Scribe Guide

A developer's guide to the features available in Scribe SEO v 4, from Copyblogger Media, LLC.

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It's all in the JSON

The Scribe API provides a robust set of features for content writers to research, optimize, and socialize their content online.

The heart of Scribe is the API. This document details the different REST API requests with results returned in JSON format.

Getting Started

The following steps and suggestions will help you in the testing of the Scribe v4 API.

- **Get an API Key**
  You will need to obtain a Scribe API key for all requests to the API. You may obtain an API key from https://purchase.scribecontent.com. If you require a developer key, please contact support@copyblogger.com. Developer API Keys are limited to 30 days from the date of issue.

- **Get a REST testing tool**
  To simplify the process of testing and review, we recommend the use of a REST testing tool like Simple Rest Client or Advanced Rest Client App (both are available in Chrome Extensions).

- **Review the PHP code in Scribe for WordPress**
  Scribe for WordPress uses the REST API for populating data from our servers to client-side applications.

That's it. You are ready to get hacking.

Overall Considerations

There a few considerations you will want to account for in designing an application for Scribe.

■ SSL Available
Requests to the REST API can either be encrypted (https) or unencrypted (http). When considering which method to use, consider server performance issues and client-side network capabilities.

■ API Key
Every request requires an API key in the URL parameters. Depending on how you plan to license your application, you may want users to supply their API key to your application or obfuscate your API key so that the users cannot view or alter the key.

■ API Key Limits
Every call to our API (except where noted) deducts evaluation credits based on the API key provided. When an API Key exceeds those limits, further requests from the API will not be processed.

■ Incomplete Responses
Like all API systems, response times vary by network configuration and traffic. When coding, additional error catching should be used to account for incomplete responses to requests.

■ English Only
The current version of Scribe API supports English requests/responses.

Keyword Suggestions API

Request Form

Features	Values
URL	api.scribeseo.com/analysis/kw/suggestions?apikey=**API KEY**
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	`{ "query": "`**`KEYWORD `**`" }`
Deduction	One (1) Keyword Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required.

Response Form JSON

Name	Notes
`suggestions`	Container for the next three items
`term`	A suggested term based on the KEYWORD input.
`competition`	A value between 0 and 1 representing the level of SEO competition for a term (the higher the value, the more competitive).
`popularity`	A value between 0 and 100 that rates the relative popularity of a term.

Example Response for { "query": "cars" }

```
{"suggestions":
 [
 {"term":"cars","competition":1,"popularity":5},
 {"term":"car reviews"," competition":77,"popularity":4},
 {"term":"new car prices"," competition":71,"popularity":3},
 {"term":"auto reviews"," competition":69,"popularity":3},
 {"term":"buy a car"," competition":78,"popularity":3},
 {"term":"car"," competition":1,"popularity":3},
 ]
}
```

Keyword Details API

Request Form

Features	Values
URL	api.scribeseo.com/analysis/kw/detail?apikey=**API KEY**
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	`{ "query": `**`"KEYWORD",`**` "domain": `**`"URL"`**` }`
Deductions	One (1) Keyword Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required. The URL should be the fully qualified domain name of the user's site.

Response Form JSON

Name	Notes
`scoreDifficulty`	A number between 0 to 100; the higher the number, the greater the difficulty in ranking for the term on a search engine.
`scoreContent`	A number between 0 to 100; the higher the number, the better the user's site compares to the top results in a search result for Content.
`scoreLinks`	A number between 0 to 100; the higher the number, the better the user's site compares to the top results in a search result for Links.
`scoreDomainAuthority`	A number between 0 to 100; the higher the number, the better the user's site compares to the top results in a search result for Domain Authority (from SEOMoz).
`scoreFacebookLikes`	A number between 0 to 100; the higher the number, the better the user's site compares to the top results in a search result for Facebook Likes.
`scoreGenderMale`	A number from 0 – 100 representing the percentage of males that search for a term.
`scoreGenderFemale`	A number from 0 to 100 representing the percentage of females that search for a term.

agePrimaryDescription	A string representing the largest Age Group that searches for the target term.
agePrimaryValue	A number representing the percentage of people that search for the target term.
ageSecondaryDescription	A string representing the second largest Age Group that searches for the target term.
ageSecondaryValue	A number representing the percentage of people that search for the target term.
ppc	A number starting at 0, representing the average cost per click for the target term, expressed as in US $.
volumeAnnual	An estimate of the annual search volume for the <u>exact</u> use of the term.
volumeMonthly	An estimate of the monthly search volume for the <u>exact</u> use of the term.

