A STUDY ON SERPSTACK REAL-TIME GOOGLE SEARCH API

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To Dr. Supreet kaur sahi (assistant professor)

Abstract

This paper will re-examine the specs, access, and available API endpoints in great depth. At the underside of the page, you will find code samples in an exceedingly sort of programming languages. Please contact serpstack Customer Service if you've got any technical questions that haven't been answered. Access key, parameters, and objects are a number of the terms employed in this text. Keywords

1   Introduction

The serpstack API was created to permit for real-time and large-scale scraping of Google SERP data. the straightforward HTTP GET URL structure takes only some minutes to line up, and therefore the results are returned in JSON or CSV. The majority of individuals give some thought to themselves after they search the web. we all know what we're searching for and the way to locate it in most cases. it is a lot of fun to work out how people use the net.

Fortunately, determining what individuals view after they search the web is much more easy than asking many people if they recall what they clicked on. With serpstack, you'll quickly learn the way search results function across multiple search engines with just some lines of code. Let's have a glance at what serpstack means before we get into how it works.

The abbreviation SERP stands for computer program Results Page. this can be what you see once you use a pursuit engine like Google to seem up a specific term. In a nutshell, serpstack searches for a question so scrapes the results page. you'll then use the information in an exceedingly sort of ways with the serpstack API. this might mean merely displaying the findings, or processing them and visualising them with additional APIs or libraries. The company behind serpstack incorporates a lot of experience making APIs for businesses and developers that are simple to use. Serpstack API is required: Search is increasingly individualised nowadays, albeit it varies looking on which computer program you utilize. Google, as an example, adjusts its search results supported factors like previous searches. This makes determining what people view for a specific search query   challenging.

A SERP API may be really useful during this situation. you'll be able to use many search engines to seem for a phrase, making it appear as if the request came from other devices or maybe countries. Because a site's ranking on a results page is anything but static, SERP APIs like serpstack are often very useful.

```
https://api.serpstack.com/search?
access_key=YOUR_ACCESS_KEY&query=
YOUR_SEARCH_QUERY
```

For example, you want to get the SERP data for query McDonalds then execute the following API request.

```
https://api.serpstack.com/search?
access_key=YOUR_ACCESS_KEY&query=
mcdonalds
```

These are subject to frequent alteration. You may use it to stay track of your own websites, for instance.Other tools will show you your ranking, but serpstack will show you what's above and below your site. you will monitor how your competitor is trending above or below your site after measuring the outcomes for a period of your time. If you're functioning on a marketing campaign, this kind of API will are available in handy. Other tools can facilitate your understand how sites rank for specific terms, but serpstack may also show you what these sites are showing to draw in potential visitors.

Everything from the search results, including advertising, organic results, local maps, local results, knowledge graph, and so on, will be included in the JSON response of the aforementioned request.

2 How to use Serpstack API

The Serpstack API is very simple to use. The simple HTTP GET URL structure takes only a few minutes to set up, and the result.are returned in JSON or CSV. Each user will be given a unique API access key after registering for an account. This key will be used to authenticate with the API using HTTP GET and access any of the endpoints that are available.
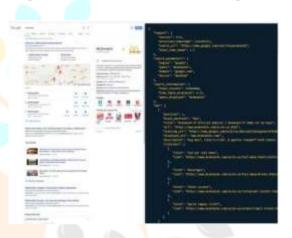
If you don't specify otherwise, the serpstack API will always give Google search results. Simply append the query parameter to the API's base URL and set it to a search query of your choice to query the API for Google search results.

3 Research Gap

We already have an API that retrieves data from external sources, but we're working on developing one that can fetch data from the browser server.Serpstack's results are generated by default using Google, although you're not confined to that search engine. Simply add the argument to the URL, followed by the engine you want to use, tochange the search engine serpstack uses.

The serpstack API allows you to adjust the search engine's perception of your location as well as the device that is conducting the search. You can alter the country you appear in, your language, and whether you're browsing on a computer or a mobile device using various settings.

