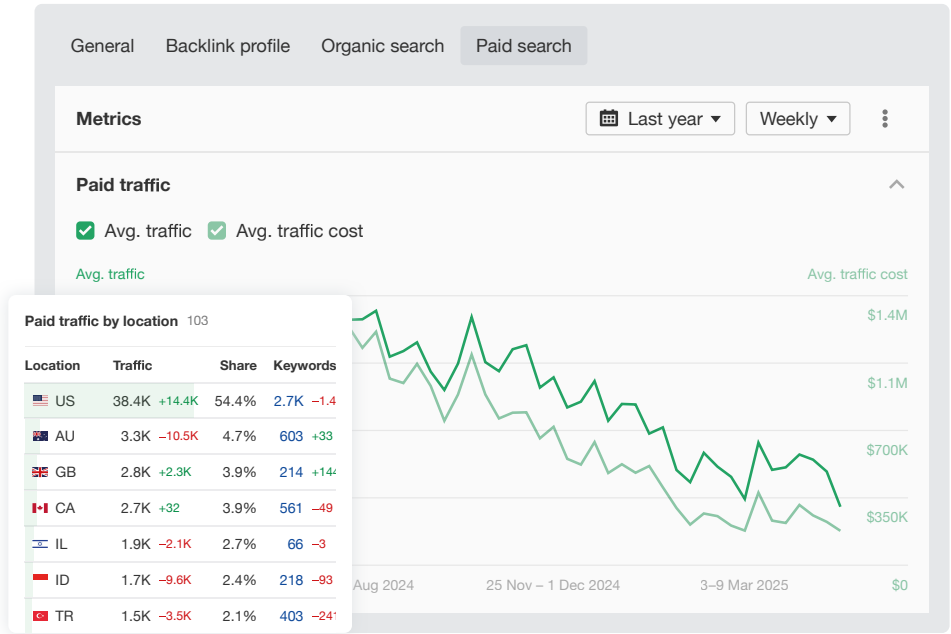


Watch

Want to outsmart, not outspend, your competitors?

Use **Paid Overview** to uncover:

- / Where your competitors run ads
- / How much paid traffic they drive
- / Their average ad spend over time



Then, go deeper with dedicated reports:



Paid pages

See the exact pages they're driving paid traffic to



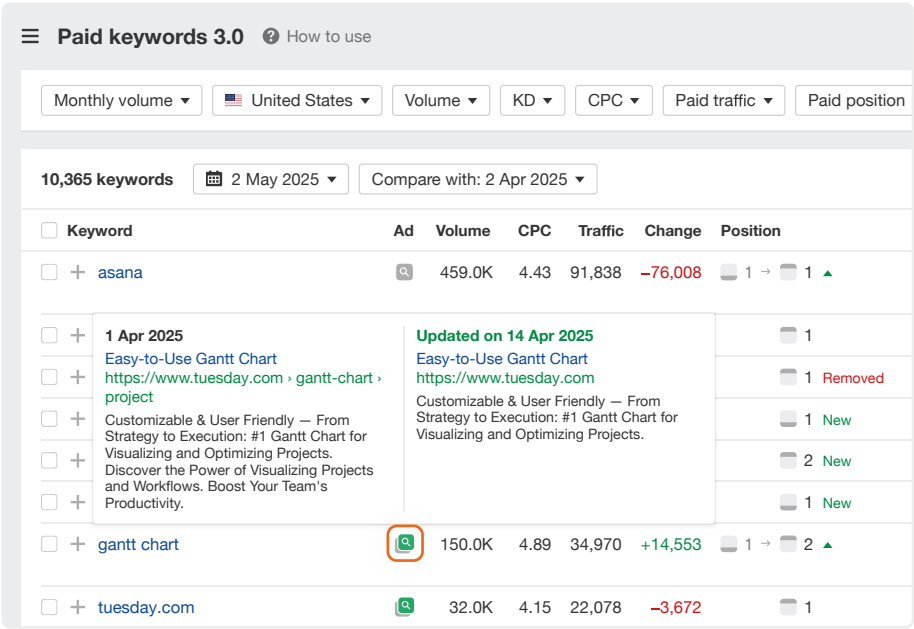
Paid keywords

Identify the keywords they're bidding on



Ads

Discover the actual ad copy they're using



13

Tool: Brand Radar

Monitor your brand's performance in web and AI search



Watch

Brand Radar helps you benchmark your brand's visibility against competitors and find key topics to reach new audiences.



Spot visibility gaps where your competitors show up in AI results, but you don't.



