

Google

Search Data Download Guide

Digital Prosumer Platform Data Tagging:

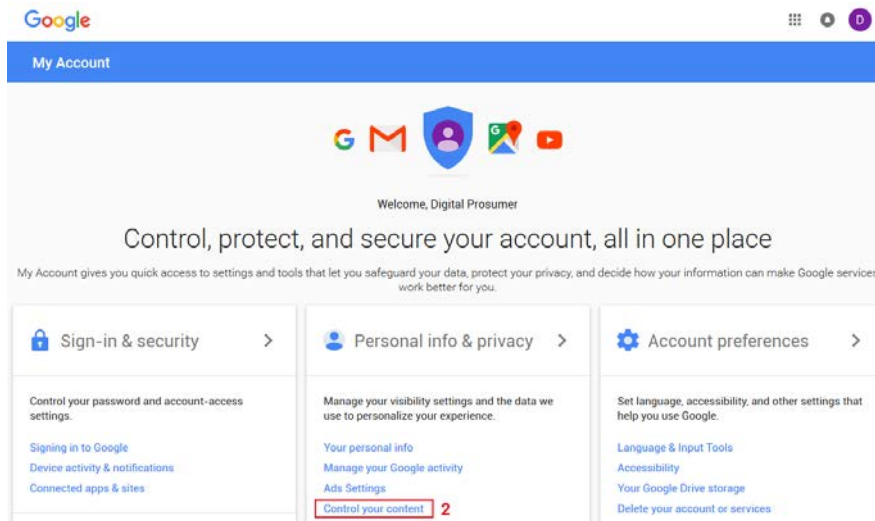
Category	Sub-Category	Supplier	Data	Format
Websearch & Browsing	Web Search	Google	Searches	.json

How do I download my Web Search data?

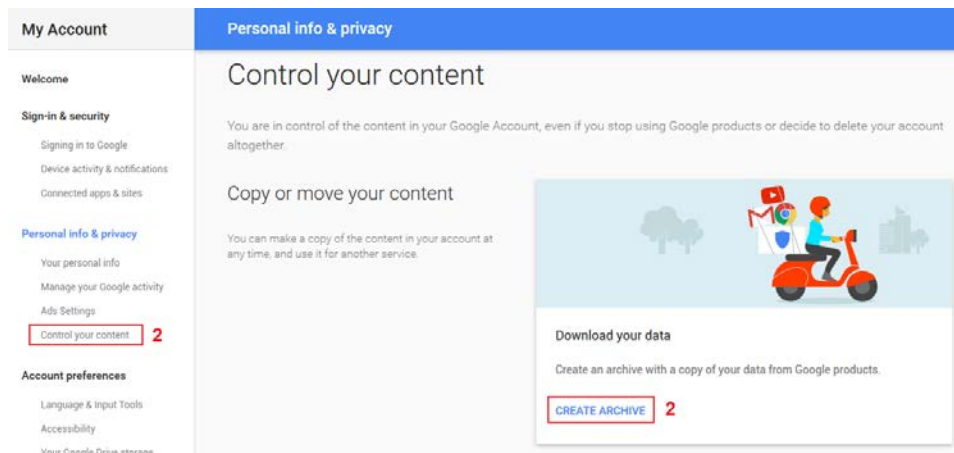
Google provides a data download service through which you can download your web searches (.json) directly.

PLEASE NOTE: you will need to have your search history turned on in your account to have any data recorded.

