

BrightEdge API 3.0
BQL Query Templates
Version 1.0.5

BRIGHTEDGE

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ABOUT THIS GUIDE

This guide provides users with query templates to answer the 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 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, using our [Ticket Form](#), or by accessing our Help Center (log into BrightEdge -> Help).

Feedback

BrightEdge welcomes your feedback on its documentation. If you have any comments about this document, please submit a suggestion via our [Ticket Submission Portal](#).

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/BrightEdge Dashboards and BQL. Refer to the API 3.0 User Guide first to familiarize yourself with the supported datasets, dimensions, measures, and BQL syntax.

1. How am I performing compared to competitors?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time", "domain", "domain:id", "keywordgroup"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["time", "eq", "202101"], ["keywordgroup:id", ["-1"]],
  ["search_engine", [{"1", "34"}]]],
  "measures": ["pos_band_2", "blended_pos_band_2"],
  "count": 1000,
  "offset": 0
}
```

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

2. How well am I showing up in organic search?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["time", "eq", "202101"],
  ["keywordgroup:id", ["-1"]],
  ["domain:raw_name", "domain.com"],
  ["search_engine", [{"1", "34"}]]],
  "measures": ["blended_pos_band_2",
  "blended_pos_band_4",
  "blended_pos_band_5"],
  "count": 1000,
  "offset": 0
}
```

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 (All Keywords) that rank on blended rank positions 1-3, 4-6, and 7-10 for week 202101. The results are specific to the Google US Desktop search engine.

3. What is my universal search content mix?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["keywordgroup:id", ["-1"]],
    ["time", "202101"],
    ["domain:raw_name", "domain.com"],
    ["search_engine", [{"1", "34"}]]],
  "measures": ["universal_all_p1_self",
    "universal_local_3pack_p1_self",
    "universal_videos_p1_self",
    "universal_images_p1_self",
    "universal_quick_answers_p1_self",
    "universal_carousel_p1_self"],
  "count":1000,
  "offset":0
}
```

Understand the breakdown of universal listings for which you are ranking. Results return the number of keywords across all your keyword groups (All Keywords) that rank on the specified universal listings for the week 202101.

4. Am I maximizing my potential in universal search?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["time", "eq", "202101"],
    ["keywordgroup:id", ["-1"]],
    ["domain:raw_name", "domain.com"],
    ["search_engine", [{"1", "34"}]]],
  "measures": ["universal_all_p1_opportunity", "universal_all_p1_self"],
  "count":1000,
  "offset":0
}
```

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 (All Keywords) 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 for the week 202101.

5. How well am I competing in the top 5 positions?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time", "domain", "domain:raw_name"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["time", "eq", "202101"],
             ["keywordgroup:id", ["-1"]],
             ["search_engine", [{"1", "34"}]]],
  "measures": ["pos_band_3_percent"],
  "count":1000,
  "offset":0
}
```

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 (All Keywords) that are ranking on blended positions 1-5 each week as well as the domains associated with each keyword. Reported data is for week 202101 for the Google US Desktop search engine.

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

```
query={
  "dataset": "keywordgroup",
  "dimension": ["time", "search_engine", "keywordgroup"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["time", "eq", "202101"],
             ["keywordgroup:id", ["-1"]],
             ["domain:raw_name", "domain.com"],
             ["search_engine", [{"1", "34"}, {"2", "34"}, {"3", "34"}]]],
  "measures": ["blended_rank_p1"],
  "count":1000,
  "offset":0
}
```

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 (for All Keywords). The reported data is across all device types for Google search engine and for week 202101.

7. 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", "eq", "202101"],
    ["domain:raw_name", "domain.com"],
    ["search_engine", ["1", "34"]]],
  "measures": ["blended_pos_band_3"],
  "count":1000,
  "offset":0
}
```

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 for week 202101 for the Google US Desktop search engine.

