

Dual Search Engine SEO Strategy Roadmap

A phased approach to optimizing for both Google and Bing.

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

Week 1: Foundation & Discovery

- Analyze current website performance on both Google and Bing.
- Set up separate traffic tracking for Google and Bing in analytics.
- Review Google's mobile-first indexing and page speed requirements.
- Identify key target keywords and their exact match relevance for Bing.



Week 2: Google Optimization Focus

- Ensure a strong mobile experience and optimize Core Web Vitals.
- Focus on creating high-quality, contextually relevant content.
- Begin building natural, diverse, and relevant backlinks.
- Submit sitemap to Google Search Console.



Week 3: Bing Optimization Layer

- Incorporate exact match keywords in title tags, URLs, and headers.
- Explore traditional link building tactics (e.g., directory submissions).
- Ensure content is easily crawlable without heavy reliance on JavaScript.
- Submit sitemap to Bing Webmaster Tools.



Week 4: Content & Technical Refinement

- Refresh existing content for freshness and update key pages.
- Review and correct redirect strategies (301 vs. 302).
- Ensure basic mobile-friendliness for all pages.
- Verify consistent NAP (Name, Address, Phone) information across directories.



Month 2: Social Signals & Authority

- Develop a strategy to encourage social media sharing of content.
- Analyze domain age and its potential impact on Bing rankings.
- Consider exact match domains if applicable and beneficial for Bing.

- Monitor Bing's response to social signals.



Month 3: Local SEO Specialization

- Optimize Google My Business profile thoroughly.
- Optimize Bing Places for Business profile.
- Focus on local citations and consistent business information.
- Analyze local search performance differences between Google and Bing.



Ongoing: Monitoring & Adaptation

- Continuously monitor rankings and traffic from both search engines.
- Stay updated on algorithm changes for Google and Bing.
- Adapt strategies based on performance data and new insights.
- Re-evaluate AI and natural language understanding differences.

Resources & Further Reading

Related guides for this timeline:

■ Google vs. Bing Algorithm Differences and SEO Strategy (Process Flow)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-6f5cfe/casey-s-seo/Process%20Flow/bing-vs-google-algorithm-difference-s-complete-ranking-factor-comparison-guide-process-flow.pdf>

■ 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>

■ 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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Optimize for both Google and Bing to capture a wider audience and maximize search visibility.