BrightEdge API 3.0 User Guide

Version 3.0.9

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About BrightEdge

BrightEdge is the leading enterprise SEO platform and the trusted partner of the largest and most recognizable brands in the world. BrightEdge helps marketers rise above the increasing clutter of the web and drive organic revenue from search engines across the globe in a measurable, predictable way. The BrightEdge SEO technology drives more than $3 billion in organic search for leading brands across industries, including seven of the top 10 retailers, and Fortune 1000 leaders in e-commerce, technology, media, Internet, financial services and consumer goods. BrightEdge is based in Foster City, CA and is privately held with financing from Battery Ventures, Altos Ventures and Illuminate Ventures.

For more information, please visit www.brightedge.com, friend us on Facebook at www.facebook.com/seoplatform or follow us on Twitter at www.twitter.com/brightedge.

ABOUT THIS GUIDE

API 3.0 provides a flexible mechanism for applications to query and retrieve transactional and analytical information from the BrightEdge platform. The transactional information includes account, keyword groups, and keywords relationship. The analytical information includes metrics from executive reports alongside paid, social, display, and revenue data.

This user guide consists of two main sections. The Getting Started section of this guide will introduce you to key concepts behind API 3.0 and have you create and test your first queries. The Appendix section provides detailed descriptions of all the datasets, dimensions, and metrics available. We strongly recommend you take about one hour of your time to walk through the Getting Started section.

This guide is a technical guide, designed for the team member who will be using API 3.0 in an application. Any programming language, such as Python, Java, or C++, that supports issuing HTTP calls and parsing out results can be used for building API 3.0 applications.

Design

API 3.0 is a REST based API. It provides web services to anyone who requires programmatic access to their data in the BrightEdge platform.

The service is exposed externally as **https://api.brightedge.com/3.0/**

Output Format

The output format of the responses is JSON.

Security and Authentication

To maintain the highest level of security, all transactions, including authentication, will be transported over SSL. HTTP Basic Authentication is supported.

Response Codes

You might get the following response codes when querying API 3.0. For error conditions, the response may contain additional information regarding the error. If you get an "Internal Error", please contact your BrightEdge Integrations Representative or Support.

HTTP Response Code	Condition
200 OK	The request is valid.
400 Bad Request	An invalid request of set of parameters was given.
401 Unauthorized	An invalid set of credentials was given.
403 Forbidden	The provided credentials do not have access to the requested resources.
404 Not Found	A specific resource has been requested, but does not exist.
503 Service Unavailable	The service is temporarily overwhelmed. Please try the request again.

CHANGE LOG

3.0.9

Transactional Write API Methods	Added new endpoints to delete page groups and page urls.

3.0.8

Transactional Read API Methods	Added new endpoint to get page groups and page names.
Transactional Write API Methods	Added new endpoint to create page group and page names.

3.0.7

Analytics API Methods	Clarified the options when querying for search engines.

3.0.5

New Page Reporting Data Sets	New Page Reporting datasets are now available providing web analytics data through the BQL query.

3.0.4

Get Account Details	New endpoint for retrieving the configuration and setup details for a given BrightEdge account

3.0.3

Data Set Details	New endpoint for determining the measures and dimensions of a dataset

Google Search Console	Additional Google Search Console datasets are now available

3.0.1

Add Keywords with PLP to a Keyword Group	Adds a list of keywords with the preferred landing page (PLP) to an existing keyword group.
Add PLP to a Keyword	Adds the preferred landing page (PLP) to an existing keyword.
Remove PLP from a Keyword	Removes the preferred landing page (PLP) to an existing keyword.
Google Search Console	Google Search Console datasets are now available

GETTING STARTED

This section will introduce you to the principles and functionality of API 3.0. It will start with simple examples and gradually walk you through more powerful queries.

Working through this entire section should take you less than an hour. After completing the exercises provided, you will have a strong understanding of how to write your own queries to take full advantage of the capabilities of API 3.0.

> **NOTE**
>
> The screenshots and instructions in this section were developed using **Postman**. Postman is a free REST client that can be installed as a Google Chrome extension. You may use any other tool that supports HTTP POST to make API 3.0 calls.

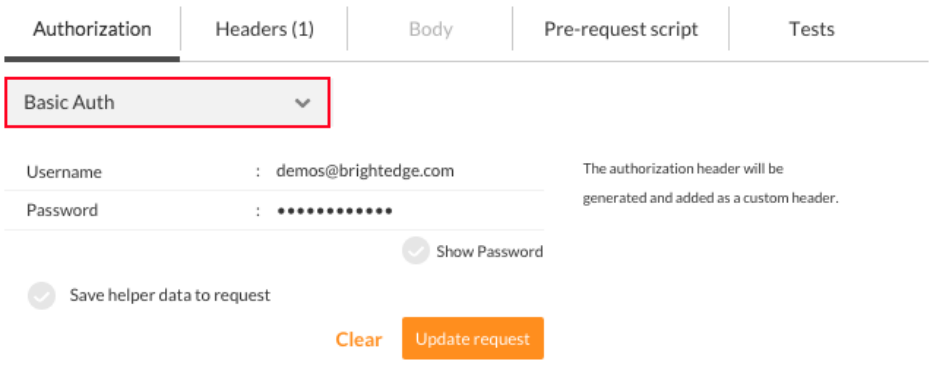
Using the Get Accounts call

The first call we will walk through will return the names and IDs of all the accounts in your organization that have API 3.0 enabled. Since this is your first call in API 3.0, we will also use this call to verify the following:

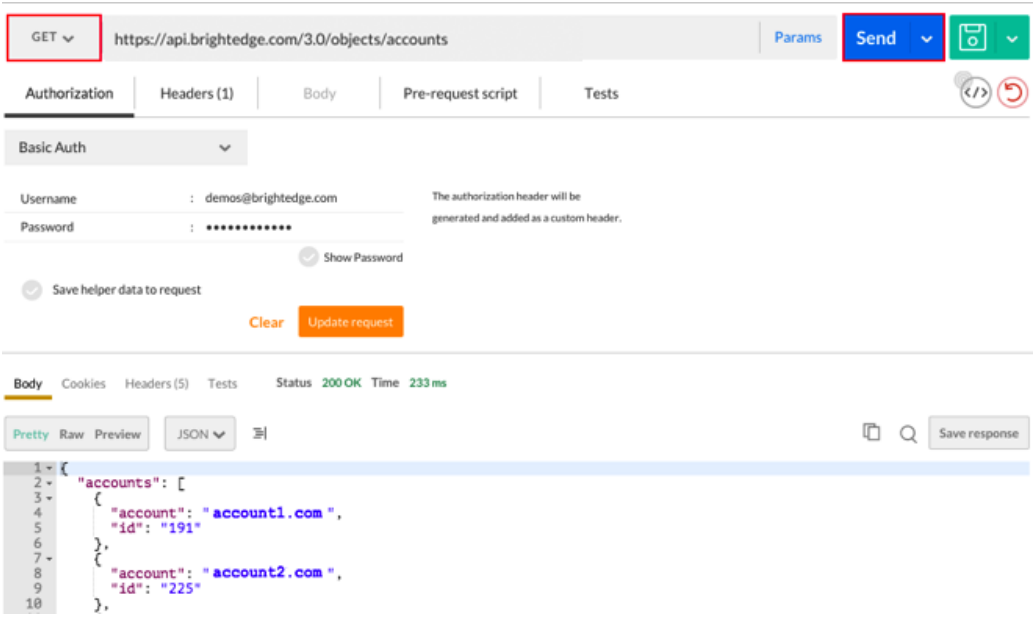
- Confirm that the tool you are using to make the calls has been set up successfully
- Correct credentials are being passed to API 3.0.
- Your organization has at least one account configured with API 3.0.

To use the Get Accounts call in Postman:

1. Enter your credentials in the **Basic Auth** view of Postman and click **Refresh Headers**. If using Postman, ensure that you refresh the headers or update the request.



2. Enter the following request URL in the **Enter Request URL Here** field: https://api.brightedge.com/3.0/objects/accounts. Select **GET** from the dropdown next to the request URL field. Click **Send** to return all accounts for your organization that have API 3.0 enabled.



After clicking **Send,** the response should look similar to the image above. If no responses are returned or you receive an error, review your setup of Postman and configuration of API 3.0. For support with your setup, contact your BrightEdge Integrations Representative.

Congratulations on completing your first API 3.0 call! *Take note of the ID number of one of the accounts listed to use in later examples of this guide*.

The rest of the transactional calls are similar in nature and are explained in the appendix section

Introduction to the BrightEdge Query Language

We will now introduce you to the BrightEdge Query Language (BQL), a powerful and flexible way to retrieve information from the BrightEdge platform. In this query, you will retrieve rank information for all your keywords.

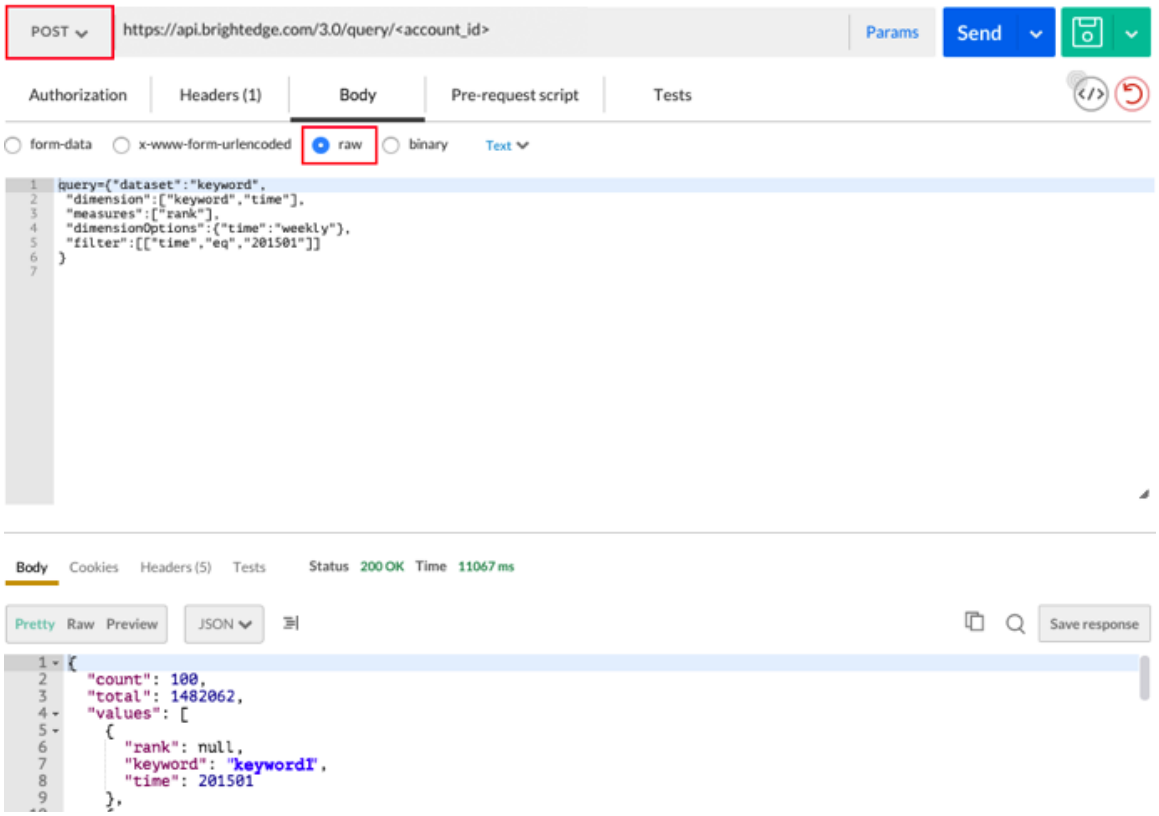
1. Copy and paste the following request URL into the **Enter Request URL Here** field in Postman: https://api.brightedge.com/3.0/query/<account_id>
   NOTE: Replace the **<account_id>** parameter with an account ID number from the Get Accounts call you made in the previous section. For example, the request URL including an account ID of 191 would look like this: https://api.brightedge.com/3.0/query/191

2. Select **POST** from the dropdown next to the request URL.
3. Select **Raw** as the view to specify POST parameters. Copy and paste the following query into the text box, and click **Send:**

```
query={
    "dataset":"keyword",
     "dimension":["keyword","time"],
     "measures":["rank"],
     "dimensionOptions":{"time":"weekly"},
     "filter":[["time","ge","202001"]]
}
```

The returned responses should look similar to the following. Each result will include the rank of the keyword, the keyword itself, and the time of the rank data:


```
{
    "rank": 1,
    "keyword": "keyword 1",
    "time": 202001
  },
  {
    "rank": 2,
    "keyword": "keyword 2",
    "time": 202001
  },
  {
    "rank": 3,
    "keyword": "keyword 3",
    "time": 202001
  }
```



Let's review the query that you just ran. The basic structure of BQL queries consists of the following parameters: **dataset**, **dimension**, **measures**, **dimensionOptions,** and **filter**.