8. How well am I competing by page bands?

```
query={
  "dataset": "keywordgroup",
  "dimension": ["domain", "domain:id", "time"],
  "dimensionOptions": {"time": "weekly"},
  "filter": [["keywordgroup:id", ["-1"]],
    ["time", "202101"],
    ["search_engine", ["1", "34"]]],
  "measures": ["blended_pos_band_2",
    "blended_pos_band_4",
    "blended_pos_band_5"],
  "count":1000,
  "offset":0
}
```

View a breakdown of how your keywords are ranking in search. Results return the number of keywords from all your keyword groups (All Keywords) that rank on blended rank positions 1-3, 4-6, and 7-10 for week value 202101. The results are specific to the Google US Desktop search engine.

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

```
query={
  "dataset":"keyword",
  "dimension":["keyword", "time", "plp_page_url", "domain:raw_name"],
  "measures":["plp_rank", "is_plp"],
  "dimensionOptions":{"time":"weekly"},
  "filter":[["time","eq","202101"],
    ["search_engine",[[1,"34"]]],
    ["domain_rank", 1],[url_rank", 1],
    ["domain:raw_name", "domain.com"]],
  "order":["keyword", "asc"],
  "count":1000,
  "offset":0
}
```

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 202101 and will be sorted in alphabetical order by keyword.

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

```
query={
  "dataset":"keyword",
  "dimension":["keyword", "time", "plp_page_url", "domain:raw_name"],
  "measures":["plp_blended_rank", "is_plp"],
  "dimensionOptions":{"time":"weekly"}, "filter":[["time","eq","202101"],
    ["search_engine",[[1,34]]],
    ["absolute_domain_rank", 1],[absolute_url_rank", 1],
    ["domain:raw_name", "domain.com"]],
  "order":["keyword", "asc"],
  "count":1000,
  "offset":0
}
```

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 202101 and will be sorted in alphabetical order by keyword.

11. What is the Share of Voice for my keywords and keyword groups?

Share of Voice (SOV) data is a percent/ number of estimated visits to a specific domain out of the top domains in blended/classic search results. You can get this data for either tracked competitors for your account (i.e. keyword group dataset) or the market/landscape (i.e. market keyword group or market keyword datasets).

- The keywordgroup_all and keyword_all datasets in the API corresponds to the market keyword group and market keyword SOV datasets in the dashboards.
- To get SOV data for tracked competitors in the account, you can leverage the keywordgroup dataset.

12. What is my Share of Voice as compared to the overall market landscape?

For market keyword group datasets:

```
query={
  "dataset":"keywordgroup_all",
  "dimension":["keywordgroup","time","domain","search_engine"],
  "measures":["sov_blended","sov_blended_weekly","sov_classic","sov_classic_weekly"],
  "filter":[["time","eq","202101"],["domain","eq","domain.com"]],
  "dimensionOptions":{"time":"weekly"},
  "count":1000,
  "offset":0
}
```

For market keyword datasets:

```
query={
  "dataset":"keyword_all",
  "dimension":["time","keyword","domain","search_engine"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["sov_classic","sov_blended","sov_blended_weekly","sov_classic_weekly"],
  "filter":[["time","eq","202101"],["domain","domain.com"]],
  "count":1000,
  "offset":0
}
```

13. What is my Share of Voice as compared to my tracked competitors in BrightEdge?

```
query={
  "dataset":"keywordgroup",
  "dimension":["keywordgroup","time","domain","search_engine"],
  "measures":["sov_blended","sov","sov_est_blended_visits_weekly",
  "sov_est_visits_weekly"],
  "filter":[["time","eq","202101"],["domain","eq","domain.com"]],
  "dimensionOptions":{"time":"weekly"},
  "count":1000,
  "offset":0
}
```

14. What is the search volume for my tracked keywords in BrightEdge?

```
query={
  "dataset":"keyword_volume_trending",
  "dimension":["keyword","search_engine","time"],
  "measures":["avg_volume","search_volume"],
  "dimensionOptions":{"time":"monthly"},
  "filter":[["time","eq","202101"],["search_engine",[["-1","34"]]]],
  "count":"1000",
  "offset":"0"
}
```

Get the monthly search volume for a list of keywords tracked in your account. The results will give you the search volume across all devices for the Google US search engine and week 202101.

