

Questions to Ask Before Hiring an SEO Provider

Navigate the complexities of Google vs. Bing SEO strategies.

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

Use this list to ensure your chosen SEO professional understands and can implement strategies for both Google and Bing.

1. How quickly can you get new content indexed by Google and Bing?

Understanding the speed of indexing for both search engines is crucial for timely content visibility.

2. What is your approach to mobile-first indexing for Google, and how does it differ for Bing?

Ensures the provider understands Google's mobile-centric approach versus Bing's more desktop-focused stance.

3. How do you leverage AI and natural language understanding for Google, and what is your strategy for Bing's more literal interpretation?

Assesses their ability to optimize for different AI capabilities and keyword matching.

4. What is your strategy for link building, considering Google's focus on quality versus Bing's emphasis on quantity and .edu/.gov links?

Determines if they understand the nuanced differences in link evaluation between the two search engines.

5. How do you incorporate social media signals into your SEO strategy, knowing Bing uses them as a ranking factor?

Checks if they recognize and utilize Bing's unique reliance on social proof.

6. How do you optimize for exact match keywords for Bing, while also focusing on topical relevance for Google?

Evaluates their ability to balance keyword strategies for both platforms.

7. What is your experience with optimizing websites that rely heavily on JavaScript for Bing?

Identifies potential challenges with Bing's crawling capabilities for complex sites.

8. How do you handle redirects and ensure ranking power is passed effectively on both platforms?

Assesses their technical SEO knowledge regarding redirect best practices for each engine.

9. What is your strategy for content freshness and updates on both Google and Bing?

Ensures they understand the different speeds at which each engine recognizes content changes.

10. How do you approach local SEO, considering the distinct algorithms of Google and Bing?

Verifies their understanding of platform-specific local search optimization tactics.

11. How do you account for domain age and authority in your strategies for Google versus Bing?

Determines if they recognize Bing's preference for established domains.

12. Can you provide examples of how you've successfully ranked websites on both Google and Bing?

Seeks proof of their practical experience and success across both search engines.

13. What tools do you use to track and report on performance across both Google and Bing?

Ensures they have the capabilities to monitor and analyze results from both platforms.

14. How do you stay updated on the algorithm changes for both Google and Bing?

Confirms their commitment to continuous learning in the evolving SEO landscape.

15. What is your process for submitting sitemaps and managing Bing Webmaster Tools?

Checks for fundamental technical SEO practices specific to Bing.

Resources & Further Reading

Related guides before you ask these questions:

■ 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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Understand the differences to maximize your visibility across Google and Bing.