SEOGADGET FOR EXCEL

LINK ANALYSIS AND KEYWORD RESEARCH FOR ADVANCED EXCEL USERS – V1

SEO GADGET™
PERFORMANCE DRIVEN MARKETING

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SEOGADGET FOR EXCEL

For a long, long time we've used Microsoft Excel to gain insight, make calculations, create reports and solve problems. While perhaps, a full time developer might see some limitation in the platform, Excel is a godsend to almost the entire search marketing ecosystem.

For most of us, working with data from 3rd party marketing tools tends to begin with a CSV export. If you think about how much time we've all spent waiting for a CSV file to download, and how much time we've spent merging the data into Excel after the fact, you might agree it's a time sink, and not a terribly productive part of your analysis.

SEOgadget for Excel addresses that problem by connecting directly to services such as Majestic SEO, aHrefs and Moz via their APIs.

We're very pleased to support these services, and more:

- Majestic SEO
- Mozscape
- aHrefs
- SEMrush
- Grepwords

This "how to" manual teaches you, from the very beginning, how to use SEOgadget for Excel covering each of the main functions.

Enjoy learning SEOgadget for Excel, and happy analysing!

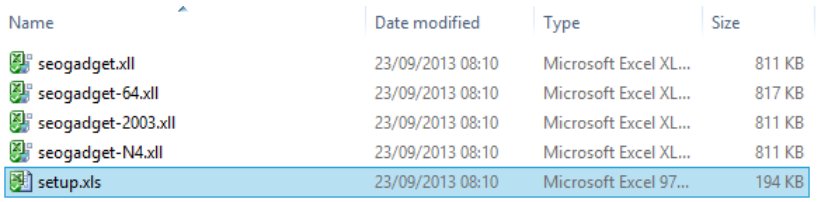
Richard Baxter, CEO, SEOgadget.com

INSTALLATION

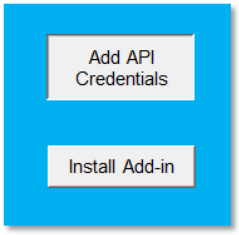
1) Firstly, you'll need to download the file

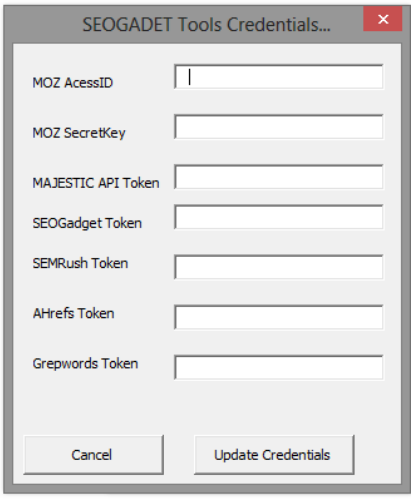
http://seogadget.com/excel/distribution.zip

2) Unzip the distribution file, and run setup.xls



3) Being sure to *have your Majestic, Moz, SEMrush, Grepwords, aHrefs and SEOgadget API keys to hand, click the yellow enable button, and then click: "Add API Credentials".





*If you're not a subscriber to any of these services, leave the token field blank – everything else will work.

4) Fill out your API Credentials (here's how to get them):

a. Your Moz API Credentials; you'll need to be a PRO Member to make full use of this extension, but much of the Links API and URL Metrics capabilities are free.

   Get Your AccessID & Secret Key here: http://moz.com/api

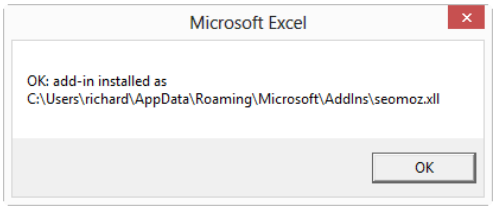
b. Get a Majestic SEO API Token by visiting this Application Authorisation URL: https://www.majesticseo.com/apps/3MDXQ7AG (full instructions below)

   You'll need to have a Platinum subscription to make full use of this extension.

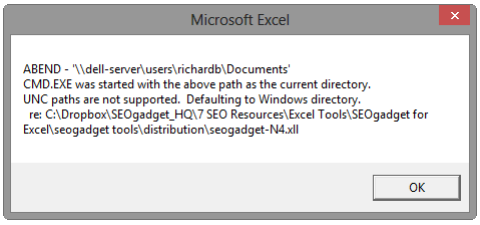
c. SEMrush have given us a special low cost API credit account for our users priced at $59.95/month, and comes with 700,000 API units – to open an account, head to http://seogadget.com/semrush/

d. Get US (and soon, UK) search volumes from Grepwords – head here to apply for an API key: http://www.grepwords.com/api.php

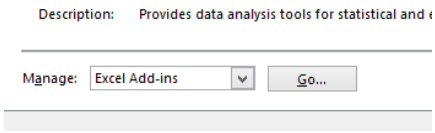
5) Click "Install add-in" – you'll see a message like this:



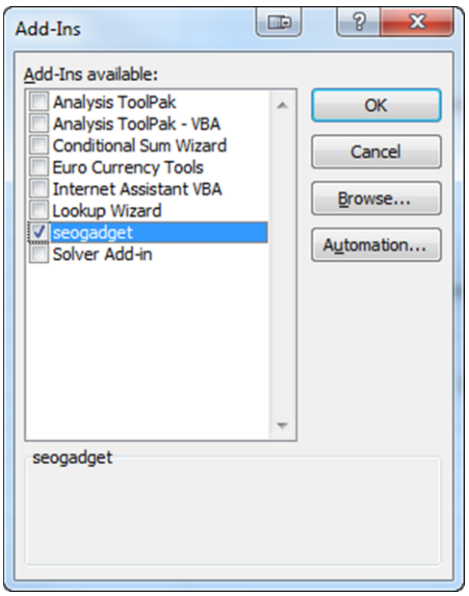
If you're using a Windows PC on a Windows Server network, you may see an error message like this:



If that's the case, head to File > Options > Add-Ins and click "Go…" next to "Manage: Excel Add-ins"



You'll see a *check box next to "seogadget". Select that checkbox and you'll be ready to roll!



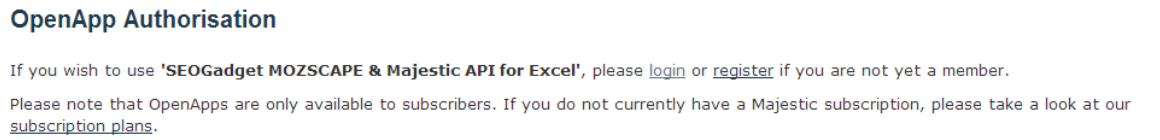
*Previous users of the SEOgadget add-in will see "seomoz" – don't worry, it's the right extension, we've kept that name for older users to save legacy migration complications.

AUTHORISING MAJESTIC VIA OPENAPPS

1. To get an open APPs token for SEOgadget for Excel, head to:

http://www.majesticseo.com/apps/3MDXQ7AG

2. Login as instructed:

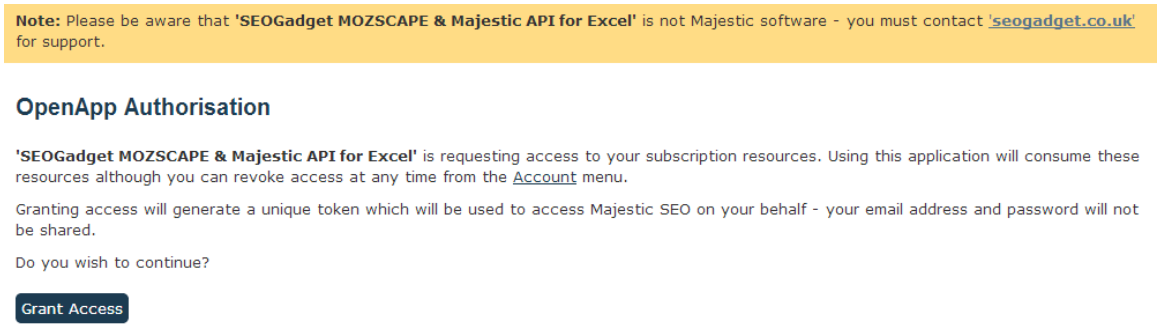


OpenApp Authorisation

If you wish to use **'SEOGadget MOZSCAPE & Majestic API for Excel'**, please login or register if you are not yet a member.

Please note that OpenApps are only available to subscribers. If you do not currently have a Majestic subscription, please take a look at our subscription plans.

3. Then click "Grant Access"



Note: Please be aware that **'SEOGadget MOZSCAPE & Majestic API for Excel'** is not Majestic software - you must contact 'seogadget.co.uk' for support.

OpenApp Authorisation

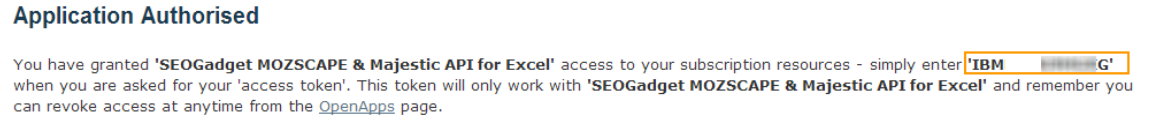
'SEOGadget MOZSCAPE & Majestic API for Excel' is requesting access to your subscription resources. Using this application will consume these resources although you can revoke access at any time from the Account menu.

Granting access will generate a unique token which will be used to access Majestic SEO on your behalf - your email address and password will not be shared.

Do you wish to continue?

