

10/11 APRIL 2025 | BRIGHTON

**brightonSEO.**  
*United Kingdom*



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**ATP AUTOTEILE**

Beyond the basics:  
the real value of GSC  
data in BigQuery



# Setup, basics + schema: not part of my session!

- ↘ **Step-by-step set up guide** -> [Google Webmasters Article](#)
- ↘ **Schema and table reference** -> [Google Webmaster Article](#)
- ↘ **BigQuery to GSC 101 video** -> [MeasureFest 2023 - Paul Andraus](#)
- ↘ **More details and good advice** -> [brightonSEO 2024 - Marco Giordano](#)



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2M+ indexed URLs

900K products

500 categories - 1000 brands



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2.5M relevant keywords  
50M potential searches per month



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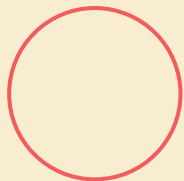
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**History, Granularity, Accuracy, Coverage...**



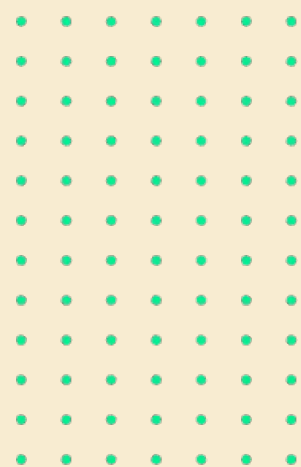


**A study  
revealed that**

**> 91%**



**of all search queries are  
long-tail keywords.**



\* backlinko study: we analyzed 306M keywords



[www.alikilic.co](http://www.alikilic.co)



@eyuepalikilic

BRIGHTON SEO  
Brighton 2025



Your **insights** are only as  
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# Your **insights** are only as good as your **questions!**



What **action** you can derive from your query results?





# Your **insights** are only as good as your **questions!**



Is this query answering a **strategic** or **operational** problem?





# Your **insights** are only as good as your **questions!**



Is this an information I need **daily, weekly, monthly?**





# Your **insights** are only as good as your **questions!**

- ↘ **What action you can derive from your query results?**

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- ↘ **Is this query answering a strategic or operational problem?**

---
- ↘ **Is this an information I need daily, weekly, monthly?**

---



# 1. Parameterised queries

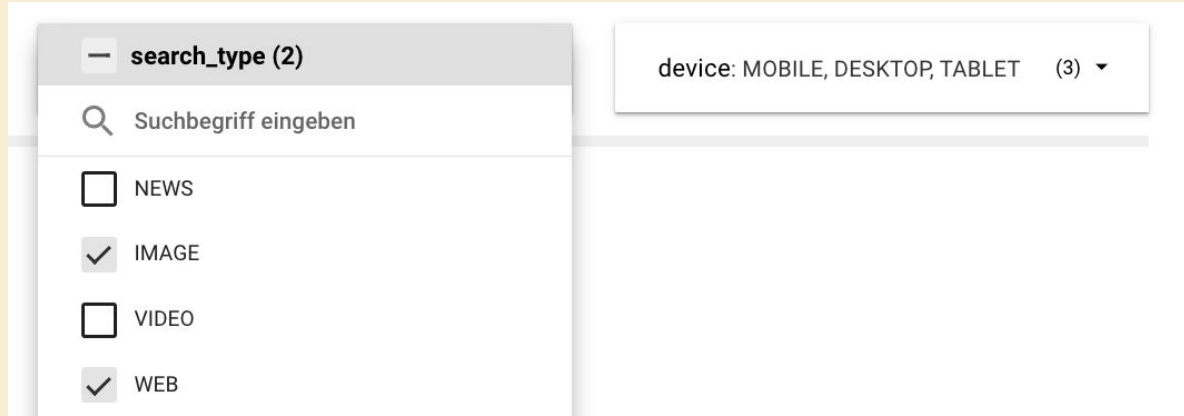


Check how different **segments** perform

```
1 SELECT data_date, SUM(clicks) AS click_count
2 FROM `searchconsole.searchdata_site_impression`
3 WHERE device in unnest(@device) AND search_type in unnest(@search_type)
4 GROUP BY data_date) AS current_week
```



