FREE FIELD SHEET · Nº 178
ISSUED 17 NOV 2026

KEYWORD
FILTERS

SEARCH CONSOLE NEW FILTERS CHECKLIST

The branded, multimodal and multi-country filters now in the Search Analytics API

CHECKS	DO FIRST	PARTS	COST
14	3	5	Free



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On 16 November 2026 Google added three Search Console Performance report features to the Search Analytics API: branded queries, web multimodal data, and filters for several countries or devices in one request. They were only in the Search Console interface before. This checklist covers the exact fields, the limits Google lists, and what to check before these numbers go into a year-end report.

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/filters-178

PART 1 OF 5 — 2 CHECKS

What changed

☐ 1.1

Three Performance report features are now in the Search Analytics API.

Branded queries, web multimodal data, and multi-country and multi-device filters. Google says it's answering requests for custom reporting and automated workflows.

☐ 1.2

All three came to the Search Console interface over the past year.

The API update brings the same data to dashboards and automated reports, so you no longer need several requests or long brand-name regex lists.

PART 2 OF 5 — 3 CHECKS

Split branded from non-branded

☐ 2.1 DO FIRST

Check that your property gets branded data before you build on it.

Google's documentation says the data starts on 21 February 2026 and is only there for top-level properties with enough query and impression volume. For other properties the API returns no rows.

☐ 2.2 DO FIRST

Filter or group by the brandedClassification dimension.

The values are BRANDED and NON_BRANDED, and the only operator is equals.

COPY THIS

```
{"dimension": "brandedClassification", "operator": "equals", "expression": "NON_BRANDED"}
```

☐ 2.3

Pull the branded split and your query filters in separate requests.

The documentation says brandedClassification can't be combined with a query filter or query grouping in the same request.

PART 3 OF 5 — 3 CHECKS

Pull web multimodal data

☐ 3.1

Set type to webMultimodal.

It covers results from Google Lens, Circle to Search on Android and image uploads in Google Search.

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```
"type": "webMultimodal"
```

☐ 3.2

Use type, not searchType, in new code.

The documentation lists searchType as deprecated.

☐ 3.3

On bulk data export? Look for it in BigQuery too.

Google says multimodal data is also in BigQuery for properties with an active bulk data export.

PART 4 OF 5 — 3 CHECKS

Several countries or devices in one request

☐ 4.1 • DO FIRST

Use filterLists to filter by several countries or devices at once.

It sits inside a dimensionFilterGroups entry next to filters. A row matches if its value equals any value in the list. Countries are three-letter ISO 3166-1 alpha-3 codes; devices are DESKTOP, MOBILE and TABLET.

COPY THIS

```
{"dimension": "country", "expressions": ["DEU", "AUT", "CHE"]}
```

☐ 4.2

Don't filter the same dimension in both filters and filterLists.

The documentation says a single request can't do that.

☐ 4.3

Combine a region list with the branded split for regional brand reports.

Google's own example is tracking brand growth in specific regional hubs like EMEA, LATAM or DACH.

PART 5 OF 5 — 3 CHECKS

Before the year-end report

- [ ] 5.1

Say where the branded numbers start.

Branded data starts on 21 February 2026, so there's no full year-on-year comparison for it yet.

- [ ] 5.2

Note which numbers came from the new fields.

Readers comparing with last year's automated reports won't find branded or multimodal lines there.

- [ ] 5.3

Check the API reference for supported values and combinations.

Google points there for the full list.

WHERE `developers.google.com/webmaster-tools/v1/searchanalytics/query`

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

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2. https://developers.google.com/webmaster-tools/v1/searchanalytics/query