Package ‘statsearchanalyticsr’

October 14, 2022

Title  An Interface for the 'STAT Search Analytics' 'API'
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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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Author  Ben Woodard [aut, cre],
       Chima Umeakunne [ctb],
       Search Discovery, LLC [own] (Visit SearchDiscovery.com for more information)
Maintainer  Ben Woodard <ben.woodard@searchdiscovery.com>
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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

```r
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 output 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
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

```r
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

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

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)

---

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")
)
ssar_rankings

Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>subdomain</td>
<td>The account subdomain</td>
</tr>
<tr>
<td>apikey</td>
<td>The api key from the account</td>
</tr>
</tbody>
</table>

Value

A dataframe of available project data your authentication has access to

Examples

```r
## 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

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

Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>keywordid</td>
<td>The keyword id (required)</td>
</tr>
<tr>
<td>fromdate</td>
<td>Default is 100 most recent results (optional) Format is a string YYYY-MM-DD</td>
</tr>
<tr>
<td>todate</td>
<td>Default is most recent ranking day (optional) Format is a string YYYY-MM-DD</td>
</tr>
<tr>
<td>start</td>
<td>The default is 0 (zero indexed). The starting result for paginated requests</td>
</tr>
<tr>
<td>results</td>
<td>The default is 100</td>
</tr>
<tr>
<td>subdomain</td>
<td>The account subdomain</td>
</tr>
<tr>
<td>apikey</td>
<td>The api key from the account</td>
</tr>
</tbody>
</table>
ssar_sites

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

Examples

```r
# Not run:
ssar_rankings(keywordid = {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

```r
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
ssar_sites_ranking_dist

Examples

```r
## 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

```r
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

```r
## 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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