"**dataset**":"**keyword**"

BrightEdge stores its information in datasets that are queried with additional parameters. The most important datasets are **keyword** and **keywordgroup,** which contain many metrics related to rank for each keyword and keyword group in your accounts. When looking to retrieve information, you must first identify the dataset that holds this information. For a full list of datasets available to query against, see the Appendix of this guide.

"**dimension**":["**keyword**","**time**"]

Dimensions are qualitative descriptors used to represent or categorize data. Any dimensions listed in the **dimension** parameter will return results in the responses of the BQL queries. For example, in the query mentioned above, **keyword** and **time** are specified as dimensions to query; each item returned in the response will list the keyword name and the time of the measures reported in the item. For a full list of dimensions available to use in queries, see the Dimensions & Measures section of the Appendix in this guide.

"**measures**":["**rank**"]

Each dataset is associated with specific measures that are available to it. Measures are quantifiable data points that can be used to track your business performance.

In the query above, **rank** is the only measure specified, but you can request any number of measures available in a single BQL call and the specified measures will be returned with each item. For a full list of measures available for each dataset, see the Dimensions & Measures section of the Appendix in this guide.

"**dimensionOptions**":{"**time**":"**weekly**"}

To request dimensions with specific attributes, use the **dimensionOptions** parameter. The most common dimension that requires use of **dimensionOptions** is **time**. When using **time** as a dimension, you must define the time frequency for the results returned in the **dimensionOptions** parameter. In the query above, the time frequency is defined as "weekly". Using **time** as a dimension will be explained in more detail later in this guide.

"**filter**":[["**time**","**eq**","**202001**"]]

The **filter** parameter is useful to limit the information returned by a query. Though adding filters is not always necessary, it is best practice to add filters for dimensions and measures as it will make the query return faster and your application simpler. Additionally, certain dimensions, such as **time**, require filters to be added. See the Using Filter Operators section of this guide for more specific methods of filtering your data.

> **NOTE**
>
> BQL is a flexible language that allows you to specify parameters with multiple elements in a list. To specify multiple elements in a list, ensure that each element is between quotes and separated by commas. The list itself should be inside bracket characters. For example, listing multiple **measures** would look like the following:
> "**measures**":["**rank**","**page_num**","**category**"]
>
> Following the exact BQL syntax is required to avoid getting errors from your calls. A common issue is using curly quotes (i.e., ") instead of straight quotes (i.e, "") in your calls. Check for this issue while writing your queries to avoid getting errors.

PRACTICE

As an exercise, refer to the Dimensions & Measures section for the **keyword** dataset in the Appendix. Find the dimension for "domain" and the measure for "blended rank". Add these elements to the BQL query and review the results returned from this query. Note how the dimension and measure are now added to each item returned.

More advanced BQL examples

Now we will create a more powerful query. In this example, we are querying against the **keywordgroup** dataset with additional dimensions and measures to show the functionality of API 3.0.

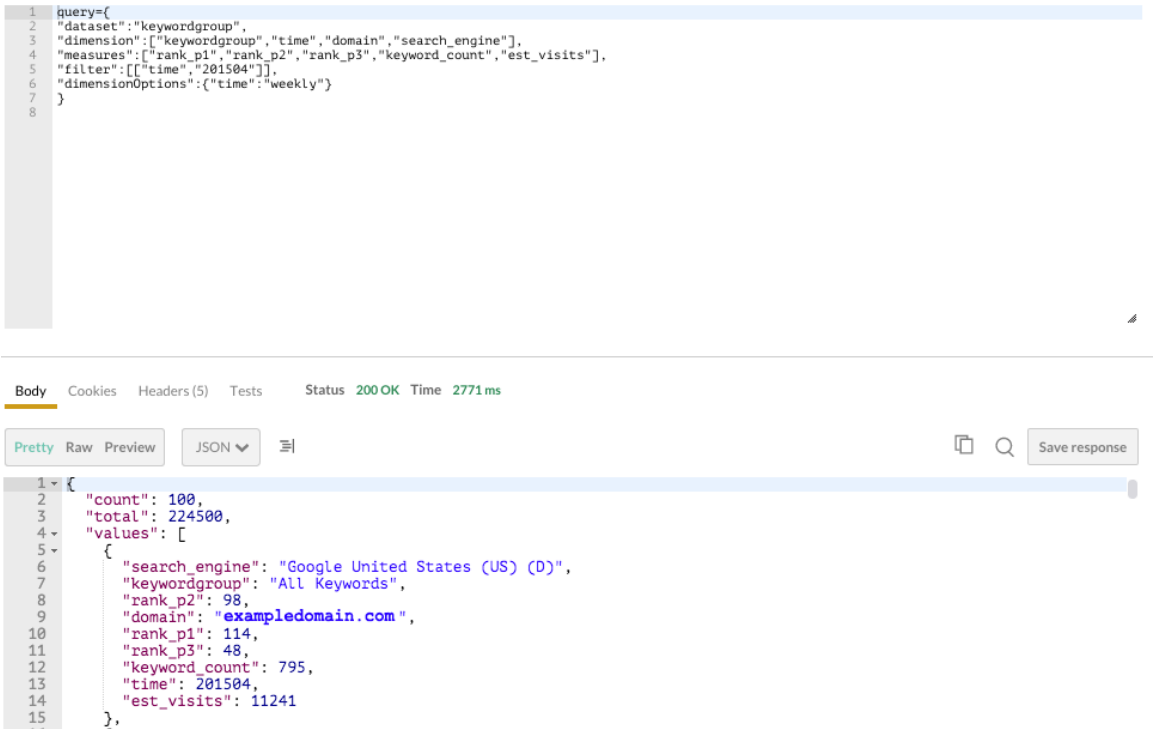
In this example, we will be starting with the following query:

```
query={
    "dataset":"keywordgroup",
    "dimension":["keywordgroup","time","domain","search_engine"],
    "measures":["rank_p1","rank_p2","rank_p3","keyword_count","est_visits"],
    "filter":[["time","202004"]],
    "dimensionOptions":{"time":"weekly"}
    }
```

Run this query by copying the text above into the POST parameters. You will not need to change the URL. The response will consist of a list of the dimensions and measures that were specified in the query as well as their respective values. Results from this query should look similar to the following:


```
{
    "search_engine": "Google United States (US) (D) ",
    "keywordgroup": "Group 1",
    "rank_p2": 0,
    "domain": "exampledomain.com",
    "rank_p1": 3,
    "rank_p3": 1,
    "keyword_count": 6,
    "est_visits": 407
  },
{
    "search_engine": "Bing United States (US) (D)",
    "keywordgroup": "Group 1",
```

```
    "rank_p2": 1,
    "domain": "exampledomain.com",
    "rank_p1": 5,
    "rank_p3": 0,
    "keyword_count": 6,
    "est_visits": 243
  }
```

The only filter applied to this query was for **time**. Adding filters for other dimensions will help return a more specific set of results. For example, notice that there are results for the same keyword group from different search engines. In the next sections we will go over adding other filters to your query to narrow down the results that you receive.

Using the Time Frequency Mapping call

In order to avoid returning huge amounts of data, many datasets such as **keyword** and **keywordgroup** require a time filter to be specified in the BQL. We have already seen the following filter in a previous example:

```
"filter":[["time","202004"]]
```

The format for specifying a week in BQL is YYYYWW where **YYYY** is the year and **WW** is the week number in the year. In the example above, the query will return results for the fourth week of 2020.

To convert dates into their yearweek equivalents, BrightEdge supports a general call to convert a day value into a weekly, monthly, or quarterly value to use in filtering the **time** dimension in queries. The syntax is as follows:

GET
https://api.brightedge.com/3.0/objects/time/<**account_id**>/<**time_frequency**>/<**day_value**>

> <**account_id**> The account that you are running the query on.
>
> <**time_frequency**> The time frequency that you want to convert the day value to. Frequency options include weekly, monthly, or quarterly.
>
> <**day_value**> The day value to convert. This parameter should be formatted as YYYYMMDD.

For example, request the following request URL using the GET method to return the yearweek value for account 191 for the date of November 1, 2020:

https://api.brightedge.com/3.0/objects/time/**191/weekly/20201101**

The result should look like the following:


```
{
  "time_frequency": "weekly",
  "time_value": "202045",
  "day_value": "20201101"
}
```


PRACTICE

Practice specifying dates by first getting the yearweek value for three weeks ago. Replace the time value in the BQL query filter and review the results returned.

For more details on how to use the Time Frequency Mapping call, see the Time Frequency Mapping section in the Appendix of this guide.

Using Filter Operators

Filter operators are optional components that further define the behavior of filters being applied to the data. Certain filter operators can only be used in conjunction with specific dimensions. If no filter operator is defined, the "equal" filter operator is assumed by default. The following filter operators are available:

Filter Operator	Filter
eq	Equals
eon	Equals Or Null
ne	Not Equals
ge	Greater Than Or Equals
gt	Greater Than
lt	Less Than
le	Less Than or Equals
lk	Like – matches a pattern in text (String Values)
nlk	Not Like – matches a pattern in text (String Values)
pre	Starts with value (String Values)
suff	Ends with suffix (String Values)

To understand how filter operators are applied to queries, let's refer to the query presented earlier in this example. It is common to use numeric filter operators to filter the **time** dimension. To return results from weeks greater than 202006, add the "greater than" filter operator to the time filter:

```
query={
    "dataset":"keywordgroup",
    "dimension":["keywordgroup","time","domain","search_engine"],
    "measures":["rank_p1","rank_p2","rank_p3","keyword_count","est_visits"],
    "filter":[["time","gt","202006"]],
    "dimensionOptions":{"time":"weekly"}
    }
```

PRACTICE

Insert the filter operator used to filter **time** to the "greater than or equals" operator. This filter operator is useful for getting the most recent set of data.

Another commonly used filter operator is "like" **(lk)**. This filter operator is used for name pattern matching. For example, to report on keyword groups with "brand" in their name, the filter definition would look like the following:

```
"filter":[["keywordgroup","lk","brand"]]
```

The **filter** parameter itself is a list that can have multiple elements. Ensure that each element is enclosed in a set of brackets and separated from other elements by commas. Listing multiple filter elements would look like the following:

```
"filter":[
 ["time","ge","202006"],
 ["keywordgroup","lk","brand"]
]
```

PRACTICE

Add a **keywordgroup** filter using the **lk** filter operator in your query, and select a pattern that matches one or more of your keyword group names.

For example, let's assume you have four keyword groups in your account: "Top Keywords", "Tier 1", "Tier 2", and "Striking Distance". To return information for keyword groups "Tier 1" and "Tier 2", use the following filter:

```
["keywordgroup","lk","tier"]
```

Try different name specifications to see the differences in the returned results.

> This filter operator is frequently used to return information for specific sets of keyword groups.

Using Lists

Using lists in queries is helpful for filtering for specific sets of data. For example, if **domain** is set as one of your dimensions, you would be able to add a filter to return results only from a set list of domains.