Example Response for
```
{ "query": "copywriting", "domain": "www.copyblogger.com" }
```

```
{
 "scoreDifficulty": 5,
 "scoreContent": 35.1,
 "scoreLinks": 34.11,
 "scoreDomainAuthority": 95.54,
 "scoreFacebookLikes": 99.51,
 "scoreGenderMale": 60.2484474,
 "scoreGenderFemale": 34.782608,
 "agePrimaryDescription": "Age 35 to 49",
 "agePrimaryValue": 36.0248451,
 "ageSecondaryDescription": "Age 25 to 34",
 "ageSecondaryValue": 28.5714283,
 "ppc": 1.05,
 "volumeAnnual": 56408,
 "volumeMonthly": 4701
}
```

Content Analysis API

Request Form

Features	Values
URL	api.scribeseo.com/analysis/content?apikey=**API KEY**
SSL Available	Yes
Headers	Content-type: application/json
Method	POST

Input	<pre>{
	    "htmlTitle": "**TITLE**",
	    "htmlDescription": "**DESCRIPTION**",
	    "htmlHeadline": "**HEADLINE**",
	    "htmlBody": "**CONTENT**",
	    "domain": "**DOMAIN**",
	    "targetedKeyword": "**KEYWORD**"
	}</pre>

Deductions	One (1) Analysis Evaluation Credit Deducted Per Response
Notes	Important, all values must be URL encoded. The **htmlTitle** is the <title> element that appears on an HTML page (required). The **htmlDescription** is the meta description on an HTML page (required). The **htmlHeadline** is typically the <h1> element or main headline that is displayed to users (required). The **htmlBody** is the main content block under the headline of the page (required). The **targetedKeyword** is a keyword term to target for the content (optional).

Response Form JSON

Name	Notes
`docScore`	A numeric value assigned to a user's piece of content indicating how well they structured their content
`docScoreE`	A string array of items that indicate what a user can do to raise the DocScore, including: `TitleLen` (the html-title is less than 3 words, add more words) `TitleCharLen` (the html-title is greater than 72 characters, use less) `MetaCharLen` (the html-description is greater than 165 characters, use less) `BodyLen` (the html-body is less than 250 unique words, add more) `Hyper` (no hyperlinks found, add more) `HyperLen` (no hyperlinks in the first 700 characters, add) `NoPKW` (no Primary Keyword found in content)
`fleschScore`	A string indicating how difficult a document is to read based on structure and word choices.
`keywords`	An array of `keyword` objects.
`kwc`	A numeric value indicating the keyword's score based on the writing style of the author.
`kwd`	A numeric value indicating the keyword's density.
`kwe`	A string array of suggestions so that the user can raise the keyword's score (KwC), including: `KwET` (keyword not in html-title) `KwETP` (keyword not in the beginning of the html-title) `KwEM` (keyword not in the html-description) `KwEMP` (keyword not in the beginning of the html-description) `KwED` (keyword density is more than 10%) `KwELF` (keyword density for the term is less than the median keyword density of the document) `KwEH` (keyword not in the anchor title of a hyperlink in the html-body)
`kwf`	A numeric value indicating how many times this keyword appears in the user's content.
`kwlText`	A string value that corresponds the numeric value of kwl.
`kwo`	A char value indicating the grid score of the keyword.
`kwod`	A string value indicating the text that is presented to the user in relation to the keyword's position in the grid.
`kwp`	A string value indicating the prominence of the keyword.

kwr	A numeric value indicating the rank of the keyword in relation to the others in the array.
kws	A numeric value indicating the score of the keyword based on the content within their site for the term.
kwl	A numeric value indicating the term's important in the user's content (equal to kwlText).
text	A string value of the keyword or phrase being evaluated in the user's content
scribeScore	An overall score of the key terms found within the content.
tags	Related topical terms for the content.