Grant Access

4. Copy the access key from the text below:



Application Authorised

You have granted **'SEOGadget MOZSCAPE & Majestic API for Excel'** access to your subscription resources - simply enter **'IBM [redacted]G'** when you are asked for your 'access token'. This token will only work with **'SEOGadget MOZSCAPE & Majestic API for Excel'** and remember you can revoke access at anytime from the OpenApps page.

BEGINNERS: GETTING STARTED WITH THE MOZ URL METRICS API

Learning the SEOgadget for Excel Extension does take a little time and patience. With that said, you can get data and results very quickly. The start of our tutorial focuses on the simplest API call, the **Moz URL Metrics API**. Spend a little time playing with this function, and you'll be ready to go and quickly master Majestic, SEMrush, Grepwords and aHrefs.

The URL Metrics API should be very familiar to us marketers. It powers the Moz toolbar, and gives us familiar metrics like Page Authority and Domain Authority. It's also free.

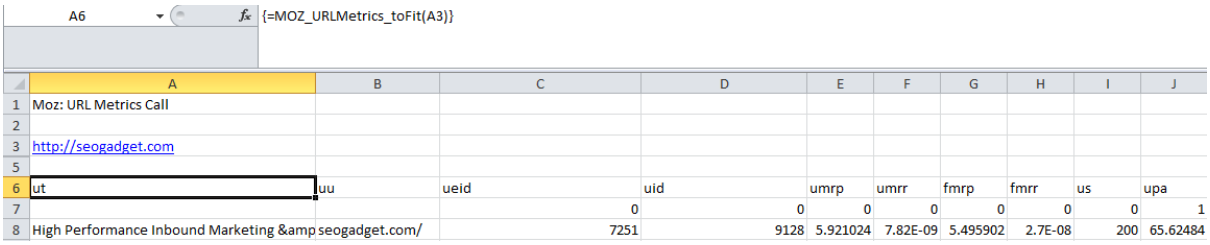
Get your API key from Moz, here: http://moz.com/products/api

LET'S TRY A FEW SIMPLE COPY AND PASTE QUERIES

Let's start with a really simple query, requesting data from Moz's URL metrics API for a URL in cell A3. Put a URL in Cell A3, (like http://seogadget.com) and paste this query anywhere you like:

```
=MOZ_URLMetrics_toFit(A3)
```

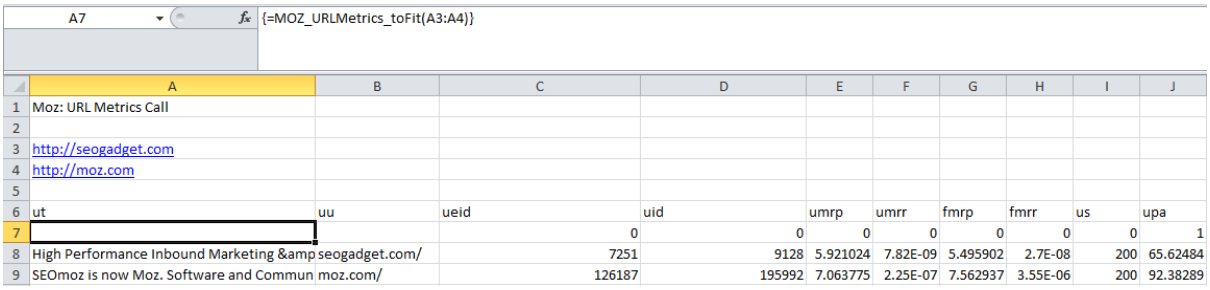
Here's what you'll see:



	A	B	C	D	E	F	G	H	I	J
1	Moz: URL Metrics Call									
2										
3	http://seogadget.com									
5										
6	ut	uu	ueid	uid	umrp	umrr	fmrp	fmrr	us	upa
7			0	0	0	0	0	0	0	1
8	High Performance Inbound Marketing &amp	seogadget.com/	7251	9128	5.921024	7.82E-09	5.495902	2.7E-08	200	65.62484

If you'd like to, you can create a list of URLs, and use a range in your query, like this:

```
=MOZ_URLMetrics_toFit(A3:A4)
```



A7 {=MOZ_URLMetrics_toFit(A3:A4)}

	A	B	C	D	E	F	G	H	I	J
1	Moz: URL Metrics Call									
2										
3	http://seogadget.com									
4	http://moz.com									
5										
6	ut	uu	ueid	uid	umrp	umrr	fmrp	fmrr	us	upa
7			0	0	0	0	0	0	0	1
8	High Performance Inbound Marketing &amp	seogadget.com/	7251	9128	5.921024	7.82E-09	5.495902	2.7E-08	200	65.62484
9	SEOmoz is now Moz. Software and Commun	moz.com/	126187	195992	7.063775	2.25E-07	7.562937	3.55E-06	200	92.38289

Take a look at the output – you'll see "ut", "uu", "ueid" in the top of your array.

They're called **response field names**, and they're unique to different types of data. In this case, "uu" Is the "Canonical URL" and "ut" is the Title of the URL.

To get a full understanding of these field names, head to the URL metrics API documentation, found here: http://apiwiki.moz.com/url-metrics

In the API documentation, you'll see a table that details what each field name represents and outlines the corresponding bit flag number, explained below.

URL Metrics Values for *Cols*

The *Cols* parameter uses bit flags to specify which URL metrics Mozscape returns. You can specify more than one URL metric by adding bit flags together and entering the sum as the *Cols* value. For example, to receive both page title and canonical URL form, enter `Cols=5` (1 + 4).

URL Metric	Bit Flag	Response Field	Description	Free Access?
Title	1	ut	The title of the page, if available	yes
Canonical URL	4	uu	The canonical form of the URL	yes
Subdomain	8	ufq	The subdomain of the URL (for example, *apiwiki.moz.com*)	no

WRITING DATA TO TABLES, RANGES AND CELLS

Let's imagine you only wanted to retrieve our two data points, Title and Canonical URL with "`Cols=5`", but write them to a table or a range instead of fitting to an array.

So far, you've seen the function:

```
=MOZ_URLMetrics_toFit()
```

There are several "helper" functions, each designed to fit the data received from the API output .

They're: "`_toFit`", "`_toSheet`", and "`_toRange`":

```
=MOZ_URLMetrics_toFit("seogadget.com")
```

```
=MOZ_URLMetrics_toSheet("seogadget.com")
```

```
=MOZ_URLMetrics_toRange("Sheet2", "seogadget.com")
```

```
=MOZ_URLMetrics_toRange("myTable", "www.yahoo.com")
```

Try copying and pasting each of these queries into Excel to see what they do! Don't forget to create a table (of any size) called "myTable" – one of these queries will send the data to an entirely new sheet, so be ready to hunt around for your data!

By having a play around with each you'll quickly learn which type of function is most appropriate. With `_toFit`, Excel simply creates an array in the correct size, fitting the data it receives into an appropriate space for you.

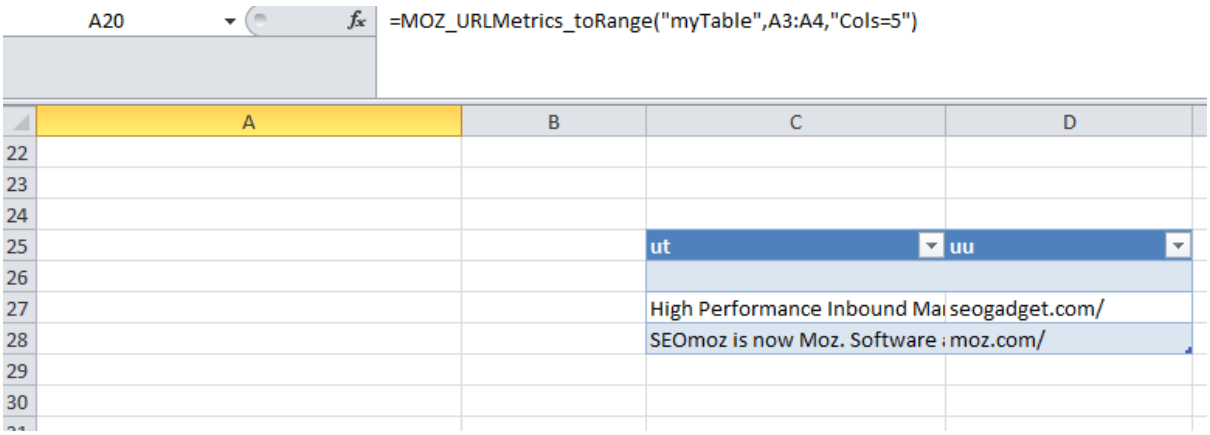
_TORANGE

Using `_toRange` with a table or cell reference or cell range is very powerful and you're more able to edit the original formula (which is impossible using arrays offered by the `_toFit` function.

For example, let's say you'd like to fetch the Canonical URL `(uu)` and Title `(ut)` and write the data to a table called: myTable. Create a table (instructions) and name it "myTable".

The query will look like this:

=MOZ_URLMetrics_toRange("myTable",A3:A4,"Cols=5")



For advanced users of Microsoft Excel 2013 or 2010 with Power Pivot, it's possible to create pivot tables from multiple tables from the numerous API calls in SEOgadget for Excel.

Now you've made some basic API calls using `_toFit` and `_toRange`, read on to learn more about the Moz API or head to Majestic's API set on page 25.

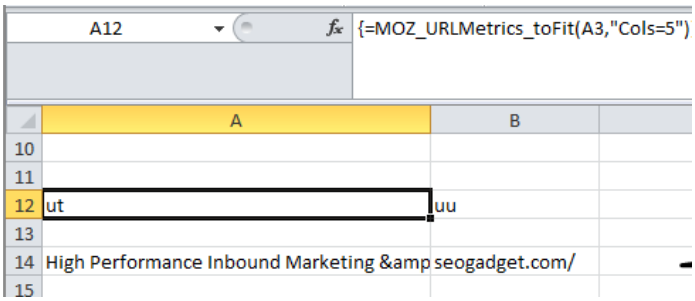
FILTERING THE DATA YOU NEED

What if you only want a certain type of data from a Moz API call, say the Titles and Canonical URLs for each URL?