Adding a filter definition for a list of domains will look like the following:

```
"filter":[["domain:raw_name",
        ["mydomain.com","competitor1.com","competitor2.com"]
        ]]
```

Notice that listing elements requires the use of brackets to enclose the full list. Ensure that each element is within straight quotes as well as separated by commas.

Adding the filters discussed above to the query should look like the following:

```
query={
    "dataset":"keywordgroup",
    "dimension":["keywordgroup","time","domain","search_engine"],
    "measures":["rank_p1","rank_p2","rank_p3","keyword_count","est_visits"],
    "filter":[["time","ge","202006"],
        ["domain:raw_name",
            ["mydomain.com","competitor1.com","competitor2.com"]
        ],
        ["keywordgroup","lk","brand"]],
    "dimensionOptions":{"time":"weekly"}
    }
```

To reiterate, this query will return results that include data for the measures “rank_p1”, “rank_p2”, “rank_p3”, “keyword_count”, and “est_visits” for keyword groups with the word “brand” in the name, from domains “mydomain.com”, “competitor1.com”, and “competitor2.com”. This data will be for weeks greater than or equal to the sixth week of 2015.

PRACTICE

Add a filter to your BQL query to return keyword group information for your domain and the domains of your top two competitors. Use the format of the query above as a guide.

NOTE

The **domain** dimension supports the use of "nickname" for your domains. Nicknames are optional, user-defined values for your tracked domains. It is suggested to query domain names using **domain:raw_name** as it will return the correct domain regardless of whether a nickname is defined, avoiding potential confusion or errors. If the domain has a nickname assigned to it, querying for **domain** will match on its nickname. If nicknames are not defined, **domain** will match the **raw_name** domain.

Using the Get Search Engines call

Often times, you may only want to get rank data for search engines from specific countries and device types. Without filtering by search engine, the results returned will be from all search engines that are being used on your account and these results may not all be required.

There are two steps to specifying search engine filters. First find the codes for the search engines you are interested in. Then insert a filter in the BQL with these search engines.

The Get Search Engines call is used to return all search engines that are enabled for the specified account. Use the following request URL with a GET method to make this call:

https://api.brightedge.com/3.0/objects/searchengines/<account_id>?active=<0|1>

Parameters:

<account_id> The account that you are running the query on.

<active> When active=1, we will only list the tracked search engines instead of all the available search engines for the account. Note: **active=0** is set by default.

Return Attributes:

display_name: The search engine name. This name specifies the search engine, country, and device type.

country: The country that the search engine is associated with.

searchengine: The general search engine.

location: The region that the search engine is associated with. The **location** return attribute can be either National or Local.

device_type: The device type that the search engine is associated with. Device types include desktop, tablet, and smartphone.

device_type_id: The ID of the device type.

searchengine_group_id: The ID of the search engine group (if it's tracked across multiple devices)

id: The unique ID of the search engine.

To use the Get Search Engines call:

1. Enter the request URL indicated above in the request URL field in Postman. Ensure that you enter your **<account_id>** parameter correctly. For example, the request URL for an account with ID 191 would look like this: https://api.brightedge.com/3.0/objects/searchengines/191?active=1
2. Select **GET** from the dropdown next to the request URL field in Postman. Click **Send**.
3. Each result returned should look similar to the following:


```
{
 "searchengines": [
  {
   "display_name": "Google United States (US) (D)",
   "country": "us",
   "searchengine": "google",
   "location": "National",
   "device_type": "desktop",
   "device_type_id": "1",
   "searchengine_group_id": "42",
   "id": "34"
  }
```


Find the **searchengine_group_id** and **id** values for one of your main search engines. For example, for Google US Desktop, you should find **1** and **34** respectively.

For more information on this call, see the Get Search Engines method under API Methods in the Appendix of this guide.

PRACTICE

In this practice, you will add a filter for a specific search engine to your query. The syntax of this filter should look like the following:

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id,**
searchengine_group_id],[**device_type_id,**
searchengine_group_id],...]]

The current filters are as follows:

"filter":[["time","ge","202006"],
["domain:raw_name",
["mydomain.com","competitor1.com","competitor2.com"]],
["keywordgroup","lk","brand"]],

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

Using "Count" and "Offset"

The "**count**" parameter represents the total number of results that will be returned in the response. For example, setting "**count**":"**1**" in the query will limit the response to one result. By default, BrightEdge returns the first 100 results from a query. To get more results returned, specify **count** in the query up to 1000.

If there are more than 1000 results, you will need to use the "**offset**" parameter in your query to request the additional results. The "**offset**" parameter represents the offset used in paging the results. For example, setting "**offset**":"**5**" in the query will return results starting with the sixth listing.

The **"total"** value gives you the total number of results available from the query. Depending on the **"total"**, you may need to loop through various offsets to retrieve all your results.

Using these parameters in our example query will look like the following:

```
query={
  "dataset":"keywordgroup",
  "dimension":["keywordgroup","time","domain","search_engine"],
  "measures":["rank_p1","rank_p2","rank_p3","keyword_count","est_visits"],
  "filter":[["time","ge","202006"],
          ["domain:raw_name",
                  ["mydomain.com","competitor1.com","competitor2.com"]],
          ["keywordgroup","lk","brand"],
          ["search_engine",[[1,34],[1,36],[2,34]]]],
  "dimensionOptions":{"time":"weekly"},
  "count":"3",
  "offset":"10"
  }
```

The response returned will only include three results starting from the eleventh listing.

> **PRACTICE**
>
> Edit the query to return 10 results starting after the twentieth listing.

Congratulations! You have completed the Getting Started portion of this guide and are now ready to use API 3.0. The following portion of this guide contains reference material on all the calls, datasets, and options available with API 3.0.

> **NOTE**
>
> Refer to the **BQL Query Templates** guide to see more examples of queries used to understand common business questions.

APPENDIX

This section of this guide will provide reference information on making calls in API 3.0. The Appendix is split up into methods and payloads that related to transactional calls and analytical calls.

- Transactional Read API Methods:
  - Get Accounts
  - Get Account Details
  - Get Dataset Details
  - Get Domains
  - Get Competitors
  - Get Keywords
  - Get Keyword Groups
  - Get Keywords within a Keyword Group
  - Get Search Engines
  - Time Frequency Mapping
  - Get Page Groups
  - Get Page URLs
- Transactional Update API Methods:
  - Add New Keyword Group
  - Remove Keyword Group
  - Add Keywords to a Keyword Group
  - Add Keywords with PLP to a Keyword Group
  - Remove Keywords from a Keyword Group
  - Add PLP to a Keyword
  - Remove PLP from a Keyword
  - Add New Page Group
  - Add New Page URL to Page Group
- Analytical API Methods
- Overviews of available datasets:
  - keyword
  - keywordgroup
  - keyword_all
  - keywordgroup_all
  - keyword_universal
  - keyword_volume_trending
  - keyword_group_volume_trending
  - site_reporting_gwt
  - site_reporting_gwt_total
  - page_name_url_join_dataset
  - page_type_analytics
  - page_name_analytics

  - page_name_keyword_analytics
  - page_name_keyword_url
  - page_name_url
  - page_url_keyword_seo
  - page_url_seo
  - total_traffic_channel
- Detailed documentation of dimensions and measures available within each dataset

> **NOTE**
>
> In the following API Methods section, notice that the request URLs require an **<account_id>** in the URL. Ensure that you pass the **<account_id>** as returned by the Get Accounts method and not a **<domain_id>,** even if your account name is the same as your domain.

Transactional Read API Methods

Get Accounts

Returns all accounts accessible to the authenticated user with API 3.0 enabled. **NOTE:** This call returns the account nicknames if defined. If not defined, this call will return the raw domain names.

Request URL: https://api.brightedge.com/3.0/objects/accounts

Request Method: GET

Response:

```
{
    "accounts": [
        {
            "account": "Account 1",
            "id": "191"
        },
        {
            "account": "domain2.com",
            "id": "111"
        }
    ]
}
```

Get Account Details

Returns the details for the provided account if account is accessible for the user.

Request URL: https://api.brightedge.com/3.0/objects/accounts/<account_id>

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

Response:


```
{
      "account_id": 431,
      "account_name": "fiserv.com",
      "account_primary_domain_tracked": "fiserv.com",
      "GA_integration_setup": "Yes",
      "GSC_integration_setup": "Yes",
      "number_of_keywords_allocated": 1160,
      "number_of_keywords_used": 1051,
      "number_of_unused_keywords": 109,
      "number_of_allocated_competitors": 18,
      "number_of_tracked_competitors": 15,
      "number_of_unused_competitors": 3,
      "number_of_keywords_with_PLPs_setup": 481,
      "created_on_date": "2011-03-27T01:47:07",
      "last_logged_into_date_for_the_account": "2014-03-
13T08:51:06"
}
```


Get Account Users

Returns all users accessible to the authenticated user with API 3.0 enabled.

Request URL: https://api.brightedge.com/3.0/objects/users/account_access

Request Method: GET

Parameters:

<accounts> Optional list of IDs of the accounts to filter, separated by comma.

Response:

```
 [
    {
        "accounts": [123],
        "user_id": 456,
        "user_first_name": "FirstName",
        "user_last_name": "LastName",
        "user_login": "FirstName.LastName@domain.com",
        "user_profile": "Admin User",
        "user_status": "Active",
        "user_created_on_date": "2015-07-31T08:08:33",
        "user_last_login_date": "2021-07-31T08:08:33"
    }
]
```


Get Dataset Details

Returns all the keyword groups and mappings to keywords being tracked by the authenticated account.

Request URL: https://api.brightedge.com/3.0/meta/dataset<account_id>/<dataset_name>

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<dataset_name > The API name of the dataset.

Response:


```
{
   "api_name": "keyword",
   "description": "keyword dataset",
   "dimensions": [
        {
            "api_name": "keyword",
            "description": "the keyword being tracked",
                    "logical_type":"keyword",
        }
    ],
   "measures": [
        {
            "api_name": "blended_rank",
            "description": "the blended rank of the keyword",
```

```
                        "logical_type":"rank",
            }
        ]
}
```

Information about the dataset is returned in a dictionary containing measures and dimensions.

Get Domains

Returns all tracked domains that have API 3.0 enabled and are accessible by the user credentials used for identification. The domain names are returned regardless of whether nicknames have been defined.

Request URL: https://api.brightedge.com/3.0/objects/domains

Request Method: GET

Response:

```
{
    "domains": [
        {
            "domain": "domain1.com",
            "id": "1014"
        },
        {
            "domain": "domain2.com",
            "id": "1153"
        }
    ]
}
```

Get Competitors

Returns all competitor domains being tracked by the authenticated user for a given account.

Request URL: https://api.brightedge.com/3.0/objects/competitors/<account_id>

Request Method: GET

Response:

```
{
    "domains": [
```

```
        {
            "domain": "competitor1.com",
            "id": "1111"
        },
        {
            "domain": "competitor2.com",
            "id": "1122"
        }
    ]
}
```

Get Keywords

Returns all keywords being tracked by the specified account. The list returned will be sorted in alphabetical order.

Request URL:
https://api.brightedge.com/3.0/objects/keywords/<account_id>?offset=<offset>&count=<count>

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<count> The maximum number of keywords to return. If no maximum is specified, the default value is 5000. The maximum allowable value is 5000 as well.

<offset> The numeric offset used for retrieval. If no value is specified, the default value is 0.

Response:

```
{
    "keywords": [
        {
            "id": "22222",
            "keyword": "keyword1"
        },
        {
            "id": "22223",
            "keyword": "keyword2"
        }
    ],
```

```
    "count": "2",
    "total": "490",
    "offset": "0"
}
```

Get Keyword Groups

Returns all keyword groups in the authenticated account.

Request URL: https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>

Request Method: GET

Parameters:

> **<account_id>** The ID of the account. This information can be retrieved using the Get Accounts method.

Response:

```
{
    "keywordgroups": [
        {
            "keywordgroup": "Tier 1",
            "id": "22222"
        },
        {
            "keywordgroup": "Striking Distance",
            "id": "22279"
        }
]}
```

Get Keywords within a Keyword Group

Returns all the keyword groups and mappings to keywords being tracked by the authenticated account.

