

# Google vs. Bing SEO Action Sheet

Optimize your website for both Google and Bing's distinct algorithms.

Based on [Bing Vs Google Algorithm Differences Complete Ranking Factor Comparison Guide](#) by Casey's SEO

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## Content Discovery & Speed

- Be patient for Bing content indexing; Google is faster.
- Ensure key pages are easily accessible for Bing.
- Submit sitemaps to both Google Search Console and Bing Webmaster Tools.

## Mobile & Technical Performance

- Prioritize mobile-first optimization for Google.
- Ensure basic mobile-friendliness for Bing.
- Focus on Google's Core Web Vitals for page speed and stability.
- Test JavaScript-heavy sites for Bing crawlability.

## Understanding & Keywords

- Optimize for natural language and topical relevance on Google.
- Use exact match keywords strategically for Bing.
- Ensure keywords appear in titles, URLs, and headers for Bing.

## Link Building Strategies

- Focus on quality and relevance for Google backlinks.
- Consider quantity and exact match anchor text for Bing.
- Leverage .edu and .gov links for Bing.
- Utilize traditional link building tactics for Bing.

## Social Signals & Authority

- Encourage social sharing to boost Bing rankings.
- Build domain age and authority for Bing.
- Optimize for both Google My Business and Bing Places.

## Local SEO Nuances

- Optimize for Google's distance, relevance, and prominence factors.
- Focus on directory citations and consistent NAP for Bing.
- Ensure clear location and service information on your site.

## Resources & Further Reading

*Related guides for this action sheet:*

### ■ Google vs. Bing SEO Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/google-vs-bing-seo-checklist.pdf>

### ■ Linkable Asset Creation Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/linkable-asset-creation-checklist.pdf>

### ■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

### ■ Find Your Local Results

<https://caseysseo.com/>

### ■ Why Your PPC Campaigns Need Bing Ads and Webmaster Tools Working Together – Casey's SEO

<https://caseysseo.com/bing-ads-integration-with-webmaster-tools-for-enhanced-ppc-performance/>

### ■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

### ■ Schema Markup for Local Businesses: Your Complete Playbook – Casey's SEO

<https://caseysseo.com/complete-schema-markup-implementation-strategy-for-local-businesses/>

### ■ Dental Practice SEO Strategies for Colorado Dentists: Your Guide to Getting Found Online – Casey's SEO

<https://caseysseo.com/dental-practice-seo-strategies-for-colorado-dentists/>

### ■ Colorado Springs Chamber Commerce SEO Benefits – Casey's SEO

<https://caseysseo.com/colorado-springs-chamber-commerce-seo-benefits/>

### ■ Family Law Seo Targeting Colorado Child Custody And Divorce Keywords – Casey's SEO

<https://caseysseo.com/family-law-seo-targeting-colorado-child-custody-and-divorce-keywords/>

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Tailor your SEO approach to leverage the unique strengths of both Google and Bing.