



SEGMENTING YOUR DATA IN STAT

We believe great insights come from great segmentation in STAT.

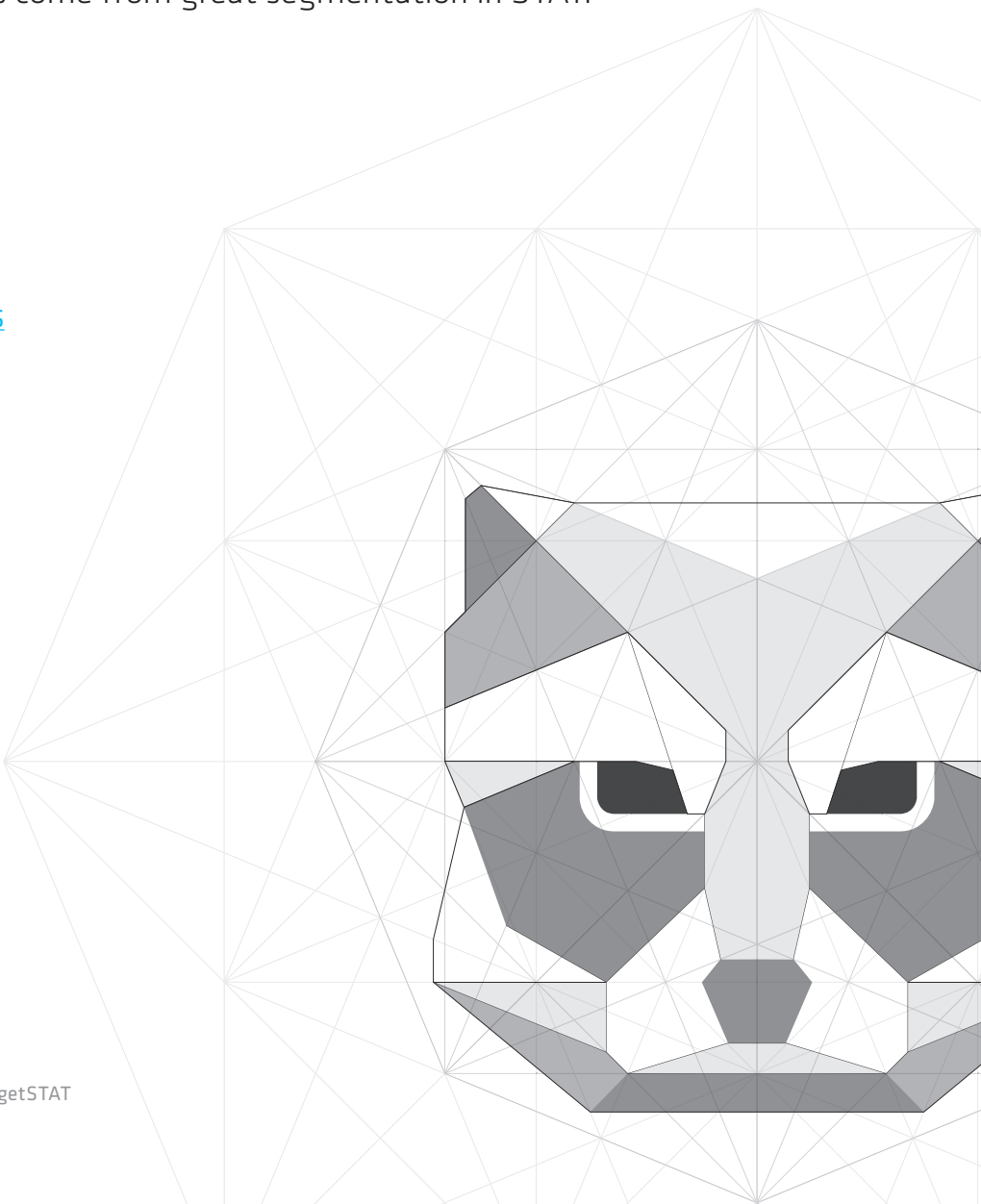
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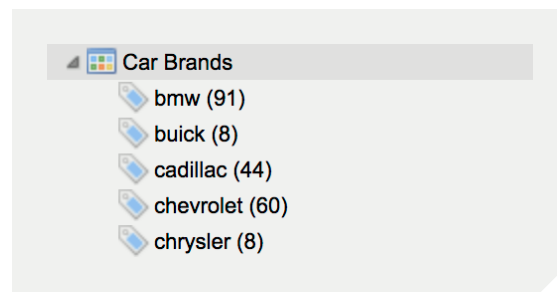
STANDARD AND DYNAMIC TAGS

Not only is STAT fantastic at tracking keywords, it's also great for seeing ranking changes in keyword sets to identify new opportunities.