Request URL:
https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>

Request Method: GET

Parameters:

> **<account_id>** The ID of the account. This information can be retrieved using the Get Accounts method.

<keywordgroup_id> The ID of the keyword group being tracked by the account.

Response:

```
{
   "keywordgroups": [
         {
             "keywords": [
                 {
                     "name": "my brand",
                     "id": "9714"
                 },
                 {
                     "name": "my brands",
                     "id": "9715"
                 }
              ],
             "keywordgroup": "Brand Terms",
             "id": "15389"
         }
     ]}
```

Get Search Engines

Returns all search engines enabled for the authenticated account. Use this call to understand the mapping between the search engine display name, search engine ID, and device type ID.

Request URL:

https://api.brightedge.com/3.0/objects/searchengines/<account_id>?active=1

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

Return Attributes:

display_name The search engine name that includes the search engine, country, and device type.

country The country that the search engine is linked to.

searchengine The general search engine.

location The region that the search engine is linked to. For example, national or local.

device_type The device type that the search engine is linked to. Device types can include desktop, tablet, and smartphone.

device_type_id The ID of the device type.

- 1 – Desktop
- 2 – Smartphone
- 3 – Tablet

search_engine_group_id: The ID of the search engine group (if it's tracked across multiple devices)

id The ID of the search engine.

Response:


```
{
    "searchengines": [
        {"display_name": "Google United States (US) (D) ",
         "country": "us",
         "searchengine": "google",
         "location": "National",
         "device_type": "desktop",
         "device_type_id": "1",
         "searchengine_group_id": "34",
         "id": "34"
        },
        {"display_name": "Bing United States (US) (D) ",
         "country": "us",
         "searchengine": "bing",
         "location": "National",
         "device_type": "desktop",
         "device_type_id": "1",
         "searchengine_group_id": "36",
         "id": "36"
       }
]}
```


Time Frequency Mapping

Converts a day value and returns either a weekly, monthly, or quarterly value for a given account.

Request URL:
https://api.brightedge.com/3.0/objects/time/<account_id>/<time_frequency>/<day_value>
Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<time_frequency> The time frequency (i.e., weekly, monthly, quarterly).

<day_value> The day value in YYYYMMDD format.

Response:

```
{
"time_frequency": "weekly",
"time_value": "202045",
"day_value": "20201101"
}
```

Request Method: POST
i.e. Custom BQL query

You can also write your own BQL query to customize the data export to match your requirements. Refer to the **BQL Query Templates** guide to see more examples of queries used to understand common business questions. The full list of supported Datasets, Dimensions and Measures to include in your custom BQL query are available from pages 40+.

Get Page Groups

Returns all page groups associated with an account.

Request URL:

https://api.brightedge.com/3.0/objects/pagegroups/<account_id>

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

Response:

```
{
    "pagegroups": [{
                "id": "1532",
                "pagegroup": "Assets"
                 },
                 {
                   "id": "6743",
                   "pagegroup": "Batch #1 - Action
Pages"            }
           ]
}
```

Get Page Urls

Returns all page URLs associated with a Page group for an account.
Request URL:

https://api.brightedge.com/3.0/objects/pagegroups/<account_id>/<page_group_id>/

Request Method: GET

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.
<page_group_id> The ID of the page group associated with the account. We can check this from Get Page Groups for account.

Response:

```
{
   "pagegroups": [{
              "id": "1532",
              "pages": [{
               "name": "http://www.ovrdrv.com/social-indexing-
search-results",
               "id": "4913793"},
                {
```

```
                "name": "http://www.ovrdrv.com/search-
map",                "id": "4913801"
                }],
               "pagegroup": "Assets"
                }]
}
```

Transactional Update API Methods

Add New Keyword Group

Create a brand new keyword group.

Request URL:
https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

Request Body:

```
{"name":"winter sale campaign", "description":"keyword group
to track winter sale campaign", "search_engine_id_list":[34]}
```

Response:

```
{
    "status": "completed",
    "msg": {
        "description": "keyword group to track winter sale
campaign",
        "id": 73166,
        "name": "winter sale campaign",
        "search_engine_id_list": [
            34
        ],
    }
}
```

Remove Keyword Group

Removes Keyword Group.

Request URL:
https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>

Request Method: DELETE

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keywordgroup_id> The ID of the keyword group being tracked by the account.

Request Body:
None

Response:

```
{
    "status": "completed",
    "msg": {
        "description": "keyword group to track winter sale
campaign",
        "id": 73166,
        "name": "winter sale campaign"
    }
}
```

Add Keywords to a Keyword Group

Adds a list of keywords to an existing group.

Request URL:
https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keywordgroup_id> The ID of the keyword group being tracked by the account.

Request Body:

```
[
```

```
  { "name": "product XYZ"},
  { "name": "download SFT2"}
]
```

Response:

```
{
  "status": "completed",
  "msg": "added keywords"
}
```

Add Keywords with PLP to a Keyword Group

Adds a list of keywords with the preferred landing page (PLP) to an existing keyword group.

Request URL:
https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keywordgroup_id> The ID of the keyword group being tracked by the account.

Request Body:

```
[
  { "name": "product XYZ" , "plp": "http://www.abc.com/a"},
  { "name": "download SFT2" , "plp": "http://www.abc.com/b"}
]
```

Response:

```
{
  "status": "completed",
  "msg": "added keywords with plp"
}
```

Remove Keywords from a Keyword Group

Removes a list of keywords from an existing group.

Request URL:

https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>/remove_keywords

Request Method: PUT

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keywordgroup_id> The ID of the keyword group being tracked by the account.

Request Body:

```
[
  { "name": "product XYZ"},
  { "name": "download SFT2"}
]
```

Response:

```
{
  "status":"completed",
  "msg":"removed keywords"
}
```

Add PLP to a Keyword

Adds the preferred landing page (PLP) to an existing keyword.

Request URL:
https://api.brightedge.com/3.0/objects/keywords/<account_id>/<keyword_id>/add_plp

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keyword_id> The ID of the keyword being tracked by the account.

Request Body:

```
["plp": "http://www.abc.com/a"]
```

Response:

```
{
  "status":"completed",
  "msg":"added plp to keyword"
}
```

Remove PLP from a Keyword

Removes the preferred landing page (PLP) to an existing keyword.

Request URL:
https://api.brightedge.com/3.0/objects/keywords/<account_id>/<keyword_id>/remove_plp

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

<keyword_id> The ID of the keyword being tracked by the account.

Request Body:

```
Null
```

Response:

```
{
  "status":"completed",
  "msg":"remove plp from keyword"
}
```

Create New Page Group

Create a brand-new page group for accounts accessible to the authenticated user with API 3.0 enabled.

Request URL:
https://api.brightedge.com/3.0/objects/pagegroups/<account_id>

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.

Request Body:

```
{
   "page_group_name": "Page Group Name",
   "description": "Page group description."
}
```

Note: page_group_name is a mandatory field.

Response:

```
{
    "status": "completed",
    "msg": {
        "status": "Inserted Page group details",
        "id": 73166,
        "page_type" : "Page Group Name"
           }
}
```

Delete Page Group

Delete page groups from accessible accounts

Request URL:
https://api.brightedge.com/3.0/objects/pagegroups/<account_id>

Request Method: DELETE

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.
<page_group_id> The ID of the page group associated with the account. We can check this from Get Page Groups for account.

Request Body:

```
{
   "page_group_id": "Page Group ID",
}
```

Response:

```
{
    "status": "completed",
    "msg": {
        "status": "8478 page group removed succesfully",
        "success": true
           }
}
```

Add Pages/URLs to Page Group

Adds Pages/URLs to existing Page Groups for an account accessible to the user.

Request URL:
https://api.brightedge.com/3.0/objects/pagegroups/<account_id>/<page_group_id>

Request Method: POST

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.
<page_group_id> The ID of the page group associated with the account. We can check this from Get Page Groups for account.

Request Body:

```
{
     "urls":
[
       "https://www.brightedge.com/test1"],
       "is_tracked": 0
}
```

Response:

```
{
     "status": "completed",
      "msg": "1 / 1 pages added."
}
```

Note:
1. The domain passed in the request body for adding urls should belong to the account, otherwise it will return errors.

Remove Pages from a Page Group

Removes a list of Pages/URLs from an existing page group.

Request URL:
https://api.brightedge.com/3.0/objects/pagegroups/<account_id>/<page_group_id>

Request Method: DELETE

Parameters:

<account_id> The ID of the account. This information can be retrieved using the Get Accounts method.
<page_group_id> The ID of the page group associated with the account. We can check this from Get Page Groups for account.

Request Body:

```
{
 "pages":
  [
    "https://www.brightedge.com/test1",
    "https://www.brightedge.com/test2"
  ]
}
```

Response:

```
{
  "status": "completed",
  "msg": {
      "pages removed":  [
          "https://www.brightedge.com/test1",
          "https://www.brightedge.com/test2"
      ],
      "page group": "8479",
      "description": "Out of 2 pages removed 2",
      "success": true
      }
}
```

Analytical API Methods

BQL Reference

Using BrightEdge Query Language (BQL), a client can use the expressiveness of the language to extract analytical data from multiple datasets, as well as sort and filter the data based on various criteria. For full lists of measures and dimensions associated with each dataset, refer to the Dimensions & Measures section of the Appendix.

"**dataset**":<**dataset**> The dataset to query against.

"**dimension**":**[list of dimension_api names]** Specify dimensions with a list of dimension API names. For full lists of dimensions, see the Dimensions & Measures section listed in the Appendix of this guide.

"**dimensionOptions**":**{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

"**measures**":**[list of measure_api names]** Specify measures to query for with a list of measure API names. For full lists of dimensions, see the Dimensions & Measures section listed in the Appendix of this guide.

"**filters**":**[list of [dimension or measure, filter operator, filter values]** or **[dimension or measure, filter values]]** Apply filters to dimensions in order to return a more specific set of results.

- Filter values can be specified as a list
- If the filter operator is omitted, the "equal" filter operator is used.
- See the Appendix of this guide for a full list of filter operators.

"**order**":**[list of [dimension or measure_api name, 'asc or desc']]** This option is used to sort results based on a dimension or measure in an ascending or descending list. Please note that this list is a list of lists, so secondary and tertiary sort orders can be supported.

> **NOTE**
>
> Ordering your results can allow you to view and understand the data more easily. The following example provides common ways to use the **order** parameter:
>
> "order":[["time", "desc"],["keyword", "asc"]]
>
> In this example, results will be ordered by descending time values and in alphabetical order by keyword. Since **time** is listed first, the results be ordered by time first and keyword second.

"**offset**":<**offset**> The offset value used to page the results. If no offset value is specified, the default value is 0.

"**count**":<**count**> The maximum number of results to return. If no value is specified, the default value is 100. The maximum value possible is 1000.

Request URL: https://api.brightedge.com/3.0/query/<account_id>/

POST Parameters: query=<encoded BQL>

Response:

```
{
       "values": [
          {"dimension1": "dvalue1",
           "dimension2": "dvalue2",
           "measure1": "mvalue1",
           "measure2": "mvalue2"
       },
          {"dimension1": "dvalue1",
           "dimension2": "dvalue2",
           "measure1": "mvalue1",
           "measure2": "mvalue2"
       }
  ]
    "total":"50",
    "count":"2",
```

```
    "offset":"0"
}
```

The individual results are wrapped under the “values” key, represented by a list of dictionary values. Each key represents the dimension or measure name and the value is the corresponding value of each dimension or measure.

The **“total”** key represents the total number of results overall. The **“count”** key represents the total number of results in this response. The **“offset”** key represents the offset used in paging the results.

For datasets that have **datetime** dimensions (i.e., **time**), the datetime dimension is required in the filter key.

Keyword rankings are collected at a weekly basis and attributed to the American ISO year week (i.e., weeks beginning on Sunday). Day parameters are converted into American ISO year week.

