

Google vs. Bing: Algorithmic Differences for SEO

Understand how Google and Bing rank content differently to optimize your strategy.

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

~90%	Google Search Market Share
~10%	Bing Search Market Share
Hours to Days	Content Discovery Speed (Google)
Up to Two Weeks	Content Discovery Speed (Bing)

Mobile-First vs. Desktop Focus

Google prioritizes mobile experience for rankings, while Bing remains more desktop-centric, though it considers mobile.

AI Understanding

Google excels at understanding natural language and intent, whereas Bing is more literal and relies on exact keyword matches.

Link Building Approach

Google values quality and relevance, while Bing still gives weight to quantity, .edu links, and exact match anchor text.

Social Signals

Bing uses social media shares as a ranking factor, while Google officially states it does not.

Technical SEO

Google handles JavaScript-heavy sites better, and is stricter with redirects; Bing is more forgiving of technical nuances.

Domain Age & Authority

Bing shows more respect for older domains and exact match domains compared to Google's focus on current relevance.

Resources & Further Reading

Related guides for this summary:

■ 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 leverage the unique ranking factors of both Google and Bing.