BQL Query Templates
Version 1.0.3

BRIGHTEDGE

CONTENTS

ABOUT THIS GUIDE

This guide provides users with query templates to answer common questions regarding online content performance. All queries documented are written in BrightEdge Query Language (BQL) and can be used to make calls to API 3.0.

This guide is meant to support the information provided in the API 3.0 User Guide. Before running the queries presented in this guide, it is recommended that users go through the API 3.0 User Guide. For more information on API 3.0, contact your BrightEdge Integrations Representative.

Customer Support

The BrightEdge support team is available to help you with any questions you have about this guide. Contact BrightEdge by emailing support@brightedge.com or by visiting our website at www.brightedge.com.

Feedback

BrightEdge welcomes your feedback on its documentation. If you have any comments about this document, please visit help.brightedge.com and send a support request with the category "Help".

BQL QUERY TEMPLATES

This section of the guide provides you with query examples as well as brief descriptions of what to expect from the results returned. Modify the parameters of the queries to suit your reporting needs. Before you begin, ensure that you have a solid understanding of StoryBuilder Connect and BQL. Refer to the StoryBuilder Connect User Guide for more information on these topics.

Am I performing better than last year?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["time"],
        "dimensionOptions": {"time":"weekly"},
        "filter": [["time", "ge", "201401"],
                   ["time", "le", "201529"],
                   ["page_type:id", ["-1"]],
                   ["search_engine", [["-1", "0"]]]],
        "measures": ["visits"]
}
```

Compare your weekly traffic between the current year and the previous year. In each result, visits for each week within the specified time frame are returned. These visits are aggregated across all device types and search engines as well as across all page groups.

Where are people spending the most time?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["page_type",
                      "page_type:id",
                      "search_engine[0]",
                      "search_engine:id[0]",
                       "time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "201528"],
                   ["search_engine", [["1", "0"], ["2", "0"], ["3", "0"]]]],
        "measures": ["avg_time_on_site"]
}
```

Gain insight into the product categories where users are spending the most time. Results return the average time on site for the week value 201528 for each page group. These results are aggregated across all device types for all enabled search engines.

Which search engines are driving the most traffic?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["search_engine[1]",
                "search_engine:id[1]",
                "search_engine[0]",
                "search_engine:id[0]",
                "time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["page_type:id", ["-1"]],
                ["time", "201528"],
                ["search_engine:id[0]", ["1", "2", "3"]]],
        "measures": ["visits"]
}
```

Compare visits between different device types and search engines. Results return visits across all page groups broken down by each individual device type as well as each individual search engine. Each result returns the search engine, search engine ID, and visits for the week value of 201528.

How well is mobile driving people to my site?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["page_type",
                "page_type:id",
                "search_engine[0]",
                "search_engine:id[0]",
                "time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "201528"], ["search_engine", [["2", "0"], ["3", "0"]]]],
        "measures": ["visits"]
}
```

Understand the mobile visits from smartphone and tablet search engines that each page group brings to your site. Results return the page group, page group ID, mobile search engine, and visits for the week value 201528.

Which devices are sending the most traffic?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["search_engine[0]", "search_engine:id[0]", "time"],
```

```
            "dimensionOptions": {"time": "weekly"},
            "filter": [["page_type:id', ["-1"]],
                    ["time", "201528"],
                    ["search_engine", [["1", "0"], ["2", "0"], ["3", "0"]]]],
            "measures": ["visits"]
    }
```

Gain visibility into the device types (desktop, smartphone, or tablet) that are bringing the most traffic to your site. Results return the visits across all page groups from each device type-specific search engine for the week value 201528.

Which sources are driving the most traffic?

```
    query={
            "dataset": "page_type_analytics",
            "dimension": ["search_engine[1]", "search_engine:id[1]", "time"],
            "dimensionOptions": {"time": "weekly"},
            "filter": [["page_type:id", ["-1"]],
                    ["time", "201528"],
                    ["search_engine:id[0]", ["-1"]]],
            "measures": ["visits"]
    }
```

Gain visibility into the search engines that are bringing the most traffic to your site. Results return the visits across all page groups from enabled search engines across all device types for the week value 201528.

Which page groups are receiving the most traffic?