> **NOTE**
>
> To return aggregated sets of data, take the following examples into consideration when running your queries:
>
> When querying against page groups or keyword groups, return aggregated data for all page groups or all keyword groups by using **"page_type:id", ["-1"]** and **"keywordgroup:id", ["-1"]**, respectively.
>
> Only **active** search engines are supported. Please refer to /searchengines/<acccontid>?active
>
> In certain cases, a domain or a URL may rank for a keyword more than once in search results. In these cases, use **domain_rank** and **url_rank** as filter parameters in your query to specify the listing being reported in classic search results. Similarly, use **absolute_domain_rank** and **absolute_url_rank** as filter parameters in your query to specify the listing being reported in blended search results.

To filter for the top ranked listing when the same domains or URLs rank more than once in classic or blended search results, use the following filter parameters in your queries, respectively:

```
"filter":[["domain_rank", 1],
          ["url_rank", 1]]

"filter":[["absolute_domain_rank", 1],
          ["absolute_url_rank", 1]]
```

For example, in a keyword search, the same domain may rank on position 2 and position 7 in search results. Using the filter parameters listed above, the query will return the domain in the top ranked position; in this example, the query would return the listing ranking on position 2. If the **"domain_rank"** parameter is changed to **2**, the query would return the listing in position 7.

Filter Operators

Filter Operator	Filter
eq	Equals
eon	Equals Or Null
ne	Not Equals
ge	Greater Than Or Equals
gt	Greater Than
lt	Less Than
le	Less Than or Equals
lk	Name pattern matching

Sample Error Responses

```
<error>
   <errorcode>1</errorcode>
   <errormsg>html is not a valid output
format.</errormsg>
</error>
```

```
{"error": {"errorcode": 1, "errormsg": "html is not a
valid output format."}}
```

Error Codes

Error Code	Description
1	The specified format is neither XML nor JSON.
2	**startday** must be specified as a parameter.
3	**endday** must be specified as a parameter.
4	The specified startday format is not in YYYYMMDD format. The startday must be equal to or earlier than the endday.
5	The specified endday format is not in YYYYMMDD format. The endday must not be in the future.
6	The specified search engine is invalid.
7	The number of weeks between startday and endday must be limited to 7 weeks.
8	An invalid keyword or keyword group is specified.
9	An invalid rank mode is specified.

Analytical Datasets

Dataset	Description
keyword	To query rank performance at a keyword level. Includes measures for classic and blended rank, URL rankings, and PLPs.
keywordgroup	To query performance at a keyword group level. Includes measures for rank, universal listings, conversions, and revenue.
keyword_all	To query Share of Voice data at a keyword level. Includes measures for estimated visits and Share of Voice from organic search, for each of the top domains in the results regardless of whether they are tracked domains or not.
keywordgroup_all	To query Share of Voice data at a keyword group level. Includes measures for estimated visits and Share of Voice from organic search, for each of the top domains in the results regardless of whether they are tracked domains or not.
keyword_volume_trending	To query search volume at a keyword level. Includes monthly and 12-month averages for search volume. **NOTE:** This dataset only provides search volume data across all device types for specified search engines. For more information on how to correctly query this dataset, refer to the **keyword_volume_trending** Dimensions & Measures list.
keyword_group_volume_trending	To query search volume at a keyword group level. Includes monthly and 12-month averages for search volume. **NOTE:** This dataset only provides search volume data across all device types for specified search engines. For more information on how to correctly query this dataset, refer to the **keyword_group_volume_trending** Dimensions & Measures list.
site_reporting_gwt	To query search engine and keyword level metrics to include clicks and impressions. **NOTE:** GSC metrics are only available for the primary domain.

site_reporting_gwt_total	To query top-level domain metrics to include clicks and impressions. **NOTE:** GSC metrics are only available for the primary domain.
page_name_url_join_dataset	To query for page reporting analytics and other dataset data at a page level. Includes measures such as views, visits, impressions, revenue, and social signals.
page_name_analytics	To query for page reporting analytics data at a page level. Includes measures such as visits, revenue, and conversions.
page_name_keyword_analytics	To query for page reporting data at a keyword level. Includes measures such as visits, revenue, and conversions.
page_name_keyword_url	To query for estimated page reporting data at a keyword level. Includes measures such as Estimated Visits and Estimated Revenue.
page_name_url	To query for estimated page reporting data at a page level. Includes measures such as Estimated Visits and Estimated Revenue.
page_type_analytics	To query for page reporting data at a page group level. Includes analytics related measures such as visits, revenue, and conversions, as well as SEO related measures such as rank.
page_url_keyword_seo	To query for SEO related page reporting data at a keyword level. Includes measures such as rank and search volume.
page_url_seo	To query for SEO and social performance page reporting data at a page level. Includes measures such as rank and Facebook Likes.
total_traffic_channel	To query performance data for multiple online channels such as paid and organic search, social, etc. Includes

	measures for average time on site, bounce rate, orders, and revenue.

Analytical Dataset Dimensions & Measures

Dataset: **keyword**

<table>
<tr><th>Dimensions</th><th>Description</th></tr>
<tr><td>absolute_domain_rank</td><td>When a domain ranks more than once on a search results page, this refers to the rank of the listing in comparison to all listings for that specific domain, including universal results.</td></tr>
<tr><td>absolute_url_rank</td><td>When a URL ranks more than once on a search results page, this refers to the rank of the listing in comparison to all listings for that specific URL, including universal results.</td></tr>
<tr><td>category</td><td>The content type of the SERP. The ID is returned and maps to the following categories:

<table><tr><th>Category</th><th>ID</th></tr><tr><td>Regular Web Listing</td><td>0</td></tr><tr><td>Images</td><td>10</td></tr><tr><td>Videos</td><td>20</td></tr><tr><td>Blog</td><td>80</td></tr><tr><td>Carousel</td><td>101</td></tr><tr><td>Site Links</td><td>102</td></tr><tr><td>Local 3-Pack</td><td>103</td></tr><tr><td>Quick Answers</td><td>104</td></tr><tr><td>Apps</td><td>105</td></tr><tr><td>People Also Ask</td><td>109</td></tr><tr><td>Others</td><td>116</td></tr></table></td></tr>
<tr><td>domain</td><td>The top-level domain of the element being reported.</td></tr>
<tr><td>domain_rank</td><td>When a domain ranks more than once on a search results page, this refers to the rank of the listing in comparison to all listings for that specific domain, not including universal results.</td></tr>
<tr><td>keyword</td><td>The search term being reported on.</td></tr>
<tr><td>page_url</td><td>The link of the page associated with the keyword.</td></tr>
<tr><td>plp_page_url</td><td>The link of the Preferred Landing Page associated with the keyword. If the keyword has no PLP associated with it, this measure will use the link of the top ranking page. This measure should be used in place of page_url when querying for preferred keyword ranking.</td></tr>
</table>

search_engine	The search engine of the element being reported on.
serp_type	Describes the results page type as either classic (1) or universal (2).
time	The date or date range during which the data is collected.
url_rank	When a URL ranks more than once on a SERP, this refers to the rank of the listing in comparison to all listings for that specific URL, not including universal results.

Measures	Description
blended_rank	The rank of the keyword in search engine results, including universal results.
has_plp	Describes whether the keyword being monitored has been assigned a Preferred Landing Page (PLP). Returns 0 if there is no PLP assigned. Returns 1 if there is a PLP assigned.
is_my_domain	Describes whether the returned page URL is within your domain. Returns 1 if it is within your domain. Returns 0 if it is not within your domain.
is_plp	Describes whether the returned page URL has been assigned as the Preferred Landing Page (PLP). Returns 1 if it has been assigned as the PLP for the keyword. Returns 0 if it has not been assigned as the PLP for the keyword.
number_likes_shares	The number of Facebook “Likes” and “Shares” for the page URL.
number_tweets	The number of Twitter “Tweets” about the page URL.
off_page_recos	Describes whether off-page recommendations are enabled (1) or disabled (0) for the keyword.
on_page_recos	Describes whether on-page recommendations are enabled (1) or disabled (0) for the keyword.
page_num	The results page number that your page URL ranked on.
search_volume	The most recent search volume that is available for the keyword (usually T-2)

plp_blended_rank	The rank of the Preferred Landing Page in search engine results, including universal results. This measure should be used in place of **blended_rank** when querying for preferred keyword ranking.
plp_rank	The classic rank of the Preferred Landing Page in search engine results. This measure should be used in place of **rank** when querying for preferred keyword ranking.
rank	The classic rank of the keyword in search engine results.

Dataset: **keywordgroup**

Dimensions	Description
domain	The top-level domain of the element being reported.
keywordgroup	The name of the keyword group being reported.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

> **NOTE**
>
> For clarification, even if the domain, search engine, and time are not explicitly mentioned in each of the metric definitions below, pages rankings for a keyword would be unique for each domain, search engine, and time period of the metric reported on.

Measures	Description
avg_blended_rank	The average blended rank of the top ranked pages for each keyword in the keyword group.

avg_blended_rank_all	The average blended rank of all pages ranking for each keyword in the keyword group.
avg_blended_rank_plp	The average blended rank of the PLP for each keyword in the keyword group.
avg_rank	The average rank of the top ranked pages for each keyword in the keyword group.
avg_rank_all	The average rank of all pages ranking for each keyword in the keyword group.
avg_rank_plp	The average rank of the PLP for each keyword in the keyword group.
avg_time_on_site	The average amount of time that users spend on the domain.
blended_pos_band_1_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position of 1.
blended_pos_band_1_plp	The number of keywords in the keyword group for which the PLP has a blended rank position of 1.
blended_pos_band_1_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position of 1.
blended_pos_band_2	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 1-3.
blended_pos_band_2_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position of 1-3.
blended_pos_band_2_plp	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 1-3.
blended_pos_band_2_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position of 1-3.
blended_pos_band_3	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 1-5.

blended_pos_band_3_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position of 1-5.
blended_pos_band_3_plp	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 1-5.
blended_pos_band_3_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position of 1-5.
blended_pos_band_4	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 4-6.
blended_pos_band_4_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position of 4-6.
blended_pos_band_4_plp	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 4-6.
blended_pos_band_4_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position of 4-6.
blended_pos_band_5	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 7-10.
blended_pos_band_5_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position of 7-10.
blended_pos_band_5_plp	The number of keywords in the keyword group for which the top ranked page has a blended rank position of 7-10.
blended_pos_band_5_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position of 7-10.
blended_rank_p1	The number of keywords in the keyword group for which the top ranked page has a blended rank position on page 1.

blended_rank_p1_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on page 1.
blended_rank_p1_in	The number of keywords in the keyword group for which the blended rank of the top ranked page has moved into page 1 compared to the previous period (as defined in the time dimension).
blended_rank_p1_in_plp	The number of keywords in the keyword group for which the blended rank of the PLP has moved into page 1 compared to the previous period (as defined in the time dimension).
blended_rank_p1_out	The number of keywords in the keyword group for which the blended rank of the top ranked page has dropped out of page 1 compared to the previous period (as defined in the time dimension).
blended_rank_p1_out_plp	The number of keywords in the keyword group for which the blended rank of the PLP has dropped out of page 1 compared to the previous period (as defined in the time dimension).
blended_rank_p1_p10	The number of keywords in the keyword group for which the top ranked pages have a blended rank position on pages 1-10.
blended_rank_p1_p10_all	The number of keywords in the keyword group for which ranked pages has a blended rank position on pages 1-10.
blended_rank_p1_p10_in	The number of keywords in the keyword group for which the blended rank of the top ranked page has moved into pages 1-10 compared to the previous period (as defined in the time dimension).
blended_rank_p1_p10_in_plp	The number of keywords in the keyword group for which the blended rank of the PLP has moved into pages 1-10 compared to the previous period (as defined in the time dimension).
blended_rank_p1_p10_out	The number of keywords in the keyword group for which the blended rank of the top ranked page has dropped out of pages 1-10 compared to the previous period (as defined in the time dimension).

