

Google vs. Bing Algorithm Differences and SEO Strategy

A guide to understanding and leveraging the distinct ranking factors of Google and Bing.

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

Step 1: Understand Content Indexing Speed

Recognize that Google indexes new content much faster (hours to days) than Bing, which can take up to two weeks. Prioritize submitting sitemaps to both search engines and ensure key pages are easily accessible.

- Be patient with Bing's indexing speed.
- Ensure your most important pages are easily discoverable from your homepage.



Step 2: Prioritize Mobile-First for Google

Google's algorithm is mobile-first, meaning it prioritizes the mobile version of your site. Bing is more desktop-focused, though it considers mobile. Optimize heavily for mobile for Google and ensure basic mobile-friendliness for Bing.

- Focus on Google's Core Web Vitals and page speed.
- Don't stress excessively about perfect mobile performance for Bing.



Step 3: Leverage AI Understanding vs. Exact Match Keywords

Google uses AI to understand synonyms and context, while Bing is more literal and relies on exact keyword matches. Optimize for topical relevance on Google and explicit keyword usage on Bing.

- Use exact match keywords in titles, URLs, and headers for Bing.
- Google understands broader topical relevance.



Step 4: Differentiate Link Building Strategies

Google values quality and relevance in backlinks. Bing considers quantity, exact match anchor text, and gives weight to .edu and .gov links. Employ traditional link building for Bing alongside quality-focused efforts for Google.

- Focus on earning natural, relevant links for Google.
- Don't ignore directory submissions and exact match anchor text for Bing.



Step 5: Incorporate Social Signals for Bing

Bing uses social media shares as a ranking factor, while Google officially does not. Actively promote content sharing on social platforms to boost Bing visibility.

- Track social media engagement for Bing ranking improvements.

- Google may use social signals indirectly for discovery.



Step 6: Address Technical Differences

Google handles JavaScript-heavy sites and complex redirects better than Bing. Ensure critical content is accessible without JavaScript for Bing and use permanent 301 redirects where appropriate.

- Keep technical SEO clean for both platforms.
- Bing is more forgiving of minor redirect issues.



Step 7: Optimize for Local SEO Uniquely

Google's local algorithm considers distance, relevance, and prominence. Bing's is more reliant on traditional directory citations and consistent NAP (Name, Address, Phone) information.

- Optimize for both Google My Business and Bing Places.
- Ensure consistent local business information across the web.



Step 8: Factor in Domain Age and Authority

Bing shows more respect for older, established domains and exact match domains. Google prioritizes current relevance and recent authority signals.

- Exact match domains can still perform well on Bing.
- Google focuses more on current relevance and strong authority.

Resources & Further Reading

Related guides for this process:

■ 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>

■ Google vs. Bing SEO Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/bing-vs-google-algorithm-differences-complete-ranking-factor-comparison-guide-action-sheet.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 strategy to harness the distinct strengths of both Google and Bing.