Material Method

API Access Key & Authentication

Each user will be given a unique API access key after registering for an account. This key will be used to authenticate with the API using HTTP GET and access any of the available endpoints.

Simply append your API access key to the API's base URL using the access key argument to authenticate with the API.

Safeguard your key:

Please keep your API access key private and protected from third parties to prevent the illegal use of your account or API access. In your account dashboard, you can reset your access key immediately.

Serpstack's results are generated by default using Google, although you are not confined to that search engine. Simply add the engine parameter to the URL, followed by the engine you want to use, to change serpstack's search engine.

The Serpstack API lets you alter your search engine's thinking as well as which device is performing the search. You can modify the country in which it appears, your language, and whether you're browsing on a computer or a mobile device using various factors.

Google Search API

API Request & Parameters

If you don't specify otherwise, the serpstack API will always give Google search results. Simply append the query parameter to the API's base URL and set it to a search query of your choice to query the API for Google search results.

Example API Request:

Sign Up **to** Run **API** Requesthttps**:**//api.serpstack.com/search

? access_key = YOUR_ACCESS_KEY

& query = mcdonalds

API Response & Definitions

Your API return is heavily influenced by your search query and the parameters you use.

Below is an example API response for the query mcdonalds, which includes some of Google's most important response items. This section will go through each available response object in further detail.

Basic Response Objects:

Object	Description
request > success	Returns true if your API request has succeeded.
request > processed_timestamp	Returns the exact UNIX timestamp for when your API request was processed by the API.
request > search_url	Returns the exact search URL used for your API request.
request > total_time_taken	Returns the total processing time of your API request.
search_parameters > engine	Returns the name of the search engine used for your API request. (Default: google)
search_parameters > query	Returns the requested search query.
search_parameters > type	Returns the type of Google search used for your API request. Possible values are (default), images, videos, news, shopping
search_parameters > device	Returns the name of the device type used for your API request.
search_parameters > google_domain	Returns the Google domain used for your API request.
search_parameters > hl	Returns the content of the hl parameter sent along with your API request.
search_parameters > gl	Returns the content of the gl parameter sent along with your API request.
search_parameters > page	Returns the current page number as an integer.

Please note: The response objects above are part of the basic result set of the API. Right below are explained the other response objects are part of specific features of the API

Ad Results

Ads can be displayed either at the top of the search result or at the bottom of the search result.

The API response will come with an ads object, which contains all ads in the order they are shown in the search result, If Google returns any sponsored ads for your search query.

Response Objects:

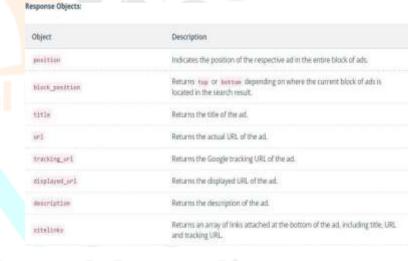| Object	Description
position	Indicates the position of the respective ad in the entire block of ads.
block_position	Returns top or bottom depending on where the current block of ads is located in the search result.
title	Returns the title of the ad.
url	Returns the actual URL of the ad.
tracking_url	Returns the Google tracking URL of the ad.
displayed_url	Returns the displayed URL of the ad.
description	Returns the description of the ad.
sitelinks	Returns an array of links attached at the bottom of the ad, including title, URL and tracking URL.

Image Results

There are two options images can be returned by the API which are as follows:

Option 1: Inline Images

These images are returned by the API within an inline_images array when doing a standard web search and images are provided by Google within the search results

Response Objects:

Object	Description
block_position	Returns the position of th
image_url	Returns the URL, leading t
url	Returns the website URL
title	Returns the title of the in

Option 2: Image Search

Images are returned as an image_results array, If images are searched specifically with the type parameter being set to images. The API returns 100 images by default if images are being searched specifically.

Conclusion :

SERPStack, in simple words can be used to find information for you in a quick, reliable and trustworthy manner. It's basically a scraping tool that is able to fetch results off a number of search options including result, image result, video result, news result.

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