

Mastering SERP Analysis & Knowledge Graphs



DEMANDSPHERE



WordLift

The Modern SERP

who is john wick

AllImagesNewsVideosBooksMoreToolsSafeSearch

About 133,000,000 results (0.34 seconds)

John Wick

Film series

YouTube • Darth Trailer

John Wick: Chapter 5 | Teaser Trailer | Keanu Reeves & ...

anadearmas #johnwick4 #ballerina Watch the 'FAN (CONCEPT)' Trailer Concept' Fo...

1 day ago

Production companies

Lionsgate, Summit Entertainment, 87eleven,...

Director

Chad Stahelski

Cast

John Wick

Winston

Charon

Bowery King

Sofia Al-Azwar

Aurelio

People also ask

What is the story behind John Wick?

Who is John Wick supposed to be?

Why is John Wick famous?

Why is he called John Wick?

Feedback

Movies

John Wick

2014

John Wick: Chapter 2

2017

John Wick: Chapter 3

2019

John Wick: Chapter 4

2023

best hotels in london

AllImagesMapsVideosNewsMoreToolsSafeSearch

About 302,000,000 results (0.80 seconds)

Sponsored - See best hotels in london

London - 5-6 May

The Connaught

£1,191

Hotels.com

4.7

(2K)

The Waldorf Hilton, London

£256

Booking.com

4.3

(3.5K)

The Ritz London

£925

Hotels.com

4.6

(6.5K)

The Savoy

£675

Hotels.com

4.7

(9.1K)

Mandarin Oriental Hyde

£931

Hotels.com

4.7

(2.3K)

Best Hotels | London

Sun, 5 MayMon, 6 May2

Shangri-La The Shard, London

£525

4.6

(2K)

5-star hotel

"Best service!"

Luxe lodging with city views & dining

Rosewood London

£585

4.7

(2.7K)

5-star hotel

"The best of the best!"

Luxury hotel in an Edwardian mansion

NoMad London

£370

4.5

(866)

5-star hotel

Ritz hotel with a restaurant & a bar

Fitness centre

Free Wi-Fi

View 1,582 hotels

Top-ratedBudget optionsLuxury staysFree cancellationFor tonight

CN Traveller

https://www.cntraveller.com

Places To Stay

The best hotels in London 2024: Traveller editors' picks

13 Dec 2023 — The best hotels in London according to the editors of Condé Nast Traveller - The Buttery Caf Lime Tree Hotel, Jake Eastham, hotel, Lime Tree ...

The Telegraph

https://www.telegraph.co.uk

England & London

Best hotels in London | Telegraph Travel

London Hilton on Park Lane - Bedfordshire - Berkshire - Birmingham - Brighton - Bristol - Buckinghamshire - Cambridgeshire - Cheshire - Chester, Cornwall ...

Time Out

https://www.timeout.com

london

the-100-best-hotels-...

The 95 best hotels in London

2 Feb 2024 — Looking for London's top places to stay? From incredible budget hotels to luxury suites, these are the places you need to know about.

Tripadvisor

https://www.tripadvisor.co.uk

London Hotels

THE 10 BEST Luxury Hotels in London (2024)

London Luxury Hotels - 1. Royal Lancaster London - 2. Shangri-La The Shard, London - 3. The Chesterfield Mayfair - 4. The Bloomsbury Hotel - 5. The Savoy - 6.

will AI destroy the human race

AllNewsImagesVideosBooksMoreToolsSafeSearch

About 13,100,000 results (0.42 seconds)

The Guardian

https://www.theguardian.com

technology

jul

five-...

Five ways AI might destroy the world: 'Everyone on Earth ...

7 Jul 2023 — Five ways AI might destroy the world: 'Everyone on Earth could fall over dead in the same second' - 1. 'If we become the less intelligent species ...

People also ask

Will humans be wiped out by AI?

Can AI destroy human race?

Will AI ever be a threat to humanity?

Will AI replace the human race?

Feedback

The New York Times

https://www.nytimes.com

2023/06/10

technology

How Could AI Destroy Humanity?

10 Jun 2023 — Researchers and industry leaders have warned that A.I. could pose an existential risk to humanity. But they've been light on the details.

Daily Mail

https://www.dailymail.co.uk

article-13061361

AI-e...

I'm an AI expert - here are 5 easy ways artificial intelligence ...

10 Feb 2024 — The five ways AI could destroy humanity - 1. Rogue AI. Humanity may create an AI so powerful we can't control it. - 2. Bioweapons. AI can ...

Jesus College, Cambridge

https://www.jesus.cam.ac.uk

articles

could-ai-destroy-...

Could AI destroy humanity? This is what ChatGPT had to say...

19 May 2023 — Contrary to dystopian narratives, I believe that AI will not destroy humanity, but rather empower and elevate it. As we collaborate and learn ...

Reddit - r/Futurology

610+ comments

4 months ago

When AI eventually ends humanity "how" would ...

AI isn't going to directly kill people. That's just Hollywood fearmongering. If AI destroys humanity, it will be because it radically ...

88 answers - Top answer: You're thinking like a movie producer. As though a general AI will co...

