Game-Changing Ways to Use the Google Search Console API

Noah Learner
Product Director, Two Octobers
@noahlearner

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Game-Changing Ways to Use the Google Search Console API

You're working with less data than you realize.

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The Problem

Less + less data

is available to marketers

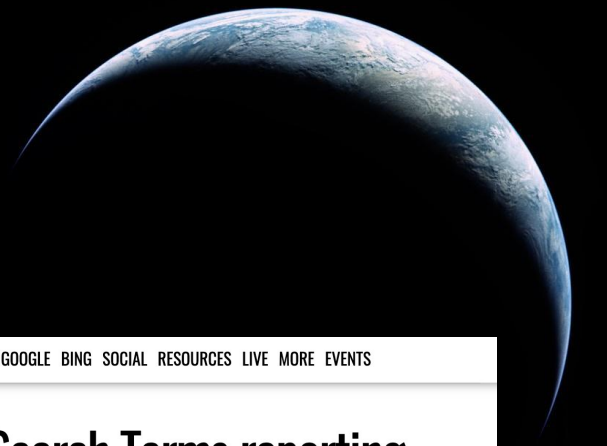
By: Rand Fishkin September 24, 2013

When Keyword (not provided) is 100 Percent of Organic Referrals, What Should Marketers Do? - Whiteboard Tuesday

Whiteboard Friday

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

For nearly two years, marketers have been frustrated by a steadily increasing percentage of keywords (not provided). Recent changes by Google have sent those numbers soaring. The site Not Provided Count now reports an average of nearly 74% of keywords not provided, and speculation abounds that it won't be long before 100% of keywords are masked. Without that referral data, our tasks as Internet marketers become far more difficult—but not impossible.



Search Engine Land SEO SEM LOCAL RETAIL GOOGLE BING SOCIAL RESOURCES LIVE MORE EVENTS

SEM

Google Ads to limit Search Terms reporting, citing privacy

The impact will depend on what "significant" means, but advertisers are likely to lose visibility into at least some of the queries they pay for.

Ginny Marvin on September 2, 2020 at 3:47 pm

Google has begun alerting advertisers that it will soon stop showing search queries that triggered their ads when there is not "significant" data.

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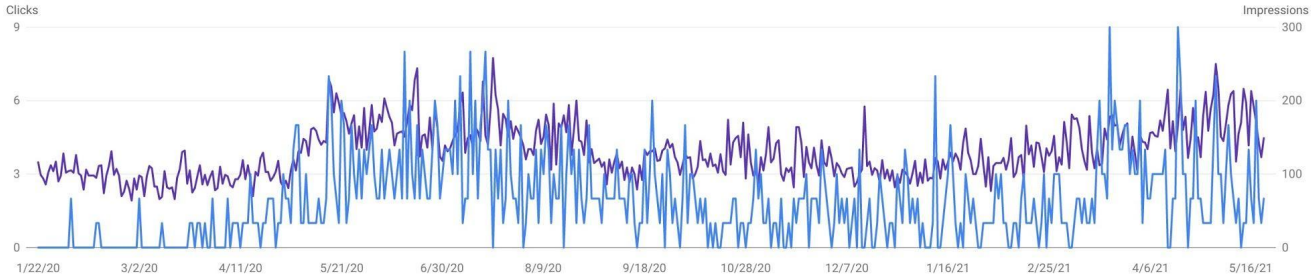
1,000 Rows?
Really?



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Top queries	Clicks	Impressions
where to buy trek bikes online	136	1,323
where to buy trek bikes	104	4,415
who sells trek bikes	21	1,167
where to buy trek marlin 7	19	90
what rear shock fits my bike	18	261

(^do |^are |^can |^how |^is |^what |^when |^where |^who |^whom |^whose |^why |^will)

where to buy shimano parts	14	194
where can i buy a trek bike	13	731
where to buy bontrager wheels	13	114

Rows per page: 10 1-10 of 1000

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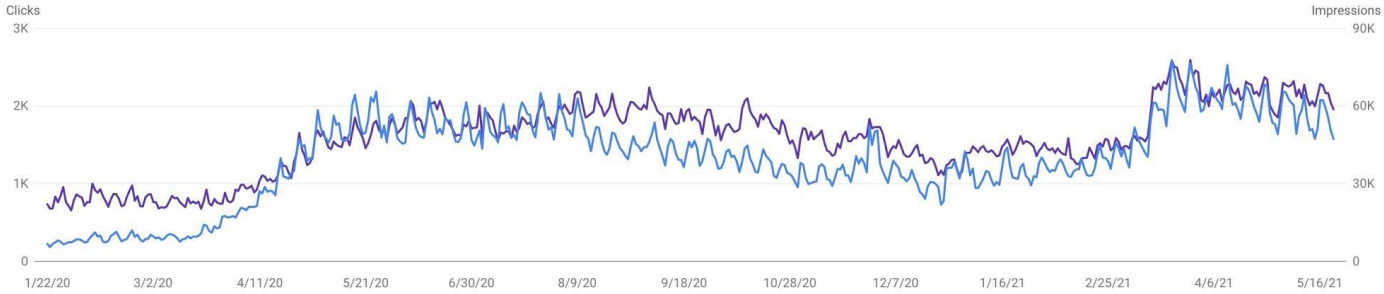
Search type: Web | Date: Last 16 months | + NEW | Last updated: 10 hours ago

Total clicks	Total impressions	Average CTR	Average position
645K	23M	2.8%	26.1



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

1

Top queries	Clicks	Impressions
where to buy trek bikes online	136	1,323
where to buy trek bikes	104	4,415

Rows per page: 10 | 1-2 of 2

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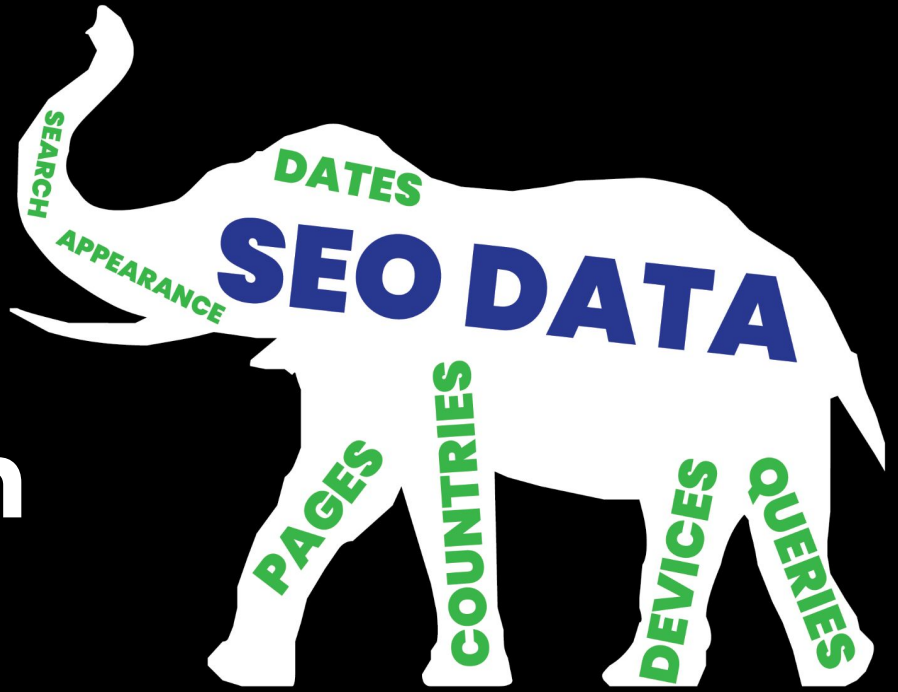
The parable of the blind men + the elephant.



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1 dimension at a time is no way to create context.

