

SEO for Bing

What's Important? What's Not?



Christi Olson
Head of Evangelism, Search

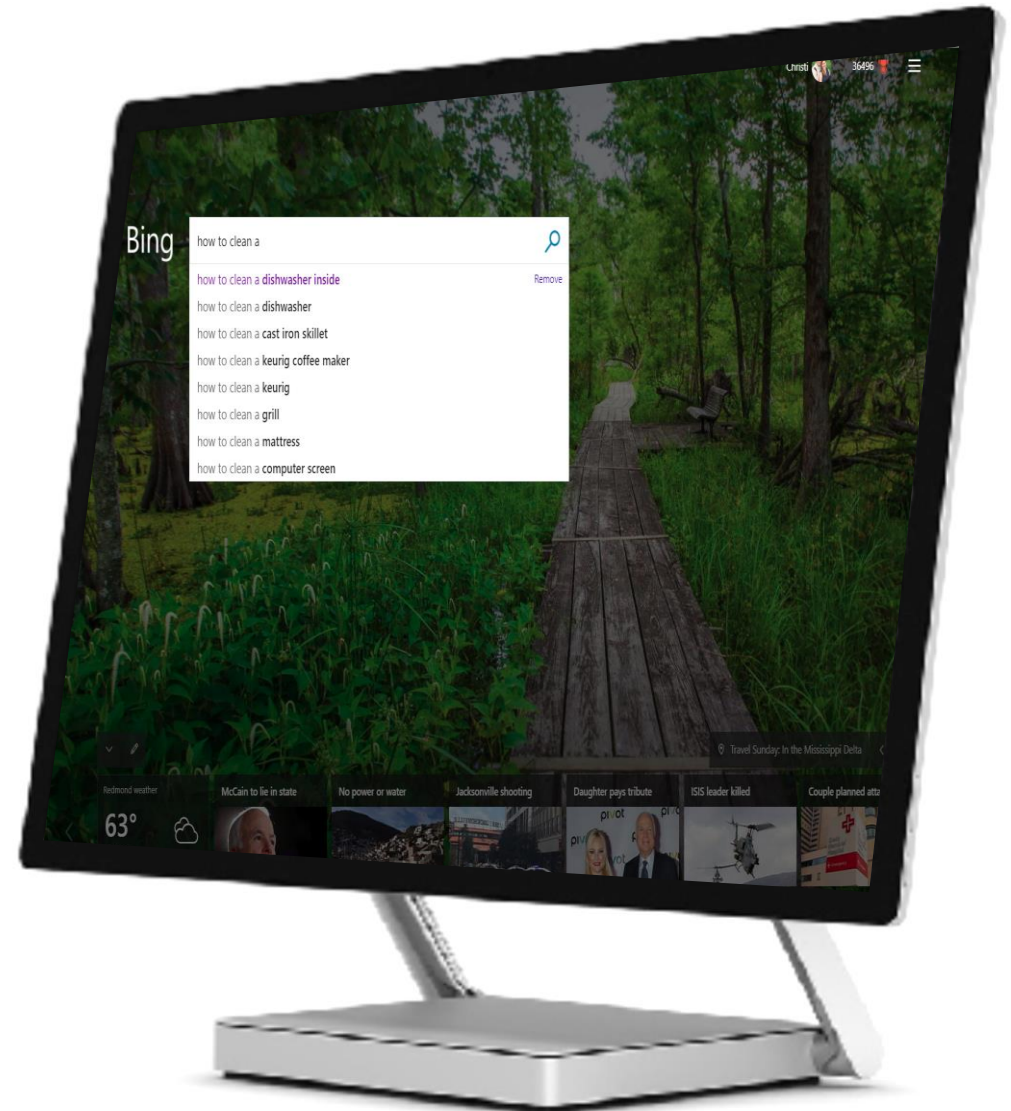


What is the goal of the search engines?



What is the goal of the search engines?

Provide searchers with
timely, relevant results,
that they can **trust** to
answer their search queries.



What is SEO?

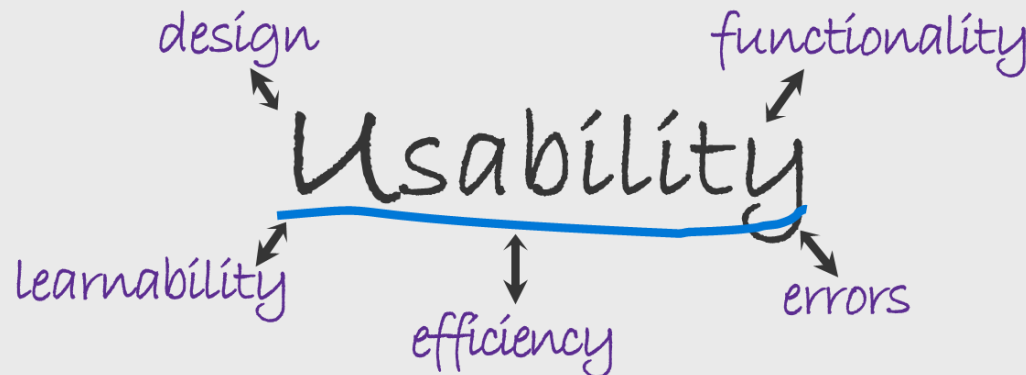
What it is...

The process of improving a website to make it more relevant to searchers and the search engines.

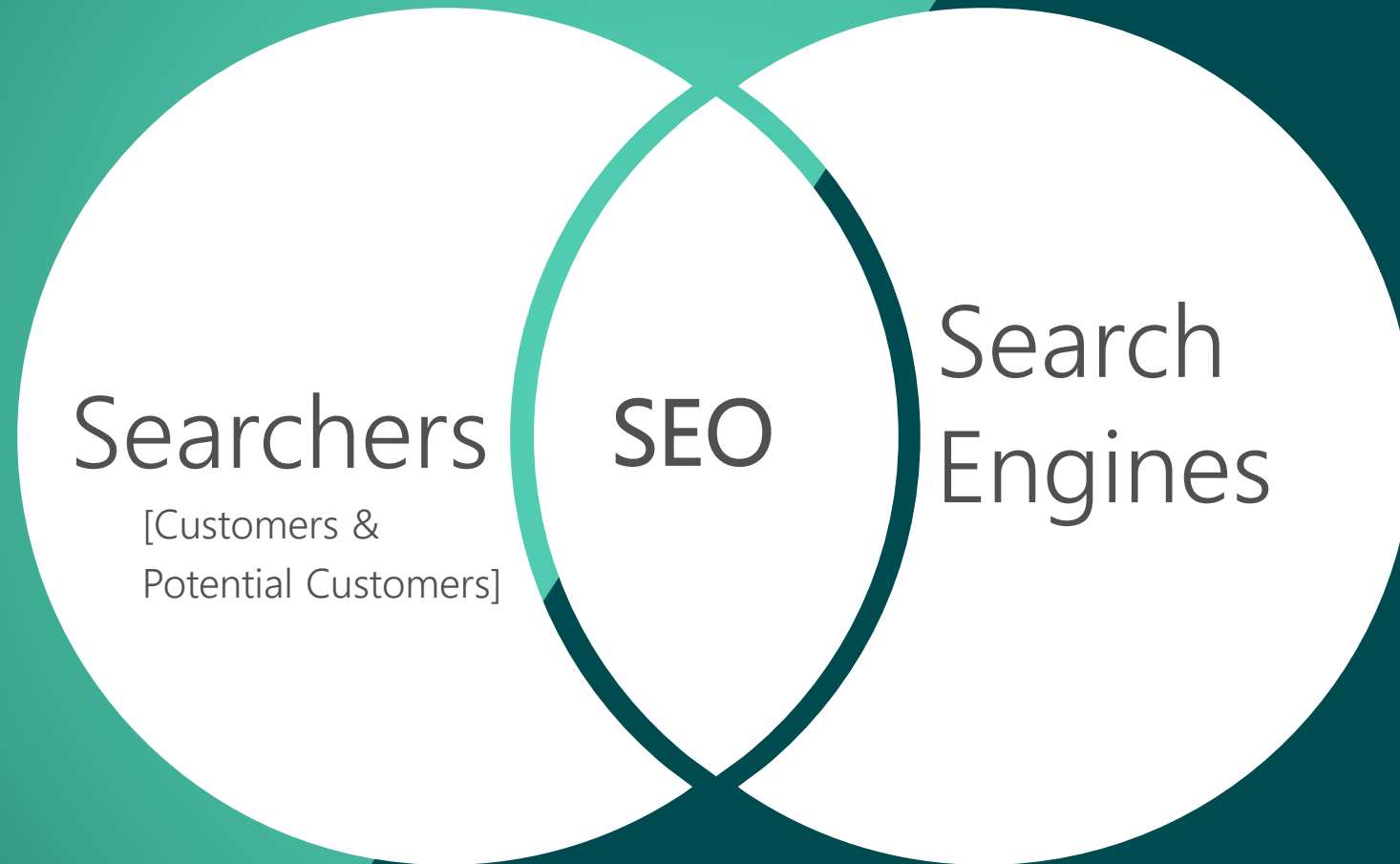
- Content + Technical Elements (On Page and Off)
- Usability

What it is not...