Uniquely, the Moz URL Metrics API uses "Bit Flags", integer values that can be specified in a "Cols=" argument to request only the data that's needed. So, if you only wanted the Titles and Canonical URLs for each URL, you'd add the "Cols=" argument into the query:

```
=MOZ_URLMetrics_toFit(A3,"Cols=5")
```

The value, "Cols=5" is the sum of the "ut" bit flag value of 1 plus the "uu" bit flag value of 4. The sum value, 5 is unique, no other combination of values will result in a sum of 5.



"Cols=5" returns the URL title and canonical URL.

EXAMPLE – URL METRICS API

```
=MOZ_URLMetrics_toRange("mynewTable",A3:A4,"Cols=133714411517")
```

This query makes a request of the Moz URL Metrics API, outputting the data to range: "mynewtable" (you need to create a small table and name it "mynewtable" first) for a row of URLs found in cell range A3:A4. Using "Cols=133714411517", we've requested every output filed available in the paid API.

If you only have access to the **free API**, use:

```
=MOZ_URLMetrics_toRange("mynewTable",A3:A4,"Cols=103616137253")
```

OUTPUT:

Your output table will look like this:

Title	Canonical URL	Subdomain	Root Domain	External Links	Subdomain External Links
ut	uu	ufq	upl	ueid	feid
High Performance Inbound Mai	seogadget.com/	seogadget.cc	seogadget.com	6257	13093
SEOmoz is now Moz. Software a	moz.com/	moz.com/	moz.com/	117521	786475

You'll notice that the output column names contain characters such as "ut", "uu", "ufq". These are response field names found in the URL metrics API documentation. For this example, I have taken the proper name, eg: "Canonical URL" and written it above the API output field name in the table above.

URL METRICS API RECAP

Now we've covered the fundamentals of the extension, we'll use this format to explain each new feature in the SEOgadget for Excel extension:

=SEOMOZ_URLMetrics([URL],[BIT])

Where: The 1st argument **[URL]** can be either a single URL (without the http://) or a list of URLS (via a vertical or horizontal range).

The 2nd argument **[BIT]** is the bit flag to indicate which columns to return. Bit flag values can be added together at the user's discretion:

Example: `=SEOMOZ_URLMetrics_toFit(A1,"Cols=103079215109")`

Will give you data from the (free) URL metrics API including Page Authority. As "_toFit" is used, the data will be outputted to an array.

Example:

```
=MOZ_URLMetrics_toRange("mynewTable",A3:A4,"Cols=133714411517")
```

If you're a paid subscriber to Moz's API service, this query will give you all the data available via the URL metrics endpoint. In this case, the data will be for the URLs found in range A3:A4 – your data will be outputted to a table. Create that table first, and name it "mynewTable" (or anything else you'd like).

Read the API documentation, paying particular attention to bit flag values, and response field names. Don't worry; they all start to make sense after a while: http://apiwiki.moz.com/url-metrics

THE MOZ ANCHOR TEXT API

Understanding how a page links to another is one of the most important aspects of SEO today. As marketers, we're often on the lookout for suspicious links that use "exact match" anchor text – with a view to removing them, realigning them, or whatever our SEO strategy dictates.

The Moz Anchor Text API allows us to fetch the anchor text data for a root domain, subdomain, or page. In the Anchor text API calls, we can analyse phrases or terms linking to a page.

ANCHOR TEXT API QUERY CONSTRUCTION

As you read this section, open up Moz's API documentation for the anchor text API: http://apiwiki.moz.com/anchor-text

=MOZ_anchorTextAPI([URL],[SCOPE],[SORT],[BIT],[LIMIT],[CHUNK])

The 1st argument **[URL]** can be either a single URL (without the http://) or a list of URLS (via a vertical or horizontal range).

The 2nd argument **[SCOPE]** e.g. "`page_to_page`" - Returns a set of Source pages linking to the specified Target page.

The 3rd argument **[SORT]** e.g. "`page_authority`" - Sort results by Page Authority

The 4th argument **[BIT]** - The bit flag to indicate which columns to return.

The 5th argument **[LIMIT]** - How many results do we require? This is limited based on the level of API service you subscribe to – see pricing here.

The 6th argument **[CHUNK]** - request in batches – e.g., fetch 100 results requesting

in batches of 10 URLs per API call – you can usually ask for 1000 results in a single batch

UNDERSTANDING "SCOPE" IN THE ANCHOR TEXT API

For the Anchor Text API, Scope is an argument used to return phrases found in links to the target URL (`phrase_to_page`), phrases found in links to the subdomain of the target URL (`phrase_to_subdomain`) and phrases found in links to the root domain of the target URL (`phrase_to_domain`). The API will also return terms found simply by swapping "phrase" to "term".

UNDERSTANDING "SORT" IN THE ANCHOR TEXT API

In Moz's Anchor Text API, the only available sort function appears to be `"domains_linking_page"` – sort by the number of domains that link to our page with this anchor text.

The idea of scope and sort reappears later in the Moz Links. For now, let's look at some examples.

COPY / PASTE EXAMPLES – ANCHOR TEXT API

Example:

```
=MOZ_anchorTextAPI_toRange("yourtable",A2,"phrase_to_page","
domains_linking_page","Cols=2042",1000,1000)
```

This query would give you the first 1000 anchor texts (anchor phrases to your page) linking to your URL (a URL in cell A2). The data would be requested via a single batch of 1000 rows and placed in table "yourtable". All of the anchor text values are being requested in `"Cols=2048"` (see: anchor text values in the Moz API documentation)

ANCHOR TEXT API OUTPUT:

Your output table will look a little like this

Internal Pages Linking	External Mozrank Passed	External Subdomains Linking	Internal Subdomains Linking	Term or Phrase	External Pages Linking	Internal MozRank Passed	External Root Domains Linking	Image link
apuiu	apuemp	apuef	apuif	aput	apueu	apuimp	apuep	apuf
835	5.013096701	153	1	seogadget	2532	5.48446234	142	0

Note the anchor text metric field names: "`apuiu`", "`apuemp`", etc. These can be found in the anchor text API documentation, although be warned they're partially obfuscated by an asterisk "*", so they take a moment to interpret!

THE MOZ TOP PAGES API

What are the most linked to pages on a domain? The top pages API call (accessible to Mozscape paid users), returns URLs on a domain in order of the volume of inbound linking root domains to each URL.

TOP PAGES API QUERY CONSTRUCTION

As you read this section, open up Moz's API documentation for the top pages API: http://apiwiki.moz.com/top-pages

=MOZ_TopPages([URL],[BIT],[LIMIT],[CHUNK])

Similarly to all SEOgadget for Excel functions, appending "_toRange" or "_toFit" to the function will place the output in a table, cell range or an array.

The 1st argument **[URL]** can be either a single URL (without the http://) or a list of URLS (via a vertical or horizontal range).

The 2nd argument **[BIT]** the bit flag to indicate which columns to return – refer to this list of bit fields in the API documentation: http://apiwiki.moz.com/top-pages

The 3rd argument **[LIMIT]** how many results do we require?

The 4th argument **[CHUNK]** send request in batches – for example, fetch 100 results requesting in batches of 10 URLs per API call

Example:

```
=MOZ_TopPages_toRange(D2,A2,"Cols=103616137253",100,100)
```

Will return linking title (`ut`), URL (`uu`), external links (`ueid`), links (`uid`), mozRank (`umrp`), mozRank raw (`umrr`), Subdomain mozRank (`fmrp`) + (`fmrr`), http status (`us`), Page Authority (`upa`) and Domain Authority (`pda`)

THE MOZ LINKS API

The Links API call powers Open Site Explorer and allows you to see the links pointing to a URL, root domain or subdomain.

Data can be returned sorted by Domain or Page Authority. This query is the mother of all Excel functions – if you can master this query, you'll be able to build some seriously impressive Excel apps based on the Moz API!

LINKS API QUERY CONSTRUCTION

Before reading this, take a look at Moz's Links API documentation. Skim through it, read the API call scopes, sorts and filter construction. Next, gain an appreciation for the meaning of "`TargetCols`", "`SourceCols`" and "`LinkCols`". Now read the API documentation again. Here's the query structure:

=MOZ_linksapi([URL],[SCOPE],[SORT],[FILTER],[TARGETCOLS],[SOURCECOLS],[LINKCOLS],[LIMIT],[CHUNK])

The 1st argument **[URL]** can be either a single URL (without the http://) or a list of URLS (via a vertical or horizontal range).

The 2nd argument **[SCOPE]** e.g. "`page_to_page`" Returns a set of Source domains, root domains or URLs linking to the specified Target URL, domain or root domain – for a full list visit the Links API documentation.

The 3rd argument **[SORT]** e.g. "`page_authority`" Sort results by Page Authority, Domain Authority – for a full list visit the Sort section in the Links API documentation.

The 4th argument **[FILTER]** apply a filter to the call, eg: "`external+follow`" for external, followed links – for a full list visit the Filter section in the Links API documentation.

The 5th argument **[TARGETCOLS]** specifies data about the target of the link is included eg: "`TargetCols=8`" would give the linked to subdomain

The 6th argument **[SOURCECOLS]** specifies data about the source page of the link e.g. "`SourceCols=103079215109`" would give OSE results!

