API 3.0 User Guide

Version 1.0.3

BRIGHTEDGE

CONTENTS

ABOUT THIS GUIDE

API 3.0 provides a flexible mechanism for applications to query and retrieve information from the BrightEdge platform. This information can be included in 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 in 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.

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.

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.

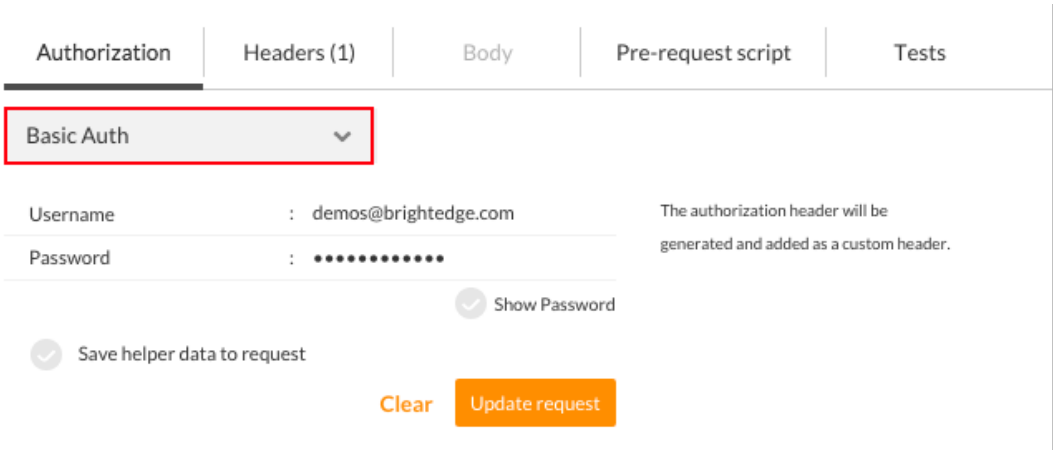
Using the Get Accounts call

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:

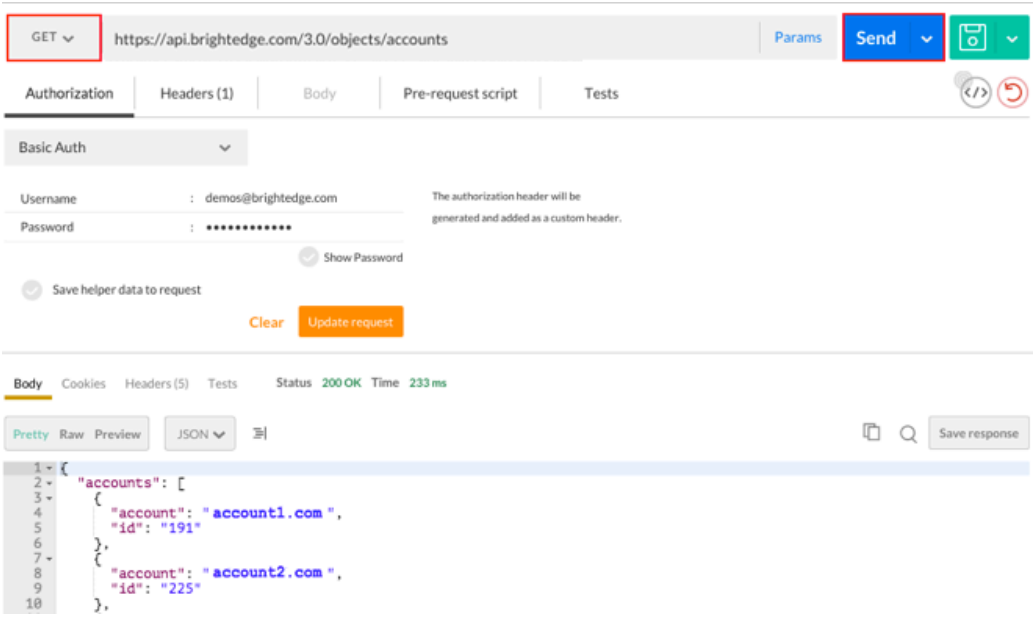
- Confirm that the tool you are using to make the calls has been set up successfully
- Correct credentials are being passed to API 3.0.
- Your organization has at least one account configured with API 3.0.

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.