# 1. Parameterised queries



Immediately adjust **results** based on selection



## 2. Custom calculations



**Perfect for regularly used GSC  
Performance Tab views**

- ↘ **Is the performance trend positive/negative?**

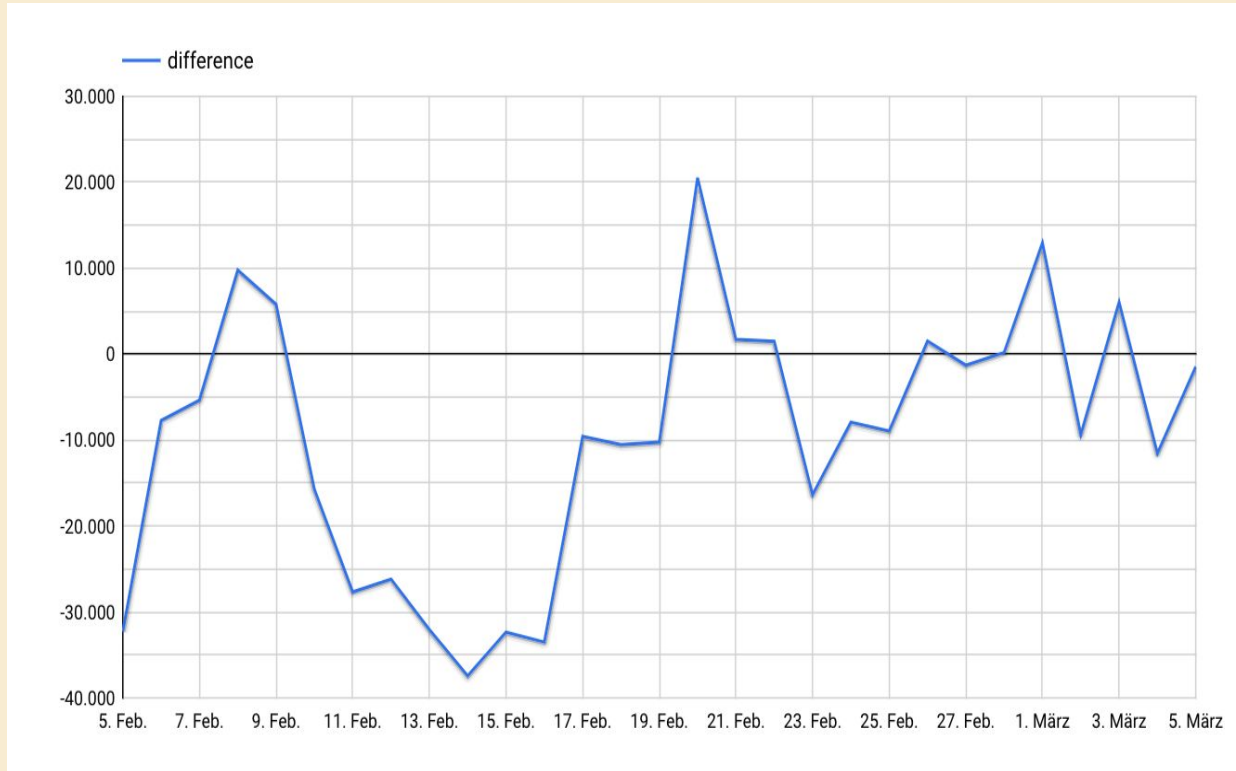
---
- ↘ **On which days/weeks I see peaks/drops?**

---
- ↘ **How are page segments contributing to increases/decreases?**

---



# 2. Custom calculations





# 3. Segmentation queries

## Track your page segments



```
SELECT
  SUM(clicks) as clicks,
  SUM(impressions) as impressions,
  data_date,
  CASE
    WHEN CONTAINS_SUBSTR(url, "de/oe") AND NOT CONTAINS_SUBSTR(url, "utm_") THEN 'oe_segment'
    WHEN CONTAINS_SUBSTR(url, "/product/") THEN 'product_segment'
    WHEN CONTAINS_SUBSTR(url, "/b-") THEN 'brand_segment'
    WHEN CONTAINS_SUBSTR(url, "/n-") THEN 'categories_segment'
    ELSE 'global_data'
  END AS segment
FROM `searchconsole.searchdata_url_impression`
GROUP BY category, data_date
```