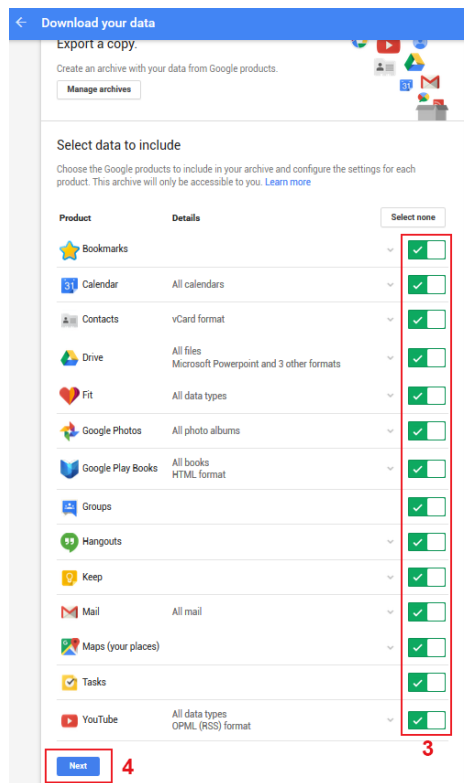
1. Go to <https://myaccount.google.com> and login to your account.
2. Select **Control Your Content** in the **Personal info & privacy** section.



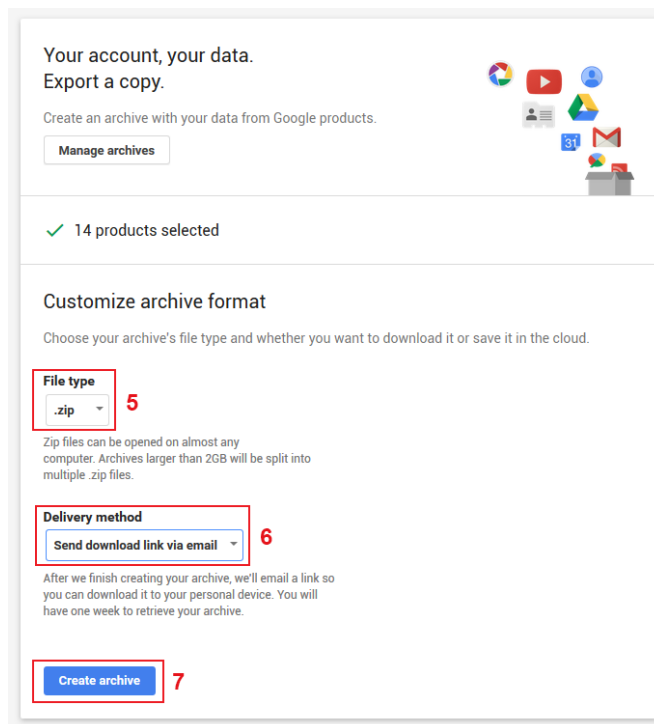
3. Scroll down or select **Control Your Content** on the left hand menu and click **CREATE ARCHIVE**.



4. Select the data types you would like to download and click **Next**. For this guide select **Drive**.



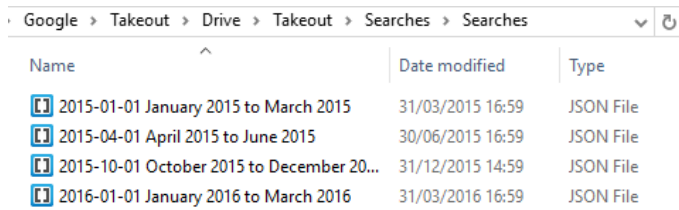
5. Select the **archive format** (zip for Windows, tgz/tbz for Linux or Mac).
6. Select the **location** of the download.
7. Click **Create Archive**.



8. Your download will be delivered according to the data sets you chose in step 4.
9. Once you have downloaded the file to your computer, extract the zip file.

Datasets:

The zip file will be organised into folders depending on the data you selected in Step 4 above (i.e. Google – Takeout – Drive - Takeout - Searches ...):



The screenshot shows a breadcrumb navigation path: Google > Takeout > Drive > Takeout > Searches > Searches. Below the path is a table with three columns: Name, Date modified, and Type. There are four rows of data, each representing a search history file for a specific time period.

Name	Date modified	Type
2015-01-01 January 2015 to March 2015	31/03/2015 16:59	JSON File
2015-04-01 April 2015 to June 2015	30/06/2015 16:59	JSON File
2015-10-01 October 2015 to December 20...	31/12/2015 14:59	JSON File
2016-01-01 January 2016 to March 2016	31/03/2016 16:59	JSON File

These are the files you will need to upload for your web searches.