The 7th argument **[LINKCOLS]** specifies data about the link itself, e.g.

"LinkCols=8" would give normalised anchor text. For a full list visit the Link Metric Bit Flags section in the Links API documentation.

The 8th argument **[LIMIT]** how many results do we require? Paid API will allow more results.

The 9th argument **[CHUNK]** send request in batches – for example, fetch 100 results requesting in batches of 25 URLs per API call

MOZ LINKS API – COPY / PASTE EXAMPLES

Example:

```
=MOZ_linksAPI_toRange("opensiteexplorer",A1,"domain_to_page"
,"domain_authority","external+follow","TargetCols=8","Source
Cols=103079215109","LinkCols=8",100,100)
```

This API call will give the first 100 linking domains to seogadget.com, sorted by domain authority, the output will look like this (check the field names against the URL metrics values to understand what data you're looking at!)

Domain Authority	No Field Name	Normalized Anchor Text	No Field Name	Linked to Subdomain	No Field Name	Canonical URL	Title	Page Authority
pda	lrid	lnt	lsrc	luufq	ltgt	uu	ut	upa
100	3.17935E+11	http://seogadget.co.uk/	7.15E+10	seogadget.com/	4E+10	wordpress.org/suppor	WordPress &#8	46.73360849
97.2566284	3.17935E+11	SEOgadget	2.16E+10	seogadget.com/	4E+10	feeds.feedburner.com	SEOgadget	54.51763337
96.4498134	3.17935E+11	SEO Gadget	6.87E+10	seogadget.com/	4E+10	www.dmoz.org/Regio	Open Directory	48.70301276
93.3872827	3.17935E+11	SEOGadget	3.27E+10	seogadget.com/	4E+10	www.meetup.com/se	Search London	49.32339258

In this call, we've asked for the filters "external+follow" to be applied – showing only external links that do not use "rel="nofollow" in the href link.

"TargetCols" is set to 8 – showing the subdomain ("luufq") of the URL the links are pointing to. "SourceCols" is set to 103079215109 which will give every freely available URL metrics data point on the linking URLs.

"LinkCols" is set to 8, which represents normalised anchor text.

If you have a paid Moz API subscription, you could adapt "SourceCols" to the full API output to gather all the Metrics data for your URLs. That query would look like this:

```
=MOZ_linksAPI_toRange("opensiteexplorer",A1,"domain_to_page"
,"domain_authority","external+follow","TargetCols=8","Source
Cols=133714411517","LinkCols=8",100,100)
```

Example:

```
=MOZ_linksAPI_toRange("mysiteexplorer",A1,"domain_to_domain"
,"domain_authority","nonequity","TargetCols=8","SourceCols=1
03079215109","LinkCols=8",100,100)
```

This query outputs the same URL metrics data per link as our first call, but this time we're showing "single links per set of root domains linking to any page on the specified target's root domain" via the "domain_to_domain" scope.

We're filtering for "nonequity" – "links with any of these attributes specified: nofollow, meta-nofollow, offscreen, 302 or an RSS feed".

MAJESTIC API

Majestic's API is a powerful, fast endpoint to request data from their fresh and historic indices. We use this API heavily in our own software and internal Excel / data analysis work.

WHAT MAJESTIC API CALLS SEOGADGET FOR EXCEL SUPPORT?

SEOgadget for Excel supports the 12 main functions of the API, for example: "GetIndexItemInfo" – a call that returns key statistics for index items (domain/subdomain/URL) such as: number of external backlinks and referring domains pointing to index item.

=MAJESTICAPI_ AS A WRAPPER FUNCTION

There are too many separate functions in the Majestic API to justify separate function names in Excel. So, rather than creating separate functions for each API call, the `=MajesticAPI()` function acts as a wrapper.

For example, to get the data on external backlinks and referring domains pointing to a URL, we use the "`GetBackLinkData`" command as the first argument in the `=MajesticAPI()` function.

The following formula would create an array to fit the data requested:

```
=majesticAPI_toFit("GetBackLinkData","fresh","seogadget.com"
,"ShowDomainInfo=1,Count=5")
```

If you'd like to write that data to a table of your choice, use the `_toRange` helper function. I've created a table called "majestictable" and included the additional argument "majestictable" to instruct the function to resize a table to fit the output:

```
=majesticAPI_toRange("majestictable","GetBackLinkData","fresh","seogadget.com","ShowDomainInfo=1,Count=5")
```

MAJESTIC WRAPPER FUNCTION QUERY CONSTRUCTION

=majesticAPI([ARG1],[ARG2],[ARG3],[ARG4],[ARG5],[ARG6],[ARG7])

This function can handle all API commands as published (and any new ones, as long as the response format remains the same).

The 1st argument **[ARG1]** is the command to execute. For example, `"GetAnchorText", "GetBackLinkData", "GetBackLinksHistory"` or `"GetHostedDomains"`.

The 2nd argument **[ARG2]** is the value to assign to the index "datasource" API parameter - "fresh" or "historic"

The 3rd argument **[ARG3]** handles the URL(s) passed to the API. Many accept a list of URLs in the format: `"item0,item1,item3"` others a single "item" or "Query" parameter. Read the individual Command Name pages top get a feel for what's possible.

The 4th argument **[ARG4]** handles any other API parameters not covered by 2 & 3 above. The name-value pairs may be supplied as a CSV list or via a range pointing at a two column table holding such. You could ignore the 2nd & 3rd arguments and simply use this mechanism for all parameters if preferred.

As the API can return 1 or more tables of data use the 5th argument **[ARG5]** to specify which table. If not specified 1st table is returned.

The 6th argument **[ARG6]** if set to TRUE will ignore the API's cache. In general, using the cache is a good idea as Excel can call a formula multiple times even if that's not the intention.

The (separate) cache associated with the Majestic API is even more useful due to the multiple tables sometimes returned. Without the cache, each table fetch would make a resource consuming call back to Majestic.

The 7th argument **[ARG7]** is the API call http timeout (in seconds), which defaults to a long 60 seconds if left un-configured.

MAJESTIC GETBACKLINKDATA API: GET DATA ON YOUR BACK LINKS TO A URL

Let's make a start with some actionable queries. "GetBackLinkData" is probably the most powerful links analysis function on the planet – allowing access to Majestic's huge database of links.

GETBACKLINKDATA API – COPY / PASTE EXAMPLES

Example Query:

This query will get the top 1000 links from the fresh index to the root domain, SEOgadget.com, writing the data to an array:

```
=majesticAPI_toFit("GetBackLinkData","fresh","seogadget.com"
,"ShowDomainInfo=1,Count=1000")
```

This query will get the top 1000 links from the fresh index to the root domain, SEOgadget.com, writing the data to a table called "majestictable":

```
=majesticAPI_toRange("majestictable","GetBackLinkData","fres
h","seogadget.com","ShowDomainInfo=1,Count=1000")
```

OUTPUT

SourceURL	ACRa	AnchorText	Date	FlagRedirec	FlagFrame	FlagNoFollow	FlagImages	FlagDeleted	FlagAltText
http://moz.com/blog/visual-guic	8	via schema.org markup	41496	0	0	0	0	0	0
http://moz.com/mozcon	8	seogadget	41496	0	0	0	0	0	0
http://moz.com/mozcon	8	richard baxter	41496	0	0	0	0	0	0
http://moz.com/blog/10-illustrat	7	google page level penalty for c	41495	0	0	0	0	0	0
http://moz.com/blog/100-free-se	8	http://seogadget.com/api/	41496	0	0	0	0	0	0
http://moz.com/blog/100-free-se	8	http://seogadget.com/tools/	41496	0	0	0	0	0	0
http://moz.com/blog/100-free-se	8	http://seogadget.com/content-	41496	0	0	0	0	0	0
http://www.netmagazine.com/fe	7	seogadget.com	41496	0	0	0	0	0	0
http://www.netmagazine.com/fe	7	seogadget	41496	0	0	0	0	0	0
http://www.netmagazine.com/fe	7	links api extension for excel	41496	0	0	0	0	0	0
http://www.netmagazine.com/fe	7	adwords api extension for exce	41496	0	0	0	0	0	0
http://www.netmagazine.com/fe	7	links contact api	41496	0	0	0	0	0	0

You'll see a large amount of data outputted (this is only a small section of the first 10 columns! A full breakdown of the meaning of all of the API's output headers can be found at the bottom of this page.

MAJESTIC GETANCHORTEXTAPI: GET THE ANCHOR TEXT LINKS TO A URL

This powerful API function returns Anchor text for a given domain, subdomain or URL, from Majestic's Fresh or Historic index as well as allowing you to filter the results by a keyword.

GETANCHORTEXTAPI – COPY / PASTE EXAMPLES

Example Query:

Get the top 10 anchors to the domain SEOgadget.com from the historic index

```
=majesticAPI_toFit("GetAnchorText","historic","seogadget.com
")
```

If you'd like to write those results to a table called "majesticanchor", your query would look like this:

```
=majesticAPI_toRange("majesticanchor","GetAnchorText","histo
ric","seogadget.com")
```

If you'd like to fetch the first 100 linking anchor texts in Majestic's fresh index to your domain, try this:

```
=majesticAPI_toRange("majesticanchor","GetAnchorText","fresh
","seogadget.com","ShowDomainInfo=1,Count=100")
```

AnchorText	RefDomains	TotalLinks	DeletedLinks
seogadget	237	3132	423
richard baxter	103	369	69
seogadget.com	99	867	156
http://seogadget.com/content-strategy-generator-tool-v2-update/	96	536	118
http://seogadget.com/tools/	92	528	118
http://seogadget.com/api/	90	518	118
seogadgets link api extension for excel	85	500	227
fantastic resource from seogadget	83	274	86
via schema.org markup	81	300	97

Full API Documentation: http://developer-support.majesticseo.com/api/commands/get-anchor-text.shtml

MAJESTIC GETINDEXITEMINFO API - GET URL METRICS

The URL metrics endpoint for Majestic, providing a rich array of datapoints including: "ExtBackLinks", "RefDomains", "ACRank", "IndexedURLs", "RefIPs", "RefSubNets", "RefDomainsEDU", "CitationFlow" and "TrustFlow".