```
    query={
            "dataset": "page_type_analytics",
            "dimension": ["time", "page_type", "page_type:id"],
            "dimensionOptions": {"time": "weekly"},
            "filter": [["time", "ge", "201517"],
                    ["time", "le", "201528"],
                    ["search_engine", [["-1", "0"]]]],
            "measures": ["visits"]
    }
```

Gain insight into the page groups that are receiving the most visits. Results return the visits for each page group for the time frame specified across all search engines.

Which part of my site has received the most traffic over time?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["time", "page_type", "page_type:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201517"],
                ["time", "le", "201528"],
                ["search_engine", [["1", "0"]]]],
        "measures": ["visits"]
}
```

Gain insight into the product categories that are receiving the most desktop traffic. Results return the visits for each page group for the time frame specified across all desktop search engines.

Which page groups are receiving the most mobile traffic?

```
query={
        "dataset": "page_type_analytics",
        "dimension": ["time", "page_type", "page_type:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201517"],
                ["time", "le", "201528"],
                ["search_engine", [["2", "34"]]]],
        "measures": ["visits"]
}
```

Compare the amount of mobile visits that each of your page groups receive. Results return the page group, page group ID, and the number of visits the page group from the Google US Smartphone search engine each week. Data reported is from week values between 201517 and 201528.

Which channels are driving the most traffic?

```
query={
        "dataset": "total_traffic_channel",
        "dimension": ["time", "medium_type", "medium_type:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201517"],
                ["time", "le", "201528"]],
        "measures": ["visits"]
}
```

Compare the visits that are being directed to your site by each channel. Results return the channel, channel ID, and the visits to that channel for the time frame specified.

How am I performing compared to competitors?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time", "domain", "domain:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["keywordgroup:id", ["-1"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["pos_band_2"]
}
```

Gain insight into how all your keywords are performing in search. Results return the number of keywords across all your keyword groups that are ranking on positions 1-3 for the Google US Desktop search engine.

What is my universal search content mix?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["keywordgroup:id", ["-1"]],
                ["time", "201529"],
                ["domain:id", ["4686"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["universal_images_p1_self",
                "universal_local_3pack_p1_self",
                "universal_places_p1_self",
                "universal_videos_p1_self",
                "universal_quick_answers_p1_self",
                "universal_carousel_p1_self"]
}
```

Understand the breakdown of universal listings for which you are ranking. Results return the number of keywords across all your keyword groups that rank on the specified universal listings for the week value of 201529.

How well am I showing up in organic search?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["keywordgroup:id", ["-1"]],
                ["domain:id", ["4686"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["blended_pos_band_2",
                "blended_pos_band_4",
                "blended_pos_band_5"]
}
```

View a breakdown of how your keywords are ranking in search on weekly basis. Results return the number of keywords from all your keyword groups that rank on blended rank positions 1-3, 4-6, and 7-10 for weeks between week values 201518 and 201529. The results are specific to the Google US Desktop search engine.

Am I maximizing my potential in universal search?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["keywordgroup:id", ["-1"]],
                ["domain:id", ["4686"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["universal_all_p1_opportunity", "universal_all_p1_self"]
}
```

View the difference between how you are performing in universal listings versus the opportunity that you have. Results return the number of keywords from all your keyword groups that rank for universal listings and the number of keywords that do not rank for universal listings each week. The results are specific to the Google US Desktop search engine between the week values of 201518 and 201529.

How well am I competing in the top 5 positions?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time", "domain", "domain:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["keywordgroup:id", ["-1"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["pos_band_3_percent"]
}
```

Gain insight into how many of your tracked keywords are ranking in the top 5 positions of search results. Results return the percentage of keywords from all your keyword groups that are ranking on blended positions 1-5 each week as well as the domains associated with each keyword. Reported data are from week values 201518 through 201529 for the Google US Desktop search engine.

How well are my keywords ranking on page 1 by device type?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time", "search_engine[0]", "search_engine:id[0]"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["keywordgroup:id", ["-1"]],
                ["domain:id", ["4686"]],
                ["search_engine", [["1", "34"], ["2", "34"], ["3", "34"]]]],
        "measures": ["blended_rank_p1"]
}
```

Understand your rank performance on page 1 broken down by device type. Results return the number of keywords that have a blended rank position on page 1 each week broken down by the device type. The reported data is across all device types for Google search engine and for weeks between week values 201518 and 201529.