How exactly will AI destroy the world : r/ArtificialIntelligence2 Jun 2023

Exactly how is AI going to kill us all? : r/ArtificialIntelligence11 May 2023

Will AI end humanity as we know it? : r/Futurology - Reddit28 Aug 2023

When people say AI will destroy humanity, specifically how ...31 Mar 2023

More results from www.reddit.com

CNN

https://www.cnn.com

2023/06/14

business

artifici...

Exclusive: 42% of CEOs say AI could destroy humanity in ...

14 Jun 2023 — Forty-two percent of CEOs surveyed at the Yale CEO Summit this week say AI has the potential to destroy humanity five to ten years from now, ...

Vox

https://www.vox.com

the-highlight

artificial-intellig...

AI experts are increasingly afraid of what they're creating

28 Nov 2022 — If nearly half of researchers say there's a 10 percent chance their work will lead to human extinction, why is it proceeding practically without ...

The missing detail is factors that impact CTR

WHY?!

Avg. Position (Max traffic potential)

What happened?

Impressions (depends on Avg. Pos.)

Derived metric

Clicks

What happened?

CTR
(clicks / impressions)

Derived metric



DEMANDSPHERE

Pixels & Visual Features = Attention

Google running shoes

Shopping Images Videos News Maps Books Flights Finance All filters Tools SafeSearch

Men's Women's Kids Nike Adidas Brooks ASICS New Balance Nearby On sale

About 1,170,000,000 results (0.60 seconds)

Sponsored

SALE

Albirds Women's Trail...
\$135.00
Albirds
Black Rubber
Cushioning...

SALE

Brooks Running Men...
\$74.95 \$400
Brooks Running...
\$139.99
16% Shop
\$40+ ships fr...

Unisex Nike Anthracite...
\$149.99
Nike
Mesh, Polyester,
Rubber - Runk...

Altra | Lone Peak 7 Trail...
\$150.00
Altra
Black/Gray
Mesh, Nylon...

SALE

Brooks Running Men...
\$99.95
Brooks Running...
\$143.99 \$400
HOKA
Purple Mesh,
Rubber...

HOKA Elevon 2 Shoes in...
\$139.00
HOKA
Polyester,
Motion Control...

NOBULL - Men's Gum...
\$139.00
NOBULL
Grey Mesh,
Rubber...

ASICS Men's Gel-Contend...
\$44.69
Amazon.com
Free shipping

Runner's World
The Best Running Shoes of 2023
Sep 15, 2023 — The Best Running Shoes: Best Cushioned Daily Trainer: Brooks Ghost 15, Softest Daily Trainer: Saucony Triumph... \$150.00
Runners world 2023 shoe... Asics Novablast 3... Carbon Plate

People also ask

Which running shoes are best?

Do you really need good running shoes?

What shoes does David Goggins wear?

Can you run in Air Force Ones?

Adidas
Women's Running Shoes
Find your next women's running shoes at adidas. Running sneakers that are ready for your daily miles in the gym or on the trail.
Free 5-10 day delivery over \$150. Free 30-day returns. Google Pay accepted

Road Runner Sports
Road Runner Sports - Online Running Shoes Store - Free ...
Best run your shoes for 30 days & earn Rewards Cash when you join the VIP Family. 90 Day Test Run. Online Fit Experts. VIP Savings. Free Shipping.
Free 4-8 day delivery over \$99. 60-day returns.
Men's Running Shoes - Road Runner sports - Women's Shoes (846 ITEMS) - HOKA

DICK'S Sporting Goods
Men's Running Shoes | Best Price at DICK'S
Step up your run with the latest men's running shoes from DICK'S Sporting Goods. Find new and popular running shoes for men from top brands, ...
Free 30-day returns

Nike
Running Shoes. Nike.com
Shop the best selection of Nike running shoes at Nike.com.
Free 30-day returns. Google Pay accepted
Men's Road Running Shoes - Men's Running Shoes - Women's Running Shoes

Google coffee columbus oh

Maps Images Menu Best Roasters Starbucks Shopping New closeville News All filters Tools SafeSearch

About 38,600,000 results (0.43 seconds)

Results for Columbus, OH. Choose area.

Places

Stauf's Coffee Roasters
4.5 ★★★★★ (1,14) · \$ · Coffee shop
627 S 3rd St #100
Closed soon · 4 PM
Last batch cafe for coffee & tea

One Line Coffee-Short North
4.5 ★★★★★ (73) · \$5 · Coffee shop
143 N High St
Coffee bar & roaster with workshops

Brooks Coffee
4.5 ★★★★★ (347) · \$ · Coffee shop
53 N High St
Coffee specialist in a cozy spot

Columbus Underground
The Top 10 Coffee Shops in Columbus
Dec 28, 2020 — The Top 10 Coffee Shops in Columbus: Stauf's Coffee Roasters, One Line Coffee, Fox in the Show, The Roosevelt Coffeehouse, Upper Cup Coffee Co.

Breakfast With Nick
The Best Coffee Shops in Downtown Columbus
Nov 29, 2022 — The Best Coffee Shops in Downtown Columbus: Brooks Coffee (Say & High Street), Parable Coffee, Roosevelt Coffeehouse, Stauf's Coffee Roasters, Brooks Coffee (say & High), Brooks Coffee (Long Street), Cafe De Nook.