Introduction to the BrightEdge Query Language

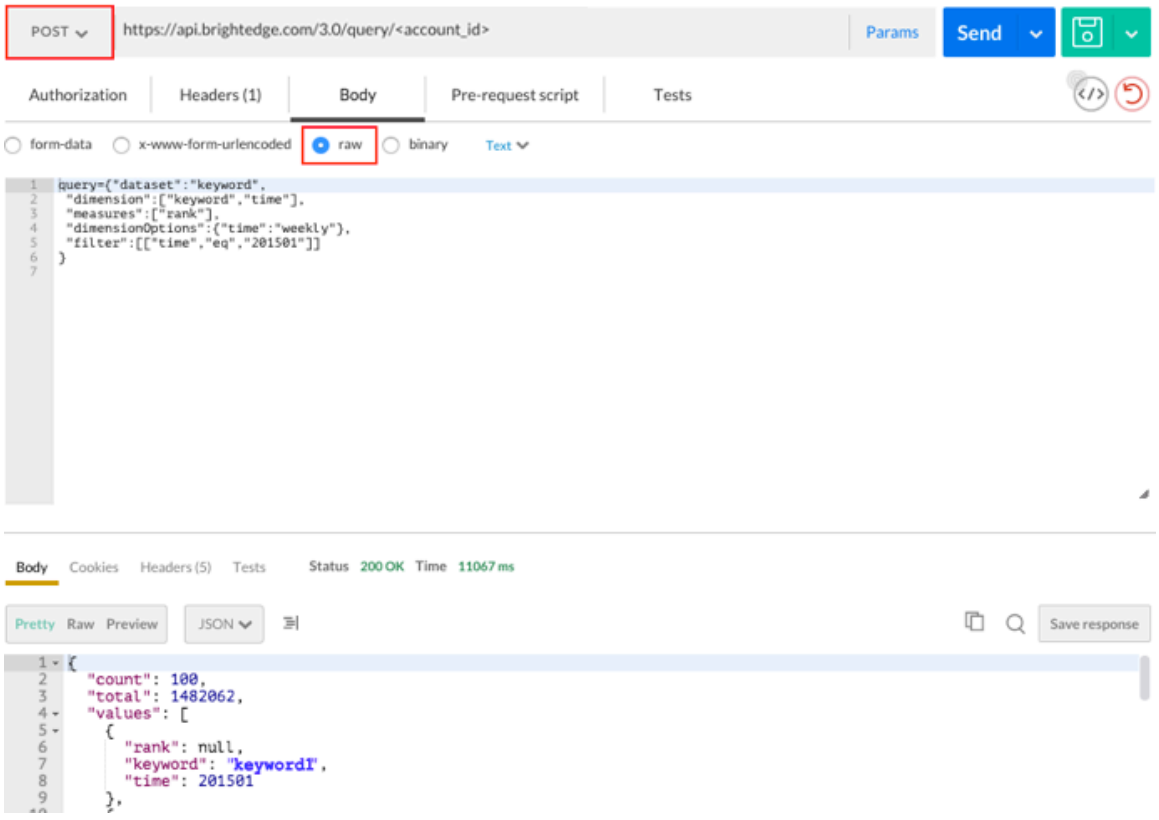
We will now introduce you to the BrightEdge Query Language (BQL), a powerful and flexible way to retrieve information from the BrightEdge platform. In this query, you will retrieve rank information for all your keywords.

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","201501"]]
}
```

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": 201501
      },
      {
        "rank": 2,
        "keyword": "keyword 2",
        "time": 201501
      },
      {
        "rank": 3,
        "keyword": "keyword 3",
        "time": 201501
      }
```



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","201501"]]

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**","**number_likes_shares**"]

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 their 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