GETINDEXITEMINFO – COPY / PASTE EXAMPLES

Example Query:

Get Majestic's URL metrics about SEOgadget.com and Bronco.co.uk

```
=majesticAPI_toFit("GetIndexItemInfo","historic","seogadget.com,bronco.co.uk")
```

Or, write the URL metrics data from the fresh index to a table called: "majesticmetrics"

```
=majesticAPI_toRange("GetIndexItemInfo","fresh","seogadget.com,bronco.co.uk")
```

Fetch URL metrics data for a range of domains or URLs (should be fine for around 1000 at a time)

```
=majesticAPI_toRange("majesticmetrics","GetIndexItemInfo","fresh",H14:H19)
```

OUTPUT

ItemNum	Item	ResultCode	Status	ExtBackLinks	RefDomains	AnalysisResUnitsCost
0	seogadget.com	OK	Found	27531	1188	27531
1	bronco.co.uk	OK	Found	231408	674	231408

API Documentation: http://developer-support.majesticseo.com/api/commands/get-index-item-info.shtml

MAJESTIC GETBACKLINKSHISTORY API - GET THE BACKLINK HISTORY OF A DOMAIN

Use this API call to get your backlink growth history – for multiple domains. Outputs data in monthly columns, with link counts categorised by link type, for example: "TextLink", "ImageLink", "Redirect", "Frame", "Mention", "NoFollow.

GETBACKLINKSHISTORY – COPY / PASTE EXAMPLES

Example Query:

Show the complete backlink acquisition history for SEOagdget.com

```
=majesticAPI_toFit("GetBackLinksHistory","historic","seogadg
et.com",,"item0")
```

Or, to write the history data to a table called "majestichistory"

```
=majesticAPI_toRange("majestichistory","GetBackLinksHistory"
,"historic","seogadget.com",,"item0")
```

For a single API call (cached) you can request the backlink history for multiple items (domains) like this:

```
=majesticAPI_
toRange("majestichistory","historic","seogadget.com,bronco.c
o.uk",,"item0")
```

Where "item0" would be "seogadget.com"'s backlinks and "item1" would be bronco.co.uk. By pasting in this 2nd query:

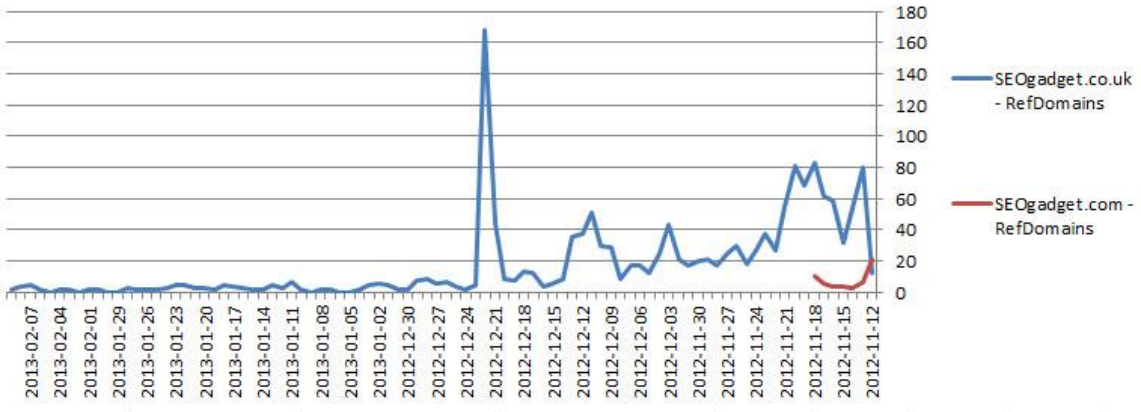
```
=majesticAPI_
toRange("majestichistory2","historic","seogadget.com,bronco.
co.uk",,"item1")
```

The backlink history for Bronco would be written to the table "majestichistory2" without making another API call.

OUTPUT

Name	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
TextLink	5.1E+07	9E+07	1.3E+08	2.2E+08	2.28E+08	2.7E+08	2E+08	2.86E+08	3.5E+08	3.1E+08	2.86E+08	3.08E+08
ImageLink	4.3E+07	6.2E+07	88191392	1.1E+08	1.15E+08	1.1E+08	1E+08	1.33E+08	1.6E+08	1.6E+08	1.49E+08	1.71E+08
Redirect	49969	85058	144895	183336	120736	294483	491511	1703366	2027168	186599	215531	218063
Frame	141455	285787	598729	1989642	2867463	3144102	2555144	2994079	2015027	1297460	2198889	2570879
Mention	0	0	0	0	0	0	0	0	0	0	0	0
NoFollow	4709366	9499675	8596401	1.2E+07	11447820	1.3E+07	1.3E+07	18776806	2.4E+07	2.2E+07	20729320	23162454
Deleted	2.4E+07	3.5E+07	33906054	4.7E+07	41549003	6E+07	4.6E+07	70280727	8.6E+07	7.5E+07	71821644	69429959
TotalLinks	9E+07	1.5E+08	2.1E+08	3.2E+08	3.34E+08	3.7E+08	2.9E+08	3.99E+08	4.8E+08	4.4E+08	4.08E+08	4.45E+08
CrawledPa	0	0	0	0	0	0	0	0	0	0	0	0
RefDomair	535058	512333	221297	211974	125776	210820	215805	198054	262986	246115	424670	276880
MentionDc	0	0	0	0	0	0	0	0	0	0	0	0
DomainUR	0	0	0	0	0	0	0	0	0	0	0	0
IndexCrawl	5.8E+09	3.8E+09	5.22E+09	6.7E+09	6.54E+09	7.1E+09	7.4E+09	8.42E+09	9.9E+09	9.6E+09	8.86E+09	1E+10

By comparing the data from multiple domains, you can make compelling performance / comparison charts like this:



API Documentation: http://developer-support.majesticseo.com/api/commands/get-back-links-history.shtml

MAJESTIC GETKEYWORDINFO API - GET DOMAINS O-HOSTED ON THE SAME IP ADDRESS

This function shows how often Keywords or Key Phrases appear in Majestic's indices, in locations such as title elements, URLs and on page factors.

GETKEYWORDINFO – COPY / PASTE EXAMPLES

Example Query:

Fetch data on the occurrences of the phrase "cheap flights"

```
=majesticAPI_toFit("GetKeywordInfo","historic","cheap flights")
```

Fetch data on the occurrences of the phrase "cheap flights" in Majestic's fresh index, writing to a table named: "majestic keywords"

```
=majesticAPI_toRange("majestickeywords","GetKeywordInfo","fresh","cheap flights")
```

Fetch data on the occurrences of the phrase "cheap flights", "flights" and "test" in Majestic's fresh index, writing to a table named: "majestic keywords"

```
=majesticAPI_toRange("majestickeywords","GetKeywordInfo","historic","cheap flights,flights,test")
```

OUTPUT

Keyword	WordCo	TreatedAs	PhraseFoundFlag	PhraseSearchVolume	BroadFoundFlag	BroadSearchVolume
3	1	3	1	74	1	74
cheap flights	2	cheap flights	1	78	1	82
flights	1	flights	1	83	1	83
test	1	test	1	84	1	84

API Documentation: http://developer-support.majesticseo.com/api/commands/get-keyword-info.shtml

MAJESTIC GETNEWLOSTBACKLINKS API – TRACK NEW AND LOST LINKS

This function returns new and lost backlinks in a date range from Majestic's fresh or historic indices.

GETNEWLOSTBACKLINKS – COPY / PASTE EXAMPLES

Example Query:

Find 20 new links in the last index update for seogadget.com

```
=majesticAPI_toFit("GetNewLostBackLinks","historic","seogadget.com","Count=20")
```

Find 20 new links in the last fresh index update for seogadget.com and write the data to a table called "majesticlost"

```
=majesticAPI_toRange("majesticlost","GetNewLostBackLinks","fresh","seogadget.com","Count=20,Mode=1")
```

Find 200 lost links ("Count=200,Mode=1") in the last fresh index update for seogadget.com and write the data to a table called "majesticlost"

```
=majesticAPI_toRange("majesticlost","GetNewLostBackLinks","fresh","littlewoods.com","Count=200,Mode=1")
```

Find 200 lost links for seogadget.com between the 1st January 2013 and the 1st October 2013 and write the data to a table called "majesticlost"

```
=majesticAPI_toRange("majesticlost","GetNewLostBackLinks","fresh","littlewoods.com","Count=200,Mode=1,Datefrom=2013-01-01,Dateto=2013-10-01")
```