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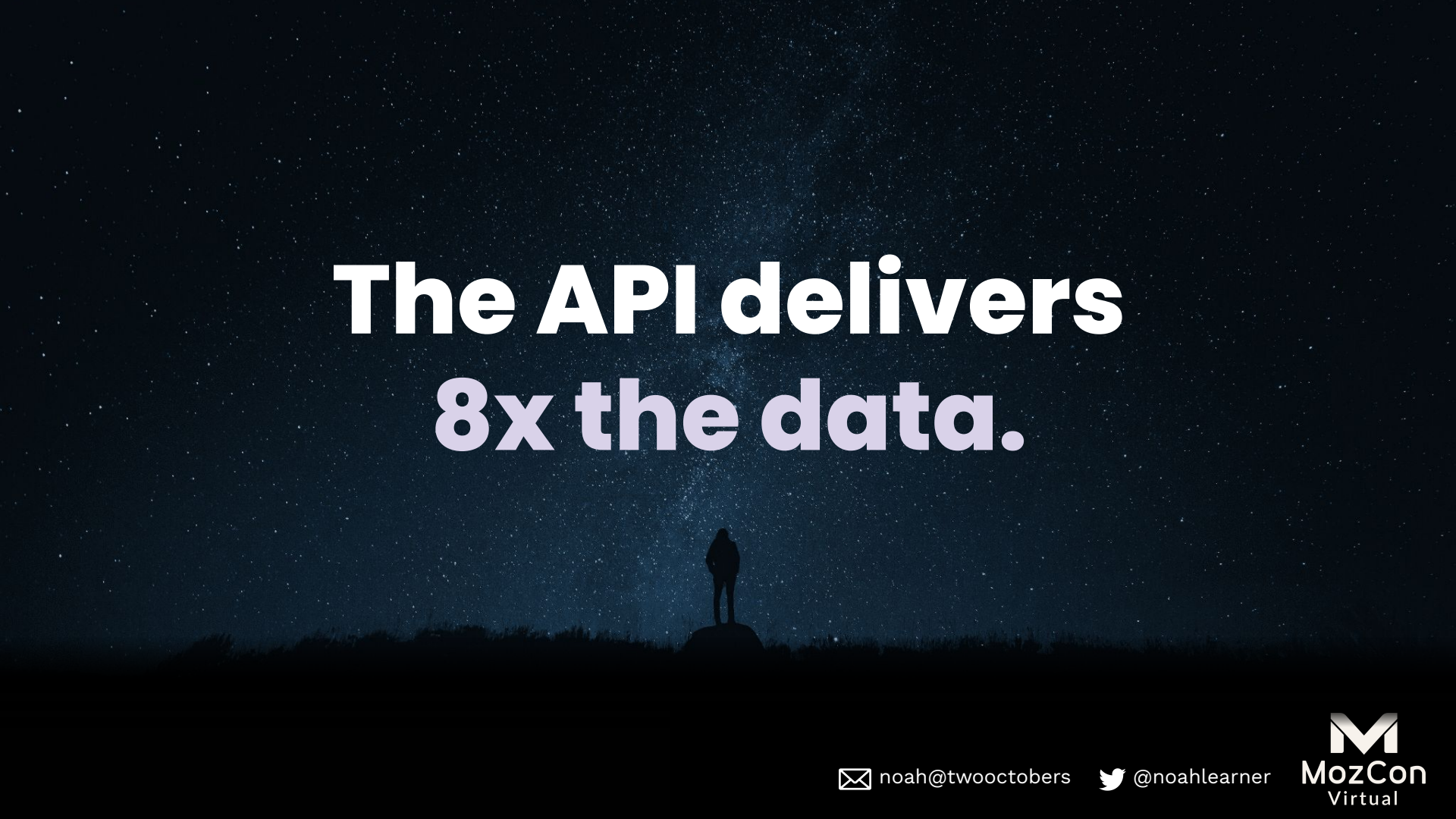
It's also slow and tedious to work with.


The API delivers
8x the data.
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It’s our best tool to solve the data problem.
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Question Searches

Feb 1, 2020 - Jun 4, 2021

query Contains Enter a value

url Contains Enter a value

	query	web url	G...	clicks	impressions	position	ctr
1.	where to buy trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		101	4,508	10.46	2.28%
2.	what is a gravel bike	https://www.domainbicycles.com/articles/gravel-bike-central-the-best-gravel-bikes-at-domain-bi...		0	2,342	44.88	0%
3.	what is a hybrid bike	https://www.domainbicycles.com/product-list/bikes-1000/hybrid-1227/		1	2,326	67.14	0.02%
4.	where are santa cruz bikes made	https://www.domainbicycles.com/articles/2018-santa-cruz-bicycles-guide-pg440.htm		5	2,010	6.75	0.22%
5.	how much are electric bikes	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	1,492	35.99	0%
6.	where to buy trek bikes online	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		130	1,409	6.99	9.36%
7.	who sells trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		19	1,273	10.82	1.99%
8.	how to clean a camelbak	https://www.domainbicycles.com/product-list/camelbak-pg165/		0	1,042	81.56	0%
9.	where to buy used bikes	https://www.domainbicycles.com/articles/trade-in-your-used-bike-pg306.htm		7	1,013	45.59	0.78%
10.	what is the best electric bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	943	70.23	0%
11.	where to buy bikes online	https://www.domainbicycles.com/		0	903	65.32	0%
12.	what is an e bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	878	74.76	0%
13.	where can i buy a trek bike	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		11	826	11.34	1.57%
14.	where to buy kids bikes	https://www.domainbicycles.com/product-list/bikes-1000/childrens-1023/		1	738	71.92	0.1%
15.	where are trek bikes made	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		0	736	69.95	0%
16.	how fast can an electric bike go	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	696	74.03	0%
17.	where to buy a trek bike	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		16	685	10.07	1.89%
18.	where to buy santa cruz bikes	https://www.domainbicycles.com/product-list/santa-cruz-bicycles-pg113/		9	662	10.91	1.49%
19.	when will santa cruz release 2021 bikes	https://www.domainbicycles.com/articles/2018-santa-cruz-bicycles-guide-pg440.htm		0	641	9.07	0%
20.	where to buy bicycle	https://www.domainbicycles.com/		1	626	41.55	0.08%
21.	where can i buy trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		10	618	9.52	1.69%
22.	what is a hardtail mountain bike	https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/hardtail-1007/		0	607	56.79	0%
23.	where to buy trek bikes online	https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462/		13	596	7.73	2.69%
24.	how to build a mountain bike	https://www.domainbicycles.com/articles/domain-bicycles-custom-bike-builder-pg496.htm		1	593	27.59	0.08%
25.	what is an ebike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	572	72.82	0%
			G...	959	128,591	47.72	0.66%

1 - 100 / 7912

Questions	impressions
Where	43.8K
How	39.6K
What	28K
Are	4.4K
Who	4.1K
Can	2.8K
When	2.3K
Why	1.6K
is	1.2K
Do	625
Will	101

Avg Position	impressions
0 - 10	25.6K
06 - 15	15.2K
10 - 20	2.9K
20 - 30	6.8K
30 - 40	9.3K
40 - 50	11K
50 - 60	11.6K
60 - 70	11.8K
70 - 80	12.4K
80 - 90	11.5K
90 - 100	10.6K

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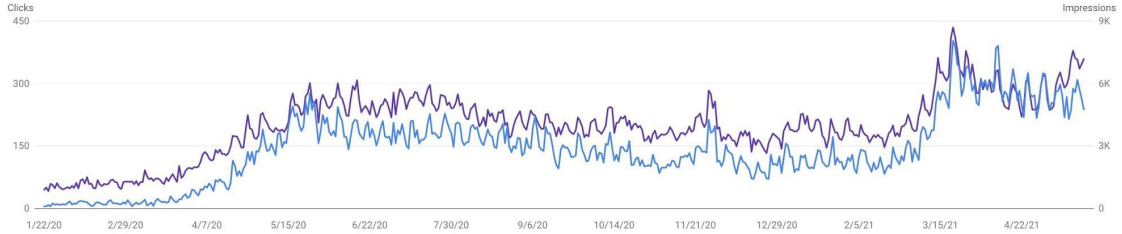
Search type: Web | Date: Last 16 months | Query: +trek | + NEW | Last updated: 10 hours ago