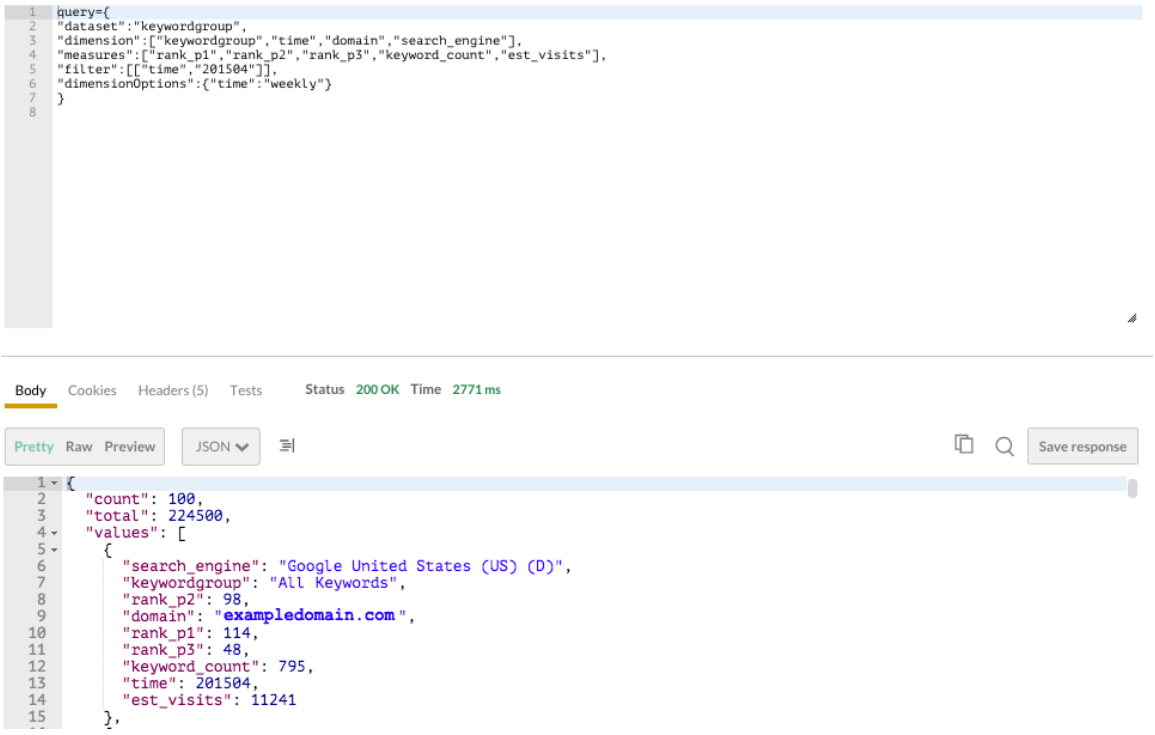
Now we will create a more powerful query. In this example, we are querying against the **keywordgroup** dataset with additional dimensions and measures to show the functionality of API 3.0.

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","201504"]],
    "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
  }
```



```
query={
"dataset":"keywordgroup",
"dimension":["keywordgroup","time","domain","search_engine"],
"measures":["rank_p1","rank_p2","rank_p3","keyword_count","est_visits"],
"filter":[["time","201504"]],
"dimensionOptions":{"time":"weekly"}
}
```

Body Cookies Headers (5) Tests Status 200 OK Time 2771 ms

Pretty Raw Preview JSON Save response

```
{
  "count": 100,
  "total": 224500,
  "values": [
    {
      "search_engine": "Google United States (US) (D)",
      "keywordgroup": "All Keywords",
      "rank_p2": 98,
      "domain": "exampledomain.com",
      "rank_p1": 114,
      "rank_p3": 48,
      "keyword_count": 795,
      "time": 201504,
      "est_visits": 11241
    },
```

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","201504"]]
```

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 2015.

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 weektime value for account 191 for the date of February 7, 2015:

https://api.brightedge.com/3.0/objects/time/**191/weekly/20150207**

The result should look like the following:


```
{
 "time_frequency": "weekly",
 "time_value": "201506",
 "day_value": "20150207"
}
```


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

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 201506, 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","201506"]],
    "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","201506"],
 ["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","201506"],
        ["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 on 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>

Parameters:

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

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.

id The 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
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",
   "id": "34"
  }
```


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

> **NOTE**
> The results returned from this call include all the search engines enabled for the account, regardless of whether keywords are being tracked with the search engines or not. For this reason, the list returned tends to be quite long and will usually include all the same results regardless of the account selected. If

premium search engines like Baidu or Yandex are enabled, the list returned will include them as well.

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, id**]]

To filter results on multiple search engines:

["search_engine",[[**device_type_id, id**],[**device_type_id, id**],…]]

The current filters are as follows:

```
"filter":[["time","ge","201506"],
        ["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 **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 **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","201506"],
          ["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 contains the following:

- Documentation of API Methods that provide general non-metric based information about accounts:
  - Get Accounts
  - Get Domains
  - Get Competitors
  - Get Keywords
  - Get Keyword Groups
  - Get Keywords within a Keyword Group
  - Get Search Engines
  - Time Frequency Mapping
- Supplemental information on BQL queries
- Overviews of available datasets:
  - keyword
  - keywordgroup
  - keyword_all
  - keywordgroup_all
  - keyword_universal
  - keyword_volume_trending
  - keyword_group_volume_trending
  - keyword_webanalytics
- 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.