Example Response for Content Analysis

```
{
 "docScore":100,
 "docScoreE":[],
 "fleschScore":"very difficult",
 "keywords":
 [{
  "kwc":3.5869565217391304,
  "kwd":0.86,
  "kwe":["KwEM"],
  "kwf":2,
  "kwlText":"Important",
  "kwo":"A",
  "kwOd":"Congratulations, this term strikes a good balance
between search optimization and copywriting best practices.",
  "kwp":"Very High",
  "kwr":1,
  "kws":10,
  "kwl":2,
  "text":"writing"
 }],
 "scribeScore":58.686300816170139,
 "tags":["most important elements", "postmodern literature",
"copywriting tips", "sale", "literature", "copywriting",
"copywriting", "increaser"]
}
```

Link Building API - Score

Request Form

Features	Values
URL	api.scribeseo.com/analysis/link?apikey=**API KEY**&type=scr
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	{ "query": "**KEYWORD**", "domain": "**URL**" }
Deductions	One (1) Link Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required.

Response Form JSON

Name	Notes
number	A whole numeric value. The higher the value the greater the difficulty in obtaining links to the site.

Link Building API – External Links

Request Form

Features	Values
URL	api.scribeseo.com/analysis/link?apikey=**API KEY**&type=ext
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	{ "query": "**KEYWORD**", "domain": "**URL**" }
Deductions	One (1) Link Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required.

Response Form JSON

Name	Notes
email	A string containing an email address.
name	A string containing a proper name.
numberOfPagesToUrl	A whole number.
organization	A string containing and organization name
pageAuthority	A number representing the SEOMoz Page Authority
telephone	A string containing telephone numbers
url	A string containing the full URL to an external site.

Link Building API – Internal Links

Request Form

Features	Values
URL	api.scribeseo.com/analysis/link?apikey=**API KEY**&type=int
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	{ "query": "**KEYWORD**", "domain": "**URL**" }
Deductions	One (1) Link Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required.

Response Form JSON

Name	Notes
numberOfPagesToURL	A whole number
pageAuthority	A number representing the SEOMoz Page Authority
pageTitle	A string containing the HTML title of the page
url	A string containing the URL of the page
linkScore	A number from 0 to 2 representing a percentage of difficulty with 2 representing 200%.

Link Building API – Social Media

Request Form

Features	Values
URL	api.scribeseo.com/analysis/link?apikey=**API KEY**&type=soc
SSL Available	Yes
Headers	Content-type: application/json
Method	POST
Input	{ "query": "**KEYWORD**", "domain": "**URL**" }
Deductions	One (1) Link Evaluation Credit Deducted Per Response
Notes	The KEYWORD input should contain no punctuation and is required.

Response Form JSON

Name	Notes
googlePlusActivities	Container for the next four items
content	A string containing a headline
profileDisplayName	A string containing the Google+ profile display name
profileId	A whole number representing the Google+ Id of the profile
profileImageUrl	A string containing the URL of the Google+ profile image.
twitterProfiles	Container for the next 5 elements
content	A string containing the headline of a Twitter post
klout	A number representing the Klout Score for the user's post
profileDisplayName	A string containing the Twitter Profile handle
profileId	A whole number representing the user's Twitter ID
profileImageUrl	A string containing the URL to the Twitter user's profile image

User API

Request Form

Features	Values
URL	api.scribeseo.com/membership/user/detail?apikey=**API KEY**
SSL Available	Yes
Headers	Content-type: application/json
Method	GET
Deductions	None
Notes	No input required. The output will contain two types of evaluations, Keywords and Content Analysis.

Response Form JSON

Name	Notes
accountStatus	A bit; 1 is active and 0 is inactive
accountType	A string representing the type of account
evaluations	Container for the next four items
remaining	A whole number representing the number of evaluations remaining (for either Keywords or Content).
term	A string representing the length of the user's billing term
total	A number representing the total number of evaluations available for the term.
type	A string representing the type of evaluation; either KeywordIdeaResearch or ContentAnalysis
expiryDate	A short date format in MM/DD/YYYY form that indicates the next billing date for the API key.

Example Response

```
{
  "accountStatus" : 1,
  "accountType" : "developer",
```

```
    "evaluations" :
    [{
        "remaining" : 2000,
        "term" : "monthly",
        "total" : 2000,
        "type" : "KeywordIdeaResearch"
      },
      {
        "remaining" : 5000,
        "term" : "monthly",
        "total" : 5000,
        "type" : "ContentAnalysis"
    }]
      "expiryDate": "9/1/2012"

}
```