- Guaranteed – no one can guarantee #1 result
- Free – it takes effort
- Fast – it's a long term strategy
- A one time effort – Rankings change often, so do your customers needs



User Centered
Design



Technology

Centered Design

What is important?



- Discoverability
- Quality
- Relevance

What we're covering today?



What's
important to
Bing

What's
important to
Searchers

What's
important to
You

Your High Level Take-aways from today



SEO is a Long Term Investment

You Need Webmaster Tools

Submit a valid sitemap

Crawlable Content is KING!

- If a bot can't see or read it, it doesn't exist. I.E. Images & Video
- Every page needs crawlable text.

Canonicalize your URLs
(eliminate duplicate content from the start)

Do your Keyword Research

- Create a targeted list of keywords per page (use them across the page – page name, meta tags, title, description, alt tags, etc)

Image & Video optimization –

- Bots can't see images or videos, use your alt text

One H1 tag per page.

It needs to be keyword rich!

Use the Title Tag
(Target keywords still towards the front)

Write a compelling Title & Description

Use Structured Data & Schema

Links & Social

What we're covering today?



What's
important to
Bing

What's
important to
Searchers

What's
important to
You

What's important to You?



What's
important to
Bing

What's
important to
Searchers

Indexation

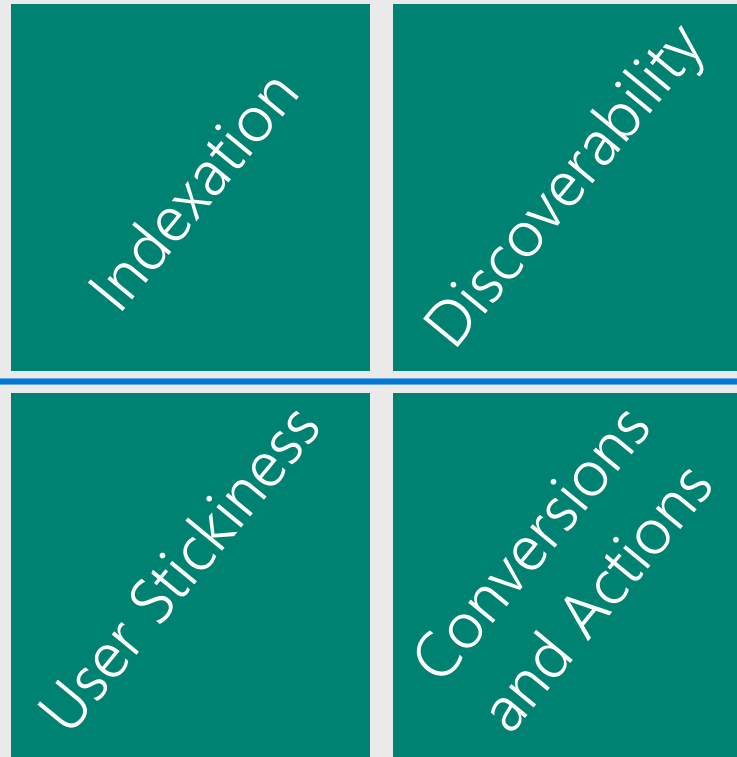
Discoverability

User Stickiness

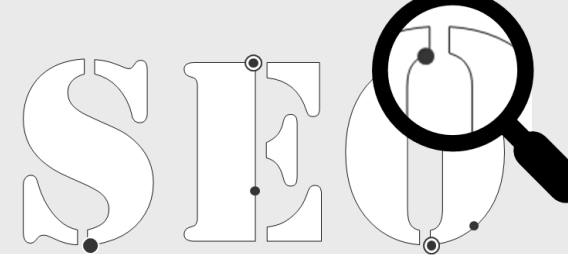
Conversions
and Actions

Focus less on ranking, more on impact and results

Can your [potential] customers find you?



Your Diagnostic Toolbox –



Bing Webmaster Tools

Bing webmaster tools

Search on Bing...

Sign In

Want more users for your site?

[Sign In](#)

New to Webmaster? [Sign Up](#)

Sign up now and receive a 100 USD search advertising credit from Bing Ads.

[Terms and Conditions apply.](#)

Get insights into your site



Dashboard

Leverage your dashboard for the sites you manage. Get a summary view of how well your site is performing and identify what needs emphasis



Reporting Tools

Understanding what leads people to your site can help you understand what to focus on to increase traffic. Our detailed reports help you with this



Diagnostic Tools

Our diagnostic and research tools give you information on what people are searching for and what areas to expand on next



Notifications

Stay on top of messages and alerts for your sites. Subscribe for notifications or use the notifications console to manage your site notifications

Google Search Console

Google Webmasters

[Home](#) [Support](#) [Learn](#) [Connect](#)

[SIGN IN](#)

You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#)

[GET HELP](#)

View an introduction to Search Console

Why you need Webmaster Tools from Bing (and Google)



- Search Engine specific performance data
- Indexability and Crawlability status
- Ability to submit Sitemaps & URLs
- Diagnostic toolsets
- Notifications and messages about issues

What's crawled and in the index: Sitemaps & Crawl Information

The screenshot shows the 'Sitemaps' section of the Bing Webmaster Tools interface. On the left, a sidebar menu includes 'Configure My Site', 'Sitemaps' (highlighted), 'Submit URLs', 'Ignore URL Parameters', 'Crawl Control', 'Deep Links', 'Block URLs', 'Disavow Links', 'Geo-Targeting', and 'Verify Ownership'. The main content area is titled 'Sitemaps' and includes a 'Submit a sitemap' form with a text input field (containing a placeholder URL), a 'SUBMIT' button, and a note about supported formats. Below the form are 'RESUBMIT', 'DELETE', and 'EXPORT' buttons. A table lists submitted sitemaps with columns for URL, Last Submitted, URLs Submitted, Type, Last Crawl, and Status.

URL	Last Submitted	URLs Submitted	Type	Last Crawl	Status
https://[redacted]/sitemapindex	2/15/2017	9,716	Sitemap Index	6/30/2018	Success
https://[redacted]/en-us/blog/rss	Unknown	15	Sitemap	7/3/2018	Success
https://[redacted]/en-in/blog/rss	Unknown	15	Sitemap	6/29/2018	Success

The screenshot shows the 'Crawl Information' section of the Bing Webmaster Tools interface. The top navigation bar includes 'Bing webmaster', 'Profile', 'Messages' (0), 'Help' (?), and 'Hi Christi Olson'. The left sidebar menu includes 'Reports & Data', 'Page Traffic', 'Page Mobile Friendliness', 'Index Explorer', 'Search Keywords', 'SEO Reports', 'Inbound Links', 'Crawl Information' (highlighted), 'Diagnostics & Tools', and 'Mobile Friendliness Test'. The main content area is titled 'Crawl Information' and includes a 'Status of your URLs from Bingbot's last crawl. Last updated on 7/9/2018 (Mon)' and a link to 'See Index Explorer for more details'. A table displays crawl error counts and types.

400-499 (Request errors)	500-599 (Internal server errors)	301 (Page moved permanently)	302 (Page moved temporarily)	Robots.txt Exclusion	DNS Failures	Connection Timeouts
1,309	10	76,086	18	0	0	1

EXPORT ALL



How searchers are discovering your site

Keyword level insights

Bing webmaster Profile Messages 0 Help 7 Hi Christi Olson

> Reports & Data

- Page Traffic
- Page Mobile Friendliness
- Index Explorer
- Search Keywords**
- SEO Reports
- Inbound Links
- Crawl Information

> Diagnostics & Tools


- Mobile Friendliness Test
- Keyword Research
- Fetch as Bingbot
- Markup Validator
- SEO Analyzer
- Verify Bingbot
- Site Move

> Security

- Malware
- Phishing
- Track Certificates

> Widgets



- Knowledge Widget (Beta)

Site  .com

Search Keywords








Changes for Last 30 days

6/9/2018 - 7/8/2018

Combined traffic data from  

Your top keywords from organic search

EXPORT

Keywords	Clicks from Search	Appeared in Search	Click-Through Rate	Avg Search Click Position	Avg Search Appearance Position
 View Served Pages	312	3,277,233	0.01 %	9.0	9.0
 View Served Pages	32	658,346	0 %	3.6	4.3
 View Served Pages	50	2,111,459	0.02 %	6.1	7.6
 View Served Pages	34	111,459	0.03 %	6.4	7.2
http://www.bing.com/ View Served Pages	45	22,837	0.2 %	6.6	6.6
 View Served Pages	3,292	21,042	15.64 %	1.0	2.3
 View Served Pages	58	18,923	0.31 %	5.6	5.9
 View Served Pages	8	11,143	0.07 %	6.5	7.0

Would you like to buy this Keyword?