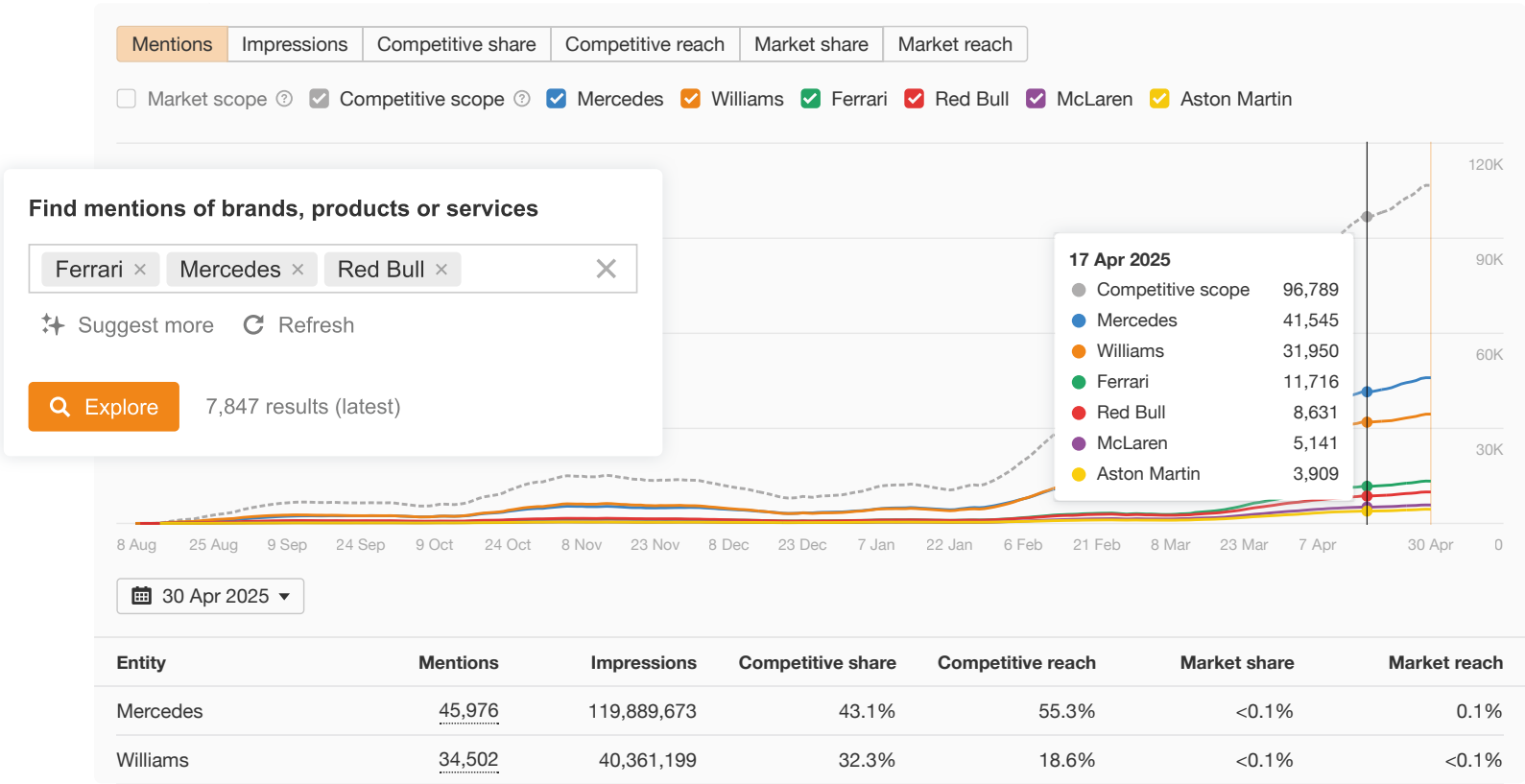
Track AI mentions to position your brand around key AI prompts.



Boost AI citations and optimize for LLM-discoverability.



Monitor brand sentiment to evaluate the quality of your brand mentions.