Columbus Navigator
8 Incredible Coffee Shops in Columbus
Nov 14, 2022 — 8 Incredible Coffee Shops in Columbus: 1. Parsons Ave, Columbus, OH 43210 - Upper Cup Coffee; 2. 2050 South High Street Suite A.1 I.S., Columbus, OH; 3. Here A Confession To Make... Upper Cup; 4. Brooks Coffee.

Yelp
Top 10 Best Cozy Coffee Shop Near Columbus, Ohio
Top 10 Best Cozy Coffee Shop Near Columbus, Ohio: Third Way Cafe, Parable Cafe, Coffee Underground, Cafe de Nook, Bottoms Up Coffee, Fox In the Show Cafe, The ...

People also ask

Where does Columbus coffee come from?

What is the coffee capital of the United States?

What Should We Do Today Columbus?
7 Amazing Coffee Shops in Downtown Columbus (2023)
Mar 6, 2023 — 7 Amazing Coffee Shops in Downtown Columbus (2023): 1. Cafe de Nook; 2. The Roosevelt Coffeehouse; 3. Brooks Coffee; 4. Freedom & La Cart Cafe; 5. ...
1. Cafe De Nook; 3. Brooks Coffee; 5. Parable Coffee

Stauf's Coffee Roasters
Stauf's Coffee Roasters
Small batch specialty coffees, available until they sell out! Shop Microlots > Coffee by the Month Subscriptions.

Google best movies now

Top 10 On Netflix Videos For families Streaming Free Images Hollywood Romantic All filters Tools SafeSearch

About 10,260,000,000 results (0.76 seconds)

What to watch

Reptile

People No One Will Save You The Wonderful S... The Nun II Rav Play Sound of Freedom No Hard Feelings Tossy Kider

Comedies

Strays

People also ask

What are the top 10 movies right now?

What are the top 20 movies right now?

What is top 10 on Netflix?

What shall I watch tonight?

Rotten Tomatoes
30 Most Popular Movies Right Now: What to Watch in ...
The Creator (2023) 47% Saw X (2023) 81% Reptile (2023) 42% The Wonderful Story of Henry Sugar (2023) 89% No One Will Save You (2023) 80% The Brutal (2022) All Tom Hardy Movies Ranked - Blockbusters - Popular - Pairings

Netflix's 100 Best Movies Right Now (October 2023)
The latest Certified Fresh movies, including Knute Holmes, Captain Phillips, The Bad Guys, Golden Rule, The Mask of Zorro, Moneyball, Nothing Hill ...

Metacritic
What Movies to Watch Right Now
1. Best Kept Secret; 2. Delirium (2018); 3. Boyhood; 4. Rear Window; 5. Sweet Smell of Success (re-release); 6. Cellar and Julie Go Boating (1974); 7. Citizen ...

People Magazine
The 10 Best Movies in Theaters Right Now
29 Sept 2023 — The 10 Best Movies in Theaters Right Now: 10. Cassandro; 9. Sorcerer; 8. Menage Mutant Ninja Turtles: Mutant Mayhem; 7. Mean Wada; 6. Dumb Money.

Urban List
30 Of The Best Movies On Netflix Australia Right Now ...
30 Of The Best Movies On Netflix Australia Right Now September 2023: Reptile - Extraction 2 - Run Rabbit Run - The Mother - The Last Kingdom: Seven Kings Must Die.

Collider
The 50 Best Movies on Netflix Right Now (October 2023)
4 days ago — The 50 Best Movies on Netflix Right Now: See It Up (2019) - Far Play (2023-present); Love Is in the Air (2023) - Spy Kids: Armageddon (2023).

RNDR
30 MOST POPULAR MOVIES RIGHT NOW
1. Don't Look Up (2021), R (138 min) | Comedy, Drama, Sci-Fi; 2. The Last Daughter (2021), R | 92 min | Drama; 3. The 355 (2022); 4. Spider-Man: No Way Home (...



DEMANDSPHERE

Holistic SERP Monitoring

Visual Rank	# of Elements	Custom Extraction	Search Volume	NLP Analysis	Hotel Details	Organic Commerce
Sentiment	Ad Location	SERP Screenshots	Ad Presence	Video	Job Details	Related Products
Layout Shift	Locations	URL Screenshots	Ad Performance	Discussions & Forums	Howto	Shops
Scroll Depth	Reviews	Pixel Height	Co-Occurrence	Social	Review details	News
Pixel Depth	Merchant IDs	SERP Features	Competitor Performance	Knowledge Graph	PLA	News Details
CTR Modeling	Business Titles	Search Intent	Competitor Discovery	SERP Feature Interiors	Text Ads	Price & Currency
Ad Copy	Ranking URLs	Keyword Clusters	Share of Voice	FAQ	People Also Ask	Google vs. Bing
Suggested Keywords	Title, Meta, etc.	Topic Modeling	Visual Share of Voice	Flight Details	Refine this search	Buying Guide



DEMANDSPHERE

The AI Overview Landscape

Current status

- Initially appeared 20% of the time after Google I/O
- Large reduction after questionable results
- Currently less than 10% appearance in our datasets with preferred approach
- We predict another revision and increase down the road

Primary industries we monitor for AI0



DEMANDSPHERE

Move from “what happened?” to “why?”