	MainLine	SideBar
Average Cost Per Click	\$0.34	\$0.57
Average Bid	\$0.42	\$0.42

BUY NOW

on #BingSEO #WordLiftAcademy

How searchers are discovering your site

Traffic Details for each keyword

Bing webmaster

Profile Messages 0 Help 7 Hi Christi Olson

Reports & Data

Page Traffic

Page Mobile Friendliness

Index Explorer

Search Keywords

SEO Reports

Inbound Links

Crawl Information

Diagnostics & Tools

Mobile Friendliness Test

Keyword Research

Fetch as Bingbot

Markup Validator

SEO Analyzer

Verify Bingbot

Site Move

Security

Malware

Phishing

Track Certificates

Widgets

Knowledge Widget (Beta)

Site [redacted] com

Search Keywords

Your top keywords from organic search

EXPORT

Keywords

[redacted] View Served Pages

[redacted] View Served Pages

[redacted] View Served Pages

[redacted] View Served Pages

http://www.bing.com/ View Served Pages

[redacted] View Served Pages

[redacted] View Served Pages

[redacted] View Served Pages

Traffic Details for Keyword [redacted]

Following pages were served for the selected keyword

Served Pages	Clicks from Search	Appeared in Search	Click-Through Rate	Avg Search Click Position	Avg Search Appearance Position
[redacted]	149	2,575,137	0.01 %	8.4	8.7
Result Position	Clicks from Search	Appeared in Search	Click-Through Rate		
9	48	856,992	0.01 %		
10	37	839,362	0 %		
8	16	380,177	0 %		
7	21	244,006	0.01 %		
6	8	112,112	0.01 %		
5	4	84,566	0 %		
20	9	55,359	0.02 %		
2	3	2,476	0.12 %		
1	3	87	3.45 %		
[redacted]	34	26,266	0.13 %	4.6	4.9
[redacted]	17	19,206	0.09 %	8.9	9.0



How searchers are discovering your site

Page level details (similar to the keyword report)

Bing

webmaster

Profile

Messages

Help

Hi Christi Olson

Configure My Site

Sitemaps

Submit URLs

Ignore URL Parameters

Crawl Control

Deep Links

Block URLs

Disavow Links

Geo-Targeting

Verify Ownership

Connected Pages

Users

Reports & Data

Page Traffic

Page Mobile Friendliness

Index Explorer

Search Keywords

SEO Reports

Inbound Links

Crawl Information

Diagnostics & Tools

Site

Page Traffic

Changes for Last 30 days

6/9/2018 - 7/8/2018

Combined traffic data from

See Index Explorer for more details

Your top pages from organic search

EXPORT

Page	Clicks from Search	Appeared in Search	Click-Through Rate	Avg Search Click Position	Avg Search Appearance Position
View Search Keywords	1,030	3,518,565	0.03 %	5.8	8.4
View Search Keywords	29	572,205	0.01 %	3.1	3.9
View Search Keywords				4.3	7.5
View Search Keywords				1.5	6.5
View Search Keywords				3.9	6.6
View Search Keywords				5.6	8.3
View Search Keywords				2.8	15.5
View Search Keywords				2.6	9.1

Traffic Details for Page [https://](#)

The selected page was returned for all queries in the table below.

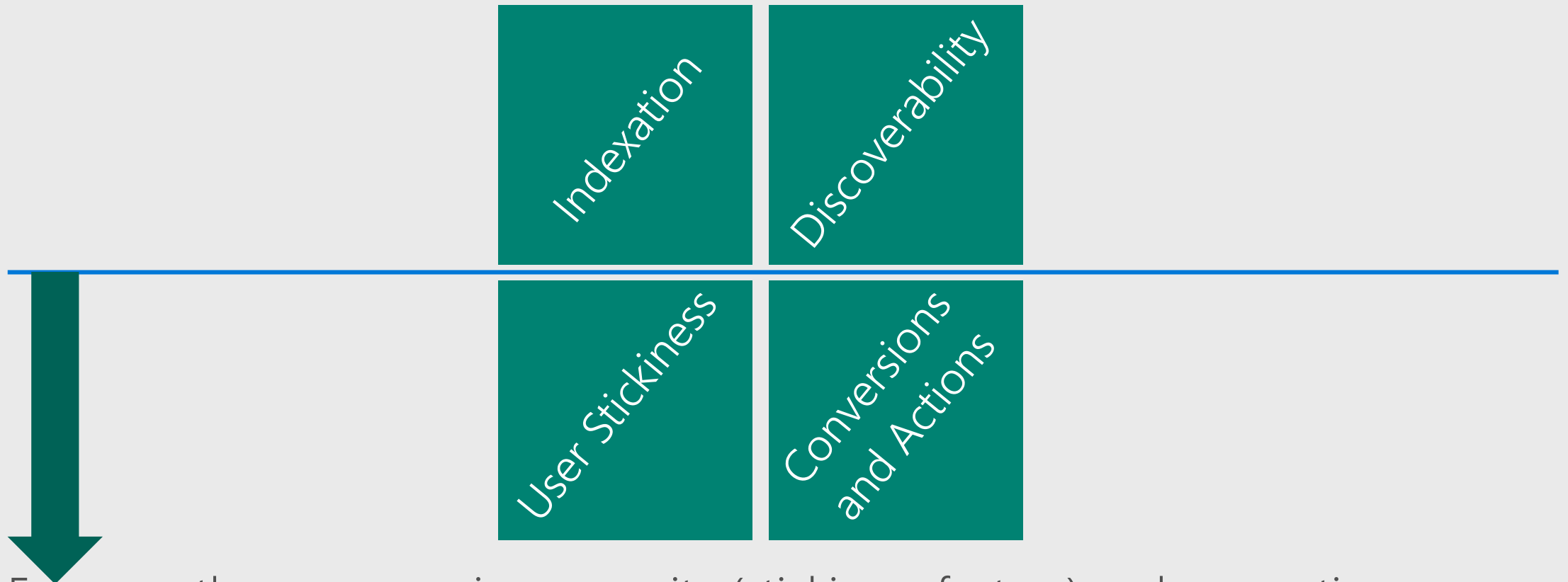
Keywords	Clicks from Search	Appeared in Search	Click-Through Rate	Avg Search Click Position	Avg Search Appearance Position
View Search Keywords	149	2,575,137	0.01 %	8.4	8.7
View Search Keywords	48	856,992	0.01 %		
View Search Keywords	37	839,362	0 %		
View Search Keywords	16	380,177	0 %		
View Search Keywords	21	244,006	0.01 %		
View Search Keywords	8	112,112	0.01 %		
View Search Keywords	4	84,566	0 %		
View Search Keywords	9	55,359	0.02 %		
View Search Keywords	3	2,476	0.12 %		
View Search Keywords	3	87	3.45 %		
View Search Keywords	24	83,050	0.03 %	6.5	6.6
View Search Keywords	15	18,615	0.08 %	6.2	6.2
View Search Keywords	43	11,154	0.39 %	5.9	5.9
View Search Keywords	86	6,214	1.38 %	2.1	2.1
View Search Keywords	3	576	0.52 %	7.0	7.0
View Search Keywords	16	428	3.74 %	2.0	2.0

Bing

@

WordLiftAcademy

Focusing less on ranking, more on the results



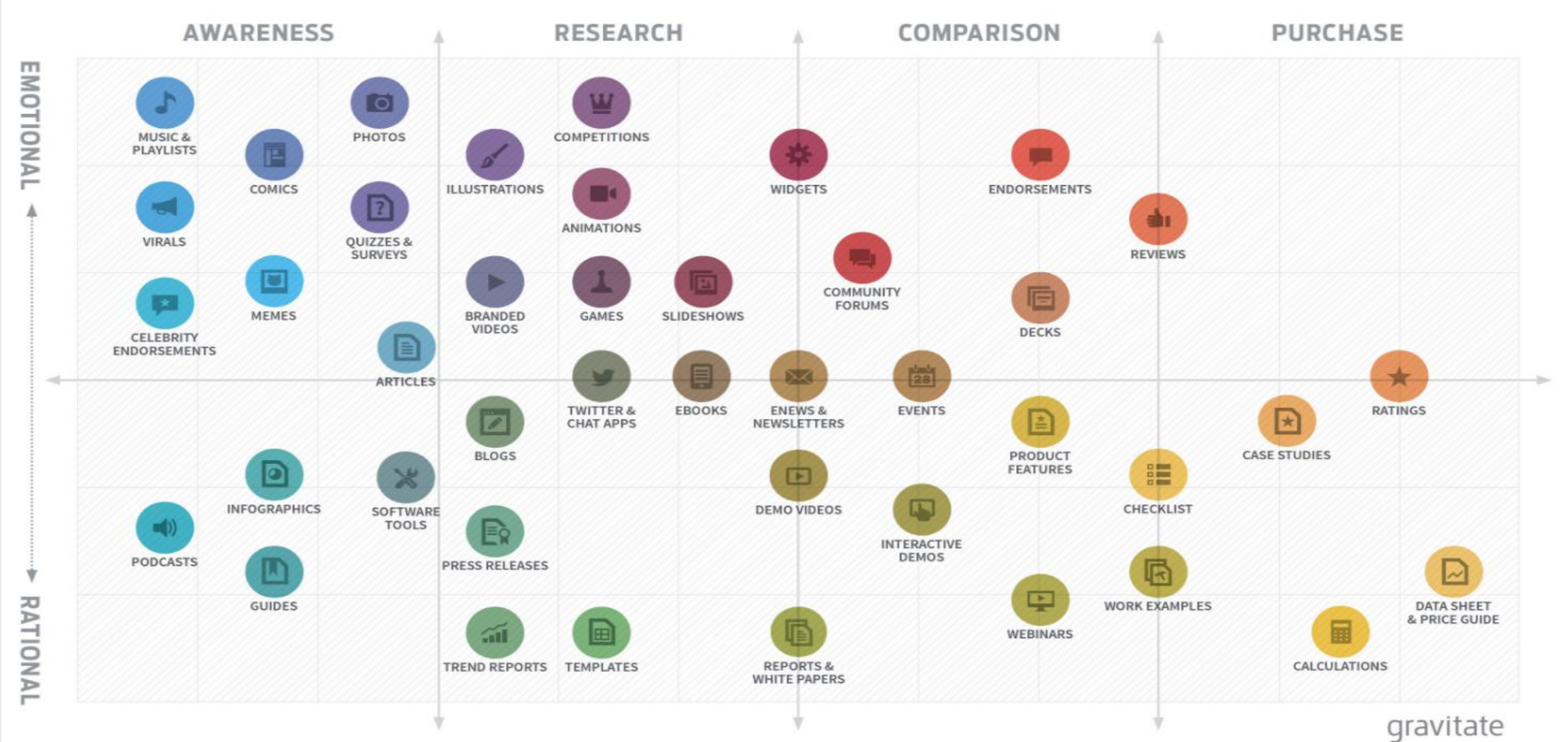
Focus on the user experience on site (stickiness factors) and user actions.

