

SpyFu API

Complete Data Point Reference

Test Domains	3 Size Categories
Small Site	viridisenergy.com (~15,132 KWs)
Medium Site	poolsbybradley.com (~1,451 KWs)
Enterprise Site	skyscanner.com (~1.8M KWs)
API Endpoints Tested	9 Working Endpoints
Total Data Points	207 Individual Metrics
Real Data Samples	✓ All Included

# SpyFu API Complete Data Report

## Executive Summary

This comprehensive report documents all available data points from the SpyFu SEO API across 9 working endpoints. Each endpoint has been tested against three real-world domains of varying sizes to demonstrate actual data output and API costs.

## Domain Comparison Overview

Metric	Small	Medium	Enterprise
Total Keywords	0	0	0
Monthly Clicks	0	0	0
Click Value/Month	\$0.00	\$0.00	\$0.00
Total Search Volume	0	0	0

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## ■ API Endpoints Overview

Endpoint	Purpose	Data Points	Cost/5 Rows
getLiveSeoStats	Domain overview statistics	7	\$0.0005
getMostValuableKeywords	Highest value keywords	25	\$0.0025
getLostRanksKeywords	Keywords that IMPROVED	25	\$0.0025
getGainedRanksKeywords	Keywords that DROPPED	25	\$0.0025
getNewlyRankedKeywords	New rankings (last 30d)	25	\$0.0025
getJustFellOffKeywords	Fell off page 1	25	\$0.0025
getGainedClicksKeywords	Keywords gaining clicks	25	\$0.0025
getLostClicksKeywords	Keywords losing clicks	25	\$0.0025
getSeoKeywords	All ranking keywords	25	\$0.0025

■ **Cost Model:** SpyFu API charges  $(\text{rows returned} \div 1000) \times \$0.50$ . All costs shown are based on pageSize=5 limit and are IDENTICAL across all domain sizes.

## getLiveSeoStats

Domain overview with total keywords, clicks, and value metrics

Data Point	Small	Medium	Enterprise
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## ■ getMostValuableKeywords

Keywords with the highest estimated commercial value

Data Point	Small	Medium	Enterprise
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## ■ getLostRanksKeywords

Keywords that IMPROVED in ranking (negative rankChange = better position)

Data Point	Small	Medium	Enterprise
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## ■ getGainedRanksKeywords

Keywords that DROPPED in ranking (positive rankChange = worse position)

Data Point	Small	Medium	Enterprise
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## getNewlyRankedKeywords

New keywords that started ranking in the last 30 days

Data Point	Small	Medium	Enterprise
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## getJustFellOffKeywords

Keywords that recently dropped off page 1 of search results

Data Point	Small	Medium	Enterprise
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## ■ getGainedClicksKeywords

Keywords experiencing increases in organic click volume

Data Point	Small	Medium	Enterprise
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## ■ getLostClicksKeywords

Keywords experiencing decreases in organic click volume

Data Point	Small	Medium	Enterprise
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## ■ getSeoKeywords

Complete list of all ranking keywords for the domain

Data Point	Small	Medium	Enterprise
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## ■ Implementation Notes

**API Authentication:** All calls require Basic Auth header:

Authorization: Basic MDM5MzBkOWMtNTkzNi00ZGVjLTlhNmItZTQ5OWZmMjk3NGE5OllHQlFINVlJ

**Base URL:**

[https://api.spyfu.com/apis/serp\\_api/v2/seo/](https://api.spyfu.com/apis/serp_api/v2/seo/)

**Parameter Format:**

- Use query parameter (not domain)
- Use pageSize parameter to limit rows (controls cost)
- Example: ?query=example.com&pageSize=50

**Critical Bug Alert:**

- getLostRanksKeywords returns IMPROVED rankings (negative rankChange)
- getGainedRanksKeywords returns WORSE rankings (positive rankChange)
- This is counterintuitive - verify in your implementation!

**Cost Optimization:**

- Costs are based on rows returned, NOT total keyword count
- Enterprise sites cost the same as small sites when using pageSize limits
- Recommended: Start with pageSize=50-100 per endpoint for ~\$0.025-0.05 per call

## ■ Use Case Recommendations

**For Lead Generation:** Use getMostValuableKeywords + getLostRanksKeywords to identify high-value opportunities and recent ranking declines (create urgency).

**For Competitive Analysis:** Combine getSeoKeywords with getNewlyRankedKeywords to track competitor movements and new ranking opportunities.

**For Performance Monitoring:** Track getGainedClicksKeywords and getLostClicksKeywords over time to measure campaign effectiveness and identify issues early.