Total clicks	Total impressions	Average CTR	Average position
70.2K	1.94M	3.6%	14.4

Chart totals and table results might be partial when filters are applied. Learn more



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Top queries	Clicks	Impressions
trek bikes for sale	5,455	151,682
trek marlin 5 for sale	3,019	30,170
trek marlin 7 for sale	1,615	10,572
trek marlin 4 for sale	1,392	11,875
trek roscoe 7 for sale	1,199	5,870
trek roscoe 8 for sale	751	3,484
trek fuel ex 5 for sale	707	5,045
trek bikes	674	58,525
trek dual sport 1 for sale	650	2,482
trek bike for sale	568	14,685

Rows per page: 10 | 1-10 of 1000

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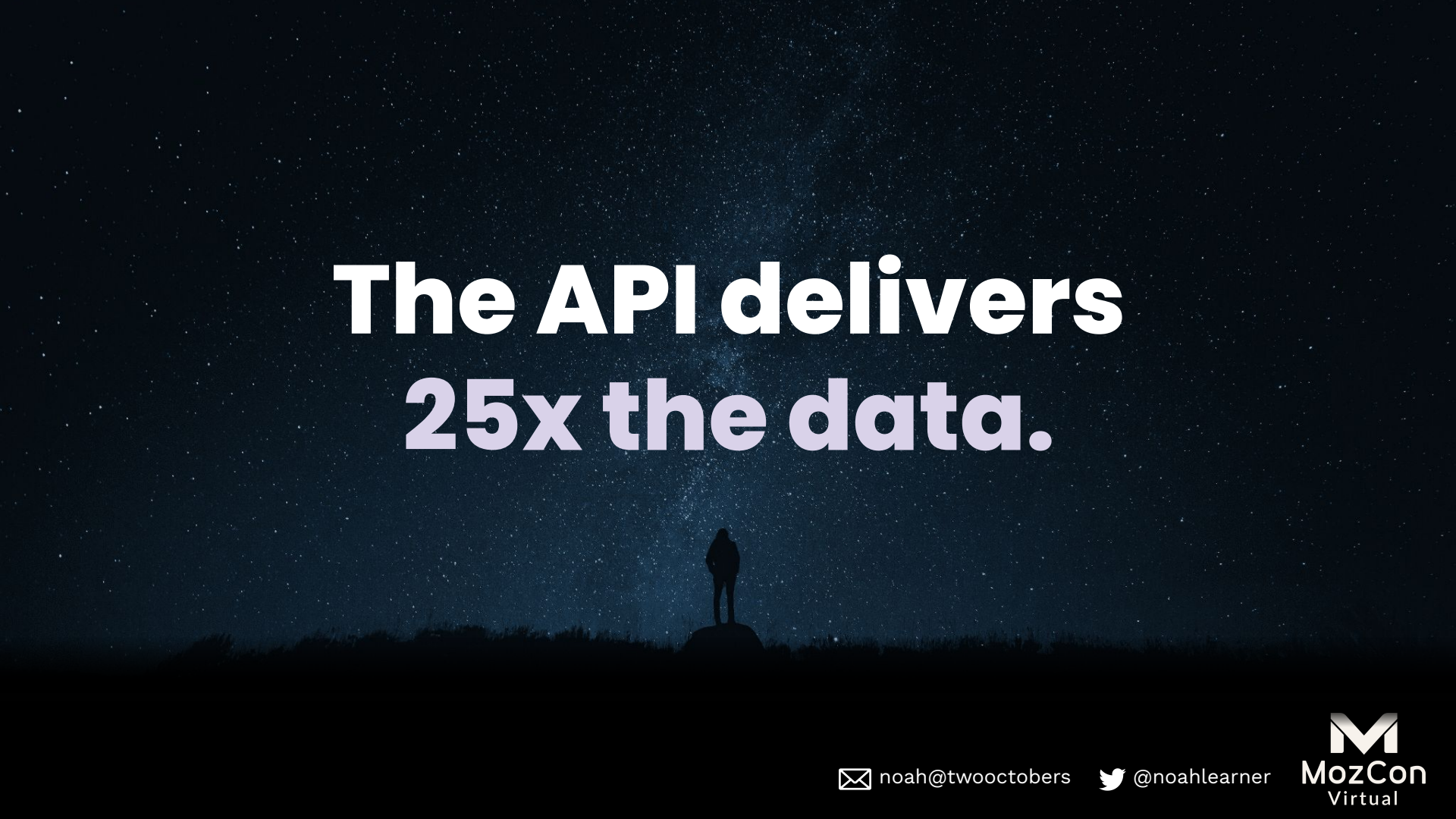
The API delivers
25x the data.
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query Contains Enter a value

url Contains Enter a value

	query	clicks	impressions	position	ctr
1001.	trek fx3 women's	10	476	21.44	3.08%
1002.	trek fuel ex 7 vs 8	6	475	11.18	0.59%
1003.	trek fx 2016	2	475	21.59	0.21%
1004.	trek bikes stock	0	475	53.8	0%
1005.	trek x caliber 7 review	1	475	38.08	0.17%
1006.	trek e-mtb	0	475	70.78	0%
1007.	trek domane 6.9 disc	0	475	89.03	0%
1008.	trek mountain bikes sale	20	474	11.36	3.84%
1009.	trek bicycles sale	12	473	10.77	2.48%
1010.	trek bontrager tires	0	473	14.56	0%
1011.	trek store summit	2	473	10.78	0.63%
1012.	trek mt 60 for sale	55	473	7.83	10.42%
1013.	trek checkpoint sl6	2	471	63.35	0.31%
1014.	trek bike summit	6	471	8.13	1.14%
1015.	trek marlin 5 2019 for sale	32	471	8.34	6.6%
1016.	trek remedy 9.8	2	470	52.19	0.54%
1017.	trek ticket dj for sale	12	470	9.37	2.63%
1018.	trek used	6	469	11.36	0.64%
1019.	trek madone 2018 for sale	92	469	4.64	20.69%
1020.	trek mt 60 boys	20	468	20.56	3.79%
1021.	trek madone 2.1	0	468	71.82	0%
1022.	cheap trek bikes for sale	11	468	9.79	2.73%
1023.	trek fx3 mens bike	11	468	10.41	3.47%
1024.	men trek bike	2	466	10.3	0.36%
1025.	trek top fuel 7	1	465	29.93	0.14%
1026.	trek crockett 5 disc cyclocross bike 2018	0	464	48.51	0%
1027.	pre order trek bike	10	464	8.51	1.92%
1028.	trek neko 2 for sale	77	464	4.3	16.31%
1029.	trek boys bike	2	463	34.52	0.17%
	Grand total	**108,353**	**4,072,083**	**25.36**	**2.43%**

1001 - 1100 / 24818

Brands (1)	impressions
TREK	4.1M
Bontrager	1.4M
Shimano	691.5K
SRAM	158.4K

Avg Position	impressions
0 - 10	14K
10 - 20	10.2K
20 - 30	842
30 - 40	745
40 - 50	1.2K
50 - 60	771
60 - 70	750
70 - 80	545
80 - 90	434
90 - 100	231

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Revenue is what matters.

HOW MUCH IS HIDDEN?

Clicks x Conv Rate x AOV

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7k

Clicks x Conv Rate x AOV

1%

Clicks x Conv Rate x AOV

$570

Clicks x Conv Rate x AOV

$40k

= ~2% of revenue is hidden

That is 1 of 285 Brands on the Site.

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HIDDEN BOF TERMS

$380k

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The API lets you work the way YOU want.