# 3. Custom calc + segmentation



## Enjoy the flexibility of raw data

↘ CASE ctr > 0,01 THEN “low\_ctr” ... **map metrics**

---

↘ CASE last\_click >= 6 THEN “dead\_page”...**map timings**

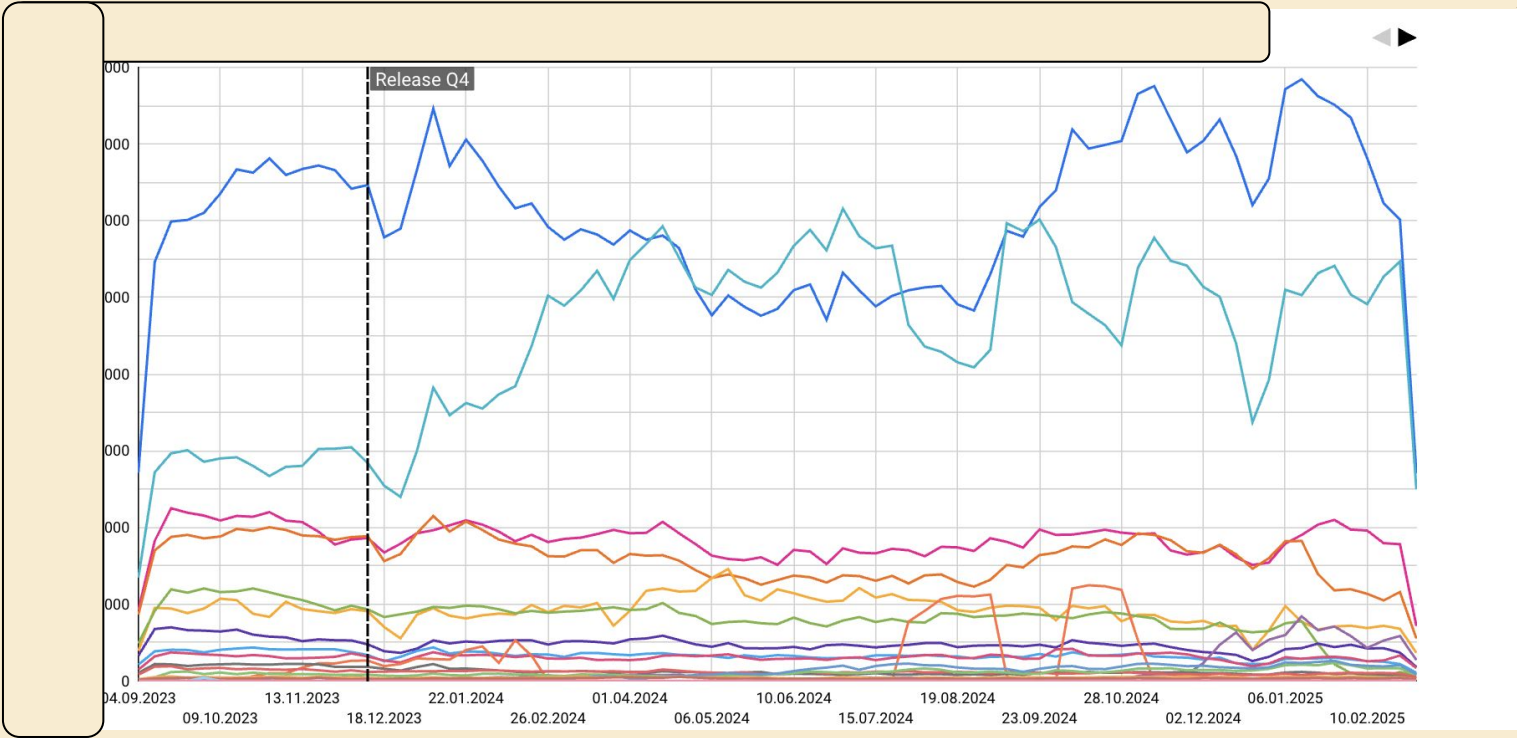
---

↘ CASE kw\_count\_per\_url >= 10 THEN “broad”...**map importance**

---



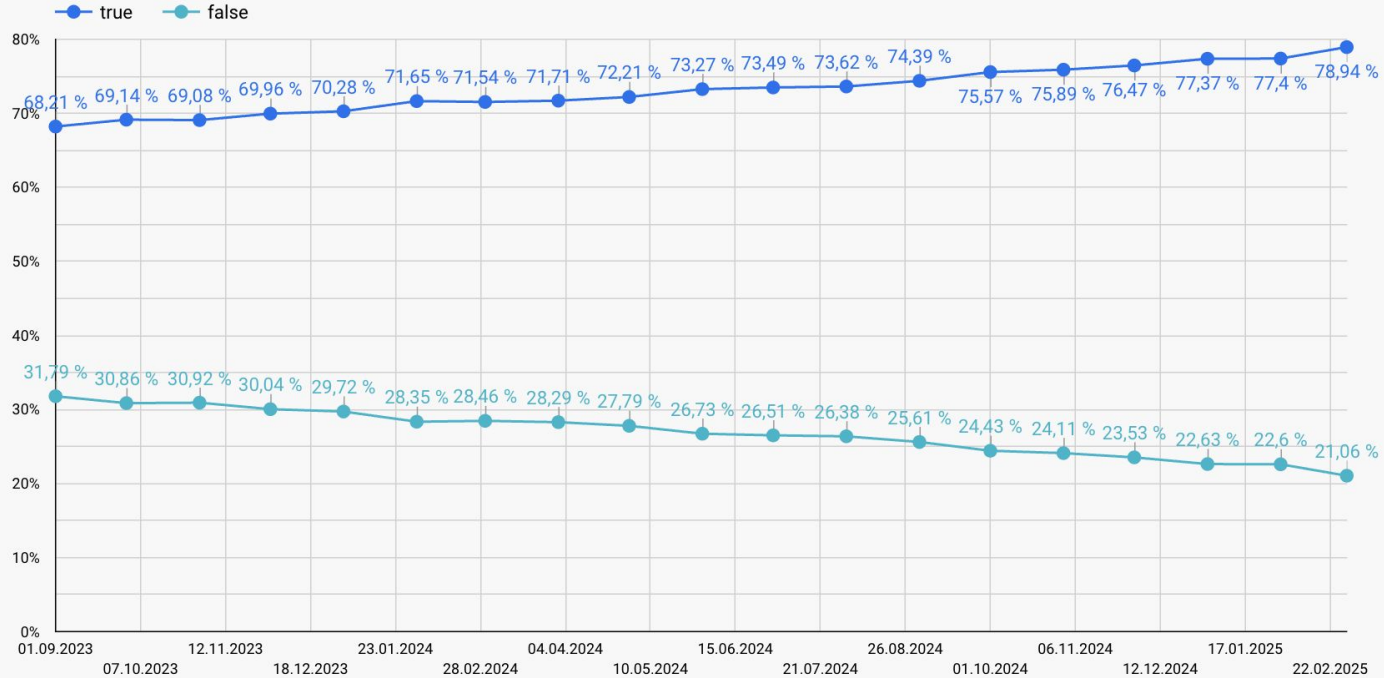
# 3. Segmentations



# 4. Historic queries



(Non)-anonymized click share:



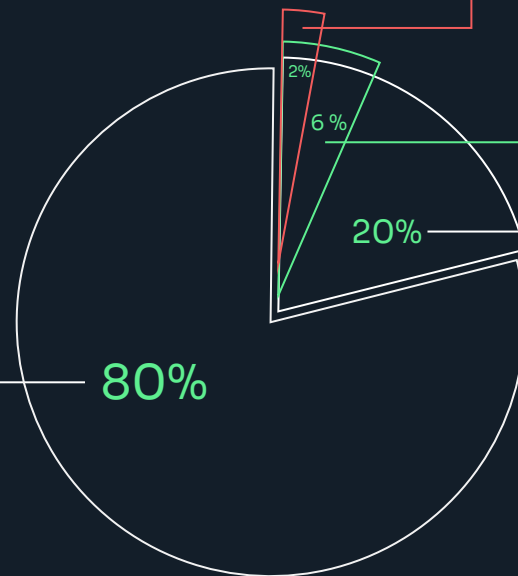
# “Hey Google”, where are my keywords?

Anonymised queries

Queries in GSC UI

Queries in API

Queries in BQ



\* study is in-house: 4 properties over 21 months



# 5. Multiple table queries



```
WITH
  de_data AS (
    SELECT
      sum(clicks) as de_clicks,
      data_date,
      site_url
    FROM `searchconsole.searchdata_site_impression`
    GROUP BY site_url,data_date
  ),
  at_data AS (
    SELECT
      sum(clicks) as at_clicks,
      data_date,
      site_url
    FROM `searchconsole_at_shop.searchdata_site_impression`
    GROUP BY site_url,data_date
  )
  ...
```



# 5. Multiple table queries



## Holistic view on all markets

- ↳ Monitor **market contribution** to global SEO performance
- ↳ Overall **cumulative** SEO performance
- ↳ Detect **shifts** and immediate **comparison** of trends



# 6. Forecasting with ML



## Ensure that trends are not seasonal

- ↘ Is the decrease/increase in performance **expected**?
- ↘ Are you outperforming the “normal” **growth rate**?
- ↘ Detect/communicate changes **before they happen!**