Tie SEO efforts back to business objectives



Create different types of content to reach customers at different stages of the consumer purchase journey.

Use content to reach searchers at different stages of their purchase journey



Don't create content for the sake of content.

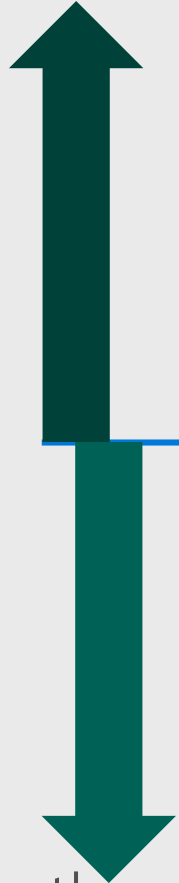
If the content isn't adding
value to your
[potential or existing]
customers then what is it's
value?

Do you need it?



Focus less on ranking, more on impact and results

Can your [potential] customers find you?



Indexation

Discoverability

User Stickiness

Conversions
and Actions

Are they finding what they need?

What we're covering today?



What's
important to
Bing

What's
important to
Searchers

What's
important to
You

What's important to Bing?



What's important to Searchers

What's important to You



Submit a valid sitemap

Mobile Friendly

Optimize for Speed

Crawlable Content is
KING!

- If a bot can't see or read it, it doesn't exist. I.E. Images & Video
- Every page needs crawlable text.

Image & Video
optimization –

- Bots can't see images or videos, use your alt text

Canonicalize your URLs
(eliminate duplicate content from
the start)

Do your Keyword
Research

- Create a targeted list of keywords per page (use them across the page – page name, meta tags, title, description, alt tags, etc)

One H1 tag per page.

It needs to be keyword rich!

Use the Title Tag

(Target keywords still towards the
front)

Write a compelling Title &
Description

Use Structured Data &
Schema

Links and Link Building

The secret to success on Bing?

1. Find your niche.
2. Explore what problems your customers have – and how your products and services can fill those needs. This is where you start.
3. Create compelling content.
4. Choose your voice – your voice is how you express yourself on page.
5. Make sure your pages are technically sound for the fundamentals of SEO.



Investment Areas for SEO



Crawlability

- XML Sitemaps
- Robots.txt
- Navigational Structure
- URL Structure



Site Structure

- Indexable Content
- URL Structure & keyword usage
- Links
- Site Hierarchy
- Navigation (breadcrumbs, style, etc)
- HTML



On-Page

- Search Engine friendly design
- Schema Mark-up
- In Header (Titles, Descriptions, ALT Text)
- In Body
 - Header Tags: H1, H2, H3 structure
 - Alt Tags
 - Keywords within content
 - Anchor Text



Content

- Based on keyword research
- Unique content – don't "borrow" from others
- 250+ words minimum
- Content management (301s / 404s)
- Link canonical pages
- Create new and relevant content frequently



Links


- Internal (top 100)
- External (signal of quality)
- Natural Link profile and anchor text
- Content Planning – where links come and go to



Social

- Share content – grow a community (build links and trust)

Insights for what on-page factors are important
What's important? Look at what is called out.

 **Bing** webmaster

My Sites

Dashboard

➤ Configure My Site

➤ Reports & Data

Page Traffic

Page Mobile Friendliness

Index Explorer

Search Keywords

SEO Reports

Inbound Links

Crawl Information

➤ Diagnostics & Tools

➤ Security

➤ Widgets

➤ Messages


Copyright Removal Notices


Profile

Messages 0

Help ?

Hi Christi Olson ▾



 Site ▾

SEO Reports (Beta) ⓘ

Discover which areas of your site may need work to comply with SEO best practices. Last updated on 8/18/2018 (Sat)

SEO Suggestions	Severity	Error Count	Pages
The tag does not have an ALT attribute defined.	Low	802	245
Evaluated size of HTML is estimated to be over 125 KB and risks not being fully cached.	Low	133	133
The page is missing meta language information.	Moderate	1	1
The title is too short or too long.	High	6	6
The <h1> tag is missing.	High	23	23
There are multiple <h1> tags on the page.	High	18	4
The description is missing in the head section of the page.	High	75	75
The description is too long or too short.	High	169	169

Getting SEO Fundamentals right

- ❑ Indexable `ROBOTS.TXT`, Page Status Codes, Canonical Tag
- ❑ Crawlable Link Structure `<REL=FOLLOW>`, `<REL=NOFOLLOW>`
- ❑ Sitemaps
- ❑ Structured Data & Schema Markup
- ❑ [Unique] High Quality Content
- ❑ Friendly URLs
- ❑ Canonicalized URLs
- ❑ Page Title + Description `<META>`
- ❑ Descriptive and Targeted H1, H2, H3 Tags
- ❑ Descriptive ALT Tags for images/videos
- ❑ Optimized for Page Speed

Technical Optimization is still very important

- ❑ Is your Site Indexed
- ❑ Website Server Status Codes
- ❑ Optimized for Page Speed
- ❑ AMP vs PWAs

Guide to Bing Webmaster Tools

<http://bit.ly/bing-wmt-guide>

The ultimate guide to using Bing Webmaster Tools — Part 1

Contributor and Bing Chief Evangelist Christi Olson kicks off a multipart series on Bing webmaster tools. If you are new to Bing's webmaster toolset, this detailed guide will get you started and on your way to better rankings on Bing.

Christi Olson on August 1, 2018 at 3:04 pm



@ChristiJOlson #BingSEO #WordLiftAcademy

When should you check webmaster tools?

It provides insights and diagnostic checks.

Daily

- When you receive Email Notifications

Monthly

- Crawling Errors
- Changes in Indexed content
- Top performing keywords
- Dashboard