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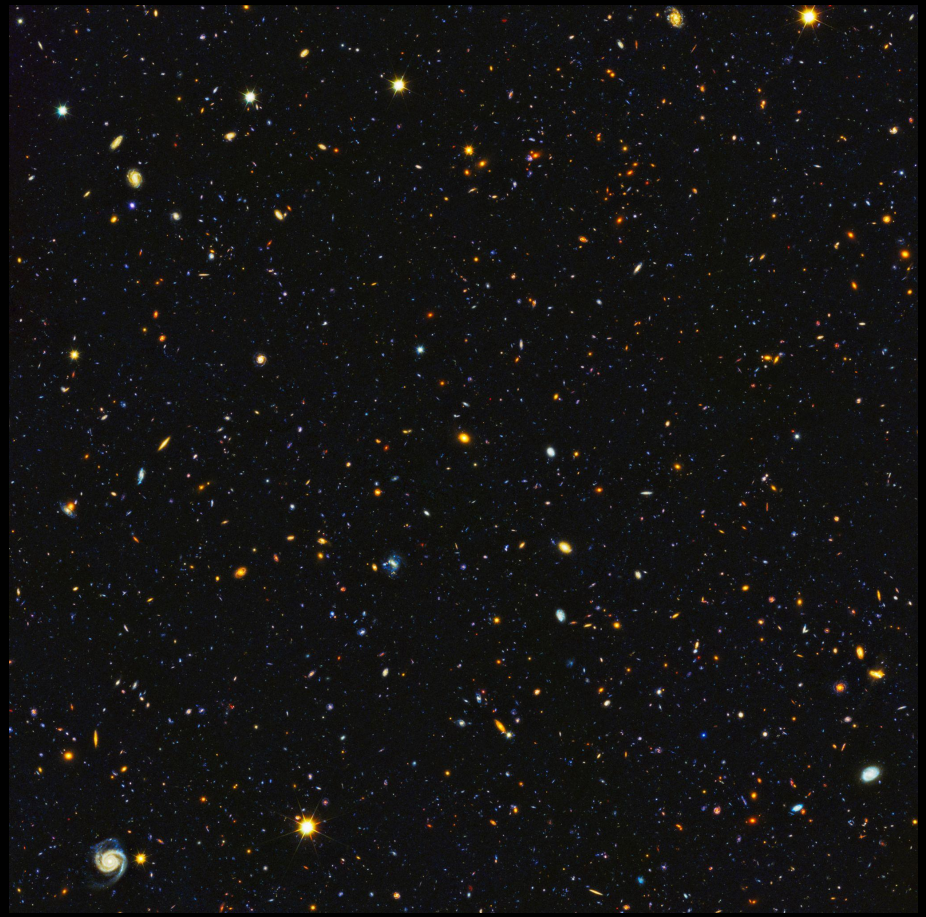
The API offers an astonishing amount of data.



The Hubble Ultra Deep Field

This is what 10,000 galaxies looks like.

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With tooling that matches YOUR workflows.

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Build multiple layers of filters to get to answers. AND FAST

Sold Yet?

The System

GSC API BigQuery Data Studio

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Gathering the Data

Build your own or use an ETL tool:

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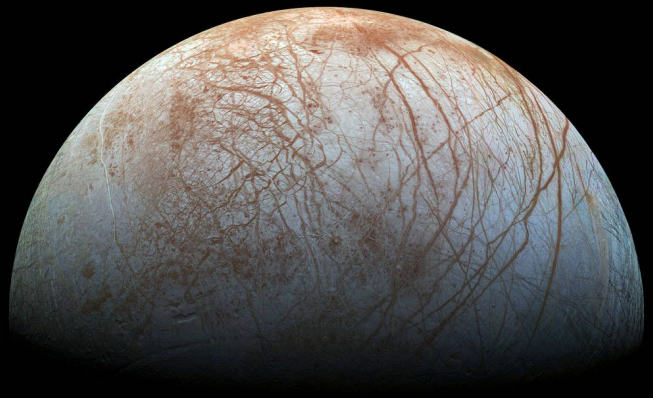
Getting the data into BQ.

$10 – $$$$ / month / client

BigQuery costs less than

$0.25 / client / month

for storage + queries



Using the Data

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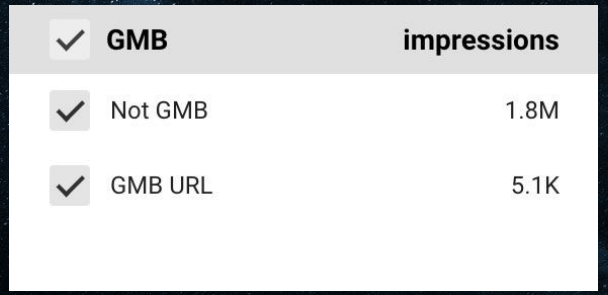
Segment your data by creating filters like this



Powered by calculated fields + case statements

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Position Bucketing

THIS IS $$$

Avg Position	impressions
0 - 10	1.8K
06 - 15	843
10 - 20	213
20 - 30	592
30 - 40	967
40 - 50	1.1K
50 - 60	1.1K
60 - 70	1.1K
70 - 80	877
80 - 90	695
90 - 100	641

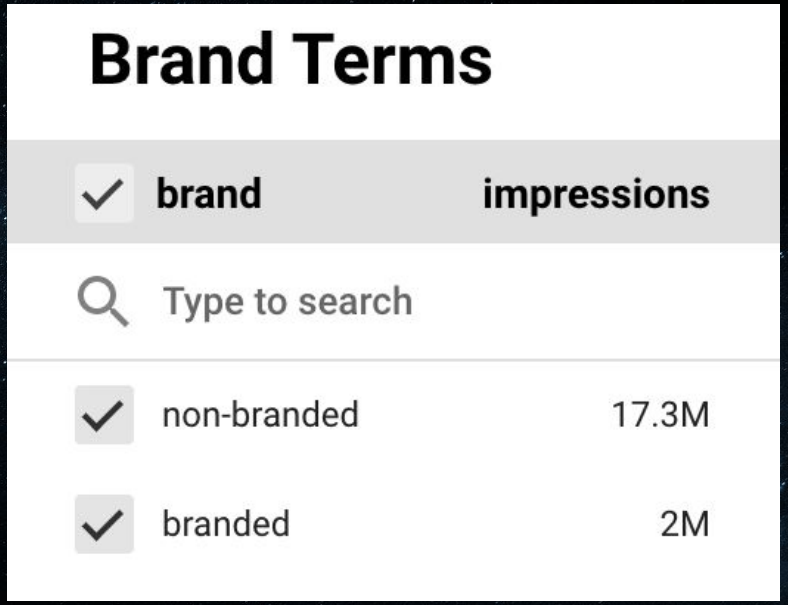
Kyle Faber @regal_kyle · Oct 9, 2020

been racking my brain this to no avail - does anyone know how to group aggregate numeric values into text groups as a custom field in GDS?

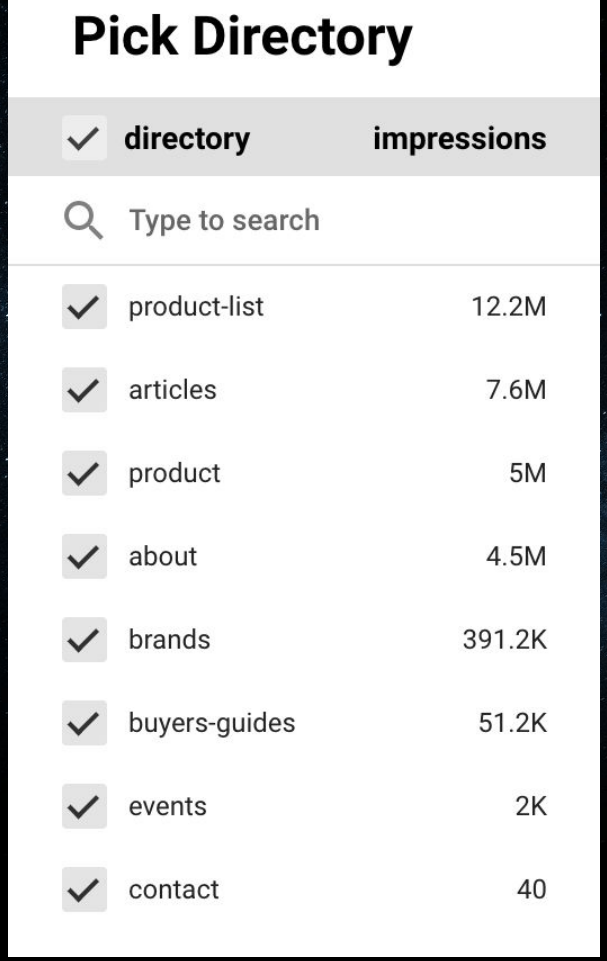
for example, take average position from GSC - is there a way to create position groupings as metrics/dimensions in GDS?