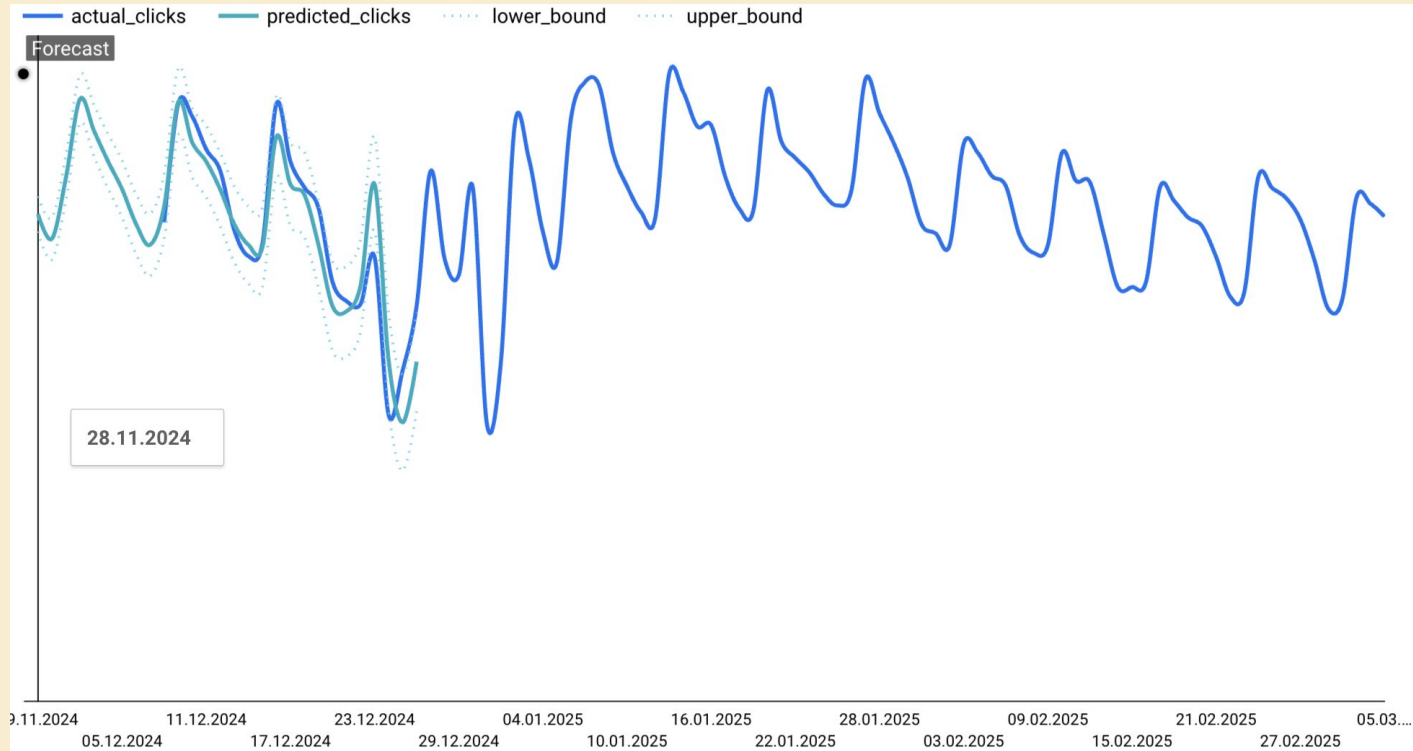
# 6. Forecasting with ML



```
CREATE OR REPLACE MODEL `searchconsole.clicks_forecast_model`  
OPTIONS(  
  model_type='ARIMA_PLUS',  
  time_series_timestamp_col='date',  
  time_series_data_col='clicks',  
  auto_arima = TRUE,  
  data_frequency = 'DAILY',  
  horizon = 28,  
  holiday_region = 'DE'  
) AS  
SELECT  
  date,  
  clicks  
FROM  
  `searchconsole.searchdata_site_impression`  
WHERE  
  date >= DATE_SUB(CURRENT_DATE(), INTERVAL 1 YEAR);
```



# 6. Forecasting with ML



# 7. SERP features / channel



```
SELECT sum(clicks) as clicks,data_date,
CASE
  WHEN is_product_snippets THEN "Product Snippet"
  WHEN is_page_experience THEN "Page Experience"
  WHEN is_video THEN "Video"
  WHEN is_anonymized_query THEN "Anonymised"
  WHEN is_merchant_listings THEN "Merchant Listings"
  WHEN is_organic_shopping THEN "Organic Shopping"
ELSE "Other"
END AS feature
FROM `searchconsole.searchdata_url_impression`
GROUP BY feature, data_date
```



# 7. SERP features / channel queries



## Track each feature, SEO channel

- ↘ How is **image, video, news** etc. evolving?