How well are my keyword groups ranking in the top 5 positions?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["time", "keywordgroup", "keywordgroup:id"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["time", "ge", "201518"],
                ["time", "le", "201529"],
                ["domain:id", ["4686"]],
                ["search_engine", [["1", "34"]]]],
        "measures": ["blended_pos_band_3"]
}
```

Gain insight into the amount of your tracked keywords that rank on the top 5 positions of search. Results return the number of keywords from all your keyword groups that are ranking on blended positions 1-5 each week. Reported data are from week values 201518 through 201529 for the Google US Desktop search engine.

How well am I competing on page 1 by mobile vs. desktop?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["domain",
                "domain:id",
                "search_engine[0] ",
                "search_engine:id[0] ",
                "time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["keywordgroup:id", ["-1"]],
                ["time", "201529"],
                ["search_engine", [["1", "34"], ["2", "34"], ["3", "34"]]]],
        "measures": ["pos_band_3"]
}
```

Understand your keyword rank performance on positions 1-5 for mobile versus desktop. Results return the number of keywords from all your keyword groups that are ranking on positions 1-5 of search results from week value 201529 from all device types for Google.

How well am I competing by page bands?

```
query={
        "dataset": "keywordgroup",
        "dimension": ["domain", "domain:id", "time"],
        "dimensionOptions": {"time": "weekly"},
        "filter": [["keywordgroup:id", ["-1"]],
                ["time", "201529"],
```

```
                    ["search_engine", [["1", "34"]]]],
             "measures": ["blended_pos_band_2",
                        "blended_pos_band_4",
                        "blended_pos_band_5"]
      }
```

View a breakdown of how your keywords are ranking in search. Results return the number of keywords from all your keyword groups that rank on blended rank positions 1-3, 4-6, and 7-10 for week value 201529. The results are specific to the Google US Desktop search engine.

How are the PLPs of my keywords ranking in classic search?

```
      query={
             "dataset":"keyword",
             "dimension":["keyword", "time", "plp_page_url"],
             "measures":["plp_rank", "is_plp"],
             "dimensionOptions":{"time":"weekly"},
             "filter":[["time","eq","201530"],
                    ["search_engine",[["1","34"]]],
                    ["domain_rank", 1],
                    ["url_rank", 1]],
             "order" :[["keyword", "asc"]]
      }
```

View a list of the preferred landing pages (PLPs) for your keywords that are ranking highest in classic search. Results return the keyword, associated page URL, rank of the associated page URL, as well as whether the page URL listed is the PLP for the keyword. If the keyword does not have a PLP assigned, the URL and rank of the top-ranking page for that keyword will be returned. The results are specific to the Google US desktop search engine for week value 201530 and will be sorted in alphabetical order by keyword.

How are the PLPs of my keywords ranking in blended search?

```
      query={
             "dataset":"keyword",
             "dimension":["keyword", "time", "plp_page_url"],
             "measures":["plp_blended_rank", "is_plp"],
             "dimensionOptions":{"time":"weekly"},
             "filter":[["time","eq","201530"],
```

```
                    ["search_engine",[[1,34]]],
                    ["absolute_domain_rank", 1],
                    ["absolute_url_rank", 1]],
              "order" :[["keyword", "asc"]]
      }
```

View a list of the preferred landing pages (PLPs) for your keywords that are ranking
highest in blended search. Results return the keyword, associated page URL, rank of the
associated page URL, as well as whether the page URL listed is the PLP for the keyword.
If the keyword does not have a PLP assigned, the URL and rank of the top-ranking page
for that keyword will be returned. The results are specific to the Google US desktop
search engine for week value 201530 and will be sorted in alphabetical order by
keyword.

What is my Share of Voice for all the keywords in my keyword group?

```
      query={
              "dataset":"keywordgroup_all",
              "dimension":["keywordgroup", "domain", "time", "search_engine"],
              "measures":["sov_blended"],
              "dimensionOptions":{"time":"weekly"},
              "filter":[["time","eq","201540"],
                      ["keywordgroup:id","-1"]]
      }
```

View the percentage of estimated visits to the top domains in blended search results for
all keywords tracked on your account. Results return the domain and search engine
associated with the data. The results are specific to the week value 201540. **NOTE:** To
return the data for the group of all keywords, use **"keywordgroup:id","-1"**.