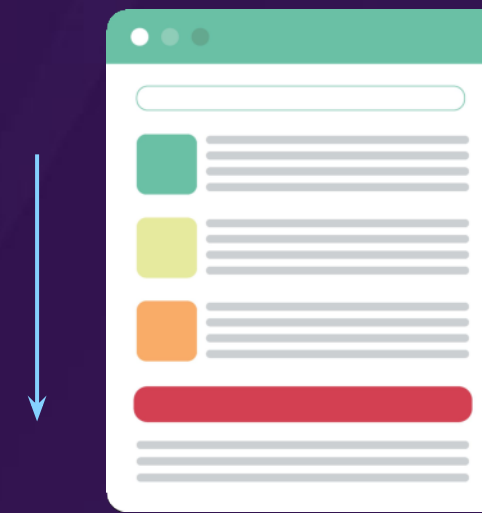
Four levels of SERP analytics



Rank Tracking
“10 blue links”



Share of Voice
SERP Features



Pixels & Visual Rank
Direct Impact on CTR

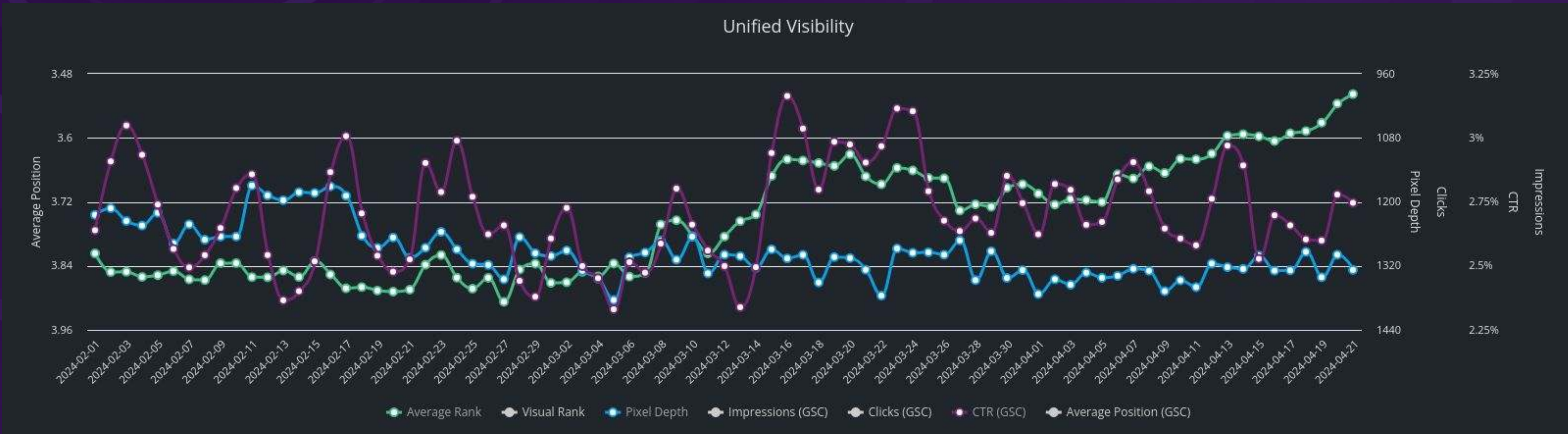


Complete Data
Shape of the SERP



DEMANDSPHERE

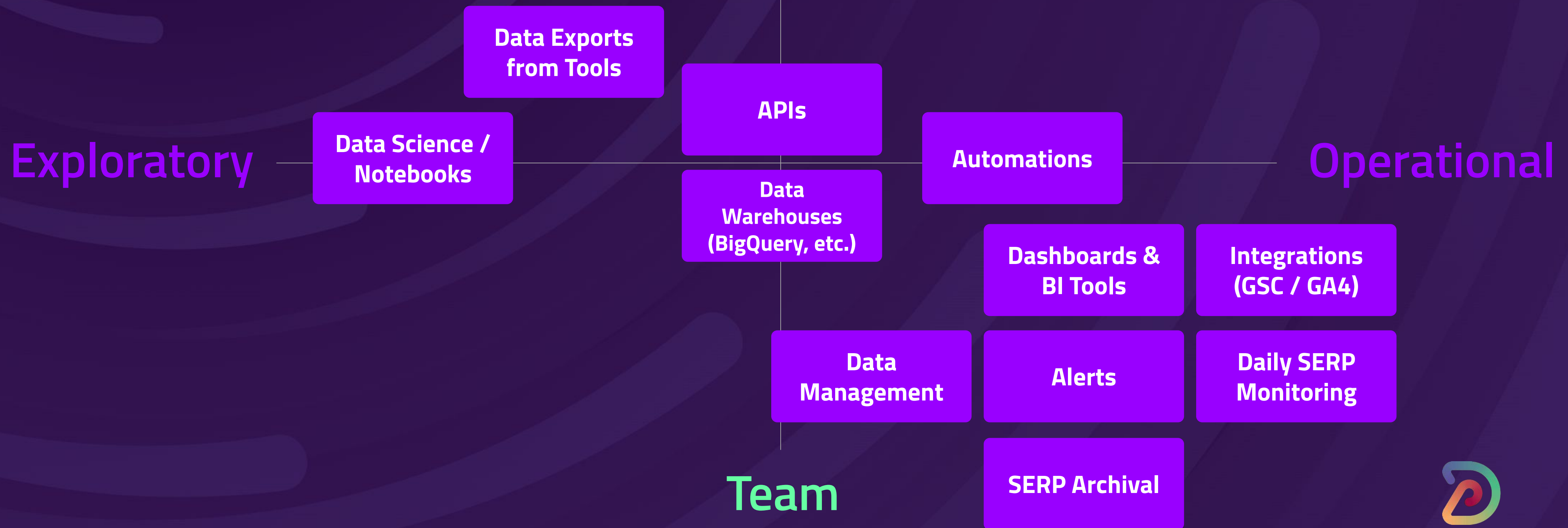
Pixels & CTR Impact



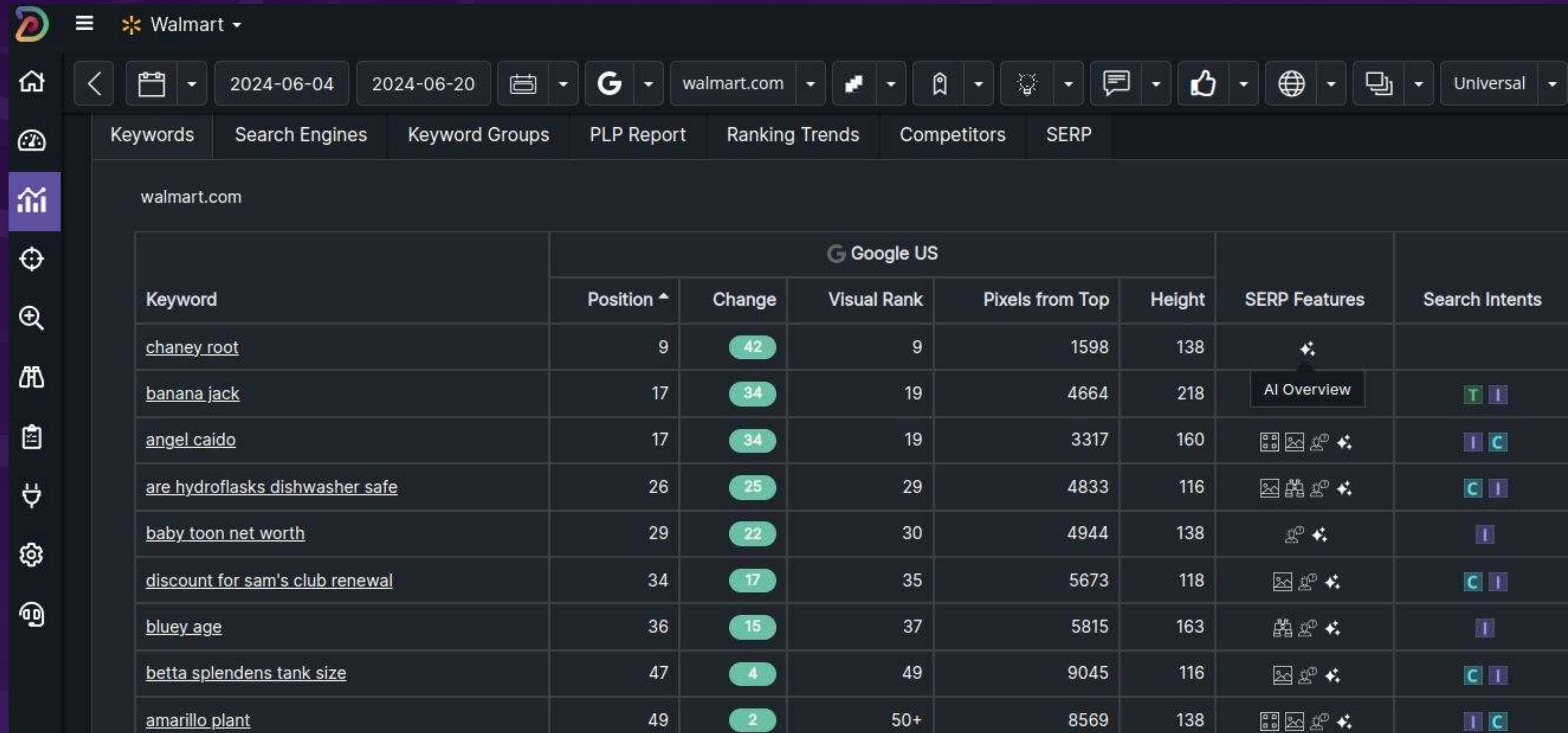
DEMANDSPHERE

SERP Analytics Workflows

Individual



Operational: daily SERP monitoring








walmart.com							
Keyword	G Google US					SERP Features	Search Intents
	Position ^	Change	Visual Rank	Pixels from Top	Height		
chaney root	9	42	9	1598	138		
banana jack	17	34	19	4664	218	AI Overview	T I
angel caido	17	34	19	3317	160		I C
are hydroflasks dishwasher safe	26	25	29	4833	116		C I
baby toon net worth	29	22	30	4944	138		I
discount for sam's club renewal	34	17	35	5673	118		C I
bluey age	36	15	37	5815	163		I
betta splendens tank size	47	4	49	9045	116		C I
amarillo plant	49	2	50+	8569	138		I C