Regularly

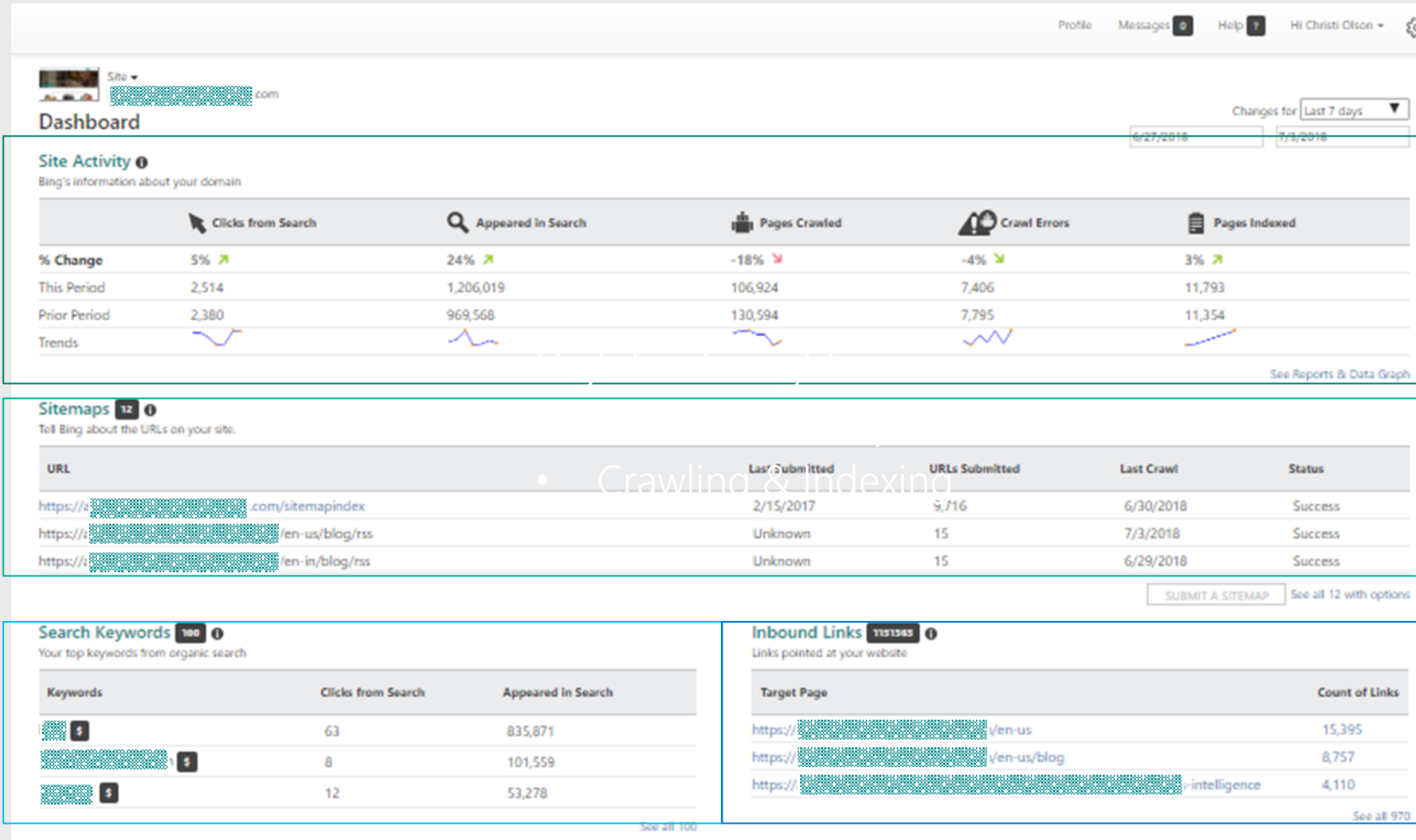
- Sitemap submissions
- SEO Reports

When you Make Updates

- Use Fetch as Bing
- Site Move Feature
- Update your Sitemap
- Robots.txt / Index tags
- Pages Indexed



Dashboard is your performance overview



High level Insights:


- Traffic & Visibility
- Indexing and Crawling

Sitemaps

Top Keywords
Inbound Links



Are there issues that may need some fine tuning?
Regularly check to see to see if your performance is improving

 **Bing** webmaster

My Sites

Dashboard

➤ Configure My Site

➤ Reports & Data

Page Traffic

Page Mobile Friendliness

Index Explorer

Search Keywords

SEO Reports

Inbound Links

Crawl Information

➤ Diagnostics & Tools

➤ Security

➤ Widgets

➤ Messages


Copyright Removal Notices


Profile

Messages 0

Help ?

Hi Christi Olson ▾



 Site ▾

SEO Reports (Beta) ⓘ

Discover which areas of your site may need work to comply with SEO best practices. Last updated on 8/18/2018 (Sat)

SEO Suggestions	Severity	Error Count	Pages
The tag does not have an ALT attribute defined.	Low	802	245
Evaluated size of HTML is estimated to be over 125 KB and risks not being fully cached.	Low	133	133
The page is missing meta language information.	Moderate	1	1
The title is too short or too long.	High	6	6
The <h1> tag is missing.	High	23	23
There are multiple <h1> tags on the page.	High	18	4
The description is missing in the head section of the page.	High	75	75
The description is too long or too short.	High	169	169

Page level analysis of potential areas for fine tuning

Page Analyzer – Single page view of SEO Reports

Site
advertise.bingads.microsoft.com

SEO Analyzer (Beta) ⓘ

Discover which areas of your page may need work to comply with SEO best practices.

ANALYZE

The snapshot of your webpage shown below may not be accurate as Bing allows only HTTPS requests. Any HTTP request in your webpage will not be loaded or displayed correctly

SEO Suggestions

Error Count

Description

No SEO violations were found for this page.

! Redirects detected for the current URL

Hide

HTTP code	URL
301	http://advertise.bingads.microsoft.com/
301	http://advertise.bingads.microsoft.com/en-us
200	https://advertise.bingads.microsoft.com/en-us

Analyzed

Page Source

Original

Bing ads

Get started Solutions Insights Resources Blog

Sign up Sign in

Meet the Microsoft Audience Network

Use artificial intelligence to target customers and boost ad performance on Microsoft sites

Reach your ideal customer

Powerful network. Powerful benefits.

View the page source to get the Suggestions & Solutions

Page Analyzer – Single page view of SEO Reports

The screenshot displays the Bing Webmaster SEO Analyzer interface. The top navigation bar includes the Bing Webmaster logo, user profile information (Hi Christi Olson), and links for Profile, Messages (0), and Help (?). The left sidebar lists various tools and diagnostics, with 'SEO Analyzer' currently selected. The main content area shows the 'SEO Analyzer (Beta)' section for the site 'www.microsoft.com'. It includes a text input field with the URL 'https://advertise.bingads.microsoft.com/en-us/insights/mothers-day-2018' and an 'ANALYZE' button. Below this, a warning message states: 'The snapshot of your webpage shown below may not be accurate as Bing allows only HTTPS requests. Any HTTP request in your webpage will not be loaded or displayed correctly'. The 'SEO Suggestions' section displays a table of errors:

Error Count	Description
13	The tag does not have an ALT attribute defined.
1	Evaluated size of HTML is estimated to be over 125 KB and risks not being fully cached.

A 'Clear Selection' link is located below the table. The 'Page Source' tab is active, showing a 'Selected Suggestion' for the first error. A blue box highlights the 'Low Severity Issue' details:

Low Severity Issue

The tag does not have an ALT attribute defined.

Recommended Action:
Use the attribute to write descriptive content for the image: <img source="pic.gif" alt="Accurate and descriptive keyword text that represents the image." .

SEO Explanation:
As a general rule, search engines do not interpret the content of image files. The text provided in the attribute enables the site owner to provide relevant information to the search engine and to the end user. Alt text is helpful to end users if they have images disabled or if the image does not properly load. In addition, the Alt text is utilized by screen readers. Make sure that your Alt text is descriptive and accurately reflects what the image represents and supports the content on the page.

Do your [keyword] Research

Find your niche and discover keywords for with the Keyword Research tool

The screenshot shows the Bing Webmaster interface for a user named Christi Olson. The left sidebar contains navigation links: My Sites, Dashboard, Configure My Site, Sitemaps, Submit URLs, Ignore URL Parameters, Crawl Control, Deep Links, Block URLs, and Disavow Links. The main content area is titled 'Keyword Research (Beta)' and includes a description: 'Find query volumes for phrases and keywords with our organic keyword research tool. Data comes from organic search at Bing.' Below this is a search input field containing the text 'kids playhouses', 'outdoor playhouses', and 'little tikes outdoor playhouse'. To the right of the input field is a 'SEARCH' button and a 'History' link. Below the input field are dropdown menus for 'Country/Region' (set to 'All') and 'Language' (set to 'All'), followed by a 'Strict' checkbox (unchecked) and a 'Yes' label. At the bottom left of the search area is an 'EXPORT' button. The date range is set to 'Last 6 months' from '1/3/2018' to '7/3/2018'.

Contains actual organic search data from Bing

Choose specific countries and languages

Research one or multiple keywords at once

Do your [keyword] Research

The screenshot shows the Bing Keyword Research tool interface. On the left, a sidebar lists navigation options: Geo-Targeting, Verify Ownership, Connected Pages, Users, Reports & Data, Page Traffic, Page Mobile Friendliness, Index Explorer, Search Keywords, SEO Reports, Inbound Links, Crawl Information, Diagnostics & Tools, Mobile Friendliness Test, and Keyword Research (highlighted with a red box). The main content area displays a table of keywords with columns for Keywords, Appeared in Search, and Trend. A pop-up window is overlaid on the first row, asking 'Would you like to buy this Keyword?' for the keyword 'outdoor playhouses'. The pop-up provides details: Average Cost Per Click (\$0.34), Average Bid (\$0.42), and a 'BUY NOW' button. The table below shows a list of keywords and their search volume:

Keywords	Appeared in Search	Trend
outdoor playhouses	422	
kids playhouses		
little tikes outdoor pl		
step2 outdoor playh		
Suggestions		
kids playhouses outdoor	178	
outdoor playhouses for kids	326	
outdoor playhouse	908	
playhouses	3,764	
kids playhouse	1,015	
kids outdoor playhouse	165	
kids play house	106	