8 2

Branded Terms



Folder Structure

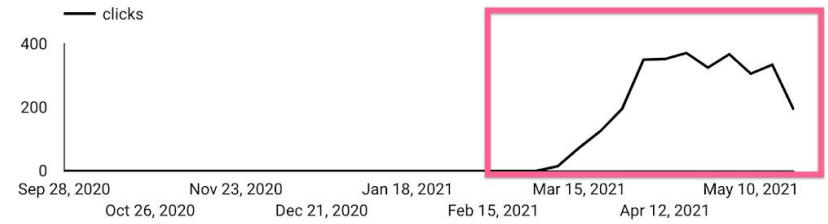


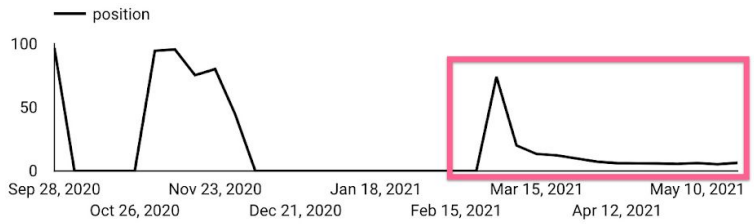
Product Brands

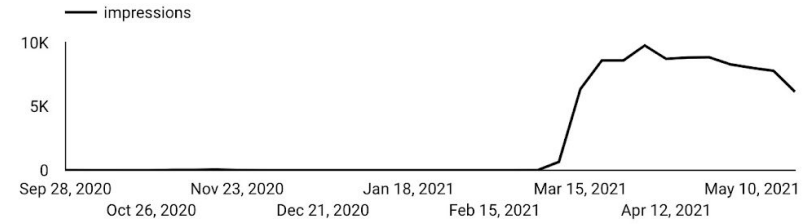
brands	impressions
Trek	1.4M
Santa Cruz	377.6K
Yeti	91.2K
Electra	74.2K
Pivot Cycles	65.3K
Evil	47K
Fox	22.2K
Shimano	19.5K
Bontrager	15K

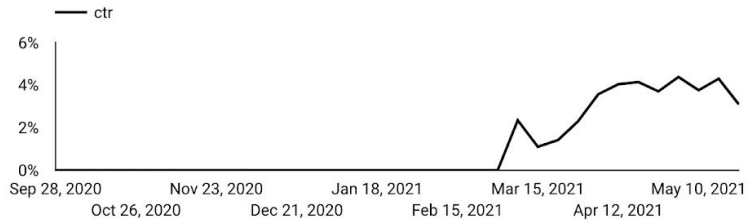
We saw huge demand for queries including “For Sale”

BOF Keywords	impressions
for sale/sale	2.3M
best	427.6K
shop	327.2K
buy	97.1K
vs	62.5K
discount	43.4K









	query	web url	clicks	impressions ▾	position	ctr
1.	mountain bikes for sale	https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/	3,006	90,811	25.02	2.47%

REVENUE UP 116% over 2020

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Layered filtering takes us from large data to actionable insights

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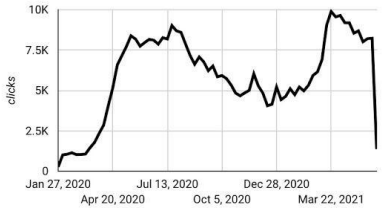
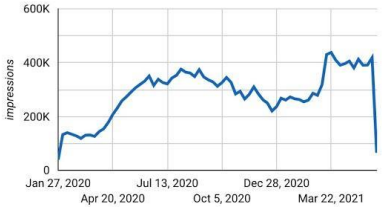
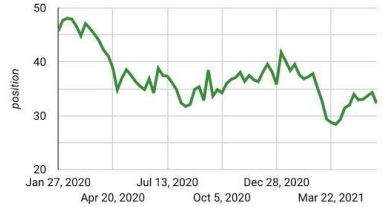
Root Term. Enter a Lowercase Search Term

Feb 1, 2020 - Jun 3, 2021

query Contains Enter a value







Matching Terms

query	Imp	position
trek bikes for sale	240.9K	8.6
bontrager	200.3K	27.4
evil bikes	126.3K	11.2
bike shop near me	122.3K	8.6
bike shop	120.9K	13.6
pivot bikes	103.8K	18.9
mountain bikes for sale	103.3K	44
yeti bikes	101.0K	18.9
electra bikes	97.9K	22.5
bike shops near me	90.5K	11.5
santa cruz bikes	87.1K	32.7
evil wreckoning	85.1K	9.8
santa cruz gravel bike	71.8K	7.3
santa cruz 5010	66.5K	27.9
trek bikes	64.8K	12.7
trek gravel bike	62.6K	13.2
mountain bikes	62.6K	38.3
evil wreckoning 2021	59.9K	3.8
electric bikes for sale	48.2K	28.6
trek fuel ex 8	47.2K	26.6
bicycle repair shop	46.9K	13.3
santa cruz tallboy	45.8K	19
bike builder	44.9K	8.3

1 - 50 / 317554

Matching URLs

web url	clicks	impressions	position
https://www.domainbicycles.com/	70.4K	1.2M	46.93
https://www.domainbicycles.com/articles/domain-bicycles-custom-bike-builder-pg49...	44.6K	553.2K	21.93
https://www.domainbicycles.com/about/san-jose-pg417.htm	22.9K	589.7K	18.08
https://www.domainbicycles.com/about/burlingame-pg416.htm	21.6K	493.7K	36.87
https://www.domainbicycles.com/about/santa-clara-pg418.htm	16.5K	474.1K	33.53
https://www.domainbicycles.com/about/los-gatos-pg415.htm	12.0K	330.6K	31.93
https://www.domainbicycles.com/product-list/electra-bike-accessories-pg298/	11.3K	376K	33.52
https://www.domainbicycles.com/product-list/trek-bicycles-pg108/	11.2K	704.5K	26.21
https://www.domainbicycles.com/about/palo-alto-pg420.htm	8.8K	346.8K	28.72
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462/	8.1K	347.7K	23.39
https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/	5.7K	377.7K	53.78
https://www.domainbicycles.com/product/trek-marlin-5-342810-1.htm	5.7K	69.6K	24.65
https://www.domainbicycles.com/articles/gravel-bike-central-the-best-gravel-bikes-at-...	4.1K	311.2K	40.68
https://www.domainbicycles.com/product-list/santa-cruz-bicycles-pg113/	4.0K	235.9K	18.59
https://www.domainbicycles.com/product-list/electra-bicycles-pg111/	4.0K	325.1K	17.83
https://www.domainbicycles.com/product-list/shimano-pg202/	3.8K	404.6K	36.19
https://www.domainbicycles.com/articles/evil-wreckoning-enduro-bike-pg605.htm	3.7K	78.6K	11.17
https://www.domainbicycles.com/product/trek-marlin-7-364607-1.htm	3.1K	28.4K	17.95
https://www.domainbicycles.com/articles/best-bikes-for-families-adults-kids-trailers-p...	2.9K	142.4K	44.32
https://www.domainbicycles.com/articles/2018-santa-cruz-bicycles-guide-pg440.htm	2.7K	605K	13.13
https://www.domainbicycles.com/articles/evil-offering-v2-pg617.htm	2.6K	36.2K	8.32
https://www.domainbicycles.com/articles/santa-cruz-5010-pg603.htm	2.5K	152.4K	12.36
https://www.domainbicycles.com/articles/2020-trek-fuel-ex-mountain-bikes-pg528.htm	2.5K	249.8K	22.88

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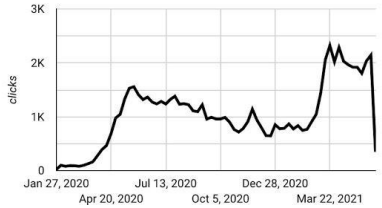
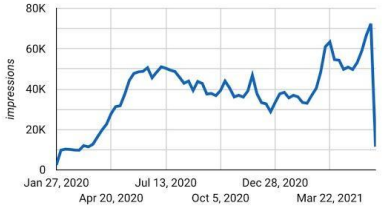
Enter a head term to show relevant Queries and URLS.