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

Response:

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

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

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>

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>

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>

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/keywordgroups/<account_id>/<keywordgroup_id>

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>

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

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",
         "id": "34"
        },
        {"display_name": "Bing United States (US) (D) ",
         "country": "us",
         "searchengine": "bing",
         "location": "National",
         "device_type": "desktop",
         "device_type_id": "1",
         "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>
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": "201503",
"day_value": "20150114"
}
```

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 against the default groups of all pages or all keywords by using **"page_type:id["-1"]"** and **"keywordgroup:id["-1"]"**, respectively.

When querying against the **search_engine** dimension, use **"search_engine["0"]"** to return results for all device types and use **"search_engine["1"]"** to return results for all search engines. When filtering results, use the following parameters:

- **"search_engine", [["-1", "0"]]** considers all device types and all search

engines

- **"search_engine", [["1", "0"]]** considers desktop device types and all search engines
- **"search_engine", [["2", "0"]]** considers smartphone device types and all search engines
- **"search_engine", [["3", "0"]]** considers tablet device types and all search engines

---

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.

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.
keyword_webanalytics	To query analytics data at a keyword level. Includes measures for analytics data such as visits, page views, orders, and conversions.

> **NOTE**
> Premium datasets require an additional license to API 3.0. Please contact your BrightEdge Representative for information on enabling premium datasets on your account.

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>Carousel</td><td>101</td></tr><tr><td>Local 3-Pack</td><td>103</td></tr><tr><td>Quick Answers</td><td>104</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 dimension will use the link of the top ranking page. This dimension should be used in place of page_url when querying for preferred keyword ranking.</td></tr>
<tr><td>search_engine</td><td>The search engine of the element being reported on.</td></tr>
</table>

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_plus_one	The number of Google +1's 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.

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**

Dimension	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 ranking for a keyword will refer to those that are within the domain, search engine, and time period of the element 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_pages_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_pages_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_pages_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.

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_caoursel_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**

Dimension	Description
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**

Dimension	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**

Dimension	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.

Measure	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**

Dimension	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.

Measure	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: **keyword_webanalytics**

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

Measure	Description
avg_time_on_site	The average amount of time that users spend on the domain.
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 keyword. ***See note below.**
conversion_{n}_rate	The percentage of conversions from visits to your domain referred by searches for the keyword. ***See note below.**
conversion_{n}_value	The revenue from visits to your domain referred by searches for the keyword. ***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_plp_blended_visits	The estimated number of visits on your domain from PLPs for keywords in the keyword group, including universal results referrals.
est_plp_visits	The estimated number of visits on your domain from PLPs for keywords in the keyword group, not including universal results referrals.
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.
orders	The number of orders from visits to your domain referred by searches to the keyword.
orders_per_visit	The average number of orders per visit from referrals on searches on the keyword.
page_views	The number of page views from visits to your domain referred by searches on the keyword.
revenue	The revenue from visits to your domain referred by search on the keyword.

sov	The percentage of estimated visits to a tracked domain from searches on a specific keyword out of the top listings for that keyword. **NOTE:** The number of top listings to base Share of Voice on can be edited in the admin screen. The default number of listings is 20.
sov_blended	The percentage of estimated visits to a tracked domain from searches on a specific keyword out of the top listings for that keyword, including universal listings. **NOTE:** The number of top listings to base Share of Voice on can be edited in the admin screen. The default number of listings is 20.
sov_est_blended_visits_weekly	The number of estimated visits to a tracked domain from searches on a specific keyword, including universal listings.
sov_est_visits_weekly	The number of estimated visits to a tracked domain from searches on a specific keyword.
time_on_site	The time spent on your domain from visits referred by searches on the keyword.
visits	The number of visits to your domain referred by searches to keywords in the keyword group.

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 San Mateo, CA and is privately held with financing from Battery Ventures, Altos Ventures and Illuminate Ventures.

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