ChatGPT

Perplexity

AI Overviews

Microsoft Copilot

Gemini

14

Track your website visitors in real-time



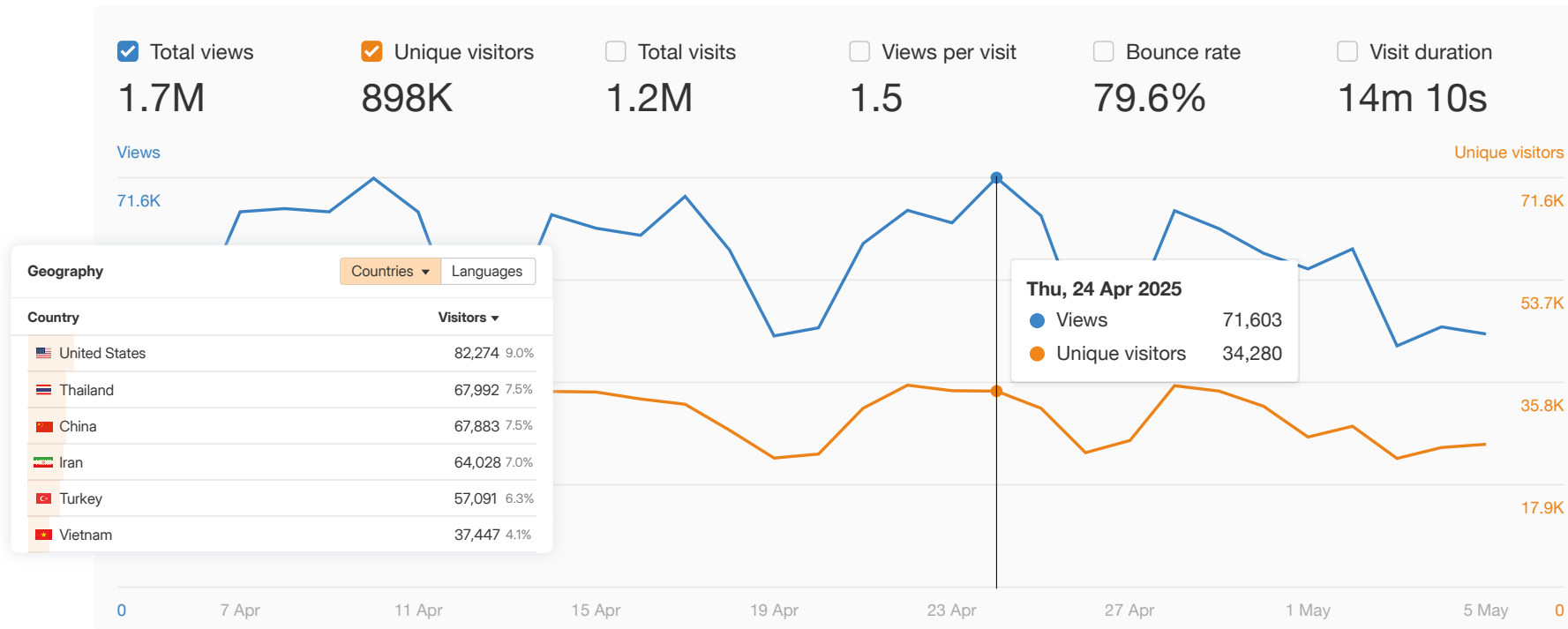
Watch

Ahrefs Web Analytics is a free, privacy-first tracking tool that delivers:

- / Essential metrics like traffic, bounce rate, and traffic sources
- / Visitor data in minutes, not hours
- / Simplified dashboard so you can focus on the right data

Traffic sources		Channels	Sources	Campaigns ▾
Source	Visitors ▾			
ChatGPT	518	89.8%		
Perplexity	38	6.6%		
Gemini	19	3.3%		
Copilot	1	0.2%		
Mistral	1	0.2%		
View more ➤				

Unlock new growth channels and find out which AI tools are driving traffic to your site.



1 million
free web sessions/month

Dashboard → Reports

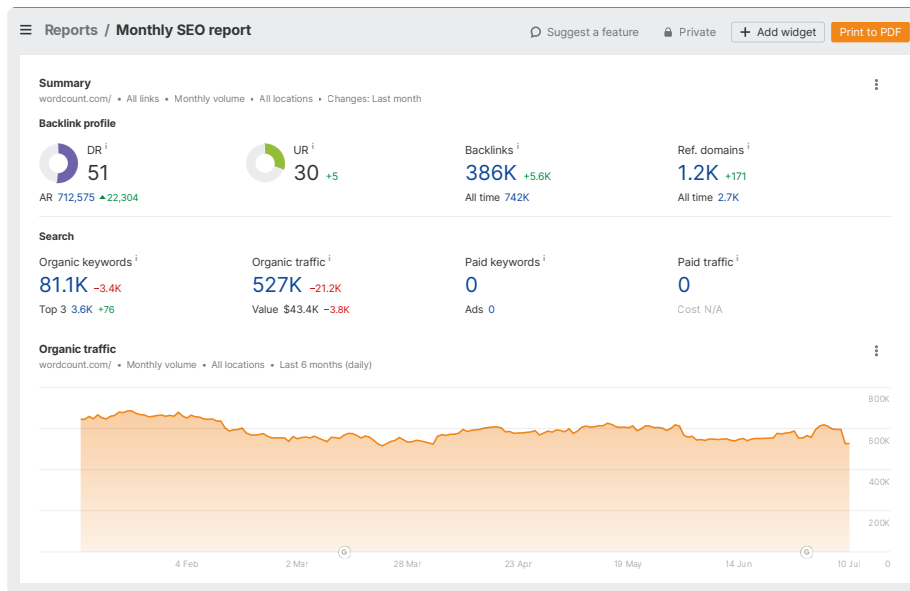
15

Create custom reports with Ahrefs data



Watch

Use **Reports** to gather metrics from any project, portfolio, or URL, and build the dashboards you need for marketing insights.