15. How do I get a detailed data export for my tracked keywords in BrightEdge?

```
query={
  "dataset":"keyword",
  "dimension":["time","keyword","keyword:id","search_engine","search_engine:id",
  "domain","domain:raw_name","domain:id","page_url","absolute_domain_rank",
  "absolute_url_rank","category","domain_rank","plp_page_url","serp_type",
  "url_rank"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["blended_rank","has_plp","is_my_domain","is_plp","page_num",
  "plp_blended_rank","plp_rank","rank"],
  "filter":[["time","202101"],
  ["search_engine",["1","34"]]],
  ["domain","eq","domain.com"],
  "count":1000,
  "offset":0
}
```

Get detailed data for all your tracked keywords in the account. The results include classic and blended rank (including the page number) for your top and preferred landing pages in BrightEdge, for Google United States (Desktop). The results also include the universal results category for your keyword listings, with the category mappings provided below.

CATEGORY	ID
Regular Web Listing	0
Images	10
Videos	20
Blog	80
Knowledge	90
Café	100
Carousel	101
Site Link	102
Local 3-Pack	103
Quick Answers	104
Apps	105
Others	116

16. How do I get data for keywords tied to a specific keyword group in BrightEdge?

There are multiple API calls that need to be made to get keyword data for keywords tracked in a specific keyword group in BrightEdge.

In general, this GET call will give you a list of all tracked accounts in BrightEdge and their unique IDs: <https://api.brightedge.com/3.0/objects/accounts>

1. GET call to get a list of keyword groups (and their unique IDs) in an account
 - https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>
2. GET call to get a list of keywords tied to the specific keyword group
 - https://api.brightedge.com/3.0/objects/keywordgroups/<account_id>/<keywordgroup_id>
3. POST call to get the rank, category, page, and other details for keywords. Here, you can add the specific keyword as a filter and iterate for all keywords in the keyword group

Here is a sample query, but this can be modified to include the specific dimensions and measures that you need:

```
query={
  "dataset":"keyword",
  "dimension":["time","keyword","search_engine","domain","page_url",
  "category","plp_page_url"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["blended_rank","has_plp","is_my_domain",
  "is_plp","page_num","plp_blended_rank","plp_rank","rank"],
  "filter":[["time","eq","202101"],["search_engine",[["1","34"]]],["key
word","keywordinthekeywordgroup"]],
  "count":1000,
  "offset":0
}
```

If you wish to pull aggregate data at the keyword group level, you can query the keywordgroup dataset directly.

17. How can I get aggregate web analytics data for my tracked domain in BrightEdge?

```
query={
  "dataset":"page_type_analytics",
  "dimension":["time","search_engine","page_type","page_type:id"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["visits","page_views"],
  "filter":[["time","202101"],["page_type:id",-1],["search_engine],[-1,0]],
  "count":1000,
  "offset":0
}
```

Get your aggregate site-wide web analytics data flowing into BrightEdge from your web analytics platform via the Page Reporting integration. The generated results would represent data across all search engines and all device types and would correspond to the default aggregate or site-wide Page Reporting view in BrightEdge.

Note: While Visits and Page views are default analytics metrics, you can also include metrics such as Time on Site (avg_time_on_site), Bounce Rate (bounces, bounce_rate), Orders (orders), Revenue (revenue), and Conversions (conversion_1/conversion_2/conversion_3/conversion_4/conversion_5) if they are tracked in your account in BrightEdge.

