

A Simple Guide to Bing SEO

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The role of backlinks on Bing

- Links pointing to your site help Bing discover new pages on your site.
- Traditionally, it is also regarded as a signal of popularity. The site linking to your content is essentially telling Bing that they trust your content.
- These two types of backlinks that Bing absolutely favors:
 1. Organic links from relevant and trusted websites that drive real users to your site. Particularly, .edu, .org and .gov links strike gold on Bing.
 2. Bing favors links from old domains, as it considers age to be a sign of trust. This also makes Bing more susceptible to spam.
- Avoid the abusive kind of links. Stay away from reciprocal links, paid links, link schemes, links from hacked websites and the like.
- If you find spammy websites linking to your website, first try to take them down. If the webmaster of the linking website doesn't honor your request to pull a link, then you should [disavow the link here](#).

On-page stuff matters more: exact match domains, title tags and high-quality content

On-page aspects especially matter for ranking on Bing.

1. Exact Match Domains

- On Bing, when you search for “best swiss knives” the first result is from the domain “bestpocketknifetoday.com.” This signals traces of exact match domain as a key ranking factor. On Google, you won't find this result in the top 10.
- Now you don't need to buy a new exact domain just for ranking in Bing and Yahoo results. It's just one of those factors that you'll have to pass by.

2. Exact keyword usage matters in H1 and H2 title tags, as well as in your meta description

- Use the exact keywords in the Heading 1 and Heading 2 tags to improve your Bing rankings.
- You can use keywords naturally in your content, as much as possible.
- You should also sprinkle your keywords naturally in the alt tags and meta description.
- Also include a compelling title and meta description to lift your CTR. And, it will indirectly affect your rankings.

3. Write high-quality content

- To write high quality content, Bing wants you to:
 - ❑ Clearly mention the author of the content and state the source of your information,
 - ❑ Address the query in detail and ensure that it helps the users,
 - ❑ Format and present your content well, with a clear distinction between ads and your content.
 - ❑ To keep your website simple using text and HTML format, and create a richer experience for your readers, by peppering images and videos in your content.
 - ❑ Don't forget to add descriptive alt text to your images, to get that additional image search traffic.
- Bonus: Use schema markup on your website. It will help in raising the CTR of your search results.
- Here's the [Bing Markup Validator tool](#), to verify the markup that you've added to your pages.

Social media is a THING in Bing's algorithm

- Bing has officially stated that they use social shares to understand if a page is popular among users.
- If your content is shared widely by users, it sends positive signals to Bing.
- In the long run, your organic rankings might see an uptick, due to your social influence.

Leverage Bing Webmaster tools

If you haven't already, then set up your site inside the [webmaster tools](#).

- Sign up for a free account and add your website.
- Submit a sitemap and subscribe for alerts about your website.
- Verify your website, by placing an XML file on your web server or copying a meta tag to your website or adding a CNAME record to your DNS.
- Once verified, you'll see a dashboard with important details about how Bing sees your website.

- And, you can run your website through a suite of diagnostic tools, like the SEO Site Analyzer and Keyword Research tools.
- You can even ask the Bing bot not to crawl your website during the peak traffic times.

For a more thorough overview, read this detailed [guide on Bing webmaster tools](#).

Care about the user

- Before you create content, perform keyword research and understand the intent behind the search query.
- Modify your on-page keywords and SEO, only where it makes sense – not just for ranking higher in Bing.
- If a search query is local, then make sure that you get a well-optimized Bing Place local business listing, using [Bingplaces](#).
- Also a good design, site speed and clean navigation are also important. They will contribute towards upping your Bing rankings.