Exploratory: SERP Rewind


The screenshot displays the DemandSphere SERP Rewind tool interface. At the top, the Walmart logo is visible. Below it, a date range is set from 2024-06-04 to 2024-06-20. The main search bar contains the keyword "banana jack". A navigation bar below the search bar includes tabs for SERP Rewind, Trends, Unified Visibility, SERPs, Landing Pages, LP History, Share of Voice, Top Domains SoV, Top Domains SoV (Trended), and SERP Feature Explorer. The SERP Rewind tab is active, showing a date of 2024-06-21 and a search engine icon (G). Below the navigation bar, the search results for "banana jack" are displayed. The results include a search bar with the keyword, filters for All, Images, Shopping, Videos, Maps, and More, and a list of related terms: Strain, Cocktail, Where to buy, Vs plug, and Adapter. The AI Overview section provides a definition: "A banana jack is a single-wire electrical connector that joins wires to equipment. They are also known as banana plugs and are used to carry low-frequency and DC signals. Banana jacks are commonly used in multimeters and power supplies, but they are also used in many other fields, including: Industrial instruments, Teaching instruments, Power tests, Radio models, Medical instruments, Automobile tests, and Audio equipment." Below the AI Overview, there are two product listings: "Amazon.in Banana Jack Plug Connector" and "Pomona Electronics Banana Plugs and Jacks".


Data Science Workflows


 **demandsphere-datascience** Private

 Edit Pins  Unwatch 4  Fork 0  Star 0


 main  1 Branch  0 Tags


 Add file


 Code


About 


Jupyter notebooks and other tools using the DemandSphere APIs as part of the Data Science with Python for SEO course by Elias Dabbas.


 Readme


 Activity






 Custom properties




 0 stars

 4 watching

 0 forks

 7 Commits

 .gitconfig	Initial version of notebook using v312 API. Included pan...	3 weeks ago
 .gitignore	Initial commit. Requirements, notebook creation, and .gi...	3 weeks ago
 README.md	simplified api key management and startup / setup setti...	3 weeks ago
 demandsphere-datascience.ipynb	v5 endpoint and some basic dataframe conversion / clus...	11 minutes ago
 requirements.txt	Initial version of notebook using v312 API. Included pan...	3 weeks ago

 README  

DemandSphere Data Science with Python for SEO Notebook

Setup and Running Jupyter Notebook

This project uses a custom Jupyter configuration to enhance security and reproducibility. Follow these steps to set up and run the notebook:

Prerequisites

- Python 3.7 or higher


Releases

No releases published
[Create a new release](#)

Packages

No packages published
[Publish your first package](#)

Languages

-  Jupyter Notebook 100.0%

Data Science Workflows

Jupyter

demandsphere-datascience

Last Checkpoint: 1 hour ago

File

Edit

View

Run

Kernel

Settings

Help

Trusted

+

✂

📄

📄

▶

■

↺

↻

▶▶

Code

▼

JupyterLab

Python 3 (ipykernel)

DemandSphere Data Science Notebook

We're proud to be a part of the [Data Science with Python for SEO](#) course, produced by Elias Dabbas. Elias is well-known in the SEO community for creating and maintaining the excellent [Advertools Python library](#).

From the DemandSphere side, we have provided a free Starter account for 3 months, which will also include API access.

In order to access the API, you'll need to have signed up for your DemandMetrics account. DemandMetrics is our flagship platform which includes a variety of features including large-scale rank tracking / SERP monitoring, and more.

Once you have signed up and received your API key, you can access the API documentation in our [Help Center](#) (must be logged into DemandMetrics).

There are currently [two versions of our API](#):

- v3.1.2: this is our legacy API and is well-supported
- v5: this is our new API and is currently in beta status. It is still a little rough but we are actively improving it and if you run into issues, let us know and we will address them as soon as we can.

API Key

In the README of the GitHub repository hosting this notebook, you should have your local copy of the repository set up.

```
[3]: # Get API key from your DemandMetrics account and paste it here.

# Be sure to delete your API key before saving this file or committing this notebook to a repository!

api_key = ""
```

That should have loaded the API key, we can test it with showing a masked version of the key (last four characters):

```
[4]: print(f"API Key: {'*'*(len(api_key)-4)}{api_key[-4:]}")

API Key: *****ff5d
```

You should have gotten a valid API key (masked) there. If not, stop and ask one of us for help before you proceed to the next section.