OUTPUT

SourceURL	ACRank	AnchorText	Date	FlagRedirect	FlagFrame	FlagNoFollow	FlagImages	FlagDeleted	FlagAltText	FlagMention	TargetURL	DomainID	FirstIndexedDate	LastSeenDate
http://feeds.feedburner.com/	8	up to half pric	41491	0	0	0	0	1	0	0	http://www.littlew	-1	41490	41491
http://feeds.feedburner.com/	8	up to 70% off c	41491	0	0	0	0	1	0	0	http://www.littlew	-1	41490	41491
http://rest-assured.co.uk/whe	0	littlewoods	41542	0	0	0	1	1	0	0	http://www.littlew	-1	41542	41542
http://www.polyvore.com/cgi/	0	littlewoods.co	41469	0	0	1	0	1	0	0	http://www.littlew	-1	41469	41469
http://www.info-listings.com/	0	women\'s clot	41485	0	0	0	0	1	0	0	http://www.littlew	-1	41465	41485
http://www.info-listings.com/	0	women\'s clot	41486	0	0	0	0	1	0	0	http://www.littlew	-1	41464	41486
http://www.info-listings.com/	0	women\'s clot	41486	0	0	0	0	1	0	0	http://www.littlew	-1	41464	41486
http://stage.belling.co.uk/wh	0	littlewoods	41514	0	0	0	1	1	0	0	http://www.littlew	-1	41481	41514
http://www.networkplusprofil	0	village cadres	41467	0	0	0	0	1	0	0	http://blog.littlew	-1	41467	41467
http://stage.newworldappliar	0	littlewoods	41514	0	0	0	1	1	0	0	http://www.littlew	-1	41471	41514
http://www.vtechuk.com/Kidiz	5	smyths	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41508	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41508
http://www.vtechuk.com/Kidiz	5	littlewoods	41515	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41515
http://www.vtechuk.com/Kidiz	5	littlewoods	41515	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41515
http://www.vtechuk.com/inno	5	littlewoods	41499	0	0	0	1	1	0	0	http://www.littlew	-1	41463	41499
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	smyths	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Kidiz	0	littlewoods	41507	0	0	0	1	1	0	0	http://www.littlew	-1	41488	41507
http://www.vtechuk.com/Spec	5	littlewoods	41524	0	0	0	1	1	0	0	http://www.littlew	-1	41463	41524

API Documentation: http://developer-support.majesticseo.com/api/commands/get-new-lost-back-links.shtml

SEOgadget for Excel: More Time Analysing, Less Time Exporting

MAJESTIC GETTOPPAGES API – TRACK NEW AND LOST LINKS

This function returns new and lost backlinks in a date range from Majestic's fresh or historic indices.

GETNEWLOSTBACKLINKS – COPY / PASTE EXAMPLES

Example Query:

Show me the top 100 pages in order of referring domains linking to seogadget.com

```
=majesticAPI_toFit("GetTopPages","historic","moz.com","Count=100")
```

Show me the top 1000 pages in order of referring domains linking to seogadget.com and write the data to a table called "majestictoppages".

```
=majesticAPI_toRange("majestictoppages","GetTopPages","historic","moz.com","Count=1000")
```

OUTPUT

ACRank	URL	Title	Date	FlagPageDat	FlagRedirec	FlagFrame	ExtBackLinks
11	http://moz.com/	SEOmoz is now Moz. Software and Co	41496	TRUE	FALSE	FALSE	98311
8	http://www.moz.com/	http://www.moz.com/	41496	TRUE	TRUE	FALSE	7522
10	http://moz.com/blog	Moz Blog - SEO and Inbound Marketir	41496	TRUE	FALSE	FALSE	71713
9	http://moz.com/rand	Rand's Blog - CEO & Founder of Moz, T	41496	TRUE	FALSE	FALSE	6516
8	http://moz.com/blog/goodbye-seomoz-hello-moz	http://moz.com/blog/goodbye-seomc	41496	TRUE	FALSE	FALSE	5531
9	http://moz.com/beginners-guide-to-seo	SEO: The Free Beginner's Guide From	41496	TRUE	FALSE	FALSE	3153
9	http://moz.com/google-algorithm-change	Google Algorithm Change History - M	41496	TRUE	FALSE	FALSE	5644
8	http://moz.com/blog/ranking-factors-2013	2013 Search Engine Ranking Factors -	41496	TRUE	FALSE	FALSE	2550
8	http://moz.com/mozcon	MozCon July 8-10, 2013 | Advanced SE	41496	TRUE	FALSE	FALSE	14476
9	http://moz.com/article/search-ranking-factors	2013 Search Engine Ranking Factors -	41496	TRUE	FALSE	FALSE	2612
7	http://moz.com/blog/early-look-at-googles-june-25-algo-u	Early Look at Google's June 25 Algo U	41496	TRUE	FALSE	FALSE	4722
11	http://moz.com/tools	SEO Tools and Marketing Resources -	41496	TRUE	FALSE	FALSE	54199
5	http://moz.com/rand/manufacturing-serendipity	Manufacturing Serendipity - Rand's B	41494	TRUE	FALSE	FALSE	4556

API Documentation: http://developer-support.majesticseo.com/api/commands/get-top-pages.shtml

AHREFS API

aHref's API is a powerful, fast endpoint to request data from their fresh and historic indices.

WHAT AHREFS API CALLS SEOGADGET FOR EXCEL SUPPORT?

Capabilities supported by SEOgadget for Excel and available via the API allow our users to:

1. Get the total count of backlinks for a domain, directory or URL
2. Get the total count of backlinks with types details for a domain, directory or URL
3. Get the total count of referring domains, IPs, class C subnets, .gov and .edu domains for a domain, directory or URL
4. Get referring pages (backlinks) for the indicated domain, directory or URL
5. Get crawled pages for a domain or in a directory
6. Get the list of referring domains for a domain, directory or URL
7. Get the list of anchors for a domain, directory or URL
8. Get the number of backlinks with specified anchor on URL
9. Get the number of API Units left in your aHrefs account

=AHREFSAPI_ AS A WRAPPER FUNCTION

Like the Majestic API set, it makes sense to provide inetarction between SEOgadget for Excel and the aHrefs API via a wrapper function. So, rather than creating separate functions for each API call, the `=aHrefsAPI()` function acts as a wrapper.

AHREFS QUERY CONSTRUCTION

=ahrefsAPI([ARG1],[ARG2],[ARG3],[ARG4],[ARG5],[ARG6],[ARG7])

The 1st argument is the command to execute. See the API documentation for a list of report endpoints e.g. `get_backlinks_count`

The 2nd argument is domain or URL to target in the API request

The 3rd argument is "exact", "domain", "subdomains" or "prefix" (see table below)

URL	exact	domain	subdomains	prefix
ahrefs.com/api/	ahrefs.com/api/	ahrefs.com/*	*ahrefs.com/*	ahrefs.com/api/*
api.ahrefs.com	api.ahrefs.com/	api.ahrefs.com/*	*api.ahrefs.com/*	api.ahrefs.com/*

The 4th argument is the number of records to return - defaults to 10

The 5th argument is for the "get_backlinks" report only - LINKS (sub-set of Links columns only)or index no (all columns but in a separate table)

The 6th argument can be used to specify any other API name/values not handled above and may differ per API call.

Normally calls are cached, this reduces resource usage and allows for the return of multiple tables in a single call, set to true if ignore this cache

The 7th argument overrides the web request timeout in seconds (defaults to 30)

SEOgadget for Excel: More Time Analysing, Less Time Exporting

AHREFS: GET THE TOTAL COUNT OF BACKLINKS FOR A DOMAIN, DIRECTORY OR URL

"get_backlinks_count"

This function returns the total count of backlinks for a domain, directory or URL

GET_BACKLINKS_COUNT – COPY / PASTE EXAMPLES

Example Query:

Get a backlink count to the domain ahrefs.com. Returns "Referring Pages" and "Backlinks"

```
=ahrefsAPI_toFit("get_backlinks_count","ahrefs.com","domain"
)
```

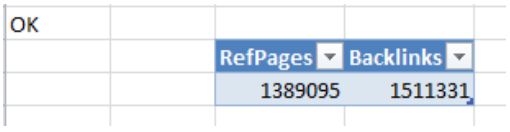
Get a backlink count to the domain ahrefs.com, writing the data to a table called "ahrefstable". Returns "Referring Pages" and "Backlinks".

```
=ahrefsAPI_toRange("ahrefstable","get_backlinks_count","ahre
fs.com","domain")
```

"domain" indicates we'd like to extract data at the domain level. You could use "exact" (for the exact URL), "domain" (for the domain), "subdomains" (for the exact subdomain or "prefix" for cumulative links accrued at a subfolder level:

URL	exact	domain	subdomains	prefix
ahrefs.com/api/	ahrefs.com/api/	ahrefs.com/*	*ahrefs.com/*	ahrefs.com/api/*
api.ahrefs.com	api.ahrefs.com/	api.ahrefs.com/*	*api.ahrefs.com/*	api.ahrefs.com/*

OUTPUT



API Documentation: https://ahrefs.com/api/#push-4top

AHREFS: GET THE TOTAL COUNT OF BACKLINKS WITH "TYPES DETAILS" FOR A DOMAIN, DIRECTORY OR URL

`"get_backlinks_count_ext"`

This function returns the total count of backlinks "with types details" for a domain, directory or URL

GET_BACKLINKS_COUNT_EXT – COPY / PASTE EXAMPLES

Example Query:

Get a backlink count to the domain ahrefs.com. Returns the type of links counted for example, "sitewide".

```
=ahrefsAPI_toFit("get_backlinks_count_ext","ahrefs.com","dom
ain")
```

Get a backlink count to the domain ahrefs.com, writing the data to a table called "ahrefstable". Returns "Referring Pages" and "Backlinks".

```
=ahrefsAPI_toRange("ahrefstable","get_backlinks_count_ext","
ahrefs.com","domain")
```

"domain" indicates we'd like to extract data at the domain level. You could use "exact" (for the exact URL), "domain" (for the domain), "subdomains" (for the exact subdomain or "prefix" for cumulative links accrued at a subfolder level.