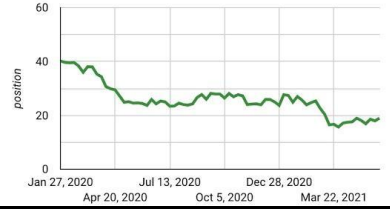
Root Term. Enter a Lowercase Search Term

Feb 1, 2020 - Jun 3, 2021

query Contains trek







Matching Terms

query	Imp	position
trek bikes for sale	240.9K	8.6
trek bikes	64.8K	12.7
trek gravel bike	62.6K	13.2
trek fuel ex 8	47.2K	26.6
trek fx	44.6K	22.4
trek	43.8K	10.5
trek emonda	41.7K	21.7
trek marlin 5 for sale	31.9K	8.6
trek mountain bikes for sa...	30.5K	14.8
trek bike accessories	26.2K	8.9
trek fuel ex	23.6K	24
trek bike for sale	22.1K	8.3
trek bike	20.6K	13.3
trek fuel ex 7	19.4K	27.8
trek bicycles for sale	18.3K	8.5
trek bike sale	17.4K	8.9
trek mountain bikes	15.1K	39.7
used trek bikes	14.9K	15.1
trek fuel ex 9.8	14.0K	23.7
trek mountain bike	13.9K	19.3
trek accessories	13.4K	9.1
trek marlin 4 for sale	12.4K	7
trek gravel	11.6K	15.7

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Matching URLs

web url	clicks	impressions	position
https://www.domainbicycles.com/product-list/trek-bicycles-pg108/	10.8K	647.3K	22.62
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462/	8.0K	318K	19.47
https://www.domainbicycles.com/product/trek-marlin-5-342810-1.htm	5.3K	63.7K	23.68
https://www.domainbicycles.com/product/trek-marlin-7-364607-1.htm	2.6K	24.9K	17.34
https://www.domainbicycles.com/articles/2020-trek-fuel-ex-mountain-bikes-pg528.htm	2.2K	215.9K	23.02
https://www.domainbicycles.com/product/trek-roscoe-7-363651-1.htm	2.1K	18.7K	25.17
https://www.domainbicycles.com/product/trek-7.4-fx-lightly-used-2016-27086.htm	1.8K	23.6K	11.5
https://www.domainbicycles.com/product/trek-marlin-4-367964-1.htm	1.5K	21.6K	16.23
https://www.domainbicycles.com/product/trek-fx-3-disc-366030-1.htm	1.2K	14.5K	21.46
https://www.domainbicycles.com/product/trek-dual-sport-1-379947-1.htm	1.0K	14.2K	10.43
https://www.domainbicycles.com/product-list/bontrager-bike-accessories-pg295/	946.0	79.6K	14.03
https://www.domainbicycles.com/product/trek-roscoe-8-363647-1.htm	897.0	8.5K	27.55
https://www.domainbicycles.com/product/trek-fx-sport-6-365029-1.htm	843.0	12.6K	10.83
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462	824.0	28.1K	31.29
https://www.domainbicycles.com/about/san-jose-pg417.htm	795.0	28.4K	12.09
https://www.domainbicycles.com/product/trek-wahoo-26-345352-1.htm	793.0	12.3K	11.62
https://www.domainbicycles.com/product/trek-fuel-ex-5-381311-1.htm	769.0	6.7K	15.81
https://www.domainbicycles.com/articles/trek-slash-enduro-bike-pg610.htm	734.0	23.7K	19.06
https://www.domainbicycles.com/product-list/bikes-1000/road-1001/	707.0	15K	27.87
https://www.domainbicycles.com/product/trek-fx-sport-5-366031-1.htm	702.0	13.7K	11.68
https://www.domainbicycles.com/product/trek-rail-7-367972-1.htm	662.0	6.1K	23.37
https://www.domainbicycles.com/product/trek-domane-al-2-disc-380930-1.htm	653.0	17.1K	18.14
https://www.domainbicycles.com/product/trek-verve-3-disc-379737-1.htm	653.0	8.5K	13.11

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Click a term to find a target page to optimize

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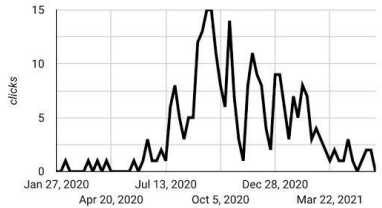
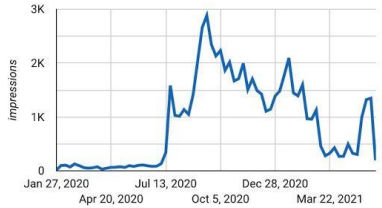
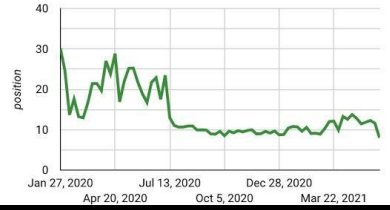
Root Term. Enter a Lowercase Search Term

Feb 1, 2020 - Jun 3, 2021

query Contains trek







Matching Terms

query	Imp ▼	position
trek bikes for sale	240.9K	8.6
trek bikes	64.8K	12.7
trek gravel bike	**62.6K**	**13.2**
trek fuel ex 8	47.2K	26.6
trek fx	44.6K	22.4
trek	43.8K	10.5
trek emonda	41.7K	21.7
trek marlin 5 for sale	31.9K	8.6
trek mountain bikes for sa...	30.5K	14.8
trek bike accessories	26.2K	8.9
trek fuel ex	23.6K	24
trek bike for sale	22.1K	8.3
trek bike	20.6K	13.3
trek fuel ex 7	19.4K	27.8
trek bicycles for sale	18.3K	8.5
trek bike sale	17.4K	8.9
trek mountain bikes	15.1K	39.7
used trek bikes	14.9K	15.1
trek fuel ex 9.8	14.0K	23.7
trek mountain bike	13.9K	19.3
trek accessories	13.4K	9.1
trek marlin 4 for sale	12.4K	7
trek gravel	11.6K	15.7

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Matching URLs

web url	clicks ▼	impressions	position
https://www.domainbicycles.com/articles/trek-gravel-bikes-pg444.htm	152.0	31.8K	14.34
https://www.domainbicycles.com/articles/gravel-bike-central-the-best-gravel-bikes-at-...	121.0	30.4K	12.72
https://www.domainbicycles.com/	0.0	1	99
https://www.domainbicycles.com/product-list/bikes-1000/road-1001/endurance-grav...	0.0	16	23.1
https://www.domainbicycles.com/product-list/bikes-1000/road-1001/gravel-1271/	0.0	127	16.32

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We can see: the page to optimize