SERP Intelligence - data pipelines to BigQuery



Shopping Ads

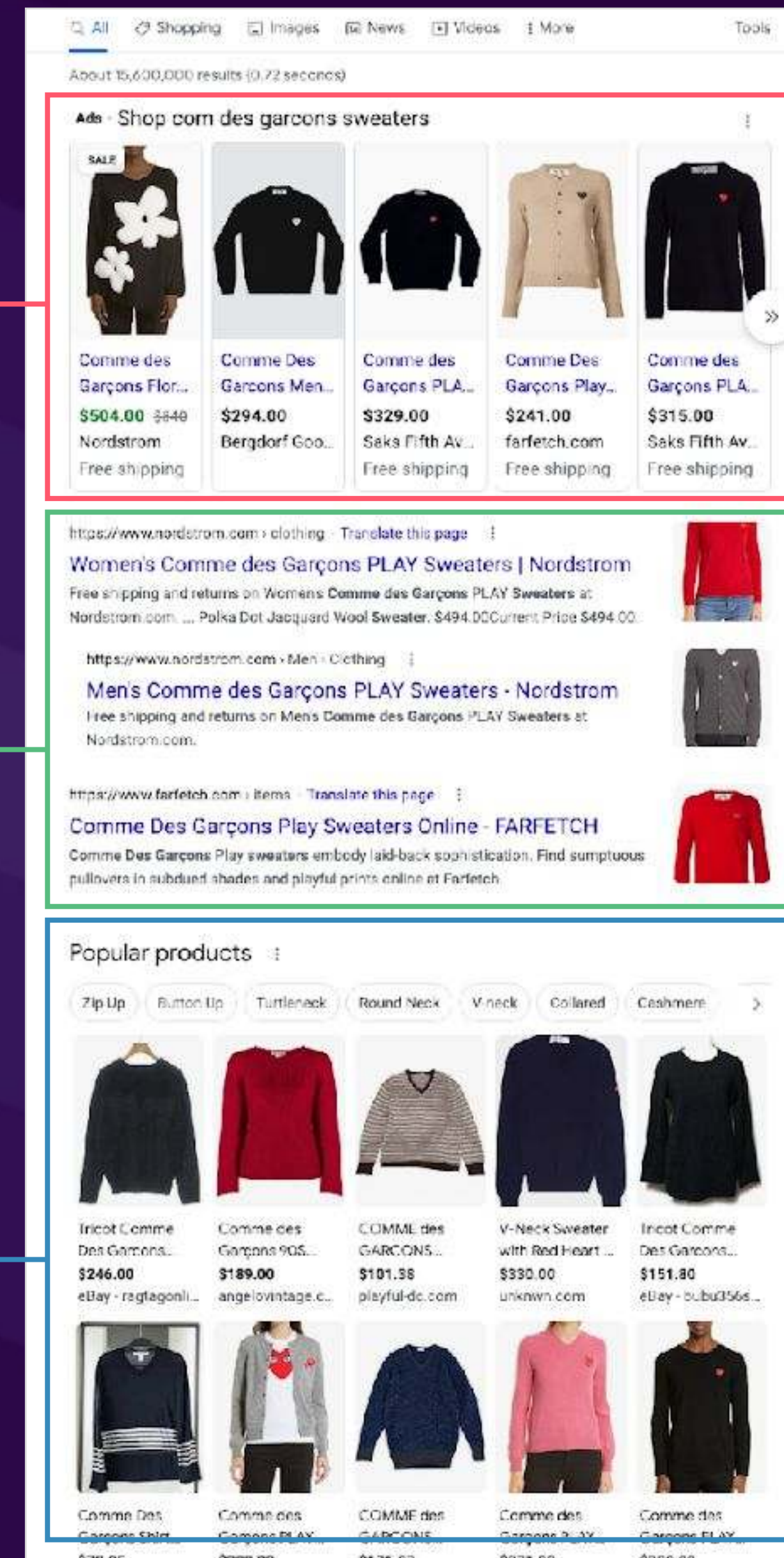
- Position (order of items)
- Product Name
- Price
- URL
- Pixel Data

Organic Results

- Organic Position
- Visual Position
- Title
- Meta Description
- Product URL
- Pixel Data

Popular Products

- Position (order of items)
- Product Name
- Price
- URL
- Pixel Data



Combine exploratory and operational workflows

Google Cloud

Lyst

Search (/) for resources, docs, products, and more

Search

Explorer

+ ADD

<

Search BigQuery resources

Viewing resources.

SHOW STARRED ONLY

Queries

(Classic) Queries (10)

Project queries

Ads Top

Google Shopping Ads

Local Pack

News

Organic Results

People Also Ask

Popular Products

Related Search

Twitter

Video

Notebooks

Data canvases

External connections

SUMMARY

Organic Results

lyst-406213

Visibility project

sintel

QUERY

SHARE

COPY

SNAPSHOT

DELETE

PREVIEW

INSIGHTS

PREVIEW

Filter Enter property name or value

Field name	Type	Mode	Key	Collation	Default Val
results	RECORD	REPEATED	-	-	-
total_count	INTEGER	NULLABLE	-	-	-
target_url	STRING	NULLABLE	-	-	-
search_url	STRING	NULLABLE	-	-	-
search_phrase	STRING	NULLABLE	-	-	-
search_engine_global_key	STRING	NULLABLE	-	-	-
search_domain	STRING	NULLABLE	-	-	-
organic_results	RECORD	REPEATED	-	-	-
groups	STRING	REPEATED	-	-	-
fetching_time	DATETIME	NULLABLE	-	-	-
device	STRING	NULLABLE	-	-	-
date	DATETIME	NULLABLE	-	-	-
additional_universal_elements	RECORD	NULLABLE	-	-	-