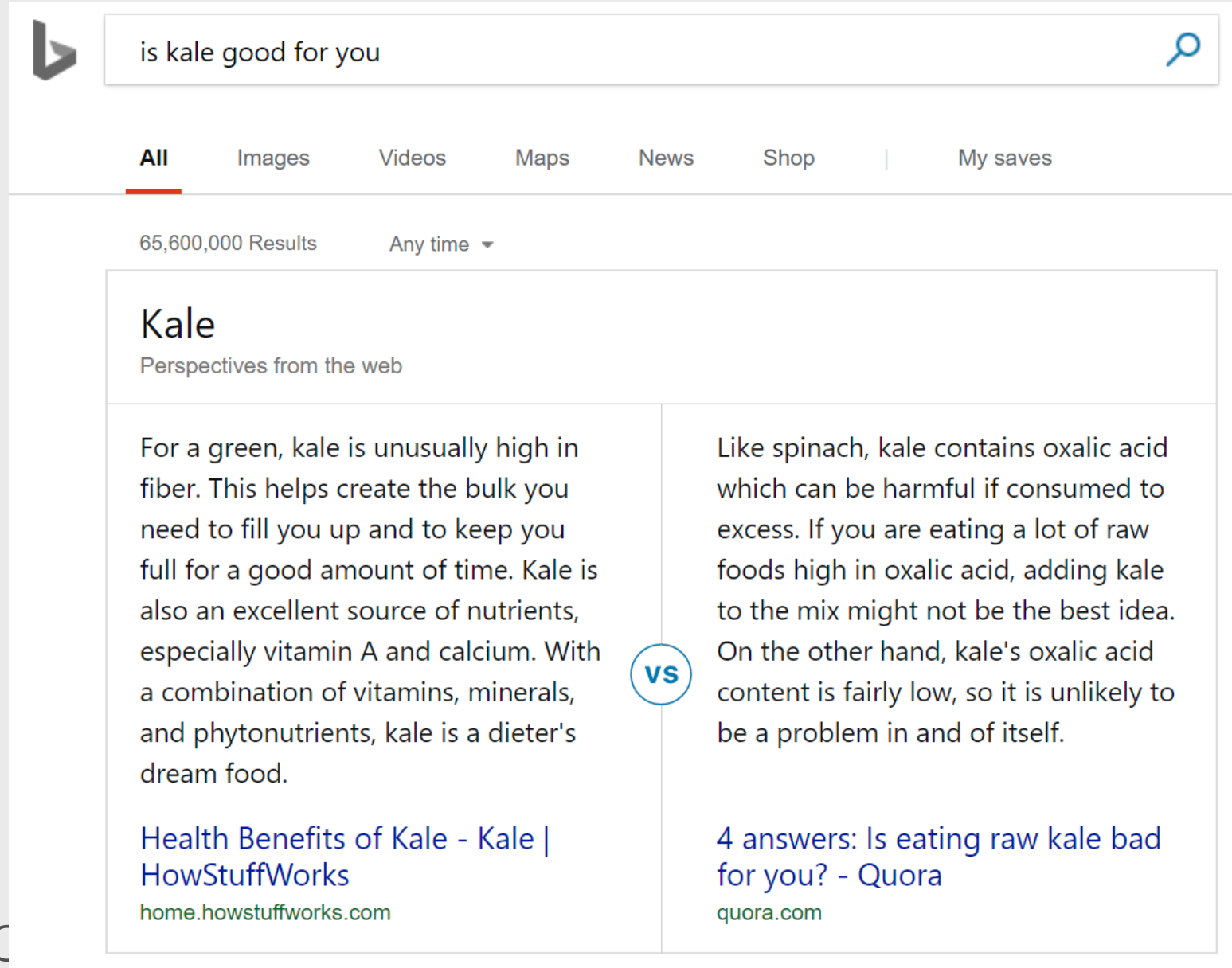
- Know what users are searching for
- Keep your focus on creating compelling content related to keywords and topics
- Helps you to uncover new topics / niches
- Refines your focus!



@ChristiJOlson #BingSEO #WordLiftAcademy

Research beyond “keywords” to provide holistic insights

Multi-perspective Answers



The screenshot shows a Bing search interface. The search bar contains the text "is kale good for you". Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", "Shop", and "My saves". The "All" tab is selected. Below the tabs, it says "65,600,000 Results" and "Any time". The main content area displays a "Kale" section with the subtitle "Perspectives from the web". This section is divided into two columns by a vertical line. In the center of this line is a blue circle containing the text "vs". The left column contains a paragraph about the benefits of kale, followed by a link to "Health Benefits of Kale - Kale | HowStuffWorks" with the URL "home.howstuffworks.com". The right column contains a paragraph about the potential harm of oxalic acid in kale, followed by a link to "4 answers: Is eating raw kale bad for you? - Quora" with the URL "quora.com".

is kale good for you

All Images Videos Maps News Shop | My saves

65,600,000 Results Any time ▾

Kale

Perspectives from the web

For a green, kale is unusually high in fiber. This helps create the bulk you need to fill you up and to keep you full for a good amount of time. Kale is also an excellent source of nutrients, especially vitamin A and calcium. With a combination of vitamins, minerals, and phytonutrients, kale is a dieter's dream food.

Like spinach, kale contains oxalic acid which can be harmful if consumed to excess. If you are eating a lot of raw foods high in oxalic acid, adding kale to the mix might not be the best idea. On the other hand, kale's oxalic acid content is fairly low, so it is unlikely to be a problem in and of itself.

vs

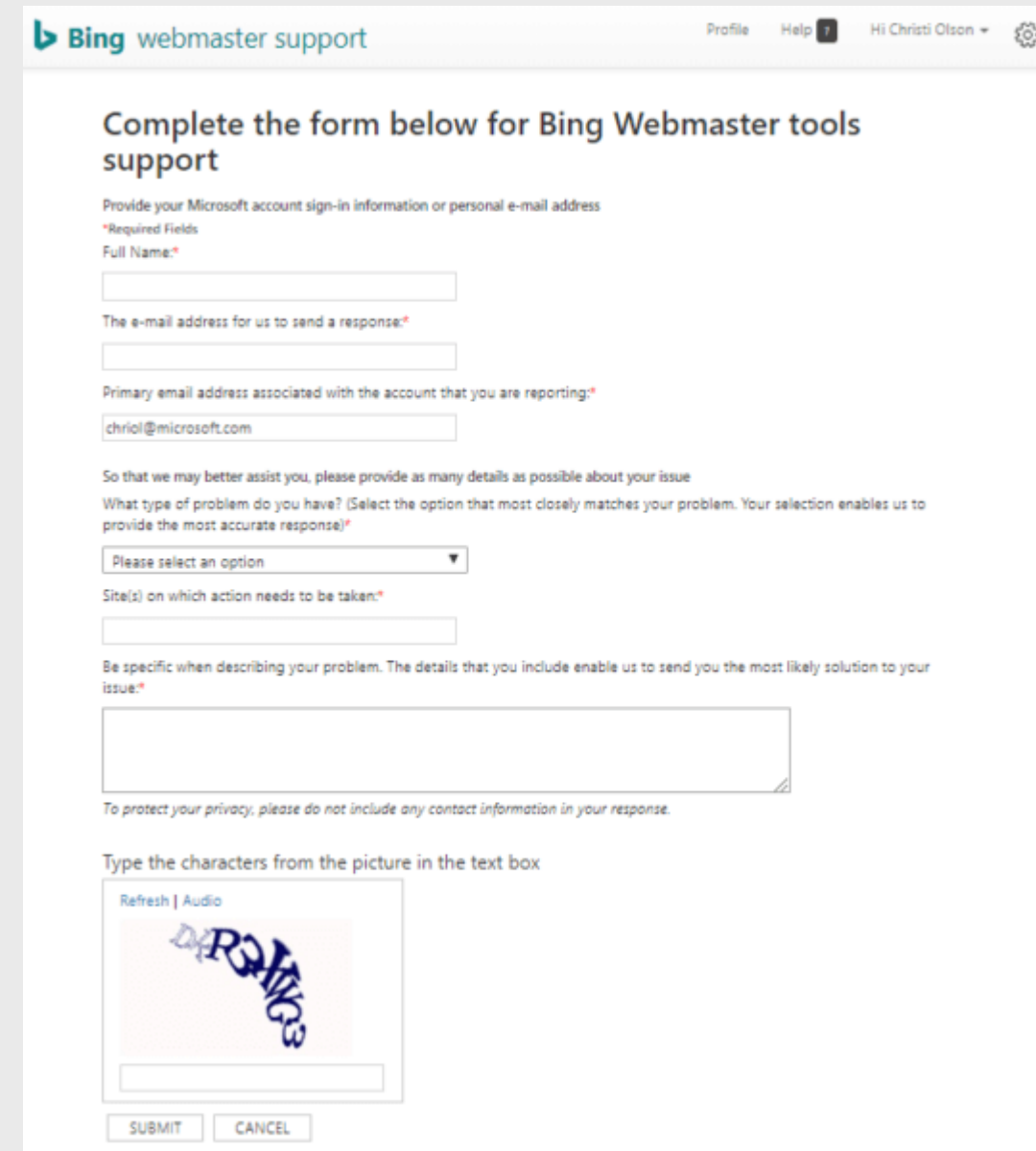
[Health Benefits of Kale - Kale | HowStuffWorks](https://home.howstuffworks.com/kale.htm)
home.howstuffworks.com

[4 answers: Is eating raw kale bad for you? - Quora](https://quora.com/4-answers-Is-eating-raw-kale-bad-for-you/)
quora.com

Webmaster Tools Support

Everyone needs a little help now and then. If you are having an issue with verifying the ownership of your site, crawling, indexing or submitting your sitemap, you can reach out to the Bing Webmaster tools support team for assistance.

If you decide to engage with the support team, please choose the most relevant topic related to your issue and be prepared to provide your URL, a specific and detailed explanation of the issue and screen shots if possible for the issue you are experiencing.



The screenshot shows the Bing Webmaster Tools support page. At the top, there's a header with the Bing logo, 'webmaster support', and user information: 'Profile', 'Help', and 'Hi Christi Olson'. The main heading is 'Complete the form below for Bing Webmaster tools support'. Below this, it says 'Provide your Microsoft account sign-in information or personal e-mail address'. There are three required fields: 'Full Name', 'The e-mail address for us to send a response', and 'Primary e-mail address associated with the account that you are reporting' (which is pre-filled with 'chriol@microsoft.com'). A dropdown menu asks 'What type of problem do you have?'. Below that, a field asks for 'Site(s) on which action needs to be taken'. A large text area follows with the instruction 'Be specific when describing your problem. The details that you include enable us to send you the most likely solution to your issue.' A privacy notice states 'To protect your privacy, please do not include any contact information in your response.' A CAPTCHA section asks to 'Type the characters from the picture in the text box' and shows a distorted image of the word 'BING'. At the bottom are 'SUBMIT' and 'CANCEL' buttons.