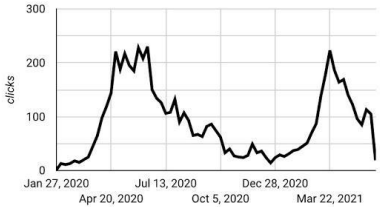
We can see: cannibalization issues

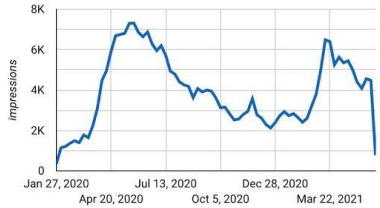
We can see: internal linking opportunities

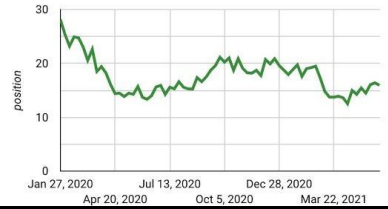
Root Term. Enter a Lowercase Search Term

Feb 1, 2020 - Jun 3, 2021

query Contains trek bikes







Matching Terms

query	Imp ▾	position
trek bikes for sale	149.8K	7.5
trek bikes	40.3K	21.2
trek bikes online	11.2K	7.9
trek bikes prices	4.9K	21.5
trek bikes for sale near me	4.6K	11.5
where to buy trek bikes	4.5K	10.5
trek bikes usa	4.0K	15
buy trek bikes online	3.7K	12
trek bikes sale	3.5K	9.5
trek bikes on sale	3.4K	7.9
cheap trek bikes	3.3K	12.2
discount trek bikes	2.0K	20.5
trek bikes for men	1.8K	10.9
buy trek bikes	1.5K	11
where to buy trek bikes on...	1.4K	7
trek bikes for sale online	1.3K	6.1
trek bikes near me	1.3K	27.4
who sells trek bikes	1.3K	10.8
trek bikes online store	1.2K	11
trek bikes near me for sale	1.0K	11.4
mens trek bikes for sale	839.0	8.6
trek bikes cheap	749.0	11.6
where are trek bikes made	733.0	69.9

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Matching URLs

web url	clicks ▾	impressions	position
https://www.domainbicycles.com/product-list/trek-bicycles-pg108/	**6.3K**	**280.5K**	**16.9**
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462/	3.7K	150.2K	14.41
https://www.domainbicycles.com/about/san-jose-pg417.htm	291.0	11K	10.53
https://www.domainbicycles.com/product/domain-bicycles-trek-bicycle-store-of-san-j...	128.0	3.5K	13.04
https://www.domainbicycles.com/about/santa-clara-pg418.htm	99.0	8.3K	11.05
https://www.domainbicycles.com/	93.0	6.9K	29.66
https://www.domainbicycles.com/about/san-jose-pg417.htm&	42.0	1.3K	7.76
https://www.domainbicycles.com/about/palo-alto-pg420.htm	41.0	3.5K	9.26
https://www.domainbicycles.com/about/burlingame-pg416.htm	33.0	3.1K	12.89
https://www.domainbicycles.com/product-list/bontrager-bike-accessories-pg295/	26.0	2.2K	11.07
https://www.domainbicycles.com/product-list/bontrager-bike-parts-pg283/	20.0	1.2K	10.66
https://www.domainbicycles.com/about/los-gatos-pg415.htm	19.0	3K	9.63
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462	3.0	933	38.81
https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/	1.0	202	15.2
https://www.domainbicycles.com/product/trek-marlin-4-367964-1.htm	1.0	36	14.68
https://www.domainbicycles.com/product/trek-wahoo-26-345352-1.htm	1.0	16	11.28
https://www.domainbicycles.com/articles/best-bikes-for-families-adults-kids-trailers-p...	1.0	32	7.08
https://www.domainbicycles.com/about/store-locations-and-contact-pg221.htm	1.0	50	16.16
https://www.domainbicycles.com/product-list/santa-cruz-bicycles-pg113/	1.0	211	11.29
https://www.domainbicycles.com/articles/trek-emonda-road-bikes-pg604.htm	0.0	69	43.11
https://www.domainbicycles.com/product/trek-slash-8-383388-1.htm	0.0	5	12.8
https://www.domainbicycles.com/articles/trek-slash-enduro-bike-pg610.htm	0.0	64	41.98
https://www.domainbicycles.com/product/trek-fx-1-379961-1.htm	0.0	21	11.12

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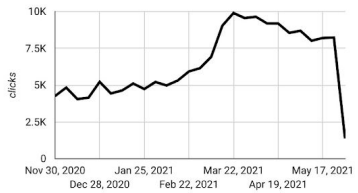
We can see content expansion opportunities

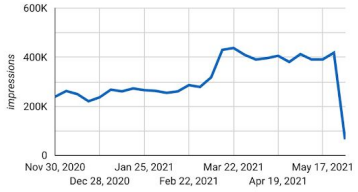
	Initial	Step 1	Step 2
Terms	317K	25.6K	1
URLs	15K	1.3K	5

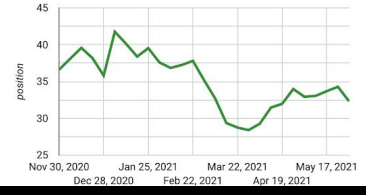
Root Term. Enter a Lowercase Search Term

Dec 1, 2020 - Jun 3, 2021

query Contains Enter a value







Matching Terms

query	Imp	position
mountain bikes for sale	97.5K	28.5
evil wreckoning	73.9K	5.2
evil bikes	71.8K	7.2
trek bikes for sale	67.0K	10
bike shop	66.7K	14
santa cruz bikes	58.8K	31.6
bike shop near me	56.5K	10.6
yeti bikes	55.1K	10.7
mountain bikes	51.3K	34.8
bike shops near me	48.0K	12.4
pivot bikes	44.6K	19.1
santa cruz 5010	43.3K	9.6
evil offering	42.6K	6.7
electra bikes	41.4K	16.9
evil offering v2	32.6K	5.1
santa cruz gravel bike	31.5K	8.5
trek emonda	28.7K	12.8
evil wreckoning 2021	28.7K	3.9
family bike	27.9K	9.7
trek bikes	27.2K	10.7
trek gravel bike	26.1K	10.3
bicycle shop near me	23.3K	10.5
trek fx	23.0K	10.8

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Matching URLs

web url	clicks	impressions	position
https://www.domainbicycles.com/articles/domain-bicycles-custom-bike-builder-pg49...	27.8K	332.3K	20.76
https://www.domainbicycles.com/	24.7K	589.5K	44.65
https://www.domainbicycles.com/about/san-jose-pg417.htm	6.5K	193.3K	20.91
https://www.domainbicycles.com/about/burlingame-pg416.htm	5.8K	154.7K	28.87
https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/	5.4K	245.5K	27.82
https://www.domainbicycles.com/about/santa-clara-pg418.htm	5.1K	164.8K	28.91
https://www.domainbicycles.com/product-list/trek-bicycles-pg108/	4.4K	307.3K	25.14
https://www.domainbicycles.com/about/los-gatos-pg415.htm	3.7K	114.6K	28.24
https://www.domainbicycles.com/about/palo-alto-pg420.htm	2.8K	110.3K	21.88
https://www.domainbicycles.com/articles/evil-offering-v2-pg617.htm	2.6K	36.2K	8.32
https://www.domainbicycles.com/product-list/santa-cruz-bicycles-pg113/	2.5K	142.5K	18.03
https://www.domainbicycles.com/product-list/electra-bike-accessories-pg298/	2.4K	105.5K	29.06
https://www.domainbicycles.com/articles/evil-wreckoning-enduro-bike-pg605.htm	2.2K	50.1K	10.9
https://www.domainbicycles.com/product-list/2018-trek-bikes-pg462/	2.2K	116.6K	22.56
https://www.domainbicycles.com/articles/best-bikes-for-families-adults-kids-trailers-p...	1.9K	97.3K	43.03
https://www.domainbicycles.com/articles/santa-cruz-mountain-bikes-on-sale-pg577.h...	1.7K	28K	25.21
https://www.domainbicycles.com/articles/gravel-bike-central-the-best-gravel-bikes-at-...	1.7K	121.3K	40.91
https://www.domainbicycles.com/product/trek-roscoe-7-363651-1.htm	1.6K	14.7K	22.48
https://www.domainbicycles.com/product/trek-marlin-7-364607-1.htm	1.5K	13.7K	15.33
https://www.domainbicycles.com/product/trek-marlin-4-367964-1.htm	1.4K	22K	15.08
https://www.domainbicycles.com/articles/santa-cruz-5010-pg603.htm	1.4K	92.3K	11.91
https://www.domainbicycles.com/product-list/electra-bicycles-pg111/	1.2K	146.8K	17.63
https://www.domainbicycles.com/product-list/shimano-pg202/	1.1K	137.4K	35.13