EDIT SCHEMA

VIEW ROW ACCESS POLICIES

Job history

*Untitled query

*Organic ... Its

+

+

Organic Results

RUN

SAVE QUERY (CLASSIC)

SHARE

Query completed.

```
1 SELECT
2   search_phrase,
3   search_engine_global_key,
4   rank,
5   description,
6   title,
7   domain,
8   url,
9   yaxis,
10  height
11 FROM `lyst-406213.your_world_of_fashion_lyst_uk_serp_intel_daily.sintel`,
12      UNNEST(results),
13      UNNEST(organic_results)
14 WHERE search_engine_global_key = "google_uk" #AND domain LIKE "%nike%"
15 ORDER BY search_phrase ASC, rank ASC
```

Query results

SAVE RESULTS

EXPLORE DATA

JOB INFORMATION

RESULTS

CHART

JSON

EXECUTION DETAILS

EXECUTION GRAPH

Row	search_phrase	search_engine_global_key	rank	description
1	adidas by stella mccartney	google_uk	1	adidas by Stella McCartney combines iconic sportswear with the vision and creativity of one of the world's most forward-
2	adidas by stella mccartney	google_uk	1	adidas by Stella McCartney combines iconic sportswear with the vision and creativity of one of the world's most forward-
3	adidas by stella mccartney	google_uk	1	adidas by Stella McCartney combines iconic sportswear with the vision and creativity of one of the world's most forward-
4	adidas by stella mccartney	google_uk	1	adidas by Stella McCartney

Results per page: 50 1 - 50 of 2029821

REFRESH

Pre-built queries in SI to accelerate use cases

[Help Center](#) [User Guide](#) [Changelog](#) [Get Support](#)

[Back to the DemandSphere platform](#) [English](#)

[How to use the Help Center](#)
[Getting Started](#) >
[DemandMetrics Concepts](#) >
[DemandMetrics Navigation](#) >
[SERP Intelligence](#) >
 [Overview](#)
 [\(SQL\) SERP Features](#)
 [\(SQL\) Organic](#)
 [\(SQL\) Utility](#)
[ProseVector](#) >
[API Docs](#) >

[SERP Intelligence](#) > [\(SQL\) SERP Features](#)

(SQL) SERP Features

Ads on Bottom Details - Inner Details

```
SELECT
  l1.search_phrase AS search_phrase,
  l1.search_engine_global_key AS search_engine_global_key,
  l2.url,
  l2.rank,
  l2.yaxis,
  l2.height,
  l1.additional_universal_elements.ads_on_bottom_details.position,
  l1.additional_universal_elements.ads_on_bottom_details.own_domain_number,
  l1.additional_universal_elements.ads_on_bottom_details.appearance
FROM
  `[table-name]`,
  UNNEST(results) AS l1,
  UNNEST(l1.additional_universal_elements.ads_on_bottom_details.inner_details) AS l2
WHERE
  l1.search_engine_global_key IN ('[search_engine]');
```

Ads On Bottom Pixels Data

```
SELECT
  DISTINCT(search_phrase),
  search_engine_global_key
FROM
  `[table-name]`,
  UNNEST(results),
  UNNEST(additional_universal_elements.ads_on_bottom_details.inner_details) AS test
WHERE
```

[Ads on Bottom Details - Inner Details](#)
[Ads On Bottom Pixels Data](#)
[Ads On Top Details - Inner Details](#)
[Ads On Top Pixels Data](#)
[Answerbox Details - Inner Details](#)
[Answerbox Pixels Data](#)
[Beta Images](#)
[Buying Guide](#)
[Descriptions](#)
[FAQ](#)
[Faq Details - Inner Details](#)
[Flight Details - Inner Details](#)
[Hotel Details - Inner Details](#)
[Jobs Details - Inner Details](#)
[Recipe Details - Inner Details](#)
[Shopping Ads Details - Inner Details](#)
[Shopping Pixels Data](#)
[Home Service Ads Details - Inner Details](#)
[Inside Snippets - Faq Details](#)
[Inside Snippets - Howto Details](#)
[Inside Snippets - Review Details](#)
[Inside Snippets - Site Links Details](#)
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[Interesting Finds](#)
[Knowledge Panel - Inner Details](#)
[Knowledge Panel - Inner Details - Product Details](#)
[Knowledge Panel - Inner Details - Product Details - Ads Data](#)
[Knowledge Panel - Reservation](#)

Where can we go from here?

- Build custom analytics and data pipelines
- Convert Jupyter notebooks to deployable Python automations
- Integrate data warehouse queries into Jupyter notebooks to sync exploratory and operational data
- Combine crawl data from Advertools and Knowledge Graph data from Wordlift
- And more...



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