OUTPUT

Redirect	Edu	Gov	Sitewide	Frame	NoFollow	Pages	NotSitewide	Backlinks	Form	DoFollow	Text
333056	75433	7	782813	0	182494	4665	728478	1511291	3	995738	1178232

API Documentation: https://ahrefs.com/api/

AHREFS: GET THE TOTAL COUNT OF REFERRING DOMAINS, IPS, CLASS C SUBNETS, .GOV AND .EDU DOMAINS FOR A DOMAIN, DIRECTORY OR URL

"get_ref_domains_ips_count"

This function returns the total count of referring domains, IPs, class C subnets, .gov and .edu domains for a domain, directory or URL

GET_REF_DOMAINS_IPS_COUNT – COPY / PASTE EXAMPLES

Example Query:

Get a total count to the domain ahrefs.com:

```
=ahrefsAPI_toFit("get_ref_domains_ips_count
","ahrefs.com","domain")
```

Get a total count to the domain ahrefs.com:

```
=ahrefsAPI_toRange("ahrefstable"," get_ref_domains_ips_count
","ahrefs.com","domain")
```

"domain" indicates we'd like to extract data at the domain level. You could use "exact" (for the exact URL), "domain" (for the domain), "subdomains" (for the exact subdomain or "prefix" for cumulative links accrued at a subfolder level.

OUTPUT

Gov	Domains	Ips	Edu	ClassC
2	6103	4721	44	3699

API Documentation: https://ahrefs.com/api/

AHREFS: GET REFERRING PAGES (BACKLINKS) FOR THE INDICATED DOMAIN, DIRECTORY OR URL

`"get_backlinks"`

This function returns the referring pages (backlinks) for the indicated domain, directory or URL.

GET_BACKLINKS – COPY / PASTE EXAMPLES

Example Query:

Get 10 backlinks to the domain ahrefs.com, sorted by "rating" and write the data to an array.

```
=ahrefsAPI_toFit("get_backlinks","seogadget.com","domain","10")
```

Get 100 links to the domain ahrefs.com sorted by "rating" and write the data to a table called "ahrefstable".

```
=ahrefsAPI_toRange("ahrefstable","get_backlinks","seogadget.com","domain","100")
```

OUTPUT

UrlFrom	Title	LinksInternal	IpFrom	Rating	Index	Links
http://seogadget.co.uk/	301 Moved I	0	188.65.115.38	50.13265613	0	[{"FirstSeen":137597898
http://moz.com/blog/visual-guide-to-keyword-targeting-onpage	A Visual Gu	96	208.184.81.150	43.7473333	1	[{"Anchor":"via schema.
http://moz.com/mozcon	MozCon Jul	23	208.184.81.150	41.38173599	2	[{"Anchor":"Richard Bax
https://seogadget.co.uk/content-strategy-generator-tool-v2-upd	301 Moved I	0	188.65.115.38	39.1208968	3	[{"FirstSeen":137598393
http://moz.com/blog/100-free-seo-tools	100 Free SE	64	208.184.81.150	38.71618711	4	[{"Anchor":"http://seog
http://moz.com/blog/100-free-seo-tools	100 Free SE	64	208.184.81.150	38.71618711	5	[{"Anchor":"http://seog
http://moz.com/blog/100-free-seo-tools	100 Free SE	64	208.184.81.150	38.71618711	6	[{"Anchor":"http://seog
http://www.smashingmagazine.com/2012/12/21/what-heck-seo-	SEO Article	45	80.72.139.101	37.07153805	7	[{"Anchor":"Richard Bax
https://seogadget.co.uk/	301 Moved I	0	188.65.115.38	36.71937245	8	[{"FirstSeen":137597933
http://technorati.com/tag/microformats	microforma	70	208.66.65.239	35.95990758	9	[{"Anchor":"Scraping Sc
http://www.seobythesea.com/2011/11/agent-rank-or-google-plu	Agent Rank	152	204.12.26.129	35.35382815	10	[{"Anchor":"Google%92s
http://moz.com/blog/how-to-use-twitter-data-for-really-targete	How To Use	53	208.184.81.150	35.11862667	11	[{"Anchor":"SEOgadget",
http://moz.com/blog/how-to-use-twitter-data-for-really-targete	How To Use	53	208.184.81.150	35.11862667	12	[{"Anchor":"Content Ma

API Documentation: https://ahrefs.com/api/

SEOgadget for Excel: More Time Analysing, Less Time Exporting

AHREFS: GET CRAWLED PAGES FOR A DOMAIN OR IN A DIRECTORY

"get_pages"

This function returns pages crawled by ahref's crawler and includes basic link count data, status codes, internal links count, page size, and html title.

GET_PAGES – COPY / PASTE EXAMPLES

Example Query:

Get 10 pages crawled by aHrefs on the domain seogadget.com

```
=ahrefsAPI_toFit("get_pages","seogadget.com","domain","10")
```

Get 10 pages crawled by aHrefs on the domain seogadget.com and write the data to a table called "ahrefsgetpages".

```
=ahrefsAPI_toRange("ahrefsgetpages","get_pages","seogadget.com","domain","100")
```

OUTPUT

AhrefsRank	Title	LinksInternal	HttpCode	Url	Visited	Size	LinksExterna
41.14651559	High Performance Inbound	37	200	http://seogadget.com/	1381261646	9506	5
12.86188564	10 Inbound.org Use Cases t	127	200	http://seogadget.com/10-inbound-org-use-cas	1380917575	21560	28
11.03277358	inbound-org-traffic	1	200	http://seogadget.com/10-inbound-org-use-cas	1380605766	12061	0
11.96077765	10 [Non SEO] Websites Tha	126	200	http://seogadget.com/10-non-seo-websites-th	1381276776	15488	47
11.88447335		1	301	http://seogadget.com/3-examples-of-content-i	1381271531	20	0
20.1437925	3 Examples of Great Conter	150	200	http://seogadget.com/3-examples-of-content-i	1381235508	17665	19
12.1725133	5 Analytics Reports That Ac	127	200	http://seogadget.com/5-analytics-reports-that	1381254706	17493	25
12.03202104	5 Category Page Tips To Im	131	200	http://seogadget.com/5-category-page-tips-to-	1380995794	18348	33
15.79280396	5 Forms of scarcity to skyro	127	200	http://seogadget.com/5-forms-of-scarcity-to-sk	1381117523	18200	32
12.50479675		0	404	http://seogadget.com/5-forms-of-scarcity-to-sk	1380064500	5239	0
13.28211773	5 Freemium Survey Tools fc	127	200	http://seogadget.com/5-freemium-survey-tools	1381231426	18700	34
12.43564992	5 New Examples of Gamific	126	200	http://seogadget.com/5-new-examples-of-gam	1381280826	16669	33
12.01620604	6 Reasons Why Content is a	126	200	http://seogadget.com/6-reasons-why-content-	1381263434	19053	37

API Documentation: https://ahrefs.com/api/

AHREFS: GET THE LIST OF ANCHORS FOR A DOMAIN, DIRECTORY OR URL

`"get_anchors_of_backlinks"`

This function returns data related to the anchor text used.

GET_PAGES – COPY / PASTE EXAMPLES

Example Query:

Show the top 10 linking anchor texts pointing to SEOgadget.com ordered by referring pages.

```
=ahrefsAPI_toFit("get_anchors_of_backlinks","seogadget.com",
"domain","10")
```

Show the top 100 linking anchor texts pointing to the subdomain SEOgadget.com ordered by referring pages, writing the data to a table called "ahrefsanchors".

```
=ahrefsAPI_toRange("ahrefsanchors","get_anchors_of_backlinks
","seogadget.com","subdomains","100")
```

OUTPUT

LastVisited	Domains	Text	RefPages	FirstSeen	Backlinks
1381334584	146	seogadget	717	1375983352	720
1381122829	66	seo gadget	470	1375978995	470
1379049277	3	we love seoga	236	1376767699	236
1381280557	65	http://seogad	200	1375983426	200
1381241437	67	http://seogad	198	1375983426	198
1381241437	65	http://seogad	196	1375983411	196
1381002311	1	http://seogad	158	1381002311	158
1381153402	49	via schema.or	142	1375979430	142
1379216698	1	see on seogad	133	1375978897	133
1381202976	51	how to mine f	130	1379324218	130

API Documentation: https://ahrefs.com/api/

KEYWORD DATA

GREPWORDS API

The Grepwords API is a powerful, fast endpoint for keyword search volume collection. For now, its output is for US and "global" search volumes, it is indeed a very inexpensive and simple way to gather keyword suggestions and search volumes from the now extinct Google Keyword Tool.

WHAT GREPWORDS API CALLS SEOGADGET FOR EXCEL SUPPORT?

Capabilities supported by SEOgadget for Excel and available via the API allow our users to:

1. Get "related" and "top" keywords from Google search
2. Search data for specific terms from Google search

= GREPWORDSAPI_ AS A WRAPPER FUNCTION

The Grepwords API function is a "wrapper" function – the =grepwordsAPI() function stays the same, while arguments inside the formula dictate which service is to be requested.

GREPWORDSAPI QUERY CONSTRUCTION

=grepwordsAPI([ARG1], [ARG2], [ARG3], [ARG4], [ARG5], [ARG6], [ARG7], [ARG8])

The 1st Argument **[ARG1]** requests the service required – "`lookup`", "`related`" or "`credits`".

The 2nd Argument **[ARG2]**, "q" requires the phrases to request data on. Phrases can be separated by a pipe '|' delimited list or a cell range. Not a mandatory argument.

The 3rd Argument **[ARG3]**, "index" requests data from either Grepword's fresh or historic indices.

The 4th Argument **[ARG4]**," results" is a request for the number of records to return - defaults to 10. Not a mandatory argument.

