

PULLING REPORTS ON YOUR DATA

Conduct deep analysis on your data using our reports.

Inside you can read about EACH OF THE REPORT TYPES PUTTING IT INTO PRACTICE TIPS FURTHER RESOURCES

EACH OF THE REPORT TYPES

Pull insight out of small and large keyword sets without using STAT's API.

Our various reports allow you to perform competitive analysis, identify areas of opportunity, examine specific keywords that have changed over time, and do some serious keyword research. Here's a rundown of the types of CSV reports you can download from STAT:

REPORT NAME	WHAT IT SHOWS YOU	WHEN IS IT USEFUL?	DATE RANGE
<u>Rankings</u>	A full keyword ranking report. Select between all ranking URLs or just the highest ranking ones.	Anytime you want to compare your daily ranks.	Daily, weekly, and monthly granularity.
Ranking trends over time (by keyword)	Rank movements of individual keywords.	To see which keywords have moved in and out of dynamic tags or how keyword ranks have changed over time.	Compare two specific dates or weekly and monthly averages.
Ranking trends over time (by tag)	The average rank of a tag.	To spot-check which of your tags have seen movement. Can be used alongside the Tags tab to make sense of large gains or losses.	Compare two specific dates or weekly and monthly averages.
<u>Multiple</u> ranking URLs	All your keywords that have more than one ranking URL.	Identify which pages have visibility but might not be the highest ranking or are accidentally competing for visibility on the same SERP.	Daily, weekly, and monthly granularity.

REPORT NAME	WHAT IT SHOWS YOU	WHEN IS IT USEFUL?	DATE RANGE
<u>Synced sites</u> comparison	How your site compares to its synced sites for a set of keywords.	To check on your competitor's performance.	Daily, weekly, and monthly granularity.
<u>Top 20</u> <u>comparison</u> (<u>Google)</u>	A comparison of the top 20 search results, and their result type, for a keyword on two different days.	Use this to see which keywords are triggering an answers box or which pages are ranking for a domain appearing in the top 20.	Compare two specific dates.
<u>People also ask</u> (<u>Google)</u>	Every keyword with a "People also ask" (PAA) box, the questions and their rank within the box, as well as the URL sourced in each answer.	This will help you out with keyword ideation and content creation.	Daily, weekly, and monthly granularity.
Related searches (Google)	Related search queries offered by Google, which users may also be searching.	Add these Google suggested keywords to your stockpile. Useful when doing keyword research for your own site or a new business pitch.	Daily, weekly, and monthly granularity.
<u>Local pack</u> (<u>Google)</u>	Keywords that surface a local pack and the name of every business that appears in one. All available URLs, the position of each result in the local pack, and its overall ranking. See Google ratings and any paid ad listings.	Useful when considering a comprehensive local SEO strategy or performing competitive analysis.	Daily, weekly, and monthly granularity.
<u>Dynamic Tag</u> In/Out	Which keywords have entered or left a dynamic tag or data view over time.	Use this to seek out which keywords are gaining/losing SERP feature ownership, or causing fluctuations in average rankings.	Daily, weekly, and monthly granularity.

PUTTING IT INTO PRACTICE

See rank changes over time

- (1) Create a **Ranking trends over time** keyword report for your chosen tag, data view, or site.
- 2 Select your specific date range.
- 3 When you've finished creating the report, download and open the spreadsheet.
- 4 Set the filters on the "Rank for" date columns to show change. For example, selecting ranks 1 to 5 on the first date range and showing only ranks 6 to 10 on the second will give you keywords that have dropped to the bottom of page 1 on the SERP.

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A Ranking trends over time keyword report with ranks 1 to 5 selected

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A Ranking trends over time keyword report with ranks 6 to 10 selected

Chart competitor visibility

- Create a Top 20 comparison report for your chosen tag, data view, or site.
- 2 Select your specific date range.
- 3 When you've finished creating the report, download and open the spreadsheet.
- Filter the URL column to see which keywords are owned by a specific competitor. You can either choose to manually select your preferred domain using the checkboxes, or set the filter to "contains," then enter the URL in the text box.
- 5 Compare URLs between two dates to see if you or your competitor has lost or gained visibility.

Reports are provided as unformatted CSV spreadsheets, allowing for easy integration with your own internal reporting processes.



Most report types allow you to include up to 10 synced sites in addition to the main selected site.

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A Top 20 comparison report identifying keywords owned by a specific competitor

STAT TOP TIPS

You can select keywords by site, by tag, or by data view for a complete report on any keyword segment.

You can schedule your report to run daily, weekly, monthly, or only once.

RESOURCES

Get to know STAT's report types.