blended_rank_p1_p10_out_plp	The number of keywords in the keyword group for which the blended rank of the PLP has dropped out of pages 1-10 compared to the previous period (as defined in the time dimension).
blended_rank_p1_p10_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on pages 1-10.
blended_rank_p1_p2	The number of keywords in the keyword group for which the top ranked page has a blended rank position on pages 1-2.
blended_rank_p1_p2_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on pages 1-2.
blended_rank_p1_p2_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on pages 1-2.
blended_rank_p1_p3	The number of keywords in the keyword group for which the top ranked page has a blended rank position on pages 1-3.
blended_rank_p1_p3_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on pages 1-3.
blended_rank_p1_p3_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on pages 1-3.
blended_rank_p1_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position on page 1.
blended_rank_p1_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on page 1.
blended_rank_p1_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position on page 1.

blended_rank_p2	The number of keywords in the keyword group for which the top ranked page has a blended rank position on page 2.
blended_rank_p2_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on page 2.
blended_rank_p2_in	The number of keywords in the keyword group for which the blended rank of the top ranked page has moved into page 2 compared to the previous period (as defined in the time dimension).
blended_rank_p2_in_plp	The number of keywords in the keyword group for which the blended rank of the PLP has moved into page 2 compared to the previous period (as defined in the time dimension).
blended_rank_p2_out	The number of keywords in the keyword group for which the blended rank of the top ranked page has dropped out of page 2 compared to the previous period (as defined in the time dimension).
blended_rank_p2_out_plp	The number of keywords in the keyword group for which the blended rank of the PLP has dropped out of page 2 compared to the previous period (as defined in the time dimension).
blended_rank_p2_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position on page 2.
blended_rank_p2_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on page 2.
blended_rank_p2_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position on page 2.
blended_rank_p3	The number of keywords in the keyword group for which the top ranked page has a blended rank position on page 3.
blended_rank_p3_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on page 3.

blended_rank_p3_in	The number of keywords in the keyword group for which the blended rank of the top ranked page has moved into page 3 compared to the previous period (as defined in the time dimension).
blended_rank_p3_in_plp	The number of keywords in the keyword group for which the blended rank of the PLP has moved into page 3 compared to the previous period (as defined in the time dimension).
blended_rank_p3_out	The number of keywords in the keyword group for which the blended rank of the top ranked page has dropped out of page 3 compared to the previous period (as defined in the time dimension).
blended_rank_p3_out_plp	The number of keywords in the keyword group for which the blended rank of the PLP has dropped out of page 3 compared to the previous period (as defined in the time dimension).
blended_rank_p3_percent	The percentage of keywords in the keyword group for which the top ranked page has a blended rank position on page 3.
blended_rank_p3_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on page 3.
blended_rank_p3_plp_percent	The percentage of keywords in the keyword group for which the PLP has a blended rank position on page 3.
blended_rank_p4_p10	The number of keywords in the keyword group for which the top ranked page has a blended rank position on pages 4-10.
blended_rank_p4_p10_all	The number of keywords in the keyword group for which ranked pages have a blended rank position on pages 4-10.
blended_rank_p4_p10_plp	The number of keywords in the keyword group for which the PLP has a blended rank position on pages 4-10.

blended_unranked_keywords	The number of keywords in the keyword group for which the top ranked page does not rank within the top 100 blended rank positions.
blended_unranked_keywords_all	The number of keywords in the keyword group for which all pages do not rank within the top 100 blended rank positions.
blended_unranked_keywords_plp	The number of keywords in the keyword group for which the PLP does not rank within the top 100 blended rank positions.
bounce_rate	The percentage of users who clicked through to the domain listing and immediately clicked away.
bounces	The number of times a user clicked through to the page and immediately clicked away.
conversion_{n}_count	The number of conversions from visits to your domain referred by searches for the keywords in the keyword group. ***See note below.**
conversion_{n}_rate	The percentage of conversions from visits to your domain referred by searches for the keywords in the keyword group. ***See note below.**
conversion_{n}_value	The revenue from visits to your domain referred by searches for the keywords in the keyword group. ***See note below.**
	NOTE: {n} represents a value 1-10 that is set by your organization. Conversions are organization-defined actions that are performed by visitors to the domain. In the BrightEdge UI, organization-defined conversions are numbered in the order that they appear in the drop-down menu.
est_avg_order_value	The estimated average order revenue from visits referred by searches on the keywords in the keyword group.
est_avg_orders_per_visit	The estimated average number of orders from visits referred by searches on the keywords in the keyword group.

est_blended_orders	The estimated number of orders on your domain from visits referred by searches on keywords in the keyword group, including universal results referrals.
est_blended_revenue	The estimated revenue on your domain from visits referred by searches on keywords in the keyword group, including universal results referrals.
est_blended_visits	The estimated number of visits on your domain from referrals by searches on keywords in the keyword group, including universal results referrals.
est_orders	The estimated number of orders on your domain from visits referred by searches on keywords in the keyword group.
est_revenue	The estimated revenue on your domain from visits referred by searches on keywords in the keyword group.
est_visits	The estimated number of visits on your domain from referrals by searches on keywords in the keyword group.
keyword_count	The number of keywords being tracked in the keyword group.
number_likes_shares_all_pages_blended	The number of Facebook “Likes” and “Shares” for all pages ranking for the keywords in the keyword group, including universal results.
number_likes_shares_all_pages_classic	The number of Facebook “Likes” and “Shares” for all pages ranking for the keywords in the keyword group, not including universal results.
number_likes_shares_plp_pages_blended	The number of Facebook “Likes” and “Shares” for all PLPs for the keywords in the keyword group, including universal results.
number_likes_shares_plp_pages_classic	The number of Facebook “Likes” and “Shares” for all PLPs for the keywords in the keyword group, not including universal results.
number_likes_shares_top_page_blended	The number of Facebook “Likes” and “Shares” for the top ranked pages for the keywords in the keyword group, including universal results.

number_likes_shares_top_page_classic	The number of Facebook “Likes” and “Shares” for the top ranked pages for the keywords in the keyword group, not including universal results.
number_plus_one_all_page_blended	The number of Google +1's for all pages ranking for the keywords in the keyword group, including universal results.
number_plus_one_all_pages_classic	The number of Google +1's for all pages ranking for the keywords in the keyword group, including universal results.
number_plus_one_plp_page_blended	The number of Google +1's for all PLPs paired with the keywords in the keyword group, including universal results.
number_plus_one_plp_page_classic	The number of Google +1's for all PLPs paired with the keywords in the keyword group.
number_plus_one_top_page_blended	The number of Google +1's for the top ranked pages for the keywords in the keyword group, including universal results.
number_plus_one_top_page_classic	The number of Google +1's for the top page ranking for the keywords in the keyword group.
number_tweets_all_pages_blended	The number of Twitter “Tweets” about all pages ranking for the keywords in the keyword group, including universal results.
number_tweets_all_pages_classic	The number of Twitter “Tweets” about all pages ranking for the keywords in the keyword group.
number_tweets_plp_pages_blended	The number of Twitter “Tweets” about all PLPs paired with the keywords in the keyword group, including universal results.
number_tweets_plp_pages_classic	The number of Twitter “Tweets” about all PLPs in the domain paired with the keywords in the keyword group.
number_tweets_top_page_blended	The number of Twitter “Tweets” about the top page of the domain ranking for the keywords in the keyword group, including universal results.

number_tweets_top_page_classic	The number of Twitter “Tweets” about the top page of the domain ranking for the keywords in the keyword group.
orders	The number of orders from visits to your domain referred by searches to keywords in the keyword group.
orders_per_visit	The average number of orders per visit from referrals by searches to keywords in the keyword group.
page_views	The number of page views from visits to your domain referred by searches to keywords in the keyword group.
parent_keyword_group_id	The ID of the parent of the keyword group. **NOTE:** This measure will only return results if keyword group hierarchies are enabled on the account.
parent_keyword_group_name	The name of the parent of the keyword group. **NOTE:** This measure will only return results if keyword group hierarchies are enabled on the account.
pos_band_1	The number of keywords in the keyword group for which the top ranked page has a rank position of 1.
pos_band_1_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position of 1.
pos_band_1_plp	The number of keywords in the keyword group for which the PLP has a rank position of 1.
pos_band_1_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position of 1.
pos_band_2	The number of keywords in the keyword group for which the top ranked page has a rank position of 1-3.

pos_band_2_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position of 1-3.
pos_band_2_plp	The number of keywords in the keyword group for which the PLP has a rank position of 1-3.
pos_band_2_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position of 1-3.
pos_band_3	The number of keywords in the keyword group for which the top ranked page has a rank position of 1-5.
pos_band_3_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position of 1-5.
pos_band_3_plp	The number of keywords in the keyword group for which the PLP has a rank position of 1-5.
pos_band_3_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position of 1-5.
pos_band_4	The number of keywords in the keyword group for which the top ranked page has a rank position of 4-6.
pos_band_4_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position of 4-6.
pos_band_4_plp	The number of keywords in the keyword group for which the PLP has a rank position of 4-6.
pos_band_4_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position of 4-6.
pos_band_5	The number of keywords in the keyword group for which the top ranked page has a rank position of 7-10.
pos_band_5_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position of 7-10.

pos_band_5_plp	The number of keywords in the keyword group for which the PLP has a rank position of 7-10.
pos_band_5_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position of 7-10.
rank_p1	The number of keywords in the keyword group for which the top ranked page has a rank position on page 1.
rank_p1_all	The number of keywords in the keyword group for which ranked pages have a rank position on page 1.
rank_p1_in	The number of keywords in the keyword group for which the rank of the top ranked page has moved into page 1 compared to the previous period (as defined in the time dimension).
rank_p1_in_plp	The number of keywords in the keyword group for which the rank of the PLP has moved into page 1 compared to the previous period (as defined in the time dimension).
rank_p1_out	The number of keywords in the keyword group for which the rank of the top ranked page has dropped out of page 1 compared to the previous period (as defined in the time dimension).
rank_p1_out_plp	The number of keywords in the keyword group for which the rank of the PLP has dropped out of page 1 compared to the previous period (as defined in the time dimension).
rank_p1_p10	The number of keywords in the keyword group for which the top ranked page has a rank position on pages 1-10.
rank_p1_p10_all	The number of keywords in the keyword group for which ranked pages have a rank position on pages 1-10.
rank_p1_p10_in	The number of keywords in the keyword group for which the rank of the top ranked page has moved into pages 1-10 compared to the previous period (as defined in the time dimension).

rank_p1_p10_in_plp	The number of keywords in the keyword group for which the rank of the PLP has moved into pages 1-10 compared to the previous period (as defined in the time dimension).
rank_p1_p10_out	The number of keywords in the keyword group for which the rank of the top ranked page has dropped out of pages 1-10 compared to the previous period (as defined in the time dimension).
rank_p1_p10_out_plp	The number of keywords in the keyword group for which the rank of the PLP has dropped out of pages 1-10 compared to the previous period (as defined in the time dimension).
rank_p1_p10_plp	The number of keywords in the keyword group for which the PLP has a rank position on pages 1-10.
rank_p1_p2	The number of keywords in the keyword group for which the top ranked page has a rank position on pages 1-2.
rank_p1_p2_all	The number of keywords in the keyword group for which ranked pages have a rank position on pages 1-2.
rank_p1_p2_plp	The number of keywords in the keyword group for which the PLP has a rank position on pages 1-2.
rank_p1_p3	The number of keywords in the keyword group for which the top ranked page has a rank position on pages 1-3.
rank_p1_p3_all	The number of keywords in the keyword group for which ranked pages have a rank position on pages 1-3.
rank_p1_p3_plp	The number of keywords in the keyword group for which the PLP has a rank position on pages 1-3.
rank_p1_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position on page 1.
rank_p1_plp	The number of keywords in the keyword group for which the PLP has a rank position on page 1.