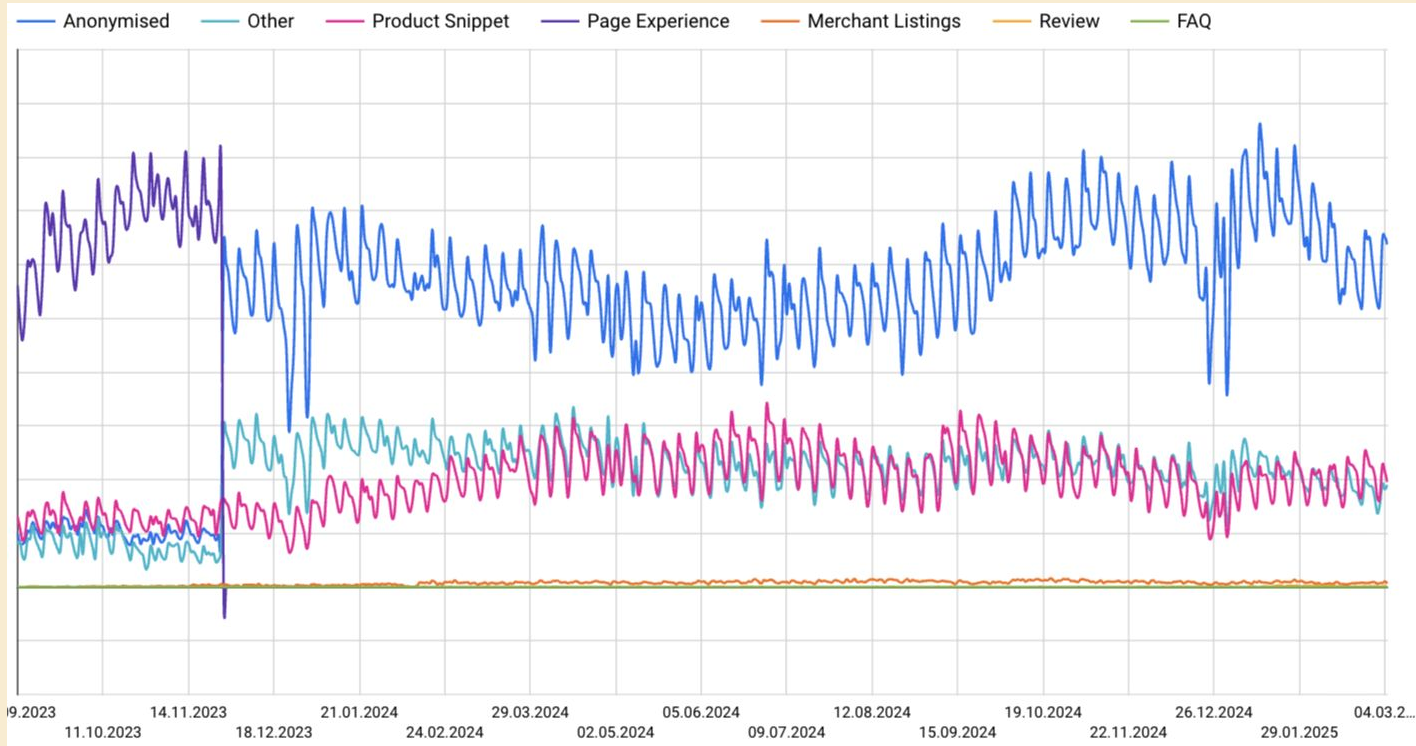
---
- ↘ Which URL types/keywords are **performing** in which **features**?

---
- ↘ For which features you can **improve**?

---



# 7. SERP feature / channel queries



# Sources:



[alilikic.co/gsc\\_bq\\_queries](https://alilikic.co/gsc_bq_queries) for the queries

[alilikic.co/](https://alilikic.co/) for the slides

for the questions...me!



# Questions:



**Eyüp Alikilic**

Team Lead SEO @ ATP Autoteile

 alilikilic.co – visit my homepage

 LinkedIn – drop me a message



# Thank You



and now go looking for  
gold in your data!

Check [seopott.com](https://seopott.com) for our local SEO  
meetup near Bochum!