Portfolios let you group up to 1,000 URLs across 10 domains and monitor them as a whole.

Configure the URLs to track the performance of:

Competitors

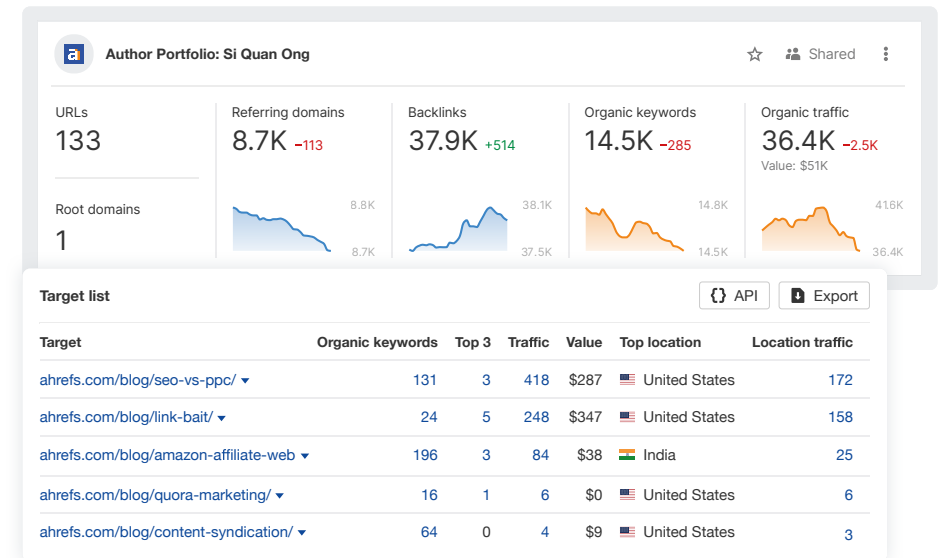
Local rankings

A/B SEO test pages

Content writers

Client content

...and more!



Why people love Ahrefs

1 Powered by seriously Big Data

We build our own infrastructure in-house and run our own LLMs. That means faster, smarter insights – backed by ever-expanding databases that we fully control.

Yep1

Ahrefs' supercomputer ranks as the 34th fastest supercomputer in the world.



2 AI that drives results, not noise

Put your marketing tasks, on autopilot. We built AI into every corner of Ahrefs to do the heavy lifting for you.



Keyword research

Content creation

Brand tracking

Technical SEO

Localization

3 Built on 10+ years of marketing wins

From rankings to revenue, we've been helping marketers win with tools and smarter strategies since day one.



Ahrefs Academy

Take free courses on our academy.



AhrefsTV

Watch binge-worthy tutorials.



Webinars

Tune in to free live trainings.

4 Ahrefs Evolve 2025

Yep, we're hosting our own conference. Join 600+ digital marketers for two days of big ideas, real talk, and good company.

When:
14–15 Oct 2025

Where:
San Diego, US 

Register:
ahrefsevolve.com





Ready to deepen your Ahrefs knowledge?

Use Ahrefs Academy to level up your skills and make smarter marketing decisions with our tools and data.

You've come this far, why not get Ahrefs certified?

Turn your Ahrefs knowledge into a tangible credential that unlocks:


- / Your next big promotion
- / Dream clients for your agency
- / Sustainable marketing success

Take the exam today!



▶ AHREFS PODCAST

Ready to learn from the best?

Ahrefs' CMO,  Tim Soulo, interviews the most interesting people from the world of online business and digital marketing. Tune in and get business insights from the people who have been there and done it.

Watch or listen now



I've been using Ahrefs for over eight years, and I just can't see myself running our online business without it at this point.



Gael Breton,
Co-founder at AuthorityHacker

If Ahrefs didn't exist, I'd probably quit SEO.



Matt Diggity,
Founder at Diggity Marketing

Ahrefs provides us with detailed and in-depth data that we need to make strategic decisions. Plus, it is fun and always getting better.



Viola Eva,
Founder at Flow SEO

Without Ahrefs, I wouldn't be half as effective in helping our SEO clients.



Glen Allsopp,
Founder at Detailed