rank_p1_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position on page 1.
rank_p2	The number of keywords in the keyword group for which the top ranked page has a rank position on page 2.
rank_p2_all	The number of keywords in the keyword group for which ranked pages have a rank position on page 2.
rank_p2_in	The number of keywords in the keyword group for which the rank of the top ranked page has moved into page 2 compared to the previous period (as defined in the time dimension).
rank_p2_in_plp	The number of keywords in the keyword group for which the rank of the PLP has moved into page 2 compared to the previous period (as defined in the time dimension).
rank_p2_out	The number of keywords in the keyword group for which the rank of the top ranked page has dropped out of page 2 compared to the previous period (as defined in the time dimension).
rank_p2_out_plp	The number of keywords in the keyword group for which the rank of the PLP has dropped out of page 2 compared to the previous period (as defined in the time dimension).
rank_p2_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position on page 2.
rank_p2_plp	The number of keywords in the keyword group for which the PLP has a rank position on page 2.
rank_p2_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position on page 2.
rank_p3	The number of keywords in the keyword group for which the top ranked page has a rank position on page 3.
rank_p3_all	The number of keywords in the keyword group for which ranked pages have a rank position on page 3.

rank_p3_in	The number of keywords in the keyword group for which the rank of the top ranked page has moved into page 3 compared to the previous period (as defined in the time dimension).
rank_p3_in_plp	The number of keywords in the keyword group for which the rank of the PLP has moved into page 3 compared to the previous period (as defined in the time dimension).
rank_p3_out	The number of keywords in the keyword group for which the rank of the top ranked page has dropped out of page 3 compared to the previous period (as defined in the time dimension).
rank_p3_out_plp	The number of keywords in the keyword group for which the rank of the PLP has dropped out of page 3 compared to the previous period (as defined in the time dimension).
rank_p3_percent	The percentage of keywords in the keyword group for which the top ranked page has a rank position on page 3.
rank_p3_plp	The number of keywords in the keyword group for which the PLP has a rank position on page 3.
rank_p3_plp_percent	The percentage of keywords in the keyword group for which the PLP has a rank position on page 3.
rank_p4_p10	The number of keywords in the keyword group for which the top ranked page has a rank position on pages 4-10.
rank_p4_p10_all	The number of keywords in the keyword group for which ranked pages have a rank position on pages 4-10.
rank_p4_p10_plp	The number of keywords in the keyword group for which the PLP has a rank position on pages 4-10.
revenue	The revenue from visits to your domain referred by searches to keywords in the keyword group.
search_volume	The total search volume for the keywords in the keyword group, during the most recent month that data is available.

sov	The percentage of estimated visits to a specific tracked domain based on classic search results for keywords in the keyword group.
sov_blended	The percentage of estimated visits to a specific tracked domain based on blended search results for keywords in the keyword group.
sov_est_visits_weekly	The number of estimated visits to a specific tracked domain in classic search results for keywords the keyword group.
sov_est_blended_visits_weekly	The number of estimated visits to a specific tracked domain in blended search results for keywords in the keyword group.
time_on_site	The time users spent on your domain from visits referred by searches to keywords in the keyword group.
universal_all_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for universal results.
universal_all_p1_opportunity	The number of keywords in the keyword group that are not ranking for universal results.
universal_all_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for universal results.
universal_all_p1_space	The number of keywords in the keyword group that have universal results.
universal_carousel_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for carousel results.
universal_carousel_p1_opportunity	The number of keywords in the keyword group that are not ranking for carousel results.
universal_carousel_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for carousel results.
universal_carousel_p1_space	The number of keywords in the keyword group that have carousel results.

universal_images_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for image results.
universal_images_p1_opportunity	The number of keywords in the keyword group that are not ranking for image results.
universal_images_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for image results.
universal_images_p1_space	The number of keywords in the keyword group that have image results.
universal_local_3pack_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for Local 3-Pack results.
universal_local_3pack_p1_opportunity	The number of keywords in the keyword group that are not ranking for Local 3-Pack results.
universal_local_3pack_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for Local 3-Pack results.
universal_local_3pack_p1_space	The number of keywords in the keyword group that have Local 3-Pack results.
universal_quick_answers_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for Quick Answer results.
universal_quick_answers_p1_opportunity	The number of keywords in the keyword group that are not ranking for Quick Answer results.
universal_quick_answers_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for Quick Answer results.
universal_quick_answers_p1_space	The number of keywords in the keyword group that have Quick Answer results.
universal_videos_p1_market_share	The percentage of keywords in the keyword group that have pages on your domain that are ranking for video results.

universal_videos_p1_opportunity	The number of keywords in the keyword group that are not ranking for video results.
universal_videos_p1_self	The number of keywords in the keyword group that have pages on your domain that are ranking for video results.
universal_videos_p1_space	The number of keywords in the keyword group that have video results.
unranked_keywords	The number of keywords in the keyword group for which the top ranked page does not rank within the top 100 rank positions.
unranked_keywords_all	The number of keywords in the keyword group for which all pages do not rank within the top 100 rank positions.
unranked_keywords_plp	The number of keywords in the keyword group for which the PLP does not rank within the top 100 rank positions.
visits	The number of visits to your domain referred by searches to keywords in the keyword group.

Dataset: **keyword_all**

Dimensions	Description
domain	The top-level domain of the element being reported.
keyword	The keyword of the element being reported.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description

sov_blended	The percentage of estimated visits to a specific domain out of the top domains in blended search results for the keyword.
sov_blended_weekly	The number of estimated visits to a specific domain in blended search results for the keyword.
sov_classic	The percentage of estimated visits to a specific domain out of the top domains in search results for the keyword.
sov_classic_weekly	The number of estimated visits to a specific domain in search results for the keyword.

Dataset: **keywordgroup_all**

Dimensions	Description
domain	The top-level domain of the element being reported.
keywordgroup	The keyword group of the element being reported.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
sov_blended	The percentage of estimated visits to a specific domain out of the top domains in blended search results for keywords in the keyword group.
sov_blended_weekly	The number of estimated visits to a specific domain in blended search results for keywords in the keyword group.
sov_classic	The percentage of estimated visits to a specific domain out of the top domains in search results for keywords in the keyword group.

sov_classic_weekly	The number of estimated visits to a specific domain in search results for keywords the keyword group.

Dataset: **keyword_volume_trending**

Dimensions	Description
keyword	The keyword of the element being reported.
search_engine	The search engine of the element being reported. **NOTE:** The **keyword_volume_trending** dataset only provides aggregated search volume data across all device types for specified search engines. In the search engine filter, user "-1" in the device type field and a valid search engine. For example, to query the search engine Google US across all device types, enter [-1,34] in the search engine filter.
time	The date or date range during which the data is collected. **NOTE:** The **keyword_volume_trending** dataset only provides aggregated search volume data for a monthly time frequency. When querying this dataset, be sure to set the time frequency as such.

Measures	Description
avg_volume	The average number of times a keyword was searched on the search engine over the 12 months prior to and including the month specified.
search_volume	The total number of times a keyword was searched on the search engine during the month specified.

Dataset: **keyword_group_volume_trending**

Dimensions	Description

keywordgroup	The keyword group of the element being reported.
search_engine	The search engine of the element being reported. **NOTE:** The **keyword_group_volume_trending** dataset only provides aggregated search volume data across all device types for specified search engines. In the search engine filter, user "-1" in the device type field and a valid search engine. For example, to query the search engine Google US across all device types, enter [-1,34] in the search engine filter.
time	The date or date range during which the data is collected. **NOTE:** The **keyword_volume_trending** dataset only provides aggregated search volume data for a monthly time frequency. When querying this dataset, be sure to set the time frequency as such.

Measures	Description
avg_volume	The average number of times a keyword was searched for on the selected search engine over the last 12 months.
parent_keyword_group_id	The ID of the parent of the keyword group.
parent_keyword_group_name	The name of the parent of the keyword group.
search_volume	The total number of times all the keywords in the keyword group were searched on the search engine during the most recent month that data was available.

Dataset: **site_reporting_gwt**

Dimensions	Description
search_engine	The search engine of the element being reported. **NOTE:** This dataset only provides GSC metrics across all device types for primary search engine of the account.

	For search engine Google US across all device types, enter [-1,34] in the search engine filter.
keyword	The keyword of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
clicks	The number of times a user clicked on a page when it was presented to them in search results for this keyword.
impressions	The number of times a page was presented to a user in search results for this keyword

Dataset: **site_reporting_gwt_total**

Dimensions	Description
domain	The top-level domain of the element being reported. (GSC metrics are only available for the primary domain)
search_engine	The search engine of the element being reported. **NOTE:** This dataset only provides GSC metrics across all device types for primary search engine of the account. For search engine Google US across all device types, enter [-1,34] in the search engine filter.
time	The date or date range during which the data is collected.

Measures	Description

clicks	The number of times a user clicked on a page when it was presented to them in search results for this site.
impressions	The number of times a page was presented to a user in search results for this site.

Dataset: **page_name_url_join_dataset**

Dimensions	Description
page_name	A web page belonging to your domain.
raw_url	The URL of a web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
page_views	The number of views a page received.
visits	The total number of organic search visits to a page.
impressions	The number of times a page was presented to a user in search results.
revenue	The amount of revenue generated from a page.
bl_count	The number of backlinks that point to a page.
fb_likes_shares	The number of Facebook "Likes" and shares for the page.
tweets	The number of Twitter "Tweets" about the page.

Example Query:

```
query={
        "dataset":"page_name_url_join_dataset",
        "dimension":["page_name", "raw_url"],
```

```
"measures":["revenue", "revenue:diff", "visits", "visits:diff", "bl_count",
"fb_likes_shares", "tweets"],
"compareOptions": ["time", "202112", "202114"],
"filter":[["search_engine", [-1, 0]], ["time", "ge", "202112"], ["time", "le",
"202114"]],
"dimensionOptions":{"page_name": "tracked", "time": "weekly"},
"order": [["revenue", "dsc"]],
"offset": [0, 100]
}
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Views Generated:

> Page Details on Page Reporting UI.

Dataset: **page_type_analytics**

Dimensions	Description
page_type	The name of the page group.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
avg_blended_rank	The average blended rank of all the keywords ranking for a page.
avg_order_value	The average value of an individual order that occurred when users entered your domain from a page.
avg_rank	The average rank of all the keywords ranking for a page.
bl_count	The number of backlinks that point to a page.
blended_position_1	The number of keywords ranking for a page that have a blended rank on position 1.
blended_position_1_percent	The percentage of keywords ranking for a page that have a blended rank on position 1.
blended_position_1_to_3	The number of keywords ranking for a page that have a blended rank on positions 1-3.

blended_position_1_to_3_percent	The percentage of keywords ranking for a page that have a blended rank on positions 1-3.
blended_position_1_to_5	The number of keywords ranking for a page that have a blended rank on positions 1-5.
blended_position_1_to_5_percent	The percentage of keywords ranking for a page that have a blended rank on positions 1-5.
blended_position_4_to_6	The number of keywords ranking for a page that have a blended rank on positions 4-6.
blended_position_4_to_6_percent	The percentage of keywords ranking for a page that have a blended rank on positions 4-6.
blended_position_7_to_10	The number of keywords ranking for a page that have a blended rank on positions 7-10.
blended_position_7_to_10_percent	The percentage of keywords ranking for a page that have a blended rank on positions 7-10.
category_afc_units	The number of AFC Unit related recommendations generated for pages in the page group.
category_duplicate_meta_desc	The number of Duplicate Meta Description related recommendations generated for pages in the page group.
category_duplicate_page_content	The number of Duplicate Page Content related recommendations generated for pages in the page group.
category_duplicate_page_title	The number of Duplicate Page Title related recommendations generated for pages in the page group.
category_external_links	The number of External Backlinks related recommendations generated for pages in the page group.
category_facebook	The number of Facebook Optimization related recommendations generated for pages in the page group.
category_h1_tag	The number of H1 tag related recommendations generated for pages in the page group.
category_http_error	The number of HTTP Error related recommendations generated for pages in the page group.

category_image_tag	The number of Image tag related recommendations generated for pages in the page group.
category_internal_links	The number of Internal Links related recommendations generated for pages in the page group.
category_keyword_density	The number of Keyword Density related recommendations generated for pages in the page group.
category_meta_desc	The number of Meta Description related recommendations generated for pages in the page group.
category_page_size	The number of Page Size related recommendations generated for pages in the page group.
category_page_title	The number of Page Title related recommendations generated for pages in the page group.
category_page_url	The number of Page URL related recommendations generated for pages in the page group.
category_thin_content	The number of Thin Content related recommendations generated for pages in the page group.
category_twitter	The number of Twitter Optimization related recommendations generated for pages in the page group.
fb_likes_shares	The number of Facebook "Likes" and shares for the page.
orders	The number of orders that occurred when users entered your domain from a page.
page_views	The number of views a page received. A single visitor may contribute multiple page views to a page during a single visit to the domain.
position_1	The number of keywords ranking for a page that rank on position 1.
position_1_percent	The percentage of keywords ranking for a page that rank on position 1.
position_1_to_3	The number of keywords ranking for a page that rank on positions 1-3.

position_1_to_3_percent	The percentage of keywords ranking for a page that rank on positions 1-3.
position_1_to_5	The number of keywords ranking for a page that rank on positions 1-5.
position_1_to_5_percent	The percentage of keywords ranking for a page that rank on positions 1-5.
position_4_to_6	The number of keywords ranking for a page that rank on positions 4-6.
position_4_to_6_percent	The percentage of keywords ranking for a page that rank on positions 4-6.
position_7_to_10	The number of keywords ranking for a page that rank on positions 7-10.
position_7_to_10_percent	The percentage of keywords ranking for a page that rank on positions 7-10.
ranked_on_page_1	The number of keywords ranking for a page that have a blended rank on page 1.
ranked_on_page_1_percentage	The percentage of keywords ranking for a page that have a blended rank on page 1.
ranked_on_page_2	The number of keywords ranking for a page that have a blended rank on page 2.
ranked_on_page_2_percentage	The percentage of keywords ranking for a page that have a blended rank on page 2.
ranked_on_page_3	The number of keywords ranking for a page that have a blended rank on page 3.
ranked_on_page_3_percentage	The percentage of keywords ranking for a page that have a blended rank on page 3.
revenue	The amount of revenue generated from a page.
revenue_per_visit	The amount of revenue generated from an individual visit to the page.
total_num_recos	The total number of recommendations generated for pages in the page group.
tweets	The number of Twitter "Tweets" about the page.

visits	The total number of organic search visits to a page.

Example Query:

```
query={
        "dataset":"page_type_analytics",
        "dimension":["time"],
        "measures":["revenue", "visits"],
        "filter":[["page_type:id", "-1"],["search_engine", [-1, 0]], ["time", "ge",
        "202105"], ["time", "le", "202116"]],
        "dimensionOptions":{"time":"weekly"},
        "order": [["time", "asc"]]
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Views Generated:
Total Organic Search Chart and Report on Page Reporting UI.

Dataset: **page_name_analytics**

Dimensions	Description
page_name	A web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
avg_order_value	The average value of an individual order that occurred when users entered your domain from the page.
orders	The number of orders that occurred when users entered your domain from the page.
page_views	The number of views the page received. A single visitor may contribute multiple page views to a page during a single visit to the domain.
revenue	The amount of revenue generated from the page.
revenue_per_visit	The amount of revenue generated from an individual visit to the page.
visits	The total number of organic search visits to the page.

Example Query:

```
query={
        "dataset":"page_name_analytics",
        "dimension":["page_name", "search_engine", "time"],
        "measures":["visits", "revenue", "avg_order_value"],
        "filter":[["time", "ge", "202114"], ["time", "le", "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **page_name_keyword_analytics**

Dimensions	Description
keyword	A keyword for which your page is ranking.
page_name	A web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
avg_order_value	The average value of an individual order that occurred from visits to the page ranking for the keyword.
orders	The number of orders that occurred from visits to the page ranking for the keyword.
page_views	The number of views a page received from a keyword search.
revenue	The total amount of revenue generated by visits to the page from a keyword.
revenue_per_visit	The amount of revenue generated by each visit to the page from a keyword.
visits	The number of visits a page received from a keyword search.

Example Query:

```
query={
        "dataset":"page_name_keyword_analytics",
        "dimension":["page_name", "keyword"],
        "measures":["visits"],
        "filter":[["search_engine", [-1, 0]], ["time", "ge", "202112"], ["time", "le",
        "202114"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **page_name_keyword_url**

Dimensions	Description
keyword	A keyword for which your page is ranking.

page	The URL of a web page belonging to your domain.
page_name	A web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
est_revenue	The estimated amount of revenue generated by visits to the page from a keyword search.
est_visits	The estimated number of visits to a page received from a keyword search.

Example Query:

```
query={
        "dataset":"page_name_keyword_url",
        "dimension":["keyword"],
        "measures":["est_visits", "est_revenue"],
        "filter":[["search_engine", [-1, 0]], ["time", "ge", "202114"], ["time", "le",
        "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.
NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **page_name_url**

Dimensions	Description
page	The URL of a web page belonging to your domain.
page_name	A web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
total_est_revenue	The total estimated revenue generated by the page.
total_est_visits	The total number of estimated visits to the page.

Example Query:

```
query={
        "dataset":"page_name_url",
        "dimension":["page"],
        "measures":["total_est_revenue", "total_est_visits"],
        "filter":[["search_engine", [-1, 0]], ["time", "ge", "202114"], ["time", "le",
        "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

> "**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **page_url_keyword_seo**

Dimensions	Description
keyword	A keyword for which your page is ranking.
page	The URL of a web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
aggregate_tracked_keyword	Keywords that are currently tracked in the BrightEdge platform.
page_number	The page number in search results on which your domain listing appeared.
rank	The rank of a keyword ranking for the page.
raw_rank	The blended rank of a keyword ranking for the page.
search_volume	The total number of times a keyword was searched for on a specific search engine during the most recent month that data was available.
tracked_keyword	Keywords that are currently tracked in the BrightEdge platform.

Example Query:

```
query={
        "dataset":"page_url_keyword_seo",
        "dimension":["keyword", "page"],
        "measures":["search_volume", "rank"],
        "filter":[["search_engine", [-1, 0]], ["time", "ge", "202114"], ["time", "le",
        "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **page_url_seo**

Dimensions	Description
page	The URL of a web page belonging to your domain.
search_engine	The search engine of the element being reported.
time	The date or date range during which the data is collected.

Measures	Description
avg_blended_rank	The average blended rank of all the keywords ranking for a page.
avg_rank	The average rank of all the keywords ranking for a page.
bl_count	The number of backlinks that point to a page.
blended_position_1	The number of keywords ranking for a page that have a blended rank on position 1.
blended_position_1_percent	The percentage of keywords ranking for a page that have a blended rank on position 1.
blended_position_1_to_3	The number of keywords ranking for a page that have a blended rank on positions 1-3.
blended_position_1_to_3_percent	The percentage of keywords ranking for a page that have a blended rank on positions 1-3.
blended_position_1_to_5	The number of keywords ranking for a page that have a blended rank on positions 1-5.
blended_position_1_to_5_percent	The percentage of keywords ranking for a page that have a blended rank on positions 1-5.
blended_position_4_to_6	The number of keywords ranking for a page that have a blended rank on positions 4-6.
blended_position_4_to_6_percent	The percentage of keywords ranking for a page that have a blended rank on positions 4-6.

blended_position_7_to_10	The number of keywords ranking for a page that have a blended rank on positions 7-10.
blended_position_7_to_10_percent	The percentage of keywords ranking for a page that have a blended rank on positions 7-10.
category_afc_units	The number of AFC Unit related recommendations generated for the page.
category_duplicate_meta_desc	The number of Duplicate Meta Description related recommendations generated for the page.
category_duplicate_page_content	The number of Duplicate Page Content related recommendations generated for the page.
category_duplicate_page_title	The number of Duplicate Page Title related recommendations generated for the page.
category_external_links	The number of External Backlinks related recommendations generated for the page.
category_facebook	The number of Facebook Optimization related recommendations generated for the page.
category_h1_tag	The number of H1 tag related recommendations generated for the page.
category_http_error	The number of HTTP Error related recommendations generated for the page.
category_image_tag	The number of Image tag related recommendations generated for the page.
category_internal_links	The number of Internal Links related recommendations generated for the page.
category_keyword_density	The number of Keyword Density related recommendations generated for the page.
category_meta_desc	The number of Meta Description related recommendations generated for the page.
category_page_size	The number of Page Size related recommendations generated for the page.
category_page_title	The number of Page Title related recommendations generated for the page.
category_page_url	The number of Page URL related recommendations generated for the page.

category_thin_content	The number of Thin Content related recommendations generated for the page.
category_twitter	The number of Twitter Optimization related recommendations generated for the page.
fb_likes_shares	The number of Facebook "Likes" and shares for the page.
position_1	The number of keywords ranking for a page that rank on position 1.
position_1_percent	The percentage of keywords ranking for a page that rank on position 1.
position_1_to_3	The number of keywords ranking for a page that rank on positions 1-3.
position_1_to_3_percent	The percentage of keywords ranking for a page that rank on positions 1-3.
position_1_to_5	The number of keywords ranking for a page that rank on positions 1-5.
position_1_to_5_percent	The percentage of keywords ranking for a page that rank on positions 1-5.
position_4_to_6	The number of keywords ranking for a page that rank on positions 4-6.
position_4_to_6_percent	The percentage of keywords ranking for a page that rank on positions 4-6.
position_7_to_10	The number of keywords ranking for a page that rank on positions 7-10.
position_7_to_10_percent	The percentage of keywords ranking for a page that rank on positions 7-10.
ranked_on_page_1	The number of keywords ranking for a page that have a blended rank on page 1.
ranked_on_page_1_percentage	The percentage of keywords ranking for a page that have a blended rank on page 1.
ranked_on_page_2	The number of keywords ranking for a page that have a blended rank on page 2.
ranked_on_page_2_percentage	The percentage of keywords ranking for a page that have a blended rank on page 2.

ranked_on_page_3	The number of keywords ranking for a page that have a blended rank on page 3.
ranked_on_page_3_percentage	The percentage of keywords ranking for a page that have a blended rank on page 3.
total_kw_count	The total number of keywords ranked for a page URL.
total_num_recos	The total number of recommendations generated for pages in the page group.
tweets	The number of Twitter "Tweets" about the page.

Example Query:

```
query={
        "dataset":"page_url_seo",
        "dimension":["page", "time"],
        "measures":["avg_rank", "total_kw_count", "avg_blended_rank"],
        "filter":[["search_engine", [-1, 0]], ["time", "ge", "202114"], ["time", "le",
        "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions":{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.

Dataset: **total_traffic_channel**

Dimensions	Description
medium_type	Returns the channel from which the queried data is collected.
time	The date or date range during which the data is collected.

Measures	Description
avg_time_on_site	The average amount of time that users spend on your domain when coming through the specified channel.
bounce_rate	The percentage of users who immediately left your domain after coming to it through the specified channel.
bounces	The number of times a user came to your domain through the specified channel and then immediately clicked away.
orders	The number of orders that occurred on your domain when users came through the specified channel.

page_views	The total number of page views on your domain when users came through the specified channel.
revenue	The total revenue generated from visits to your domain when users came through the specified channel.
time_on_site	The total time that users spent on your domain when coming through the specified channel.
visits	The total number of visits to your domain when users came through the specified channel.

Example Query:

```
query={
        "dataset":"total_traffic_channel",
        "dimension":["medium_type"],
        "measures":["time_on_site"],
        "filter":[["time", "ge", "202101"], ["time", "le", "202115"]],
        "dimensionOptions":{"time":"weekly"}
        }
```

NOTE

To filter results on one engine:

["search_engine",[**device_type_id, searchengine_group_id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, searchengine_group_id**],[**device_type_id, searchengine_group_id**],...]]

Use information retrieved from the Get Search Engines call to replace the values for **device_type_id** and **searchengine_group_id**. Add the search engine filter to the query.

NOTE: Be sure that each filter is between brackets as well as separated by commas. The filter parameter supports listing multiple elements. Also note

that values for **device_type_id** and **searchengine_group_id** are inside a set of brackets and separated by a comma. This allows you to also list multiple search engines within the filter:

["search_engine",[[1,34],[1,36],[2,34]]]

"**dimensionOptions**"**:{dimension_api name, dimension options}** This option is used to change the behavior of a dimension. For example, we can specify the time frequency of the **time** dimension.