Common issues and how to troubleshoot them

Issues with indexing and crawling

My site / page isn't in the index...

Verify the site or page is missing from Bing's index. Go to Bing.com and

- Conduct a site search for your domain (site:domain.com)
- Conduct a URL search for a webpage (url:domain.com/puppies!)

If you see results, then your site or page is in the index. If your domain is in the index, but not all pages indexed, **submit a sitemap**.

If you can't find your site or page try to fix the problem: Check:

- HTTP redirects
- Blocked URLs tool in webmaster tools
- Blocked page or domain with a robots.txt file or a NoIndex tag <meta name="robots" content="noindex" />
- Canonical URLs
- Webmaster tools for notification about:
 - Security, Spam and Malware Issues
 - Site Violations

My site /page isn't getting crawled...

Go to the crawl report in webmaster tools for issues identified by Bing.

Check for:

- Robots.txt files disallowing bots via user-agent: *disallow/ or user-agent: Bingbot
- Dissallow: /
- Page level <noindex>
- Sitemap is up to date
- URL parameters
- Canonical URLs
- Links with <nofollow>
- Blocked URLs
- HTTP redirects for the page



Common issues and how to troubleshoot them

Duplicate Content

There appear to be duplicate pages in the index..

Check for Clean URLs / URL Friendliness

- Set [Ignore URL parameters](#)

Canonical

- Use Rel='Canonical' link tag to point to the canonical page.
- Use rel=canonical in the HTTP header to map to

Manage your content! Use 301 redirects for retired URLs or to retire duplicate content and point it to its new destination

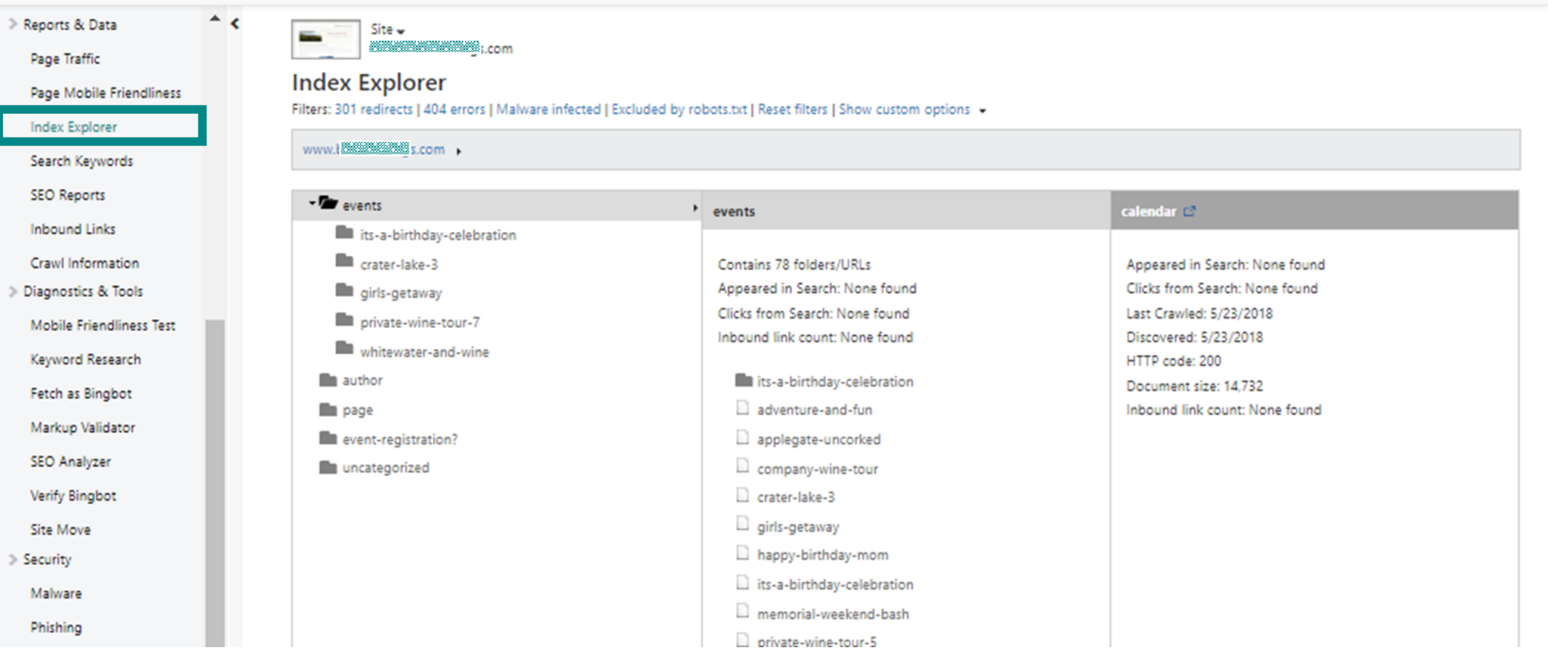
There appears to be thin content on page...

Check the content on page – while there is no set limit to how many words are required on page strive for at least 250+ words.

Use ALT tags to describe images and videos

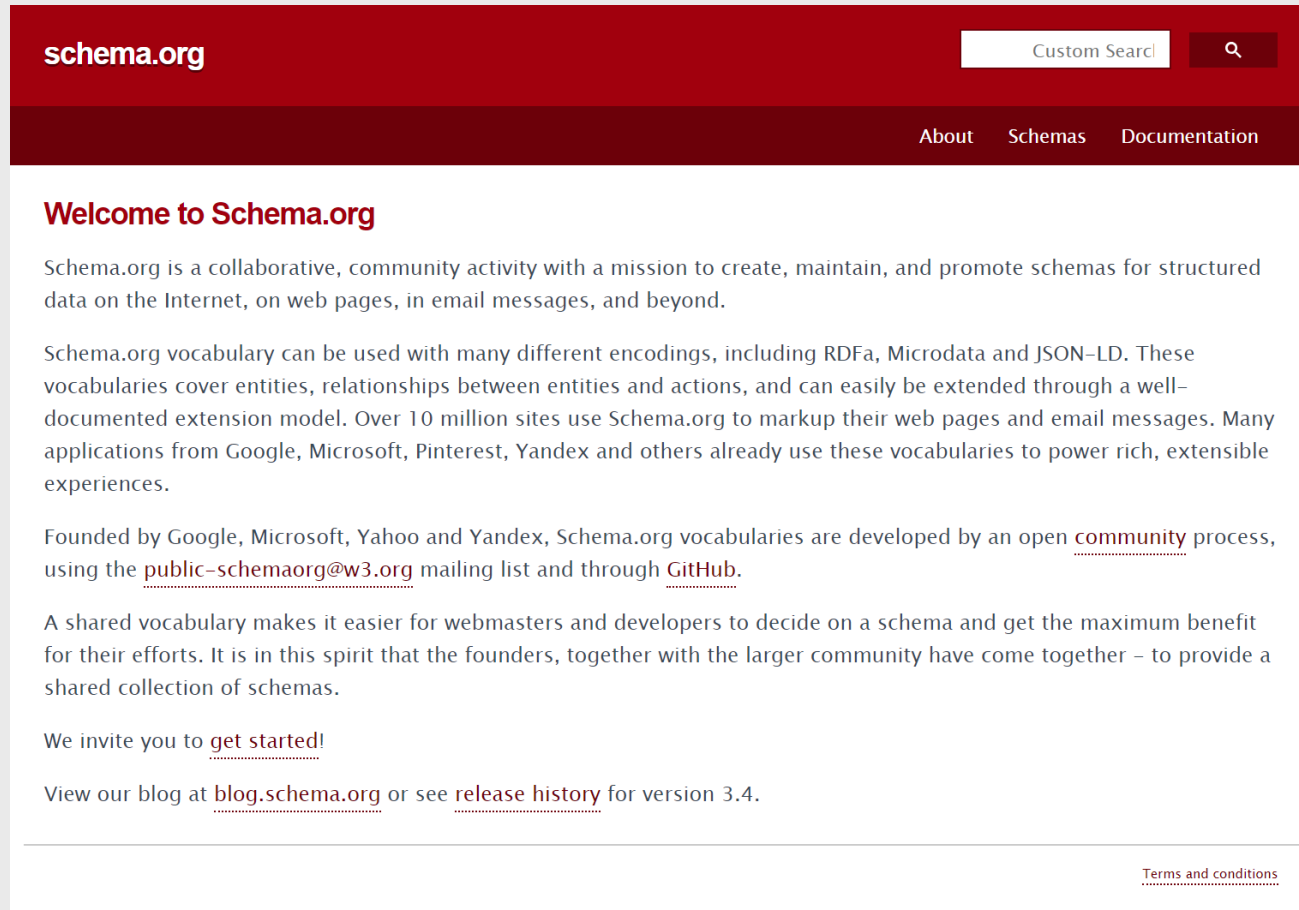
Use one H1 tag on page and use the targeted keyword for the page in the tag.

