Package: statsearchanalyticsr (via r-universe)

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Title An Interface for the 'STAT Search Analytics' API

Version 0.1.4.9000

Description Pull data from the 'STAT Search Analytics' API <https://help.getstat.com/knowledgebase/api-services/>. It was developed by the Search Discovery team to help analyze keyword ranking data.

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URL https://searchdiscovery.github.io/statsearchanalyticsr/

BugReports https://github.com/searchdiscovery/statsearchanalyticsr/issues

Encoding UTF-8

LazyData true

Roxygen list(markdown = TRUE)

RoxygenNote 7.1.1

Imports glue, httr, jsonlite, purrr, tidyr, tibble, stringr, lubridate

Suggests spelling

Language en-US

Repository https://sditools.r-universe.dev

RemoteUrl https://github.com/sditools/statsearchanalyticsr

RemoteRef HEAD

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ssar_bulk_rankings *Get Bulk Rankings Report*

Description

Retrieve a bulk report of all the rankings or for specific sites.

Usage

```
ssar_bulk_rankings(
  date = Sys.Date() - 1,
  siteid = NULL,
  ranktype = "highest",
  engines = c("google", "bing"),
  currentlytracked = TRUE,
  crawledkeywords = TRUE,
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

date	The date being requested (required) in 'YYYY-MM-DD' format. Default is set to yesterday.
siteid	The site id. If not provided then all sites will be returned. Comma separated list of specific site IDs, default is all sites.
ranktype	This argument changes the call between getting the highest ranks for the keywords for the date with the value highest, or getting all the ranks for each engine for a keyword for a date with the value all. Defaults to highest if not provided.
engines	This argument lets you choose which search engines to include in the export, defaulting to Google and Bing. Engines can be passed in comma separated to get multiple.
currentlytracked	This argument will cause the API to ouptput only keywords which currently have tracking on at the time the API request is generated.
crawledkeywords	This argument causes the API to only include output for keywords that were crawled on the date argument provided.
subdomain	The account subdomain
apikey	The api key from the account

Value

The dataframe with all keywords ranking information for the requested date

ssar_bulk_request *Request Bulk Report*

Description

Retrieve a bulk report using a bulk report id. Intended to be used with the `get_bulk_rankings` function but can be used independently as well.

Usage

```
ssar_bulk_request(
  id = NULL,
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

`id`	Id of the bulk job #required
`subdomain`	The account subdomain
`apikey`	The api key from the account

Value

list of the bulk keyword ranking report for the requested ID

Examples

```
## Not run:
ssar_bulk_request(id = {report_id})

## End(Not run)
```

ssar_keywords *Get Keywords*

Description

Retrieve a table of all the keywords in a particular site and the corresponding metadata

Usage

```
ssar_keywords(
  siteid = NULL,
  start = 0,
  results = 100,
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

siteid	The site id (required)
start	The default is 0 (zero indexed)
results	The default is 100
subdomain	The account subdomain
apikey	The api key from the account

Value

A dataframe of keywords along with 29 other columns of data

Examples

```
## Not run:
ssar_keywords(siteid = {site_id} ) #replace is your site id

## End(Not run)
```

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ssar_projects *Get Projects*

Description

Receive a list of all the projects on an account accessible through the provided api key

Usage

```
ssar_projects(
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

subdomain	The account subdomain
apikey	The api key from the account

Value

A dataframe of available project data your authentication has access to

Examples

```
## Not run:
projects(subdomain = Sys.getenv('SSAR_SUBDOMAIN'),
         apikey = Sys.getenv('SSAR_APIKEY'))

## End(Not run)
```

`ssar_rankings` *Get Rankings*

Description

Retrieve a table including metadata for all the sites in a particular project

Usage

```
ssar_rankings(
  keywordid = NULL,
  fromdate = NULL,
  todate = NULL,
  start = 0,
  results = 100,
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

`keywordid`	The keyword id (required)
`fromdate`	Default is 100 most recent results (optional) Format is a string YYYY-MM-DD
`todate`	Default is most recent ranking day (optional) Format is a string YYYY-MM-DD
`start`	The default is 0 (zero indexed). The starting result for paginated requests
`results`	The default is 100
`subdomain`	The account subdomain
`apikey`	The api key from the account

Value

A dataframe of all rankings within a defined date range for a specific keyword

Examples

```
## Not run:
ssar_rankings(keywordid = {keyword_id}, #replace with your keyword_id
              fromdate = '2021-01-01',
              todate = '2021-04-01')

## End(Not run)
```

`ssar_sites` *Get Sites*

Description

Retrieve a table of all the sites and metadata in a specified project

Usage

```
ssar_sites(
  projectid = NULL,
  start = NULL,
  results = 100,
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

`projectid`	The project id. If not provided then all sites will be returned.
`start`	If more than `results` are available use `start` as pagination. Index starts at 0 (default).
`results`	Default is 100. Max is 5000.
`subdomain`	The account subdomain
`apikey`	The api key from the account

Value

A table of the site information within a project

Examples

```
## Not run:
ssar_sites(projectid = {project_id}, #replace with your project id
           results = 300)

## End(Not run)
```

ssar_sites_ranking_dist *Get Sites Ranking Distribution*

Description

This function returns all ranking distribution records for Google and Bing for a site with the specified id. The maximum date range can be no greater than 31 days.

Usage

```
ssar_sites_ranking_dist(
  siteid = NULL,
  fromdate = as.character(Sys.Date() - 31),
  todate = as.character(Sys.Date() - 1),
  subdomain = Sys.getenv("SSAR_SUBDOMAIN"),
  apikey = Sys.getenv("SSAR_APIKEY")
)
```

Arguments

siteid	*Required* The site id.
fromdate	*Required* Character string in the 'YYYY-MM-DD' format. Default is -31 days from today since the maximum date range can be no greater than 31 days.
todate	*Required* Character string in the 'YYYY-MM-DD' format. Default is yesterday.
subdomain	The account subdomain
apikey	The api key from the account

Value

A table with Google, GoogleBaseRank, and Bing ranking distributions by date

Examples

```
## Not run:
ssar_sites_ranking_dist(siteid = {site_id}, #replace is your site id
                        fromdate = '2021-04-01',
                        todate = '2021-05-31')

## End(Not run)
```

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