Note: To get monthly analytics data, you can use "dimensionOptions":{"time":"monthly"}

18. How do I get web analytics data for my tracked pages and page groups in Brightedge?

Tracked page groups:

```
query={
  "dataset":"page_type_analytics",
  "dimension":["time","search_engine","page_type","page_type:id"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["visits","page_views"],
  "filter":[["time","202101"],["search_engine],[-1,0]],
  "count":1000,
  "offset":0
}
```

The generated results would give you analytics data for all page groups created in your BrightEdge account across all search engines and device types. To get results for a specific search engine or device type, please add the appropriate search_engine filter in your query.

Note: To get monthly analytics data, you can use "dimensionOptions":{"time":"monthly"}

Tracked pages:

```
query={
  "dataset":"page_name_analytics",
  "dimension":["time","search_engine","page_name"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["visits","page_views"],
  "filter":[["time","202101"],["search_engine",[-1,0]]],
  "count":1000,
  "offset":0
}
```

The generated results would give you analytics data for all tracked pages in your BrightEdge account across all search engines and device types. To get results for a specific search engine or device type, please add the appropriate search_engine filter in your query.

Note: While Visits and Page views are default analytics metrics, you can also include metrics such as Time on Site (avg_time_on_site), Bounce Rate (bounces, bounce_rate), Orders (orders), Revenue (revenue), and Conversions (conversion_1/conversion_2/conversion_3/conversion_4/conversion_5) if they are tracked in your account in BrightEdge.

19. How do I get marketing channel data in BrightEdge?

```
query={
  "dataset":"total_traffic_channel",
  "dimension":["time","medium_type"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["visits","page_views","bounces","bounce_rate","avg_time_on_site"],
  "filter":[["time","202101"]],
  "count":1000,
  "offset":0
}
```

If you have setup the Channel integration in BrightEdge, the generated results would give you data for your marketing channels, based on the channel mapping configured for your account in BrightEdge. To get the channel mapping configured in BrightEdge, please contact the BrightEdge [Support](#) team.

Note: To get monthly analytics data, you can use "dimensionOptions":{"time":"monthly"}

20. How do I get aggregate Google Search Console (GSC) data in BrightEdge?

```
query={
  "dataset":"site_reporting_gwt_total",
  "dimension":["time","domain","search_engine"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["clicks","impressions","ctr"],
  "filter":[["time","202101"],["search_engine", [-1, 34]]],
  "count":1000,
  "offset":0
}
```

If you have completed the Google Search Console integration via Settings -> Integrations, the generated results will give you aggregate clicks, impressions, and CTR data for your tracked domain in BrightEdge. You can export data for the primary search engine tracked in BrightEdge.

21. How do I get clicks and impressions data for pages and keywords in BrightEdge?

Keyword-level GSC data

```
query={
  "dataset":"site_reporting_gwt",
  "dimension":["time","keyword","search_engine"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["clicks","impressions","ctr"],
  "filter":[["time","202101"],["search_engine", [-1, 34]]],
  "count":1000,
  "offset":0
}
```

Page-level GSC data

```
query={
  "dataset":"site_reporting_gwt_page",
  "dimension":["time","page","search_engine"],
  "dimensionOptions":{"time":"weekly"},
  "measures":["clicks","impressions","ctr"],
  "filter":[["time","202101"],["search_engine", [-1, 34]]],
  "count":1000,
  "offset":0
}
```

If you have completed the Google Search Console integration via Settings -> Integrations, the generated results will give you aggregate clicks, impressions, and CTR data for your tracked domain in BrightEdge. You can export data for the primary search engine tracked in BrightEdge.

BrightEdge is the essential content marketing platform for modern businesses. It transforms online content into tangible business results such as traffic, revenue and engagement. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's global brands include leaders like 3M, Microsoft, Walmart and Nike. The company is based in Foster City, CA with offices in New York City, Chicago, Seattle, Cleveland, London, Sydney and Tokyo.