Bing webmaster Profile Messages 0 Help 7 Hi Christi Olson ▾



Provide context to content on your website

The search engines pull additional context from Structured Data & Schema

A screenshot of the schema.org website. The header is dark red with the 'schema.org' logo on the left, a search bar with 'Custom Search' text and a magnifying glass icon in the center, and navigation links 'About', 'Schemas', and 'Documentation' on the right. The main content area is white and features a 'Welcome to Schema.org' heading. Below the heading is a paragraph explaining the mission of Schema.org. This is followed by a paragraph detailing the various encodings (RDFa, Microdata, JSON-LD) and the extension model. Next is a paragraph about the founding organizations and the open community process, with links to a mailing list and GitHub. Then, a paragraph describes the benefit of a shared vocabulary. This is followed by an invitation to get started and a link to the blog. The footer contains a link to the terms and conditions.

schema.org Custom Search

About Schemas Documentation

Welcome to Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open [community](#) process, using the public-schemaorg@w3.org mailing list and through [GitHub](#).

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together – to provide a shared collection of schemas.

We invite you to [get started!](#)

View our blog at blog.schema.org or see [release history](#) for version 3.4.

[Terms and conditions](#)



@ChristiJOlson #BingSEO #WordLiftAcademy

Schema can add to knowledge cards in the graph

MICROSOFT

All

Images

Videos

Maps

News

|

My saves

28,300,000 Results

Date ▾

Language ▾

Region ▾

Microsoft - Official Home Page

Microsoft.com ▾

Microsoft's mission and values are to help people and businesses throughout the world realize their potential.

Try Microsoft Edge A fast and secure browser that's designed for Windows 10 No thanks ...

Windows

Windows 10 unveils new innovations & is better than ever. Shop for Windows 10 ...

Contact Us

Get help with choosing a Microsoft product, or ask about a previous purchase from the ...

Canada

At Microsoft our mission and values are to help people and businesses throughout the ...

Download Center

Download the latest from Windows, Windows Apps, Office, Xbox, Skype, Windows 10, ...

Store Home

Shop for the latest software and technology products from Microsoft Store. Experience ...

Search results from microsoft.com

Search

TRENDING CONTENT

Download SwiftKey The Smart Keyboard and Get More Done, SwiftKey

Microsoft Ignite 2018 September 24-28, 2018 Orlando, Florida

Air France Elevates Customer Service and Empowers Employees ...

Office Online - Official Site

<https://www.office.com> ▾

Collaborate for free with online versions of Microsoft Word, PowerPoint, Excel, and OneNote. Save documents, spreadsheets, and presentations online, in OneDrive.

Microsoft Office - Productivity software for Home & Business

<https://products.office.com/en-ca/home> ▾

Microsoft Office offers a wide range of products for Business & Home, from desktop to web & mobile devices. Find the right productivity software for you.

Microsoft

American Multinational Technology Company

Microsoft Corporation is an American multinational corporation headquartered in Redmond, Washington, that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. Its best know... +

Official site

Wikipedia

Twitter

Facebook

LinkedIn

Customer service: +1 8009334750

Founded: Apr 4, 1975 - Albuquerque, NM

Revenue: \$110.4 billion USD (2018)

Headquarters: Redmond, WA

CEO: Satya Nadella (Since 2014)

Founders: Paul Allen · Bill Gates

Related people

See all (20+)

Bill Gates

Founder

Paul Allen

Founder

Satya Nadella

CEO

Steve Ballmer

Former CEO

John W. Thompson

Chairman

Corporate leaders

Satya Nadella

CEO

Brad Smith

Chief Legal Officer, President

Amy Hood

Executive VP, CFO

Scott Guthrie

Executive VP

Rajesh Jha

Executive VP

LiftAcademy

Structured data for Data Sources & Fact Checking



@ChristiJOlson #

rick scott critical condition

Web

Images

Videos

Maps

News

My saves

Also try: [critical condition](#)

4,990,000 RESULTS Any time ▾

News about Rick Scott Critical Condition

[bing.com/news](#)

Florida Governor Rick Scott Critically Injured During Hurricane Irma Cleanup?

[snopes.com](#) · 11 hours ago

On 11 September 2017, the “satirical” website Last Line of Defense falsely reported that Florida Governor Rick Scot...

Fact checked by Snopes: False

FAKE NEWS: Rick Scott is NOT in critical condition at the hospital

[First Coast News](#) · 2 days ago

Florida Governor Rick Scott Hospitalized Following ‘Bizarre’ Hurricane Irma Cleanup Acci...

[business2community.com](#) · 2...

Woman in critical condition from 6 car pileup on 95 and Decatur

[Fox 5 KVVU-TV](#) · 2 days ago

What we're covering today?



What's
important to
Bing

What's
important to
Searchers

What's
important to
You

What's important to Searchers?



What's
important to
Bing

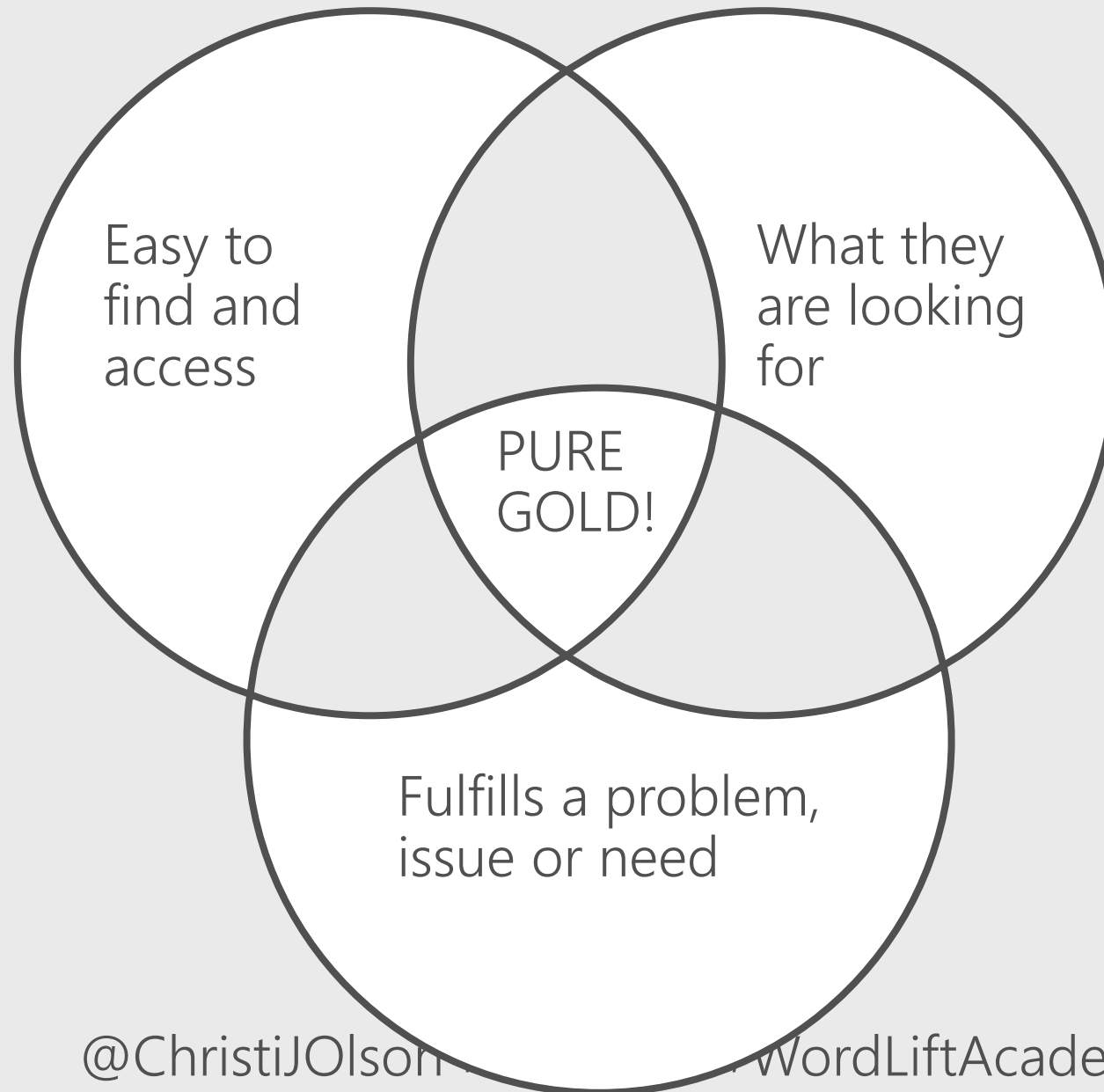
Relevance

Content
Experience

User
Experience

What's
important to
You

The secret to success with searchers?



Your High Level Take-aways from today



SEO is a Long Term Investment

You Need Webmaster Tools

Submit a valid sitemap

Crawlable Content is KING!

- If a bot can't see or read it, it doesn't exist. I.E. Images & Video
- Every page needs crawlable text.

Canonicalize your URLs
(eliminate duplicate content from the start)

Do your Keyword Research

- Create a targeted list of keywords per page (use them across the page – page name, meta tags, title, description, alt tags, etc)

Image & Video optimization –

- Bots can't see images or videos, use your alt text

One H1 tag per page.

It needs to be keyword rich!

Use the Title Tag
(Target keywords still towards the front)

Write a compelling Title & Description

Use Structured Data & Schema

Links & Social