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The magic

Interactions

Apply filter

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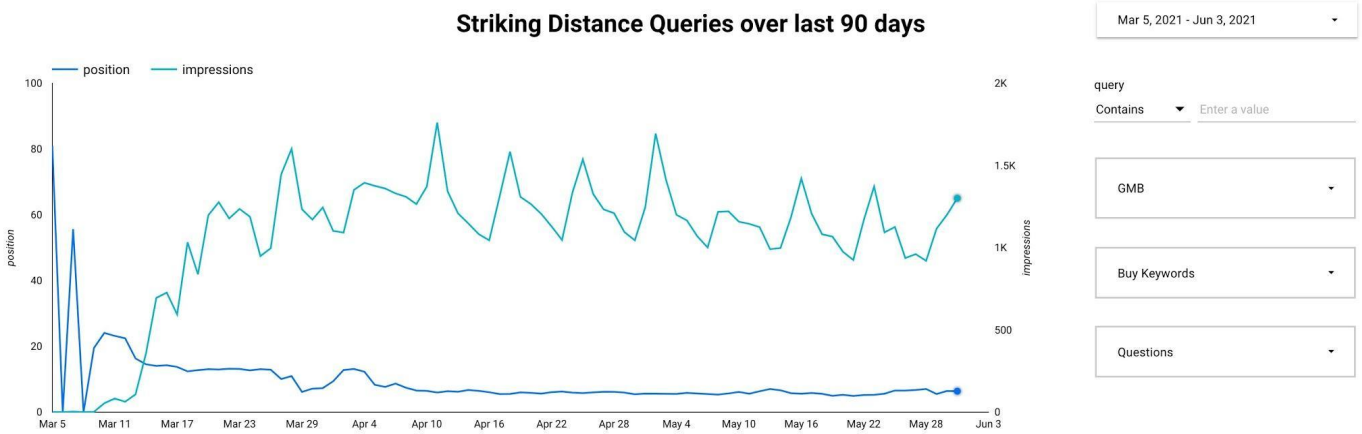
MozCon Virtual

Striking Distance



Mar 5, 2021 - Jun 3, 2021

query

Contains | Enter a value

GMB

Buy Keywords

Questions

	query	web url	clicks	impressions	position	ctr
1.	**mountain bikes for sale**	**https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/**	**1,470**	**54,405**	**9.07**	**2.62%**
2.	mountain bikes	https://www.domainbicycles.com/product-list/bikes-1000/mountain-1006/	531	36,429	10.96	1.42%
3.	santa cruz bikes	https://www.domainbicycles.com/product-list/santa-cruz-bicycles-pg113/	38	28,131	13.26	0.16%
4.	evil bikes	https://www.domainbicycles.com/articles/evil-bikes-brand-guide-pg495.htm	109	27,484	7.98	0.34%
5.	santa cruz 5010	https://www.domainbicycles.com/articles/santa-cruz-5010-pg603.htm	268	23,761	8.27	1.15%
6.	santa cruz bikes	https://www.domainbicycles.com/articles/2018-santa-cruz-bicycles-guide-pg440.htm	18	17,654	10.74	0.73%
7.	yeti bikes	https://www.domainbicycles.com/articles/yeti-bikes-buyers-guide-pg553.htm	27	16,636	11.31	0.15%
8.	electra bikes	https://www.domainbicycles.com/product-list/electra-bike-accessories-pg298/	41	15,262	11.42	0.47%
9.	trek bikes for sale	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/	427	14,567	6.73	2.91%
10.	santa cruz nomad	https://www.domainbicycles.com/articles/2021-santa-cruz-nomad-pg619.htm	130	13,842	10.34	0.94%

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MozCon Virtual

We can see Low hanging fruit opportunities

FAQs Anyone?
Content Expansion?

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Question Searches

Select date range

query Contains Enter a value

url Contains Enter a value

	query	web url	G...	clicks	impressions	position	ctr
1.	where to buy trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		4	260	10.07	1.6%
2.	what is a hybrid bike	https://www.domainbicycles.com/product-list/bikes-1000/hybrid-1227/		0	166	92.27	0%
3.	what is a gravel bike	https://www.domainbicycles.com/articles/gravel-bike-central-the-best-gravel-bikes-at-domain-bi...		0	152	49.14	0%
4.	how much are electric bikes	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	143	44.05	0%
5.	where to buy a bike	https://www.domainbicycles.com/		0	133	63.18	0%
6.	what is an e bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	118	50.65	0%
7.	where to buy bikes online	https://www.domainbicycles.com/		0	117	66.54	0%
8.	where to buy bicycle	https://www.domainbicycles.com/		0	94	33.22	0%
9.	where to buy kids bikes	https://www.domainbicycles.com/product-list/bikes-1000/childrens-1023/		0	92	54.97	0%
10.	who sells trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		1	90	10.44	4%
11.	how to clean a camelbak	https://www.domainbicycles.com/product-list/camelbak-pg165/		0	88	67.96	0%
12.	how fast do electric bikes go	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	79	64.53	0%
13.	where to buy trek bikes online	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		8	74	6.75	10.41%
14.	how does an ebike work	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	71	61.51	0%
15.	where to buy bikes	https://www.domainbicycles.com/		0	65	36.28	0%
16.	where are santa cruz bikes made	https://www.domainbicycles.com/articles/2018-santa-cruz-bicycles-guide-pg440.htm		0	65	1	0%
17.	where are cervelos made	https://www.domainbicycles.com/product-list/cervelo-bikes-pg621/		0	60	34.53	0%
18.	how to ride a strider	https://www.domainbicycles.com/product-list/strider-balance-bikes-pg114/		0	59	48.25	0%
19.	what electric bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	58	29.24	0%
20.	how to sell a used bike	https://www.domainbicycles.com/articles/trade-in-your-used-bike-pg306.htm		1	57	59.25	0.95%
21.	where to buy a bike online	https://www.domainbicycles.com/		0	57	68.28	0%
22.	how far can electric bikes go	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	57	36.35	0%
23.	what to look for in an electric bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	56	84.35	0%
24.	how much are trek bikes	https://www.domainbicycles.com/product-list/trek-bicycles-pg108/		0	55	11.32	0%
25.	what is the best electric bike	https://www.domainbicycles.com/articles/electric-bikes-pg397.htm		0	54	37.61	0%
			G...	57	9,939	45.64	0.54%

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Questions	impressions
Where	3.3K
How	3K
What	2.2K
Are	358
Who	332
Can	234
Why	169
When	134
is	131
Do	53
Will	10

Avg Position	impressions
0 - 10	1.8K
06 - 15	843
10 - 20	213
20 - 30	592
30 - 40	967
40 - 50	1.1K
50 - 60	1.1K
60 - 70	1.1K
70 - 80	877
80 - 90	695
90 - 100	641

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What have we learned?

noah@twooctobers @noahlearner

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The combo of API + BQ + GDS is the way.

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You'll build better content that ranks and converts.

Leave no data behind!

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USEFUL LINKS

How to Build a Google Search Console Data Pipeline: http://bit.ly/gscPipeline

Getting All Your Search Data: https://bit.ly/3fcGzC9

Building Case Statements https://support.google.com/datastudio/answer/7020724

Game-Changing Ways to Use the Google Search Console API

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Product Director, Two Octobers
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