Find all the juicy insights in your SERP data by grouping your keywords into various segments. These segments are called "[tags](#)" in STAT and come in two types: standard and dynamic.

STANDARD TAGS

Use standard tags when you want to keep specific keywords grouped together because of shared characteristics like search intent, product type, brand name, campaign, location, or device. The keywords that populate these segments don't change unless you manually add or remove them. Have a look at our [knowledge base](#) for a step by step guide on how to make one.

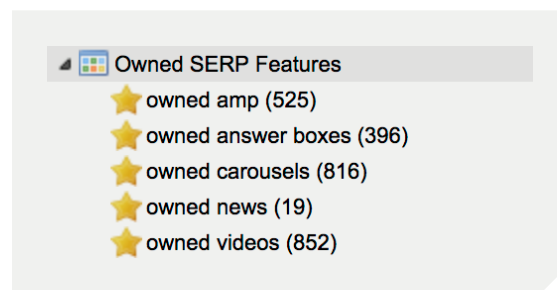


Standard tags in a dataview.

DYNAMIC TAGS

These automatically segment keywords based on criteria that matters to you, such as rank change or the appearance of certain SERP features. Keywords in the tag will filter in and out daily depending on the criteria you have set. Here are some great reasons to start [setting up](#) dynamic tags:

- Find out which SERP features you own or where there is opportunity to own one.
- Discover which keywords rank for a specific page or sub directory on your site.
- Check which keywords have had major ranking gains or losses.



Dynamic tags in a dataview.

TIPS FOR USING SEGMENTATION

For an additional layer of segmentation, you can place tags in larger groupings called data views. They show an aggregate metric of all the tags inside.

Knowing what criteria to segment your data around can be tough. To get you started, here are some of our favourite ways to filter keywords for a dynamic tag.

TAG DESCRIPTION & SUGGESTED NAME	CRITERIA TO FILTER	WHY IS IT USEFUL?
Subdomains and URLs Suggested name: /your-subfolder/	A URL, for example your blog post. Use a wildcard or exact match search to define how granular your returned data will be.	To monitor specific page performance and gauge how well content optimization initiatives are performing. Pair this rank data with your analytics to find insights into how potential users are interacting with your pages on the SERPs.
Rank and ranking movement Suggested name: Page 1	Google rank < 11, Google rank > 0	To see which keywords are giving visibility to your site. Track keywords by their rank position to easily report on which are gaining or losing you visibility over time.
SERP features Suggested name: SERP feature – opportunities	Google rank < 11, Unowned SERP features, interesting finds	This tag shows which of your keywords rank on the first page of the SERP and produce an interesting finds feature. This allows you to find opportunities where your site is more likely to be considered for the SERP feature by Google.

MORE TIPS

If you want to track desktop and smartphone SERPs separately, make sure to set up a tag twice – once filtered for desktop, and once for smartphones.

Customize your keywords table to give yourself better data insights. Use the **Show/Hide** drop down option in the top right corner to filter any number of columns, such as **Ranking Change**, **Google Base Rank**, and **SERP Features**.

Consider developing naming conventions for your tags to clearly show what filter criteria you have chosen for each dynamic tag. For example, for keyword rank segmentation you might name your data view “Rank” and label each of your tags in the following way:

- ★ Rank = 'x' (Specific rank)
- ★ Rank = 'x' - 'y' (Rank range)
- ★ Page 'x' keywords (Specific ranking page)
- ★ Rank change > 'x' (Greater than rank change)
- ★ Rank change < 'x' (Less than rank change)

RESOURCES

Learn all there is to know about segmentation in STAT.



BLOG & RESOURCES

For some useful practical examples of segmentation check out our **Essential keyword segments** blog post.

[Read more →](#)



STATCAST VIDEO

Learn how to keep your segments growing and evolving in our 20 minute STATcast.

[Watch now →](#)



KNOWLEDGE BASE

Check out our step by step guide to setting up tags in the knowledge base.

[Learn more →](#)