The 5th Argument **[ARG5]**, "Location" respects Grepqord's current US defaults, but will work for new locations as they are released into the Grepwords index. Not a mandatory argument.

The 6th Argument **[ARG6]**, "Regex" the SEOgadget for Excel extension will accept regex if set to Y. Not a mandatory argument.

The 7th Argument **[ARG7]**, "ignoreCache" - calls are normally cached, this reduces resource usage and allows for the return of multiple tables in a single call, set to "`true`" if ignore this cache. Not a mandatory argument.

The 8th Argument **[ARG8]**, "timeout" = sets the web request timeout in seconds, defaults to 30. Not a mandatory argument.

GREPWORDS API: GET "RELATED" AND "TOP" KEYWORDS FROM GOOGLE SEARCH

"related"

This function returns keyword data related to the term or phrase specified.

RELATED – COPY / PASTE EXAMPLES

Example Query:

Fetch 10 related keywords to the term "cats" from the Grepwords fresh index and fit the data in an array.

```
=grepwordsAPI_toFit("related","cats","fresh","10")
```

Supply 100 keywords related to the term "cats" and write the data to a table called "grepwordsrelated".

```
=grepwordsAPI_toRange("grepwordsrelated","related","cats","fresh","100")
```

OUTPUT

m2	m6	m9	m1	m5	m10	cpc	m8	m4	m12	gms	keyword	m3
90500	110000	110000	0	90500	90500	1.66	110000	110000	74000	673000	baby -cats	90500
246000	246000	246000	0	246000	246000	1.57	246000	246000	165000	550000	cats -play	246000
246000	246000	246000	0	246000	246000	1.57	246000	246000	165000	550000	cats	246000
27100	33100	40500	0	27100	33100	0.35	33100	27100	33100	165000	thundercats	27100
49500	74000	90500	0	60500	74000	0.1	74000	60500	90500	135000	lolcats	60500
49500	49500	49500	0	49500	40500	2.85	49500	49500	33100	110000	funny cats	49500
12100	14800	14800	0	12100	14800	0.35	14800	12100	14800	90500	naughty -cats	12100
33100	27100	27100	0	27100	22200	0.29	27100	33100	27100	74000	warrior cats	27100
40500	49500	33100	0	40500	18100	0.7	60500	40500	49500	60500	charlotte bobcats	33100
170	170	140	0	110	110	0.1	170	170	140	49500	catsalut	140
5400	5400	6600	0	4400	6600	0.1	6600	5400	8100	49500	hellcats	5400
18100	18100	14800	0	14800	12100	3.11	18100	18100	9900	40500	cute cats	18100

API Documentation: http://www.grepwords.com/api.php

SEOgadget for Excel: More Time Analysing, Less Time Exporting

GREPWORDS API: SEARCH DATA FOR SPECIFIC TERMS FROM GOOGLE SEARCH

"lookup"

This function returns search data for specific terms provided.

LOOKUP – COPY / PASTE EXAMPLES

Example Query:

Get monthly search volumes from Google Search for "cats" and "dogs"

```
=grepwordsAPI_toFit("lookup","cats|dogs","fresh")
```

Supply monthly search volumes from Google Search for "cats", "dogs" and "plants"and write the data to a table called "grepwordslookup".

```
=grepwordsAPI_toRange("grepwordslookup","lookup","cats|dogs|plants|animals","fresh")
```

OUTPUT

m2	m6	m9	m1	m5	m10	cpc	m8	m4	m12	gms	keyword	m3
246000	246000	246000	0	246000	246000	1.57	246000	246000	165000	550000	cats	246000
301000	301000	301000	0	301000	301000	1.4	301000	301000	246000	550000	dogs	301000
60500	40500	49500	0	40500	49500	1.24	40500	49500	22200	110000	plants	60500
110000	110000	110000	0	110000	110000	1.66	90500	110000	49500	301000	animals	110000

API Documentation: http://www.grepwords.com/api.php

SEMRUSH API

The SEMrush API is an extensive group of endpoints and commands that power the familiar SEMrush user interface, For V1 of SEOgadget for Excel, we're documenting the most useful reports – mostly the "Reports for Keywords" calls. As we develop more of the features will be included.

Do feel free to experiment with the different commans names – the structure of our wrapper functions allow quite a lot of creative interpretation!

WHAT SEMRUSH API CALLS SEOGADGET FOR EXCEL SUPPORT?

Capabilities supported by SEOgadget for Excel and available via the API allow our users to:

1. Get keywords for your competitors (domain_organic)
2. Get keywords for a specific URL (url_organic)
3. Get keyword search volumes for a specific phrase (phrase_this)
4. Get organic results for a given search query (phrase_organic)
5. Build a related keyword report (phrase_related)

=SEMRUSHAPI_ AS A WRAPPER FUNCTION

The SEMrush API function is a "wrapper" function – the =semrushAPI() function stays the same, while arguments inside the formula dictate which service is to be requested.

SEMRUSHAPI QUERY CONSTRUCTION

=SEMrushAPI([ARG1], [ARG2], [ARG3], [ARG4], [ARG5], [ARG6], [ARG7], [ARG8], [ARG9])

The 1st Argument **[ARG1]** "Report" – Allows you to choose which SEMrush report you require. See API docs for list of report names. This argument is mandatory.

The 2nd Argument **[ARG2]**, "datasource" – e.g. US, UK etc. Leave blank for ADSENSE reports (can also prefix with YYYMM13, for a specific historical set for non-ADSENSE reports). This argument is mandatory.

The 3rd Argument **[ARG3]**, "Phrase" or "Domain" - For Keyword reports this will populate the Phrase name/value pair otherwise it'll provide the Domain value. This argument is mandatory.

The 4th Argument **[ARG4]**, "Display_Limit" - The number of records to return.

The 5th Argument **[ARG5]**, "export_columns" - Defaults to columns associated with each report, can provide an alternative comma separated list.

The 6th Argument **[ARG6]**, "arg_list (display_sort)" - Can be used to specify any other API name/values not handled above.

The 7th Argument **[ARG7]**, "ignoreCache" - Normally calls are cached, this reduces resource usage and allows for the return of multiple tables in a single call, set to true if ignore this cache

The 8th Argument **[ARG8]**, "timeout" - Web request timeout in seconds, defaults to 30.

SEMRUSH: GET KEYWORD SEARCH VOLUMES FOR A SPECIFIC PHRASE

"phrase_this"

This function returns organic search volume data for a keyword provided.

PHRASE_THIS – COPY / PASTE EXAMPLES

Example Query:

Give me approximate search volume for the phrase, "test"

```
=SEMrushAPI_toFit("phrase_this","US","test")
```

Give me approximate search volume for the phrase, "test" and write the data to a table called: "semrushtable".

```
=SEMrushAPI_toRange("semrushtabLE","PHRASE_THIS","US","TEST"
)
```

OUTPUT

Keyphrase	Requests	CPC	Competition	Results
test	550000	2.67	0	1.78E+09

API Documentation: http://www.semrush.com/api.html

SEMRUSH: GET ORGANIC RESULTS FOR A GIVEN SEARCH QUERY

"phrase_organic"

This function returns organic search results for a given query.

PHRASE_ORGANIC – COPY / PASTE EXAMPLES

Example Query:

Show me the top 20 ranking sites and URLs for the keyword, "cheap flights".

```
=SEMrushAPI_toFit("phrase_organic","US","cheap+flights")
```

Show me the top 20 ranking sites and URLs for the keyword, "cheap flights" and write the data to a table called "phraseorganic"

```
=SEMrushAPI_toRange("phraseorganic","phrase_organic","US","cheap flights",100)
```

OUTPUT

Domain	Url
cheapflights.c	http://www.cheapflights.com/
cheaptickets.c	http://www.cheaptickets.com/cheap-flights/
onetravel.com	http://www.onetravel.com/cheap-flights
kayak.com	http://www.kayak.com/flights
travelocity.con	http://www.travelocity.com/Flights
orbitz.com	http://www.orbitz.com/flights/
expedia.com	http://www.expedia.com/Flights
farecompare.c	http://www.farecompare.com/
skyscanner.cor	http://www.skyscanner.com/
bookingbuddy	http://www.bookingbuddy.com/
priceline.com	http://www.priceline.com/flights/
cheapair.com	https://www.cheapair.com/flights/Italy/Rome

API Documentation: http://www.semrush.com/api.html

SEMRUSH: BUILD A RELATED KEYWORD REPORT

"phrase_related"

This function returns organic keywords related to a term or phrase.

PHRASE_RELATED – COPY / PASTE EXAMPLES

Example Query:

Show me 10 keywords related to the phrase: "test".

```
=SEMrushAPI_toRange("semrushtable2","phrase_related","US","test",10)
```

Show me 10 keywords related to the phrase: "test" and write the data to a table called "semrushtable2"

```
=SEMrushAPI_toRange("semrushtable2","phrase_related","US","test",10)
```

OUTPUT

Keyword	Number of Results	CPC	Competition	Current vol.	Average vol.
speed test	456000000	5.13	0.01	Current vol.	1830000
speed test -whited00r_	489000000	5.13	0.01	Current vol.	1830000
java -jar -cp	1050000000	1.82	0	Current vol.	1000000
speedtest	32500000	6.17	0	Current vol.	450000
internet speed test	182000000	6.23	0.07	Current vol.	450000
net	9910000000	0.25	0.01	Current vol.	246000
shockwave	128000000	0.95	0.01	Current vol.	201000
speakeasy	9640000	2.39	0	Current vol.	165000
speedtest.net	60000000	2.49	0.01	Current vol.	135000
internet	4770000000	5.08	0.83	Current vol.	110000

API Documentation: http://www.semrush.com/api.html